

Online Communities, Brand Recovery, Consumer Relationships, and Repurchase Intentions

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ABSTRACT

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This study examines the influence and linkages between Online Communities, Brand Recovery, Consumer Relationships, and Repurchase Intentions. The case discussed is Tokopedia as one of the big market places in Indonesia. The research uses a quantitative approach with instruments in the form of questionnaires distributed to Tokopedia users. Questionnaire distributed online. The respondent's response is a scale from 1 (strongly disagree) to 5 (strongly agree). The data is processed using the Structural Equation Modeling (SEM) model. Brand recovery efforts have a significant positive effect on consumer forgiveness. If users experience high brand recovery efforts, they will also have high consumer forgiveness. Brand restoration efforts have a significant positive impact on repurchase intentions. Online brand community involvement has a significant positive effect on consumer forgiveness. Users were involved in an increased online brand community and will also have high consumer forgiveness. Online brand community involvement has a positive but insignificant effect on repurchase intention.

Keywords

Brand Recovery

Consumer Relationships

Online Communities

Repurchase Intentions

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Introduction

E-commerce sales in Indonesia will grow 133.5% to US\$ 16.5 billion or around IDR 219 trillion in 2022 from the 2017 position. Based on figure 1, the growth of e-commerce transactions in Indonesia has increased from 2014 to 2018 with an average gain of 77.98 trillion. Based on table 1.1, it can be seen that there is 10 frequent e-commerce visited by Indonesian people, and Tokopedia is on the first level. Indonesia is a country that is experiencing improvement and development towards e-commerce transactions due to the number of e-commerce transactions skyrocketing in the last few periods.

One of the most popular marketplaces for customers is Tokopedia, quoted from cnbcindonesia.com. The reason for choosing Tokopedia was based on various programs considered beneficial to customers, such as discounts for local products. In addition, this platform is said to often hold programs featuring multiple local products. Tokopedia was officially established on February 6, 2009. On August 17 of the same year, Tokopedia was officially accessible to the public. Tokopedia itself is one of the buying and selling sites that are currently hyped. Tokopedia provides access for sellers or buyers to be able to carry out buying and selling transactions without being charged any fees. In addition, Tokopedia also provides a joint account system that can be trusted safely [1].

Tokopedia also has a community called Top Community. The top community is a gathering place for Tokopedia sellers to get an education, exchange insights and even create new opportunities. Various activities are held at Top Community. The material will be presented daily to improve your shop's quality through an educational toppers agenda. Telegram is a communication medium used by top community members, besides hanging out together in activities regularly held in every city (seller.tokopedia.com).

The rapid growth of e-commerce is directly proportional to the emergence of problems in protecting citizens' personal data. The Tokopedia data leak case that occurred in 2020 is one of them. The Tokopedia marketplace personal data leak in early May 2020 resulted in around 91 million Tokopedia user account data being hacked and sold on the dark web for US\$ 5,000. The chronology of the data leak began with the hack carried out by Whysodank, which occurred on March 20 2020. On Saturday, May 2, 2020, the Whyosodank account leaked the results of the hack on the Raid Forum.

Furthermore, on the same day, the account [@underthebreach](https://twitter.com/underthebreach), which claims to be a monitoring and data leakage prevention service from Israel, tweeted about the Tokopedia account hacking on Twitter. In the tweet, the [@underthebreach](https://twitter.com/underthebreach) account said that about 15 million accounts' personal data had been hacked. This personal data consists of user ID, email, full name, date of birth, gender, cellphone number and password, which is still hashed or

encrypted (cnnindonesia.com, 2020). On Sunday, May 3 2020, Whysodank announced that it had sold all 91 million Tokopedia user data on a dark web forum called Empire Market.

Consumers may forget about a brand crisis after a few months, especially when the company is socially responsible and voluntary brand recovery efforts are achieved. Customers will continue to buy products from the company if service recovery is carried out correctly and their problems are handled satisfactorily [2]. In addition to efforts to recover from brands experiencing a product crisis, online brand communities on social media such as Facebook and Twitter have made negative word of the mouth easy and fast [3]. When a company experiences a product defect scandal, the online brand community can provide positive news, as it will use community tools (i.e., share, like, comment) to spread positive information about the scandal to everyone in their environment. As a result of product damage scandals and the presence of online brands, communities can influence people's intentions to buy from these brands [4].

Consumer forgiveness can accelerate the recovery of strained relationships between service providers and customers [5]. It may return the connection to its original state, improve the quality of the commercial relationship, and encourage positive word of mouth [6]. When consumers forgive a brand involved in a product defect crisis, they are motivated to restore their relationship and commitment to the brand and, therefore, are likely to continue buying the brand. Consumers tend to choose the same brand in the future if they forgive the brand violations [7].

Actions taken by the company to retain customers, so they continue to use the products and services provided are critical. According to Ref. [8], customer retention has become a significant concern for e-commerce businesses. Acquiring and retaining customers takes more time and effort but is more difficult for online retailers without face-to-face interaction with online consumers. Customers usually compare prices between two or more items they want to buy and then decide. Therefore, the price level can influence the decision to build a relationship with an online retailer. In addition, their decision to purchase products from brands or online shopping platforms can be affected by prices. Ref. [9] stated that pricing is an essential issue for retailers. There is a relationship between price fixing and repurchase intention. Price affects customer repurchase intentions. The price level also mediates the repurchase intention, as Ref. [10] found that the price level mediates the relationship between relationship quality construction and online consumer intentions to repurchase.

This research examined the effect of online brand community engagement (OBCE) on consumer responses to brand super-recovery strategies, namely forgiveness and repurchase intention in the Samsung Galaxy Note 7 battery crisis, with data from community consumer members of Samsung online brands in China. Specifically, this research develops and tests a conceptual model that treats consumer forgiveness and price levels as mediations linking

brand super-recovery efforts, online brand community engagement (OBCE), and relationship quality with repurchase intentions. This research will be carried out on Tokopedia consumers who are members of the Top Community in Central Java. Based on this description, this study examines the influence of online community involvement, brand recovery strategy, and consumer relations on repurchasing intentions at Tokopedia, mediated by price levels and consumer forgiveness.

Material and Methods

A. Research Contexts

The type of research used is a quantitative research that fulfils scientific principles concretely or empirically, objectively, measurably, rationally, and systematically using cross-sectional study methods. The population in this study are all e-commerce users who have made purchase transactions on the Tokopedia platform and are members of the Tokopedia community (top community) in Central Java. The minimum sample is 175 (35 question items x 5). In this study, 186 e-commerce users have made purchase transactions on the Tokopedia platform and are members of the Tokopedia community in Central Java. This research used a purposive sampling technique with the criteria of e-commerce users who have made purchase transactions on the Tokopedia platform and are members of the Tokopedia community in Central Java.

The primary data in this study were obtained through a questionnaire distributed to Tokopedia users via an online questionnaire, namely the Google form. The questionnaire was distributed to the top community telegram group and the top community Facebook group. The questionnaire distributed to respondents has two parts. The first part contains personal information such as age, gender, last education, and length of time using Tokopedia. While the second part contains question items from variables brand recovery effort (brand super-recovery effort), online brand community engagement (OBCE), customer trust, customer commitment, customer satisfaction, repurchase intention), consumer forgiveness, and price level.

B. Variables and Instruments

The exogenous variables in this study are brand super recovery effort, online brand community involvement (OBCE), customer trust, customer commitment, and customer satisfaction. In the SEM model, exogenous variables are indicated by arrows leading to these variables. So the influence of that endogenous variable is influenced by other variables. The endogenous variable in this study is repurchase intention. In this research, the moderator variables are consumer forgiveness and price level. All measurement items are based on a five-

point scale ranging from "1 = strongly disagree" to "5 = strongly agree". The words of each item are presented in Table 1.

Table 1. Question Items

Adoption	Items
Independent variable (Siomkos, 1999; Souiden & Pons, 2009)	
SR1	Tokopedia has acted responsibly and honestly. (Regarding data leak)
SR2	Tokopedia has shown that they genuinely care about its customers. (Regarding data leak)
SR3	Tokopedia has taken extra measures for consumers even though they are not required by law. (Regarding data leak)
SR4	Tokopedia has made extraordinary efforts to overcome this problem. (Regarding data leak)
Independent variable: Conscious participation (Vivek, 2009; Zhang et al., 2017)	
CP1	Everything related to Tokopedia caught my attention.
CP2	I want to learn more about Tokopedia.
CP3	I really care about anything about Tokopedia.
Independent variable: Enthusiasm (Vivek, 2009; Zhang et al., 2017)	
EM1	I spend a lot of my free time in the Tokopedia community.
EM2	I really like the Tokopedia Community.
EM3	I am very interested in the Tokopedia Community.
EM4	My days would be the same with the Tokopedia community.
Independent variable: Social interaction (Vivek, 2009; Zhang et al., 2017)	
SI1	I like discussing Tokopedia with my friends.
SI2	I like giving information about Tokopedia when I'm with other people.
SI3	Discussing Tokopedia is more fun when other people around me are also doing it.
Mediation Variable (Xie & Peng, 2009)	
CF1	I will give him a chance to correct his mistake. (Regarding data leak)
CF2	I will forgive him. (Regarding data leak)
CF3	I will think positively about e-commerce.
Independent variable Customer trust (Chung and Shin 2010)	
CT 1	I trust the information provided on Tokopedia.
CT 2	I believe in the promise that Tokopedia made.
CT 3	I trust the products provided on Tokopedia.
CT 4	I trust the delivery of products made by Tokopedia
Independent variable Customer Commitment (Chung and Shin 2010)	
CC1	I feel Tokopedia as a friend
CC2	It would be difficult to stop being a Tokopedia customer now, even if I wanted to.
CC3	I am proud to be a Tokopedia customer.
CC4	I care about the long-term success of Tokopedia.
Independent variable Customer Satisfaction (Chung and Shin 2010)	
CS1	I am satisfied with the offers on Tokopedia.
CS2	I am satisfied with my purchase at Tokopedia
CS3	I am satisfied with the products on Tokopedia
Mediator Price Level Variable (Graciola et al., 2018)	
PL1	The price on Tokopedia is meager.
PL2	This is a cheap marketplace.
PL3	The price for the Tokopedia marketplace is lower compared to other marketplaces.
PL4	This is a marketplace for all circles.
Dependent variable (Johnson et al., 2006).	
RPI1	My next online shopping is still at Tokopedia.
RPI2	I will buy goods at Tokopedia next time when I need goods online.
RPI3	I will still buy at Tokopedia even though there are other competitors.

C. Data analysis techniques

Data analysis techniques used Partial Least Square (PLS). PLS is an equation model of Structural Equation Modeling (SEM) with an approach based on variance or component-based structural equation modelling. This study has a complex model and a limited number of samples, so the data analysis uses SmartPLS software. SmartPLS uses the bootstrapping or random multiplication method. Therefore the assumption of normality will not be a problem. In addition, by bootstrapping, SmartPLS does not require a minimum number of samples, so it can be applied to research with small sample sizes. Outer Analysis or Measurement Model is done to illustrate the relationship between the indicator block and its latent variables. The outer model specifies the relationship between latent variables and indicators. Evaluation of the structural model (inner model) is used in this study to predict causality or causal relationships between latent variables through the pls algorithm test, namely r-square, Q-square, and hypothesis testing.

Results

Respondent data is explained through the frequency distribution in Table 2. The characteristics of the respondents studied, namely type, gender, age, education, and length of time using Tokopedia (in years).

Table 2. Respondent Description Data

	Number of Respondents	Percentage
Gender		
• Man	84	45.2%
• Woman	102	54.8%
Age		
• <18	7	3.7%
• 18-24	99	53.3%
• 25-30	58	31.2%
• >30	22	11.8%
Education		
• Junior High School (SMP)	3	1.6%
• Senior High School (SMA)	40	21.5%
• Undergraduate (S1)	138	74.2%
• Postgraduate (S2)	5	2.7%
Length of time using Tokopedia (year)		
• <1	41	22%
• 1-2	78	42%
• 3-4	53	28.5%
• >5	14	7.5%

The views of employees as respondents are shown in Table 3.

Table 3. Respondents' Responses to Question Items

Variables	Question Items	Means
Brand Super-Recovery Effort		
1	Tokopedia has acted responsibly and honestly. (Regarding data leak)	3,978
2	Tokopedia has shown that they genuinely care about its customers. (Regarding data leak)	3,941
3	Tokopedia has taken extra measures for consumers even though they are not required by law. (Regarding data leak)	3,93
4	Tokopedia has made extraordinary efforts to overcome this problem. (Regarding data leak)	3,903
	Average Means	3,94
Consumer Forgiveness (Consumer Forgiveness)		
1	I will give him a chance to correct his mistake. (Regarding data leak)	3,871
2	I will forgive him. (Regarding data leak)	3,618
3	I will think positively about e-commerce.	3,796
	Average Means	3,76
Online Brand Community Engagement		
1	Everything related to Tokopedia caught my attention.	3,79
2	I want to learn more about the Tokopedia community.	3,769
3	I really care about anything about the Tokopedia community.	3,559
4	I spend a lot of my free time in the Tokopedia community.	3,253
5	I really like the Tokopedia Community.	3,473
6	I am very interested in the Tokopedia Community.	3,774
7	My days would be the same with the Tokopedia community.	3,898
8	I like discussing Tokopedia with my friends.	3,618
9	I like giving information about Tokopedia when I'm with other people.	3,624
10	Discussing Tokopedia is more fun when other people around me are also doing it.	3,704
	Average Means	3,65
Customer Trust		
1	I trust the information provided on Tokopedia.	3,93
2	I believe in the promise that Tokopedia made.	3,71
3	I trust the products provided on Tokopedia.	3,984
4	I trust the delivery of products made by Tokopedia	4,194
	Average Means	3,95
Customer Commitment		
1	I feel Tokopedia as a friend	3,661
2	It would be difficult to stop being a Tokopedia customer now, even if I wanted to.	3,575
3	I am proud to be a Tokopedia customer.	3,844
4	I care about the long-term success of Tokopedia.	3,957
	Average Means	3,76
Customer Satisfaction (Customer Satisfaction)		
1	I am satisfied with the offers on Tokopedia.	3,962
2	I am satisfied with my purchase at Tokopedia	3,984
3	I am satisfied with the products on Tokopedia	4,065
	Average Means	4,00
Price Level		
1	The price on Tokopedia is meager.	3,753
2	This is a cheap marketplace.	3,747
3	The price for the Tokopedia marketplace is lower compared to other marketplaces.	3,425
4	This is a marketplace for all circles.	4,054
	Average Means	3,74
Repurchase Intention		
1	My next online shopping is still at Tokopedia.	3,892
2	I will buy goods at Tokopedia next time when I need goods online.	3,909
3	I will still buy at Tokopedia even though there are other competitors.	3,796
	Average Means	3,87

The outer model in this study can be seen in Fig. 1.

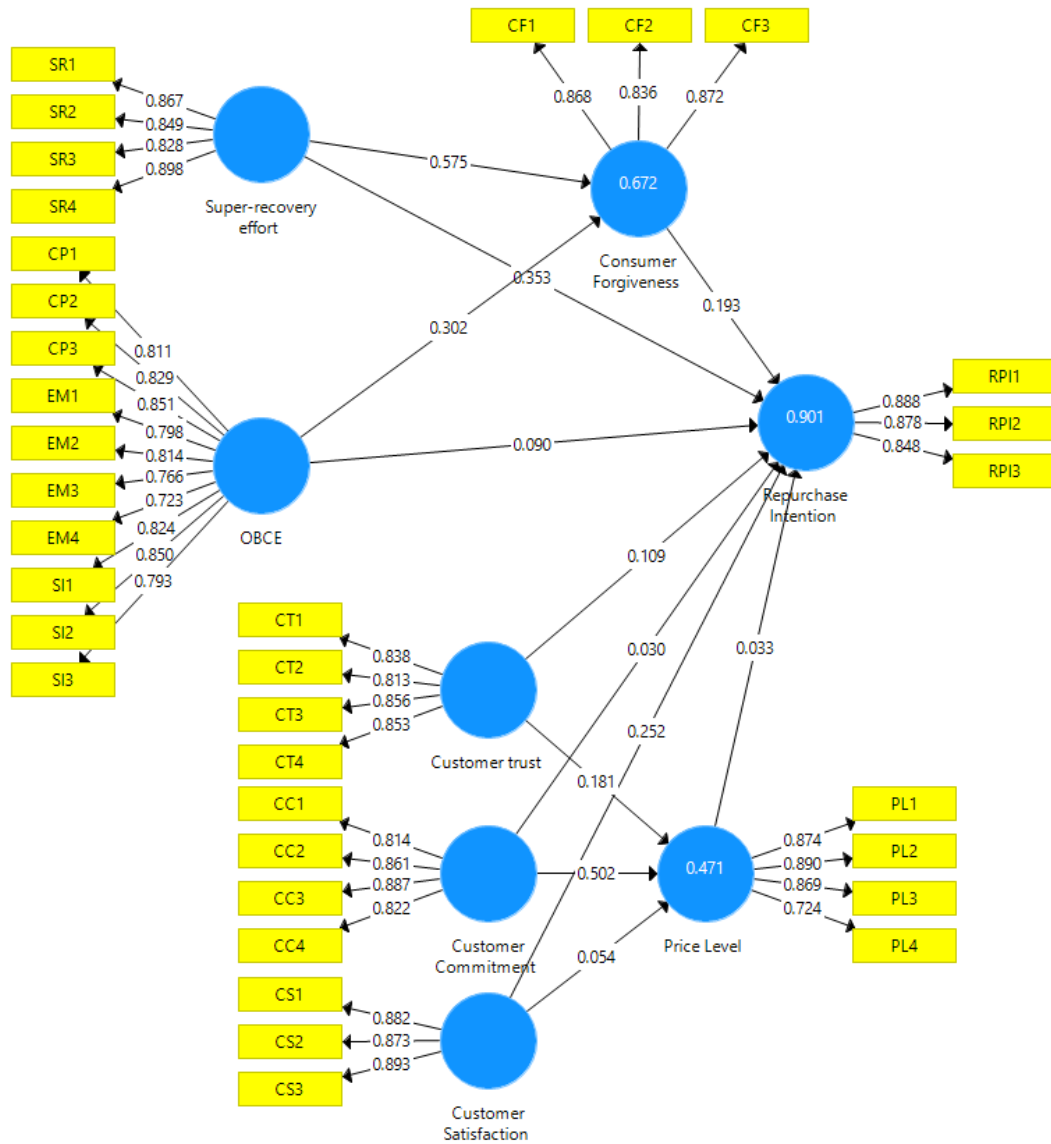


Fig. 1. Outer Model Structural Equation Modelling

Convergent validity is proven if the scores obtained by instruments that measure concepts or concepts with different methods have a high correlation. The correlation between the indicator score and the variable score becomes a measurement of the convergent validity of the measurement model. An indicator is said to be valid if the AVE (Average Variance Extracted) value is > 0.5 so that it can be said that the measurement meets the convergent validity criteria. Table 3. is the result of concurrent validity testing using the SmartPLS software.

Table 4. Convergent Validity Test Results

Latent Variable	Indicator Items	Test Results (AVE)	Critical Value	Conclusion
Brand Super Recovery Effort	SR1	0867	0.50	Valid
	SR2	0849	0.50	Valid
	SR3	0.828	0.50	Valid
	SR4	0898	0.50	Valid
Online Brand Community Engagement	CP1	0811	0.50	Valid
	CP2	0.829	0.50	Valid
	CP3	0.851	0.50	Valid
	EM1	0.798	0.50	Valid
	EM2	0814	0.50	Valid
	EM3	0.766	0.50	Valid
	EM4	0.723	0.50	Valid
	SI1	0.824	0.50	Valid
	SI2	0.850	0.50	Valid
Consumer Forgiveness	SI3	0.793	0.50	Valid
	CF1	0.868	0.50	Valid
	CF2	0.836	0.50	Valid
Customer trust	CF3	0.872	0.50	Valid
	CT 1	0.838	0.50	Valid
	CT 2	0.813	0.50	Valid
	CT 3	0.856	0.50	Valid
Customer Commitment	CT 4	0.853	0.50	Valid
	CC1	0814	0.50	Valid
	CC2	0.861	0.50	Valid
	CC3	0887	0.50	Valid
Customer Satisfaction	CC4	0.822	0.50	Valid
	CS1	0.882	0.50	Valid
	CS2	0.873	0.50	Valid
Price Levels	CS3	0893	0.50	Valid
	PL1	0.874	0.50	Valid
	PL2	0.890	0.50	Valid
	PL3	0869	0.50	Valid
Repurchase Intention	PL4	0.724	0.50	Valid
	RPI1	0.888	0.50	Valid
	RPI2	0.878	0.50	Valid
	RPI3	0.848	0.50	Valid

Table 4 shows that 35 statement items out of 35 statements are declared valid because they have a loading factor value of $AVE > 0,50$. Therefore, the 35 valid statement items can be used as research instruments because they meet the requirements of convergent validity.

The structural model (inner model) measurement aims to test the effect of other latent variables. The bootstrapping results in this study can be seen in Fig. 2. The test is carried out on the inner model based on the path value to see whether or not the influence that can be displayed from the t-statistic value is significant. The t-statistic value can be obtained through the bootstrapping process on SmartPLS. It can be seen from the t-statistic value between the independent variables and the dependent variable in the path coefficient table processed with SmartPLS to assess the significance of the predictive model in testing the structural model.

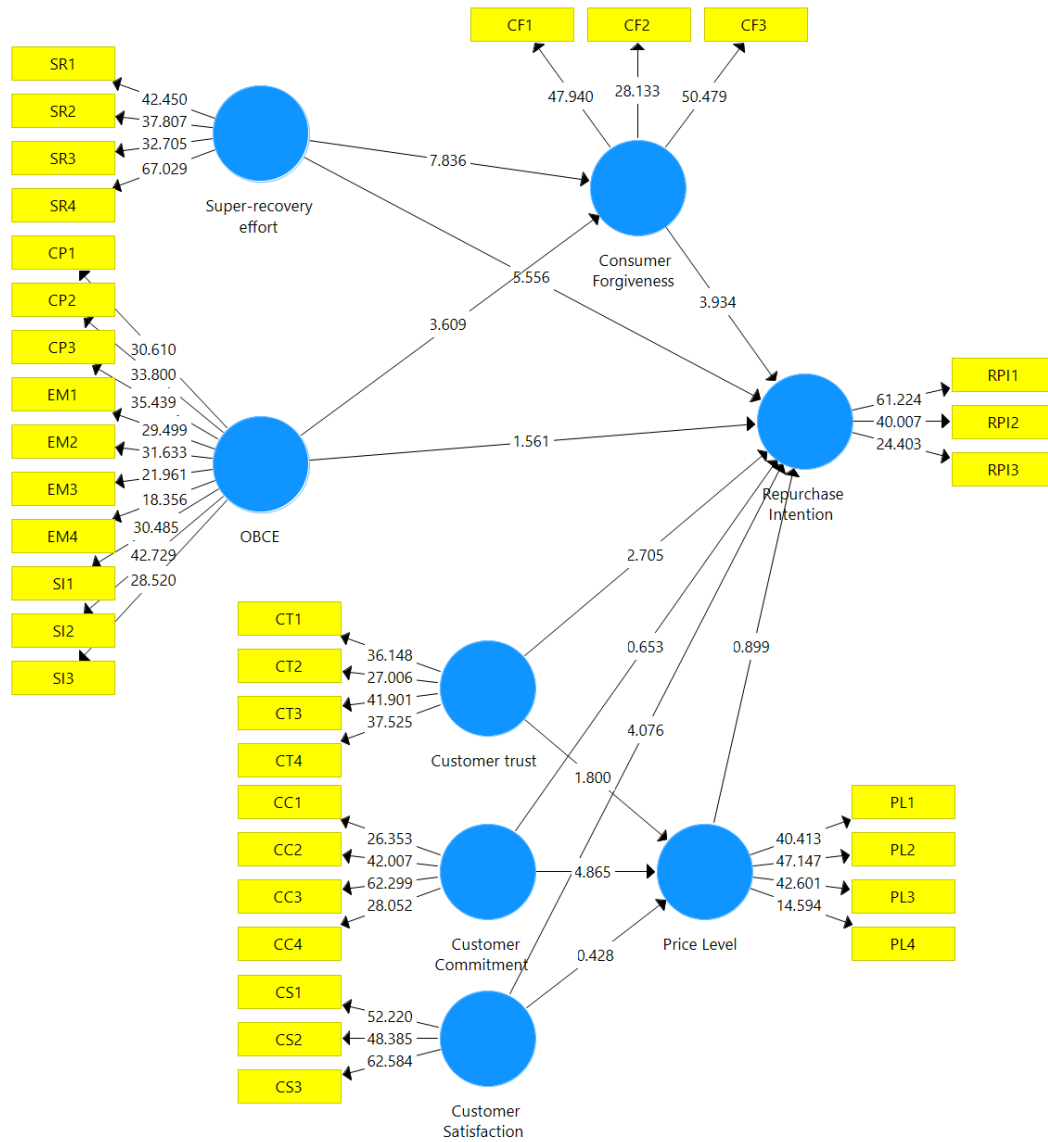


Fig. 2. Inner Model Structural Equation Modelling

The model's goodness of fit is measured using the R-square to determine how much the independent variable's ability explains the dependent variable. The following are the results of the R square test listed in Table 5.

Table 5. R-Square Values

Latent Variable	R-Square
Consumer Forgiveness	0.672
Price Levels	0.471
Repurchase Intention	0.901

R-Square value on the consumer forgiveness variable is equal to 0.672, the repurchase intention variable is equal to 0.901, and the variable price level of 0.471. The R-Square value

for the consumer forgiveness variable shows that the influence of the brand super recovery effort and online brand community engagement variables on consumer forgiveness is 0.672. The remaining 0.328 is influenced by other variables outside of this study. Based on this, the indicators of the brand super recovery effort and online brand community engagement variables used in this study can only explain 67.2 % as a factor forming consumer forgiveness. In comparison, the remaining 32.8 % is explained by other factors. Then for the repurchase intention variable, the R-Square value is 0.901. This means that the brand super recovery effort, online brand community engagement, and consumer forgiveness variables influence the repurchase intention of 0.901. The remaining 0.0909 is influenced by other variables outside the research. Then the indicators of brand super recovery effort variable, online brand community engagement, consumer forgiveness, customer trust, customer commitment, customer satisfaction, and price level in influencing repurchase intention explain 90.1 % as a factor influencing repurchase intention, and the remaining 9.9 % is explained by other factors.

For the price level variable, the R-Square value is 0.471. meaning that the variables customer trust, customer commitment, and customer satisfaction have an influence on the price level of 0.471 and the remaining 0.529 is influenced by other variables outside the research. Then the indicators of the variable customer trust, customer commitment, and customer satisfaction in controlling the price level used in this study can explain 47.1 % as a factor influencing the price level, and the remaining 52.9 % is explained by other factors. Table 6 is result of calculating the inner model test with Q^2 (predictive relevance).

Table 6. Q-Square Values

Items	$Q^2 (=1-SSE/SSO)$
Consumer Forgiveness	0.488
Customer Commitment	
Customer Satisfaction	
Customer trust	
ONCE	
Price Levels	0.324
Repurchase Intention	0.666
Super-recovery effort	

In the final stage of testing, if the effect of exogenous variables on endogenous variables is not significant while mediating variables on endogenous variables are significant, then mediating variables are proven to mediate the impact of exogenous variables on endogenous variables. The results of testing the path coefficients using smart pls can be seen in Table 7.

Table 7. Path Coefficient

H	Variable Relations	Original Sample	Sample Means	Standard Deviations	T-Statistics	P-Values
H1	Super-recovery effort -> Consumer Forgiveness	0.575	0.569	0.073	7,836	0.000
H2	Super-recovery effort -> Repurchase Intention	0.353	0.355	0.063	5556	0.000
H3	OBCE -> Consumer Forgiveness	0.302	0.309	0.084	3,609	0.000
H4	OBCE -> Repurchase Intention	0.090	0.093	0.057	1,561	0.119
H5	Consumer Forgiveness -> Repurchase Intention	0.193	0.189	0.049	3,934	0.000
H6	Customer trust -> Price Level	0.181	0.188	0.101	1,800	0.072
H7	Customer trust -> Repurchase Intention	0.109	0.108	0.040	2,705	0.007
H8	Customer Commitment -> Price Level	0.502	0.500	0.103	4,865	0.000
H9	Customer Commitment -> Repurchase Intention	0.030	0.026	0.046	0.653	0.514
H10	Customer Satisfaction -> Price Level	0.054	0.056	0.126	0.428	0.669
H11	Customer Satisfaction -> Repurchase Intention	0.252	0.255	0.062	4,076	0.000
H12	Price Level -> Repurchase Intention	0.033	0.033	0.037	0.899	0.369
H13	Super-recovery effort -> Consumer Forgiveness -> Repurchase Intention	0.111	0.108	0.033	3,351	0.001
H14	OBCE -> Consumer Forgiveness -> Repurchase Intention	0.058	0.058	0.021	2,794	0.005
H15	Customer Commitment -> Price Level -> Repurchase Intention	0.017	0.016	0.019	0.877	0.381
H16	Customer Satisfaction -> Price Level -> Repurchase Intention	0.002	0.001	0.006	0.275	0.784
H17	Customer trust -> Price Level -> Repurchase Intention	0.006	0.007	0.009	0.672	0.502

Discussion

A. Effect of Brand Recovery Efforts on Consumer Forgiveness

The study results show that the influence between brand super-recovery effort and consumer forgiveness has an original sample value of 0.575 (positive), meaning that if the brand super-recovery effort increases, consumer forgiveness (consumer forgiveness) also has an increasing trend. Then the T-statistic is $7.836 > 1.96$, and the p-value is $0.000 < 0.05$. Based on these results, there is a significant positive effect, so it can be concluded that **the first hypothesis is supported**. These results indicate the first hypothesis, which states that there is a positive influence on brand recovery efforts (brand super-recovery effort) on brand

recovery efforts (brand super-recovery effort), is acceptable. These results confirm the argument that studies regarding service failure recovery have identified that recovery strategies have a positive effect on obtaining consumer forgiveness [11,12]. Furthermore, according to Ref. [13], brand recovery efforts prioritize consumer welfare; therefore, brand recovery efforts have the most significant potential to improve brand reputation and restore customer relationships. For example, it takes great effort to mitigate damages and compensate customers with free samples, coupons and discounts. Suppose Tokopedia users feel there is a brand recovery effort, such as having acted responsibly and honestly, have cared for their customers, have taken extra steps, and have made efforts due to data leaks. In that case, consumers will provide forgiveness by allowing correcting mistakes, forgiving, and thinking positively about Tokopedia.

B. Effect of Brand Recovery Efforts on Repurchase Intentions

The results showed that the influence between brand super-recovery effort and repurchase intention has an original sample value of 0.353 (positive), meaning that if brand super-recovery effort increase, purchase intention increases, and repurchase intention also has an increasing trend. Then the T-statistic is $5.556 > 1.96$, and the p-value is $0.000 < 0.05$. These results have a significant positive effect, supporting the **second hypothesis**. These results indicate the second hypothesis, which states that there is a positive influence on a brand's super-recovery effort, repurchase intention, and acceptance.

These results are consistent with the argument of Ref. [14], consumers may forget about the crisis after a few months, especially when companies are socially responsible and voluntary brand recovery efforts are achieved. Customers will continue to buy products from the company if service recovery is carried out correctly and their problem is handled satisfactorily. Ref. [15] in his study argued that repurchase intention reflects the desire that consumers will return to the brand after corrective action or improvement. This research shows that if Tokopedia users feel there is a brand recovery effort. It covers having acted responsibly and honestly, cared for their customers, taken extra measures, and made efforts due to data leaks. Consumers will have an intention to repurchase, namely shopping made will stay at Tokopedia, buy goods at Tokopedia when they need goods, and still buy at Tokopedia even though there are other competitors.

C. The Influence of Online Brand Community (OBCE) Engagement on Consumer Forgiveness

The results showed that the influence between online brand community engagement (OBCE) and consumer forgiveness had an original sample value of 0.302 (positive), meaning that if online brand community engagement (OBCE) increased, then consumer forgiveness also has a tendency to grow. Then the T-statistic is $3,609 > 1.96$, and the p-value is $0.000 < 0.05$.

Based on these results, it has a significant positive effect, so it can be concluded that the **third hypothesis is supported**. These results indicate the third hypothesis, which states that there is a positive influence of online brand community engagement (OBCE) on consumer forgiveness, acceptable.

These results confirm the findings of Ref. [16, 17] that consumers who are highly engaged with brands in their online community have strong relationships with brands. Consumers who have a close relationship with the brand are more willing to forgive the company. This study shows that if Tokopedia users are members of the top community and make connections, such as those interested in Tokopedia, study, pay attention, spend a lot of time in the top community, like, and enjoy discussing Tokopedia. Consumers will provide forgiveness by allowing correcting mistakes, forgiving, and thinking positively about Tokopedia. Tokopedia's top community has all seller members, so if there is a data leak, the top community provides positive information regarding Tokopedia.

D. The Effect of Online Brand Community (OBCE) Engagement on Repurchase Intentions

The research results show that the effect between online brand community engagement (OBCE) and repurchase intention has an original sample value of 0.090 (positive). It means that online brand community engagement (OBCE) increases, and the repurchase intention also has an increasing trend. Then the T-statistic is $1.561 < 1.96$, and the p-value is $0.119 > 0.05$. Based on these results have a positive influence but are not significant, so it can be concluded that the **fourth hypothesis is not supported**. These results indicate the fourth hypothesis, which states that there is a positive influence of a brand super-recovery effort on repurchase intention unacceptable.

These results are inconsistent with the findings of Ref. [18], when consumers forgive a brand involved in a product damage crisis, they are motivated to restore their relationship and commitment to the brand and therefore, it is likely that they will continue to purchase the brand. This study shows that if Tokopedia users are members of the top community and make connections, such as those interested in Tokopedia, study, pay attention, spend a lot of time in the top community, like, and enjoy discussing Tokopedia. Consumers are less likely to have the intention to repurchase, i.e. shopping that is done will remain at Tokopedia, buy goods at Tokopedia when they need goods, and still buy at Tokopedia even though there are other competitors. This is because Tokopedia's top community has members who are all sellers, so they do more about selling products, not buying products.

E. The Effect of Consumer Forgiveness on Repurchase Intentions

The study results show that the influence between consumer forgiveness and repurchase intention has an original sample value of 0.193 (positive). As consumer forgiveness increases, the repurchase intention also has an increasing trend. Then the T-statistic is $3,934 > 1.96$, and the p-value is $0.000 < 0.05$, based on these results, have a significant positive effect so that it can be concluded that the **fifth hypothesis is supported**. These results indicate the fifth hypothesis, which states that there is a positive effect of consumer forgiveness on the intention to repurchase (repurchase intention), is acceptable.

These results confirm the findings of Ref. [12], finding empirical evidence to support that customer forgiveness positively relates to repurchase intention after a service failure. Ref. [19] also found that when consumers forgive a brand involved in a product damage crisis, they are motivated to restore their relationship and commitment to the brand and, therefore, are likely to continue buying the brand. This study shows that if Tokopedia users provide forgiveness regarding data leaks. It included allowing them to correct their mistakes and think positively about Tokopedia. Consumers will have the intention to repurchase. Namely, shopping will remain at Tokopedia, buy goods at Tokopedia when they need goods, and still buy on Tokopedia even though there are other competitors. Evidence of consumer forgiveness, quoted from cnnindonesia.com, Indonesian people quickly forget things, and public trust in Tokopedia will recover soon. A business will return to normal when people need Tokopedia for online shopping.

F. The Effect of Customer Trust on Price Levels and Repurchase Intentions

The results showed that the influence between customer trust and the price level had an original sample value of 0.181 (positive), meaning that if customer trust increased, the price level also tended to grow. Then the T-statistic is $1.800 < 1.96$, and the p-value is $0.072 > 0.05$. Based on these results, it has a positive but not significant effect, so it can be concluded that the **sixth hypothesis is rejected**. These results indicate the eighth hypothesis, which states that there is a positive influence on customer trust. At the price level, unacceptable.

These findings do not follow the study conducted by Ref. [20], consumer confidence can influence price levels. There needs to be more research on consumer confidence in price levels, so further research must be conducted. This study shows that if users give trust such as information, promises, available products, and delivery by Tokopedia, then it has no effect on the price level. This study rejects the hypothesis because the existence of a marketplace in Indonesia is not only Tokopedia. So consumers assume that not all goods sold on Tokopedia are the lowest prices compared to other marketplaces. Quoted from Katadata.co.id, in Indonesia, there are currently various marketplaces with all the advantages and disadvantages of each. 7 marketplaces are frequently visited in Indonesia, namely Tokopedia, Shopee, Bukalapak, Lazada, Blibli, Orami, Ralali, and Bhineka. JD.ID, and Zalora, from the 7

marketplaces, have competitive price competition. While the results of the research on the influence of customer trust and repurchase intention have an original sample value of 0.109 (positive). It means that if customer trust increases, repurchase intention also increases. Then the T-statistic is $2.705 > 1.96$ and the p-value is $0.007 < 0.05$, based on these results, have a significant positive effect so that it can be concluded that the **seventh hypothesis is accepted**. These results indicate the ninth hypothesis, which states that there is a positive influence on customer trust. Repurchase intention is acceptable.

These results confirm the findings of Ref. [21], trust is a significant factor in consumer intention to repurchase. This finding agrees with Ref. [22], who also found trust to be the dominant factor in customer intention to repurchase. This study shows that if users trust information, promises, available products, and deliveries made by Tokopedia, it will influence repurchasing intentions, namely shopping will remain at Tokopedia, will buy goods at Tokopedia when they need goods, and still buy Tokopedia, even though there are other competitors. Trust is an essential factor for the success of a marketplace business because there is no physical presence of the transacting parties. With the easier it is to find information and the credibility of Tokopedia in providing services to customers, it makes customers have the intention to buy again at the Tokopedia marketplace (seller.tokopedia.com, 2021).

G. The Effect of Customer Commitment on Price Levels and Repurchase Intentions

The results showed that the influence between customer commitment and price level has an original sample value of 0.502 (positive), meaning that if customer commitment increases, the price level also tends to increase. Then the T-statistic is $4,865 > 1.96$, and the p-value is $0.000 < 0.05$. Based on these results, they have a significant positive effect, so it can be concluded that the **eighth hypothesis is supported**. These results indicate the tenth hypothesis, which states that a positive influence of customer commitment at the price level is acceptable.

The findings of this study are inconsistent with those conducted by Ref. [20], who claims that satisfied customers will commit to retailers and continue to buy their products or brands in the same way and at different price levels. This study shows that if users make commitments such as being loyal to Tokopedia customers and proud to be Tokopedia customers, it influences the price level. The intended price level is like the price on Tokopedia is very cheap. Prices on Tokopedia are more affordable compared to other competitors. This research found that at the price level in Tokopedia, customers are committed to Tokopedia.

While the results of research on the influence between customer commitment with repurchase intention have an original sample value of 0.030 (positive), meaning that if customer commitment increases, the repurchase intention also increases. Then the T-statistic

is $0.653 < 1.96$, and the p-value is $0.514 > 0.05$. Based on these results have a positive influence but are not significant, so it can be concluded that the **ninth hypothesis is rejected**. These results indicate the eleventh hypothesis, which states that there is a positive influence on customer commitment. Repurchase intention is unacceptable. These results confirm the findings of Ref. [23], who found that commitment has no effect on customer repurchase intentions. This study shows that if users make commitments such as being loyal to Tokopedia customers and proud to be Tokopedia customers. They will have the effect of repurchasing intentions, namely shopping will remain at Tokopedia, buy goods at Tokopedia when they need goods, and still buy at Tokopedia even though there are competitors. This research shows that if a customer is committed to Tokopedia, it will not influence the customer to make a repeat purchase. Because of the existing commitment to consumers in the form of believing that Tokopedia will have success in the future.

H. The Effect of Customer Satisfaction on Price Levels and Repurchase Intentions

The results showed the influence between customer satisfaction (customer satisfaction) and a price level with an original sample value of 0.054 (positive), meaning that if customer satisfaction increases, the price level also tends to increase. Then the T-statistic is $0.428 < 1.96$, and the p-value is $0.669 > 0.05$. Based on these results, it has a positive but insignificant effect, so it can be concluded that the **tenth hypothesis cannot be supported**. These results indicate the twelfth hypothesis, which states that there is a positive influence on customer satisfaction. The price level is unacceptable.

The findings of this study are inconsistent with those conducted by Ref. [20], who claims that customers who are satisfied with service at retailers will continue to buy their products or brands in the same way and at different price levels. This study shows that if users feel satisfied, such as being satisfied with the offers, products, and products provided by Tokopedia, then it has no effect on the price level. The price level in question, for example, the price at Tokopedia is shallow, and the prices at Tokopedia are lower than other competitors. The price level at Tokopedia does not make customers feel satisfied with Tokopedia. This is because Tokopedia is not only a marketplace in Indonesia where the prices of goods on Tokopedia are not all low compared to other marketplaces.

While the results of research on the influence between customer satisfaction with repurchase intention have an original sample value of 0.252 (positive), meaning that if customer satisfaction increases, the repurchase intention also increases. Then the T-statistic is $4.076 > 1.96$, and the p-value is $0.000 > 0.05$. These results have a significant positive effect, so it can be concluded that the **eleventh hypothesis is supported**. These results indicate the thirteenth hypothesis, which states that there is a positive influence on customer satisfaction. Repurchase intention is acceptable. These results confirm the findings of Ref. [23] satisfaction

affects online consumer intentions to repurchase. This research shows that satisfied customers with Tokopedia's services will influence their intention to repurchase. One example that satisfies Tokopedia customers is the given offer, as quoted from wartakotalive.com. People choose Tokopedia compared to other e-commerce that Tokopedia's appearance is easier and simpler to use, even for beginners. Another reason, Tokopedia often offers promos and discounts. This study shows that if users feel satisfied, such as being satisfied with the offers, products, and products provided by Tokopedia, it will have an influence on repurchase intentions. Shopping will remain at Tokopedia, buy goods at Tokopedia when they need them, and still buy at Tokopedia. Although there are other competitors.

I. The Effect of Price Levels on Repurchase Intentions

The results of the study of the influence between price levels with the repurchase intention have an original sample value of 0.033 (positive), meaning that if the price level increases, the intention to repurchase (repurchase intention) also increases. Then the T-statistic is $0.899 < 1.96$, and the p-value is $0.369 > 0.05$. Based on these results, it has a positive but insignificant effect, so it can be concluded that the **twelfth hypothesis is not supported**. These results indicate the fourteenth hypothesis, which states that there is a positive influence on the price level. Repurchase intention is unacceptable.

This result is inconsistent with the findings of Ref. [10] found that price affects customer repurchase intentions. This research shows that customers at Tokopedia think that the price at Tokopedia is not the cheapest, so it does not affect their intention to repurchase. Customers usually compare prices between two or more items they want to buy and then decide.

This study shows that if Tokopedia users see the price level. The price provided by Tokopedia is lower than other marketplaces. It has no effect on repurchasing intentions, namely shopping will remain at Tokopedia, buy goods at Tokopedia when you need them, and still buy at Tokopedia even though there are other competitors.

J. The Role of Mediating Consumer Forgiveness

Table 8 shows the result of the mediator role.

Table 8. Test the Consumer Forgiveness Mediation Hypothesis

H	Indirect effect variable relationship	H	Direct effect variable relationship	Mediation effect state
H13	Super-recovery effort -> Consumer Forgiveness -> Repurchase Intention (Original Sample = 0.111, T Statistics = 3.351, P Values = 0.001) (significant)	H2	Super-recovery effort -> Repurchase Intention (Original Sample = 0.353 , T Statistics = 5.556 , P Values = 0.000) (significant)	partial mediation
H14	OBCE -> Consumer Forgiveness -> Repurchase Intention (Original Sample	H4	OBCE -> Repurchase Intention (Original Sample = 0.090 , T	Indirect-only (full mediation)

= 0.058, T Statistics = 2.794, P Values = 0.005) (significant)

Statistics = 1.561 , P Values = 0.119) (not significant)

The study results in table 4.10 show the influence of consumer forgiveness mediating brand super-recovery effort on repurchase intention. They have an original sample value of 0.111 (positive), meaning that if consumer forgiveness increases, mediating the relationship between brand super-recovery effort and repurchase intention also increases. Then the T-statistic is 3,351 > 1.96, and the p-value is 0.001 < 0.05, based on these results, have a significant positive effect so that it can be concluded that the **sixth hypothesis is supported**.

The sixth hypothesis states that there is a mediating effect of consumer forgiveness. The brand's super-recovery effort and repurchase intention are acceptable. However, the mediation model that occurs is partial mediation. This means that efforts to restore the brand can directly influence repurchase intentions without needing consumer forgiveness. These findings support Ref. [12] that forgiveness mediates the relationship between service recovery strategies and the intention to repurchase. Ref. [13] also research that consumer forgiveness mediates the relationship between super recovery effort and repurchase intention. That is, the brand recovery effort positively affects forgiveness, and forgiveness, in turn, positively influences repurchase intention.

While the results of the study in table 4.10 show the relationship between consumer forgiveness mediating online brand community engagement (OBCE) on repurchase intention. They have an original sample value of 0.058 (positive), meaning that if consumer forgiveness (consumer forgiveness) increases, mediating the relationship between online brand community engagement (OBCE) and repurchase intention also grows. Then the T-statistic is 2,794 > 1.96, and the p-value is 0.005 < 0.05, based on these results, it has a significant positive effect, so it can be concluded that the **seventh hypothesis is supported**. These results indicate the seventh hypothesis, which states that consumer forgiveness has a mediating effect. Online brand community engagement (OBCE) and repurchase intention are acceptable. However, the mediation model that occurs is full mediation. Online community involvement can directly influence repurchase intentions through consumer forgiveness. These findings support the research of Ref. [13] that online brand community engagement (OBCE) has a positive effect on forgiveness, and forgiveness, in turn, positively influences repurchase intentions. The impact of mediation through consumer forgiveness is more significant than the effect of online community involvement on repurchase intentions.

K. The Mediation Role of Price Levels

Table 9 show the role of price levels as mediator.

Table 9. Price Level Mediation Hypothesis Test

H	Indirect effect variable relationship	H	Direct effect variable relationship	Mediation effect state
H15	Customer Commitment -> Price Level -> Repurchase Intention (Original Sample = 0.017, T Statistics = 0.877, P Values = 0.381) (not significant)	H9	Customer Commitment -> Repurchase Intention (Original Sample = 0.030, T Statistics = 0.653, P Values = 0.514) (not significant)	No effect mediation) (no)
H16	Customer Satisfaction -> Price Level -> Repurchase Intention (Original Sample = 0.002, T Statistics = 0.275, P Values = 0.784) (not significant)	H11	Customer Satisfaction -> Repurchase Intention (Original Sample = 0.252, T Statistics = 4.076, P Values = 0.000) (significant)	Direct-only mediation) (no)
H17	Customer trust -> Price Level -> Repurchase Intention (Original Sample = 0.006, T Statistics = 0.672, P Values = 0.502) (not significant)	H7	Customer trust -> Repurchase Intention (Original Sample = 0.109, T Statistics = 2.705, P Values = 0.007) (significant)	Direct-only mediation) (no)

The study's results in Table 9 show that the influence between the price level mediating customer commitment to repurchase intention has an original sample value of 0.017 (positive), meaning that if the price level increases, the relationship between customer commitment and repurchase intention also increases. Then the T-statistic is $0.877 < 1.96$, and the p-value is $0.381 > 0.05$. These results have a positive but significant effect, so the **fifteenth hypothesis is invalid**. The fifteenth hypothesis states that there is an effect of the price level mediating customer commitment to repurchase intention, which is unacceptable. This means that consumer commitment does not affect repurchase intentions indirectly through the price level, with no mediation effect (no mediation). These findings do not support research from Ref. [20] that the price level mediates the influence between consumer commitment and intention to repurchase. Furthermore, the results of the research in Table 9 shows the effect of the price level mediating customer satisfaction on repurchase intention with an original sample value of 0.002 (positive), meaning that if the price level increases, the relationship between customer satisfaction and repurchase intention also increases. Then the T-statistic is $0.275 < 1.96$, and the p-value is $0.784 > 0.05$. Based on these results, it has a positive but insignificant effect, so it can be concluded that the **sixteenth hypothesis is not supported**

The sixteenth hypothesis states that there is a mediating effect of the price level mediating customer satisfaction on repurchase intention, which is unacceptable. This means that consumer satisfaction influences repurchase intention without going through the price level, with a direct-only (no mediation) mediating effect status. These findings do not support

research from Ref. [20] that the price level mediates the influence between consumer satisfaction and intention to repurchase.

Furthermore, the last research results in Table 9 show the effect of the price level mediating customer trust on repurchase intention has an original sample value of 0.006 (positive), meaning that if the price level increases, the relationship between customer trust and repurchase intention also increases. Then the T-statistic is $0.672 < 1.96$, and the p-value is $0.502 > 0.05$. Based on these results, it has a positive but insignificant effect, so it can be concluded that the **seventeenth hypothesis is not supported**. The seventeenth hypothesis states that there is a mediating effect of the price level mediating customer trust on repurchase intention, which is unacceptable. This means that consumer trust affects repurchase intentions without going through the price level, with a direct-only (no mediation) mediating effect. These findings do not support research from Ref. [20] that the price level mediates the relationship between consumer confidence and intention to repurchase.

Table 10 shows the discussion results from the study of the effect of online community involvement, brand recovery strategy, consumer relations, on repurchasing intentions at Tokopedia, mediated by price levels and consumer forgiveness.

Table 10. Summary of Research Results

No	Hypothesis	Information
H1	There is a positive influence of brand recovery efforts on consumer forgiveness.	Be accepted
H2	There is a positive influence of brand recovery efforts on repurchase intention.	Be accepted
H3	There is a positive influence of online brand community involvement on consumer forgiveness.	Be accepted
H4	There is a positive influence of online brand community involvement on repurchase intention.	Rejected
H5	There is a positive effect of consumer forgiveness on repurchase intention.	Be accepted
H6	There is a positive influence of customer trust on the price level.	Rejected
H7	There is a positive influence of customer trust on repurchase intention.	Be accepted
H8	There is a positive influence of customer commitment on the price level.	Be accepted
H9	There is a positive influence of customer commitment on repurchase intention.	Rejected
H10	There is a positive influence of customer satisfaction on the price level.	Rejected
H11	There is a positive influence of customer satisfaction on repurchase intention.	Be accepted
H12	There is a positive effect of the price level on repurchase intention.	Rejected
H13	Consumer forgiveness mediates the effect of brand recovery efforts on repurchase intention.	Be accepted
H14	Consumer forgiveness mediates the effect of online community involvement on repurchase intention.	Be accepted
H15	The price level mediates the effect of customer commitment on repurchase intention.	Rejected
H16	The price level mediates the effect of customer satisfaction on repurchase intention.	Rejected
H17	The price level mediates the effect of customer trust on repurchase intention.	Rejected

Conclusion

Brand recovery efforts have a significant positive effect on consumer forgiveness. If Tokopedia users experience high brand recovery efforts, they will also have high consumer forgiveness. Brand restoration efforts have a significant positive impact on repurchase intentions. If Tokopedia users feel increased brand recovery efforts, they will also have high repurchase intentions. Online brand community involvement has a significant positive effect on consumer forgiveness. Tokopedia users are involved in an increased online brand community and will also have high consumer forgiveness. Online brand community involvement has a positive but insignificant effect on repurchase intention. If Tokopedia users are involved in an increased online brand community, they will also have high repurchase intention but not significant. Consumer forgiveness positively affects repurchase intention, meaning that if Tokopedia users have high consumer forgiveness, they will also have high repurchase intentions. Customer trust does not affect the price level, meaning that if Tokopedia users have confidence in Tokopedia, it does not affect the price level. Customer trust influences repurchasing intentions, meaning that in this study, Tokopedia users have trust in Tokopedia. Customer commitment has a significant positive effect on the price level. Customer commitment has no effect on repurchase intention, meaning that if Tokopedia users have a commitment to Tokopedia, it will not affect repurchase intention. Customer satisfaction has no impact on the price level. Customer satisfaction significantly influences repurchase intention, meaning if Tokopedia users have satisfaction with Tokopedia, it affects repurchase intention. The price level has no effect on repurchasing intentions. The forgiveness of consumers mediating brand recovery efforts on repurchase intentions has a positive and significant impact. Consumer forgiveness mediates online brand community involvement in repurchase intention, which has a positive and significant effect. The price level that mediates customer commitment to repurchase intention has no effect. The price level mediates customer satisfaction on repurchase intention. It has no effect, meaning that Tokopedia users at the price level do not mediate the relationship between consumer satisfaction and repurchase intention.

Conflict of Interest

The authors should declare that there is no conflict of interest.

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