

ABSTRAK

Penelitian ini menguji perbedaan *service failure severity* dan *service failure attribution* terhadap *consumer forgiveness* dan *repurchase intention* pada layanan transportasi online dengan *deal proneness* sebagai variabel moderasi menggunakan uji ANOVA yang kemudian dilanjutkan dengan menggunakan uji *Macro PROCESS* dengan aplikasi SPSS 26.0. Penelitian ini menggunakan desain faktorial 2 (*minor service failure severity* vs *severe service failure severity*) x 2 (*uncontrollable service failure attribution* vs *controllable service failure attribution*) dan mengumpulkan data dari 160 partisipan dari kalangan mahasiswa. Stimuli penelitian ini berupa skenario yang mana alur ceritanya telah dimanipulasi. Variabel terukur *consumer forgiveness* (5 indikator), *repurchase intention* (4 indikator), dan *deal proneness* (4 indikator) diukur dengan masing-masing skala Likert 5 poin. Dalam *main effect* penelitian ini ditemukan bahwa tingkat keparahan kegagalan layanan yang berbeda akan memberikan pengaruh yang berbeda pada kesediaan partisipan untuk memaafkan penyedia layanan. Pengaruh perbedaan jenis *service failure attribution* juga memberikan pengaruh yang berbeda pada *consumer forgiveness*. Penelitian ini juga menunjukkan bahwa tidak terdapat efek interaksi antara *service failure severity* dan *service failure attribution* terhadap *consumer forgiveness*. Ditemukan pula bukti bahwa *consumer forgiveness* berpengaruh positif terhadap *repurchase intention*. Selain itu juga ditemukan bukti bahwa *deal proneness* tidak memperkuat hubungan *consumer forgiveness* dan *repurchase intention*.

Kata kunci: *service failure severity, service failure attribution, consumer forgiveness, repurchase intention, deal proneness, ANOVA, Macro PROCESS.*

ABSTRACT

This study examines the differences between service failure severity and service failure attribution on consumer forgiveness and repurchase intention in online transportation services with moderating role of deal proneness using ANOVA test which is then continued using Macro PROCESS test with SPSS 26.0 application. This study uses factorial design 2 (minor service failure severity vs severe service failure severity) x 2 (uncontrollable service failure attribution vs controllable service failure attribution) and collects data from 160 students as a participant. The research stimulus is in the form of a scenario where the plot of the story is manipulated. Measured variables are consumer forgiveness (5 indicators), repurchase intention (4 indicators), and deal proneness (4 indicators) are measured with 5-point Likert scale each. The main effect of this study found that the different level of service failure severity also had a different effect on consumer forgiveness. The service failure attribution difference also had a different effect on consumer forgiveness. This research also found that there was no interaction effect between service failure severity and service failure attribution on consumer forgiveness. In this study, it was proven that consumer forgiveness had a positive effect on the repurchase intention. In addition, it was also proven that deal proneness did not strengthen the relationship between consumer forgiveness and repurchase intention.

Keywords: *service failure severity, service failure attribution, consumer forgiveness, repurchase intention, deal proneness, ANOVA, Macro PROCESS.*