

ABSTRACT

This study aims to analyze the influence of Brand Transgression Severity, Viral Marketing, and Perceived Ethicality on Repurchase Intention of Skintific skincare consumers in Semarang City, with Consumer Forgiveness, Brand Trust, and Brand Preferences as mediating variables. The approach used in this study is a quantitative approach using the Structural Equation Modeling - Partial Least Square (SEM-PLS) method. Data were obtained from 280 respondents who are active users of Skintific products and collected through questionnaires.

The results showed that the Brand Transgression Severity variable had a negative effect on Consumer Forgiveness, while Viral Marketing and Perceived Ethicality had a positive effect on Brand Trust and Brand Preferences. In addition, Brand Trust was proven to have a significant effect on Repurchase Intention through the Brand Preferences mediation pathway. These findings support the understanding that brand commitment and ethical perceptions play an important role in building consumer trust and loyalty. The implications of this study provide strategic recommendations for marketers to minimize the negative impact of brand violations and optimize marketing strategies based on trust and ethical values.

Keywords: *Brand Trust, Consumer Forgiveness, Viral Marketing, Repurchase Intention*