

ABSTRACT

This study aims to analyse the effect of perceived justice on brand credibility in the context of online service recovery. The population used in this study were Shopee users who had experienced service failures then given service recovery by Shopee. The number of samples used in this study were 140 respondents. With the research data collection process using a questionnaire method. While the analysis technique used is Structural Equation Modeling (SEM) with AMOS 24.0 analysis tools.

The results show that only perceptions of interactional and informational justice have a positive and significant effect on post-recovery satisfaction, all perceptions of justice that are perceived by consumers have a positive and significant effect on perceive value, perceive value has a positive and significant effect on post-recovery satisfaction, and post-recovery satisfaction has a positive and significant effect on brand credibility.

Keywords: service recovery, perceived justice, post-recovery satisfaction, perceive value, brand credibility.