

ABSTRACT

This study aims to analyze the influence of service recovery and relational selling on trust, with relationship quality and customer satisfaction as mediating variables among Erigo consumers in Semarang City. A quantitative approach was used in this research, applying purposive sampling and distributing questionnaires to Erigo users who met the specified criteria. From the distributed questionnaires, 200 valid responses were obtained and analyzed. Data processing was conducted using the Structural Equation Modeling (SEM) method with the help of AMOS software.

The results indicate that service recovery and relational selling have a positive and significant effect on relationship quality and customer satisfaction. Furthermore, relationship quality and customer satisfaction significantly influence trust.

In addition, relationship quality and customer satisfaction are proven to partially mediate the effect of service recovery and relational selling on trust. These findings suggest that companies should enhance their service recovery strategies and adopt relationship-oriented selling approaches to build customer trust through improved relationship quality and customer satisfaction

Keywords : *Service Recovery, Relational Selling, Relationship Quality, Customer Satisfaction, Trust, Erigo.*