

Abstract

The purpose of this study is to investigate the effect of customer awareness of sweatshops to customer purchasing intention and to determine the potential mediation of customer forgiveness. This research is conducted using quantitative method by distributing questionnaires following previous research items from various researchers and distribute it to participants in Indonesia and the Netherlands. The findings of this research suggest that there is a significant negative relationship between customer awareness of sweatshops and customer purchase intention. There is also a significant negative relationship between awareness of sweatshops and customer forgiveness as well as a significant positive relationship between customer forgiveness and customer purchase intention. Furthermore, there is a full mediation of customer forgiveness towards the relationship between customer awareness of sweatshops and purchase intention.