

ABSTRACT

This study aims to analyze the extent of the influence exerted by independent variables on the dependent variable through a mediating variable. In this research, information quality, ease of use, and service quality serve as independent variables, repurchase intention as the dependent variable, and customer satisfaction as the mediating variable.

The research data was obtained through questionnaires and open-ended questions using a 7-point Likert scale, which were distributed online to 138 respondents who are users of TikTok Shop features in Semarang City. The analysis was conducted using the Structural Equation Model (SEM) method with AMOS software..

The findings of this study indicate that information quality does not significantly affect customer satisfaction, leading to the rejection of one hypothesis. Meanwhile, ease of use has a positive and significant effect on customer satisfaction. Service quality also positively and significantly influences customer satisfaction, and customer satisfaction, in turn, has a positive and significant impact on repurchase intention.

Keywords: *information quality, ease of use, service quality, customer satisfaction, repurchase intention.*