

ABSTRACT

THE INFLUENCE OF REPUTATION, INFORMATION QUALITY, AND INTERACTION QUALITY ON REPURCHASE INTENTION WITH SATISFACTION AS MEDIATING

(Study of TikTok Shop Consumers in Indonesia)

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This study aims to analyze the effect of Reputation, Information Quality, and Interaction Quality on Repurchase Intention mediated by Satisfaction in Tiktok Shop consumers. The research method used is a survey method with a quantitative approach by distributing questionnaires to Tiktok Shop consumers in Indonesia, with the number of samples meeting the purposive sample requirements of 225 respondents. The data analysis technique used in this research is Structural Equation Modeling (SEM) using AMOS software. The results showed an influence between Reputation, Information Quality and Interaction Quality on Satisfaction. As well as the influence between Satisfaction and Repurchase Intention. The results of this study will provide a theoretical and practical overview of the development of TikTok Shop in Indonesia.

***Keyword : Repurchase Intention; Satisfaction; Reputation; Information Quality;
Interaction Quality***