

## ABSTRACT

*This research aims to test and analyze the influence of content quality on customer satisfaction, information usefulness, and information search among Tiktok Shop users in Semarang City. The study employed purposive sampling to collect data. This research uses primary data obtained through distributing questionnaires to 200 respondents who have experience shopping and making transactions at the Tiktok Shop. The data collected was analyzed using Structural Equation Modeling (SEM) to test the relationship between variables, and processed through IBM SPSS AMOS 23 software. The research results show that content quality has a positive and significant effect on customer satisfaction, information usefulness, and information search. Apart from that, the usefulness of information and information search also have a positive effect on customer satisfaction. These findings contribute to the understanding of how the quality of content on social media can influence customer experiences and their loyalty.*

**Keywords:** Content Quality, Customer Satisfaction, Information Usefulness, Information Search, Tiktok Shop.

