

Abstract

The development of e-commerce has also been triggered by various product offers offered to the public because it is easy, attractive and attractive online services. This makes businesses use e-commerce to sell their products to the public on the grounds that they are more effective and efficient. Plus if buying offline or directly to a goods store will be expensive because you have to pay store rent, and taxes when buying goods online, it is cheaper not to pay store rent and taxes but only pay shipping costs, so this can increase sales and have the opportunity to reach a wider range of consumers. This study aims to determine how much influence e-service quality has on brand awareness of glass chips in the Shopee application. Due to the occurrence of covid-19, consumers cannot buy products directly and have to buy from home, so consumers must look for trusted products so that the goods purchased come to the consumer. The main tool for data collection using online distribution questionnaires, data measurement using a Likert scale with a total of 100 respondents. The research method used is quantitative using simple regression analysis.

Researchers use tools to calculate using Microsoft Excel, SPSS Version 26. The results of this study indicate that there is an influence between the E-Service Quality.

(X) variable and the Brand Awareness (Y) variable. The effect of the independent variable has a percentage of 82% and the dependent variable has a percentage of 81.3%.

Keywords: Shopee, E-Service Quality And Brand Awerness