

## **ABSTRACT**

*As a marketplace platform user, you expect fast assistance from related parties when there are problems, but customer support from Shopee itself still needs to be improved. It took a while to get a reply. Sometimes, some cases of reply customers don't help, so problems that should be resolved quickly take a long time to complete. To create good brand awareness and influence their repurchase intention. Customer service problems and some products need to be fixed and are essential things that must be improved so that the perceived quality is maintained to create a sense of comfort.*

*This study aims to explain the influence of brand awareness on repurchase intention with perceived quality as a mediation variable. The impact of this learning process is conducted by data analytics.*

*The phenomenon in this study used a quantitative descriptive method with data collection techniques using a questionnaire with a Likert scale and processed by using SPSS. The number of respondents in this study was 390 respondents using Shopee Indonesia.*

*The results of this study are expected to show that brand awareness and perceived quality partially have a positive and significant effect on repurchase intention and that there is a mediating role of perceived quality, which strengthens the brand awareness relationship.*

***Keywords: Brand Awareness, Perceived Quality, Repurchase Intention, Shopee Indonesia, Shopee.***