

ABSTRACT

The business industry continues to grow rapidly nowadays, both from business methods, marketing, and creativity in creating a new product or service. Coffee shops are a business that is quite eyed by some businessmen. When viewed from the level of national coffee consumption in the last five years, it is predicted that coffee consumption will grow by an average of 8.22% per year. As reported on the official Jiwa Group website page, Kopi Janji Jiwa has 900 official outlets spread throughout Indonesia in 2022. Apart from being a coffee shop with the most outlets, Kopi Janji Jiwa has also received prestigious awards, one of which was winning the Top Brand Index in 2021 This research was conducted in the city of Bandung because the city of Bandung is a city that has a rapid growth of coffee shops every year (BPS City of Bandung).

This study aims to determine how much influence Customer Experience has on Brand Equity, Brand Personality, and Brand Reputation for Kopi Janji Jiwa customers in Bandung City, also with the Service Quality dimension as an indicator of the Customer Experience variable. This study used a quantitative method by collecting data through a questionnaire with a sample of 385 respondents and processed using SEM data analysis which was processed using AMOS version 23 software.

The results of this study indicate that Interaction Quality has a significant influence on Customer Experience. However, the Physical Environmental Quality dimension does not have a significant effect on Customer Experience. Other results show that the Quality of Results has a significant influence on Customer Experience. Customer Experience has a significant effect on Brand Equity. Brand Equity has a significant effect on Brand Personality and Brand Reputation. For further research, you can use the same variables but on different objects or locations.

Keyword: *Service Quality, Customer Experience, Brand Equity Brand Personality, Brand Reputation*