

ABSTRACT

The mushrooming of the culinary business in various regions has become a phenomenon and the development of a lifestyle in Indonesian society today, culinary and beverage businesses in Indonesia are currently in great demand by the public, so this research discusses the influence of consumers, experience and service quality on customer trust coffeeshop kopitagram Bandung

This type of research uses a quantitative approach with descriptive research. In this study, the sampling used in this study was non-probability using purposive sampling technique. Based on calculations using the Bernoulli formula, a minimum sample size of 96 respondents was obtained, which was then rounded up to 100 respondents.

Based on the results of the descriptive analysis, the results of the respondents' responses indicate that there is a good memorable consumer experience when visiting Kopitagram, Kopitagram's service quality is good, and there is quite high trust from consumers in Kopitagram Bandung coffeshop.

Keywords: Consumer Trust, Service Quality, Consumer Experience