

ABSTRACT

The high level of coffee consumption has driven rapid growth in the coffee industry in Indonesia, leading to intense competitive advantages. One form of innovation adopted in this industry is the use of e-commerce applications for ordering system. Tomoro Coffee, as a relatively new coffee brand, has developed its own application to facilitate the ordering process for customers. However, over time, the Tomoro Coffee application has received negative reviews due to unsatisfactory customer experiences. This study aims to examine the influence of customer experience through the e-commerce application on the brand image of Tomoro Coffee. The research employs a quantitative method using surveys or questionnaires for data collection. The sample was selected through non-probability sampling with an accidental sampling technique, involving 100 college student respondents in Bandung City. The customer experience variable consists of three dimensions, brand experience, service experience, and post-purchase experience. Meanwhile the brand image variable comprises three dimensions are strength brand association, favorability brand association, and uniqueness of brand association. The result indicates that the post-purchase experience dimension has the most significant influence on brand image, suggesting that respondents have a positive perception of Tomoro Coffee due to their satisfaction with the quality after purchase. The findings also show that data are normally distributed and that the partial hypothesis test reveals a significant effect of customer experience through the e-commerce application on brand image, with a contribution of 49,2%. The remaining 50,8% is influenced by other factors not included in this research model.

Keywords : *Customer Experience, Brand Image, Tomoro Coffee, College Student in Bandung City*