

## **ABSTRACT**

*The culinary industry in Indonesia as part of the creative industry sector is experiencing rapid growth with significant market penetration both domestically and internationally. Data from the Central Statistics Agency (BPS) shows a surge in the number of food businesses, which reached 7,498 units in 2021, dominating the large and medium industry sector in Indonesia. One of the creative industries in Bandung is Stoik Coffee. Stoik Coffee often experiences a decrease in income, which is due to the fact that they often change employees in the kitchen where new employees lack the basis for operating a kitchen, so that the standards and flavors made are not always well maintained.*

*This study aims to determine whether service quality and customer experience have a big role in shaping brand equity, personality and reputation for the Stoik Coffee Bandung brand. This research uses quantitative methods using SmartPLS 3.0 software. The data collection technique was carried out by distributing questionnaires to 385 consumers of Stoik Coffe Bandung. The data was analyzed by multiple linear regression.*

*The results showed that Interaction Quality and Physical Environment Quality have a positive effect on Customer Experience, as evidenced by the T Statistic of 7.111 and 3.706 respectively and a p-value of 0.000. Result Quality has no positive effect (T Statistic 1.202, p-value 0.230). Customer Experience has a positive effect on Brand Equity (T Statistic 14.670, p-value 0.000), which in turn affects Brand Personality (T Statistic 14.712, p-value 0.000) and Brand Reputation (T Statistic 20.591, p-value 0.000). In addition, Customer Experience affects Brand Personality and Brand Reputation through Brand Equity, with T Statistic 9.033 and 10.025, and p-value 0.000.*

**Keywords:** *Service Quality, Customer Experience, Equity, Personality, Merek Reputation.*