

## ABSTRACT

Coffee shops, whose original purpose was only as a place to buy coffee drinks, have now turned into a place that is often used by consumers to just hang out with friends or relatives, do assignments and even business meetings. This has resulted in the purpose of consumers coming to a coffee shop at this time is not only to drink coffee, but also to enjoy the atmosphere offered by the coffee shop. The activity of enjoying coffee for Indonesians has now become part of everyday life, especially the Millennial Generation and Generation Z. Generation Z, also known as Gen Z, is the generational group that follows Generation Y or Millennials. While no exact date has been set, generally Gen Z includes individuals born between the mid-1990s to the mid-2000s, with some differences in definition that may exist depending on the source. Generation Z shows great interest in coffee consumption. Generation Z grew up in an era where coffee shops were gaining popularity and becoming popular socializing spots.

This study aims to analyze the effect of sensory experience, affective experience, behavioral experience, and brand credibility on brand attitude at Starbucks in DKI Jakarta.

The population used in this study were consumers of Starbucks in DKI Jakarta. The number of samples used in this study were 200 consumers of Starbucks in DKI Jakarta. The analytical tool used to test the hypothesis is Structural Equation Modeling (SEM) with AMOS 26.0 software.

The results showed that the sensory experience have a positive effect on brand attitude and brand credibility. Furthermore, affective experience has a positive effect on brand attitude and brand credibility. Furthermore, behavioral has a positive effect on brand attitude and brand credibility. Furthermore, brand credibility has a positive effect on brand attitude.

**Keywords:** Sensory Experience, Affective Experience, Behavioral Experience, Brand Credibility, Brand Attitude

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