

ABSTRACT

In recent years, the food and beverage industry in Bandung City has shown significant growth. This development cannot be separated from the changes in the lifestyle of consumers who are increasingly making the activity of eating outside the house as a form of entertainment, as well as from the influence of social media that also shapes culinary trends. In the midst of this fierce competition, customer experience (customer experience) becomes a crucial factor in building loyalty and distinguishing brands from competitors. The purpose of this research is to evaluate the customer experience of the Ayamayaman brand that operates in Bandung City by using the EPIC Model approach, which includes four main dimensions, namely Empathy, Persuasion, Impact, and Communication. The method used in this study is descriptive quantitative, with a survey technique through a Likert scale-based questionnaire distributed to 100 respondents who have experience buying or interacting with the brand. Data is analyzed through validity and reliability tests as well as the calculation of the average score of each dimension. The research results indicate that all EPIC dimensions are classified as effective, with an overall average of 4.3. The Empathy dimension has the highest score (4,39), followed by Impact (4,33), Persuasion (4,32), and Communication (4,16). This finding indicates that Ayamayaman succeeded in building a strong and positive customer experience, especially in the emotional aspects and impressions left behind. Even so, the communication aspect still has room for improvement so that the brand message is easier to remember. The results of this study show that the customer experience strategy applied by Ayamayaman is proven effective in increasing customer satisfaction, as well as being able to be used as a reference in the preparation of a more targeted and targeted marketing strategy.

Keywords: Customer experience, EPIC Model, Marketing