

ABSTRACT

The phenomenon in Nescafe Products in ready-to-drink packaging is that Nescafe products in ready-to-drink packages in the 2015-2016 period Nescafe is still the number 1 brand in packaged coffee products, then decreased in 2017 to rank 3, and in the 2018-2020 period Nescafe experienced a decline again at rank 4 of packaged coffee products. These results indicate that there is a problem in terms of brand equity from Nescafe, where consumers think that the brand from Nescafe is not strong enough to attract consumers. Based on the gap phenomenon and gap research obtained from previous research, it is suspected that the factors that influence the decline in perceived quality and brand equity are integrated marketing communications, brand credibility, and brand experience. This study aims to analyze the effect of brand credibility, brand experience and service quality on perceived quality and their effect on brand equity.

The population used in this study were all consumers of Nescafe products in ready-to-drink packages. The sampling technique used is purposive sampling. The sample taken is 225 students of Diponegoro University Semarang who are consumers of Nescafe Products in ready-to-drink packages who have made a purchase at least once. The data collection method in this study used a questionnaire with Google Form. The data analysis method uses structural equation modeling.

Brand credibility and brand experience have a positive effect on perceptions of the quality of Nescafe products in ready-to-drink packaging. Integrated marketing communication does not affect the perception of the quality of Nescafe products in ready-to-drink packaging. Perceived quality has a positive effect on brand equity of Nescafe products in ready-to-drink packaging. The strongest path that can affect the brand equity of Nescafe products in ready-to-drink packaging is the brand experience path that affects the perception of product quality and has an impact on the brand equity of Nescafe products in ready-to-drink packages

Keywords: brand credibility, brand experience, integrated marketing communication, perceived quality, brand equity