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Consumer Preferences On Coffee Shop Attributes

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Abstract—Today, many coffee shop businesses are growing, including in Cirebon. For this reason, coffee shop business actors strive to be an option for consumers based on their preferences. This study aims to determine the attributes with the level of coffee shop attributes and the attributes that coffee shop consumers most like. The study was conducted in Cirebon City from January to July 2020. The research design is descriptive with survey methods. The number of samples was 100 respondents, and the sampling technique is incidental. Data analysis using conjoint. The results showed the attributes and levels of coffee shop attributes that became consumer preferences: 1) attributes of brewing methods with espresso-based coffee levels, 2) price attributes with a level of Rp. 15,000.00 to Rp. 20,000.00 3) promotional attributes with prize levels, 4) advertising attributes with electronic media levels, 5) location attributes with levels close to the main road, 6) facility attributes with parking area levels, 7) service attributes with service speed levels, and 8) payment system attributes with cash payment levels. The attribute that coffee shop consumers like the most is the price attribute. Therefore, it is recommended that coffee shop business actors in Cirebon City always pay attention to the current prices by setting a reasonable price, not too high but also not too low. However, coffee shop business actors still have to make wise efforts, namely setting prices that always consider operational costs, such as raw materials, labor, space rent, and other factors involved in coffee shop operations.

Keywords— Attribute, Cirebon, Conjoint, Preferences, Price.

I. INTRODUCTION

Coffee is a world commodity that is cultivated in many countries, including Indonesia. According to the Central Statistics Agency (2023), coffee production in Indonesia reached 794,800 tons in 2022. This amount increased by

1.10% compared to the previous year (2021), which amounted to 786,191 tons. With this coffee production, Indonesia is fourth greatest producer of coffee beans after Brazil, Vietnam, and Colombia (International Coffee Organization, 2019). Coffee is generally used by people worldwide as a drink that comes from processing and extracting coffee beans (Latunra et al., 2021). However, as time passes, the culture of drinking coffee continues to develop to the point where coffee has become one of the most popular drinks in the world, consumed by various groups of people worldwide (Pramelani, 2020). This is proven by the yearly increase in world coffee consumption, including in Indonesia.

Coffee shop business in Indonesia have started to develop since the entry of a cafe shop from Seattle, America, Starbucks. Inspired by this phenomenon, the sensitivity of business actors has increased. Many small and medium to large businesses with the concept of shops and coffee shops such as Starbucks are spread across many big cities in Indonesia (Rasmikayati et al., 2017). Furthermore Rasmikayati et al. (2017) explained that the coffee shop business is currently emerging as a business with several concepts, namely a place concept, a sales concept (marketing), a packaging concept, a menu concept, and an attractive service concept. The coffee shop trend is growing rapidly, and consumers have many choices, which creates competition among coffee shop business actors (Poniman & Sentoso, 2015; Sulistiowati, 2019). Therefore, business people must understand the attributes that consumers prefer when choosing coffee shops in all cities in Indonesia.

Consumer preferences can be interpreted as preferences, choices, or things consumers prefer (Kotler, 2000). Knowledge about consumer preferences is significant for companies so that the businesses they build can continue to operate. For this reason, business actors must be able to analyze the preferences of their target consumers. There is no

doubt about consumer preference for a product because it is strengthened by the attributes inherent in the product. According to Tjiptono (2012), product attributes are products considered necessary by consumers and used as a basis for purchasing decisions. Each attribute greatly influences consumer preferences in choosing which coffee shop to visit because each consumer has different preferences (Yun & Good, 2007). Thus, knowledge about consumer preferences, especially product attributes, is essential and valuable, especially for business actors, in order to increase effective sales turnover through improvements in product attributes based on consumer preferences (Wachdijono, 2017), including coffee shop business actors in Cirebon City, West Java Province.

Based on a preliminary survey of several coffee shops located in corners of Cirebon City, it was found that there are coffee shops with many buyers. However, there are also coffee shops with few buyers. Several coffee shop owners stated that many coffee shop businesses provide their competition in the coffee shop industry. This is felt strongly because there are several new coffee shops, which causes consumers to be divided and makes consumers more selective in choosing a coffee shop. Therefore, it is essential to conduct research, especially regarding consumer preferences for coffee shop attributes, to identify the attributes and levels that cause consumers' likes or dislikes of a coffee shop. This preference is believed to cause coffee shop conditions vary. Some are busy with buyers, but some are empty of buyers.

This research aims to find more in-depth consumer preferences for attributes with attribute levels and the attributes most preferred by coffee shop consumers in Cirebon City, West Java Indonesia. Previous research that is relevant to this research includes:

- 1) Rizqiawan and Novianto (2023) stated that the parking area is an exterior variable that is one of the considerations for consumers visiting coffee shops in Surabaya.
- 2) Rosdiana and Wachdijono (2021) show that the condition of social media variables as one of the electronic media advertisements carried out by coffee shop business actors in Cirebon City is fascinating.
- 3) Marera et al. (2023) explained that consumers of Cafe Cetroo Coffee 120 Karawang had succeeded in optimizing digital (non-cash) payments well to increase efficiency.
- 4) Wachdijono et al. (2019) concluded that brand and taste are consumer preferences for coffee drink attributes in the UGJ academic environment. Brands that many people like are Good Day, and Kapal Api.
- 5) Sofia et al. (2023) show that barista service really influences the atmosphere of coffee shops in Cirebon City.
- 6) Prasetyo et al. (2023) show that the product really influences the atmosphere of coffee shops in Cirebon City.

- 7) Ratnasari and Wachdijono (2021) describe the marketing mix or variables that coffee shop consumers in Cirebon City pay attention to include: the variable price is affordable, the product is very high quality, the place is very strategic, promotion is very promotive, the process is speedy, people are friendly, physical evidence is attractive, and consumer behavior is very enthusiastic in buy.

Cameron et al. (2020) show that espresso-based drinks are the most popular coffee drink format among consumers.

Based on the results of the previous research discussed before, the coffee shop attributes used in this research are developed, fixed, and reduced attributes. Hence, the attributes studied are coffee brewing method, price, promotion, advertising, location, facilities, services, and payment systems. These attributes are then used to analyze coffee shop attributes that preferred by consumers and analyze the coffee shops consumers most prefer in Cirebon City.

The difference between this research and previous research, among others, lies in the research method. Previous research used regression analysis, factor analysis, structural equation modeling (SEM) analysis, and index numbers, whereas this research used conjoint analysis. Therefore, the research gap trying to fill out by this research is the methodological gap, i.e. the research gap caused by the use of a different methodology, where the method used in this research is considered better (Miles, 2017). The advantage of conjoint analysis is that it can provide an assessment at the attribute level so that the analysis results are more complete and provide a more substantial preference effect on consumers, whereas other data analyses (regression analysis, factor analysis, structural equation modeling (SEM) analysis), and numbers index) cannot assess the level of attributes, which is the development of each attribute itself.

Thus, this research is fundamental and valuable in the development of knowledge, both theoretically and technically. Theoretically, it can explain the existence of attribute levels for each coffee shop attribute so that it significantly contributes to the development of the science of consumer behavior and marketing, while technically, it can be a recommendation for coffee shop business actors to win the competition and at the same time increase their sales turnover.

II. METHOD

The three coffee shops chosen for the research were Baraja Coffee Kopi, Kopi Roemah Kesambi, and Noralona Coffee in Cirebon City because they were contemporary and bustling with customers. Aside from that, IDN Times (2018) and David (2023) both endorse the three coffee shops, which concentrate on providing a selection of coffee drinks. Media that evaluates tourist destinations in Indonesia and abroad

includes David and IDN Times. The study was conducted in 2020 between January and July. This study uses survey methods and a descriptive quantitative approach. One hundred respondents who visited each of the three coffee shops mentioned above at least three times in a month were chosen as the sample size.

The formula for calculating the number of samples for conjoint analysis studies including at least 100 respondents serves as the basis for the number of samples (Srinivasan, 1978). This is an unintentional sampling approach that is limited to one survey per respondent.

The variable in this research is coffee shop consumer preferences in Cirebon City. This latent variable cannot be measured directly, so the measurement is carried out on the indicators (Ghozali & Fuad, 2005; Junaidi, 2021; Narimawati & Sarwono, 2019; Santoso, 2021). The indicators in the consumer preference variable consist of 10 indicators, namely: 1) coffee brewing method, 2) price, 3) promotion, 4) advertising, 5) location, 6) facilities, 7) service, and 8) payment system. Operational definitions of variables should be formulated to avoid data collection errors (Sugiyono, 2017).

To apply the operational definitions above in this research, it can be more easily understood, as summarized in Table 1.

TABLE X. OPERATIONALIZATION OF RESEARCH VARIABLES

Variable	Indicator		Measurement	Units of measurement
Preference coffee shop consumers in Cirebon City	1)	2) Coffee Brewing Method	Ordinal/Likert	
	3)	4) Price	Ordinal/Likert	Five = Really like it
	5)	6) Promotion	Ordinal/Likert	Four = Like
	7)	8) Advertisement	Ordinal/Likert	Three = Quite like it
	9)	10) Location	Ordinal/Likert	Two = Do not like it
	11)	12) Facility	Ordinal/Likert	One = Very dislike it
	13)	14) Service	Ordinal/Likert	
	15)	16) Payment system		

III. RESULTS AND DISCUSSION

3.1 Attributes and levels of coffee shop attributes that consumers like

The attributes and levels of coffee shop attributes preferred by coffee shop consumers in Cirebon City can be seen in the utility value in conjoint analysis. Conjoint analysis aims to determine the utility value of each level tested so that from the utility value, the level of consumer preference can be

determined both individually and in aggregate. The utility values are presented in a utility table, which functions to determine the respondent's preference for a level of each attribute with the provisions: if the more positive the value at the utility level, the more appropriate the respondent considers the level and if the value is more negative, then that level considered.

inappropriate by respondents (Fauzan et al., 2018). The utility level values at each level of the attributes can be seen in Table 2.

TABLE XI. TABLE OF ATTRIBUTE UTILITIES AND ATTRIBUTE LEVELS IN COFFEE SHOPS IN CIREBON CITY

Attribute attribute level		Utility estimates	Std. error
1) Brewing Method	Espresso-Based Coffee	,057	.013
2) Price	IDR 15,000.00 to IDR 20,000.00	.111	.017
	IDR 21,000.00 to IDR 25,000.00	,062	,020
	IDR 26,000.00 to IDR 30,000.00	-.173	,020
3) Promotion	Discounts	-.016	.017
	Present	,020	,020
	Buy One, Get One	-.005	,020
4) Advertisement	Electronic Media	.109	.013
	Print media	-.109	.013
5) Location	Close to highway/main road	.018	.013
	Close to universities	-.018	.013
6) Facility	Free WiFi	,027	.023
	Parking area	,044	.023
	LiveMusic	-.001	.023

Attribute attribute level		Utility estimates	Std. error
	Online Ordering	-.071	.023
7) Service	Speed of Service	.004	.013
	The barista's friendliness, attention, and politeness	-.004	.013
8) Payment system	Cash	.076	.013
	Non-Cash	-.076	.013
(Constant)	4,144	.014	(Constant)

Source: Primary data processed (2020)

Table 2 shows that consumers consider eight attributes and their attribute levels when choosing the desired coffee shop in Cirebon City. The eight attributes can be explained as follows:

1) In the brewing method attribute, the attribute level is espresso-based coffee;

This can be seen from the positive estimated utility value of 0.057, meaning that for the brewing method attribute, consumers prefer the espresso-based coffee brewing method attribute level. This preference is because this method is considered more modern and faster in making ordered coffee drinks and can maintain the consistency of the taste.

2) In the price attribute, the attribute level is IDR 15,000.00 to IDR 20,000.00;

This can be seen from the highest positive estimated utility value of 0.111, meaning that consumers prefer the attribute level of IDR 15,000.00 to IDR 20,000.00 for the price attribute. This choice is because it is a very affordable price range for consumers in Cirebon City. The emergence of this affordable price range positively impacts competition between coffee shops.

3) In promotional attributes, the attribute level is a gift;

This condition can be seen in the positive estimated utility value of 0.020, meaning consumers prefer the gift attribute level to the promotional attribute. This preference is because gifts can provide additional value to consumers, namely, getting something more than just buying a product. Apart from that, consumers feel appreciated when they receive the prize, so it can support efforts to increase consumer loyalty.

4) In advertising attributes, the attribute level is electronic media;

This condition can be seen in the positive estimated utility value of 0.109, meaning that consumers prefer the

electronic media attribute level for advertising attributes. This preference is because electronic media is the most innovative advertising media and is in line with current technological trends so that it can attract more consumer attention. Electronic media can present advertisements in visual and audio formats, creating a more interesting experience and making a stronger impression on consumers.

5) In the location attribute, the attribute level is close to the main road;

This condition can be seen in the positive estimated utility value of 0.018, meaning that consumers prefer the attribute level near highways or main roads for the location attribute. This preference is due to the easy access for consumers to visit coffee shops close to the main road to avoid traveling long distances or facing complicated journeys.

6) In terms of facility attributes, the attribute level is the parking area

This condition can be seen in the highest positive estimated utility value of 0.044, meaning that on the facility attribute, consumers prefer the attribute level of the availability of parking areas. This preference is due to the parking area facilities, which have provided easy access for consumers, especially those who come to the coffee shop using private vehicles (four wheels), so they can easily find a parking space for their cars.

7) In-service attributes, the attribute level is the speed of service;

This condition can be seen in the positive estimated utility value of 0.004, meaning that consumers prefer the speed of service attribute level in the service attribute. This preference is due to the speed of service, so consumers get their coffee drink orders immediately. Moreover, the condition of coffee shop consumers, in general, is community (group) based, so that speed of service is something they pay attention to so that they can immediately enjoy coffee drinks together without waiting too long.

8) In the payment system attribute, the attribute level is cash payment.

This condition can be seen in the positive estimated utility value of 0.076, meaning that consumers prefer the cash payment attribute level in the payment attribute. This preference is because cash payments are considered faster, more practical, and easier.

3.2 Attributes that coffee shop consumers like most

The value of the attribute that consumers like most can be seen from the level of importance of the attribute. The data processing results based on conjoint analysis using SPSS 20.0 obtained each attribute's importance values (importance values). Importance values will produce the respondent's

importance value from the attributes that have been given, with the condition that the higher the importance value, the more important the attribute is for consumers. The table of importance levels for each attribute can be seen in Table 3.

TABLE XII. VALUE OF THE LEVEL OF IMPORTANCE OF COFFEE SHOP ATTRIBUTE IN CIREBON CITY

Attribute	Values
Brewig method	9,601
Price	20,651
Promotion	12,223
Advertisement	12,895
Location	8,646
Facility	18,938
Service	6,339
Payment system	10,706

Source: Primary data processed (2020)

Table 3 shows that the highest level of importance value lies in the price attribute of 20,651, meaning that consumers pay more attention to the attribute than other attributes when choosing the desired coffee shop. This is because, in Cirebon City, there are currently many modern franchise coffee shops and independent coffee shops. Hence there has been competition among coffee shops. Therefore, the price attribute is a key or main determining factor in winning the competition in this business. This means that coffee shops that offer more competitive prices will be the prices that are more attractive to consumers when choosing which coffee shop they desire. Besides that, coffee shop consumers in Cirebon City may be convinced that lower prices sometimes mean low quality.

IV. CONCLUSIONS

According to the research findings, the following characteristics and levels of coffee shop attributes make up the preferences of customers in Cirebon City: the brewing method attribute with its attribute level of espresso-based coffee; the price attribute with its attribute level of IDR 15,000.00 to IDR 20,000.00; the promotional attributes with their attribute level of gift; the advertising attributes with their attribute level of electronic media; the location attribute with their attribute level near the main road; the facility attribute with their attribute level of parking area; the service attribute with their attribute level of speed of service; and the system attribute payment with their attribute level of cash payment. Customers find that the price feature of coffee shops is the most appealing. As a result, it is advised that Cirebon City coffee shop owners constantly monitor the rates that are in place.

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