

ABSTRACT

The current development through technology and information has led to increasingly varied business ventures, especially in the culinary field. The coffee shop business began to spread in Indonesia, especially in Bandung. With the increasing number of coffee shops in Bandung, everyone can enjoy the best quality coffee that is not inferior to imported coffee beans. That is what Coffee Colada does by introducing high quality local flavored coffee blends. However, to compete with other coffee shops, Coffee Colada needs to design a marketing strategy to gain acceptance from the community to increase its revenue. This study uses the conjoint analysis method with a full profile approach, which explores consumer preferences related to attributes that are considered critical and make recommendations for attribute levels based on consumer preferences or desires. The output states that café facilities are an essential attribute according to consumer preferences from the research results. Namely, by promoting the manual brew coffee menu while still prioritizing a cozy atmosphere and service, an open bar is carried out where customers can interact with the barista. At the same time, customers wait for orders with the café interior free and available 24 hours.

Keywords : *Coffee shop, Consumer's preferences, Conjoint Analysis*