

ABSTRACT

Seeing the lifestyle of today's teenagers has a positive impact on café business opportunities in Indonesia, especially in the city of Bandung. The café is considered to have a comfortable atmosphere concept as if you were in a second home. With a comfortable concept as if buyers feel more productive and easy to find inspiration when hanging out at the café. Lifestyle has an effect on changing generations where the lifestyle of today's teenagers prefers practical things and spends time outside the home to gather with family, friends, and colleagues in a café or restaurant that has a unique atmosphere, which provides delicious food & drinks at relatively affordable prices, have stable internet speed facilities for consumers to do assignments, play games or just hang out with friends. Café businesses that prioritize new innovations in their products/services are also urgently needed at this time, given the global 2020 COVID-19 outbreak, café owners can design new innovations to keep their business competitive with other cafes, and to meet the needs of their consumers. This study uses Conjoint Analysis to understand consumer wants/preferences for a product/service, Data collection method used is using purposive sampling technique as many as 385 respondents who have visited Braga Art Café Bandung. The distribution of the questionnaires was conducted online through social media. The result of this study is stimuli 6 that are preferred the most by consumers of Braga Art Café, which has good interior for store atmosphere attribute, an affordable price for price attribute, innovation of technology for innovation attribute, and fast internet access for facility attribute.

Keywords: Consumer Preference, Attribute, Level, Conjoint Analysis.