

## ABSTRACT

*As a coffee shop business that has been running for several months and continues to grow. This attracts researchers to find out what are the attributes, stimuli, and levels of consumer choice in the city of Bandung towards De.U Coffee during the Covid-19 pandemic so that they are able to survive and continue to develop in Indonesia.*

*The purpose of this research is to determine the attributes, levels, and combinations of attributes and levels that are most chosen by consumers of De.U Coffee Bandung.*

*This research methods uses quantitative methods. The technique of collecting data is by distributing questionnaires via Google Form to 400 De.U consumer respondents which will be processed using the SPSS v25 statistical application. The results of the study were analyzed using conjoint analysis techniques.*

*The results of this study indicate that the taste attribute is the most chosen attribute by De.U Coffee Bandung consumers, and the most chosen level is outdoor. The combination of attributes and levels that are most chosen are bitter taste, robusta aroma, cold serving, and outdoor comfort.*

*The conclusion shows that the taste attribute with the outdoor comfort level is the most chosen for consumers in the selection of coffee drinks at De.U Coffee Bandung which consists of a combination of attributes and levels consisting of bitter taste, robusta aroma, cold serving, and outdoor comfort.*

**Keywords:** *Coffee shop, Conjoin, Consumer Preference*