

Hasil penelitian menunjukkan bahwa atribut harga merupakan faktor yang paling berpengaruh dalam keputusan pembelian pelanggan, dengan harga yang kompetitif (antara Rp 20.000 hingga Rp 30.000 per gelas) menjadi pertimbangan utama. Ini menunjukkan bahwa konsumen di Bandung sangat sensitif terhadap harga ketika memilih *Coffee Shop*, terutama dalam konteks persaingan yang semakin intensif di kota ini. Selanjutnya, rasa kopi juga muncul sebagai faktor penting yang memengaruhi preferensi pelanggan. Pelanggan lebih menyukai rasa kopi yang seimbang (medium roast) dibandingkan dengan kopi yang cenderung lebih pahit (dark roast). Ini mengindikasikan bahwa Kopi Mang Andrew perlu mempertimbangkan penyajian rasa kopi yang dapat diterima oleh berbagai segmen pelanggan, tanpa mengorbankan karakteristik dan kualitas kopi yang menjadi ciri khas mereka.

Tugas Akhir ini memiliki implikasi penting bagi strategi bisnis Kopi Mang Andrew dalam membuka *Coffee Shop offline* di Bandung. Dengan memahami preferensi pelanggan terhadap atribut-atribut utama seperti harga, rasa kopi, dan variasi menu, Kopi Mang Andrew dapat mengembangkan kombinasi atribut yang paling disukai oleh konsumen. Hal ini memungkinkan mereka untuk merancang strategi pemasaran dan penjualan yang lebih efektif, pemahaman ini juga dapat membantu Kopi Mang Andrew dalam merencanakan desain interior yang lebih menarik dan memberikan pengalaman yang lebih baik bagi pelanggan.

Kata Kunci : Atribut, Coffee Shop, Preferensi Konsumen, Conjoint analysis, Desain Interior, Fasilitas

ABSTRACT

Indonesia, as one of the largest coffee producers in the world, offers significant business potential in the coffee industry, particularly for coffee shops looking to expand in the local market. Mang Andrew coffee, a local producer of organic Arabica coffee known for its high-quality beans, is currently planning to expand its business from exclusive online sales to opening an offline coffee shop in Bandung, Indonesia. This decision is driven by the considerable opportunities in the Indonesian coffee market and the desire to further leverage its competitive advantages. To ensure the success of this expansion, it is essential for Kopi Mang Andrew to understand customer preferences and the key attributes that influence their purchasing decisions.

This research uses the Conjoint Analysis method to identify the most important attributes and levels for customers when choosing a coffee shop. Conjoint Analysis is a statistical method used to understand how people make decisions about a product or service based on various attributes. In this context, it is used to determine which attributes and attribute combinations are most preferred by potential customers of Mang Andrew coffee. With this approach, Kopi Mang Andrew can design a more effective and appealing business strategy, thereby strengthening its position in the coffee shop industry.

The data for this research was collected through a survey involving 180 respondents representing Mang Andrew coffee potential consumers in Bandung. Each respondent was asked to evaluate 18 stimuli plan cards designed orthogonally using IBM SPSS software. These stimuli plan cards were combinations of various predetermined attribute levels, allowing respondents to assess their preferences based on these combinations. Through this technique, the attributes that have the greatest impact on customer purchasing decisions can be identified.

The research results indicate that price is the most influential factor in customers' purchasing decisions, with competitive prices (between IDR 20,000 and IDR 30,000 per cup) being the primary consideration. This suggests that consumers in Bandung

are highly price-sensitive when choosing a coffee shop, especially given the increasingly intense competition in the city. Furthermore, the taste of the coffee also emerged as an important factor influencing customer preferences. Customers tend to prefer a balanced coffee flavor (medium roast) over a more bitter taste (dark roast). This indicates that Mang Andrew coffee should consider offering a coffee flavor profile that is widely acceptable to various customer segments without compromising the unique characteristics and quality that define its brand.

This thesis has important implications for Mang Andrew coffee business strategy in opening an offline coffee shop in Bandung. By understanding customer preferences for key attributes such as price, coffee flavor, and menu variety, Kopi Mang Andrew can develop the most preferred combination of attributes. This enables them to craft more effective marketing and sales strategies. Moreover, this understanding can assist Mang Andrew coffee in planning a more attractive interior design and providing a better customer experience..

Keyword : Attributes, Coffee Shop, Consumer sces, Conjoint analysis, Interior Design, Facilities