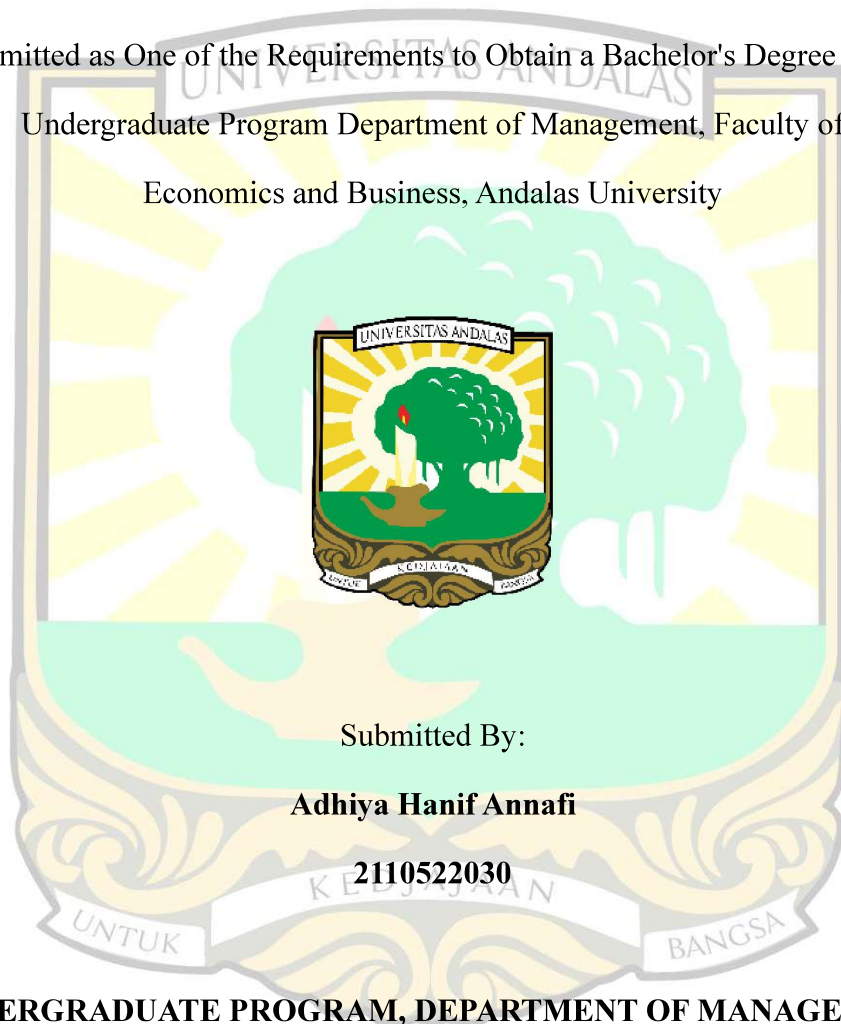


**THE ROLE OF MARKETING MIX (4P) IN IDENTIFYING CONSUMER
PREFERENCE FOR STREET COFFEE VENDORS IN PADANG CITY**

THESIS

Submitted as One of the Requirements to Obtain a Bachelor's Degree in the
Undergraduate Program Department of Management, Faculty of
Economics and Business, Andalas University



Submitted By:

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LETTER OF THESIS APPROVAL

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Level of Education : Bachelor's Degree (S1)
Study Program : International Management
Concentration : Entrepreneurship
Thesis Title : The Role of Marketing Mix (4P) in Identifying Consumer Preference for Street Coffee Vendors in Padang City

Has already passed the thesis seminar on August 13, 2025 based on procedures and regulations, which are prevail in the Faculty of Economics and Business.

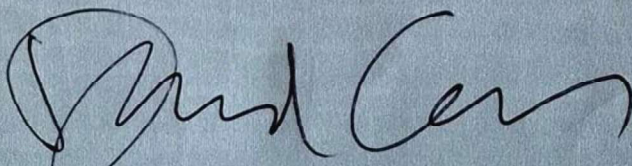
Padang, August 22, 2025
Thesis Supervisor



Asmi Abbas, SE, MM
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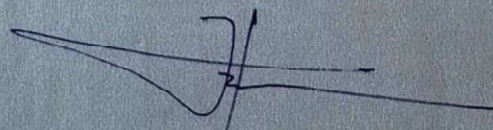
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**The Role of Marketing Mix (4P) in Identifying Consumer Preference
for Street Coffee Vendors in Padang City**

*Thesis by Adhiya Hanif Annafi
Supervisor: Asmi Abbas, SE, MM*

ABSTRACT

This research aims to analyze consumer preferences toward street coffee vendors in Padang City by employing the conjoint analysis method. The study identifies and evaluates the relative importance of four key attributes derived from the marketing mix (4P). The population of this research consists of consumers of street coffee vendors in Padang City, and the sample of 401 respondents was selected using purposive sampling. Data collection was conducted through structured questionnaires that included orthogonal design stimuli, while data analysis was carried out using SPSS software. The findings reveal that the price attribute has the highest importance value, followed by product, promotion, and place. In terms of consumer preference, respondents show a stronger tendency toward regular milk coffee at an affordable price, supported by promotional offers such as buy-one-get-one, and a location that is strategically accessible near campuses or shopping centers. Further analysis also indicates significant variations in preferences based on demographic characteristics such as age, occupation, and monthly expenditure.

Keywords: Consumer preference, marketing mix, street coffee vendors, conjoint analysis

This thesis is already examined and passed on August 13, 2025. This abstract is already approved by supervisor and examiner :

Signature	1.	2.	3.
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The alumnus has registered with the Faculty/University and has received an Alumni Number:

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LETTER OF STATEMENT

I, the undersigned, hereby declare that the thesis entitled **“The Role of Marketing Mix (4P) in Identifying Consumer Preference for Street Coffee Vendors in Padang City”** is my own original work, and that no part or whole of this thesis contains sentences, ideas, concepts, or opinions taken from other sources without proper acknowledgment of the original author. Any sections of this thesis that are derived from the works of others have been properly cited in accordance with academic norms, ethics, and scientific writing standards. Should *plagiarism* be found in this thesis in the future, I am willing to accept the sanction of revocation of the academic degree that has been awarded to me.

Padang, August 22, 2025
Declarant,



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