

CHAPTER V

CLOSING

5.1 Conclusion

This research aimed to identify consumer preferences for the marketing mix attributes (Product, Price, Promotion, and Place) of street coffee vendors in Padang City using conjoint analysis. Based on data from 401 respondents, several key conclusions can be drawn:

1. Price is the most important factor influencing consumer preferences, with an importance value of 27.813%. Consumers strongly prefer coffee priced below Rp 10,000 and tend to reject prices above Rp 15,000. This shows a high level of price sensitivity, especially since most respondents were students or young people with limited monthly spending.
2. Product is the second most important attribute, with an importance value of 26.915%. The most preferred product is *Kopi Susu Reguler* (single espresso), while non-coffee items are the least preferred. This indicates that consumers are looking for familiar, espresso-based coffee drinks rather than diversified menus.
3. Place ranks third in importance (26.176%). Coffee vendors located near campuses or schools are the most preferred, which aligns with the dominant respondent group of students aged 21–25. In contrast, locations on busy roads or in tourist areas are considered less attractive.
4. Promotion has the lowest importance value at 19.097%. The most appealing promotional strategy is Buy One Get One during events, while Happy Hour

discounts and point collection programs are less favored. Although promotion still matters, it is not the primary factor.

These findings confirm the hypothesis (H1) that price is the most dominant attribute influencing consumer preferences for street coffee vendors in Padang City.

5.2 Research Implication

5.2.1 Theoretical Implications

This research strengthens the theory that in daily consumption products like street coffee, consumers are highly responsive to price and location convenience. The results are consistent with previous studies (e.g., Yandug et al., 2023; Shuwetha et al., 2025), which also found price to be the most influential factor in youth purchasing behavior.

This research contributes to marketing literature by applying the marketing mix (4P) framework to the informal micro-business sector, which is rarely explored in academic research, especially in the context of street coffee.

5.2.2 Practical Implications

For street coffee vendors in Padang, this research offers clear strategic insights:

1. Pricing strategy must be the top priority. Consumers in this market are highly price-sensitive, especially students and young professionals who dominate the respondent profile. Therefore, maintaining core products at a price level below Rp 10,000 is essential to attract and retain customers.

Prices above Rp 15,000 should be avoided, unless accompanied by clear premium value that justifies the cost.

2. Product focus is crucial. *Kopi Susu Reguler* (single espresso with milk) emerges as the most preferred product and should be positioned as the flagship menu. *Kopi Susu Strong* may be offered as a secondary option for niche segments, while non-coffee beverages should only serve as complementary items, not as the core offering. Maintaining consistency and quality of the main coffee products is far more valuable than diversifying into less relevant menus.
3. Location strategy should align with consumer activity hubs. Street coffee vendors will gain the greatest advantage by operating near campuses and schools, as these areas host the largest and most consistent consumer flow. Secondary opportunities exist near shopping centers, which cater more to Millennials and working consumers seeking coffee as part of lifestyle and leisure. Locations on general roadsides or tourism areas are less effective and should not be prioritized.
4. Promotion is not the main driver but can strengthen positioning when executed correctly. The most effective promotional tool is event-based “Buy One Get One” offers, which appeal to both students and workers, and also foster a sense of social consumption. Meanwhile, complex loyalty programs or time-based discounts (happy hour) are less relevant, especially for working consumers with fixed schedules.

5.2.3 Scenario-Based Implications

1. To target male consumers, the focus should be on authentic and straightforward coffee options, such as Regular Milk Coffee or Strong Milk Coffee. Male consumers tend to prioritize practicality and taste over variety. Simple promotions, such as “buy 2 get 1” or price discounts, are more effective than complex loyalty programs.
2. Attracting female consumers requires attention to product variety and presentation. In addition to coffee, offering complementary non-coffee beverages (such as matcha or chocolate) and appealing packaging can enhance attractiveness. Safe, comfortable, and easily accessible locations, such as near campuses or shopping areas, are crucial.
3. For student consumers, affordability is the primary strategy. Coffee prices should not exceed Rp 10,000 while maintaining consistent taste. Speed of service and practical promotions, such as discounts during exam weeks or free extras for group purchases, are also key factors.
4. Non-student consumers (working adults) emphasize convenience and quality. They are willing to pay more for stronger flavors, better packaging, or premium-feeling products. Location accessibility and availability during after-office hours are key success factors.
5. Targeting Gen Z consumers requires embracing trends and social media presence. Creative presentation, such as cup design, topping options, and social media promotions, can attract this group. Purchase decisions are often

influenced by peers, so promotions tied to group or community activities are highly effective.

6. Millennial consumers focus on consistency and lifestyle fit. They expect reliable taste, clean branding, and slightly higher quality. Loyalty is built when a brand aligns with their lifestyle, making familiarity and trust essential.
7. Consumers with lower educational backgrounds benefit from simple, practical, and easy-to-understand menus. Price and taste dominate their choices, so unnecessary menu complexity should be avoided.
8. Highly educated consumers (university graduates or above) value product variety and quality differentiation, such as stronger coffee options, unique blends, or limited editions. They are curious and more willing to try new products.
9. For younger age groups, trendy and budget-friendly beverages are essential. Social media promotions, memes, or influencer marketing have a strong impact. Packaging aesthetics and Instagrammable spots also influence their choices.
10. Older consumers prioritize stability, reliability, and product strength. They are less sensitive to trends but value a comfortable and consistent experience. Strong coffee or less sweet drinks generally align with their preferences.

5.3 Limitations of the Study

Several limitations of this research should be noted:

1. This research only considered four attributes in the conjoint analysis: Product, Price, Promotion, and Place. Consumer preference may also be influenced by other factors. This limitation means that the findings may not fully capture all aspects that influence consumer preferences.
2. All respondents in this research were from Padang City. Therefore, the results and conclusions cannot be directly generalized to other regions that may have different market characteristics and consumption cultures.

5.4 Research Suggestion

5.4.1 For Business Practitioners

1. Maintain low pricing and focus on popular core products to retain and grow the customer base.
2. Choose strategic selling points near campuses, coworking spaces, or public transportation hubs.
3. Use simple but effective promotions on special days or during local events to increase visibility.

5.4.2 For Future Researchers

1. Future studies are encouraged to incorporate additional attributes in the conjoint analysis, such as service quality, brand reputation, packaging design, hygiene factors, etc. Including these elements would provide a more

comprehensive understanding of the factors influencing consumer preferences for street coffee.

2. To ensure broader generalizability, subsequent research should involve respondents from various regions or cities. Cross-regional comparisons can help reveal whether preference patterns differ due to local cultural, social, or economic influences.

