CHAPTER V

COUNCLUSION

5.1. Research Conclusion

The purpose of this study is to analyse consumer preferences for Situ Koffie coffee shop in Padang City using conjoint analysis, a well-known approach for assessing the relative relevance of product qualities based on expressed preferences. Following the study and interpretation of the data, numerous conclusions can be formed, including:

1. Promotion is ranked as the most significant feature in determining customer choices, with a score of 30.203. Seasonal discounts are the most popular, followed by loyalty point programs and, finally, Buy 3 Get one specials. This data demonstrates that customers place a high value on recurring and personalised promotional schemes that result in perceived savings and customer benefits. It also conforms to current consumer behaviour trends, in which emotional and economic rewards are weighed before making purchase decisions.

2. Location is the second most essential feature, valued at 29.880. Consumers strongly prefer coffee shops located in tourist regions, followed by independent cafés in the city centre, and finally shopping malls. This suggests that the physical environment and accessibility are important factors affecting customer decisions. A location with high social exposure, attractive surroundings, and easy access is critical to generating a positive coffee-drinking experience.

3. The product characteristic has an importance value of 25.234. Consumers choose non-coffee beverages, next milk-based beverages, and finally coffee-based drinks. This demonstrates the rising trend of menu diversity and shifts in consumption patterns, particularly among younger consumers who may seek variation outside of conventional coffee. This conclusion emphasises the necessity of meeting diverse taste preferences, nutritional demands, and lifestyle choices.

4. Price has the lowest priority rating (14.683), yet it should not be neglected. The findings indicate that items priced above IDR 22,000 are more popular, which may represent a price-quality relationship in which customers perceive that a greater price indicates better product quality and service. Meanwhile, the lowest preference is reported for items priced below IDR 15,000, indicating that Situ Koffie's target market is value-conscious rather than price-sensitive.

5. A high correlation between real and projected preferences proves the model's validity. Pearson's R is 0.887, while Kendall's Tau is 0.510, indicating statistical significance (p < 0.05). This suggests that the conjoint analysis approach utilised in this study is highly dependable and accurately reflects customer preferences. As a result, the model may be reliably utilised to inform marketing choices and product development plans. Research Implication.

5.2. Research Implication

This study contains both theoretical and practical consequences that help to further understanding in the fields of marketing and consumer behaviour.

5.2.1. Theoretical Implications

The findings support numerous well-established ideas. The importance of advertising and location lends credence to Customer Value Theory, which holds that customers make purchasing decisions based on perceived advantages against cost. Furthermore, the findings are consistent with the Theory of Planned Behaviour, where consumer choices are influenced by a mix of attitudes (e.g., perceived value), subjective norms (e.g., trends and social approbation), and perceived behavioural control (e.g., coffee shop accessibility).

Furthermore, the preference for non-coffee beverages over coffee implies that lifestyle theory and experience consumption theory are essential in explaining customer choices in the coffee shop business. The modern customer seeks not simply a beverage but also an experience that incorporates ambiance, self-expression, and social identification.

5.2.2. Practical Implications

This study delivers valuable information for practitioners, particularly business owners and marketing strategists in the food and beverage industry.

 - Promotional Strategy: Using relevant promotions like seasonal discounts and point-based loyalty programs may boost customer retention and attract new customers.

 - Strategic Location: Selecting a site in or near tourist attractions or bustling metropolitan areas may increase visibility and foot traffic while also improving the entire client experience.

- Product Innovation: Offering non-coffee options such as herbal teas, fruit mixes, and dairy-based beverages can appeal to a wide range of customers.

- Price Positioning: Instead of competing only on price, firms should focus on providing quality and service that justify higher prices.

- Customer-Centric Design: Recognising that customers want more than simply coffee, such as comfort, connection, and ambiance, may help shape the brand and interior layout.

5.3. Suggestion

This The following recommendations are offered based on the findings and constraints discovered during this research:

1. For Future Researchers: It is advised that comparable research be conducted across other geographic locations to see whether the same preference patterns exist in different cultural or economic circumstances. Discrete Choice Modelling might reveal hidden segments and enhance knowledge of customer heterogeneity

2. For Coffee Shop Owners: Business strategies should not just focus on pricing, but also on delivering unique value. This may be accomplished by creating personalised promotional offers, manufacturing seasonal or limited-edition beverages, and creating an environment that is appropriate for the brand's target market. Regularly gathering client feedback and tracking preference changes will also help you achieve long-term success.

3. For Stakeholders in the Tourism and Creative Economy Sectors: The study focuses on the relationship between coffee shop development and tourism. Local governments or tourist boards may work with café owners to include café culture into urban tourism planning, benefiting both local economic activity and visitor experience

REFERENCES

Adegbola, Y. P., Ahoyo Adjovi, N. R., Adekambi, S. A., Zossou, R., Sonehekpon, E. S., Assogba Komlan, F., & Djossa, E. (2019). Consumer Preferences for Fresh Tomatoes in Benin using a Conjoint Analysis. *Journal of International Food and Agribusiness Marketing*, *31*(1), 1–21. https://doi.org/10.1080/08974438.2018.1469448

A'la, N., Nurmalina, R., & Suprehatin. (2024). SIKAP DAN PREFERENSI KONSUMEN TERHADAP KOPI ARABIKA GAYO. *Jurnal Agribisnis Indonesia*, *12*(1), 120–130. https://doi.org/10.29244/jai.2024.12.1

Andriawan, F., Handoko, Y., & Karnawati, T. A. (2023). PENGARUH HARGA, LOKASI, KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN BANG RADEN GEROBAK KOPI BEKASI TIMUR. *CAKRAWALA*, *6*(5), 1618–1627.

Anggraini, F. D. P., Aprianti, A., Setyawati, V. A. V., & Hartanto, A. A. (2022). Pembelajaran Statistika Menggunakan Software SPSS untuk Uji Validitas dan Reliabilitas. *Jurnal Basicedu*, *6*(4), 6491–6504. https://doi.org/10.31004/basicedu.v6i4.3206

Aprillia Andaresta Putri, N., & Firdaus Setiawan, R. (2025). Preferensi Konsumen terhadap Atribut Produk Minuman Kopi dengan Metode Konjoin di Belikopi Driyorejo Kabupaten Gresik. *Mimbar Agribisnis : Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, *11*(1), 527–536.

Asioli, D., Næs, T., Granli, B. S., & Lengard Almli, V. (2014). Consumer preferences for iced coffee determined by conjoint analysis: an exploratory