

CHAPTER I

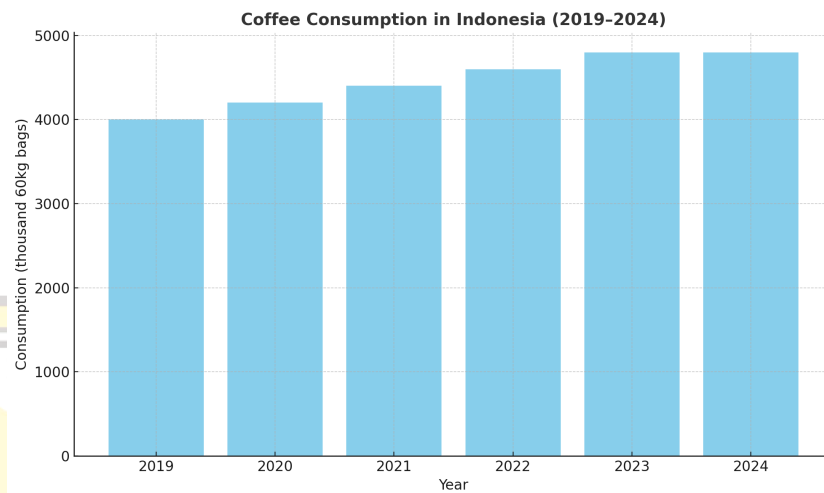
INTRODUCTION

1.1. Background of the Research

Coffee is now one of the world's most widely consumed and popular drinks (Asioli et al., 2014). Global coffee consumption increased from the previous year to around 177 million bags (60 kg per bag) in 2023, according to data from the International Coffee Organization (ICO). Numerous advancements in coffee preparation and the introduction of fresh business ideas that bring the coffee industry closer to consumers' everyday lives, such as specialty coffee shops, modern coffee shops, and coffee shops, have influenced this trend (Qotrunnada et al., 2025).

In Indonesia, coffee is a beverage and an essential aspect of social culture (A'la et al., 2024). According to Tempo (2024), Indonesia is the world's fourth-largest coffee grower, producing over 642,000 metric tons and accounting for 6% of the global coffee supply, trailing only Brazil, Vietnam, and Colombia. Indonesian society is becoming more interested in coffee goods in terms of consumption, particularly among the younger population. The figure showing coffee consumption in Indonesia from 2019 to 2024 shows a steady increase, with the number of 60kg bags going from 4,000 thousand in 2019 to 4,800 thousand in both 2023 and 2024. From 2019 to 2022, consumption went up by 200,000 60kg bags every year. It then stayed the same at 4,800,000 bags for the last two years. This plateau could mean that the market is getting more mature. The trend shows that Indonesia's coffee culture is growing, thanks to more demand from younger people and the rise of modern coffee shops. Even though things have stabilized recently, Indonesia's coffee market is still strong and continues to show how people's tastes are changing.

Figure 1.1 Coffee Consumption in Indonesia



Source: United States Department of Agriculture (USDA), Indonesia Coffee Annual Report

In The coffee business in Indonesia has grown significantly over the last ten years, following the national trend (Qotrunnada et al., 2025). In addition to the market dominance of major coffee shops, small and medium-sized businesses have expanded by creating more adaptable coffee business models, such as coffee shop businesses (Hidayat & Suyuthie, 2023). With this concept, customers can find more accessible venues, more reasonable costs, and a more relaxed approach, particularly in large and medium-sized cities (Habibi et al., 2021).

Padang City, which is one of the largest cities on Sumatra Island, has also experienced significant expansion in its coffee industry (Ayuni & Pasaribu, 2024). The growing popularity of coffee is evidenced by the proliferation of a variety of coffee businesses. A business model that is particularly noteworthy is Coffee Shop, which entails the sale and service of coffee from carts, simple booths, or tents situated on the sides of roads (Hidayat & Suyuthie, 2023). The coffee market is being increasingly dominated by younger consumers, who are favoring Coffee Shop due to its adaptability to urban mobility and its adaptable nature (Andriawan et al., 2023).

The coffee shop is a business that sells and serves coffee in public spaces, such as city parks, sidewalks, and roadsides, or in other strategically crowded areas (Yuliandri, 2023). Unlike traditional coffee shops, which typically feature permanent seating and specially designed interiors, coffee shop businesses are more adaptable, utilizing semi-permanent facilities such as carts, small booths, or portable stands. Emphasizes that coffee shops prioritize accessibility, immediate service, and reasonably priced items without sacrificing flavor Yuliandri (2023). This concept has experienced significant growth, particularly in urban areas, due to its ability to seamlessly integrate with the community's dynamic lifestyle and provide a novel alternative to traditional coffee shops (Fachri Albar et al., 2025).

As a result, the coffee shop has become a significant innovation in the coffee industry and a component of the urban lifestyle that is becoming more prevalent in numerous cities throughout Indonesia, including Padang City.

Coffee shops serve as important venues for intercultural Employee Performance and social engagement. According to a study on café culture in urban settings, these establishments may both impact and be influenced by the social and cultural dynamics of the surrounding neighborhoods (Ahmad et al., 2022). According to this research, Padang City's coffee shop boom should be viewed as a component of a larger urban cultural development process rather than just a business event. The field is a clear reflection of this expanding trend. Several active coffee shop brands are operating in various strategic locations in Padang City, as evidenced by observational data collected by the researcher in early 2025. The significance of comprehending consumer preferences to endure and expand in this ever-changing marketplace is underscored by the diversity of these brands (Harisah et al., 2020). Situ Koffie stands as one of the earliest coffee shop brands to emerge in Padang, and its consistent ability

to attract customers and maintain operations renders it a relevant and strategic research object. Based on my observation toward coffee shops in Padang City the existing coffee is illustrated in Table 1.

Table 1.1 Coffee Shop Brands in Padang

NO	BRAND NAME	LOCATION
1.	Situ Koffie	Jl. Mawar No.10, Flamboyan Baru, Kec. Padang Bar., Kota Padang, Sumatera Barat
2.	V COFFEE	Jl. Jaksa Agung R. Soeprapto No.3, Rimbo Kaluang, Padang Barat
3.	Kubik Koffie	Jl. Olo Ladang No.12, Olo, Padang Barat
4.	Menyala Coffee & Roastery	Jl. Bandar Purus, Padang Pasir, Padang Barat
5.	Café Merjer	Jl. Ujung Gurun No.88A, Padang Pasir, Padang Barat
6.	Alter Café & Studio	Jl. Rasuna Said, Rimbo Kaluang, Padang Barat
7.	The Rang Awak Café & Coffee	Jl. Andalas Timur Raya No.127-129, Andalas, Padang Timur
8.	Kamtumi Coffee	Jl. Ujung Gurun No.152, Ujung Gurun, Padang Barat
9.	Lalito Coffee Bar	Jl. WR Monginsidi No.2A, Padang Barat
10.	Bacarito Kopi	Jl. Nipah No.3C, Berok Nipah, Padang Barat
11.	Kopinative	Jl. Jend. A. Yani No.35, Kampung Jao, Padang Barat
12.	Toko Kopi Kita	Jl. Abdul Muis No.9b, Jati Baru, Padang Timur

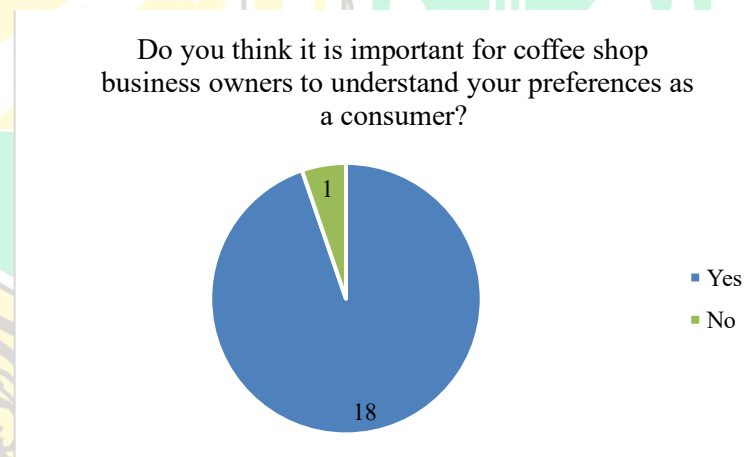
13.	Toko Kopi Kala	Jl. Hayam Wuruk, Belakang Tangsi, Padang Barat
14.	Coffee Theory (KiosK)	Jl. Tepi Pasang No.40–48, Padang Barat
14.	QQ Coffee Shop	Jl. Bunda No.13, Ulak Karang Utara, Padang Utara
15.	Definisi Dalam	Jl. Muara No.44, Berok Nipah, Padang Barat
16.	Shelter Ground	Jl. Bandar Purus No.85, Padang Pasir, Padang Barat
17.	Kopi Janji Jiwa	Jl. Batang Arau No.60, Berok Nipah, Padang Barat
18.	Dua Pintu Coffee	Jl. Dr. Moh. Hatta No.02, Pasar Ambacang, Kuranji
19.	Kopi Paripurna & Roastery	Jl. Wolter Monginsidi No.3, Belakang Tangsi, Padang Barat
20.	Kopi Pagi Padang	Gang Nuri No.22A, Air Tawar Barat, Padang Utara
21.	Mumu Kopi	Jl. Elang Raya, Air Tawar Barat, Padang Utara
22.	Kopi Labour	Jl. Belibis No.3, Air Tawar Barat, dekat UNP
23.	Roemah Pasir	Jl. Padang Pasir Raya No.3, Padang Barat
24.	Showkoffie	Jl. Veteran, Padang Pasir, Padang Barat
25.	Parewa Coffee	Jl. Bandar Purus No.17, Padang Pasir, Padang Barat
26.	Hang House	Jl. Hang Tuah No.207, Belakang Tangsi, Padang Barat
27.	Eightea Coffee	Jl. Aur No.12, Padang Pasir, Padang Barat
28.	Foresthree Coffee	Jl. Pondok Kopi Raya No.1J, Nanggalo
29.	Noka Coffee Padang	Jl. Palembang No.14, Ulak Karang Selatan
30.	Kopi Wolu	Jl. Hos Cokrominoto No.88E, Berok Nipah

Source: Field Observation by Researcher, (2025)

Note: The data is limited, and only the most recognizable brands are included, even though more brands are available.

Coffee shop businesses in Padang City frequently encounter obstacles in comprehending consumer preferences and competing with one another in product marketing during this period of rapid expansion (Ayu Aristawati et al., 2024). Nevertheless, Oyatoye et al. (2013) contend that in a business environment that is becoming more competitive, it is crucial to comprehend the product attributes that consumers prioritize to secure a market share. This is corroborated by the researcher's pre-survey data (Table 1.1) collected from 19 Situ Koffie consumers. The data indicates that 94.7% of respondents believe coffee shop businesses must comprehend consumer preferences.

Figure 1.2 Importance Level of Understanding Consumer Preferences

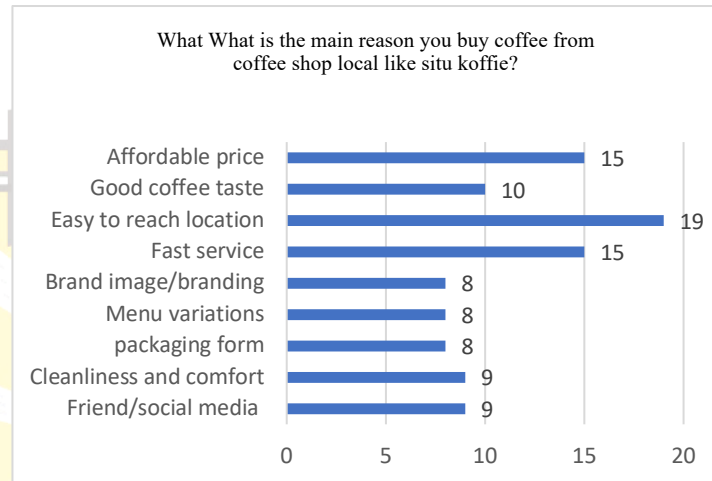


Source: Pre-Survey Data (2025)

Until now, the majority of research on consumer preferences for coffee businesses has concentrated on coffee shops, while there is a scarcity of studies that specifically examine coffee shops local (Septiani et al., 2020). Nevertheless, the researcher has identified several key attributes that consumers consider when choosing

Coffee Shop, such as Location, Price, Taste, and Service, based on the pre-survey results (Figure 1.2) conducted to 19 Situ Koffie consumers.

Figure 1.3. Coffee shop Attributes



Source: Pre-Survey Data (2025)

Given this context, this research is imperative. This research aims to investigate consumer preferences concerning coffee shop attributes and offer actionable insights for business owners in formulating data-driven strategies that address market demands. The study examines the patrons of Situ Koffie coffee shop in Padang City, recognized as an emerging enterprise in the region. This research aims to deliver a thorough understanding of coffee shop consumers' preferences Situ Koffie.

An appropriate analytical method is required to capture the various factors influencing consumer preferences comprehensively. The researcher will utilize conjoint analysis as the principal method, a widely recognized approach for assessing consumer preferences by examining individuals' trade-offs among various product attributes. This methodology is appropriate for this study as it can ascertain the relative significance of essential coffee shop attributes, including price, taste, location, and service, grounded in actual consumer choice behaviors (Asioli et al., 2014). Hong et al. (2024) elucidate that conjoint analysis is an effective method for comprehending

consumer preferences derived from combinations of product attributes, rendering it particularly pertinent to consumer preference analysis.

1.2. Problem Formulation

The research problem has been defined as follows:

1. What are the attributes of preferences that are most favored by Situ Koffie consumers in Padang City?
2. To what degree does the significance or priority of each attribute of the Coffee Shops align with Situ Koffie consumers preferences in Padang City?
3. What is the hierarchy of these attributes according to Situ Koffie consumers preferences?

1.3. Research Objectives

The research objectives are articulated as follows:

1. To ascertain the attributes of the coffee shops that are most favored by Situ Koffie consumers in Padang City.
2. To evaluate each coffee shop attribute's perceived significance or priority level based on Situ Koffie consumers preferences in Padang City.
3. To ascertain the ranking or priority sequence of coffee shop attributes of the consumers preferences Situ Koffie in Padang City.

1.4. Research Benefits

The findings of this research are anticipated to offer significant benefits to multiple stakeholders. The advantages are as follows:

1.4.1. For Coffee shop Business Owners

This research can provide essential insights for coffee shop proprietors, particularly those in Padang City. The analysis offers insights into consumer

preferences based on the attributes most valued when selecting a coffee shop. Consequently, the results of this research are anticipated to serve as a reference or guide for executing more focused market surveys or studies aimed at improving competitiveness and more effectively capturing consumer interest.

1.4.2. For Consumers

This research aims to enhance consumer comprehension concerning the attributes typically regarded as primary determinants in selecting a coffee shop enterprise, especially among coffee shop aficionados.

Furthermore, the results of this study may motivate consumers to more vigorously endorse coffee shops that correspond with their preferences to others. This may result in heightened patronage and sales, thereby favorably influencing the sustainability of the coffee shop enterprise.

1.4.3. For Future Researchers

This research is anticipated to provide a preliminary reference or basis for future scholars interested in exploring consumer preferences in selecting coffee shops. Future researchers are urged to broaden the research scope, encompassing additional attributes and geographical regions, to achieve more comprehensive and pertinent results, especially in diverse locations.

1.5. Scope of the Research

The researcher delineates the parameters of this study to guarantee that its execution is concentrated, methodical, and devoid of diversions or the proliferation of extraneous matters. This study examines consumer preferences regarding coffee shop enterprises, specifically the Situ Koffie establishment in Padang City.

This research primarily aims to identify and analyze the factors that affect consumer preferences. It omits discussion of internal managerial facets,

comprehensive marketing strategies, and inclinations towards alternative coffee enterprises, including contemporary coffee shops or traditional coffee stalls.

This research targets the consumers of Situ Koffie in Padang City, employing a quantitative methodology via surveys to investigate their preferences concerning the attributes provided in the coffee shop sector. Defining this scope aims to yield a more precise, comprehensive, and pertinent understanding of the issues under investigation.

1.6. Structure of the Thesis

This research comprises five principal chapters, each containing multiple subsections. The thesis is organized as follows:

CHAPTER I: INTRODUCTION

This chapter outlines the research background, problem formulation, objectives, benefits, and scope pertinent to the investigation.

CHAPTER II: LITERATURE REVIEW

This chapter provides a literature review pertinent to the research problem, encompassing theoretical foundations (grand theory), theories associated with the research variables, and the evolution of attributes and levels derived from analyzing prior studies and the employed research model.

CHAPTER III: RESEARCH METHODS

This chapter delineates the research approach and methodology employed, encompassing research design, sampling techniques, data collection methods, variable operationalization, and data analysis techniques utilized in this study.

CHAPTER IV: RESULTS AND DISCUSSION

This chapter delineates the research's data analysis results and provides a comprehensive discussion of the findings.

CHAPTER V: CONCLUSION

This chapter presents the conclusions drawn from the research findings, their theoretical and practical implications, the study's limitations, and recommendations for future research endeavors.



CHAPTER II

LITERATURE REVIEW

2.1. Consumer Behavior

According to Kotler et al. (2018) define consumer behavior as examining how individuals, groups, and organizations choose, purchase, utilize, and discard goods, services, ideas, or experiences to fulfill their needs and desires (p. 179). Hawkins and Mothersbaugh (2010) define consumer behavior as the examination of individuals, groups, or organizations and the methodologies they employ to select, acquire, utilize, and discard products, services, experiences, or ideas to fulfill needs, along with the effects these processes have on both consumers and society (p.6). Hadayanti and Royyan (2024) defined consumer behavior as the examination of how individuals or groups determine what to purchase, when and where to make the purchase, and the method of payment employed. In other terms, it examines the entire decision-making process underlying a purchase. The Engel-Kollat-Blackwell model, commonly referred to as the "EKB" model, delineates this process through several stages: consumers identify a need, seek information, assess alternatives (while developing attitudes and preferences), make a purchasing decision, and undergo post-purchase evaluations (Mohan et al., 2018).

Comprehending consumer behavior is essential for formulating effective marketing strategies, improving business performance, informing public policy decisions, fostering consumer welfare, and advancing academic progress (Šostar & Ristanović, 2023). Companies must account for changes in consumer behavior driven by diverse factors to satisfy consumer needs and attain business goals effectively

(Palacios et al., 2022). Cultural, social, and personal influences shape a consumer's purchasing behavior. Levy et al. (2021) assert that cultural factors are embedded in constructs associated with culture and national cultural dimensions. (Irizo et al., 2020) characterize culture as a confluence of values that define a society. These cultural factors substantially impact consumer behavior. Cultural factors encompass the values, beliefs, norms, and habits acquired from one's environment. These factors influence their purchasing preferences and decision-making processes. Culture encompasses subcultures such as religion, ethnicity, region, and social class, which can influence individuals' perceptions of a product or brand (Kotler et al., 2018).

Social factors encompass the impact of groups such as friends, family, or communities. An individual's social role and status are also significant. These groups can influence an individual's purchasing behavior through pressure or inspiration. Social media is a significant component of this (Kotler et al., 2018). Individuals are more inclined to make purchasing decisions when members of their social and familial networks recount favorable experiences, underscoring the impact of social validation. Moreover, gender roles profoundly influence purchasing behavior, with men and women demonstrating distinct consumption patterns (Ravikumar et al., 2022). Status is a significant motivational element, with purchasing intentions frequently indicating an individual's aspiration to project a sense of superiority (Xia et al., 2022).

Personal factors pertain to the individual, encompassing age, occupation, lifestyle, personality, and financial status. Purchasing decisions can vary based on an individual's life stage (such as a student versus a retiree) or lifestyle choices. Their personality influences the brands they select that align with their identity (Kotler et al., 2018). Šostar & Ristanović (2023) assert that these responses are vital, as their intensity can fluctuate based on personal preferences and requirements.

2.2. Consumer Preferences

Consumer preference refers to an individual's inclination or affinity for one product or feature over another. This preference arises from cultural, social, and personal factors (Kotler et al., 2018). Consumer preference refers to the assessment or selection made by consumers regarding a particular set of product attributes, which can be quantified by the utility (relative satisfaction) derived from each product option (Shuwetha et al., 2025). Comprehending consumer preferences is crucial for market identification, allowing producers and businesses to enhance product promotion strategies (Pane & Khaliqi, 2022). Every consumer possesses the right to assess products or services they intend to purchase by assigning scores or rankings to various alternatives. This research defines consumer preference as a component of the evaluation of alternatives phase in the consumer decision-making process, as articulated by (Kotler et al., 2018).

Consumer preferences are typically articulated through the utility values attributed to various levels of product attributes (Rao, 2014). Attributes such as taste, flavor intensity, and cost have been demonstrated to affect preferences in beverage product research (Asioli et al., 2014). Moreover, ingredients, product assertions, and pricing influence consumer decisions in plant-based product categories (Shuwetha et al., 2025). Additional research corroborates that product origin, packaging, certification, and price significantly influence consumer preferences, especially regarding green tea products (Hong et al., 2024).

Nicholson (2001) delineates that preferences possess three essential properties: completeness, transitivity, and continuity. Completeness denotes that consumers can evaluate two product alternatives and articulate a preference for one or express indifference between them. This guarantees that each pair of options can be

assessed meaningfully without ambiguity. Transitivity denotes the coherence of preferences. If a consumer favors product A over B and B over C, it logically follows that they should favor A over C. Finally, continuity implies that if a consumer favors A over B, they will also favor any alternative that is sufficiently proximate to A rather than B. Consequently, individuals can select their preferred product from the available options. They can assess each product utilizing available information, particularly from external sources, and subsequently rank the products from most favored to least favored. This substantiates the notion that a product's desirability correlates positively with satisfaction.

Through the analysis of consumer preferences, strategies for business development can be executed to enhance consumption within the food sector (Adegbola et al., 2019; Herdianto et al., 2025; Ong et al., 2021, 2023). Coffee shop proprietors must comprehend the factors influencing customer selection to refine their offerings.

Understanding customer preferences enables business owners to align their products and services with consumer desires, enhancing satisfaction and loyalty. Comprehending consumer preferences provides a robust foundation for coffee shop enterprises to develop offerings that align with the desires of the populace in Padang (Hadayanti & Royyan, 2024).

2.3. Coffee shop

Coffee shop is a commercial venue providing coffee and light snacks, serving as a retail space and a social center. In urban settings, coffee shops have transformed into "third places" social environments separate from home and work that promotes community interaction (Dewi et al., 2022). indicates that these venues promote social interaction and cultural exchange through their welcoming design and ambiance. The

design of coffee shops, typically incorporating communal tables and comfortable seating, fosters dialogue and interaction among customers, rendering them suitable venues for informal meetings and social events (Ferreira et al., 2021).

Coffee shops play a crucial role in local economies. emphasize that numerous independent cafés integrate local culture into their branding by utilizing locally sourced ingredients and traditional brewing techniques. This not only bolsters local farmers and suppliers but also enriches the authenticity of the coffee shop experience, enabling customers to forge a deeper connection with the community (Wang et al., 2021). The emergence of remote work has converted coffee shops into favored work environments, offering dependable Wi-Fi and comfortable seating (Geldart, 2022). This transition has rendered coffee shops indispensable for freelancers and remote workers in pursuit of a conducive workspace beyond their residences.

2.4. Previous Research

In This study expands on prior studies that used conjoint analysis as a methodological foundation. These studies demonstrate the method's effectiveness in obtaining customer preferences using structured attribute-based ratings. Previous research has effectively used conjoint analysis in product design, service quality, and sustainability contexts. The approach allows researchers to estimate trade-offs and preference hierarchies between options. This establishes a solid empirical and theoretical foundation for the current study's paradigm.

Table 2. 1 Review of Previous Research

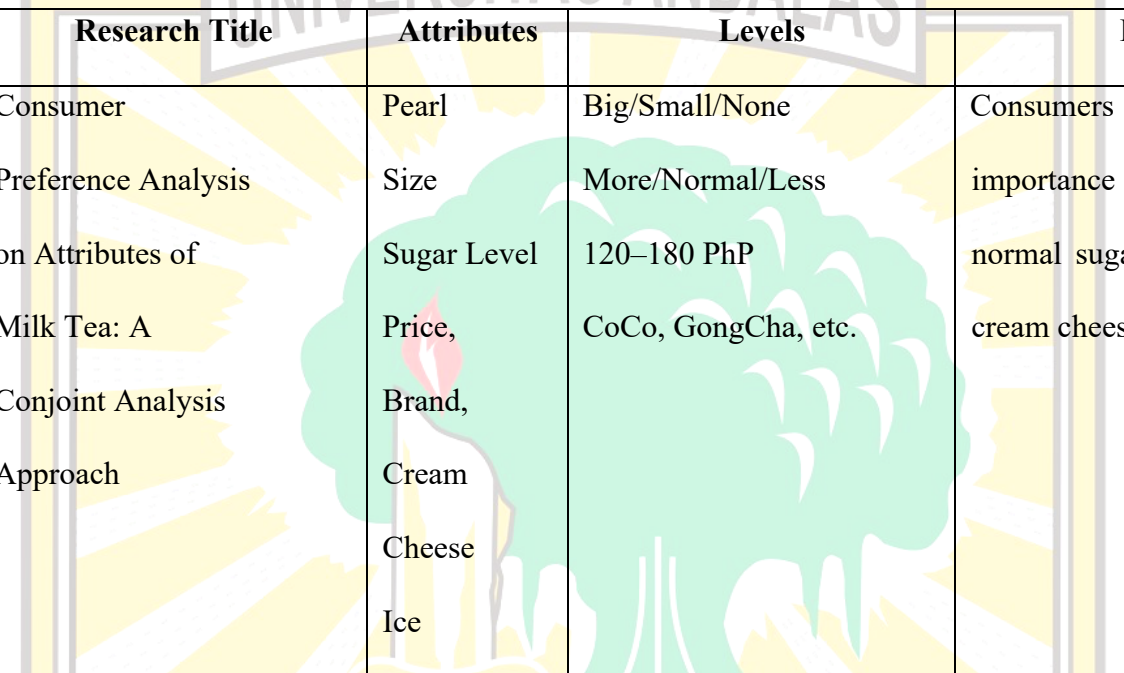
No	Researcher	Research Title	Attributes	Levels	Research Result
1	(Ayu Aristawati et al., 2024)	<i>Analisis Preferensi Konsumen Terhadap Pembelian Minuman Kopi Di Starbucks Suncity Mall Sidoarjo</i>	Taste Price Promotion	Bitter, Normal, Sweet <Rp55,000, Rp55,000-60,000, >Rp60,000 Various promotional offers	Taste emerged as the most significant factor with an importance score of 33.308, followed by price (17.514) and promotional offers (12.602).
2	(Hong et al., 2024)	Analysis of Consumer Preferences for Green Tea Products: A Randomized Conjoint Analysis in	Traceability OCOP Certification Purchase Method	Yes/No 3–5 stars Store, Supermarket, Online	Purchase method was identified as the top priority (38.6), followed by OCOP certification (25.8), and product traceability (20.2).

No	Researcher	Research Title	Attributes	Levels	Research Result
		Thai Nguyen, Vietnam			
3	(Shuwetha et al., 2025)	Assessing consumer preferences for plant-based ice cream: A conjoint analysis of soy and almond milk varieties	Taste Product Form Price Health Benefits	Butterscotch, Chocolate; Cone, Cup; Rs.60–110 No Additives, Low Sugar, Low Fat	Price played the dominant role in consumer choices (48.72%), with product format, health aspects, and taste following behind.
4	(Wang et al., 2022)	Consumer Preference for Yogurt Packaging Design Using	Graphic Packaging Color Shape	Abstract/Concrete/Text Cool/Warm Square-Bag, Bowl, Bottle, Gable-top	Packaging shape was deemed the most impactful factor (39.017%), followed by visuals (31.330%), with label

No	Researcher	Research Title	Attributes	Levels	Research Result
		Conjoint Analysis	Label Text		complexity and color tone being less significant.
5	(Asioli et al., 2014)	Consumer preferences for iced coffee determined by conjoint analysis: an exploratory study with Norwegian consumers	Type Calories Origin Price	Espresso, Latte 60/90 kcal; Italy/Norway NOK 17/23/29	Consumers showed the highest preference for iced coffee options that were affordably priced and lower in calories.
6	(Persada et al., 2024)	Indonesia consumer preferences on attributes of marketplace	Platform View Promo Payment	Simple/Illustrated Cashback, Free Shipping Bank Transfer, COD, etc.	Consumers favored marketplace platforms featuring simple interfaces and cashback rewards for qualifying purchases.

No	Researcher	Research Title	Attributes	Levels	Research Result
		platform: a conjoint analysis approach	Marketplace Delivery Review		
7	(Aprillia A. Putri & Firdaus Setiawan, 2025)	<i>Preferensi Konsumen terhadap Atribut Produk Minuman Kopi dengan Metode Konjoin di Belikopi Driyorejo Kabupaten Gresik</i>	Price, Taste Serving Ambience Packaging Menu Facilities	Cheap–Expensive Bitter/Sweet Hot/Iced Quiet–Crowded Regular/Upgraded	Menu variety was the most important factor, followed by serving style, pricing, ambience, flavor, amenities, and packaging.

No	Researcher	Research Title	Attributes	Levels	Research Result
8	(Qotrunnada et al., 2025)	Consumer Preference Analysis in Choosing Coffee Shops in Semarang Using Conjoint Analysis	Product Price Atmosphere Service Location Facility	Various menu styles IDR 10k–25k Indoor/Outdoor Wi-Fi, Parking, Clean Toilet	Preferred conditions include prices between Rp. 10,000–15,000, semi-outdoor settings, visually appealing products, and Wi-Fi access.
9	(Oyatoye et al., 2013)	An Application of Conjoint Analysis to Consumer Preference for Beverage Products in Nigeria	Design Taste Solubility Availability Price	Pyramid, Sachet, etc. Sugary, Choco-like Instant–Slow Readily available	Packaging stood out as the top consideration, ahead of solubility and availability, with flavor being the least influential.



No	Researcher	Research Title	Attributes	Levels	Research Result
10	(Ong et al., 2021)	Consumer Preference Analysis on Attributes of Milk Tea: A Conjoint Analysis Approach	Pearl Size Sugar Level Price, Brand, Cream Cheese Ice	Big/Small/None More/Normal/Less 120–180 PhP CoCo, GongCha, etc.	Consumers placed the greatest importance on pearl size, followed by normal sugar levels, moderate ice, and cream cheese inclusion.

Source : Previous Research (2025)

2.5. Development of Hypothesis

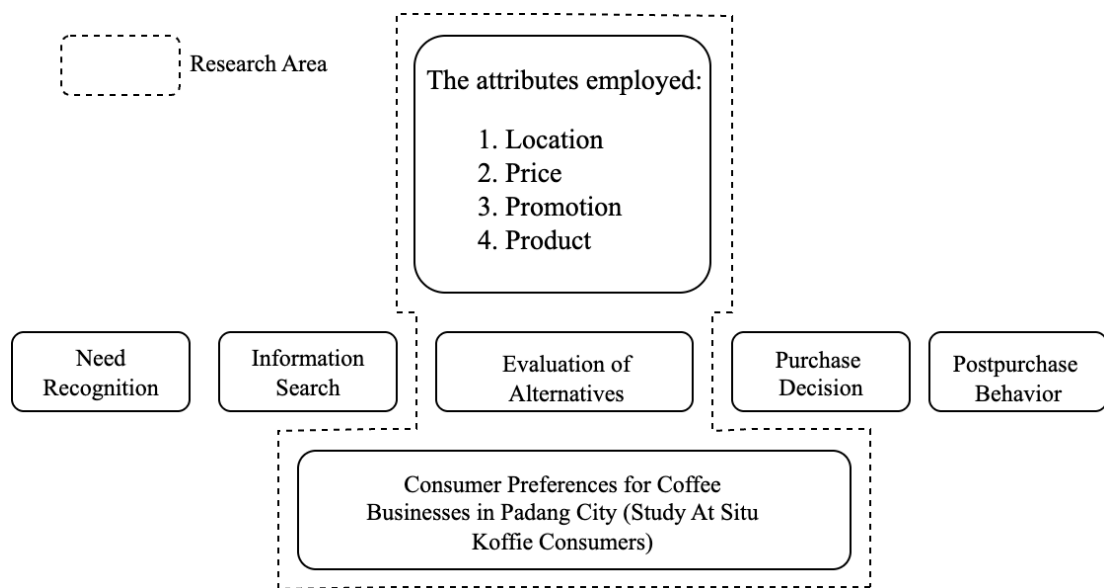
In The interplay of numerous qualities molds consumer preferences for a product, and in the context of current micro-scale coffee enterprises like Situ Koffie, critical aspects such as location, Price, product, and promotional offers have a significant impact on purchase decisions. Accurately understanding which of these traits has the most influence is critical for business owners looking to develop focused and effective marketing tactics. A review of current studies demonstrates that price is consistently the most significant factor, particularly in judgments for daily consumption products. Yandug et al. (2023) found that price was the most critical factor in a study of teenage alcohol preferences, and Qotrunnada et al. (2025) found similar results in a study of coffee shop choices in Semarang. Similarly, Shuwetha et al. (2025) found that pricing had a substantial impact on customer preferences for plant-based ice cream. These findings highlight the relevance of pricing as a key factor in consumer decision-making.

H1: Situ Koffie users in Padang City prefer particular criteria such as pricing, product kind, location, and special offers, with one element being the most influential in their decisions.

H2: There is a statistically significant congruence between the relative value of each coffee shop feature and the preferences of Situ Koffie customers in Padang City.

H3: Situ Koffie customers in Padang City choose promotional offers and location over price and product kind.

Figure 2. 1 Conceptual Framework



Source : The Engel-Kollat-Blackwell model (Harsono & Giri, 2019)

This research is motivated by the need to comprehensively understand consumer preferences regarding coffee shop businesses in Padang City, with particular emphasis on Situ Koffie as a representative case of local vendors. The conceptual framework is designed to illustrate the relationship between key product attributes and consumer preferences. It serves as the foundational basis for constructing the conjoint analysis experiment and interpreting the resulting data.