

**CONSUMER PREFERENCES FOR
SITU KOFFIE CONSUMERS IN PADANG CITY**

RESEARCH THESIS

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CONSUMER PREFERENCES FOR SITU KOFFIE CONSUMERS IN PADANG CITY

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ABSTRACT

This research explores consumer preferences regarding coffee shop attributes in Padang City, with a focus on Situ Koffie. As coffee consumption continues to rise, particularly among the younger population in Indonesia, the coffee shop industry is facing increased competition. This study aims to provide a deeper understanding of the factors that influence consumer decisions when selecting a coffee shop, contributing valuable insights to the growing coffee shop market in urban areas. To achieve this, the study utilizes conjoint analysis, a quantitative approach that helps assess the relative importance of various coffee shop attributes such as price, location, product offerings, and promotional programs. Surveys were distributed to consumers of Situ Koffie in Padang City, capturing data on their preferences. The findings highlight the significant role of price, location, and product variety in shaping consumer choices, with consumers showing a preference for loyalty programs and promotional offers.

Keywords : *Consumer preferences, coffee shop attributes, Situ Koffie, Padang City, conjoint analysis, price, location, product offerings, promotional programs, consumer behavior, coffee shop industry, marketing strategies, loyalty programs, promotional offer*

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