Consumer Preference Analysis in Choosing Coffee Shops in Semarang Using Conjoint Analysis

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Abstract
The trend of drinking coffee at coffee shops is becoming increasingly popular in Indonesia, especially in Semarang, where there are now numerous coffee shops. With so many options available, consumers often face difficulty choosing a café, while coffee shop owners want to understand consumer preferences regarding aspects such as beverage products, affordable pricing, café ambiance, service quality, strategic location, and comprehensive facilities. This study aims to identify the ranking of consumer preferences for the combination and levels of attributes when choosing a café in Semarang. The study uses conjoint analysis, involving 96 respondents who have visited cafés in Semarang. Data were collected using purposive sampling. The study focuses on six attributes: product, price, café ambiance, service, location, and facilities, each with three levels. The results indicate the preferred combination and levels of attributes for consumers, which include: a price range of Rp. 10,000 – Rp. 15,000, a semi-outdoor café ambiance, visually appealing menu items, wifi facilities, a location close to residents, and very fast service.

Keywords: coffee shop, consumer preferences, conjoint analysis

1. Introduction

The development of the times has changed global trends from consuming food and drinks at home to eating out. This phenomenon has led many people to prefer going to coffee shops, especially to enjoy coffee (Sentoso et al., 2015). This shift in trends has also increased mobility and lifestyle changes in Indonesia, particularly in major cities, and accelerated the growth of coffee shops. A coffee shop is a place with neatly arranged tables, chairs, and sofas, offering a variety of coffee and snacks. It also provides music and a comfortable atmosphere for consumers (Poniman & Sentoso, 2015).

Today, coffee shops are not just places to enjoy coffee but also serve as venues for business meetings, socializing, and doing school assignments (Ilyas & Sari, 2021). The coffee shop business offers promising opportunities because, in addition to being a place to enjoy coffee, these establishments are frequently used for other activities such as lectures, meetings, and discussions (Latifa & Rochdiani, 2019). According to Rasmikayati et al. (2020), the growth of coffee shops in Indonesia showed a significant increase between 2011 and 2016, with 189 new franchise units and 40 new independent coffee shop units. This is evident from the numerous new cafes emerging, particularly in major cities. Semarang, as the largest city in Central Java with a large population and an increasing number of new students every year, has become a fertile ground for the development of culinary businesses, including coffee shops.

According to Saefudin et al. (2020), preference refers to a consumer's choice or liking for something, which involves evaluating and comparing two or more objects. Consumer preference reflects an individual's tendency toward a product or service among various available options. Pangestu (2017) defines preference as a choice, tendency, or liking that is prioritized over others. Thus, consumer preference encompasses the likes or dislikes toward consumed products as well as the values considered in making decisions.

Research by Fauzan et al. (2018) identifies important attributes in choosing a café as follows: price (Rp 5,000 – Rp 30,000), fast Wifi facilities, taste, atmosphere and cleanliness, as well as promotions (e.g., buy 1 get 1).

Surveys by coffee business platform companies indicate that the taste of coffee is the most important attribute for consumers when choosing a coffee shop (Ruslan et al., 2020). The next important attribute is price, which affects consumer preference. Price is the amount of money paid for goods or services and is usually determined by the seller. However, in practice, consumers can often negotiate the price. Pricing for new products can be challenging as it involves many aspects (Kodu, 2013). Prices that are too high or too low can affect consumer perceptions of product quality.

Another attribute is the atmosphere. A comfortable and aesthetically pleasing atmosphere affects consumers' emotional perceptions and can attract them to visit a coffee shop. Triutami et al. (2022) define atmosphere as the effort to design the environment, including building design, lighting, layout, scent, color, shape, and sound, to influence consumers' emotions. Utami also emphasizes that atmosphere involves visual communication, lighting, color, music, and fragrances to evoke emotional responses and perceptions from consumers.

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Service or customer service is also an important attribute. Good service can provide customer satisfaction and meet their needs. According to the Indonesian Dictionary, service is the effort to meet the needs of others, while Supriyono adds that good service will enhance satisfaction and make consumers feel valued (Sholihah, 2020).

Location also influences consumer decisions. A strategic location, easy accessibility, and placement in a busy area can enhance business success (Ruslan et al., 2020). Kotler and Armstrong consider location as one of the keys to business success due to its permanent and long-term impact as well as its influence on business growth. Ma'ruf also emphasizes the importance of location in retail marketing mix.

Facilities are another important attribute. Facilities support various activities and facilitate daily operations. According to Suryo Subroto, facilities are anything that facilitates the implementation of a business, whether in the form of objects or money (Saefudin et al., 2020). Good facilities in a café can enhance consumer comfort. Research by Baghaskoro et al. (2021) shows that coffee shop facilities are the most important attribute according to consumer preferences. Recommendations for designing the new Coffee Colada product include promoting manual brew coffee with a cozy atmosphere, offering an open bar service that allows interaction between customers and baristas, and having an open interior design. It is also recommended that the coffee shop operate 24 hours. In the context of intense coffee shop competition, particularly in Semarang, attributes such as the drink and snack menu have a significant impact on the preferences of teenage consumers. Research by Puteri et al. (2021) shows that this attribute has the largest negative regression coefficient, and Coffee Shop Janji Jiwa is one of the most favored by consumers.

Based on this research, understanding consumer preferences is crucial for competing in the coffee shop industry, particularly in Semarang, to meet customer desires.

Previous research has focused solely on the senses and sensations experienced by consumers, whereas this study will assess various factors in coffee shops, such as the products offered, affordable pricing, atmosphere, service speed, accessible location, and available facilities. To compete and sustain their business, coffee shop owners must understand their target market and consumer preferences. Preferences reflect the level of consumer satisfaction with the products offered.

This study uses conjoint analysis to assess the utility of various attributes and their levels. This method was chosen because it allows for the evaluation of more than two levels of attributes, unlike other methods such as maxdiff, which only evaluates attributes without considering their levels, or trade-off methods that are limited to two attribute levels. Conjoint analysis is considered effective for evaluating consumer preferences regarding various attributes of coffee shops in Semarang. Against this background, the aim of this study is to analyze the attributes that influence consumer preferences in choosing coffee shops in Semarang.

2. Theoretical Framework

According to Pangestu (2017), preference is a choice, tendency, or liking that indicates the right to prioritize one option over another. Consumer preference reflects an individual's liking or disliking of a product and includes the values considered by consumers in making decisions. Understanding consumer preferences is closely related to consumer behavior, which can be analyzed through three steps (Robert & Daniel, 2014):

- Consumer preferences: The first step is to practically describe the reasons behind consumers' choices of one product over another.
- Budget constraints: Consumers consider price, given that they have income limitations that affect the quantity of goods they can purchase.
- Consumer choices: With limited tastes and budget, consumers select combinations of goods that maximize their satisfaction, based on the prices of these goods.

A coffee shop, or café, is a small restaurant that typically serves light foods such as pastries, sandwiches, coffee, and tea. Cafés generally do not offer heavy meals as they are more focused on being a gathering and socializing place rather than for substantial dining (Saefudin et al., 2020).

Conjoint analysis is a multivariate analysis technique used to determine the importance of attributes and the utility of various attribute levels from the customer's perspective. This technique views each stimulus, such as a product, brand, or store, as a collection of attributes. Conjoint analysis builds or develops a value or utility function (Supandi, 2012).

As a market research tool, conjoint analysis aids in designing effective products. Through conjoint analysis, researchers can answer questions such as: What product attributes are important or unimportant to consumers? Which levels of product attributes are most or least desired? What is the market share of competitors' product preferences compared to existing or proposed products? The advantage of conjoint analysis is its ability to ask respondents to make choices similar to how consumers actually choose, considering various features simultaneously (IBM Corporation, 2013).

3.   Research Methodology

This study was conducted at several coffee shops in Semarang. The location selection was done purposively, covering coffee shops ranging from medium to lower scale to medium to upper scale. This study utilizes primary data, which was collected and processed directly by the researchers through interviews with respondents using questionnaires, as well as secondary data obtained from other sources such as the internet, journals, and books relevant to this research.

Conjoint analysis is a multivariate analysis technique specifically used to understand how respondents form preferences for products or services (Srinanda & Mustikasari, 2018). This technique is based on the simple premise that consumers evaluate the value of a product, service, or idea by combining the values assigned to each attribute. Utility, which is the conceptual basis for measuring value in conjoint analysis, reflects the subjective preferences unique to each individual. This concept encompasses all features of a product or service, both tangible and intangible, and is a measure of overall preference. The theory of utility is an economic theory that studies the satisfaction or pleasure consumers derive from consuming goods. Higher satisfaction results in higher utility values, while lower satisfaction results in lower utility values (Supandi, 2012). In conjoint analysis, utility is assumed to be the value assigned to each attribute level and is expressed in relationships that describe the state where utility is formulated for each combination of attributes.

The steps in conducting this research begin with a literature review of previous studies. Next, a field study is conducted at several coffee shops to gather direct information. Following this, the researcher formulates the issues faced both by consumers and by entrepreneurs who wish to open a coffee shop.

The next step is to determine the relevant population and sample, and to establish the research variables such as attributes and attribute levels to be studied. Once the variables are set, the researcher selects the most appropriate method for the issues at hand.

Subsequently, the researcher prepares the questionnaire using software such as SPSS. The questionnaire is then distributed to respondents who are either at the coffee shop or who have visited coffee shops. After data collection, data processing and analysis are carried out to obtain results and interpretations.

The final stage is to determine consumer preferences based on the processed data with the highest values, followed by drawing conclusions and providing recommendations from the research.

3.1 Population and Sampel

This study employs a quantitative approach. The population in this research includes all coffee shop consumers in Semarang, both those currently visiting cafes and those who have visited cafes in the city. The sampling technique used in this study is purposive sampling.

The sample size is determined using the Lemeshow formula (1997), given that the target population is not precisely known (Febrianti & Ariyani, 2022). The reason for using the Lemeshow formula is due to the large and varied size of the population (Setiawan et al., 2022). Based on calculations using the Lemeshow formula, the sample size for this study is 96 respondents. The sample size calculation is as follows:

$$n = \frac{Z^2 \, x \, p \, (1-p)}{d^2} \cong 96 \qquad (1)$$

where n is the sample size, Z is the Z value from the normal distribution with a 95% confidence level ($Z = 1.96$), p is the probability (assumed $p = 0.5$), and d is the margin of error (assumed $d = 10\%$).

The data collection method used in this study involves distributing questionnaires to respondents, who will then fill out the questionnaires. The questionnaire itself is a data collection technique conducted by providing written questions or statements that must be answered by the respondents.

3.2 Attributes

The selection of attributes is based on several previous studies that identified the most important attributes used to assess consumer preferences in choosing a coffee shop. To balance the results of the literature review and field study, attributes and levels were determined through interviews with coffee shop consumers in Semarang, aiming to form consumer preferences. The interviews were conducted using the 5W + 1H technique with consumers who were either

currently at the café or who had previously visited the café. The attributes used in this study are listed in Table 1. These attributes are broken down into consumer needs to provide a more comprehensive understanding of their preferences.

- Product: Various menu, attractive menu presentation, and menu size relative to price.
- Price: Price range from IDR 10,000 to IDR 25,000.
- Atmosphere: Indoor, semi-outdoor, or outdoor theme.
- Location: Traffic ease, proximity of the location to residential areas, and locations far from residential areas.
- Service: very fast, very responsive, and very polite service.
- Facilities: Availability of ample parking space, presence of Wi-Fi, and clean restrooms

Table 1 Operational definition of the attributes

No	Attributes	Definition	Reference
1.	Product	Elements that consumers consider important and use as the basis for decision-making in purchasing.	Rohmah & Subari (2021)
2.	Price	The amount of money that customers must pay for the product.	Nasution (2020)
3.	Atmosphere	A combination of physical store characteristics such as layout, color, architecture, lighting, temperature, music, and aroma, which collectively can create a positive image in the minds of consumers.	Saefudin et al. (2020)
4.	Service	The ability to provide prompt and satisfactory service that meets the promises made. This includes ease of interaction, good communication, and genuine attention to customer needs.	Djunaidi et al. (2018)
5.	Location	The place where a company operates and carries out activities to produce goods or services, focusing on its economic aspects.	Saefudin et al. (2020)
6.	Facility	Facilities in a coffee shop that are needed by consumers when visiting a coffee shop.	Ilyas & Sari (2021)

4. Results and Discussion

In creating the questionnaire, the first step is to design stimuli to obtain combinations of attributes and attribute levels to be distributed to respondents. These combinations of attributes and attribute levels are organized into a plan card, which contains the attribute combinations obtained from designing the stimuli using an orthogonal design with the help of SPSS before conducting the conjoint analysis (Rifandi, 2021).

The questionnaire created is based on the results of the stimulus design using orthogonal design. The reason for using orthogonal design is to capture the main effects of each factor level as well as the interactions between levels of one factor with levels of other factors. Orthogonal design helps in generating orthogonal arrays, which are typically the starting point for conjoint analysis. The factors referred to are attributes and attribute levels; orthogonal design is necessary to combine these factors. In this study, 18 stimuli were produced, resulting in 18 types of questions in the questionnaire.

After distributing the questionnaire to 96 respondents who had visited or were currently at cafes in Semarang, the questionnaire used a ranking scale from 1 to 5. Respondents were asked to rate the attributes they considered appropriate, with the rating range from 'very dislike' to 'very like.' The demographic profile or characteristics of the respondents are presented in Table 2. Based on the data in Table 2, it can be concluded that most respondents are students with an average age of 18 to 22 years.

Tabel 2 Profile of the respondents

Demographic Characteristics		Amount
Gender	Female	54 Respondents
	Male	42 Respondents
Age	18 – 22 years old	47 Respondents
	23 – 27 years old	31 Respondents
	30 – 35 years old	18 Respondents
Occupation	Student	65 Respondents
	Employee	26 Respondents
	Enterpreneur	5 Respondents

The data analysis method used in this study is conjoint analysis (Baghaskoro et al., 2021). According to Koo (1999), the use of conjoint analysis is an appropriate approach to measure the level of importance of customer segments regarding specific attributes in restaurants. This method is effective for understanding consumer preferences in choosing cafes in Semarang City, as well as for providing attribute combinations and identifying the relative importance of each attribute and attribute level using SPSS.

One of the objectives of conjoint analysis is to determine the utility value of each attribute and attribute level tested. The utility values, both individually and overall, can be used to identify the attribute levels with the highest values and those preferred by consumers in choosing a cafe. Positive utility values indicate that respondents favor the presented attribute level, while negative utility values indicate a dislike for that attribute level. The higher the estimated utility value, the greater the consumer preference for that attribute. The overall statistical results of the conjoint analysis conducted using SPSS are presented in Table 3.

Table 3 Utility value

Attributes		Utility estimate
Product	various menu	0.076
	attractive menu presentation	0.163
	menu size relative to price	-0238
Price	IDR 10,000 – IDR 15,000	0.315
	IDR 16,000 – IDR 20,000	0.163
	IDR 21,000 – IDR 25,000	-0.478
Atmos-phere	indoor	-0.079
	semi-outdoor	0.338
	outdoor	-0.259
Service	very fast	0.084
	very responsive	0.010
	very polite service	-0.094
Location	*smooth* traffic flow	0.003
	next to home	0.138
	far from home	-0.141
Facility	Wi-fi	0.152
	Parking área	0.088
	Clean toilet	-0.240
Constant		4.150

The utility values for each attribute level of the study can be described as follows:
- Product: Consumers prefer an attractive menu display, with the highest utility value of 0.163. This indicates that the aesthetics of the menu play a significant role in consumer decision-making.
- Price: Consumers favor prices in the range of Rp. 10,000 – Rp. 15,000, as shown by the highest utility value of 0.315. This suggests that affordable pricing is a crucial factor in choosing a coffee shop.
- Athmosphere: Consumers prefer a semi-outdoor athmosphere, with the highest utility value of 0.338. This indicates that consumers appreciate an environment that combines both indoor and outdoor elements.
- Service: Consumers prefer very fast service, with a utility value of 0.084. Fast service reduces order wait times and enhances customer satisfaction. On the other hand, responsive service, such as quick responses to customer requests, is also important, although it has a lower utility value compared to fast service.
- Location: Consumers prefer locations close to home, with the highest utility value of 0.138. This is because a nearby location saves on fuel costs and travel time, facilitates meeting with friends, and allows the use of Wi-Fi for activities like working or studying from the coffee shop.
- Facility: Consumers prefer coffee shop that provide Wi-Fi, with the highest utility value of 0.152. This indicates that Wi-Fi is an important feature for consumers when choosing a coffee shop.

Table 4 shows the ranking of attributes by their importance values from highest to lowest is as follows:

Table 4 Importance value

Attributes	Importance value
Product	16.881
Price	24.001
Athmosphere	18.426
Service	12.018
Location	13.509
Facility	15.165

- Price: The importance value for the price attribute is 24.001. Price is considered the most crucial factor for consumers when selecting a coffee shop. Its importance value percentage is the highest among all attributes, indicating that price is the primary consideration.
- Athmosphere: The ambiance attribute has an importance value of 18.426. The ambiance significantly impacts consumer comfort, making it a key factor in the decision to visit a coffee shop.
- Product: The product attribute has an importance value of 16.881. While important, the product attribute's importance value percentage is lower compared to others. This may be due to the similarity in menus across different coffee shop, whether it includes coffee, non-coffee beverages, or food items.
- Facilities: The facilities attribute shows an importance value of 15.165. Comprehensive facilities can enhance consumer comfort and potentially encourage repeat visits to the coffee shop.
- Location: With an importance value of 13.509, location is also a significant factor. A strategically located and easily accessible coffee shop influences consumers' decisions.
- Service: The service attribute has an importance value of 12.018. Fast, responsive, and courteous service contributes to consumer satisfaction and makes them feel valued, which can increase the likelihood of repeat visits.

5. Conclusion

Based on the research findings and discussions provided, it can be concluded that the combination of attributes and attribute levels deemed most important by consumers in selecting a cofee shop in Semarang includes price, athmosphere, product presentation, facilities, location, and service. Specifically, consumers prefer a price range of Rp. 10,000 to Rp. 15,000, a semi-outdoor athmosphere, attractively presented products, Wi-Fi facilities, a location close to home, and very fast service.

In terms of attribute importance, price emerges as the most crucial factor according to importance values. The attribute level with the highest utility value is the price range of Rp. 10,000 to Rp. 15,000. This indicates that consumers place significant emphasis on price, ambiance, product presentation, facilities, location, and service when choosing a cofee shop, with price being the most closely scrutinized factor.

Based on the research findings, the following recommendations are provided:

- for future researchers:
  - attribute development: Future researchers studying similar topics are encouraged to add attributes such as promotions or types of products sold in coffee shop. Including additional attributes and appropriate levels will make the research more comprehensive and engaging.
  - Adjustment of research objects: It is suggested that future researchers consider adapting the research objects to align with current phenomena to achieve more relevant and applicable results.
- for coffee shop owners:
  - consideration of consumer preferences: Coffee owners should use the research findings as crucial input for their business development strategies. Understanding consumer preferences is key to determining whether the business will experience an increase or decrease in sales.
  - Product variation: To enhance the appeal of the café, owners are advised to offer unique and diverse product variations that stand out from existing menu options. This can help avoid a monotonous impression and increase consumer satisfaction.
  - Price and quality maintenance: Owners should aim to maintain the price levels preferred by consumers while ensuring high product quality. Balancing price and quality will help sustain customer satisfaction and support business longevity.

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