

**HYPOTHETICAL PREFERENCES OF INDONESIAN COFFEE
CONSUMERS FROM SUSTAINABLE AND PRICE PERSPECTIVE
USING DISCRETE CHOICE EXPERIMENT METHOD**

Undergraduate Thesis

Department of Food and Agricultural Product Technology

Submitted to

Faculty of Agricultural Technology Universitas Gadjah Mada

as a fulfillment of the requirement of a Bachelor's degree (S-1)

to obtain degree in Agricultural Technology at

Department of Food and Agricultural Product Technology

By:

FINESSA MEUTIA KAMILA

20/456444/TP/12739

**DEPARTMENT OF FOOD AND AGRICULTURAL PRODUCT
TECHNOLOGY**

FACULTY OF AGRICULTURAL TECHNOLOGY

UNIVERSITAS GADJAH MADA

YOGYAKARTA

2024

UNDERGRADUATE THESIS

**HYPOTHETICAL PREFERENCES OF INDONESIAN COFFEE
CONSUMERS FROM SUSTAINABLE AND PRICE PERSPECTIVE
USING DISCRETE CHOICE EXPERIMENT METHOD**

By:

FINESSA MEUTIA KAMILA

20/456444/TP/12739

**Has been approved by the examiner team at the
Department of Food and Agricultural Product Technology
Faculty of Agricultural Technology Universitas Gadjah Mada**

Yogyakarta, July 16th, 2024

Advisor I



Dr. Dwi Larasatie Nur Fibri, S. T. P., M. Sc.
NIP. 198702262015042002

Advisor II



Michael Bom Frøst, Ph.D.
Associate Professor

Assessor



Andika Wicaksono Putro, S.T.P., M.Sc.
NIKA. 111199212201811102

**Endorsed by,
Dean of Faculty of Agricultural Technology
Universitas Gadjah Mada Yogyakarta**



Prof. Dr. Ir. Eni Harmayani, M.Sc.
NIP. 196306091987102001