

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

Undergraduate Thesis

Department of Food and Agricultural 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 a degree in agricultural technology at

Department of Food and Agricultural Product Technology

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YOGYAKARTA

2024

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**Has been approved by the examiner team at the
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Yogyakarta, July 16th, 2024

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