

## Table of Content

Cover.....	i
Approval Sheet.....	ii
Declaration of Authenticity.....	iii
Acknowledgement.....	iv
Table of Content.....	vi
Table List .....	viii
Figure List .....	ix
List of Appendix .....	x
ABSTRACT.....	xi
INTISARI.....	xii
CHAPTER I INTRODUCTION.....	1
1.1. Research Background.....	1
1.2. Research Questions .....	4
1.3. Research Objectives .....	5
1.4. Benefits of Research.....	5
CHAPTER II LITERATURE REVIEW.....	6
2.1. Consumer’s Consciousness towards Health.....	6
2.2. Health Product Market .....	8
2.2.1. Price Role .....	8
2.2.2. Healthy Product Price in Market.....	9
2.2.3. Consumers’ Price Perception and Willingness to Pay towards Healthy Product	12
2.3. Implementation of Health Consciousness in Indonesia.....	14
2.4. Coffee Consumption Trends .....	16
2.4.1. Indonesian Consumers’ Coffee Consumption .....	16
2.4.2. Coffee Prices in Indonesia .....	21
2.5. Discrete Choice Experiment.....	22
2.6. Hypothesis .....	25
CHAPTER III MATERIALS AND RESEARCH METHOD.....	26
3.1. Materials.....	26
3.1.1. Time of the Research .....	26
3.1.2. Stages of Data Collection.....	26
3.1.3. Data Quality Assessment .....	44

3.1.4. Descriptive Statistic .....	49
3.1.5. Consumer Clustering.....	52
3.2. Data Analysis Method: Choice Model .....	61
3.2.1. Effect Summary .....	62
3.2.2. Effect Marginals.....	62
CHAPTER IV RESULTS AND DISCUSSION.....	64
4.1. Consumers Clustering .....	64
4.1.1. Nutritionally Conscious Consumer (NCC) Cluster.....	65
4.2. Choice Model of Indonesian Consumers in General.....	66
4.3. Clustered Indonesia Coffee Consumers: Nutritionally Conscious Consumer .....	72
CHAPTER V CONCLUSIONS & SUGGESTIONS .....	79
5.1. Conclusions .....	79
5.2. Suggestions.....	80
REFERENCES.....	81
APPENDIX.....	86