

## **ANALISIS PREFERENSI KONSUMEN *FLAVOURED ICED COFFEE* DI *COFFEE SHOP* DENGAN METODE *CONJOINT ANALYSIS***

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### **ABSTRAK**

Dewasa ini *coffee shop* di Indonesia telah mengubah cara masyarakat dalam meminum kopi menjadi bisnis *modern* yang tumbuh marak. Maraknya pertumbuhan *coffee shop* di Indonesia, dapat dilihat pada pertumbuhan jumlah *coffee shop* di beberapa provinsi, salah satunya di Daerah Istimewa Yogyakarta yang mengalami perkembangan yang cukup pesat. *Flavoured iced coffee* merupakan klasifikasi menu minuman kopi yang paling disukai oleh konsumen. Racikan produk pada setiap *coffee shop* menciptakan kombinasi atribut yang bervariasi, hal ini menjadi tantangan untuk menyajikan produk dalam upaya memenuhi preferensi konsumen agar dapat bersaing di industri ini. Tujuan dari penelitian untuk menganalisis atribut produk yang dianggap paling penting oleh konsumen dan menyusun kombinasi atribut produk berdasarkan preferensi konsumen dengan metode *Conjoint*.

Penelitian ini menggunakan 2 kuesioner yaitu kuesioner pendahuluan untuk mengetahui tingkat kepentingan atribut *flavoured iced coffee* dan kuesioner penelitian untuk mengetahui preferensi konsumen *flavoured iced coffee*. Kuesioner pendahuluan diolah dengan perhitungan nilai kepentingan relatif, kemudian kuesioner penelitian diolah dengan menggunakan *software* SPSS dengan *conjoint analysis*. Sampel penelitian ini adalah responden berjumlah 100 orang untuk kuesioner pendahuluan dan 250 konsumen *flavoured iced coffee* untuk kuesioner penelitian. Jumlah sampel didapat berdasarkan perhitungan dengan rumus *Lemeshow* dan teknik pengambilan sampel *purposive sampling*. Penelitian dilakukan di 10 *coffee shop* dengan rentang harga Rp 16.000 – Rp 25.000. Pemilihan lokasi menggunakan teknik pengambilan sampel *proportional sampling*.

Berdasarkan hasil penelitian yang telah dilakukan didapatkan hasil atribut – atribut *flavoured iced coffee* yang dianggap paling penting oleh konsumen adalah atribut rasa, *mouthfeel*, dan cara penyajian. Kombinasi atribut produk *flavoured iced coffee* yang sesuai dengan preferensi konsumen secara keseluruhan adalah *iced coffee* dengan rasa dominan *flavour*, memberikan *mouthfeel creamy*, dan disajikan dengan menggunakan gelas.

Kata kunci: preferensi konsumen, *flavoured iced coffee*, *conjoint*.

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## **CONSUMER PREFERENCE ANALYSIS TOWARDS FLAVOURED ICED COFFEE AT COFFEE SHOP WITH CONJOINT ANALYSIS METHOD**

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### **ABSTRACT**

Today coffee shops in Indonesia have changed the way people drink coffee into a modern business that is growing. The rise of the growth of coffee shops in Indonesia can be seen in the growth of number of coffee shops in several province, one of which is in the Yogyakarta which has experienced quite rapid growth. Flavoured iced coffee is the most preferred coffee beverage classification menu by consumers. The product in each coffee shop creates a combination of varied attributes, this is a challenge to present the product in an effort to bring consumers preferences in order to compete in this industry. The purpose of this research is to analyze the product attributes that considered most important by consumers and compile a combination of product attributes based on consumers preferences with Conjoint method.

This study uses 2 questionnaires, a preliminary questionnaire to determine the importance of the attributes of flavoured iced coffee and a research questionnaire to determine the preference of consumers of flavoured iced coffee. The preliminary questionnaire was processed by calculating the relative importance, then the research questionnaire was processed using SPSS software with conjoint analysis. The sample of this study were 100 respondents for the preliminary questionnaire, and 250 consumers of flavoured iced coffee for the research questionnaire. The number of samples is obtained based on calculations with the Lemeshow formula and purposive sampling technique. The study was conducted in 10 coffee shops with a price range of Rp 16.000 – Ro 25.000. Site selection using proportional sampling technique.

Based on the result of research that has been done, it is found that the attributes of flavoured iced coffee that are considered most important by consumers are the attributes of taste, mouthfeel, and serving method. The combination of flavoured iced coffee product attributes in accordance with overall consumers preference is iced coffee with a dominant varian flavour, has a creamy mouthfeel, and served using a glass.

**Key words:** consumers preference, flavoured iced coffee, *conjoint*.

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