

INTISARI

Preferensi konsumen adalah kemampuan konsumen dalam menentukan pilihan di antara beberapa alternatif pilihan yang dipengaruhi oleh atribut-atribut produk. Pengelola usaha *coffee shop* Cozy Jogja dapat melakukan evaluasi, perbaikan dan pengembangan produk berdasarkan informasi dari data mengenai preferensi konsumennya. Tujuan dari penelitian ini adalah: (1) Mengetahui karakteristik konsumen terdiri atas karakteristik demografi (usia, jenis kelamin, status pernikahan, pendidikan terakhir, pekerjaan utama, dan penghasilan) dan karakteristik perilaku (jarak tempuh, waktu tempuh, kendaraan yang digunakan, alasan berkunjung, alasan memilih Cozy Jogja, intensitas berkunjung, pihak yang merekomendasikan, varian minuman yang biasa dipesan, biaya rata-rata sekali berkunjung, rekan berkunjung, fasilitas yang dipertimbangkan, dan promosi yang dianggap menarik) konsumen Cozy Jogja. (2) Mengetahui preferensi konsumen terhadap atribut variasi produk, rasa produk, penampilan produk, harga, lokasi, tampilan tempat, dan pelayanan yang diberikan Cozy Jogja. (3) Mengetahui tingkat kepuasan konsumen terhadap pelayanan Cozy Jogja. (4) Mengetahui kinerja atribut pelayanan yang perlu diprioritaskan untuk meningkatkan kepuasan konsumen Cozy Jogja. Penelitian ini menggunakan pendekatan deskriptif analitik menggunakan data kuesioner dari 150 responden yang memenuhi kriteria dengan metode *convenience sampling*. Penelitian ini mengacu pada teori multiatribut Fishbein, *Customer Satisfaction Index*, dan *Importance Performance Analysis*. Pengujian validitas dan reliabilitas menggunakan *software* STATA dan pengujian lanjut dengan *Microsoft Excel*. Berdasarkan hasil analisis didapatkan hasil karakteristik konsumen Cozy Jogja, preferensi konsumen dipengaruhi oleh atribut-atribut produk *coffee shop* (variasi produk, rasa produk, harga, lokasi, tampilan tempat, dan pelayanan), konsumen sangat puas pada pelayanan *coffee shop*, dan atribut pelayanan yang diprioritaskan pada Kuadran I (kesopanan dan keramahan pegawai, kebersihan tempat, fasilitas, dan kejelasan informasi menu).

Kata kunci: preferensi, kepuasan, atribut

ABSTRACT

Customer preference is the ability of customers to make choices among several alternative choices that are influenced by product attributes. Cozy Jogja coffee shop business manager can evaluate, improve and develop products based on information from data regarding customer preferences. The aims of this study are: (1) To determine the characteristics of customers consisting of demographic characteristics (age, gender, marital status, latest education, main occupation, and income) and behavioral characteristics (mileage, travel time, vehicle used, reasons for visiting , reasons for choosing Cozy Jogja, intensity of visiting, recommending parties, variants of drinks that are usually ordered, average cost for one visit, visiting colleagues, facilities considered, and promotions that are considered attractive) customers of Cozy Jogja. (2) Knowing customer preferences for the attributes of product variations, product taste, product appearance, price, location, appearance of the place, and services provided by Cozy Jogja. (3) Knowing the level of customer satisfaction with Cozy Jogja services. (4) Knowing the performance of service attributes that need to be prioritized to increase Cozy Jogja's customer satisfaction. This study uses a descriptive analytic approach using questionnaire data from 150 respondents who meet the criteria with the convenience sampling method. This research refers to Fishbein's multi-attribute theory, Customer Satisfaction Index, and Importance Performance Analysis. Testing the validity and reliability using STATA software and further testing with Microsoft Excel. Based on the results of the analysis, the results of the customer characteristics of Cozy Jogja, customer preferences are influenced by the attributes of the coffee shop product (product variety, product taste, price, location, appearance of the place, and service), customers are very satisfied with the coffee shop service, and the service attributes provided. prioritized in Quadrant I (politeness and friendliness of employees, cleanliness of the place, facilities, and clarity of menu information).

Keywords: preferences, satisfaction, attributes