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RESEARCH ARTICLE

CONSUMER PREFERENCE STUDY AT A COFFEE SHOP IN MEDAN PERJUANGAN DISTRICT, MEDAN CITY USING THE CONJOINT METHOD

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ABSTRACT

To understand consumer preferences in a more in-depth and structured manner, an analysis method is needed that can identify the product attributes that have the most significant influence on purchasing decisions. The purpose of this study is to identify the characteristics of consumers, attributes, and levels of coffee shops, as well as their locations in Medan Perjuangan District, Medan City. This study uses primary and secondary data. Sampling in this study employed the judgment sampling technique, with a sample of 43 visitors to the coffee shop. The criteria for inclusion were respondents aged 18 years or older who were not students and who had ordered coffee at the coffee shop. The data analysis approach is conjoint analysis. The results of the study showed that the characteristics of the most frequent visitors to the coffee shop were male, aged 21-30 years, self-employed, with an income of IDR 2,100,000–IDR 3,000,000, holding a high school education, unmarried, and with no dependents. Furthermore, the attributes and levels that are most in demand by consumers are Kopi Susu drinks, open spaces, sweetness, and < prices of IDR 15,000 and > IDR 15,000, as well as public facilities. So that in the discussion, the order of highest importance is the attributes of the drink, place, price, taste, and facilities. This indicates that the most important attribute when choosing a coffee shop is the quality of the drink. The suggestion given is an innovation related to the development of types of milk coffee drinks.

Cite as:

INTRODUCTION

Coffee today has surpassed the status of an agricultural commodity; In many major cities, coffee shops have become part of the urban lifestyle, serving as spaces to socialize, work, relax, or gather with friends (Samoggia & Riedel, 2018). Coffee consumption is not only related to the type or quality of coffee, but also as a forum

for social and economic experience, so that consumers' decisions in choosing a coffee shop are influenced by many attributes, including product quality, price, cafe atmosphere, services, facilities, and location (Li et al., 2019). The empirical literature supports the view that these consumer decisions are complex. Studies on coffee shop customers show that aspects of the cafe atmosphere, service quality, and facilities significantly affect customer satisfaction, which in turn increases revisit intention and word-of-mouth recommendations (Sofia et al., 2020; Thahir & Krishnapillai, 2017). Physical aspects, such as interior design, cleanliness, layout, and ambience, also affect perceptions of quality and customer loyalty (Ryu & Jang, 2008).

In addition to the non-product aspect, the attributes of coffee products are also crucial. Li et al. (2019) found that when consumers were given clear sensory information about the taste and aroma of coffee, preferences and willingness-to-pay increased. These findings confirm that coffee quality is not only related to objective characteristics such as bean type, roasting rate, and composition, but also to how that information is communicated to consumers. Therefore, coffee shop consumer preference research should combine product and non-product aspects to reflect the actual customer experience. Multifaceted approaches such as Conjoint Analysis are particularly relevant for measuring the relative utility of each attribute in consumer decisions (Green & Srinivasan, 1978). This method allows researchers to model trade-offs among attributes — for example, price, coffee taste, ambience, facilities, and service — to understand consumers' priorities when choosing a coffee shop.

Although the global and regional literature is quite rich, most studies are conducted at an aggregate scale (city or population level) and assume homogeneous preferences within the study area. In fact, in large cities, spatial heterogeneity (districts, urban/sub-urban zones, transportation access, population density, demographics) can result in significant variations in preferences between districts (Sofia et al., 2020; Samoggia & Riedel, 2018). Studies exploring coffee shop preferences at the district or sub-district level are rare, creating a significant research gap. In addition, many previous studies have focused on only one aspect: product (coffee/beverage) or non-product (ambience, service, facilities), so there is rarely a comprehensive preference model that combines the two. In fact, in practice, consumers make decisions based on the entire experience, not just one dimension. This combination of attributes needs to be systematically analyzed to obtain more realistic insights for business planning.

The objectives of the study, based on the gap, are as follows: 1) Identify the characteristics of coffee shop consumers at the urban district level — including demographics, frequency of visits, consumption patterns, and basic preferences. 2) Determine the attributes and level of coffee shop attributes that are relevant and significant for consumers in the district, including product/beverage attributes, price, atmosphere/ambience, services, facilities, and location. 3) Ranking attributes based on consumer priorities/preferences using Conjoint Analysis, to find out the attributes that most influence the decision to choose a coffee shop in the local context.

Research contribution, this research is expected to contribute: 1) Empirical & Academic — Provide in-depth empirical data at the scale of urban districts, enriching literature that has been more homogeneous at the city or national level (Samoggia & Riedel, 2018). 2) Practical (Business & Marketing) — Guides coffee shop owners and managers to design concepts, services, facilities, prices, and products according to

the characteristics of local consumers, so that business strategies are more targeted. 3) Methodological — Applying Conjoint Analysis in the context of small spatial and multidimensional attributes, as a research model that can be replicated in other districts or cities. Thus, this study not only expands the theoretical understanding of coffee shop consumer preferences but also provides high contextual and practical relevance, essential for the development of coffee shop businesses in large cities with high heterogeneity. The biggest problem is that there is a lot of competition in the coffee shop business in Medan Perjuangan District. To stay ahead of the competition, every coffee shop owner is always coming up with new ideas. That is why in-depth research needs to be done on consumer preferences, like how people like to buy drinks at coffee shops and what kinds of products they like to buy. The novelty of the research, which is based on the characteristics of coffee preferences, also varies between the gender of the respondents, the age of the respondents, the occupation of the Respondents, the income of the respondents, the respondents' education, the respondents' status, and the number of respondents' dependents. The findings of this study can be used to develop data-based marketing strategies for coffee shop owners, particularly in developing products and services that better suit consumer preferences.

RESEARCH METHOD

In general, there are two research methodologies that are often used by researchers, namely Quantitative and Qualitative (Djumaty & Hayam Dey, 2020). This study's quantitative research method is descriptive (Jenkins-Smith et al., 2017). The method of determining the sample of consumer preferences is carried out using the judgment sampling method, namely, determining the sample from a population based on certain criteria so that its representation of the population can be accounted for (Hernosa et al., 2022). The goal of this study is to find out the qualities and level of coffee shops that are consumer preferences, as well as the order of attributes of Coffee shops in Medan Perjuangan District, Medan City. This research is aimed at mapping the problem model objectively and making a systematic and accurate description, where the purpose is to analyze and reveal the facts of certain objects through survey methods and interviews with research respondents, which are then analyzed by conjoint analysis using SPSS software tools version 25.0.

Furthermore, in the pairwise approach, it is possible to reduce the number of pairwise comparisons by using an orthogonal design. Likewise, in the full-profile approach, the number of stimulus profiles can be significantly reduced by using tractional factorial designs. This statement suggests that if the number of stimuli is large enough, the number of stimuli can be reduced. Stimulus designers can use an orthogonal design in SPSS.

The location

The location of this research was determined deliberately (purposive sampling), namely in Medan Perjuangan District, Medan City. The time for this will be two months, namely in March-April 2024. The reason why the researcher chose the location of this study is that, in Medan Perjuangan District, there are many coffee shops that are often visited by various groups, both the old and the young, so the

researcher is interested in analyzing consumer preferences in choosing a Coffee Shop.

Data Sources

The data used in this study consists of primary and secondary data, where primary data is obtained by interviewing respondents directly using questionnaires containing statements that have been designed and prepared (Sitohang et al., 2023). Meanwhile, secondary data is obtained from the Central Statistics Agency of North Sumatra, North Sumatra in Numbers, and others.

Sampling Methods

In the pre-survey that had previously been conducted in 6 (six Coffee Shops in Medan Perjuangan District, the method used to determine the six coffee shop samples was purposive sampling. With the criteria, availability of supporting facilities, coffee product variations, and similar sales turnover. Consumers who came to visit Coffee Shops had different characteristics, namely gender, age level, and other, some consumers came alone, pairs, and groups, and the average number of visitors per day at each Coffee Shop Differently, the respondents selected as a sample must have the following criteria, respondents must be over 18 years old, respondents do not have the status of students, respondents are consumers who ordered coffee drink products at the coffee shop at the time of the research.

According to Frey (2022), for samples whose population number is unknown, the Lemeshow formula approach can be used to calculate the number of samples because the population is unknown. In calculating the number of populations using the Lemeshow formula, as follows:

$$n = \frac{z^2 \times p \times (1-p)}{a^2}$$

Note:　n: Number of Samples; z: z-score at 95% confidence = 1.96; p: Maximum estimate; d: Error Rate

Based on the formula mentioned above, the determination of the number of samples using Lemeshow with a maximum estimate of 50% and an error rate of 15% so that the results of the sample calculation are obtained as follows:

$$n = \frac{1.96^2 \times 0.5 \times (1-0.5)}{0.15}$$

n = 42.6 rounded to 43 samples

Table 1.　Research Sample

No.	Coffee Shop	Number of samples (person)
1	Coffee Perjuangan	8
2	Coffee Istana Rakyat	7
3	Serasa Coffee	7
4	Sehangat Coffee	7
5	Tempat Biasa Coffee	7
6	Seneca Coffee	7
	Total	43

Analysis Methods

At this stage, attributes and levels are identified for use in the research. The attributes that have been selected must be prominent in influencing consumer preferences; if the attributes have been selected, the levels must be determined so that consumers can accept these levels. In general, the number of attributes to be evaluated. In the analysis, there is a maximum of 7 (seven) conjoins, each of which has 2 (two) to 4 (four) levels. The attributes selected in this study are as follows. Coffee drinks are one of the drinks derived from coffee beans that have undergone a processing process so that they become coffee powders that can be used to make various types of drinks. The types of coffee drinks in this study consist of two, namely Manual Brew and Milk Coffee. Taste is a way of choosing food and beverages that are distinguished by the taste of food and beverages and can be distinguished from race, smell, texture, and temperature.

A place, commonly called a location, is where business activities are carried out, namely various operational activities in a business; in this study, it is the location of the Coffee Shop. The place referred to in this study is a coffee shop with indoor and outdoor areas. Price is a certain amount of money value determined by the seller of goods or services, so it can be concluded that the price is a certain amount of money that must be paid; in this case, what is spent is the coffee drink in the Coffee Shop. The price variations in this study consist of < IDR 15,000, IDR 15,000, and > IDR 15,000. Facilities are everything provided by service providers for use and enjoyment by consumers aimed at providing the maximum level of satisfaction, so it can be concluded that facilities are everything provided by sellers of products and services for the convenience of consumers. The facilities that are the attributes of this study are Wi-Fi and live music. Table 2 present the attributes and attribute levels in the Coffee Shop

According to Hernosa (2023), conjoint analysis is a model used to determine consumer judgments on a certain product based on the attributes that exist in the product. Conjoint analysis is a stated-preference survey method that can be used to elicit responses that reveal preferences, priorities, and the relative importance of individual attributes (Hauber et al., 2016). The results of this consumer research will be useful in determining the most appropriate and preferred product attributes. The conjoint analysis method is used to see consumer preferences for priorities that are a combination of several attributes; the selection of this method is based on the purpose of the research in obtaining the priority value of consumer preferences for the combination of attributes in choosing a Coffee Shop. Then, it will be used as a consideration in decision-making. Products that can fulfill their needs will be liked and chosen by consumers. The concept of the product attributes approach is based on consumer behavior studies by describing the quality product characteristics that consumers prefer (Arianti et al., 2019).

Table 2.   Attribute dan Level Attribute *Coffee Shop*

No	Atribut	Level		
1	Drink	1. Manual Brew	2. Milk Coffe	
2	Taste	1. Sweet	2. Bitter	
3	Place	1. Indoor	2. Outdoor	
4	Price	1. < IDR 15,000	2. IDR 15,000	3. > IDR 15,000
5	Facilities	1. Wifi	2. Live Music	

In conducting a conjoint analysis, several models can be used; the basic model used to perform a conjoint analysis can be known from the following equation:

$$U(X) = \sum_{i=1}^{m} \sum_{j=1}^{k} a_{ij} \chi_{ij}$$

Note: U(X): Overall utility of the alternative; a_{ij}: Part worth on attribute i and attribute level j; x_{ij}: Values 1 if attribute i and attribute level j are present, value zero if attribute i and attribute level j are not present; ki: The number of j attribute levels; m: Number of attributes i.

The several stages carried out in using the conjoin analysis in this study can be seen in the figure below:

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┌─────────────────────────────┐
│    Defining the Problem     │
└─────────────────────────────┘
              ↓
┌─────────────────────────────┐
│      Building Stimuli       │
└─────────────────────────────┘
              ↓
┌─────────────────────────────────┐
│ Determining the Form of Data Input │
└─────────────────────────────────┘
              ↓
┌───────────────────────────────────┐
│ Choosing a Conjoint Analysis Procedure │
└───────────────────────────────────┘
              ↓
┌───────────────────────────────────────┐
│ Estimation of Conjoint Results and Model │
│              Conformance               │
└───────────────────────────────────────┘
              ↓
┌─────────────────────────────┐
│  Interpretation of Results  │
└─────────────────────────────┘
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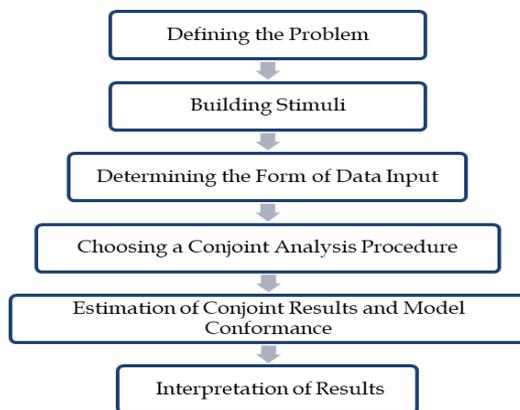
Figure 1.
Stages of Conjoint Analysis

RESULT AND DISCUSSION

Characteristics of Coffee Shop Consumers

The characteristics of the respondents in this study included the gender of the respondents, the age of the respondents, the work of the respondents, the income of the respondents, the schooling of the respondents, the rank of the respondents, and the number of dependents of the respondents. The number of subjects in this study is 43, who are consumers of coffee shops in Medan Perjuangan District. Based on the results of a pre-survey conducted in 6 (six) Coffee Shops in Medan Perjuangan District, consumers who visit Coffee Shops have different characteristics and criteria.

Respondent Characteristics by Gender

The characteristics of the respondents based on gender consisted of male sex and female gender, while the number and percentage of respondents' characteristics based on gender can be explained as follows.

Table 3.   Respondent Characteristics by Gender

Gender	Sum (People)	Percentage (%)
Male	28	65.1
Female	15	34.9
Total	43	100.0

Male respondents chose the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweet tastes, outdoor venues, prices > IDR: 15,000, and live music facilities. With the level of importance, namely drinks, male consumers are more concerned about the type of drinks in the Coffee Shop, so they are interested in visiting. Female respondents chose the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweet taste, outdoor places, prices < IDR: 15,000, and wifi facilities. With the level of importance, namely drinks, female consumers are more concerned about the type of drink in the Coffee Shop, so they are interested in visiting. Based on the results of interviews with male respondents, they usually visit the Coffe Shop 2-3 times a week because they want to relax, chat with friends, and play games together; in contrast to female respondents, in general, the results of interviews with female respondents show that they visit the Coffee Shop 1 time a week. Things that are not in line with the research conducted (Allafi et al., 2020), coffee has more calories than males. According to Tarigan et al. (2015), male participants preferred blended coffee 3:1, especially for its color, aroma, and flavor.

Characteristics of Respondents by Age

The respondents' characteristics based on age consisted of 20-30 years old, 31-40 years old, and 41-50 years old, while the number and percentage of respondents' characteristics based on age can be explained as follows. Respondents aged 20 – 30 years, the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweet tastes, outdoor venues, and prices > IDR 15,000, and live music facilities. With the level of importance, namely drinks, people aged 20-30 are more concerned about the type of drink in the coffee shop, so they are interested in visiting.

Table 4.   Characteristics of Respondents by Age

Age (Year)	Sum (People)	Percentage (%)
20-30	29	67.4
31-40	13	30.2
41-50	1	2.3
Total	43	100.0

Respondents aged 31 – 40 chose the Coffee Shop from the attributes and levels: milk coffee drinks, sweet tastes, outdoor venues, and prices < IDR 15,000, and live music facilities. With the level of importance, namely drinks, consumers are more concerned about the type of drinks in the Coffee Shop, so they are interested in visiting. Respondents aged 41 – 50 chose the attributes of a based on attributes and levels: milk coffee drinks, sweet taste, outdoor venues, IDR prices: 15,000, and wifi facilities. With the level of importance, namely drinks and places, consumers aged 41-50 are concerned about the type of drink and the type of place in the Coffee Shop, so they are interested in visiting. Based on the results of interviews with respondents aged 20-30 years old, they said that they visited the Coffee Shop because they wanted to relax and spend time together with colleagues, college friends, and their partners. In addition, respondents aged 20-30 years more often spend their time at the Coffee Shop, especially final year students, who usually spend time relaxing at the Coffee Shop for at least 3 hours and a maximum of 5 hours because of the facilities in the form of wifi, live music at night, and an outdoor feel. This is in line with the research

conducted by Zainuddin & Shujahat (2022). The results revealed that the characteristics of coffee customers in Parewa coffee shops were male-dominated, aged 23-25 years old. Furthermore, according to (Farida, 2023), the results showed that the characteristics of consumers in Jigana coffee and Kopi Inspirasi were dominated by men and of productive age, from 20 to 30 years old, with an average income of Rp. 1,000,000 - Rp. 5,000,000.

Characteristics of Respondents by Job

The characteristics of the research respondents based on occupation consisted of students, workers, employees, self-employed traders, teachers, civil servants, and housewives. The number and percentage of respondent characteristics based on occupation can be explained as follows. Respondents with student work in choosing the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweet tastes, outdoor places, prices < IDR 15,000 and > IDR 15,000, and wifi and live music facilities. With the level of importance, namely drinks, consent jobs are more concerned about the type of drinks in the Coffee Shop, so they are interested in visiting. Respondents will work on choosing the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweetness, outdoor places, prices < IDR: 15,000, and wifi facilities. With the level of importance, namely on drinks, consumers are more concerned about the type of drinks in the Coffee Shop, so they are interested in visiting.

Table 5.   Characteristics of Respondents by Job

Work	Sum (People)	Precentage (%)
Student	8	18.6
Employee girl	5	11.6
Employee man	7	16.3
Self Employed	13	30.2
Merchant	1	2.3
Teacher	2	4.7
Civil Servants	5	11.6
Housewives	2	4.7
Total	43	100.0

Respondents with employees work to choose the attributes of the coffee shop from the attributes and levels, namely milk coffee drinks, sweet taste, outdoor venues, IDR price: 15,000, and wifi facilities. With the level of importance, namely on the spot, consumers with employees are more concerned about the type of place in the Coffee Shop, so they are interested in visiting. Respondents with self-employed jobs choose the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweet taste, outdoor venues, prices < IDR: 15,000, and live music facilities. With the level of importance, namely on the drink, it means that self-employed consumers are more concerned about the type of drink in the Coffee Shop, so they are interested in visiting.

Respondents with the work of traders in choosing the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweet and bitter tastes, outdoor places, and prices of IDR 15,000, and wifi and live music facilities. The

level of importance, namely the price, means that consumers with merchant jobs are more concerned about the price in the coffee shop, so they are interested in visiting. Respondents with teachers' work in choosing the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweet taste, outdoor venues, prices > IDR 15,000, and live music facilities. With the level of importance, namely in the type of place, it means that consumers with teacher jobs are more attach importance to the type of place in the Coffee Shop so that they are interested in visiting.

Respondents with the work of civil servants in choosing the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweet taste, outdoor venues, prices > IDR 15,000, and live music facilities. With the level of importance, namely, on the type. This means that consumers with civil servant jobs are concerned about the type of drink in the Coffee Shop, so they are interested in visiting. Respondents with housewives selected attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweet taste, outdoor venues, and prices < IDR 15,000, and wifi and live music facilities. With the level of importance, namely on the type of drink and price, it means that consumers who are housewives are more concerned with the price of drinks in the coffee shop, so they are interested in visiting.

Based on Hernosa et al. (2022) Coffee Shop in Medan Perjuangan District because the distance close to the location of the residence is only 1-3 km away; besides that, it only takes 10-15 minutes to get to the location of their favorite Coffee Shop, then they are more comfortable enjoying coffee drinks directly at the Coffee Shop while relaxing, because of their job status as self-employed who do not have fixed working hours. Usually, some respondents also make the Coffee Shop a meeting place to talk about work, business affairs, etc. This is not in line with the research conducted (Hernosa et al., 2022); during that time, coffee was reserved largely for foreign politicians, military leaders, and military men, and the Chinese drank it. (For further history of Kiessling, including photographs and videos, see Kiessling). Another set of coffee users was from the cultural elite—the young revolutionary intellectuals and authors with overseas experience.

Characteristics of Respondents by Income

The characteristics of the respondents based on income consisted of non-income, < IDR 1,000,000, IDR 1,100,000 – IDR 2,000,000, IDR 2,100,000 – IDR 3,000,000, and > IDR 3,100,000. The number and percentage of respondents' characteristics based on the type of income can be explained as follows.

Table 6. Characteristics of Respondents by Income

Income (IDR)	Sum (People)	Percentage (%)
Not Income	8	18.6
<1000000	1	2.3
1100000-2000000	6	14.0
2100000–3000000	15	34.9
> 3100000	13	30.2
Total	43	100.0

Respondents with non-income income chose the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweet tastes, outdoor

venues, and prices < IDR: 15,000, and wifi and live music facilities. With the level of importance, namely on the type of drink, consumers with low income are more concerned about the type of drink in the coffee shop, so they are interested in visiting. Respondents with an income of < IDR 1,000,000 chose the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweetness, outdoor venues, and prices of IDR 15,000 and > IDR 15,000, and wifi facilities. The level of importance, namely on the type of drink and place, meaning consumers with an income of < IDR 1,000,000 are more concerned about the type of drink and the place in the coffee shop, so they are interested in visiting.

Respondents with income of IDR 1,100,000 – _IDR 2,000,000 in choosing the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweetness, outdoor venues, prices < IDR 15,000, IDR 15,000 and > IDR 15,000, and wifi and live music facilities. The level of importance, namely on the type of drink, means consumers with an IDR income of 1,100,000 – _IDR 2,000,000 are more concerned about the types of drinks in the coffee shop, so they are interested in visiting. Respondents with income of IDR 2,100,000 – IDR 3,000,000 in choosing the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweet tastes, outdoor venues, prices > IDR 15,000, and live music facilities. With the level of importance, namely on the type of place, meaning consumers with IDR income. 2,100,000 – IDR 3,000,000 people are more concerned about the type of place in the coffee shop, so they are interested in visiting.

Respondents with an income of > IDR 3,100,000 in choosing the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweetness, outdoor venues, and prices > IDR 15,000, and live music facilities. The level of importance, namely in the type of drink, means consumers with an income of > IDR 3,100,000 are more concerned about the kind of drinks in the coffee shop, so they are interested in visiting. Based on the findings from interviews with respondents who have an income of IDR 2,100,000 – with 3,000,000 visit Coffee Shop more often because they have long liked coffee drink dishes, especially now that there are so many Coffee Shops that are contemporary and follow the trend of the current generation, making respondents interested in visiting various Coffee Shops, especially those in Medan Perjuangan District, they usually make visits when they get a salary from work. This is in line with the research conducted by (Koojaroenprasit, 2018), career affected all five consumer behaviors. Age affects the frequency of visits to Starbucks shops and favorite beverages. In contrast, education and income level influenced two customer behaviors: the frequency of visits to the Starbucks coffee store and the amount spent on each transaction. In research (Penora et al., 2022b), the researcher is still a student with an income of IDR < 2,500,000, unmarried marital status, and the frequency of purchasing coffee is two times.

Characteristics of Respondents Depending on Their Last Education

The characteristics of the respondents based on their last education consist of the last education of high school, D3, and S1, while the number and percentage. In contrast, respondent characteristics based on the last education can be explained as follows.

Table 7. Characteristics of Respondents Depending on Their Last Education

Education	Sum (People)	Percentage (%)
High School	25	58.1
D3	5	11.6
S1	13	30.2
Total	43	100.0

Based on the results of interviews with respondents who have a high school education, they often visit the Coffee Shop because most of the consumers, namely final year students and some self-employed people who do not work in the formal sector, have more free time to relax and visit the Coffee Shop in Medan Perjuangan District. This is in line with the research conducted by Ghifari et al. (2023), which states that the last education of the student in strata 1, with a monthly income of 3,000,000 - IDR 4,000,000. Most Yo coffee shop consumers are married and have 4-5 family members. The special characteristic of Nan Yo coffee shop consumers is to spend more than 1 hour at Nan Yo coffee shop, the income once a month, with one purchase spending below IDR 20,000.

Characteristics of Respondents based on Marriage Status

Characteristics of research respondents based on status consist of unmarried and married, the number and percentage of respondents' characteristics based on marital status can be explained as follows.

Table 8. Characteristics of Respondents Based on Marriage Status

Marital Status	Sum (People)	Percentage (%)
Unmarried	25	58.1
Married	18	41.9
Total	43	100.0

Respondents with unmarried status chose the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweetness, outdoor venues, prices < IDR: 15,000, and wifi facilities. The level of importance, namely on the type of drink, means that consumers with unmarried status are more concerned about the kind of drink in the coffee shop, so they are interested in visiting. Respondents with married status chose the attributes of the Coffee Shop from the attributes and levels, namely milk coffee drinks, sweetness, outdoor venues, and prices > IDR: 15,000, and live music facilities. The level of thee, namely on the type of drink, means that consumers with married status are more concerned about the kind of drink in the Coffee Shop, so they are interested in visiting.

Based on the results of interviews with unmarried respondents, they visit the coffee shop more because unmarried respondents have a lot of free time to spend gathering with their friends at the coffee shop. This is in line with research (Penora et al., 2022); data revealed that the characteristics of coffee consumers in Parewa coffee shop were male-dominated, aged 23-25 years old, with a final high school education, who were still students with an income of IDR < 2,500,000, unmarried marital status, and frequent. The chasing coffee is two times.

Characteristics of Respondents Depending on the Number of Dependents

The characteristics of the research respondents based on the number of dependents consisted of no dependents, one person, two people, and three people, while the number and percentage of respondent characteristics based on the number of dependents can be explained as follows.

Table 9.   Characteristics of Respondents Depending on Number of Dependents

Number of Dependents	Sum (People)	Percentage (%)
None	25	58.1
1	4	9.3
2	11	25.6
3	3	7.0
Total	43	100.0

Based on the results of interviews with respondents who do not have dependents, more people visit the Coffee Shop because respondents who do not have dependents have the freedom to enjoy their desires, namely by visiting the Coffee Shop to hang out, entertain themselves, and release the fatigue that exists in each respondent. These findings are consistent with the concept **of** Consumer Culture Theory, which suggests that modern consumption activities are often influenced by consumers' lifestyle experiences and symbolic meanings (Arnould & Thompson, 2005). Coffee shops function not only as places for consumption but also as social spaces where individuals can express their lifestyles and build social relationships**.** In addition, coffee shops can also be understood as a "third place," a social space outside the home and workplace that provides psychological comfort and opportunities for informal interaction (Rosenbaum et al., 2007). Previous studies also indicate that visits to coffee shops are influenced by consumers' motivations for relaxation, social experiences, and lifestyle factors (Samoggia & Riedel, 2019).

Consumer Preferences for Attribute and Level Coffee Shop

The usability value of each attribute level is determined using SPSS software version 25.0 by operating the program on the syntax menu to determine each attribute's utility values.

Based on the utility value of the overall statistics for the attributes and the highest level in choosing a coffee shop, a combination of interests in selecting the best coffee shop according to consumer preferences is obtained: drink milk coffee, outdoor places, sweetness, price < IDR 15,000 and > IDR 15,000, live music facilities, and order of coffee shop.

These findings indicate that consumer decisions are influenced not only by product characteristics but also by the consumption experience offered by the store's atmosphere**.** The preference for milk coffee suggests that consumers tend to choose coffee with a lighter flavor that is easily accepted by various consumer segments**.** This is consistent with the study by Samoggia and Riedel (2019)**,** which states that taste preferences and types of beverages are important factors in coffee consumption decisions. Furthermore, the attributes of open space and shop layout indicate that the comfort of the physical environment plays an important role in enhancing consumer experience and strengthening consumers' attachment to the place **(**Waxman, 2006**).** The presence **of** live music also indicates that consumers seek social experiences and entertainment when visiting coffee shops. This supports the concept of experiential

consumption**,** where consumers not only purchase products but also value the experiences offered by the venue **(**Pine & Gilmore, 1999**).**

Table 10. Output Results of Utility Value (Utilities)

Utilities			
		Utility Estimate	Std. Error
Drink	Manual Brew	-.465	.181
	Milk Coffe	.465	181
Taste	Sweet	.314	181
	Bitter	-.314	181
Place	Indoor	-.430	181
	Outdoor	.430	181
Price	<IDR 15.000	.047	.241
	IDR 15.000	-.093	283
	>IDR 15.000	.047	.283
Facilities	Wifi	-.023	.181
	Live Music	.023	.181
(Constant)	2.907		.191

Attributes According to Consumer Preferences

Furthermore, from the results of the processing of the conjoin analysis data, the importance score was obtained. The importance level indicates the respondents' preference level for each attribute of the coffee shop. The following are the results related to the level of importance of each attribute given by consumers when choosing a coffee shop in Medan Perjuangan District, Medan City.

Table 11. Output Results of Utility Value (Utilities)

Attribute	Importance Values (%)
Drink	29.409
Taste	18.503
Place	26.073
Price	18.929
Facility	7.086
Averaged Importance Score	

Table 11. shows that the most important attribute for consumers when choosing a coffee shop in Medan Perjuangan District, Medan City, is the beverage attribute, with an importance value of 29,409. These findings are consistent with the research of Samoggia and Riedel (2019)**,** which states that the quality and type of beverages are the main determinants of consumers' decisions to visit coffee shops**.** In addition, Kim and Kim (2008) also found that the quality of beverage products has a significant effect on customer satisfaction and loyalty in the coffee shop industry. This suggests that consumers tend to prioritize beverage quality before considering other aspects, such as the shop's atmosphere or facilities.

Level of Accuracy of Prediction Model of Conjoint Analysis Results

Table 12. Results of Conjoint Analysis Correlation

Correlations		
	Value	Sig.
Pearson's R	.969	.000
Kendall's tau	.786	.003
a. Correlations between observed and estimated preferences		

Based on Table 12. It can be seen that the significance value of Pearson's R is 0.000, and the significance value of Kendall's tau is 0.003. The value obtained shows that the test results that have been carried out are considered valid; this is the significance value of Pearson's R, and Kendall's tau value is less than the significance level, which is 0.05. This means a significant relationship exists between consumer preferences in choosing a Coffee Shop in Medan Perjuangan District, Medan City, and the attributes used and analyzed in this study. The 8 (eight) combination attributes produced are acceptable to describe consumer preferences in choosing a Coffee Shop in Medan Perjuangan District, Medan City. These findings are consistent with the research of Green and Srinivasan (1990)**,** which states that conjoint analysis is an effective method for identifying consumer preferences for combinations of product or service attributes. The high correlation between observed and estimated preferences indicates that the model has strong predictive ability in explaining consumer decision-making.

CONCLUSION AND SUGGESTION

This study finds that coffee shop visitors in Medan Perjuangan District are predominantly male, aged 21–30 years, self-employed, with moderate income, high school educated, unmarried, and without dependents. Consumers show the strongest preference for milk-based coffee beverages, outdoor seating, sweet taste, affordable prices, and live music facilities. Among these attributes, the beverage attribute is identified as the most influential factor in consumers' coffee shop selection. Based on these findings, it is recommended that coffee shop owners and managers prioritize product development by expanding and innovating milk-based coffee offerings in order to better align with consumer preferences and strengthen their competitive position.

AUTHOR CONTRIBUTION STATEMENT

[Author 1]: Conceptualization, Methodology, Supervision, Project administration, Validation, Formal analysis, Writing – review & editing. [Author 2 and Author 3]: Investigation, Data curation, Formal analysis, Writing – original draft. All authors approved the final manuscript and agree to be accountable for all aspects of the work.

DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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ETHIC STATEMENT

Ethical review and approval were waived for this study as it did not involve any intervention and posed minimal risk to participants. Nevertheless, informed consent was obtained from all respondents prior to participation, and all data were anonymized and kept confidential.

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