

ABSTRACT

In the ready-to-drink coffee industry, MSMEs often face major challenges, especially in understanding increasingly complex consumer preferences. Intense competition with more established businesses is also an obstacle that is difficult to overcome. One of the main difficulties for MSMEs is the lack of in-depth understanding of taste, product flavor variants, as well as limitations in product research and innovation. This results in products that are produced less able to compete in an increasingly competitive market. This research aims to design recommendations for ready-to-eat coffee products for MSMEs named Enerbossier, which will implement a B2C sales model through e-commerce platforms such as GoFood and GrabFood. Therefore, this research focuses on evaluating and adjusting the development of ready-to-eat coffee products to suit consumer preferences.

The method used to explore consumer preferences is conjoint analysis, which begins by identifying attributes and attribute levels that match consumer preferences. The sampling technique applied is non-probability sampling with purposive sampling, with a total sample of 160 respondents, who are consumers of ready-to-drink coffee in Bandung City. A quantitative approach was used to gain in-depth insight into consumer preferences for ready-to-drink coffee products.

The results showed that taste is the main factor in purchasing decisions, followed by flavor variants, sweetness level, price, thickness, and volume. Consumer preferences show that creamy and sweet flavors, 250 ml package volume, and a price of IDR 22,000 or lower are the most preferred. In addition, flavor variants such as palm sugar milk coffee and latte, as well as normal and less sugar sweetness levels, are also key concerns. MSMEs need to ensure that coffee viscosity is in line with consumer preferences, which is thick.

Product development tailored to consumer preferences offers various benefits, including increased consumer satisfaction and loyalty, and increased market interest. Through the results of this attribute design, MSMEs can better understand consumer desires for ready-to-drink coffee products and are expected to address existing complaints. Knowledge of the attributes and attribute levels of ready-to-drink coffee based on consumer preferences is expected to form the basis for MSMEs in developing better products. To ensure successful implementation, MSMEs need to conduct regular research to obtain the latest information on consumer preferences, given that these preferences tend to change over time.

Keywords : Consumer Preferences, Conjoint Analysis, Product Attributes, Ready to Drink Coffee