

ABSTRACT

This study is motivated by the growing awareness among Indonesian consumers regarding healthy lifestyles, which has driven the demand for health beverages, including multigrain drinks that are rich in nutrients and benefits. In 2025, health product consumption in Indonesia is projected to reach USD 14.19 billion, reflecting a significant opportunity for innovation in this sector. The purpose of this study is to identify the most preferred combination of attributes by consumers, including health claims, nutritional claims, color, taste, and packaging, to better understand consumer preferences for functional multigrain health beverages. The results of the study using conjoint analysis a quantitative method from 395 multigrain consumers in Indonesia, show that color is the most influential attribute in shaping consumer preferences for multigrain drinks, followed by health claims, packaging, taste, and nutritional claims, with respective values of 26.187; 21.051; 19.566; 18.716; and 14.481. This research contributes to the industry by serving as a reference for developing products that better align with market needs, while also enriching academic insight into product attributes that influence consumer preferences, thereby providing a foundation for further research. Moreover, combining Term Frequency (TF) with literature review offers a simple way to confirm that consumers genuinely consider the attributes and levels, as indicated by their frequency in e-commerce and social media reviews.

Keywords: *Consumer preferences, product claims, sensory, functional beverages, conjoint analysis.*