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#22481 Summary

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Submission

Authors	Lilis Nurhayati, Agrienta Bellanov
Title	Analisis Preferensi Konsumen untuk Merancang Atribut Café dengan Menggunakan Metode Konjoin
Original file	22481-66878-1-SM.DOCX 19-04-2023
Supp. files	None
Submitter	Lilis Nurhayati
Date submitted	April 19, 2023 - 10:28 PM
Section	Articles
Editor	Muhammad Rizki
Abstract Views	2766

Status

Status	Published Vol 9, No 1 (2023): JUNI 2023
Initiated	08-05-2023
Last modified	04-06-2023

Submission Metadata

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Title and Abstract

Title	Analisis Preferensi Konsumen untuk Merancang Atribut Café dengan Menggunakan Metode Konjoin
Abstract	Perkembangan teknologi dan informasi mendorong bisnis di bidang makanan dan minuman menjadi makin kreatif. Kopi menjadi salah satu minuman yang disukai kalangan anak muda maupun orang tua. Dengan meningkatnya jumlah coffee shop di Sidoarjo, banyak orang dapat menikmati sajian kopi yang kualitasnya sama dengan coffee shop dari luar negeri.. Café Kopili adalah salah satu perusahaan bisnis <i>coffee shop</i> yang perlu merancang produknya agar dapat diterima oleh masyarakat khususnya kaum milenial, sehingga dapat memenangkan persaingan bisnis di bidang <i>coffee shop</i>. Penelitian ini menggunakan metode <i>conjoint analysis</i> yang bertujuan untuk merancang atribut yang dianggap penting berdasarkan preferensi konsumen. Hasil penelitian didapatkan stimuli (kombinasi) atribut berupa suasana yang paling diinginkan konsumen adalah <i>instagramable</i>, layanan <i>open bar</i>, dengan harga yang diinginkan < Rp 15.000 dan minuman <i>manual brew</i>. Hal ini dapat digunakan sebagai strategi bagi café Kopili dalam merancang pemasaran produknya sehingga mempunyai daya saing dalam bisnis minuman kopi.

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Kata kunci: *Coffee Shop*, Preferensi Konsumen, Analisis Konjoin

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Review Version 22481-66879-1-RV.DOCX 19-04-2023

Initiated 05-05-2023

Last modified 05-05-2023

Uploaded file None

Editor Decision

Decision Accept Submission 08-05-2023

Notify Editor Editor/Author Email Record 05-05-2023

Editor Version None

Author Version 22481-67326-1-ED.DOCX 08-05-2023 [DELETE](#)

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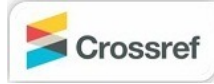
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