

ABSTRACT

Yellow Truck cafe is one of the cafes that adopt the segmentation of young people - young adults in the age range 16 - 30 years, located in Bandung since 2010. The development of creative industries, especially in the culinary industry such as coffee shops or cafes, continues to grow with a prove that the presentation of cafes in Bandung City increased every year. This poses a threat to Yellow Truck cafes which resulted in Yellow Truck revenue that tends to rise and fall each month. This makes Yellow Truck must create a formula so that consumers will visit Yellow Truck. One of the formula is creating attributes that match the desires of consumers. The purpose of this study is to explore people's preferences for the cafe attributes they want to hear, and to formulate the combination of attributes and the strongest level to be recommended to Yellow Truck. In identifying the value that respondents give to the attributes, features, and usability of the product, conjoint analysis creates the function of part-worth utilities. Conjoint analysis results in the form of quantitative information that can model the consumer preferences for some combination of product features. Attributes used in this study are price, product, facility, promotion and atmosphere. Samples from this study amounted to 120 respondents who have been visit Yellow Truck, Bandung domicile and age range 16-30 years. This research data obtained from the spread of questionnaires that are online and offline. The data will be used as input for data processing by conjoint. The output of this study are combination of attributes and the strongest level which is the price attribute with the level of Rp 5.000 to Rp 30,000. It shows the attribute and the level has the most important role according to the people of Bandung.

Keywords : Conjoint, Yellow Truck, Attribute, Public Preference.