

ABSTRACT

As one of the businesses engaged in coffee drinks and much favored by generation Z & millennials in Indonesia, Starbucks has always been the number 1 coffee drink brand, being a brand with the top brand category, surviving the pandemic and even increasing its income by a fairly high percentage. This certainly spurs Starbucks business people who are running or newly established.

The purpose of this research is to find out which Starbucks coffee drink attribute is the most preferred for gen Z consumers in Indonesia, to find out which level of Starbucks coffee drink is the most preferred for gen Z consumers in Indonesia and to find out which combination of attributes and levels is the most favorable. the most preferred Starbucks coffee drink stimuli for gen Z consumers in Indonesia.

Collecting data in this study using a questionnaire derived from the processed stimuli card then poured into question items using the Google Form facility which was then distributed via social media Whatsapp and Instagram to Starbucks coffee visitors as many as 400 respondents. The results of the data collected will be processed using SPSS with the conjoint analysis method.

The results of this study indicate that the promotional attributes with the highest important values with a value of 29,156, promotion attributes with the Starbucks Anniversary level as the most useful level with the largest positive usefulness value, namely 0.084 and the first highest stimuli generated by card 1 with a usability value of 0.201. So it can be concluded that promotional attributes are the most important attributes of other attributes, the most useful level is the promotion of Starbucks Anniversary and card 1 stimuli are the most preferred stimuli for millennials in choosing coffee drinks at Starbucks Indonesia. Where the card stimuli consist of a combination of attributes and levels, namely the price according to the benefits, paying attention to the quality of presentation, promotions during Starbucks Anniversary and health reasons with new materials.

Keywords: *Conjoin Analysis, Preference and Starbucks*