

ABSTRACT

In the context of the rising health trend, the market is responding by introducing health products. Consumer preferences are one of the important factors in the success of marketing a product, especially health products. Therefore, it is important to prioritize consumer preferences for a product, including health drinks. This study aims to analyze consumer preferences based on product attributes such as health claims, nutritional claims, and certifications/approvals, color, taste, packaging, and visual images for the Herbella product using conjoint analysis. This research used a survey method involving 403 female respondents in West Java who are consumers of menstrual products. The results of the study indicate that the importance ranking of the Herbella product attributes from most to least important is color, packaging, nutritional claims, taste, certification, visual images, and health claims with scores of 22.411; 16.544; 13.395; 12.804; 12.388; 11.238; and 11.220, respectively. The preferred levels of product attributes chosen for each attribute include health claims that help relieve menstrual pain; nutritional claims including vitamin C content, sugar content, calorie content; certification including BPOM and Halal MUI approval; color being magenta; taste being a balance between sweet and tangy; packaging including box of tea bags ready to brew and sachets of powder ready to brew; and visual images including rosella. Based on the results of this study, it can be concluded that color is the most important attribute and health claims are the least important attribute. Therefore, Herbella producers need to pay attention to these product attributes in their product development.

Keywords: Consumer preferences, product attributes, health beverages, conjoint analysis.