

Analysis of Consumer Preferences and Influence on Coffee Shop Consumer Loyalty in Mataram City

Ayu Kusuma Dewi¹, Erlyna Wida Riptanti², Fanny Widadie³

¹Student of the Master of Agribusiness, Faculty of Agriculture, University Sebelas Maret, Surakarta, Indonesia,

²Agribusiness Study Program, Faculty of Agriculture, University Sebelas Maret, Surakarta, Indonesia

Corresponding Author: Ayu Kusuma Dewi

DOI: <https://doi.org/10.52403/ijrr.20251134>

ABSTRACT

This study examines consumer preferences in purchasing coffee at coffee shops in Mataram City. The research method employed is a descriptive quantitative approach with data collection conducted through interviews, questionnaires, and observations of 90 coffee shop customers in three districts of Mataram City. Conjoint analysis is used to identify consumer preference attributes. The results of the study, seen from *the utility estimate*, show that the combination of consumers preferred is friendly service (0.471), strategic coffee shop location (0.168), less sugar sweetness level (0.420), type of espresso coffee drink (0.159), Arabica coffee bean variety (0.094), and price above Rp 25,000 per cup (0.113) has the most significant influence in shaping consumer preferences. Service quality is the main factor that determines consumer satisfaction and loyalty. Strategic locations are preferred by consumers because the majority of respondents in this study are private employees and students. The results of *Importance values* show the dominant attributes that influence consumer purchases. Service attributes are the attributes that obtained the highest *importance values* (31.117%), followed by location attributes (16.792%), price (16.117%), coffee bean varieties (14.039%), types of coffee drinks (13.168%), and sweetness levels (8.767%). The findings of

this study will be useful for coffee shops in Mataram City as a consideration in developing marketing strategies based on consumer preferences regarding various coffee shop attributes.

Keywords: Analysis on joint, coffee espresso, service friendly, location strategies, consumer loyalty

INTRODUCTION

The agricultural sector plays a vital role in the Indonesian economy, as reflected in its contribution of 12.40 percent to Gross Domestic Product (GDP) in 2022. The plantation subsector has significant potential, contributing 3.76 percent to the national GDP and 30.32 percent to the agriculture, forestry, and fisheries sector. In addition to providing raw materials for industry, this subsector also absorbs labor and generates foreign exchange (Badan Pusat Statistik Indonesia, 2023).

Coffee is a leading commodity in the plantation subsector and plays a strategic role in the national economy. Besides being a major export product that generates foreign exchange, the domestic coffee market continues to grow (Kementerian Pertanian, 2023). Indonesia ranks second as the largest coffee producer in Asia and Oceania after Vietnam, with coffee production reaching 720,000 tons in 2022/2023, a 2.4 percent increase from the

previous year (International Coffee Organization, 2023).

The coffee industry in West Nusa Tenggara (NTB), particularly in Mataram City, is growing rapidly, with the emergence of numerous coffee shops offering local coffee. The growth of coffee shops in Mataram and its surrounding areas is driven by the high public interest, particularly among the younger generation, in enjoying coffee in a modern and comfortable atmosphere (BPS Kota Mataram, 2024). This phenomenon opens up business opportunities and creates fierce competition among businesses. (Curran et al., 2025)

Facing this competition, coffee shop businesses are required to deeply understand consumer preferences in order to develop effective marketing strategies and increase customer loyalty (Khan et al., 2025). Consumer preferences involve attributes such as product quality, price, service, amenities, cleanliness, sustainability, and increased coffee shop turnover (Bobby, 2020).

Customer loyalty is crucial for the long-term sustainability and growth of a coffee shop business. The primary factors driving loyalty are customer satisfaction, service quality, brand image, and perceived product value (Wang et al., 2024). Therefore, this study aims to identify the dominant attributes that influence consumer preference for coffee shops in Mataram City. Furthermore, this study also examines the factors influencing consumer loyalty in purchasing coffee products at coffee shops. The results are expected to provide strategic input for business owners and policymakers to optimize effective and sustainable coffee shop management and strengthen the competitiveness of the local coffee industry in a competitive market.

LITERATURE REVIEW

Previous research provides an important contribution to this study by providing a theoretical and empirical basis regarding factors that influence consumer behavior in coffee shops including consumption

experience, consumer preferences, consumer satisfaction, brand image, and atmosphere of the place. The findings (S. T. E. Wang et al., 2024) reinforce the importance of atmospheric aspects and cultural context in shaping consumer preferences and loyalty relevant to the focus of this study. (Sacoto Castillo & Jimber Del Río, 2023) and (Amellinda, 2023) emphasize the role of service quality, monetary value, and brand image in influencing purchase intention and purchasing decisions that enrich the variables that can be analyzed in this study. By integrating the results of previous research, this study can be more comprehensive in examining the relationship between product quality, service, price, type of coffee drink, and consumer purchase frequency on consumer loyalty, thus producing more appropriate practical recommendations for coffee shop managers.

Consumer preferences according to (Pindyck & Rubinfeld, 2018) consumer preferences for various product choices are influenced by factors such as social class, lifestyle, motivation, price, location and type of product (Nadja et al., 2023). These preferences play an important role in purchasing decisions that involve evaluating products based on their utility level (Schiffman et al., 2013). Quality products, strategic locations, competitive prices and satisfactory services are the main attributes that influence consumer preferences and purchasing decisions (Nugraha et al., 2021) and based on research conducted (Kwame Opoku et al., 2023).

Consumer loyalty arises as a consequence of the satisfaction consumers obtain from products and services. Satisfied consumers tend to make repeat purchases and spread positive recommendations through word of mouth and social media (Hussain et al., 2024). The purchasing decision-making process through the stages of need recognition to post-purchase evaluation is greatly influenced by cultural, social,

personal, and psychological factors (Solomon & Bamossy, 2016).

Conjoint analysis is used to identify product attributes that consumers most prefer and to make trade-offs between these attributes in making purchasing decisions (Hair, 2019). This method allows quantitative measurements of the utility and relative importance of each product attribute, which is very useful in designing marketing strategies, product development, and market segmentation (Porretta et al., 2019). This overall review emphasizes the importance of a deep understanding of consumer preferences and behavior to win the competition in the market by offering products, prices, locations, and services that match consumer needs and expectations.

MATERIALS & METHODS

The research method used is quantitative descriptive with data collection techniques through surveys, interviews, questionnaires, and direct observation at coffee shops in Mataram City (Djaali, 2021). The research location was determined by purposive sampling in the districts of Mataram, Selaparang, and Ampenan. The two largest coffee shops in each district were selected

based on their popularity and number of visits. Thirty respondents were selected from each district, with 15 respondents from each selected coffee shop. Respondents were selected based on age criteria and a minimum frequency of purchasing coffee drinks twice. The research population consisted of consumers who had purchased coffee drinks at the coffee shop, with a sample of 90 respondents using quota sampling. The minimum age criterion was 17 years because at that age individuals are considered capable of understanding the intent and content of the research questions well, so that the data obtained is valid and reliable (Hurlocker et al., 2020).

Conjoint analysis was conducted using SPSS 26 with an orthogonal design. A total of eight stimuli were generated by SPSS with six attributes (coffee bean variety, coffee drink type, coffee drink sweetness level, price, coffee shop location, and customer service). An orthogonal design was used to ensure a consistent number of stimuli were evaluated (Hair, 2019). Table 1 presents the eight stimuli evaluated by consumers using a 5-point Likert scale, ranging from 1 for “very dislike” to 5 for “very like.”

Table 1. Combination Stimuli of Coffee Product Attributes in Coffee Shops

Symbol	Coffee Bean Varieties	Types of Coffee Drinks	Sweetness Level of Coffee Drinks	Price	Coffee Shop Location	Customer Service
P1	Arabica	Non Espresso	Less Sugar	<Rp 25,000/cup	Strategic	Less Friendly
P2	Robusta	Non Espresso	Normal	>Rp 25,000/cup	Strategic	Less Friendly
P3	Robusta	Espresso	Less Sugar	<Rp 25,000/cup	Less Strategic	Less Friendly
P4	Arabica	Non Espresso	Normal	<Rp 25,000/cup	Less Strategic	Friendly
P5	Robusta	Espresso	Normal	<Rp 25,000/cup	Strategic	Friendly
P6	Robusta	Non Espresso	Less Sugar	>Rp 25,000/cup	Less Strategic	Friendly
P7	Arabica	Espresso	Normal	>Rp 25,000/cup	Less Strategic	Less Friendly
P8	Arabica	Espresso	Less Sugar	>Rp 25,000/cup	Strategic	Friendly

Source: Primary data analysis, 2025

RESULT

Consumer Characteristics

Table 2 shows the characteristics of coffee shop consumers in Mataram City. Gender is dominated by female consumers (60%) and

male (40%). One reason women in Mataram City like to visit coffee shops is closely related to the youth hangout culture, especially the younger generation of women who use coffee shops as a place to gather

with their peers. Previous research has shown that women are more likely to visit coffee shops frequently and prioritize atmosphere than men (Carmina & Austine, 2023). Fifty-six percent of consumers reside in Mataram City, while 44% reside outside Mataram City. The group with an income between IDR 1,800,001 and IDR 3,000,000 is the largest segment, accounting for 43%.

This indicates the dominance of lower-middle-class consumers who have sufficient purchasing power to enjoy affordable coffee products while still prioritizing quality (Syafudin, 2022). The results of the study showed that the majority of coffee shop consumers make purchases once or twice a month, amounting to 59%.

Table 2. Characteristics of Coffee Shop Consumers in Mataram City in 2025

Characteristics	Respondents, n (%)
Gender	
Man	36 (40)
Woman	54 (60)
Age	
17 – 21 Years	9 (10)
22 – 26 Years	58 (64)
27 – 31 Years	16 (18)
32 – 36 Years	2 (2)
>37 Years	5 (6)
Domicile	
Mataram City	50 (56)
Outside Mataram City	40 (44)
Work	
Students	23 (26)
Civil servant	11 (12)
Private employees	30 (33)
Entrepreneur/Self-Employed	12 (11)
Other	15 (17)
Income Level	
<Rp 1,800,000	15 (17)
Rp. 1,800,001 – Rp. 3,000,000	39 (43)
Rp. 3,000,001 – Rp. 4,800,000	20 (22)
Rp. 4,800,001 – Rp. 7,200,000	13 (14)
>Rp 7,200,000	3 (3)
Purchase Frequency per Month	
1 – 2 times	53 (59)
3 – 4 times	17 (19)
5 times	20 (22)

Source: Primary Data Analysis, 2025.

Table 2 indicates that the majority of coffee shop customers are in the 22-26 age group, representing 64%. The data presented shows that the majority of coffee shop customers are private sector employees, representing 33%. Students dominate the second-highest position, representing 26%, supported by activities carried out in coffee shops, such as completing school or college assignments. This research supports Ferreira et al. (2021) the finding that people with laptops or tablets sit in coffee shops to use the free Wi-Fi,

work between appointments, or use the space as an alternative office.

Consumer Preferences

Researchers analyzed consumer preferences in choosing coffee shops in Mataram City using conjoint analysis. The attributes used were coffee bean variety, type of coffee drink, sweetness level, price, location, and service. Tables 3 and 4 present the importance and utility values of coffee shop preferences in Mataram City. This

assessment was obtained through conjoint analysis using statistical software, SPSS, which allows quantitative estimation of the contribution of each attribute in shaping consumer preferences. (Wardhana, 2021). This utility value measures the most sought-

after product attributes that can be identified, thus providing clear guidance for product development and marketing strategies that are oriented towards consumer needs (Sulistiyani et al, 2024).

Table 3. Utility Estimate of Coffee Shop Attributes in Mataram City

Attribute	Attribute Level	Utility Estimate	Std. Error
Coffee Bean Varieties	Robusta	-0.094	0.008
	Arabica	0.094	0.008
Types of Coffee Drinks	Espresso	0.159	0.008
	Non-Espresso	-0.159	0.008
Sweetness Level	Normal	-0.420	0.008
	Less Sugar	0.420	0.008
Price	<Rp 25,000	-0.113	0.008
	>Rp 25,000	0.113	0.008
Location	Strategic	0.168	0.008
	Less Strategic	-0.168	0.008
Service	Friendly	0.471	0.008
	Less Friendly	-0.471	0.008
Constant		3,085	0.008

Source: Processed Primary Data, 2025.

Table 3 shows the estimated utility value of various coffee shop attributes in Mataram City in 2025 as an indicator of consumer preference. Positive values indicate a higher preference for that attribute level, while negative values reflect a lower preference. A higher utility score indicates a more attractive level for consumers. A negative utility value does not necessarily indicate an unattractive level, but rather less attractive than a positive utility level in the same attribute (Orme, 2020)). First, in the service attribute, consumers prefer friendly service with the highest utility score. Second, in the location attribute, consumers desire a strategic location. Third, the type of coffee drink with the espresso attribute level is preferred by consumers. Fourth, in the price attribute, consumers are more interested in prices > Rp 25,000. Fifth, coffee bean varieties, consumers prefer Arabica. Sixth, the level of sweetness less sugar is preferred by consumers. The results of this study are in line with Qotrunnada et al. (2025a) those related to friendly service and strategic locations.

Importance value is a relative measure used in conjoint analysis to determine which

attributes are most important to consumer preferences for a product or service. Importance value distinguishes the importance of attributes, while utility value describes the attractiveness of levels within an attribute (Orme, 2020). Research shows that price consistently emerges as the most important attribute.

Importance Values Results (Level of Importance)

Attribute	Level of Importance
Service	31,117
Location	16,792
Price	16,117
Coffee Bean Varieties	14,039
Types of Coffee Drinks	13,168
Sweetness Level	8,767

Source: Processed Primary Data, 2025.

This level of importance indicates the relative weight of each attribute in influencing consumer choice. Service attribute is the most crucial attribute with the highest level of importance of 31.117% and friendly service received the most dominant positive value of 0.471 followed by location, price, coffee bean variety, type

of coffee drink and sweetness level. This indicates that service quality is the main factor that determines consumer satisfaction and loyalty. This finding confirms that service quality is the most significant factor in influencing consumer preferences and purchasing decisions. Positive interactions with staff further strengthen the brand experience, as customer service appears to be the main determinant of satisfaction (Hwang et al., 2024). Coffee shops must prioritize service aspects that prioritize responsiveness, staff friendliness, and barista skills in mixing coffee. According to Altun et al. (2025), the aspect of customer service is one of the main elements that stands out, especially in several sub-aspects such as staff responsiveness, barista skills, readiness to help, speed of service, and complaint handling.

The location attribute shows an importance value of 16.792% and the second highest utility value with the strategic location attribute level getting a positive value of 0.168. This shows that consumers are interested in coffee shops with strategic locations, most of the respondents are private workers and students who usually buy coffee on the way to work or school or even on the way home. This finding is in line with research Qotrunnada et al. (2025b), consumers prefer coffee shops with strategic locations because it makes it easier to meet friends, travel time, and allows the use of Wifi for work or study activities from the coffee shop.

Price was found to be an attribute considered by consumers with an importance value of 16.792%. Consumers prefer prices above Rp 25,000 per cup with a utility value of 0.113. When consumers have had positive experiences and long-term relationships, as well as strong trust in a coffee shop, consumers often feel comfortable making purchasing decisions without needing to compare prices with competitors (Ginting, 2023). Consumers tend to consider high prices acceptable if balanced with adequate product quality and service (Altun et al., 2025). The results of

this study are inconsistent with research Qotrunnada et al. (2025b), consumers prefer prices in the range of Rp 10,000 to Rp 15,000 per cup.

The coffee bean variety attribute is an attribute that influences purchasing decisions with an importance value of 14.039% and a utility value of 0.094 for Arabica coffee bean varieties. The purchasing decision for Arabica coffee in Mataram City shows that consumers prefer Arabica coffee, especially the quality of taste and aroma which are the dominant factors (Fernandez et al., 2024). Arabica coffee has complex taste characteristics, a distinctive aroma, and a more balanced acidity level compared to other varieties.

The coffee beverage type attribute is considered one of the attributes considered by consumers, with an importance value of 13.168%. The espresso attribute level is preferred by consumers, with a utility value of 0.159. These results indicate that consumers consider the type of coffee beverage after considering the coffee bean variety. This is in line with research. Rasmikayati et al. (2020) Because today's espresso isn't always hot, black, and bitter. Espresso tends to be sweet, cold, and less black, incorporating milk, creamer, ice, caramel, and other ingredients, making it more appealing to consumers.

Attribute had the lowest importance value at 8.767% and a utility value of 0.42. Consumers preferred the less sugar attribute level in coffee drinks compared to the normal sweetness level. This finding supports (Rodda et al., 2020) the notion that sugar reduction is an important issue for consumers, and one strategy is for consumers to learn to control their sugar intake in their coffee drinks.

Correlation testing was conducted to determine the estimated and actual values of coffee shop attribute combinations. Pearson's R and Kendall's Tau values were used to assess the validity of the conjoint model. These values indicate a strong agreement between the average product

ratings and the predicted utilities from the conjoint analysis model (Hair, 2019).

Table 5. Correlation Test Results

	Value	Significance
Pearson's R	1,000	0.000
Kendall's tofu	1,000	0.000

Source: Processed Primary Data, 2025.

Table 5 presents the results of the correlation test using two statistical methods, Pearson's and Kendall's Tau. Both correlation values show a coefficient of 1.000 with a significance level of 0.000. This finding provides a strong empirical basis for assuming that the variables are closely related in the research context and can be used as a basis for further analysis or the development of a relevant theoretical model (Creswell & Creswell, 2018). Overall, the results of this correlation test align with research (Prasetyo et al., 2023) confirming a very strong and significant relationship between the tested variables.

DISCUSSION

To systematically understand and study customer needs, it is essential to grasp the concept of creating value for customers. In this study, the design used is an orthogonal design with six attributes and their levels: varietas biji kopi (arabica, robusta), jenis minuman kopi (espresso, non-espresso), tingkat kemanisan minuman kopi (normal, less-sugar), price (< Rp 25.000/cup, >Rp 25.000/cup), location coffee shop (strategic, less strategic), and customer service (friendly, less friendly). In product development and marketing strategies, producers must consider improving service, location, price, variety bean coffee, types of coffee, and sweetness level. This approach is grounded in the assessment of consumer-perceived importance levels.

Altun et al. (2025), the quality of consumer service represents a fundamental component, particularly evident in sub-elements such as staff responsiveness, barista expertise, readiness to assist, service efficiency, and complaint resolution. Location factors reveal a consumer

preference for coffee employees and students, predominantly purchase coffee during their commute to work or school or on their return trip. These findings corroborate those of

CONCLUSION

Consumer preferences of coffee shop visitors in Mataram City are closely related to the important values chosen by consumers when making purchasing decisions based on the order of importance. It is known that coffee shop consumers in Mataram City indicate a combination of consumer preference attributes including friendly service, strategic location, less sugar sweetness level, espresso drink type, Arabica coffee variety, and product prices above Rp 25,000 per cup. This finding emphasizes the importance of marketing strategies that focus on improving service quality and product adjustments according to consumer preferences to strengthen customer loyalty. Efforts to optimize service and strategic location selection must also be a priority for coffee shop managers in developing the competitiveness of local coffee businesses in Mataram City in a sustainable manner. This finding is important to form the basis for management and marketing strategies that focus on improving service quality and location selection to increase competitiveness and customer satisfaction. Qotrunnada et al. (2025), observed that consumers prefer strategically located coffee shops for convenience in socializing, reduced travel time, and access to wi-fi for professional or academic activities.

Price remains a critical consideration for consumers who tend to accept higher costs consumer have favorable experiences, maintain long-term relationships and exhibit strong trust in coffee shop, they often make purchasing decisions without comparing prices with competitors (Ginting, 2023). This contrasts with the findings of Qotrunnada et al. (2025), where in consumers preferred a price range of Rp 10.000 to Rp 15.000 per cup.

The variety of coffee beans constitutes a significant factor for coffee shop patrons in Mataram, as it impacts taste, aroma, and sensory characteristics. This conclusion with Prasetyo et al (2023), who identified bean variety as the least important attribute. Mataram consumers show a preference for Arabica beans, regarded as lighter with superior aroma and flavor, commanding higher prices than Robusta (Fao, n.d). Arabica beans are characteristic increased bitterness, a thicker body and elevated caffeine content compared to Robusta (Fao, n.d).

Type of coffee ranks as the fifth most important attribute with espresso favorite most significant (*value utility* 0,159). This indicates that consumer attention to coffee drink types follow considerations related to bean variety, consistent with Rasmikayati et al. (2020), who noted that modern espresso is not confined to being hot, black, and bitter, but often features sweetness, coldness, and additions such as milk, creamer, ice, or caramel, thereby increasing its consumer appeal (Asioli et al, 2024).

Sweetness level holds the lowest importance value (8,767%), the findings of Prasetyo et al. (2023), which identified sugar as the most critical coffee attribute. The preferred sweetness concentration is reduced sugar, a trend supported by Rodda et al. (2020), who highlighted sugar reduction as an important consumer concern, with individuals adopting strategies to moderate sugar intake in coffee.

Declaration by Authors

Acknowledgement: Thank you to all parties who supported and contributed to the implementation of this research. Special appreciation is extended to the supervisors who provided invaluable guidance and direction.

Source of Funding: None

Conflict of Interest: No conflicts of interest declared.

REFERENCES

1. Altun, Ö., Saydam, M.B., & Gunay, T. (2025). Unraveling customer experiences in chain coffee shops through online reviews. *British Food Journal*, 127 (6), 1895–1909. <https://doi.org/10.1108/BFJ-11-2024-1160>
2. Amellinda, R. (2023). Ririn Wulandari 3) 1) raisaamellinda@apps.ipb.ac.id. In *Jurnal Doktor Manajemen* (Vol. 6, Issue 2). 10.22441/jdm.v6i2.21550
3. Central Bureau of Statistics of Indonesia. (2023). *Indonesian Coffee Statistics*.
4. BPS Mataram City. (2024). *Mataram City in Figures*.
5. Carmina, IB, & Austine, R.B. (nd). *Assessment of Marketing Strategy among Local Coffee Shops of Kapeng Barako in Lipa City, Batangas*.
6. Creswell, J. W., & Creswell, J. David. (2018). *Research design: qualitative, quantitative, and mixed methods approach*. SAGE Publications, Inc.
7. Curran, N. M., Istad, F., & Chesnut, M. (2025). Standing out and fitting in: Korean coffee entrepreneurs' strategies for survival. *Food, Culture and Society*, 28 (3), 573–592. <https://doi.org/10.1080/15528014.2023.2286725>
8. Djaali. (2021). *Quantitative Research Methodology*.
9. Fernandez, FXE, Septiadi, D., Fernandez, FXE, & Septiadi, D. (2024). *THE ATTRACTIVENESS OF ARABIC COFFEE FROM A CONSUMER BEHAVIOR PERSPECTIVE*. 34 (1). DOI: 10.29303/agroteksos.v34i1.1107
10. Ferreira, J., Ferreira, C., & Bos, E. (2021). Spaces of consumption, connection, and community: Exploring the role of the coffee shop in urban lives. *Geoforum* , 119, 21–29. <https://doi.org/10.1016/j.geoforum.2020.12.024>
11. Hair, JF, Black, WC, Babin, BJ, & Anderson, RE (2019). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION*. www.cengage.com/highered
12. Hurlocker, M. C., Madson, M. B., & Schumacher, J. A. (2020). Motivational interviewing quality assurance: A systematic review of assessment tools across research contexts. In *Clinical Psychology Review* (Vol. 82). Elsevier Inc. <https://doi.org/10.1016/j.cpr.2020.101909>
13. Hussain, K., Fayyaz, M.S., Shamim, A., Abbasi, A.Z., Malik, S.J., & Abid, M.F. (2024). Attitude, repurchase intention and brand loyalty toward halal cosmetics. *Journal*

- of *Islamic Marketing*, 15 (2), 293–313. <https://doi.org/10.1108/JIMA-08-2022-0210>
14. Hwang, J., Joo, K. H., Kim, H. M., & Lee, K. W. (2024). Technological change in the context of robotic coffee shops: focusing on consumer innovativeness. *Journal of Hospitality and Tourism Technology*, 15 (1), 37–53. <https://doi.org/10.1108/JHTT-02-2023-0051>
 15. International Coffee Organization. (2023). *Coffee Report and Outlook*.
 16. *A Comparative Study of Consumer Preferences in Two Coffee Shops*. (nd).
 17. Ministry of Agriculture. (2023). *Analysis of Coffee Trade Performance, Agricultural Data Center and Information System, Secretariat General*.
 18. Khan, W., Sainger, G., Siddiqui, M. S., & Mateen, B. (2025). Percolating insights: a study on coffee purchase behavior in an emerging economy. *British Food Journal*. <https://doi.org/10.1108/BFJ-01-2025-0039>
 19. Kwame Opoku, E., Tham, A., Morrison, A. M., & Wang, M. jung S. (2023). An exploratory study of the experiencescape dimensions and customer revisit intentions for specialty urban coffee shops. *British Food Journal*, 125 (5), 1613–1630. <https://doi.org/10.1108/BFJ-04-2022-0361>
 20. Nadja, R., Halimah, AS, & Hikmawaty. (2023). *Consumer Preferences for Food*.
 21. Nugraha, JP, Alfiah, D., Sinulingga, et al (2021). *Consumer Behavior Theory*.
 22. Orme, B. K. (2020). *Getting started with conjoint analysis: strategies for product design and pricing research*. Research Publishers LLC.
 23. Pindyck, R. S., & Rubinfeld, D.L. (2018). *Microeconomics*. Pearson.
 24. Porretta, S., Gere, A., Radványi, D., & Moskowitz, H. (2019). Mind Genomics (Conjoint Analysis): The new concept research in the analysis of consumer behavior and choice. In *Trends in Food Science and Technology* (Vol. 84, pp. 29–33). Elsevier Ltd. <https://doi.org/10.1016/j.tifs.2018.01.004>
 25. Prasetyo, YT, Susanto, KC, Asiddao, SMA, Benito, OP, Liao, JH, Young, MN, Persada, SF, & Nadlifatin, R. (2023). Determining Marketing Strategy for Coffee Shops with Conjoint Analysis. *2023 IEEE International Conference on Industrial Engineering and Engineering Management, IEEE 2023*, 1370–1373. <https://doi.org/10.1109/IEEM58616.2023.10406308>
 26. Qotrunnada, L., Handayani, NU, & Ulkhaq, MM (2025a). Consumer Preference Analysis in Choosing Coffee Shops in Semarang Using Conjoint Analysis. *Performa: Industrial Engineering Scientific Media*, 24 (1), 51. <https://doi.org/10.20961/performa.24.1.86130>
 27. Rasmikayati, E., Deaniera, AN, Supyandi, D., Sukayat, Y., & Saefudin, BR (2020). *CONSUMER BEHAVIOR ANALYSIS: COFFEE PURCHASE PATTERN AND PREFERENCES, SATISFACTION AND LOYALTY OF COFFEE SHOP CONSUMER* (Vol. 6, Issue 2). DOI: 10.25157/ma.v6i2.3629
 28. Rodda, S.N., Booth, N., Brittain, M., McKean, J., & Thornley, S. (2020). I was truly addicted to sugar: A consumer-focused classification system of behavior changes strategies for sugar reduction. *Appetite*, 144. <https://doi.org/10.1016/j.appet.2019.104456>
 29. Sacoto Castillo, V.A., & Jimber Del Río, J.A. (2023). Consumer Behavior and Factors that Influence Consumption and Customer Satisfaction. *TEM Journal*, 820–831. <https://doi.org/10.18421/TEM122-27>
 30. Schiffman, L.G., Kanuk, Leslie., & Hansen, Havard. (2013). *Consumer Behavior*. Pearson Education UK.
 31. Solomon, M. R., & Bamossy, G.J. (2016). *Consumer behavior: a European perspective*. Pearson.
 32. Wang, M.J. (Sebrina), Opoku, E.K., & Tham, A. (2024). Exploring Gen-Z consumers' preference for specialty coffee in the socio-cultural context of Taiwan. *Young Consumers*, 25 (3), 368–382. <https://doi.org/10.1108/YC-08-2023-1844>
 33. Wang, STE, Lin, H.C., & Lee, Y.T. (2024). Effect of place attachment on consumers' place preference and repatronage intention toward coffee shops. *British Food Journal*, 126 (3), 1083–1098. <https://doi.org/10.1108/BFJ-08-2023-0698>
 34. Wardhana, A. (2021). *Coffee Shop Business Strategy: Gaining Competitive Advantages in the Digital Era Indonesian Edition*.

How to cite this article: Ayu Kusuma Dewi, Erlyna Wida Riptanti, Fanny Widadie. Analysis of consumer preferences and influence on coffee shop consumer loyalty in Mataram City. *International Journal of Research and Review*. 2025; 12(11): 310-318. DOI: <https://doi.org/10.52403/ijrr.20251134>
