

## ABSTRACT

Atu singkih means sloping rock, while bergendal is taken from the name of a village located in the village of Teritit Village, Bener Meriah Regency. In 2014 ASB was founded, ASB has various coffee variants with unique and authentic flavors (bitter and sweet). ASB has interesting things, namely coffee products that are suitable for various groups of young people and older people, coffee with toppings (float and jelly), varied servings (hot and cold) and coffee variants (coffee latte, cappuccino, sanger and americano) which are variety is an attraction for ASB. This research aims to determine consumer preferences for the attributes of coffee drink products at ASB Coffee. This research method uses a quantitative descriptive method using conjoint analysis. This can be seen from the respective NPR, namely the NPR value of the variants (44,827), the variants available at ASB, namely cappuccino, coffee latte, sanger and americano, the NPR value of toppings (17,435), the toppings available are float and jelly, the NPR value of flavors (18,309) The flavors available at ASB are sweet and bitter, the serving NPR value (19.429) of the servings available at ASB are cold and hot. The combination of attributes that are consumers' preferences for coffee drink products at ASB is the sanger variant, float topping, sweet taste and hot serving.

Keywords: Coffee, Consumer preferences, Product attribute