

## **ABSTRACT**

Coffee shop is a place that provides a variety of coffee beverage products and snacks that can be enjoyed by visitors. One of the coffee shops that offers coffee drinks with various flavors in Aceh is Kopidisini. The purpose of this study was to determine what attributes are consumer preferences for coffee beverage products at Kopidisini coffee shop and to find out which attributes are most considered by consumers in buying coffee beverage products at Kopidisini coffee shop. The research method uses conjoint analysis. The results obtained are coffee attributes that are consumer preferences at Kopidisini coffee shop based on utility value are sanger espresso variants, sweet taste, cold temperature and satisfying service and the coffee attributes that are most considered by consumers in the decision to consume coffee at Kopidisini coffee shop are services, seen from the highest NPR value of 38,784. Then the product variant with an NPR value of 33,794, then the coffee flavor with an NPR value of 16,289 and temperature with an NPR value of 11,132. So the combination of attributes that become consumer preferences at Kopidisini coffee shop are satisfactory service, sanger espresso variant, sweet taste and cold temperature.

**Keywords:** coffee shop, conjoint, kopidisini, preferences