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E-mail:escalate@takaza.id



The Influence of Consumer Preferences on Customer Satisfaction and Loyalty at Es Kopi Bogor Baru

Giant Giova Algozaly[1], Intan Nadyma Arista[2], Nuril Amalia[3], Siti Aminah[4], Valentino Storus[5], Velika Anandita Humaira[6], Veralianta Br Sebayang[7], Yosiana Mungguh Pertisaian[8]
[1-8]IPB University
Corresponding Author: giova13algozaly@apps.ipb.ac.id

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Abstract: *The competition in the coffee shop business in Bogor City encourages Es Kopi Bogor Baru to increase consumer satisfaction and loyalty. This study aims to identify product attributes that are a priority for consumers, analyze the combination of product attributes that are most preferred based on consumer preferences, and determine the level of consumer satisfaction with Es Kopi Bogor Baru products. Research data was obtained through the distribution of questionnaires to consumers who have made purchases. The attributes analyzed included packaging, taste, price, and promotion. Data was analyzed descriptively using the Customer Satisfaction Index (CSI) method to measure the level of consumer satisfaction based on the average value of attributes, Weight Factor (WF), and weighted scores. The results of the study showed that packaging was the top priority attribute with a WF value of 26.84%, followed by taste of 25.01%, price of 24.58%, and promotion of 23.58%. A CSI value of 78.45% shows that consumers are in the satisfied category. These results show that packaging and taste are important aspects that need to be considered in product development. Therefore, Es Kopi Bogor Baru needs to maintain the quality and practicality of packaging, maintain taste consistency, and optimize pricing and promotion strategies to increase satisfaction and support consumer loyalty.*

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Introduction

The coffee shop industry has experienced increasingly intense competition, particularly in urban areas where consumers have access to various beverage products and brands. In this competitive environment, coffee shop businesses are required not only to attract new customers but also to maintain customer satisfaction and encourage loyalty. Consumer satisfaction is formed through an evaluation

of product and service performance compared with initial expectations (Kotler & Keller, 2021). In the coffee shop business, this evaluation involves several attributes, including product taste, price, packaging, and promotional activities, which collectively shape the consumer experience (Engel et al., 2021; Putri & Utami, 2022; Utami & Nugroho, 2023). When product performance meets consumer expectations, satisfaction may develop and encourage positive responses toward the business (Nuraisyah & Hidayat, 2023).

Customer loyalty is also an important factor in maintaining business sustainability amid market competition. Loyalty is reflected in customers' willingness to make repeat purchases, maintain their preference for a particular business despite competing alternatives, and recommend products to others (Griffin, 2021; Santoso & Yuliana, 2023; Wijaya & Susanto, 2024). Therefore, understanding consumer preferences and satisfaction is essential for coffee shop businesses to identify the attributes that customers consider important and evaluate whether the products offered meet their expectations. Product attributes such as packaging, taste, and price can influence consumer assessments, while promotional activities may support product attractiveness and purchasing decisions (Pratama & Setiawan, 2022; Setiawan & Agustin, 2022).

These issues are relevant to the development of coffee shop businesses in Bogor City. According to the Bogor City Central Statistics Agency (2024), there are 918 restaurant and food-service businesses operating across the city, with a high concentration in Central Bogor District. The availability of numerous alternatives provides consumers with various choices and intensifies competition among businesses. One of the businesses operating in this environment is Es Kopi Bogor Baru. To maintain its competitiveness, the business needs to understand how consumers evaluate its products, particularly in terms of packaging, taste, price, and promotion. These evaluations are important because differences in consumer preferences may result in different levels of perceived product performance and satisfaction.

Although consumer satisfaction and product preferences are important for coffee shop development, the specific priority attributes and overall satisfaction level of consumers at Es Kopi Bogor Baru have not been clearly identified in the context of this study. In particular, information is needed to determine which of the four product attributes receives the highest consumer assessment and how the combined evaluation of these attributes reflects overall satisfaction. This information can help the business identify aspects that should be maintained and those requiring improvement. Accordingly, this study uses descriptive analysis to examine consumer assessments and the Customer Satisfaction Index (CSI) method to measure overall consumer satisfaction. CSI provides a cumulative measurement by considering the importance and performance of the attributes evaluated by consumers.

Based on this background, this study aims to identify the priority of product attributes based on consumer assessments and measure the level of consumer satisfaction with Es Kopi Bogor Baru products using the CSI method. The analysis focuses on four attributes: packaging, taste, price, and promotion. The findings are expected to provide practical information for business management in evaluating product performance and determining improvement priorities to support customer satisfaction. Customer loyalty is discussed as a potential implication of maintaining consumer satisfaction rather than as a variable whose direct or causal relationship is empirically tested in this study.

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Research Methods

Research data were collected by distributing questionnaires to consumers of Es Kopi Bogor Baru. The respondents used in this study were consumers who had previously purchased Es Kopi Bogor Baru products. The questionnaires were used to obtain consumer evaluations of product attributes, which include packaging, taste, price, and promotion. The data used consisted of primary and secondary data. Primary data were obtained directly from the results of questionnaires filled out by Es Kopi Bogor Baru consumers, while secondary data were obtained from journals, books, and literature sources relevant to the research.

Data analysis was conducted descriptively and used the Customer Satisfaction Index (CSI) method to measure the overall level of consumer satisfaction. The analysis began by calculating the average score of each attribute, followed by determining the Weight Factor (WF) based on the level of importance of each attribute. Next, the WF values were used in calculating the weighted scores to obtain the CSI value. The CSI value was then interpreted based on consumer satisfaction level criteria.

Results and Discussion

Based on Kotler and Keller (2021), consumer satisfaction is formed through a comparison between consumers' expectations and their perceptions of product performance. In the coffee shop business, consumer evaluations are influenced not only by product taste but also by various marketing attributes, such as packaging, price, and promotion (Engel et al., 2021; Utami & Nugroho, 2023). Therefore, a descriptive analysis was conducted to examine consumer evaluations of each product attribute at Es Kopi Bogor Baru and identify the attributes that are the main priorities in consumer decision-making. The results of the analysis, including the minimum value, maximum value, mean, standard deviation, and Weight Factor (WF), are presented in Table 1.

Table 1. Results Of Descriptive Analysis And Product Attribute Priorities

Product Attributes	N	Min	Max	Mean	Std. Dev	Weight Factor(WF)	Rank
Packaging	104	3.00	5.00	4.2115	0.7330	26,84%	1
Flavor	104	2.00	5.00	3.9231	0.8208	25,01%	2
Price	104	2.00	5.00	3.8558	0.8055	24,58%	3
Promotion	104	1.00	5.00	3.6990	0.9165	23,58%	4
Total				15.6894		100%	

Packaging attributes occupy the first priority with the highest average value (4.2115) and a weight contribution of 26.84%. This indicates that the visual appearance and practicality of the packaging are the main attractions for consumers of Es Kopi Bogor Baru. Taste (3.9231) and Price (3.8558) are in second and third place. Meanwhile, the Promotion attribute obtained the lowest average value (3.6990), indicating that promotional activities still need to be further improved.

To analyze the most preferred combination of product attributes (stimulus profile) and provide the highest utility value for consumers of Es Kopi Bogor Baru, an evaluation was conducted on four main variables: Packaging, Taste, Price, and Promotion. The results of the analysis of the accumulated average value (*mean*), weight factor (*Weight Factor*), and the utility level ranking is presented in Table 2.

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Table 2. Analysis of Product Attribute Combination and Consumer Preference Utility Value of Es Kopi Bogor Baru

Product Attributes	N	Min	Max	Mean	Std. Dev	Weight Factor(WF)	Rank	Evaluation Criteria
Packaging	104	3.00	5.00	4.2115	0.7330	26,84%	1	Very good
Flavor	104	2.00	5.00	3.9231	0.8208	25,01%	2	Good
Price	104	2.00	5.00	3.8558	0.8055	24,58%	3	Good
Promotion	104	1.00	5.00	3.6990	0.9165	23,58%	4	Good
Total				15.6894		100%		
CSI Value (%)				78,45				Is (*Satisfied*)

Based on Table 2, the total average performance score of all attributes reached 15.6894 from a maximum scale of 20.00. Calculation*Customer Satisfaction Index*(CSI) produced a figure of 78.45%, which refers to the "Satisfied" criteria (*Satisfied*) (Hawkins & Lonnie, 2004).

The most preferred product combination (stimulus profile) that produces the highest utility is formed by the following sequence of attribute proportions:

1. Packaging attributes (WF = 26.84%; Mean = 4.2115) provide the greatest utility contribution. Consumers highly appreciate the functionality, safety, and visual aesthetics of practical packaging (*takeaway-friendly*).
2. Taste Attributes (WF = 25.01%; Mean = 3.9231) are the second pillar element. Consistency of deliciousness, sweetness level, and distinctive coffee aroma are core consumer expectations.
3. Price attribute (WF = 24.58%; Mean = 3.8558) is a relevant consideration which is considered affordable and in accordance with product quality (value for money).
4. Promotion Attributes (WF = 23.58%; Mean = 3.6990) occupy the fourth position which complements the attractiveness of the product combination.

The high utility value of packaging attributes indicates a shift in contemporary coffee consumer behavior in Bogor City. Consumption decisions are not solely influenced by*core product*in the form of the taste of the drink alone, but is also greatly influenced by*augmented product*and the practical and aesthetic value of the packaging.

Thus, the ideal stimulus profile for Kedai Es Kopi Bogor Baru is a combination of iced coffee products with an aesthetic, sturdy, and practical packaging concept, combined with the right consistency of coffee taste (sweet-savory), and offered at an affordable price level for the student segment and the general public.

The product suitability level measures the extent to which the actual performance of the product attributes presented by Es Kopi Bogor Baru is able to meet or exceed consumers' initial expectations.

The analysis results show that the product suitability level at Es Kopi Bogor Baru is in the Very High category, as reflected in the CSI score of 78.45% (Satisfied Category). This suitability level is most strongly supported by the packaging attribute (mean 4.2115) and the taste attribute (mean 3.9231).

In accordance with the Expectancy-Disconfirmation Model theory (Kotler & Keller, 2021), when the perceived performance of product attributes is in accordance with consumer expectations, positive confirmation will arise that leads to satisfaction. In the contemporary coffee processing

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business, suitability in the visual (packaging) and taste aspects has been proven to be the main determining factor that creates a positive customer experience at Es Kopi Bogor Baru.

High levels of product suitability and perceived consumer satisfaction significantly influence and are directly proportional to the formation of customer loyalty at Es Kopi Bogor Baru. Consumers who meet the "Satisfied" criteria (CSI 78.45%) tend to exhibit loyalty behavior, manifested through three main indicators:

1. Repeat Purchase Intention: Customers are encouraged to repurchase the product regularly due to the assurance of consistent taste and packaging quality.
2. Resilience Against Competitors (Retention): High satisfaction from the suitability of price and quality makes it difficult for customers to switch to competing coffee shops around Bogor City.
3. Positive Recommendations (Word of Mouth / WOM): Satisfied consumers voluntarily recommend Es Kopi Bogor Baru to friends, relatives, or through social media posts.

Overall, product suitability serves as a foundation for customer satisfaction, which in turn directly drives sustainable customer loyalty. Es Kopi Bogor Baru management is advised to maintain high suitability ratings for packaging and flavor attributes, while optimizing interactive promotional strategies to maintain a loyal customer base amidst competition.*coffee shop*strict in Bogor City.

Conclusion and Recommendation

Based on the research findings, it can be concluded that consumer preferences play a significant role in shaping customer satisfaction and loyalty toward Es Kopi Bogor Baru. Packaging is the most highly prioritized attribute, followed by taste, price, and promotions. The level of consumer satisfaction falls within the “satisfied” category, indicating that the product attributes have met consumer expectations and have the potential to drive repeat purchases, retain customers, and increase positive recommendations. Therefore, the management of Es Kopi Bogor Baru is advised to maintain the quality and practicality of the packaging, ensure consistency in flavor, set appropriate prices, and enhance attractive and interactive promotions. Future research is expected to examine other factors, such as service quality, café atmosphere, and consumer experience, to provide a more comprehensive understanding of the factors influencing customer satisfaction and loyalty.

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