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## **CONSUMER PREFERENCES IN CHOOSING A COFFEE SHOP IN THE CITY OF BREMEN, GERMANY**

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### **ABSTRACT**

Germany is one of the countries in the Europe that has high coffee consumption. Bremen is one of the cities in Germany that is experiencing rapid growth in the coffee industry. Understanding consumer preferences when choosing a coffee shop is essential to support business growth and improve consumer experience. This research was initiated to answer the question of what factors most influence consumers' decision to choose a café in Bremen. Factors such as coffee taste, ambience, price, and interior design are important. The study was conducted from October 2023 to January 2024, using non-probability sampling techniques or non-random sampling with a purposive sampling method. Conjoint analysis was employed in this study. The consumer preferences of coffee shop visitors in the City of Bremen are closely related to the important values that consumers choose when deciding on a purchase based on the order of important values. It is known that coffee shop consumers in the City of Bremen attach great importance on facilities, coffee shop atmosphere, location, price, coffee shop service and products.

**Keywords:** Café facilities, café atmosphere, marketing mix, importance-performance map

## INTRODUCTION

Deutscher Kaffeeverband (German Coffee Association) mentioned that the increasing trend of German people's desire for coffee can be seen in the latest data generated by a population-representative coffee consumption (Gumilang et al., 2021; [www.kaffeeverband.de](http://www.kaffeeverband.de), n.d.). During the second quarter of 2022, the average coffee consumption per individual per day reached 3.8 cups, showing an increase of five percent compared to the 2021 total figure of 3.6 cups and even a nine percent increase compared to the pre-pandemic consumption level in 2019 of 3.5 cups. The German coffee market recorded new growth in 2021. Per capita coffee consumption increased from 168 to 169 litres. Considering Germany's population of 83 million in 2021, this equates to a national consumption of around 500 million cups last year, more than in 2020, and it is important to note that the significant increase in coffee consumption outside the home is a significant contributor to this.

Like many cities around the world, Bremen is also experiencing rapid growth in the coffee industry. Coffee lovers in the city are not only looking for quality drinks but also appreciate the unique experiences that coffee shops offer. Coffee shops in Bremen are not just places to enjoy coffee but also serve as community centres. They often host informal meetings, creating spaces for social interaction, discussions and art exhibitions.

Currently, the city of Bremen still has limited entertainment options, which is largely influenced by the increase in cultural activities, especially art and music. Although this is the biggest contributor to the city's economy, its impact on diversifying entertainment options is limited. This condition opens up opportunities for the development of a more diverse entertainment sector to fulfil the recreational needs of the community. Given the current limited entertainment options, cafes can be a creative solution to overcome the limited entertainment options that currently exist in the city of Bremen. Based on a point analysis on Google Maps (2024), there are more than 30 cafés in the city of Bremen that offer different location concepts to their visitors. From traditional to modern coffee shops, visitors can enjoy a variety of hot and cold coffee drinks.

The local government and community support the development of the coffee shop business. The presence of supportive policies, favourable facilities and active community participation create a conducive environment for the growth of the coffee shop industry. Despite this growth, the café industry in Bremen also faces challenges, including intense competition. With this background, sustainability initiatives and sustainable strategies are highlighted to maintain competitiveness (Hartono & Tinaprilla, 2018).

According to Kotler and Keller (2021) consumer preferences indicate consumer preferences from a wide selection of existing service products. Understanding consumer preferences when choosing a coffee shop is essential to support business growth and improve consumer experience. This research was initiated to answer the question of what factors most influence consumers' decision to choose a café in Bremen. Factors such as coffee taste, ambience, price and interior design are important (Suryana & Dasuki, 2013). Therefore, this study aims to (a) analyze the characteristics of coffee shop consumers in the city of Bremen, (2) analyze the influence of consumer preference attributes in the city of Bremen, Germany, on coffee shop customer satisfaction, and (3) analyze consumer preferences for coffee shop selection in the city of Bremen, Germany.

## RESEARCH METHODS

The study was conducted from October 2023 to January 2024. Sampling in this study used non-probability sampling techniques or non-random sampling with a purposive sampling method. In this method, sample articles are selected considering the criteria of the research objectives. The focus of this study is consumers who visited coffee shops in the city of Bremen in the last month.

Santoso (2020) mentioned that one of the most effective methods for understanding a person's object preference is conjoint analysis. In general, conjoint analysis typically uses six to seven significant attributes. The attribute level specifies the value that the attribute takes. The number of attribute levels affects the number of stimuli rated by respondents. To minimize the number of stimuli to be evaluated, restrictions apply to the number of levels used. The attributes used in this study are listed in Table 1.

**Table 1**

*Description of attribute and attribute levels*

No	Attribute	Level of attribute	Description
1	Product	1	Menu varied
		2	Attractive menu display
		3	Menu size according to price
2	Price	1	3€ - 5€
		2	5€ - 8€
		3	8€ - 10€
3	Cafe atmosphere	1	Indoor
		2	Semi Outdoor
		3	Outdoor
4	Cafe service	1	Fast service
		2	Responsive service
		3	Polite service
5	Location	1	Location close to residence
		2	Location far from residence
		3	Locations with smooth traffic flow
6	Facilities	1	Wi-fi
		2	Large parking lot
		3	Clean toilet

The six attributes included in this study have eighteen levels, consisting of one three-level attribute and one three-level attribute. Then the combinations formed by the levels are obtained, so  $3 \times 3 \times 3 \times 3 \times 3 \times 3 = 729$  stimuli. The combination formed theoretically means that consumers must evaluate 729 types of product combination levels. The reduction in the number of stimuli needs to be done using the orthogonal method to overcome the difficulties that consumers may face. Table 2 shows the reduction in the number of stimuli using fractional factorial design with orthogonal concepts using SPSS software. With this technique, the number of product profiles evaluated can be reduced to 18.

**Table 2**

*Combination of coffee shop attributes (stimuli)*

No	Product	Price per product	Atmosphere Coffee Shop	Coffee Shop Services	Location	Facility
1.	Attractive menu display	5€ - 8€	Indoor	Responsive service	Location close to residence	Clean toilets
2.	Menu varied	8€ - 10€	Outdoor	Responsive service	Location close to residence	Spacious parking area
3.	The menu size corresponds to the prices	3€ - 5€	Indoor	Responsive service	Location far from residence	Clean toilets
4.	The menu size corresponds to the prices	3€ - 5€	Outdoor	Responsive service	Location with smooth traffic flow	Spacious parking area
5.	Attractive menu display	3€ - 5€	Semi outdoor	Polite service	Location far from residence	Spacious parking area
6.	Menu varied	5€ - 8€	Indoor	Polite service	Location far from residence	Spacious parking area
7.	Menu varied	3€ - 5€	Semi outdoor	Fast service	Location close to residence	Clean toilets
8.	Attractive menu display	3€ - 5€	Outdoor	Polite service	Location close to residence	Wi-Fi
9.	Attractive menu display	8€ - 10€	Indoor	Fast service	Location with smooth traffic flow	Spacious parking area
10.	Attractive menu display	5€ - 8€	Semi outdoor	Responsive service	Location with smooth traffic flow	Wi-Fi
11.	The menu size corresponds to the prices	5€ - 8€	Outdoor	Fast service	Location far from residence	Wi-Fi
12.	The menu size corresponds to the prices	8€ - 10€	Indoor	Polite service	Location close to residence	Wi-Fi
13.	Menu varied	3€ - 5€	Indoor	Fast service	Location with smooth traffic flow	Wi-Fi
14.	The menu size corresponds to the prices	5€ - 8€	Semi outdoor	Fast service	Location close to residence	Spacious parking area
15.	Menu varied	8€ - 10€	Semi outdoor	Responsive service	Location far from residence	Wi-Fi
16.	Attractive menu display	8€ - 10€	Outdoor	Fast service	Location far from residence	Clean toilets
17.	Menu varied	8€ - 10€	Semi outdoor	Responsive service	Location far from residence	Wi-Fi
18.	Attractive menu display	5€ - 8€	Outdoor	Fast service	Location far from residence	Clean toilets

In this study, sampling is done using probability sampling method or random sampling using systematic random sampling method.

$$\begin{aligned} \text{Number of respondents} &= 3 \times \text{number of stimuli used} \\ &= 3 \times (K - k + 1) \end{aligned}$$

Where: K = Number of attribute levels; k = number of attributes

According to the above formula, the number of respondents to be used for this research is 39 respondents ( $3 \times (18 - 6 + 1)$ ). However, to minimize sampling errors, the minimum number of respondents is increased to 65, this number was selected with research time in mind and represents the number of respondents used in consumer preference research (Orme, 2020).

Riswan and Dunan (2019) stated that the purpose of conjoint analysis is to understand how a person's perception of an object consists of several parts. The main result of conjoint analysis is to produce product designs, goods, or services that are desired by most respondents, considering the attributes that respondents consider important.

The data collection method in this study was carried out by distributing questionnaires online using Google Form. The questionnaire was distributed on various social networks such as Instagram, LINE and WhatsApp. In this study, a Likert scale is used to measure research variables or attributes by evaluating combination of coffee shop attributes in the following ratings: 1 = Strongly disagree, 2 = Disagree, 3 = Agree and 4 = Strongly agree.

The types of data and sources used in this research are primary data and secondary data. Primary data is obtained through direct observation, namely by filling out a questionnaire via Google form to respondents who are in one of the cafeterias in the City of Bremen. The questionnaire contains questions to consumers who are shopping or have shopped at a cafe. In this study, secondary data is a type of data obtained indirectly such as through books, journals, the internet and other previous research. Secondary data is used to support and complement research.

## **RESULT AND DISCUSSIONS**

### **Background of Respondents**

This research was carried out by giving questionnaires to 65 respondents who had visited coffee shops in the city of Bremen in the last month. The respondents are from diverse backgrounds. The background information of respondents in this study includes gender, age, marital status, occupation, highest level of education, average income and average expenditure, which are presented in Table 3.

**Table 3**

*Background of respondents*

<b>Background Information</b>	<b>Amount (People)</b>	<b>Percentage (%)</b>
<i>Gender</i>		
Male	33	50,8
Female	32	49,2
<i>Current Age</i>		
<20 years old	3	4,6
20-30 years old	48	73,8
>30 years old	14	21,5
<i>Marital Status</i>		
Married	14	21,5
Not married	51	78,5
<i>Current job</i>		
Student	28	43,1
Private employee	23	35,4
Self-employed	7	10,8
Housewife	4	6,2
Unemployed	3	4,6
<i>Last Level of Education</i>		
Elementary School	0	0
Junior High School	1	1,5
Senior High School	26	40
Academy/Diploma	4	6,2
Undergraduate	27	41,5
Master	7	10,8
<i>Monthly income/pocket money</i>		
<1.000€	6	9,2
1.000€-1.500€	13	20
>1.500€	46	70,8
<i>Monthly expenses (excluding basic needs)</i>		
<500€	6	9,2
500€-1000€	41	63,1
>1000€	18	27,7

Based on Table 3, it is known that 50.8% of the respondents for this study were men and 49.2% were women. This shows that there is a balanced representation between genders in the population of respondents to the consumer characteristics of the City of Bremen. Respondents consisted of various age groups. As many as 73.8% were aged 20 to 30 years. Followed by 21.5% aged >30 years, 4.6% aged <20 years. Meanwhile, regarding marital status, the majority of respondents who answered this research questionnaire were unmarried, 78.5% while 21.5% were married. This provides information that consumers who are not married have a high interest in coffee shops in the city of Bremen.

The majority of respondents in this research work as students, namely 43.1%. Followed by 35.4% of private sector employees. The highest percentage of average monthly expenditure of 500€ to 1,000€ was 63.1% followed by 27.7% >1,000€. In third place, <500€ is 9.2%. Based on the information obtained from expenditure, it can be seen that the respondent's income is in line with the respondent's expenditure, 70.8% of respondents have an income of >1,500€, followed by 20% with an income of

1,000€ to 1,500€. In third place there were 9.2% of respondents with income <1,000€. The information obtained from the expenditure and income of this research is that the majority of research respondents are in the upper middle economic class. The majority of respondents in this research had a bachelor's degree, namely 41.5%. Followed by 40% with a high school education and third place with 10.8% with a master's degree. Based on these data, it can be concluded that the majority of respondents who visit coffee shops in the city of Bremen have high education (Pardede & Haryadi, 2017).

### **Lifestyle Characteristics of Respondents**

The next stage is that respondents are asked to answer several questions related to the lifestyle characteristics of coffee shop consumers. Questions include: how often you visit the coffee shop, who you usually visit with, when you visit the coffee shop, what actions to take when the coffee shop is full, where to find out about the coffee shop, what form of promotion you want at the coffee shop, how much it costs when going to a coffee shop if the coffee shop experiences a price increase, how to decide to visit a coffee shop, and what are the benefits you look for when visiting a coffee shop. Hence, Table 4 shows the results of lifestyle characteristics of respondents.

**Table 4**  
*Lifestyle characteristics of respondents*

<b>Description</b>	<b>Amount (People)</b>	<b>Percentage (%)</b>
<i>How often do you visit the coffee shop on average?</i>		
Once a week	13	20.0
2-3 times a week	17	26.2
4-5 times a week	21	32.3
6 times a week	14	21.5
Every day	0	0.0
<i>Time to visit the coffee shop</i>		
Weekend	12	18.5
Weekday	53	81.5
<i>Time tendency to visit a coffee shop</i>		
10.00 AM-13.00 PM	21	32.3
13.00 PM-16.00 PM	9	13.8
16.00 PM-20.00 PM	35	53.8
<i>Who do you usually visit the coffee shop with?</i>		
Alone	19	29.2
Couple	13	20.0
Friends	27	41.5
Family	6	9.2
<i>The cost of one visit to the coffee shop</i>		
3€-5€	11	16.9
5€-8€	27	41.5
8€-10€	21	32.3
>10€	6	9.2

Based on Table 5, it can be concluded that respondents from this study visited the coffee shop of their choice four to five times a week with the highest percentage 32.3%. Followed by 26.2% of respondents who visited two to three times a week. Furthermore, the majority of people who accompanied respondents when visiting the coffee shop of their choice in this study were 41.5%. For

respondents, this was considered suitable as a place to relax and relax with friends or conduct business discussions with partners.

Based on the data obtained, it is known that the majority of coffee shop respondents in the City of Bremen choose to visit the coffee shop of their choice on weekdays with a percentage of 81.5%. However, 18.5% of respondents visited on weekends. Regarding the trend of visiting coffee shops, the majority of Bremen City coffee shop respondents chose to visit between 16.00 PM and 20.00 PM, 53.8% because according to respondents, the afternoon to evening time was considered to be the right time to relax or unwind. Regarding the costs incurred in one visit, 41.5% of respondents chose to prepare 5€ to 8€ for one visit. This is related to the income and employment of those who are mostly students and university students.

### **Customer Decision Making Process**

In the decision-making process to purchase a product, consumers follow a series of stages consisting of the pre-purchase phase, the purchase process, and the post-purchase phase. According to Kotler and Keller (2021) there are five stages in the consumer decision making process, namely recognizing problems, seeking information, evaluating alternatives, making purchasing decisions, and involving behaviour post-purchase.

### **Introduction to Process Requirements**

Decision making begins with the need recognition stage. In this research, the need recognition process was analyzed by asking why, when, and habits of visiting coffee shops. Table 5 shows the distribution of respondents in the need recognition analysis.

**Table 5**

*Recognition of respondent needs*

<b>Description</b>	<b>Amount (People)</b>	<b>Percentage (%)</b>
<i>The main reason for going to the coffee shop</i>		
Hungry/thirsty	7	10.8
Just want to try	4	6.2
Affordable price	3	4.6
Diverse menu	2	3.1
Distinctive taste	6	9.2
Facilities	4	6.2
Sales promotion	17	26.2
Location	20	30.8
<i>The benefits when visiting a coffee shop</i>		
Lifestyle/trends	6	9.2
Delicious taste	37	56.9
As a symbol of social status	3	4.6
Enjoy the atmosphere	16	24.6
Others	3	4.6

Based on Table 5, it can be seen that 56.9% of coffee shop respondents in the City of Bremen visited the coffee shop of their choice looking for a good taste of coffee and 24.6% looked for a comfortable

atmosphere in the coffee shop. This allows customers to enjoy coffee and enjoy their time at the coffee shop of their choice.

### **Search for Information by Consumer**

Consumers will look for information about a product they want. The information obtained by consumers can be a consideration for purchasing a product. In analyzing information searches, consumers are asked questions about sources of information about coffee shops. Table 6 shows respondents' information searches.

**Table 6**  
*Search for information by respondents*

<b>Description</b>	<b>Amount (People)</b>	<b>Percentage (%)</b>
<i>How to find out which coffeeshop you want to go to</i>		
Family	5	7.7
Friends	17	26.2
Advertising (banners, billboards)	25	38.5
Mass/electronic media	18	27.7
<i>Desired sales promotion</i>		
Discount	36	55.4
Immediate gift	2	3.1
Additional portions	1	1.5
Special events (live music, karaoke)	14	21.5
Menu diversity	12	18.5

Based on Table 6, it can be seen that advertising via banners or billboards is 38.5% the source of information that most influences coffee shop respondents in Bremen City. Furthermore, there is a form of promotion that attracts consumer interest in making purchases with a discount at the coffee shop, namely 55.4% (Orme, 2020).

### **Respondents Purchasing Decisions**

The purchasing decision stage is the next process after consumers recognize alternative evaluations. Purchasing decisions through analysis which includes the focus of consumer attention when considering visiting a coffee shop. Table 7 shows respondents' purchasing decisions.

**Table 7**  
*Respondents purchasing decisions*

<b>Description</b>	<b>Amount (People)</b>	<b>Percentage (%)</b>
<i>How to decide to visit a coffee shop</i>		
Planned/intentional	13	20.0
Depending on the situation	37	56.9
Suddenly	15	23.1

In Table 7, the way consumers decide to visit a coffee shop, 56.9% of respondents choose depending on the situation. This is because deciding to visit depends on the situation, which means that the decision to visit a coffee shop is influenced by certain conditions or contexts that the respondent is

facing at one time. Examples of situations faced by respondents are weather conditions, time availability, desire to relax and the need to work or study.

### **Evaluation of Respondents' Alternatives**

Alternative evaluation is the next process after consumers recognize the information search process. The information obtained will form the criteria that will be used in the alternative evaluation process. This stage is investigated through questions regarding the main considerations in choosing a coffee shop. Table 8 shows the respondents' alternative evaluations.

**Table 8**  
*Evaluation of respondents' alternatives*

<b>Description</b>	<b>Amount (People)</b>	<b>Percentage (%)</b>
<i>If the coffee shop you are going to is full</i>		
Canceling the intention	12	18.5
Wait until you get a place	4	6.2
Look for another coffee shop	49	75.4

In Table 8, it can be seen that 75.4% of respondents will look for another place if the coffee shop they were going to was full.

### **Post-purchase Behaviour of Respondents**

The final stage of the decision-making process to visit a coffee shop is post-purchase behaviour. Consumers will provide product information that can fulfil their desires. If the product does not meet expectations, consumers will be disappointed and if the product meets expectations consumers will be satisfied (Kotler & Keller, 2021). This stage is analysed by asking consumers' attitudes if prices at the desired coffee shop increase. Table 9 shows the post-purchase behaviour of respondents.

**Table 9**  
*Post-purchase behaviour of respondents*

<b>Description</b>	<b>Amount (People)</b>	<b>Percentage (%)</b>
<i>Prices on the menu at selected coffeeshops have</i>		
Will still buy	16	24.6
Did not buy it	3	4.6
Move to a cheaper coffee shop	41	63.1
Reduce the frequency of purchase	5	7.7

In Table 9, if prices on the coffee shop menu increase by 5-10%, respondents will be moved to a cheaper coffee shop by 63.1% and will still make purchases by 24.6%. These consumers' responses show that most coffee shop visitors are sensitive to price. Price changes will greatly influence the decision to purchase products and move to another coffee shop which is considered to provide cheaper prices. This condition is a challenge for coffee shop business actors in the city of Bremen to be able to continue offering coffee at affordable prices with good quality service. On the other hand, there are also opportunities for a combination of promotional price strategies to attract consumers to certain products.

### **Consumer Preferences for Coffe Shops in the City of Bremen, Germany**

The researcher analyzed consumer preferences for selecting coffee shops in the city of Bremen using conjoint analysis using SPSS. The attributes used are product, price, coffee shop atmosphere, coffee shop service, location and facilities. This assessment criterion is the importance of each attribute as seen from the relative importance values. Results shown which attributes are most important in selection moment choose coffee shop Table 11.

**Table 11**

*Results of conjoint analysis of coffee shop attributes and coffee shop importance values*

<b>Attributes</b>	<b>Importance Values</b>
Product	14.649
Price	14.870
Atmosphere	17.163
Service	14.702
Location	16.009
Facilities	22.607
Total	100.000

Based on the importance value of the attributes, in the first rank the most important attribute is the facility attribute with a value of 22.607, which means that consumers prioritize the facility attribute in their consideration of visiting a coffee shop in the city of Bremen. In consumers' consideration of facility attributes, it is an important factor in attracting customer interest because facilities are the services and comfort provided by the coffee shop to improve the consumer experience. Based on the utility estimate conjoint level value, the facility attribute chosen by respondents was a clean toilet because it is rare for outside entertainment venues to provide clean toilets for free.

Furthermore, the atmosphere attribute has an importance value of 17.16. These results show that consumers pay attention to the coffee shop atmosphere after considering the facilities at the coffee shop they will visit. Based on the utility estimate conjoint level value, the coffee shop atmosphere attribute chosen by respondents is a coffee shop atmosphere that has an outdoor atmosphere which allows consumers to enjoy an open atmosphere to smoke and relax while enjoying the atmosphere outside (Kotler & Keller, 2021).

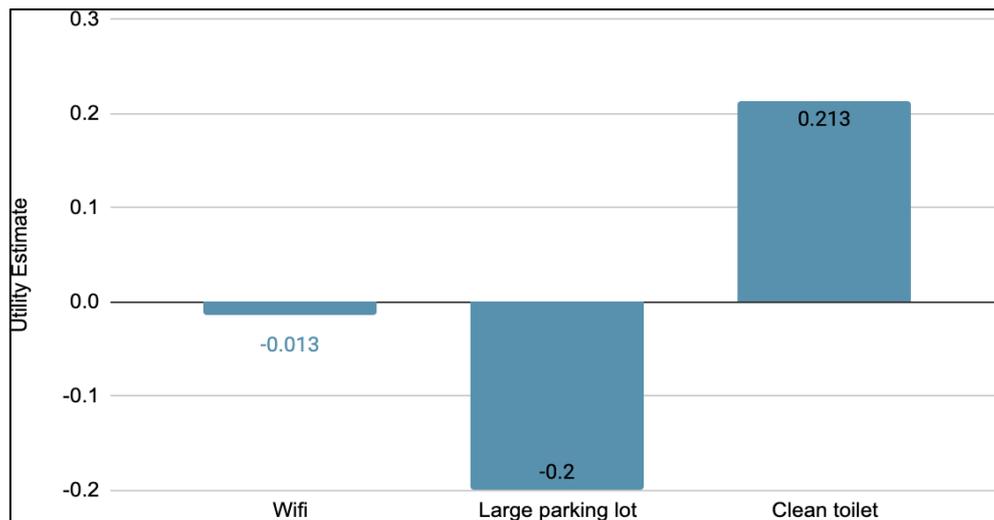
The third position, namely the location attribute, has an importance value of 16.009. Based on the utility estimate conjoint level attribute value, the selected location is not close to where they live. This reflects that respondent prefer coffee shops that are not too close to where they live because it is better to make coffee at home instead of going to the coffee shop near their home. Furthermore, the fourth consideration chosen by consumers is the price attribute with a value of 14,870. Based on the utility estimate conjoint level attribute the price chosen is around 3€ to 5€.

Furthermore, the fifth consideration chosen by consumers is service attribute. This attribute has an importance value of 14.702. These results show that coffee shop service attributes are also important attributes for consumers when visiting coffee shops in the city of Bremen. Based on the utility estimate conjoint level value of the coffee shop service attributes chosen, consumers prefer polite service. In the last position is the product attribute with an importance value of 14.649. This result shows that

consumers do not consider product attributes to be very important in choosing a coffee shop in the city of Bremen.

### ***Facilities***

Generally, the facilities provided by a coffee shop are WiFi, parking space, toilets, live music and chairs. The more complete the facilities provided at a coffee shop, the more satisfied consumers will be and make the coffee shop a priority based on the perception obtained from the completeness of the facilities provided.



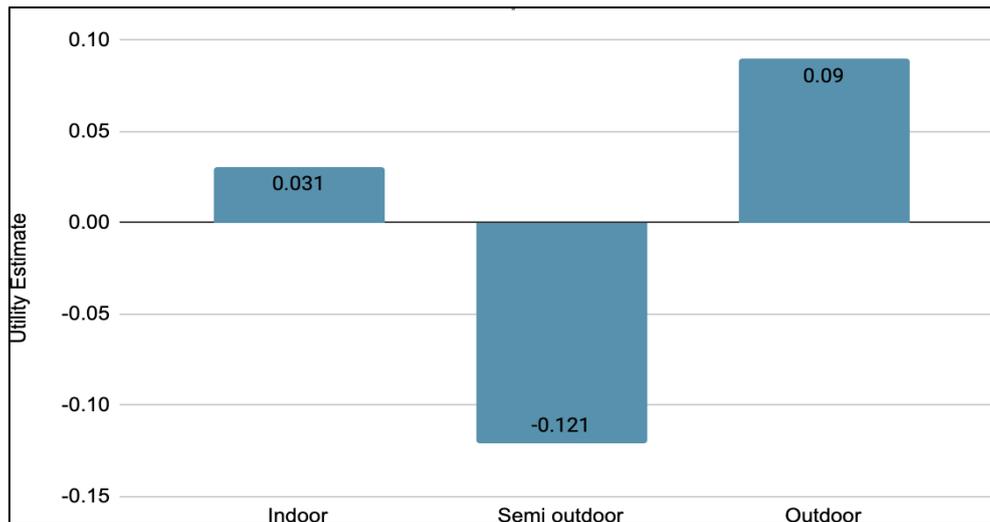
**Figure 1**

*Utility value of coffee shop facilities*

Based on the results of the conjoint analysis in Figure 1, it can be concluded that consumers tend to prefer coffee shop facilities that have clean toilets. This can be seen from the significant and positive estimated utility value (0.213) for the clean toilet attribute. On the other hand, Wi-Fi facilities and large parking areas received smaller scores (-0.013) and (-0.2). Based on this data, it can be seen that consumers in the city of Bremen prefer and want the coffee shop facilities provided to be clean toilets, because it is rare for outdoor entertainment venues to provide clean toilets for free. Apart from that, the WiFi attribute is a further consideration in attracting consumers to coffee shops in the City of Bremen considering that the majority of respondents in the City of Bremen are students and workers with an age range of 20 to 30 years.

### ***Atmosphere***

An attractive coffee shop design is able to provide the same coffee shop atmosphere that consumers desire. In the current competition in the coffee shop business, there are three atmospheres, namely indoor, semi-outdoor and outdoor.

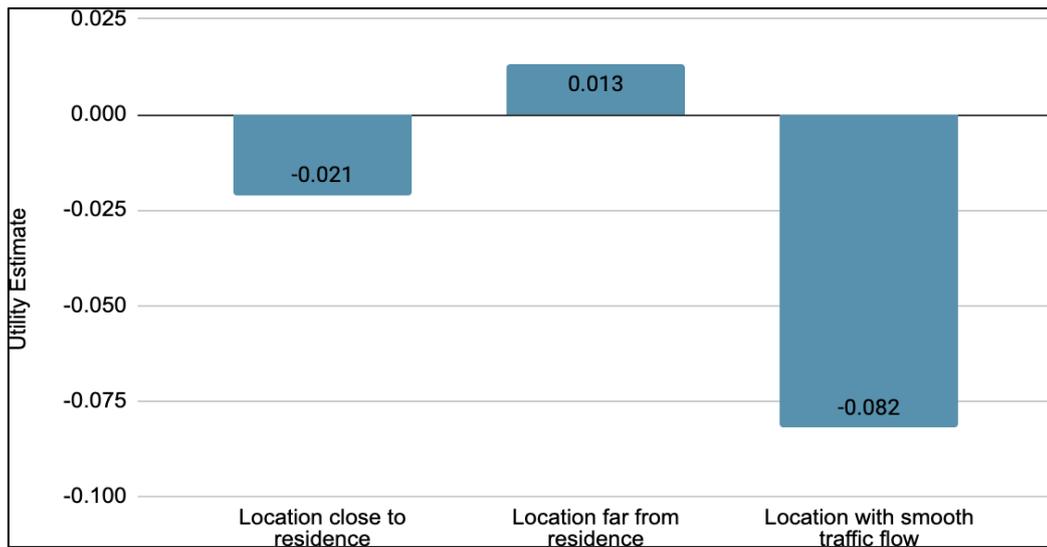


**Figure 2**  
*Utility value of coffee shop atmosphere*

Based on the results of the conjoint analysis in Figure 2, it can be seen that respondents prefer a coffee shop atmosphere with an outdoor atmosphere. This can be seen from the large and positive estimated utility value (0.09). The outdoor coffee shop atmosphere has the highest utility value because the outdoor space has an open place for smoking and relaxing while enjoying the surrounding area. Meanwhile, a coffee shop with an indoor atmosphere has a utility estimate of (0.031), which allows respondents to enjoy coffee in a more private room. Respondents did not like the semi-indoor atmosphere, and this can be seen from the results of the small and negative utility estimate (0.121). From the results of this conjoint analysis, it can be seen that consumer preferences for coffee shop atmospheres in the city of Bremen are coffee shop atmospheres that have an outdoor atmosphere. These results show the opportunity for coffee shop business actors to design their business to be more favourable to consumers who like the outdoors with dynamic chairs that are comfortable to use by visitors who come with friends or partners.

### **Location**

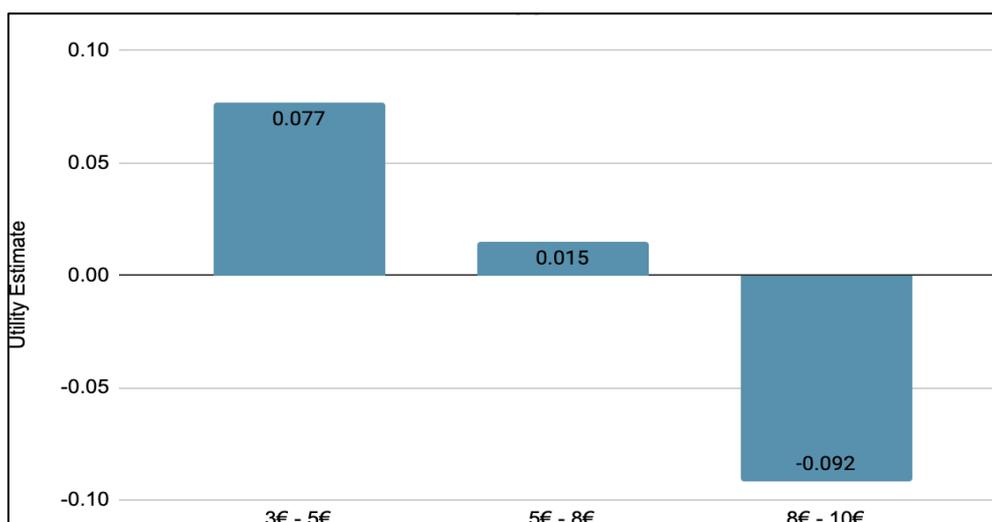
Location close to where they live is an important factor that consumers often consider when visiting a coffee shop, but not everyone agrees with this statement. In the conjoint analysis in Figure 3 it can be seen that the location attribute far from where one lives gets a positive response from respondents, which is indicated by an estimated value of (0.013). On the other hand, the attribute of location close to residence and location with smooth traffic flow received a small and negative response (-0.021) and (-0.082). This shows that consumers are less interested in coffee shop locations with smooth traffic flow. This reflects that respondent prefer coffee shops that are not too close to where they live due to the culture in the city of Bremen of enjoying coffee while enjoying a trip out. They will feel at a loss if they enjoy coffee close to where they live because it is better to just make coffee at home. Most of the respondents who are also workers and students usually buy coffee on their way to work or school, or even on their way home. This is one of the factors supporting respondents not buying coffee near the house. The results of this research are also a consideration if coffee shop entrepreneurs should choose a location that is not too close to housing or work locations but is still easy to reach.



**Figure 3**  
*Utility value of coffee shop location*

**Price**

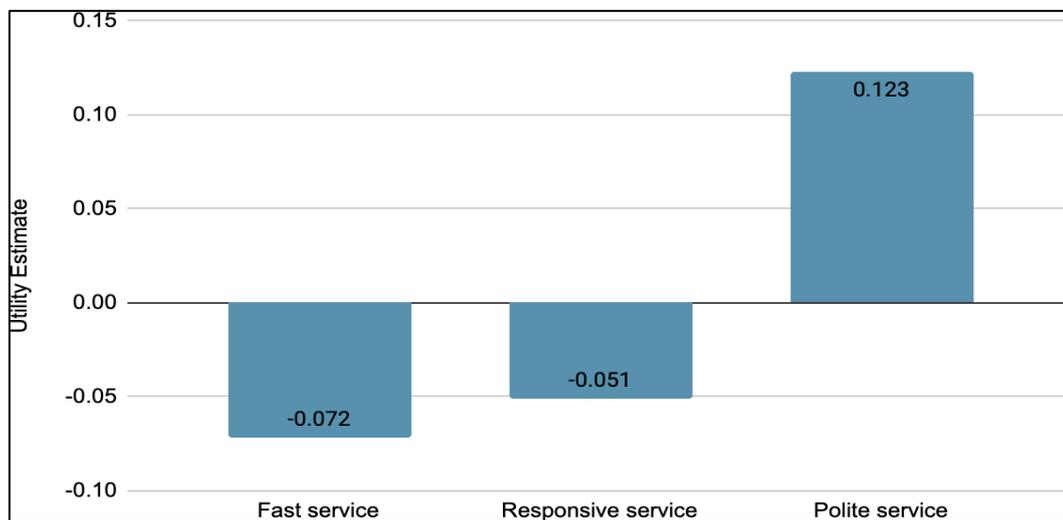
Based on the results of the conjoint analysis in Figure 4, it is known that respondents like coffee shop products with a price range of 3€ to 5€. This can be seen from the large and positive estimated utility value (0.077). This price range is in accordance with the results of identifying the characteristics of coffee shop consumers in Bremen City, the majority of whom are students and workers and have an average monthly expenditure of 500 € - 1,000 €, while coffee shop products are priced at 5 € to 8 € and 8 € to 10 € less liked by respondents. This can be seen from the small, estimated utility values (0.015) and (-0.092). The description of utility at this price opens up opportunities for entrepreneurs to sell coffee at affordable prices and there are other interesting menus to accompany coffee.



**Figure 4**  
*Utility value of coffee shop prices*

### **Service**

Good service creates a positive experience; service plays an important role in increasing consumer satisfaction at a coffee shop and service factors can differentiate it from other coffee shop competitors.

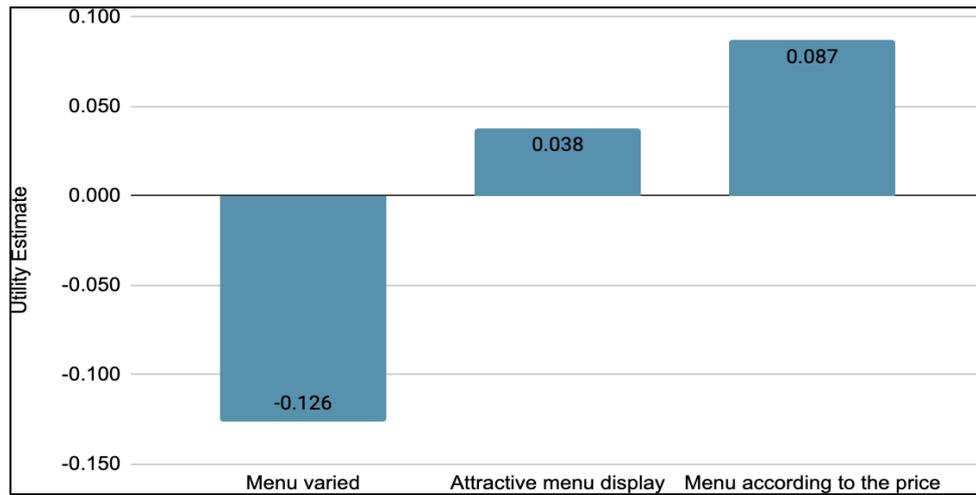


**Figure 5**  
*Coffee shop service utility value*

Based on the results of the conjoint analysis in Figure 5, it can be seen that consumers prefer polite service, this can be seen from the large and positive estimated utility value of (0.123). On the other hand, the attributes of responsive service and polite service get lower estimated utility values, namely (-0.051) and (-0.072). This small and negative value shows that consumers are less concerned with fast service and responsive service. Polite service can give a good impression to customers so that this makes consumers feel satisfied by visiting the coffee shop. The results of this conjoint analysis include personal factors in influencing consumer behaviour in making decisions when visiting a coffee shop.

### **Product**

Products are one of the factors considered by consumers when visiting a coffee shop. If the products sold in a coffee shop are able to provide satisfaction to consumers, it will influence consumer purchasing decisions or increase the level of consumer visits. The higher the level of consumer satisfaction with a product, the higher the level of consumer visits to a coffee shop.



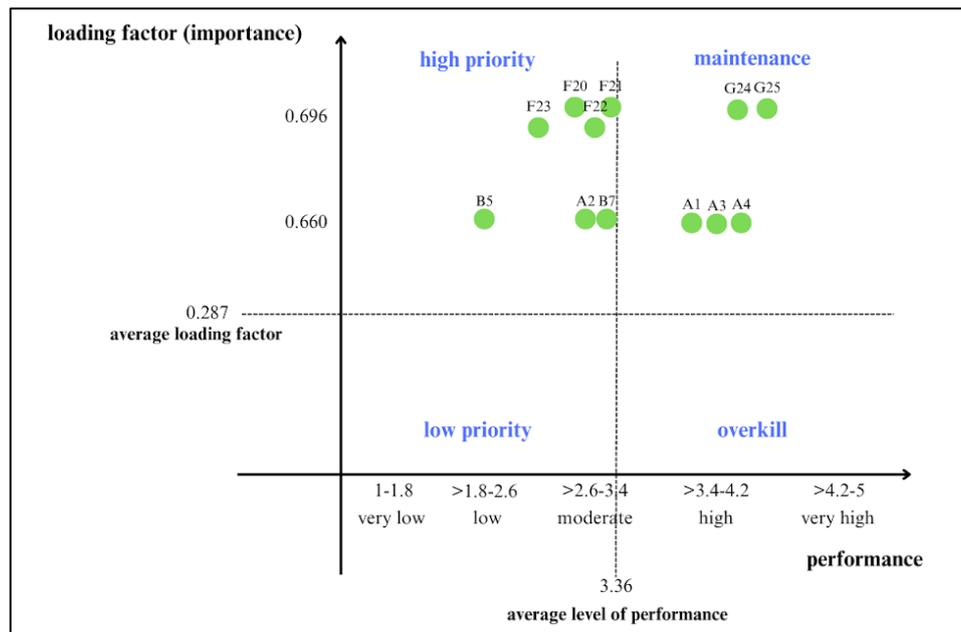
**Figure 6**  
*Utility value of coffee shop products*

The product is an important attribute that is taken into consideration by consumers when making purchasing decisions. This is because product considerations will be an indicator for consumers to like or not a product. An attractive product display can increase consumer satisfaction and influence the image of the coffee shop. Based on the results of the conjoint analysis in Figure 6, it is known that respondents like product sizes that match the price (Kotler & Armstrong, 2020). This can be seen from the large and positive estimated utility value (0.087). The appearance of an attractive menu with a value of (0.038) and a varied menu (-0.126) was less liked by the Bremen City coffee shop respondents with the estimated utility results being small and negative. Coffee shop entrepreneurs in the City of Bremen can customize products according to prices with an attractive menu display to attract the interest of coffee shop consumers in the City of Bremen.

**Table 6**  
*Value of indicator variables*

Variable	Value	
<i>A Variable: Positive technology readiness - optimism</i>		
1 We think about using technology (example: AR technology)	3.59	High
2 We always choose to use the most up-to-date technology	2.94	Moderate
3 We find ourselves being more productive by using technology	3.72	High
4 We feel that using technology can help get work done without being limited by place and time	3.75	High
<i>B Variable: Positive technology readiness – innovativeness</i>		
5 We always strive to be at the forefront of implementing technology	2.59	Low
7 We always follow the latest technological developments	3.13	Moderate
<i>C Variable: Perceived ease of use</i>		

20	We find technology (example: AR technology) easy to use in everyday life	3.16	Moderate
21	We find technology (example: AR technology) easy to learn	3.34	Moderate
22	We find technology (example: AR technology) interactions easy to understand	3.28	Moderate
23	We found technology (example: AR technology) easy to operate	3.03	Moderate
<i>D Variable: Intention to use</i>			
25	We predict that technology (example: AR technology) will be increasingly used in the food industry in the future	4.09	High
26	We will be leveraging technology (example: AR technology) a lot in the future	3.75	High
Average		3.36	



**Figure 7**

*Importance performance analysis*

The graph illustrates the condition of each indicator of the influential variables are positive technology readiness, perceived ease of use, and intention to use with the results:

- Indicators in the maintenance quadrant are indicators A1, A3, A4, G24, and G25 already have good performance with a high effecting the intention to use. So that good maintenance is needed so as not to reduce optimism and also interest in the use of technology in the food industry in Indonesia.
- Indicators that are in the high priority quadrant, namely indicators A2, B5, B7, F20, F21, F22, and F23, need greater attention and also strategies so that they can be improved in the future by doing:

1. Increase the willingness and confidence of food industry players to use the latest technology in their business. This is intended to make it easier to improve the quality of the products produced so that later they can compete in the market.
2. B5 and B7 indicators are related to innovation, so there must be an encouragement for food industry players to innovate in their products, especially related to the use of technology so that it is always at the forefront and updated in its use. This will affect the market share of the products produced by the food industry actors.
3. F20, F21, F22, and F23 indicators are concerned with understanding and ease of use of technology itself. Judging from the results that are still at a moderate level, it means that food industry players still feel that technology is not easy to use. In fact, on the other hand, this variable has the highest effecting on intention to use. So there needs to be a strategy to be able to provide encouragement to food industry players. To be able to understand and then use technology by conducting education that is more interesting, more intense, and easy to understand by food industry players.

## **CONCLUSIONS**

Based on the results of the identification of research characteristics of consumer preferences in choosing a coffee shop in the city of Bremen, it can be concluded that the interest for the purchasing power of coffee shop consumers in the future is quite high, this can be seen from consumers who have a high interest in coffee shops in the city of Bremen. Consumers are balanced in gender, between the female and male populations. The majority of consumers are between 20 and 30 years old and unmarried. Most consumers have a job as a private employee and students with the last education are balanced between high school and undergraduate. The average monthly expenditure is equivalent to the respondent's income, which can be categorized as middle to upper class. Thus, the data shows that coffee shops in the city of Bremen have consumers with a strong interest in coffee shop visits that range from teenagers to adults.

The consumer preferences of coffee shop visitors in the City of Bremen are closely related to the important values that consumers choose when deciding on a purchase based on the order of important values. It is known that coffee shop consumers in the City of Bremen attach great importance on facilities, coffee shop atmosphere, location, price, coffee shop service and products. Another reference shown is visits with friends, alone or with a partner with a tendency to visit from 16.01 to 20.00. Consumers go to the coffee shop by wanting promotions offered by the coffee shop in the form of discounts and special events held such as live music. Coffee shops that experience price increases 5% - 10% can reduce the frequency of consumer purchases because consumers will look for other coffee shops with a cheaper price considering that the majority of consumers in the city of Bremen are students.

Based on the analyzed attributes, it is known that each consumer preference attribute is very closely related to consumer satisfaction and decision making. The attributes that are considered more preferred by consumers when visiting a coffeshop have a positive and higher value when compared to other attributes. The attributes that consumers consider are, product size corresponds to price, price range from 3€ to 5€, having an outdoor atmosphere, polite service, and the coffee shop has clean toilet facilities.

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