**ABSTRACT**

Madeleine Lyman / 75150010/2019 / *Consumer Preference in the Selection of Coffee Shops in North Jakarta / Supervisor :* Ir. Tumpal J.R. Sitinjak, M.M.

*The growth of these modern coffee outlets has skyrocketed and is mushrooming in various regions. Indonesia is a big market for this business because the middle class continues to grow and Indonesia has a very large population. Apart from the many assumptions that the coffee shop is just a trend, the fact is that changes in the lifestyle of the Indonesian people also continue to drive the growth of the coffee shop industry*

*To understand the problem more deeply, researchers must understand consumer behavior which consists of consumer characteristics, perceptions and preferences of consumers well and consumer decision-making processes. To understand a coffee shop product, a correct understanding of products and product attributes is needed.*

*The variables used are location, facility, purpose, and product. By using non-probability sampling techniques, and communication techniques in data collection. The analytical method used is descriptive analysis and conjoined analysis methods.*

*The results to be examined in this study are the percentage of respondent characteristics and majority answers obtained from respondents regarding the process of purchasing decisions through descriptive analysis, and attribute combination preferences in the form of calculation of attribute ulitities, attribute importance values, summary utility of each level, and analysis level of importance of atribute through conjoint analysis.*

*So that it can be concluded in the form of information about consumer preferences for coffee shops that have various attributes and levels as a whole in the form of rating and suggestions to readers in designing a coffee shop in facing the facts of the coffee shop business and so that the combination of attributes is favored by North Jakarta consumers.*

*Keywords: Consumer Preference, Consumer Decision*