



STRATEGIC RECOMMENDATION FOR CAFÉ BUSINESS BASED ON CONSUMER PREFERENCES FOR FUNCTIONAL FOOD IN JAKARTA

SALWA SAAJIDAH



**STUDY PROGRAM OF BUSINESS
SCHOOL OF BUSINESS
IPB UNIVERSITY
BOGOR
2025**



@Hak cipta milik IPB University

Hak Cipta Dilindungi Undang-undang

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
 - b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.

STATEMENT REGARDING UNDERGRADUATE THESIS, SOURCES OF INFORMATION, AND DELIVERY OF COPYRIGHT

I hereby declare that the undergraduate thesis entitled “Strategic Recommendation for Café Business Based on Consumer Preferences for Functional Food in Jakarta” is my work under the direction and guidance of my supervising lecturers and has not been submitted in any publications to any university. Sources of information derived from or quoted from published and unpublished works of other authors have been mentioned in the text and listed in the bibliography at the end of this thesis.

I hereby entrust the copyright of my undergraduate thesis to IPB University

Bogor, 2025

Salwa Saajidah
K1401201846



ABSTRACT

SALWA SAAJIDAH. Strategic Recommendation for Café Business Based on Consumer Preferences for Functional Food in Jakarta Café. Supervised by UJANG SUMARWAN and FITHRIYYAH SHALIHATI.

Jakarta's café culture grew rapidly after the COVID-19 pandemic as rising health awareness encouraged consumers to adopt functional foods. This study used surveys and in-depth interviews with 153 café visitors in Jakarta, analyzed through descriptive statistics and conjoint analysis to identify key attributes influencing choices. Results show that most respondents were young women aged 21–25, mainly students and private employees with monthly spending below Rp5 million, and their interest in functional foods increased after the pandemic. Conjoint analysis found food quality, especially freshness, as the most influential attribute, followed by price, ingredients, lifestyle, and café environment. Consumers preferred fresh, animal-based menus at mid-range prices, reflecting a balance between affordability and health consciousness. The findings suggest cafés should offer nutritious, affordable, and visually appealing functional foods while emphasizing sustainability and health values to attract Jakarta's young, health-conscious consumers.

Keywords: conjoint analysis, decision making, health awareness, lifestyle, sustainability, urban consumers

ABSTRAK

SALWA SAAJIDAH. Rekomendasi Strategis untuk Bisnis Kafe Berdasarkan Preferensi Konsumen terhadap Pangan Fungsional di Jakarta. Dibimbing oleh UJANG SUMARWAN dan FITHRIYYAH SHALIHATI.

Budaya kafe di Jakarta meningkat pesat pascapandemi COVID-19 seiring tumbuhnya kesadaran kesehatan yang mendorong konsumsi pangan fungsional. Penelitian ini menganalisis preferensi konsumen melalui survei daring dan wawancara mendalam terhadap 153 pengunjung kafe, dengan analisis deskriptif dan konjoin untuk menentukan atribut paling berpengaruh. Hasil menunjukkan mayoritas responden adalah perempuan muda usia 21–25 tahun, terutama mahasiswa dan karyawan swasta dengan pengeluaran bulanan di bawah Rp5 juta, serta minat terhadap pangan fungsional meningkat setelah pandemi. Analisis konjoin menegaskan kualitas pangan, khususnya kesegaran, sebagai atribut utama, disusul harga, bahan, gaya hidup, dan lingkungan kafe. Konsumen cenderung memilih menu hewani segar dengan harga menengah yang menyeimbangkan keterjangkauan dan kesadaran kesehatan. Rekomendasi penelitian ini adalah kafe perlu menyediakan pangan fungsional bergizi, terjangkau, menarik, dan berorientasi keberlanjutan untuk menjangkau konsumen muda Jakarta yang sadar kesehatan.

Kata kunci: analisis konjoin, gaya hidup, kesadaran kesehatan, konsumen urban, pengambilan keputusan, keberlanjutan



@Hak cipta milik IPB University

Hak Cipta Dilindungi Undang-undang

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
 - b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.

© Copyright by IPB, 2025
Copyright protected by Law

It is prohibited to quote part or entire report without mentioning or citing the source. The citation is only for purpose of education, research, writing scientific papers, compiling reports, writing critiques, reviewing a problem, or public dissemination, and the citation does not inflict harm to IPB.

The transfer of copyright for written works from collaborative research with parties outside IPB must be based on the relevant cooperation agreement.

Hak Cipta Dilindungi Undang-undang

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
 - b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.





STRATEGIC RECOMMENDATION FOR CAFÉ BUSINESS BASED ON CONSUMER PREFERENCES FOR FUNCTIONAL FOOD IN JAKARTA

SALWA SAAJIDAH

Final Thesis

As one of the requirements to obtain a degree of
Bachelor of Business
at the School of Business

**STUDY PROGRAM OF BUSINESS
SCHOOL OF BUSINESS
IPB UNIVERSITY
BOGOR
2025**

@Hak cipta milik IPB University

Hak Cipta Dilindungi Undang-undang

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
 - b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.

Undergraduate Thesis Examination Committee:
1. Dr. Raden Dikky Indrawan, S.P., M.M.
2. Achmad Fadillah, S.E., M.Sc., Ph.D.



Title of Thesis : Strategic Recommendation for Café Business Based on Consumer Preferences for Functional Food in Jakarta

Name : Salwa Saajidah

Student ID : K1401201846

Approved by

Supervisor 1:

Prof. Dr. Ir. Ujang Sumarwan, M.Sc



Supervisor 2:

Fithriyyah Shalihati, SE, MM



Acknowledged by

Head of Undergraduate Program:

Dr. Siti Jahroh, B.Sc., M.Sc.

NIP 19771126200812200



Examination Date:
11th August 2025

Graduation Date:



FOREWORD

All praise and gratitude are due to *Allah subhaanahu wa ta'ala* for all His blessings to ensure that this scientific work is successfully completed. It is because of His grace and guidance that I was able to finish my undergraduate thesis entitled “Strategic Recommendation for Café Business Based on Consumer Preferences for Functional Food in Jakarta”, which was conducted from March to June 2025.

I would like to take this opportunity to express my gratitude to those who have provided their support and assisted in the completion of this thesis. First and foremost, to Prof. Dr. Ir. Ujang Sumarwan, M.Sc., my primary advisory lecturer, I am honored and grateful for the constant guidance, and patience he has given me throughout the entire process of this research. To Ms. Fithriyyah Shalihati, SE, MM., my secondary advisory lecturer whom I am equally grateful for also spending her valuable time and patience in providing me with steadfast guidance, knowledge, encouragement, and advice throughout my undergraduate thesis journey. I am eternally thankful to have had a mentor who was always so willing to enlighten me with their expertise and guidance regardless of how grueling it may be. Lecturers of School of Business IPB who have educated and guided the author during the lectures.

To my beloved parents, Sigit and Retno, and to all my siblings and extended family whom I cannot mention one by one, thank you for your continuous encouragement, prayers, and support. I carry your love with me always. Thank you for the endless love, care, and unwavering support you have given me throughout every challenge. A special thank you to my sister, Maulida Intan, for directly guiding me and diligently checking my thesis. Your help and presence have made a huge difference in this journey. I am truly proud to be part of such a devoted and caring family. Your belief in me, especially during moments when I doubted myself, has meant more than words can express. To my closest friends, Resty, Muthia, Jihan, Khalisa, Azzahratul, Anastasia, Azel, Zulfa, Nadia, Asih, Grace. I cannot adequately express my gratitude to you. Thank you for all you have given me, and for being such an indispensable part of my life. And lastly, I would like to express my gratitude to my batchmates for their constant motivation, strength, and inspiration.

Bogor, 2025

Salwa Saajidah

TABLE OF CONTENTS

LIST OF TABLES	ii
LIST OF FIGURES	ii
LIST OF APPENDIX	ii
I INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	3
1.3 Objectives	5
1.4 Benefits of Study	5
1.5 Scope	5
II LITERATURE REVIEW	6
2.1 Functional Food	6
2.2 Cafe	6
2.3 Consumer Preferences	7
2.4 Consumer Characteristic	8
2.5 Consumer Decision Making	9
2.6 Analytical Tools in Consumer Preferences	10
2.7 Previous Research	11
2.8 Research Framework	13
III METHOD	14
3.1 Time and Place	14
3.2 Type and Source of Data	14
3.3 Sampling Method	14
3.4 Data Analysis and Processing Technique	15
IV RESULT AND DISCUSSION	23
4.1 Characteristics of Respondents	23
4.2 Consumer Decision Making Process	25
4.3 Consumer Preferences	30
4.4 Analysis of Attribute Importance	33
4.5 Analysis of Respondent Characteristics in Relation to Preferences and Decision-Making	34
4.6 Managerial Implication for Café Business	35
V CONCLUSIONS AND RECOMMENDATIONS	37
5.1 Conclusions	37
5.2 Recommendations	37
REFERENCES	38
APPENDIX	45
BIOGRAPHY	60



LIST OF TABLES

1	Review of previous studies	11
2	Literature review of attributes result	16
3	Results of in-depth interview	18
4	Explanation of attributes and attribute levels	18
5	Combination of attributes and attribute levels (stimuli)	21
6	Characteristics of respondents	23
7	Recognition of needs for functional food as additional menu in café	26
8	Search of information for functional food as additional menu in café	27
9	Alternative action if menu is not available	28
10	Purchase decision for functional food as additional menu in café	28
11	Types of functional food respondent would consider trying	29
12	Utility Estimates of Attribute Levels in Consumer Preferences for Functional Food in Jakarta Cafés	31
13	Importance Values of Attributes in Consumer Preferences for Functional Food in Jakarta Cafés	33
14	Cross Tabulation of Gender and Food Quality Preferences	35
15	Cross Tabulation of Age and Price Preferences	35

LIST OF FIGURES

1	Research Framework	13
---	--------------------	----

LIST OF APPENDIX

1	20 Cafes Price Sampling for Attributes	46
2	Example of Questionnaire	48
3	In-Depth Interview Café Owner	53
4	In-Depth Interview Nutritionist	55
5	In-Depth Interview Café Barista	57
6	Attributes and Levels based on In-Depth Interview	59