

THE COMBINATION OF ATTRIBUTES THAT BECOMES CONSUMER PREFERENCES TOWARDS READY-TO-DRINK SWALLOW BIRDNEST BEVERASGE PRODUCT

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Abstract— A healthy body helps human everyday's activities that drives for their success. With the increase of people's awareness for health, the demand for healthy instant products has become an opportunity that covers what the market needs. Seeing all the opportunities, the researcher has an idea to launch his own business independently which is to create a ready-to-drink swallow's nest beverage product called "Fei Ran." This study aims to determine the market demands so that this the launch of this business can go smoothly. The ready-to-drink swallow bird nest beverage product will consist of four attributes which are taste, packaging, price, and brand, each consisting of two levels. This research is supported using conjoint analysis which will assisted with the help of a computer software, where respondents will provide an assesment and make decisions according to their preferences from a total of 16 different combination of attributes for ready-to-drink swallow's nest beverage product. From a total of 100 respondents ages ≥ 30 years that belongs to middle to upper class, the overall results show that the majority of consumer most preferred ready-to-drink swallow's nest beverage product is a product that has Original as its taste, use bottle shaped packaging, price at Rp. 70,000 – 85,000, and has a brand design that has a red logo concept.

Keywords — Conjoint Analysis, Swallow's Birdnest, Consumer Preferences, Taste, Packaging, Price, and Brand

1. Introduction

A healthy body is one of the assets that drive people's success and of course a healthy body can help maximize human's everyday activities. (Septiano et al, 2020). Nowadays, diseases develop widely, contagious or noncontagious becomes a threat to the society (Winarso et al, 2020). Starting a healthy lifestyle becomes something very important, especially with the ongoing pandemic, maintaining health and body imunity becomes a priority to stay away from the covid-19 virus (Asri et al, 2021). Immune system is something that can help our body to prevent from inhibiting foreign object from going inside our body. The body's system can weaken; therefore, external intake is needed, namely by consuming nutritious food or drinks (Sunia Widyantara, 2020). The number of consumers in Indonesia who is concerned about health becomes a market opportunity for industry players in the healthy food and beverage sector (Megananda & Sanaji, 2021).

People these days choose to do activities that are more efficient and practical, which creates a market gap where people are aware about the importance of health but doesn't want to bother to prepare consumption for themselves (Ervianty, 2019) Basically, young people these days wanted to have a healthy lifestyle but is lazy to provide independently (Indriani et al, 2022). With the development that keeps happening, there are a lot of new packaged instant product, and these products make things easier because they can directly be consume without having to process them first (Hana & Raida, 2022). With this information, the researcher comes up with an idea of launching a healthy beverage product which is a ready-to-drink Swallow's birdnest.

Swallow's birdnest is made out of swallow's bird saliva and it is considered to have many health benefits (Muliati & Dawiya, 2022). Swallow birdnest is known to have a complete amino acid compared to other food, so it is not surprising that it has the ability to cure various disease because it helps increase immunity, body metabolism, and repairing damaged organs (Mulyadi & Setyawan, 2020). Swallow's birdnest has been used as a consumption

for a long time because of its trusted benefits. A lot of researchers have conducted studies to prove this (Dewi, 2020). So far, swallow's nest is known as a premium product, namely because of the high price and its processed product such as drinks (Fauzuddin et al, 2021).

Currently, the researcher owns a family business which is a Swallow's birdnest farm house. With this opportunity, the researcher has easier access to obtain Swallow's birdnest raw material to process in order to do a product innovation and seize market opportunities for health consumption without having to worry about running out of supply. The researcher wants to start a new business independently which is to launch a ready-to-drink Swallow's birdnest beverage product with the brand name of "Fei Ran." However due to limited budget and lack of knowledge, the researcher is planning to start the business in a small scale by launching one product first and later it will be developed to a bigger business. The intend to create the product is so that customer can immediately enjoy drinking or consuming Swallow birdnest without having to process or cook it themselves. Previously, the researcher had tried to make a Swallow birdnest drink as an experimental or testing stage to create the product. However, the product was made based on the researcher without going into detail about what the consumer actually desires from the product. Therefore, there's an urge to make the right Swallow's birdnest drink so that the product can be liked by customers.

Figure 1.1 Swallow's birdnest beverage product prototype



Source: Researcher documentation (2023)

Figure 1.1 is a prototype version of ready-to-drink Swallow's birdnest product that the researcher has tried to make before. With easier access to get the raw materials of swallow birdnest, the researcher is more motivated to launch this business idea. However, the lack of experience and doubt about the high price of Swallow's birdnest raw material creates an uncertainty for the researcher to decide a ready-to-drink Swallow's birdnest beverage product that will be liked by consumers.

Conjoint analysis will be used to help find out consumer preferences towards the most preferred Swallow birdnest beverage product. Conjoint analysis is a technique that can determine the level of importance of many attributes from a product or service by gathering data from consumer. The analysis helps to find out and predict consumer preferences towards the combination of attribute of a product (Jang et al, 2018). 4 attributes will be used in this study with 2 levels each. The first attribute would be taste, with Original and Honey Lemon for the level. Second attribute would be packaging with glass packaging and bottle packaging for its level. Third attribute is price, with Rp. 70,000 - 85,000 and \geq Rp. 85,000 – 100,000 for the level. The fourth and last attribute would be brand, with blue logo concept and red logo concept for its level. The aim of this study is to determine the combination of attribute for ready-to-drink Swallow birdnest beverage product and to know the most important attribute that is considered by consumers. By doing this research, understanding the consumer preferences toward ready-to-drink Swallow birdnest beverage product will help decrease the chances of failing in launching this business idea and find the most preferred ready-to-drink swallow's birdnest product that will favored by consumers.

2. Literature Review

2.1. Previous Research

Previous research by Ong et al (2021) aim to find out the combination of milk tea attributes that will be the most preferred. The research result shows that pearl size was the most considered attribute (29.137%), sugar level (17.373%), the amount of ice (17.190%), the type of drink (13.421%), price (11.207%), cream cheese inclusion (9.525%), and brand (2.147%) would be the least considered attribute. This previous research can be used as a reference because it provides research about beverage product which is similar to this study and also utilize conjoint analysis to evaluate consumer preferences. It also shows the importance in knowing consumer preferences regarding

a product attributes to know what they like. There are two same attributes used that are related to this research, which is price and brand.

Research by Budi & Suprpti (2022) aim to find consumer preferences for Tatochis corn chips (Tragah Tortila Corn Chips) and UD's marketing strategy Tajul Anwar. The method that is used in this study is conjoint analysis with the sample of 50 respondent. The research result shows that consumer prefer tattooed corn chips in 100 gr cooked condition, Rp. 10,000 for its price, with sweet taste that has a thin thickness, and buying online with pouch craft packaging material (chocolate paper) for the combination of attribute. Consumer also put taste attribute as the most important attribute. The marketing analysis shows that the majority of consumer came from outside the Tragah District and were mostly women age over 20 years that has an income. Consumer of tatochis corn chips shows more interest in buying the product online that has an enviromental friendly material for the packaging. This reseach was chosen because it discusses about price, taste, packaging as its attribute for ready to eat food product while also analyzing about marketing which can help as an insight.

Previous research by Ihwa et al (2020) is to determine the level of consumer preference and to find the most preferred combination of attributes for art paper products from betel nut and newspaper. This research is a correlational research level where it determines relationship between attributes that is studied. This research uses conjoint analysis with 7 attributes, and use 50 respondent age 17-55 (productive age) who had been using paper bags in the last 3 months. Based on the research, consumer viewed fiber appearance as the most important attribute. While the combination of attribute result shows that consumer like flexural stiffness (97.825 mN.m), strong tensile strength (15.621 kn/m²), thin thickness, (1,325 mm) low grammage (365 g / m²), dark gray, visible fiber appearance clear, and smooth surface texture. This study can be use as a guide because it implements conjoint analysis to support its research.

Research done by Ihwa et al (2020) aim to analyze Ultra Taro UHT Milk's importance level of attribute and combination of the attribute based on consumer preferences. The study was conducted for 1 month with 60 respondents and the data was processed using conjoint analysis. 4 product attributes were used, which is flavor with 3 levels, volume with 3 levels, fat content with 2 levels, and type of packaging with 2 levels. Research result shows that flavor has the highest level of importance. The combination of attribute that is most preferred by consumer is taro balanced milk flavor, 200 ml volume content, low fat, and tetra pack packaging types. This research help to provide deeper understanding to use conjoint analysis and it also demonstrate the importance in knowing consumer preferences toward a beverage product.

2.2. Theoretical Basis

2.2.1. Consumer Preferences

Consumer preferences is a liking, choice, or something that is preferred by consumers. Understanding consumer preferences aims to increase marketing strategies so that the goods or service that are offered can be wanted by consumer (Indra et al, 2022). According to Ikmanila et al (2018) understanding consumer preferences is an important market information to be able to help plan, develop, and market the product according to what the consumer need. Having knowledge about consumer preferences becomes something important because it helps in deciding what consumer wanted and needed (Atmaja, 2021).

2.2.2. Product Attribute

Product attribute are factors that is considered important by consumer and used as a means for their decision making. Product attribute has a big impact on the perception of a buyer to a product because product attribute can provide various benefits that the buyer wants and need. Each product has their own different attributes that can be presented to consumer, so product attribute must really be considered in order to fullfill consumer's demand. The development of a product needs to define the benefits that it will provide, then these benefits will be communicate and conveyed through these attributes such as product quality, product features, and the style or design that is provided (Mansur et al, 2022).

2.2.3. Taste

Taste is a way of selecting food that can be differentiated trough taste of the food, taste is a food attribute that has appearance, smell, taste, texture, and temperature. Taste works together with the 5 human senses which is

sight, sounds, smell, taste, and touch (Hadi, 2016). Taste in a beverage product can attract consumer buying interest if the business owner can offer product that have a variety of different taste, considering that every consumer has a different taste preference for a product. Consumer can get a good impression of a product from its taste that can pushes their buying interest. Taste of a product consist of taste, aroma, and pleasure when consumed that is favored or suitable with consumer taste will increase their interest and also their purchasing decision (Ibadurrahman & Hafid, 2022).

2.2.4. Packaging

Packaging is an important factor that affects consumer buying interest. Packaging is a visual aspect which is the first impression of consumer before making a purchase or using the product. Packaging is not only a tool to protect food or beverage product from dirt, air, movements, sunlight, and dust, but as a mean of promotion to attract consumer purchase interest in a product (Ibadurrahman & Hafid, 2022). Packaging is not just to wrap a product, but it can also be use as an affective promotion tool that can deliver information to consumer about a product (Dharmawati, 2016). It can be concluded, that packaging is a container to package a product and also as a communication tool between manufacturers and consumer (Kristiawan & Keni, 2020).

2.2.5. Price

Price is a measurement of the value of a person's satisfaction with the product they buy. People are definitely willing to pay more if their satisfaction they get from a product is high, on the other side if the person sees that their satisfaction to a product is low then they will not be willing to pay or buy the product at a high price (Suhardi et al, 2022). When someone is shopping, the first thing that they would see is price, which is then followed by other factors. Pricing of a product must be appropriate and reasonable. If the price offered is high then the product must be in accordance with the benefits that will be received by consumer who will consume it (Harahap, 2015).

2.2.6. Brand

Brand is a name, term, sign, symbol, color, or a combination of attributes that provides identity and differentiation from competitor's product. A good brand will deliver additional guarantees in the form of qualities, and plays an important role in marketing. Some of the purpose of a brand are as an identity, a marketing tool, forming a brand image, and to control the market (Tjiptono, 2008). Brand is a marketing tool that is very effective and efficient to increase consumer buying interest, motivation, and of course consumer attraction (Syafitri et al, 2021).

Research Methods

3.1. Analysis Model

Figure 3.1 shows the attributes and level to determine the combination of attributes for ready-to-drink swallow's birdnest beverage product. x is attribute used in this research to find y , which is the consumer preferences.

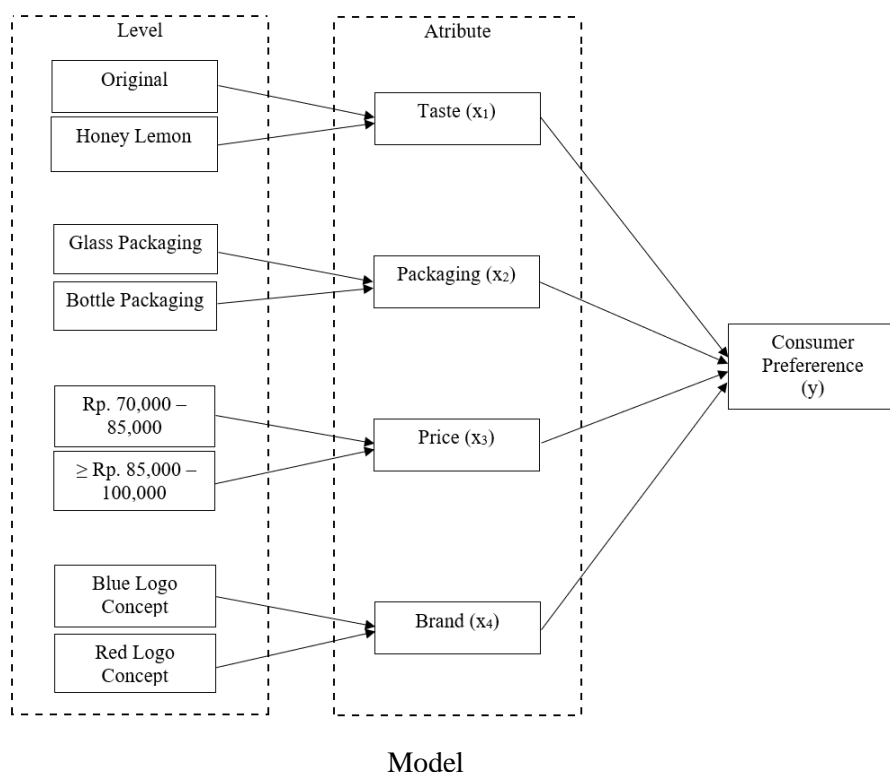


Figure 3.1.

Analysis

Model

Source: Processed Data (2023)

3.2. Research Approach

The researched that is used in this study is descriptive quantitative.

3.3. Sampling Method

3.3.1. Population

The population for this study is middle to upper class people who have an interest in consuming Swallow's birdnest beverage product, this is because consumer of Swallow's birdnest beverage product are middle to upper class who already has their own income. It is recorded that Indonesia's working population reached 135,300,000 million people in 2022 (Sadya, 2022).

3.3.2. Sample

In this study there are condition that must be met by respondents. It is intended that the respondent selected are in accordance to the criteria and research target for ready-to-drink Swallow's birdnest beverage product. The criteria are:

1. Is working
2. Age of respondent is ≥ 30
3. Middle to upper class

From the calculation using Slovin Formula, the number of samples that is going to be used in this study is 100 respondents.

3.4. Data Analysis Methods

The data analysis method that is used in this research is conjoint analysis. Conjoint analysis is a multivariate statistical method to find the combination or composition of attributes of a product so that the situation can be evaluated (Matdoan et al, 2019). There are steps to perform conjoint analysis which are as follows (Widodo & Antonio, 2021):

3.4.1. Problem Formulation

Table 3.1 Formulation of Attributes, Levels, and Description

ATTRIBUTE	LEVEL	DESCRIPTION
Taste	1	Original
	2	Honey Lemon
Packaging	1	Glass Packaging
	2	Bottle Packaging
Price	1	Rp.70,000 - 85,000
	2	Rp. \geq 85,000 – 100,000
Brand	1	Blue Logo Concept
	2	Red Logo Concept

Source: **Data processed**

In the problem formulation stage, it aims to identify all the attributes and their levels so that they can be used to make stimuli. The attribute and levels that is used for the research are attributes and levels that have an influence on consumer preferences in choosing the product or service so that during the assesment proses can have more accurate result (Julianisa et al, 2016).

3.4.2. Formulation of Stimuli

The combination of attributes in this study is formed with full profile procedure method and helped with a computer software. Each attribute in this study has 2 levels, so the result of processed data using a computer software is shown in the table below:

Table 3.2 Conjoint Stimuli Table

No	Cita rasa	Kemasan	Harga	Merek
1	Original	Glass Packaging	Rp. 70,000 – 85,000	Blue Logo Concept
2	Honey Lemon	Glass Packaging	\geq Rp. 85,000 – 100,000	Blue Logo Concept
3	Original	Bottle Packaging	Rp. 70,000 – 85,000	Blue Logo Concept
4	Honey Lemon	Bottle Packaging	Rp. 70,000 – 85,000	Blue Logo Concept
5	Honey Lemon	Bottle Packaging	\geq Rp. 85,000 – 100,000	Red Logo Concept
6	Honey Lemon	Glass Packaging	\geq Rp. 85,000 – 100,000	Red Logo Concept
7	Honey Lemon	Glass Packaging	Rp. 70,000 – 85,000	Blue Logo Concept
8	Honey Lemon	Bottle Packaging	Rp. 70,000 – 85,000	Red Logo Concept
9	Original	Bottle Packaging	\geq Rp. 85,000 – 100,000	Blue Logo Concept
10	Honey Lemon	Glass Packaging	Rp. 70,000 – 85,000	Red Logo Concept
11	Honey Lemon	Bottle Packaging	\geq Rp. 85,000 – 100,000	Blue Logo Concept
12	Original	Glass Packaging	\geq Rp. 85,000 – 100,000	Red Logo Concept
13	Original	Bottle Packaging	Rp. 70,000 – 85,000	Red Logo Concept
14	Original	Glass Packaging	Rp. 70,000 – 85,000	Red Logo Concept
15	Original	Glass Packaging	\geq Rp. 85,000 – 100,000	Blue Logo Concept
16	Original	Bottle Packaging	\geq Rp. 85,000 – 100,000	Red Logo Concept

Source: **Data processed**

3.4.3. Preference Assesment

Preference assessment for the combination of attributes is carried out by giving a score or rating based on the number of stimuli in this study. Since there are a total of 4 attributes with 2 level each in this study, then $2 \times 2 \times 2 \times 2 = 16$ stimuli. This research uses 16 combination of attributes which will be sorted based on the ranking of respondent by using a ranking scale from 1 to 16 to each stimuli. Starting from rank 16 defined as the combination of attribute that respondent like the most, while number 1 is the choice that respondent least likes.

3.4.4. Performing Conjoint Analysis

In this study, the basic model that is used in the conjoint analysis is mathematically formulated as follows (Bramantyo, 2022):

$$\mu(x) = \sum_{i=1}^m \sum_{j=1}^{k_i} a_{ij} X_{ij} \quad (1)$$

$\mu(x)$ = Overall utility of an alternative

a_{ij} = utility level -*j*th attribute -*i*

k_i = the number of attribute levels to -*i*

m = the numbers of attributes

X_{ij} = Value 1 if attribute *I* and attribute level *j* exist. Zero if attribute *I* and attribute level *j* not exist.

$$I_i = \{(a_{ij}) - \min(a_{ij})\} \quad (2)$$

Where,

I_i = the importance value of attribute to *i*

The formula below is the value of the relative importance of an attribute to another attribute:

$$W_i = \frac{I_i}{\sum_{i=1}^m I_i} \times 100\% \quad (3)$$

4.7.5 Interpretation of Analysis Results

The interpretation of result that is used in conjoint analysis consist of 3 parts as follows:

- **Utility**
- **Importance Value**
- **Pearson's and Kendall's Tau**

Hyphothesis (Yulanda & Herdinata, 2021):

H0: Between the estimate and the actual conditions, there are no strong correlation.

H1: There is a strong correlation between the estimate and actual condition.

Guidance:

If probability value (significance) > 0,100; then H0 is accepted.

If probability value (significance) < 0,100; so H1 is accepted

3. Result and Discussion

4.1. Respondent's Characteristics

From a total of 100 respondent, 55 respondents (55%) are female while 45 respondents (45%) are male, which shows a quite balance outcome from the genders. The respondent age in this research is dominated by age > 51 - ≤ 59 years old with a total of 46 total respondents (46%), 27 respondents (27%) is age > 42 - ≤ 51, followed by 12 respondents (12%) with the age of > 34 - ≤ 42, and lastly the lowest would be age > 59 with only 4 respondents (4%). It can be seen that the respondent's job characterstic has a total of 43 respondent's (43%) as an entrepreneur, 24 respondents (24%) are private-employee, while 6 respondents (6%) is a civil servant. Respondent's expenses every month shows a result that 48 respondent (48%) has a montly expenses of > Rp. 9,000,000, 41 respondents (41%) has a montly expenses of > Rp. 6,000,000 - ≤ Rp. 9,000,000, 8 respondents (8%) has > Rp. 3,000,000 - ≤ Rp. 6,000,000, and the lowest result with 3 respondent (3%) has a montly expenses of ≤ Rp. 3,000,000. Reasons to why

respondent wanting to buy the ready-to-drink Swallow's birdnest beverage product would be the last characteristic, 31 respondents (31%) are interested in the product, followed by 24 respondents (24%) who doesn't know how to process or cook Swallow's birdnest, 21 respondents (21%) who chose the cooking process is too long, 16 respondent (16%) has often consume Swallow's birdnest, and lastly 8 respondent (8%) wanted to buy the product because Swallow's birdnest beverage product is difficult to find. From finding out respondent's characteristic, it can help the researcher in knowing the potential customer segment for this product.

4.2. Conjoint Analysis Result

The data processing result in this research that has been done using computer software is to obtain the table of utility value and importance value. The following is the overall utility value result from respondent:

Table 4.1 Respondent's Overall Utility Value

		Utility Estimate	Std. Error
Taste	Original	.385	.076
	Honey Lemon	-.385	.076
Packaging	Glass Packaging	-.044	.076
	Bottle Packaging	.044	.076
Price	Rp.70,000-85,000	.390	.076
	Rp. ≥85,000-100,000	-.390	.076
Brand	Blue Logo Concept	-.013	.076
	Red Logo Concept	.013	.076
(Constant)		8.500	.076

Source: **Data processing (2023)**

Table 4.1 shows the utilities result of level of attributes that is most preferred by the overall respondent. The utilities value that shows a positive result means that the overall respondent favored the level from the attribute given, while if the utilities value shows a negative outcome, it reveals that the respondent didn't favor the other level that are given. Based on table 4.1, taste attribute shows that the overall 100 respondents would prefer a ready-to-drink Swallow's birdnest beverage product with Original as its taste with the utility value of 0,385, compared to Honey Lemon with the utility result of -0,385. For the packaging attribute, the overall outcome shows that most respondent favored bottle shaped packaging with the utility value of 0,044 while glass shaped packaging shows a negative outcome of -0,044.

Conjoint analysis can also show the importance values of each attribute from the overall respondent. Importance values in conjoint analysis shows how the respondent ranked and put an importance in the attribute given from ready-to-drink Swallow's birdnest beverage product. Table 4.2 is the overall respondent's attribute importance value.

Table 4.2 Respondent's Overall Importance Value

Taste	32.250
Packaging	17.979
Price	28.180
Brand	21.591

Source: **Data processing (2023)**

Table 4.2 result shows the overall importance value for each attribute that was presented to 100 respondents. Based on the result, the most important attribute that respondent consider for ready-to-drink Swallow's birdnest beverage product is taste with the importance value of 32,250%, followed by price with the importance value result of 28,180%, on the third rank would be brand with the importance value of 21,591%, and the last attribute would be packaging with the importance value of 17,979%.

The next step for conjoint analysis would be determining the predictive accuracy of the estimate and the actual condition of respondent, which this needs the help of Pearson's R and Kendall's Tau result. This is done to know if

the correlation between estimate and respondent actual condition is strong or not, in other words the outcome of Pearson's R and Kendall's Tau can see the predictive accuracy.

Table 4.3 Pearson R and Kendall's Tau Test Overall Respondent

	Value	Sig.
Pearson's R	.909	.000
Kendall's tau	.695	.000

Source: **Data processing (2023)**

Table 4.3 shows that Pearson's R result is 0,909 while Kendall's Tau has a result of 0,695. The result of Pearson's R and Kendall's Tau shows that the value is $> 0,500$ which means that the conjoint analysis in this study from the result of 100 respondent has a strong predictive accuracy or there is a strong correlation between estimate and the actual condition of respondent.

Beside seeing Pearson's R and Kendall's Tau, significance also shows result to know the correlation between estimate and actual condition of respondent, where H_0 is accepted if the significance result is $> 0,100$ and H_1 is accepted if the result shows $< 0,100$. H_0 shows that there is no strong correlation between estimate and actual condition of respondent, while H_1 shows that there is a strong correlation between estimate and actual condition of respondent.

In this research, the error rate is 10% or $< 0,100$. Pearson's R and Kendall's Tau result in table 4.3 shows that both has an outcome of 0,000 which means that the significance level is $< 0,100$. This can be concluded, that there is a strong correlation between estimate and the actual condition of respondent, so the predictive accuracy is good.

4. Conclusions and Practical Implication

Based on the result of this research, consumer preferred a ready-to-drink Swallow birdnest beverage product that served Original flavor as its taste, use a bottle shaped glass for its packaging, with a price of Rp. 70,000 – 85,000, that has a red logo concept for its brand. The most important attribute that consumer consider the most important is taste, followed by price, brand, and packaging. Now, the researcher has a better understanding of consumer preferences from the potential customer of ready-to-drink Swallow's birdnest beverage product in order to fulfill the product that suits their wishes.

The result of this study can help the researcher to launch a ready-to-drink swallow's birdnest beverage product that consumer would prefer. This research helps by giving an information about the evaluation and consideration of ready-to-drink swallow's birdnest beverage product that will be favored by potential consumer. Before launching this business idea, the researcher has a lot of doubt because of not having sufficient knowledge and experience in running a ready-to-drink Swallow's birdnest beverage product business. To reduce the high risk of limited capital and the high price of raw material for swallow's birdnest, this research is conducted to give the researcher a better understanding of consumer preferences so that the product will be popular and liked to minimize the possibility of failing in launching this business.

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