

Research Article

Conjoint Analysis to Determine the Perceptions of Restaurant Consumers in Choosing Halal-certified All-You-Can Eat Restaurants

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ORCIDAggi Panigoro Sarifiyono: <https://orcid.org/0000-0001-9202-5229>**Abstract.**

Halal certification is increasingly becoming a concern for Muslim consumers in choosing a place to eat, especially in restaurants with the concept of “all you can eat” (AYCE). This study aims to analyze the factors that influence consumer preferences. This research has important implications for the food and restaurant industry, especially for entrepreneurs who want to attract Muslim customers with “all you can eat” services that comply with halal principles. By understanding consumer preferences and the most influential attributes, restaurants can develop more effective strategies to meet consumer expectations and increase their competitiveness in an increasingly competitive market. The conjoint analysis method is used to identify the most important attributes for consumers in choosing AYCE restaurants in Bandung. The attributes analyzed include price, menu variety, cleanliness, location, and halal reputation. This research provides insight into how these factors interact in shaping consumer preferences and how restaurants can optimize their marketing strategies based on these findings.

Keywords: all-you-can-eat, conjoint analysis, consumer preferences, halal-certifiedCorresponding Author: Ratih Hadianitini; email: ratih.hadianitini@unibi.ac.id**Published:** 15 August 2024

Publishing services provided by Knowledge E

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Selection and Peer-review under the responsibility of the 6th SoRes Conference Committee.

1. INTRODUCTION

The phenomenon of All You Can Eat (AYCE) concept restaurants is a concern today in the culinary world, especially in Bandung, as evidenced by many who recommend from various media the number of restaurants providing AYCE[1]. AYCE It allows customers to enjoy a variety of dishes at a fixed price in one visit, which offers excellent value for their money, restaurant owners, understanding customer preferences and choosing the right menu are key factors in achieving the success of their business [2]. The selection of All You Can Eat restaurants with halal certification is becoming an important issue in an increasingly diverse and multicultural society. Halal certification indicates that

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the food and food preparation process in the restaurant complies with the principles and standards of halal in Islam[3] . In recent years, the demand for halal food has increased significantly, from both Muslim and non-Muslim communities looking for safer and healthier food options, therefore, a deeper understanding of the factors influencing the selection of halal-certified All You Can Eat restaurants has great social and business significance [4]. The following data shows the list of AYCE restaurants in Bandung:

TABLE 1: List Data of AYCE Restaurants that are Already Halal in Bandung.

No	Name AYCE	Rate Price	Google Rating
1.	Hanamasa	IDR.139.000-200.000	4.6
2.	Shabu Hachi	IDR.180.000-220.000	4.7
3.	Gyu-kaku	IDR. 280.000	4.7
4.	Shabu Restaurant Kojo	IDR.170.000-200.000	4.7
5.	Shaburi & Kintan Buffet	IDR.258.000-308.000	4.6

Source: [5]

Table 1 shows that the highest price is at Shaburi & Kintan Buffet, because of the interest of consumers like the Japanese concept of the restaurant and the varied menu and good meat quality. For the best rating there are three AYCE restaurants namely Shabu Hachi, Gyu-kaku and Shabu Kojo Restaurant. To identify the attributes that most influence customer selection in choosing halal-certified All You Can Eat restaurants and measure the level of preference relative to those attributes. Regulations that require restaurants to provide halal food options, especially in multicultural environments. Therefore, restaurant owners need to understand customer preferences and needs related to halal food. With a growing Muslim population in many countries, the halal food market is also growing, this creates a significant business opportunity for All You Can Eat restaurants that can meet this need [6]. In this study has GAP Research diantara Research on Conjoint Analysis Method on Research[7] The findings shed light on what kinds of AI people are likely to demand and have important implications for policy and regulation.

This research will use the Conjoint Analysis method to gain deep insight into customer preferences. Perception of Cleanliness and Quality All You Can Eat restaurants in Bandung are halal-certified can be considered to have a better level of cleanliness and food quality by some consumers, even though they may not be Muslims. This is

because the halal certification process usually involves strict control over the ingredients used and the way the food is prepared[8].

A process that shows how consumers search, buy, use, distribute and spend products and services that they hope will satisfy their needs [9]. The buyers are influenced by these stimuli then by considering other factors such as economy, culture, technology, then enter all the information after that consumers will process all the information based on psychology and characteristics then process the purchase decision and conclusions are drawn in the form of responses that appear what products are purchased, what brands to choose and when or when to buy [10]. Consumer preference indicators are product quality attributes, raw material quality, prices offered, product attributes, product cleanliness, and the strategic location of product purchases. Based on models of disconfirmed expectations, current research suggests that the presence of physically attractive individuals can influence consumer expectations about their consumption experience which then affects taste perception [11], [12]. According to research, the emergence of consumer taste indicators on fruit purchases such as consumer preferences, consumer perceptions and consumer awareness. Research using consumer taste variables has indicators that are used as benchmarks and adapt, namely taste quality, taste size, product price, product color, tradition and impression[13]

Halal certificates usually apply to products or services that do not contain ingredients forbidden in Islam, such as pork or alcohol, and have been processed in a manner that complies with Islamic law[14]. Halal certificates have an important role in ensuring that products or services comply with halal principles in Islam and meet the needs of consumers who value halal aspects. It also has implications in business, marketing, and understanding of how compliance with halal standards can increase consumer trust and satisfaction[15]. The process of granting halal certification involves inspection, testing, and audit by a competent halal certification authority or body to ensure conformity with halal requirements [16]. Monitor the origins of ingredients used in products or services to ensure that they come from halal sources [17] Ensure the supply chain from suppliers to manufacturers adheres to halal principles and that ingredients are not contaminated by haram ingredients during the process.

2. METHODS

2.1. Research Design

This research will use a survey research design with the Conjoint Analysis method. The method will allow researchers to identify those attributes that most influence restaurant selection and measure the level of preference relative to different combinations of attributes. Conjoint analysis is a decomposition model widely used in applied marketing research to estimate the structure of consumer preferences (i.e., estimates of part values, weights, importance, attribute levels, and ideal points). The model outlines consumer ratings, ratings, or alternative product choices to estimate the value of the parts attached to each of the key product attributes[18] There are four uses of Conjoint Analysis in using conjoint analysis in this study, because this approach can (1) guide researchers in culinary favored by consumers; (2) determine the culinary segment of the creative industry; (3) estimating market share for competitive products (; and (4) devising promotional strategies [19]. Survey research with Conjoint Analysis method. The method will allow researchers to identify those attributes that most influence restaurant selection and measure the level of preference relative to different combinations of attributes.

2.2. Population and Sample

Participants in this study will consist of consumers who have experience or interest in visiting All You Can Eat restaurants that have been certified halal. Because the number of populations is not known with certainty so that in this study samples were obtained by non-probability sampling techniques, namely purposive sampling, has criteria including: islam religion, have eaten at AYCE restaurants in Bandung including Shabu Kojo, Hanamasa, Shabu Hachi, Shaburi & Kintan Buffet and Gyu-kaku. The number of samples taken in this study using the Lemeshow formula was 100 respondents divided into 20 people each who have visited and eaten at the aforementioned AYCE restaurant.

2.3. Data Collection Methods

Researchers will work with experts in the food industry and based on related literature to identify the most relevant attributes in the selection of halal-certified All You Can Eat restaurants. The survey questionnaire will be developed using the Conjoint Analysis

technique. Respondents will be asked to give their preference to various possible combinations of attributes and attribute levels. The survey will be disseminated to randomly selected respondents through various channels such as online surveys or in-person interviews, depending on respondents' preferences and availability. The data obtained will be analyzed using appropriate statistical software SPSS IBM 26 to identify the attributes that most influence restaurant selection and measure the level of preference relative to various combinations of attributes. The results of the analysis will be interpreted to understand the most important factors in the selection of halal-certified All You Can Eat restaurants and how restaurant owners can increase their appeal.

2.4. Operational Attributes and Attribute Levels

TABLE 2: Operational Attributes and Attribute Levels.

No	Attribute	Level Attribute
1.	Price	Cheap IDR135.000-150.00 Average IDR200.000 Expensive IDR250,000-310,000
2.	Variety of menus served	Very complete (appetizer-dessert dish) Simply (appetizer-dessert dish) Incomplete (appetizer-dessert dish)
3.	Quality of menu served	Very high quality (freshness of dishes) Sufficient quality (freshness of dishes) Not quality (freshness of dishes)
4.	Service	Fast service Responsive service Courteous service
5.	Restaurant cleanliness	Very clean Quite clean Not clean
6.	AYCE Brand	Hanamasa (Hnm) Shabu Hachi (SH) Shaburi & Kintan Buffet (SKB) Shabu Kojo (SK) Gyu-Kaku (GK)
7.	Halal certification status	Already halal certified Not yet halal certified
8.	Duration in feeding	Duration: 120 minutes Duration: 90 minutes Unlimited duration

Source: Processed by Researchers

2.5. Formation of Stimuli

After knowing the attributes and levels of each attribute, the formation of stimuli is carried out, by combining all existing levels. Based on table 2. Above it can be seen that the number of levels of each attribute is $3 \times 3 \times 3 \times 3 \times 3 \times 2 \times 3 = 7.290$ stimuli (product concepts). The stimuli are processed using the SPSS 26.0 for windows program to

formulate orthogonal matrices that will be used as the basis for data processing. According to [19] To make it easier for respondents to evaluate all stimuli, a factorial design will be used, partly using the orthogonal array concept, so that the number of stimuli to be evaluated is reduced. The formula for the minimum number of stimuli formed using the orthogonal array concept is :

$$JK = JT - JA + 1 = (3 + 3 + 3 + 3 + 3 + 3 + 2 + 3) - 8 + 1 = 12 \text{Combination}$$

Source : [20]

2.6. Test Instruments

In studies that use Conjoint Analysis to measure the attribute preferences of All You Can Eat restaurants, instrument testing is an important step to ensure that the survey tool or questionnaire used is valid and reliable. Validity and reliability are the two main aspects that must be evaluated in the development of research instruments. Validity and reliability tests are carried out to ensure consistency of accuracy of subject data, question items in the questionnaire. After that, processing is carried out with the conjoint analysis method, to find out the attributes that are preferences and the attributes most considered by consumers [20]

3. RESULT AND DISCUSSIONS

3.1. Consumer Characteristics

The characteristics of AYCE consumers that influence consumer preferences are: has criteria including: have eaten at AYCE restaurants in Bandung including Shabu Kojo, Hanamasa, Shabu Hachi, Shaburi & Kintan Buffet and Gyu-kaku. The number of samples taken in this study using the Lemeshow formula was 100 respondents divided into 20 people each who have visited and eaten at the aforementioned AYCE restaurant The results can be seen in the table 3:

3.2. Stimulus Formation Result

The combination is formed by each attribute level which is carried out using SPSS software version 26.0 with Orthogonal Design commands and a complete combination

TABLE 3: Demographic Consumer.

Characteristics of Respondents	Persentase		
Gender	Man	Woman	60% 40%
Age	< 20 years	20 years to 35 years	30% 40%
	>35 years		30%
Work	Student	Official	25% 75%
Income/ month	Not yet earning below Bandung Standard (UMR)	Above Bandung (UMR)	25% 35%
			40%
Frequency of visits to AYCE	Once a Month	When there's an event	35% 65%

Source: Processed by Researchers

approach (full profile). The total combination should be 7,290 stimuli. Based on data processing, a combination of 14 profile cards can be presented in the table 4

TABLE 4: Profile Card Combinations.

Price	Variety of menus served	Quality of menu served	Service	Restaurant cleanliness	AYCE Brand	Halal certification status	Duration in feeding	Status	Card
	Very complete	Very high QL	Fast	Very clean	HNM	certified	120	0	1
Average	Simply	Sufficient	Respon	Quite clean	SH	Not yet	90	0	2
Expensive	Incomplete	Not QL	Courteous	Not clean	SKB	certified	unlimited	0	3
Cheap	Very complete	Very high QL	Fast	Very clean	SK	Not yet	120	0	4
Average	Simply	Sufficient	Respon	Quite clean	GK	certified	90	0	5
Expensive	Incomplete	Not QL	Courteous	Not clean	HNM	Not yet	unlimited	0	6
Cheap	Very complete	Very high QL	Fast	Very clean	SH	certified	120	0	7
Average	Simply	Sufficient	Respon	Quite clean	SKB	Not yet	90	0	8
Expensive	Incomplete	Not QL	Courteous	Not clean	SK	certified	unlimited	0	9
Cheap	Very complete	Very high QL	Fast	Very clean	GK	Not yet	120	0	10
Average	Simply	Sufficient	Respon	Quite clean	HNM	certified	90	0	11
Expensive	Incomplete	Not QL	Courteous	Not clean	SH	Not yet	unlimited	0	12
Cheap	Very complete	Very high QL	Fast	Very clean	SKB	certified	120	0	13
Average	Simply	Sufficient	Respon	Quite clean	SK	Not yet	90	0	14
Expensive	Incomplete	Not QL	Courteous	Not clean	GK	certified	unlimited	0	15
Cheap	Very complete	Very high QL	Fast	Very clean	HNM	Not yet	120		16

Source: Processed by Researchers

3.3. Test Results of Instruments

The Validity Test is designed to ascertain the effectiveness of the data collection tool. There were 14 questions obtained through questionnaires and validity testing was carried out to match the criteria. The calculation of the validity test was obtained with a value of $\alpha = 0.05$, $n = 100$ obtained a table product moment value of 0.195 compared to the correlation value all valid and then continued with the reliability test. Reliability test using SPSS software version 26.0 with a sample of 100 respondents. obtained a Cronbach Alpha value of 0.665. Cronbach Alpha value > 0.60 [27], it can be concluded that all 14 statements are reliable or consistent.

3.4. Conjoint Analysis

The design of consumer perception in this conjoint analysis is based on visiting and experiencing the pleasure of AYCE Shabu Kojo, Hanamasa, Shabu Hachi, Shaburi & Kintan Buffet and Gyu-kaku concept restaurants that are halal-certified. Here are the uses and importance values of AYCE Restaurant attributes:

TABLE 5: Output Usability Value (Utilities).

Attribute	Level Attribute	Utility Estimate	Std. Error
Price	Cheap	0,045	0,040
	Expensive	0,042	0,024
Variety of menus served	Very complete	0,045	0,040
	Simply Incomplete	0,023	0,040
Quality of menu served	Very high quality	0,045	0,040
	Sufficient quality Not quality	-0,034	0,035
Service	Fast service	0,045	0,044
	Responsive service Courteous service	0,006	0,042
Restaurant cleanliness	Very clean	0,055	0,045
	Quite clean Not clean	0,053	0,040
AYCE Brand	Hanamasa Shabu Hachi	0,024	0,045
	Shaburi & Kintan Buffet	0,054	0,040
	Shabu Kojo Gyu-Kaku	0,034	0,045
Halal certification status	Already halal certified	0,044	0,040
	Not yet halal certified	0,050	0,045
Duration feeding	Duration: 120 minutes	0,050	0,045
	Duration: 90 minutes	0,045	0,044
	Unlimited duration	0,015	0,040
(Constan)		4,724	0,042

Source: Processed by Researchers

The usability value of each attribute level is carried out using SPSS software version 26.0 by running a syntax program to find out the usability value of each attribute level. The results of the conjoint analysis concluded that the price at AYCE restaurants is more expensive with a figure of 0.055 with the highest price of IDR200,000-300,000 at AYCE Shaburi & Kintan and Gyu Kaku restaurants, for Gyu kaku the menu offered high quality meat. For a varied and complete menu as much as 0.054 usability values. Of the five AYCE, the most complete is Shabu Kojo according to respondents because not only a variety of quality beef is offered, but there is the most expensive seafood up to IDR 500,000 depending on the consumer choosing the menu. For the quality of the menu presented at AYCE, respondents are more qualified by respondents with a usability value of 0.045 from the five AYCE, almost all quality depends on the menu chosen. For fast service with a usability value of 0.045. for cleanliness in AYCE is very clean with a usability value of 0.055. for AYCE, the brand that respondents were interested in and selected was Shaburi & Kintan Buffet, a usability value of 0.054. The most important thing is the halal certificate of 0.050 depending on the segment from AYCE targeting in accordance with religion and prioritized Islamic segmentation. For duration on AYCE with a usability value of 0.050 and the average AYCE provider is 90 minutes but for Hanamasa there is no time.or unlimited

3.5. Importance Score

Conjoint analysis data using SPSS 26.0, obtained the importance score of each attribute. Here are the results regarding the importance of each attribute provided by consumers for AYCE restaurants:

The result of the highest level of importance is the existing halal certificate at AYCE restaurants with an importance value of 45,043. The second importance value is on the quality of the menu served at 31,445. for the third value is on the price offered by AYCE restaurant of 30,567. The fourth value is on the brand from AYCE at 27,457. for menu variations with an importance level of 20,442. for the rest of the most important assessments were on service quality, AYCE, duration and cleanliness of the restaurant which was 19,043 each; 13,906 and 10,340.

TABLE 6: Output Value of Importance in Software SPSS versi 26.0.

Attribute	Importance Value
Price	30,567
Variety of menus served	20,442
Quality of menu served	31,445
Service	19,043
Restaurant cleanliness	13,906
AYCE Brand	27,457
Halal certification status	45,043
Duration in feeding	10,340
Avarege Importance Score	24,780

Source: Processed by Researchers

4. CONCLUSION

Based on the results of the research discussion, it can be concluded that visitors have an average age range of 30 because the sample is already working and earning and the average importance in choosing AYCE restaurants, celebratory events. The results of the conjoint analysis prove that the most is the importance of halal certificates in the selection of AYCE restaurants because having a halal certificate also requires strict adherence to halal principles in all aspects of restaurant operations, including the procurement of ingredients, food preparation processes, and sanitation. Violating halal principles can damage the reputation and trust of consumers, and can even result in the halal certificate being revoked. The results of the analysis will be interpreted to understand the most important factors in the selection of halal-certified All You Can Eat restaurants and how restaurant owners can increase their appeal. Halal certification enables restaurants to tap into a large and growing Muslim consumer market. By having a halal certificate, restaurants can attract Muslim customers who are very attentive to halal requirements in their food. Halal certification is a sign of trust for Muslim consumers. They believe that the food served in the restaurant meets strict halal standards. This can improve the reputation of the restaurant and build good relationships with Muslim customers. Restaurants that have halal certification may consider expanding their business into international markets or into areas with significant Muslim populations. This opens up new opportunities for business growth. In Indonesia a regulation and law that requires restaurants to serve halal food if they claim that their food is halal. Having a halal certificate can help restaurants to comply with applicable legal requirements.

The results of this conclusion will have suggestions for AYCE restaurant businesses Investigate the extent to which halal labels influence consumer purchasing decisions. Whether customers tend to prefer restaurants with halal labels, and to what extent this affects them Assess the effect of halal certification on a restaurant's brand image. Whether the restaurant brand becomes stronger or more positive after obtaining halal certification The research focus on the specific attributes that most influence consumer preferences related to halal-certified All You Can Eat restaurants. This can include price, menu variety, food quality, location, or other attributes deemed important by consumers. Identify different market segments based on preferences related to halal-certified All You Can Eat restaurant attributes. Thus, you can understand how preferences differ among different consumer groups.

The limited number of attributes that can be included in a Conjoint analysis may not include all relevant factors that influence the selection of halal-certified All You Can Eat restaurants. Some important attributes may be missed or not included in the survey. Halal certificates can influence consumer preferences, but how the halal label affects preferences is not necessarily always consistent. It is possible that some respondents will give different responses depending on how familiar they are with the halal label. Consumer preferences may vary depending on specific contexts and situations. For example, food preferences when eating with family can be different from when eating with friends. This is an aspect that may not be reflected in Conjoint's analysis. Conjoint analysis assumes that consumer preferences can be explained in a relatively simple and linear way. However, in reality, consumer preferences are often complex and can be influenced by more complicated factors. Errors in measuring consumer preferences or restaurant attributes can affect the accuracy of Conjoint Analysis results. Therefore, it is important to design the survey carefully and use clear and understandable questions.

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