

Relationship Between Consumer Preferences with Satisfaction in Choosing Three Brand Coffee Products in Mataram City

Intana Patma Laut^{1*}, Tajidan Tajidan², Sri Maryati³

^{1,2,3}Agribusiness Study Program, Faculty of Agriculture, University of Mataram, Mataram, Indonesia

*Corresponding Author

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ABSTRACT

Instant 3-in-1 sachet coffee (Kapal Api, ABC, and Nescafé) is popular in Indonesia for its practicality, influenced by factors such as taste, aroma, price, packaging, availability, and promotion. This study analyzes consumer preferences with customer satisfaction, and their relationship to each other, for the three brands in Mataram City. This quantitative descriptive study involved 90 respondents, selected through quota sampling (30 per location) and accidental sampling in the field, and used both primary (questionnaires) and secondary data. The analysis included descriptive statistics, Customer Satisfaction Index (CSI), and Spearman's rank correlation. The results indicate strong consumer preference (average score of 4.04 on a 5-point scale) and very high consumer satisfaction (CSI of 82.54%), with product availability rated highest and promotion lowest. The correlation between preference with satisfaction is positive and significant ($r_s = 0.672$; $p < 0.05$). The results indicate that product availability is the most influential attribute in shaping consumer preferences, followed by taste and aroma. Based on the CSI analysis, the overall level of consumer satisfaction falls within the satisfied category. The Spearman correlation results show a positive, significant relationship between consumer preferences with satisfaction, indicating that higher preference levels are associated with greater satisfaction. These findings suggest that ease of product access plays a key role in influencing consumer preferences, while taste and aroma remain important quality considerations. Therefore, producers should ensure consistent product availability while maintaining taste and aroma quality to enhance consumer satisfaction and strengthen market competitiveness.

Keywords: consumer preference, consumer satisfaction, instant sachet coffee, CSI, Spearman Rank,

INTRODUCTION

Coffee is one of Indonesia's leading agricultural commodities with significant economic contributions both domestically and internationally. Indonesia is known as a major coffee producer, particularly for *Coffea canephora* (robusta) and *Coffea arabica* (arabica), which over the past few decades have become strategic export commodities and favorite beverages among various groups. The development of Indonesian coffee exports between 2020 and 2024 experienced quite significant fluctuations. Exports peaked in 2020 at 494.08 thousand tons, then declined to 315.65 thousand tons in 2023, before rising again to 332.99 thousand tons in 2024. Major export destinations include the United States, Egypt, Italy, Malaysia, and Japan, with the United States remaining the most important market with relatively stable volumes each year. Meanwhile, countries such as India and several European countries exhibited significant fluctuations in export volumes. Data from the Central Statistics Agency show that Indonesian coffee exports in 2024 reached around 332,000 tons, underscoring the importance of this commodity to the national economy and the strong global demand for Indonesian coffee (BPS, 2024). Previous studies have shown that coffee consumption has become part of modern lifestyle and social culture, growing rapidly in various regions, including Southeast Asia and Indonesia in particular [1], [2].

The development of the ready-to-drink and instant coffee industry in Indonesia has experienced a significant growth trend in line with increasing consumer demand for products that are practical and easy to enjoy [3]. This condition has encouraged business actors and researchers to examine consumer behavior, especially in the context of preferences with satisfaction with packaged coffee products, because -these factors have been proven to be strongly correlated with purchasing decisions and consumer market loyalty [4], [5].

Consumer preferences are the tendency of individuals to choose a product based on -certain attributes that are considered important, such as taste, aroma, price, and packaging [5], [6], [7], [8] . These preferences indicate consumer tastes towards various aspects of the product, such as taste, aroma, and price, which ultimately reflect how they view the value with satisfaction obtained from the product [2].

Preference plays an important role in consumer decision-making and is the main predictor of satisfaction after consuming a product [1], [4]. Theoretically, consumer preference is the degree of a consumer's relative liking for a product based on an assessment of attributes -considered important (Schiffman, 2015). In this study, consumer preference is defined as the degree of consumer liking for 3-in-1 instant coffee sachets from the Kapal Api, ABC, and Nescafé brands, measured by assessing several product attributes.

Consumer satisfaction itself is an evaluative condition that arises after comparing initial expectations with actual experiences of the product or service consumed [3], [9], [10] . In other words, satisfaction arises when the product or service meets or exceeds consumer expectations, while dissatisfaction occurs when the results do not match these expectations. This level of satisfaction is an important indicator in assessing the extent to which a company has succeeded in providing positive value and experiences to its consumers, and influences loyalty and future purchasing decisions [8] . In the context of coffee products, it is stated that consumer satisfaction is greatly influenced by perceptions of the quality of taste and aroma [1] .

The findings of Arisusanto *et al.* (2025) emphasize that a positive brand image and consumer trust in product quality, such as that of the Kapal Api brand, play a significant role in increasing satisfaction levels. This increased satisfaction ultimately drives repurchase intentions, which are important indicators of the sustainability of the relationship between producers and consumers [11] .

Theoretically, consumer satisfaction is a person's feeling of pleasure or disappointment after comparing a product's perceived performance with their expectations before consumption 3- instant coffee sachets based on the suitability between expectations and perceived product performance. The level of consumer satisfaction in this study was analyzed to determine the extent to which consumers feel satisfied with the 3-in-1 instant coffee sachets of the Kapal Api, ABC, and Nescafé brands in Mataram City. The analysis of customer satisfaction in this study used a descriptive statistical approach and the *Customer Satisfaction Index* (CSI) method. Descriptive analysis was used to describe the level of consumer satisfaction with each attribute of the 3-in-1 instant coffee sachets of Kapal Api, ABC, and Nescafé in Mataram City, based on consumers' perceived performance.

Consumer satisfaction is the result of consumers' evaluation of product performance after consumption, which involves assessing various product attributes. Research on coffee consumer behavior shows that consumers form satisfaction based on their perceptions of perceived product quality compared to initial expectations before purchase [13]. Thus, analyzing product attributes is important for understanding the overall level of consumer satisfaction.

In the context of instant coffee, empirical evidence shows that the fit between consumer preferences and actual product characteristics, such as taste, aroma, packaging, and price, significantly influences satisfaction levels and repurchase intentions [1], [4], [7]. This means that consumers not only consider sensory attributes, but also the perceived value of consuming the product, so that a thorough understanding of product attributes is fundamental for producers in developing effective marketing strategies [3].

The relationship between consumer preferences with satisfaction is very close and positive in the theoretical framework. The higher the consistency between the product's characteristics and consumers' preferences, the more directly correlated it will be with their satisfaction. This phenomenon indicates that products that successfully meet or even exceed consumer preferences will result in a more satisfying experience [14]. Various empirical studies show that product alignment is driven by preferences such as taste, aroma, price, and atmosphere, which directly influence consumer satisfaction and loyalty [15], [16]. In addition, brand image, product quality, and perceived value influence consumer preferences [17].

Mataram City, as an urban center in West Nusa Tenggara, has a dynamic coffee consumer market. Consumers in this region have diverse characteristics, so understanding their preferences with satisfaction is important for

local and national coffee producers [7]. Therefore, a deep understanding of consumer preferences with satisfaction with 3-in-1 instant coffee sachet products, especially the Kapal Api, ABC, and Nescafé brands, is important to support the competitiveness of these products at the regional and national levels.

Although research on coffee consumer preferences with satisfaction has been extensively conducted, most studies still focus on one brand, one type of coffee, or in the context of coffee shops, and have not comprehensively examined the relationship between preferences with satisfaction in packaged instant coffee products [18], [19]. In addition, research examining several brands simultaneously among local consumers remains limited, especially in the Mataram City area, which has diverse consumer characteristics across age, occupation, and lifestyle. This condition indicates a research gap related to the relationship between consumer preferences with satisfaction with packaged instant coffee products at the local market level.

Based on these conditions, this study aims to analyze consumer preferences for 3-in-1 instant coffee sachet products from the Kapal Api, ABC, and Nescafé brands in Mataram City, assess consumer satisfaction with these products, and examine the relationship between preferences and consumer satisfaction. This study is expected to provide empirical contributions in the study of instant coffee consumer behavior, as well as become a basis for consideration for producers in formulating marketing strategies that are more in line with consumer characteristics at the local level.

METHOD

This study uses a quantitative, descriptive-correlational research design. This approach was chosen to measure consumer satisfaction numerically and to analyze the relationship between the two variables. The research objects were consumers of 3-in-1 instant coffee sachets from the Kapal Api, ABC, and Nescafé brands in Mataram City. Location determination was conducted purposively at three modern retail outlets: Ruby Supermarket & Department Store, Niaga Supermarket Adisucipto, and Niaga Supermarket Sriwijaya, as these locations represent the centers of urban community consumption.

Respondents were selected using quota sampling, with a total of 90 people, evenly divided across three research locations, each with 30 respondents. At each location, a quota of 10 respondents was set for each coffee brand studied. Previous research by Rossi *et al.* (2021) on coffee consumer satisfaction at coffee shops in the Purwokerto area used quota sampling to ensure representation from various coffee shops. This approach was considered effective in describing the level of consumer satisfaction based on product attributes [20]. A similar method was used in this study to provide an overview of consumer preferences and satisfaction with instant sachet coffee in Mataram City. Respondents were selected using accidental sampling: consumers encountered at the research location who met the criteria of being at least 18 years old and having consumed one of the three brands of 3-in-1 sachet coffee studied. The data consisted of primary data collected through questionnaires and secondary data from literature, scientific journals, and related official publications.

Primary data were obtained through a direct questionnaire survey administered to respondents at the research location. Preference variables were measured using indicators of taste, aroma, price, packaging, availability, promotion, and brand image, while consumer satisfaction was measured by the extent to which product attributes aligned with consumer expectations. All indicators were measured using a Likert scale of 1–5. Data were analyzed descriptively to illustrate consumer preferences. Satisfaction levels were calculated using descriptive statistics, the Customer Satisfaction Index (CSI), and the *Ranl. Spearman's rank correlation test* was used to assess the relationship between consumer preferences with satisfaction. All data processing was carried out using SPSS software.

RESULTS AND DISCUSSION

Validity and Reliability Test

Validity Test

Validity testing is a step in assessing the accuracy, precision, and validity of an instrument (questionnaire) for

measuring research variables, ensuring that the resulting data align with reality. This test ensures that the questionnaire items truly convey what they are intended to measure (Sugiyono, 2019).

The validity test was conducted using the Pearson product-moment correlation method. The results indicate that all questionnaire items for both the consumer preference and consumer satisfaction variables are valid, as the calculated correlation values (*r*-count) are greater than the critical *r*-table value at 5% significance level. Therefore, all indicators were considered valid and suitable for further analysis.

Reliability Test

Reliability testing is conducted to assess the consistency and reliability of the research instrument in measuring the variables under study.

A reliable instrument is an instrument that, when used repeatedly to measure the same object, will produce the same or consistent data [21] . The results of the research instrument reliability test are presented in Table 1.

Table 1. Reliability Test Results

Variables	<i>Cronbach's Alpha</i> Value	<i>N of items</i>	Information
Preference (X)	0.717	7	<i>Reliable</i>
Satisfaction (Y)	0.779	7	<i>Reliable</i>

Source: Processed Primary Data, 2026

Based on Table 1, the consumer preference variable (X) has a Cronbach's Alpha of 0.717 with 7 questions, while the consumer satisfaction variable (Y) has a Cronbach's Alpha of 0.779 with 7 questions.

Cronbach's Alpha value for both variables is greater than 0.70, so it can be concluded that all research instruments are reliable and suitable for further analysis.

Consumer Preference Analysis

A descriptive analysis of the Consumer Preference variable (X) aims to determine how 90 respondents assessed the attributes of coffee products (Kapal Api, ABC, and Nescafé).

To interpret the average value (mean) of respondents' answers, the assessment criteria are used, which are divided into five intervals as follows:

- 1) 1.00 – 1.80: Very Low
- 2) 1.81 – 2.60: Low
- 3) 2.61 – 3.40: Moderate
- 4) 3.41 – 4.20: High
- 5) 4.21 – 5.00: Very High

Based on SPSS data processing, the average value for each indicator in the Consumer Preference variable is shown in Table 2.

Table 2. Results of Consumer Preference Variables for Instant Coffee Sachets, 3 in 1 Kapal Api, ABC, and Nescafé Variants.

Preference Variables	N	Mean	Standard Deviation	Mean category
Flavor	90	4.07	0.667	Tall
Aroma	90	4.08	0.768	Tall
Price	90	4.20	0.782	Tall
Packaging	90	3.87	0.657	Tall
Availability	90	4.50	0.640	Very high
Promotion	90	3.60	0.731	Tall
Brand image	90	3.98	0.560	Tall
Average Total Variable X		4.04	0.686	Tall

Source: Processed Primary Data, 2026

Based on Table 2, the average consumer preference for 3-in-1 instant coffee sachets of the Kapal Api, ABC, and Nescafé variants in Mataram City is generally in the High category, with a total average of 4.04. This indicates that respondents have a positive assessment of the attributes of the coffee products studied. Across all indicators, the product availability attribute has the highest average value, 4.50, and falls in the very high category, indicating that ease of obtaining the product is the most preferred factor for consumers. Furthermore, the price attribute has an average of 4.20 and is in the high category, followed by aroma (4.08) and taste (4.07), indicating that the product's sensory characteristics also receive positive assessments from consumers. Consumers tend to seek a deeper sensory experience, with aroma playing a central role.

Previous studies have developed an emotional lexicon of the coffee-drinking experience and concluded that aroma can evoke emotional responses that strengthen consumer loyalty [22]. Aroma is one of the sensory cues that enhances perceptions of coffee quality and increases perceived value for consumers [23]. Consumer preferences are closely related to sensory experiences and perceptions of product quality. Especially in the world of coffee, these preferences arise from consumers' ability to distinguish the flavors and aromas that best suit their individual tastes [3].

The packaging and brand image attributes each had an average of 3.87 and 3.98, respectively, both in the high category, indicating that product appearance and consumer trust in the brand were also considered by consumers. Meanwhile, the promotional attribute had the lowest average value, 3.60, although it was still in the high category, indicating that the promotional aspect was considered quite good but relatively less dominant than other attributes.

Determining the attributes that consumers consider most is an important part of preference analysis, because these attributes reflect consumers' needs and expectations for a product. The results of this study indicate that product availability, taste, and aroma are the attributes most considered by consumers when choosing 3-in-1 instant coffee sachets.

This aligns with research by Puspitasari et al. (2024), which states that consumer preferences for coffee products are influenced by key attributes such as taste, price, and product quality; the attributes that best match consumer expectations are the determinants of consumer satisfaction [25]. Research by Figueiredo and Fonseca (2022) found that taste attributes are the main determinants of consumer preferences for coffee [26].

Consumer Satisfaction Analysis

Consumer satisfaction is the level of satisfaction consumers feel after comparing perceived product performance with prior expectations or preferences. The level of consumer satisfaction in this study was analyzed to determine the extent to which consumers are satisfied with the 3-in-1 instant coffee sachet variants of the Kapal Api, ABC, and Nescafé brands in Mataram City.

Descriptive Analysis of Consumer Satisfaction

Consumer satisfaction analysis was conducted using descriptive statistics by examining the average (*mean*) value of each satisfaction attribute. To interpret the average (mean) value of respondents' responses, assessment criteria were used, divided into five intervals as follows:

- 1) 1.00 – 1.80: Very Dissatisfied
- 2) 1.81 – 2.60: Not satisfied
- 3) 2.61 – 3.40: Quite Satisfied
- 4) 3.41 – 4.20: Satisfied
- 5) 4.21 – 5.00: Very Satisfied

Based on SPSS data processing, the average value for each consumer satisfaction indicator is presented in Table 3.

Table 3. Results of Consumer Satisfaction Variables for Instant Coffee Sachets, 3 in 1 Kapal Api, ABC, and Nescafé Variants.

Satisfaction Variable	N	Mean	Standard Deviation	Mean category
Flavor	90	4.16	0.616	Satisfied
Aroma	90	4.17	0.604	Satisfied
Price	90	3.98	0.719	Satisfied
Packaging	90	3.97	0.710	Satisfied
Availability	90	4.49	0.723	Very satisfied
Promotion	90	3.97	0.741	Satisfied
Brand image	90	4.11	0.608	Satisfied
Average Total Variable Y		4.12	0.674	Satisfied

Source: Processed Primary Data, 2026

Based on Table 3, it is known that in general, the level of consumer satisfaction with the three instant coffee sachet products, 3 in 1 variants Kapal Api, ABC, and Nescafé in Mataram City is satisfactory, with a total average value of 4.12. This indicates that most respondents are satisfied with the performance of the products they consume. Across all indicators, the product availability attribute has the highest average value, 4.49, and falls in the very satisfied category, indicating that ease of obtaining the product is the most satisfying aspect for consumers. Furthermore, the aroma (4.17) and taste (4.16) attributes fall within the satisfied category, indicating that the product's sensory quality meets consumer expectations.

The average value of the attributes of price (3.98), packaging (3.97), promotion (3.97), and brand image (4.11), all of which are included in the satisfied category. These results indicate that overall, the performance of the

three instant coffee sachet products, 3 in 1 variants Kapal Api, ABC, and Nescafé in Mataram City is considered good by consumers, although there are still opportunities for improvement in certain attributes.

Consumer satisfaction is also influenced by perceptions of price relative to the product's benefits and quality. Previous research has shown that the match between price and perceived value significantly influences satisfaction, even when the product offered is simple or practical [27]. This finding is relevant to the study's results, where the price attribute is highly important but still performs below several other attributes.

Customer Satisfaction Index (CSI) Analysis

To measure overall consumer satisfaction with the 3-in-1 instant coffee sachet variant, this study used the *Customer Satisfaction Index* (CSI) method. The Customer Satisfaction Index (CSI) method measures the overall level of consumer satisfaction by comparing the importance of product attributes with their performance. This method is widely used in consumer satisfaction research because it provides a quantitative measure of satisfaction. This aligns with the research of Rossi et al. (2021), which finds that the CSI method is effective for measuring consumer satisfaction based on the match between expectations and product attribute performance. This method measures satisfaction by considering the importance *and* performance *of* each product attribute. In this study, the level of importance is represented by the consumer preference variable, the Mean Importance Score (MIS), while the level of performance is represented by the consumer satisfaction variable, the *Mean Performance Score* (MPS).

The CSI value is used to assess overall consumer satisfaction with three instant coffee sachet products: Kapal API, ABC, and Nescafé 3-in-1, in Mataram City. The CSI interpretation refers to the following criteria: 80%-100% (Very Satisfied), 65%-79% (Satisfied), 50%-64% (Quite Satisfied), 35%-49% (Less Satisfied), and 0%-34% (Not Satisfied). The CSI results for the 3-in-1 Kapal Api, ABC, and Nescafé instant coffee sachet variants are shown in Table 4.

Table 4. Calculation of *Customer Satisfaction Index* for Consumers of Instant Coffee Sachets, 3 in 1 Kapal Api, ABC, and Nescafé Variants.

No	Attribute	MIS	MPS	WF	WS
1	Flavor	4.07	4.16	0.143	0.594
2	Aroma	4.08	4.17	0.144	0.600
3	Price	4.20	3.98	0.149	0.593
4	Packaging	3.87	3.97	0.136	0.539
5	Product Availability	4.50	4.49	0.160	0.718
6	Promotion	3.60	3.97	0.128	0.508
7	Brand Image	3.98	4.11	0.140	0.575
Total		28.30	28.85	1,000	4,127

Source: Processed Primary Data, 2026

Based on Table 4, the total *Weighted Score* (WS) is 4.127. *The Customer Satisfaction Index* (CSI) value is calculated by dividing the total WS by the maximum Likert scale (5) and multiplying by 100%, so that the CSI value is:

$$\begin{aligned}
 \text{CSI} &= \left(\frac{4,127}{5} \right) \times 100\% \\
 &= 82.54\%
 \end{aligned}$$

The results of this study showed a CSI value of 82.54%, which is categorized as very high. This value is higher than that of similar studies in Lubuklinggau, which recorded a CSI of 78.57%, and in Purwokerto, which recorded a CSI of 75.80%. This indicates that consumers of sachet coffee in Mataram City are more satisfied than those in other regions.

The calculation results show a total *Weighted Score* (WS) of 4.127. With a maximum Likert scale of 5, the CSI value obtained was 82.54%, which is in the very satisfied category. This indicates that the product attributes have generally met or exceeded consumer expectations. This finding aligns with the research by Tajidan and Alifa (2023), who reported a CSI of 85.33% in the very satisfying category. The similarity of these results indicates that the match between the importance of product attributes and their performance is a major factor in shaping consumer satisfaction.

In the MPS value calculation, the product availability attribute has the highest performance (4.49), followed by aroma (4.17) and taste (4.16). This indicates that the product is readily available and has sensory characteristics that align with consumer preferences. Conversely, the promotion and packaging attributes have relatively lower performance values (3.97 each), so they still require improvement. The price attribute is highly important (MIS = 4.20) but has relatively low performance (MPS = 3.98), so it is a priority for improvement. This condition indicates a gap between consumer expectations and perceptions of price.

Strategically, manufacturers need to maintain the performance of key attributes such as product availability, aroma, and taste, and to improve promotional strategies, packaging design, and pricing to sustainably increase consumer satisfaction and loyalty. These findings also reinforce previous research emphasizing the importance of maintaining product attribute performance even when satisfaction levels are very high.

Consumer satisfaction can vary depending on the attributes studied, purchasing system, product characteristics, and consumer behavior in each market segment. This is evident in Rina *et al.*'s (2024) study on coffee beverage commodities sold via e-commerce on Lombok Island, which reported a CSI of 72.60% in the satisfied category. Both studies still show similarities in the importance of product quality attributes and ease of product acquisition in shaping consumer satisfaction [28].

In Rina *et al.* (2024) study, the attributes of ease of access and product quality are aspects that receive consumer attention. This study also shows that the attributes of product availability, taste, and aroma have a high level of satisfaction [28]. These findings indicate that product quality and ease of access remain the main factors in shaping coffee consumer satisfaction, despite differences in distribution channels and attributes analyzed.

Consumer satisfaction reflects the extent to which product performance meets consumer expectations. Based on the Customer Satisfaction Index (CSI) results, consumer satisfaction with instant coffee schemes falls within the satisfied-to-satisfied category. This result is supported by Faiz (2023), who states that customer satisfaction is influenced by the match between expectations and service performance, with certain dimensions being the main determinants of consumer satisfaction.

The results of this study are also consistent with research by Lubis *et al.* (2020), who analyzed coffee consumers' satisfaction using the *Customer Satisfaction Index* (CSI) method. The study showed that consumer satisfaction with Mandheling coffee was in the satisfied category, confirming that the CSI method can quantify consumer satisfaction based on the assessed product attributes [30].

Analysis of the Relationship between Consumer Preferences with Satisfaction

An analysis of the relationship between consumer preferences with satisfaction was conducted to determine whether consumer preferences are associated with satisfaction when choosing among three instant coffee sachets, 3-in-1 variants Kapal Api, ABC, and Nescafé, in Mataram City. The test used in this study is *Spearman's rank correlation test*. Consumer preferences indicate product attributes that are considered important, while consumer satisfaction reflects the assessment of product performance after consumption. The results of the *Spearman Rank correlation test* are presented in Table 5.

Table 5. Results of the Correlation Test of Preferences with Satisfaction of Consumers of Instant Coffee Sachets, 3 in 1 Variants of Kapal Api, ABC, and Nescafé.

			Consumer Preferences	Customer Satisfaction
Spearman's rho	Consumer_Preferences	Correlation Coefficient	1,000	0.672
		Sig. (2-tailed)		0,000
		N	90	90
	Consumer Satisfaction	Correlation Coefficient	0.672	1,000
		Sig. (2-tailed)	0,000	
		N	90	90

Source: Processed Primary Data, 2026

The Spearman Rank correlation test between consumer preferences and consumer satisfaction yielded a correlation coefficient of $r_s = 0.672$. According to Sugiyono's (2019) correlation interpretation, this value is in the interval value of 0.60-0.79, which indicates that the relationship between consumer preferences and consumer satisfaction in choosing three instant coffee sachet products, 3 in 1 variant of Kapal Api, ABC, and Nescafé in Mataram City is included in the strong relationship category.

The resulting relationship is positive, meaning that the higher the consumer preference for the product, the higher the perceived consumer satisfaction. The significance test results show Sig. (2-tailed) value of 0.000, which is smaller than the significance level $\alpha = 0,05$. Thus, it can be concluded that the relationship between consumer preference and consumer satisfaction is significant, meaning that the relationship observed in the research sample applies not only to the sample but also to the population.

The results of this study align with the findings of Tajidan et al. (2021), who state that customer satisfaction is influenced by the match between customer expectations and the performance received. The closer the match between expectations and performance, the higher the level of customer satisfaction.

This concept aligns with the study's results: consumer preferences reflect expectations about product attributes, while consumer satisfaction reflects an assessment of product performance after consumption. The Spearman Rank correlation test results, which show a positive and significant relationship between preferences with satisfaction, indicate that attributes consumers consider important tend to provide higher satisfaction when their performance aligns with consumer expectations.

CONCLUSION

Overall, consumer preference in Mataram City for the 3-in-1 instant coffee sachet variants Kapal Api, ABC, and Nescafé is categorized as high, with an average score of 4.04. The attribute that most strongly influences consumer choice is product availability, while promotion receives the lowest score, indicating that ease of obtaining the product is the main consideration for consumers.

Consumer satisfaction with the three brands is very high, as reflected by an average satisfaction score of 4.12 and a customer satisfaction index (CSI) of 82.54%, indicating that product performance has met or exceeded consumer expectations. Furthermore, there is a positive and significant relationship between consumer preference with consumer satisfaction, with a Spearman correlation coefficient of 0.672, indicating a strong relationship. These results suggest that the higher the level of consumer preference for product attributes, the higher the perceived satisfaction.

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