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Analysis Of Consumer Preferences Towards The Decision To Purchase Isotonic Drinks Using The Conjoint Analysis Method

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ABSTRACT

Exercise is an important activity for maintaining physical and mental health. One of the factors supporting sports performance is the consumption of isotonic drinks, which help replace lost fluids and electrolytes. This study aims to analyze consumer preferences for isotonic drinks based on the attributes of sugar content, package size, price, and taste. The method used is conjoint analysis by distributing questionnaires to 185 respondents (athletes and sports fans) in Malang, Surabaya, and Kediri. The results showed that the most preferred combination of attributes is isotonic drinks with low sugar content, 500ml packaging, a price of Rp 3,000–Rp 4,000, and original flavor. The most influential attributes in purchasing decisions were taste (33%) and price (32%), followed by sugar content (19%) and package size (16%). Correlation analysis showed a strong relationship between actual and predicted preferences (Pearson's R = 0.787; Kendall's tau = 0.611), with a significance of <0.05, indicating the accuracy of the model. The managerial implications of this study are recommendations for isotonic drink manufacturers to focus product development on low-sugar variants with original flavors, affordable prices, and large packaging (500ml) to meet the preferences of sports consumers.

INTRODUCTION

Exercise is one of the activities that should be done regularly to help maintain a healthy body. Exercise has numerous benefits, and many people already recognize its importance in their daily lives. Regular exercise can maintain health, manage weight, fill free time after work, improve the body, and has psychological benefits, such as reducing stress.

The benefits of exercise are numerous, but to enhance performance, proper nutrition and fluid intake are essential to support the body during exercise. The body loses significant amounts of fluid, which can lead to dehydration. Therefore, it is recommended to drink isotonic electrolyte-rich beverages during exercise to avoid the risk of dehydration, which can have negative effects and even lead to death.

Isotonic solutions contain electrolytes composed of positive and negative ions, which are absorbed more quickly than sugar solutions and are used to replace body fluids lost during exercise. Our bodies have mechanisms that maintain a nearly constant balance. This also applies to the composition of fluids and electrolytes in the body. Electrolytes are chemical substances that form ions in fluids and conduct electricity (Sherwood, 2014).

Isotonic drinks are a type of sports drink suitable for consumption during exercise. Isotonic drinks consist of a mixture of water, sugar or carbohydrates, and electrolytes. Consuming isotonic drinks is beneficial for replacing fluids and electrolytes lost during exercise and maintaining stamina. Today, many people are adopting a healthy lifestyle by exercising and choosing healthy and safe foods and drinks. One way to choose a product is by preferring isotonic drinks.

Various isotonic drink products include Pocari Sweat, Isoplus, Hydro Plus, Hydrococo, and Mizone. These brands are manufactured in Indonesia. Isotonic drinks are often chosen by sports enthusiasts to enhance performance during competitions. This can cause consumers to reconsider purchasing these drinks while exercising.

Sports consumers are likely to purchase isotonic drinks repeatedly, depending on their frequency of exercise. This leads to preferences for certain brands. Consumers who are already comfortable with a particular brand will typically find it difficult to switch to another brand. Pratama (2010) stated that the brand associations of Pocari Sweat include its health benefits and refreshing, thirst-quenching flavor. Mizone, on the other hand, boasts attractive packaging, a pleasant aroma, health benefits, and a refreshing, thirst-quenching flavor. Other isotonic drink products include Hydro Coco Ion water and Isoplus.

LITERATURE REVIEW

Consumer Behavior

Consumers are the focal point of the marketing process. Learning what consumers need and want will guide marketers toward appropriate and efficient marketing policies. Consumer studies provide guidance for refining and

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introducing products or services, setting prices, planning channels, crafting messages, and developing other marketing activities.

Market Segment

Market segmentation is carried out by producers to divide large, heterogeneous markets into smaller groups that can be reached more efficiently and effectively with products and services tailored to consumer needs. According to Kottler (2006), there is no single method for market segmentation. Marketers must experiment with different segmentation variables, either singly or in combination, to understand market structure.

Factors Influencing Consumer Behavior

Amirullah (2002) studies consumer behavior for two main reasons:

1. Consumer behavior is crucial to everyday life. If every consumer's behavior were consistent, studying it might not be so important. However, given that consumers constantly interact with their environment, their behavior automatically changes, even within a matter of days. Understanding why and what influences changes in consumer behavior is crucial.
2. Consumer behavior is crucial for decision-making. Every consumer decision is based on specific reasons, either directly or indirectly. The consumer decision-making process is closely linked to psychological issues and external factors. By understanding consumer behavior, marketers can easily visualize how decisions are made.

Factors Influencing Consumer Behavior

The goal of marketing activities is to influence consumers to be willing to buy the company's goods and services when they need them. Before marketing activities are carried out, managers must understand consumer behavior. Managers will know the right marketing or new opportunities that arise from unmet needs and then identify to conduct market segmentation. Many factors influence consumer behavior in making purchasing decisions. These factors are mostly uncontrollable by marketing, but must be considered, but in general, the factors that influence consumer behavior are divided into two parts: external and internal factors. According to Setiadi (2003) individual internal factors that influence consumer behavior such as: 1) motivation, 2) personality, 3) spending, 4) attitudes, 5) consumer perception. In addition to internal environmental factors, external individual factors also greatly influence consumer purchasing behavior.

According to Setiadi (2003) external environmental factors that influence consumer behavior include: 1) reference groups, 2) social class, 3) culture, 4) communication. Meanwhile, according to Swastha and Handoko (2000) stated that: "External environmental factors that influence consumer behavior are: 1) culture and special culture (subculture), 2) social class, 3) social groups, reference groups, and 4) family". Based on this opinion, in making purchasing decisions, consumer behavior is influenced by: In addition to external environmental factors, psychological factors originating from the individual's internal processes greatly influence consumer purchasing behavior.

Consumer Preferences

Talking about consumer preferences cannot be separated from consumer behavior, because understanding consumer behavior is easier through three steps (Robert & Daniel, 2014), namely:

1. Consumer Preferences/Taste; The first step is to find a practical way to describe why people choose one product over another. #
2. Budget Constraints: of course, consumers also consider price, in this step consumers will consider the fact that consumers have income constraints that limit the quantity of goods they buy.
3. Consumer Choice; With limited tastes and income, consumers choose to buy a combination of goods that maximizes their satisfaction. This combination depends on the prices of various goods..

Consumer preferences are the first step in explaining why someone prefers one type of product over another (Sumar'in, 2013). Considerations in product selection are more common when sufficient or excess resources are available. Various factors can influence a person's consideration of the products they choose and prefer. The level of technological and communication development will significantly influence the number and types of products available. Other influencing factors include economic factors, culture and tradition, and the individual's own perceptions.

METHOD

Research design is a framework (blueprint) for conducting a marketing research project in a study that requires specific research procedures with the aim of obtaining the necessary information (Malhotra, 2010), so that it is easily understood and obtains answers to research questions (Cooper & Schindler, 2011). The research will begin with a literature review and field study. The purpose of the literature review and field study is to develop theoretical and practical aspects, where in the process it can be used to find a theoretical basis, a framework for thinking, and compare the data that has been obtained. The literature review can take the form of books, journals, articles, and recent research.

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In this study, researchers will discuss and analyze the factors that influence consumer preferences for isotonic drinks using the conjoint analysis method. The field study was conducted to provide real-world data on the problems raised in the research topic. The field study is expected to be able to contribute data so that aspects or factors that influence are known and can find appropriate solutions to the research material.

The data collection method will be quantitative by distributing an online questionnaire to consumers who meet the criteria of workout enthusiasts, athletes, and sports communities of all levels. The questionnaire that will be distributed will use a multiple-choice model with a Likert scale measurement. Meanwhile, the questionnaire distribution method will be carried out by sharing a link from the Google Form questionnaire sent through social media such as Instagram, WhatsApp, X, and Telegram. The use of a Likert scale is a form of positive questions to measure the positive scale. The scores for positive questions are 5, 4, 3, 2, and 1. The questionnaire uses a Likert scale with the following formula:

SS	= Strongly Agree	scored 5
S	= Agree	scored 4
N	= Neutral	scored 3
TS	= Disagree	given a score of 2
STS	= Strongly Disagree	scored 1

Respondents will be selected through a screening process, with an example question being "Do you exercise often?" to meet the predetermined requirements and criteria. Respondents who meet the criteria will then proceed to complete the questionnaire. Respondents who do not meet the criteria will not be able to complete the questionnaire. To increase respondent interest in completing the questionnaire, the author will provide a gift voucher to randomly selected respondents.

RESULT

Descriptive analysis in Figure 4.2.4 regarding the amount of income shows that the majority of 89 respondents from this study have an income of Rp. 5,000,000 with a percentage of 48%. Furthermore, 77 respondents have an income of Rp. 5,000,000 - Rp. 10,000,000 with a percentage of 42% of the total respondents. Followed by 15 respondents or 8% have a monthly income of Rp. 10,000,000 - Rp. 15,000,000. Meanwhile, there are only 4 respondents who have a monthly income above Rp. 15,000,000 or 2%. The total income earned by respondents is one of the things that can determine the ability to determine isotonic drink product preferences.

Exercise Frequency

Based on the results of the descriptive analysis, the frequency of respondents in exercising per week was the highest at 3x in 1 week with a total of 64 respondents or a percentage of 35%. Then followed by a percentage of 26% or 48 respondents doing sports activities every day in 1 week. Next, 43 respondents exercised twice in 1 week with a percentage of 23%. Meanwhile, the frequency of exercise once a week by 30 respondents or 16%. The following results can indicate that the majority of respondents are already aware of the importance of exercise. These respondent characteristics are an important factor in understanding respondents' preferences regarding isotonic drinks as a possible choice for exercise.

Crosstab

Crosstabulation analysis is a statistical technique for describing and evaluating the relationship between two or more categorical variables: respondent demographic data and the dependent variable. Respondent demographics include hometown, gender, income, and occupation. The comparison variable is the frequency of drinking isotonic drinks during exercise.

Crosstab Analysis Based on Drinking Frequency

The crosstab analysis will compare respondents' demographic data with their frequency of isotonic drink consumption. The purpose of this crosstab analysis, based on isotonic drink consumption frequency, is to identify potential consumer groups, analyze preferences and consumption behavior, and classify marketing strategies.

Table 1. Crosstab Analysis of City of Origin – Drinking Frequency

Hometown	Often	Seldom	Total
Poor	35	26	61
Surabaya	33	31	64
Kediri	29	31	60
Total	97	88	185

Source: Primary Data, Processed

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Based on the results of statistical data analysis of 185 respondents, it shows that 97 people consume isotonic drinks during exercise. Furthermore, 88 people rarely consume them during exercise. The area of origin that often consumes isotonic drinks during exercise is Malang with a total of 35 respondents, which is fewer than the 33 respondents in Surabaya. This means that of the three respondent origins, Malang is the area that shows the most awareness of the importance of isotonic drinks during exercise.

Table 2. Crosstab Analysis of Income – Drinking Frequency

Hometown	Often	Seldom	Total
< 5 million	41	48	89
5–10 million	42	35	77
10–15 million	12	3	15
> 15 million	2	2	4
Total	97	88	185

Source: Primary Data, Processed

The table above shows that 42 respondents with incomes between Rp. 5,000,000 and Rp. 10,000,000 frequently consume isotonic drinks during exercise. Furthermore, 41 respondents with incomes below Rp. 5,000,000 also frequently consume isotonic drinks during exercise. Meanwhile, the number of respondents who rarely consume isotonic drinks is even greater, with 48 respondents with incomes below Rp. 5,000,000 and 35 respondents with incomes between Rp. 5,000,000 and Rp. 10,000,000. This could be because respondents' income is used for primary needs as more urgent and important interests. This can be a recommendation for FMCG companies to provide discounts or increase programs that make it easier for respondents with incomes below Rp. 10,000,000 to purchase their isotonic products.

Table 3. Crosstab Analysis of Job Type – Drinking Frequency

Work	Often	Seldom	Total
Students	16	20	36
Civil Servants/State Civil Apparatus	8	5	13
Private employees	45	43	88
Educational Staff	6	8	14
Self-employed	17	11	28
Housewife	5	1	6
Total	97	88	185

Source: Primary Data, Processed

Based on the analysis data from the table above, it shows that private sector employees are the largest respondents who consume isotonic drinks, at 45 respondents. However, they are also the most likely to rarely consume isotonic drinks during exercise. Furthermore, of the 36 student respondents, 20 respondents rarely consume isotonic drinks. This could be due to the fact that their pocket money is used for more important needs and the lack of established consumer loyalty within the student segment.

Table 4. Crosstab Analysis of Gender – Drinking Frequency

Gender	Often	Seldom	Total
Man	57	53	110
Woman	40	35	75
Total	97	88	185

Source: Primary Data, Processed

Based on the results of the crosstab analysis on gender and frequency of drinking isotonic drinks during exercise, it was found that out of 185 respondents, 57 people were included in the category of respondents who often drink isotonic drinks during exercise and 53 respondents rarely consumed isotonic drinks during exercise. Meanwhile, in the female group, 40 respondents were included in the category of frequently drinking isotonic drinks and 35 people were included in the category of rarely consuming isotonic drinks during exercise. The results of the data analysis showed that men and women tended to frequently consume isotonic drinks compared to rarely consuming them.

Crosstab Analysis Based on Exercise Frequency

Consumer frequency of exercise is a key factor or variable in this research due to the current trend of exercise. The results of this demographic data analysis, linked to exercise frequency, can be used as a basis for designing health promotion strategies, active lifestyle education, and market segmentation for sports-related products, as it can identify potential consumers.

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Table 5. Crosstab Analysis of City of Origin – Sports Frequency

Hometown	Every day	3x/week	2x/Week	1x/Week	Total
Poor	15	26	9	11	61
Surabaya	19	19	17	9	64
Kediri	14	19	17	10	60
Total	48	64	43	30	185

Source: Primary Data, Processed

Based on the results of the crosstab analysis between city of origin and exercise frequency, it was found that of the total 185 respondents, 61 came from Malang, 64 from Surabaya, and 60 from Kediri. From Malang, the highest frequency was 26 people at a frequency of exercise 3x a week and the lowest was 2x a week. Furthermore, in Surabaya, the highest frequency was every day and 3x a week with a total of the same number of respondents, amounting to 19, and the lowest was at a frequency of 1x a week. Meanwhile, in Kediri, the highest frequency was 3x a week in exercising activities and the lowest frequency was 1x a week.

Table 6. Crosstab Analysis of Gender – Exercise Frequency

Gender	Every day	3x/week	2x/Week	1x/Week	Total
Man	31	39	25	15	110
Woman	17	25	18	15	75
Total	48	64	43	30	185

Source: Primary Data, Processed

Most respondents exercised three times a week (64 respondents), 48 respondents were categorized as daily, 43 respondents were categorized as twice a week, and 30 respondents were categorized as once a week. Men were more likely to exercise three times a week and the least likely to exercise once a week. The same thing happened to women, with the highest category being three times a week and the lowest being once a week, with 15 respondents.

Table 7. Crosstab Analysis of Job Type – Exercise Frequency

Work	Every day	3x/week	2x/Week	1x/Week	Total
Students	10	14	7	5	36
Civil Servants/State Civil Apparatus	2	5	2	4	13
Private employees	22	25	21	20	88
Educational Staff	4	7	1	2	14
Self-employed	8	12	6	2	28
Housewife	2	1	6	2	6
Total	48	64	43	30	185

Source: Primary Data, Processed

Based on the data analysis, private sector employees were found to have the highest frequency of exercise, with 25 respondents, followed by 22 individuals in the daily category. Students and private sector employees exhibited relatively high levels of exercise activity. Civil servants and housewives tended to have lower levels of exercise. Private sector employees were evenly distributed, with students having moderate to high exercise frequency.

Table 8. Crosstab Analysis of Income – Exercise Frequency

Income	Every day	3x/week	2x/Week	1x/Week	Total
< 5 million	19	35	16	19	89
5–10 million	23	21	23	10	77
10–15 million	4	7	3	1	15
> 15 million	2	1	1	0	4
Total	48	64	43	30	185

Source: Primary Data, Processed

The analysis of the table above shows that the highest number of respondents exercising 3x a week is those with incomes below Rp. 5,000,000, amounting to 35 respondents. The next dominant frequency is found in the income range of Rp. 5,000,000 – Rp. 10,000,000, with the same number of respondents exercising every day and twice a week, with 23 respondents. Meanwhile, the frequency not selected at all is every day for respondents with incomes above Rp. 15,000,000.

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Conjoint Analysis

Conjoint analysis in this study was used to determine the level of importance based on consumer preferences for an isotonic drink product. Consumer preferences indicate the importance of attributes in an existing product. Consumer preferences with the highest utility coefficient are prioritized in choosing and are willing to pay more (Jitkuekul & Khamtanet, 2020). Consumer preferences in selecting isotonic drinks were analyzed using conjoint analysis.

Conjoint analysis is useful for determining which attributes consumers consider when choosing a product. Data processing was performed using SPSS to obtain the conjoint analysis results. The attributes used were content, taste, package size, and price. This study used nine stimuli obtained using an orthogonal plan.

Meanwhile, in table 4.3 below, the design stimuli selected when processing statistical data in SPSS using the conjoint analysis method:

Table 9. Design Stimuli

No.	Sugar Content	Packaging Size	Price	Flavor
1.	Normal	500ml	Rp. 3,000 – Rp. 4,000	Original
2.	Normal	500ml	Above Rp. 6,000	Original
3.	Normal	350ml	Rp. 3,000 – Rp. 4,000	Coco / Coconut
4.	Low sugar	500ml	Rp. 3,000 – Rp. 4,000	Coco / Coconut
5.	Normal	350ml	Rp. 4,000 – Rp. 6,000	Original
6.	Low sugar	350ml	Rp. 4,000 – Rp. 6,000	Coco / Coconut
7.	Low sugar	350ml	Above Rp. 6,000	Original
8.	Low sugar	350ml	Rp. 4,000 – Rp. 6,000	Fruity flavor
9.	Normal	500ml	Rp. 4,000 – Rp. 6,000	Fruity flavor

Utility Level of Each Attribute

Utility value is the preference value given by respondents to each attribute level in a product (Arikunto, 2002). The purpose of conjoint analysis is to identify each product attribute level. Once a utility score is obtained, individual consumer preferences can be identified, as well as a comparison of the total number of respondents tested. The utility value is then used to measure consumer preferences for each product. Without a utility value, it is impossible to measure preferences or make managerial decisions based on conjoint data.

Utility value is the preference value given by respondents to each attribute level in a product (Arikunto, 2002). It was found that utility value has both positive and negative signs. Positive values indicate the consumer's level of preference for a product attribute/level. Negative values indicate the consumer's level of dislike for a product attribute/level.

Positive values indicate consumer preference for a particular attribute level within a product. Negative values indicate consumer dislike for a particular attribute level within a product. The consumer preference data is considered representative of sports enthusiasts in Malang, Surabaya, and Kediri. The attributes analyzed in this study were content, taste, price, and packaging size. The utility value of each attribute level can be seen in the following table.

Table 10. Utility Value of Each Attribute/Level

Attribute	Level	Utility Estimate	Std. Error
Contents	Normal	-0.117	0.114
	Low Sugar	0.117	0.114
Packaging	350ml	-0.042	0.114
	500ml	0.042	0.114
Price	Rp. 3,000 – Rp. 4,000	0.204	0.183
	Rp. 4,000 – Rp. 6,000	-0.072	0.178
	Above Rp. 6,000	-0.132	0.199
Flavor	Original	0.201	0.178
	Coconut	-0.227	0.183
	Fruits	0.026	0.199
(Constant)		3,379	0.110

Source: Primary data processed using SPSS

Based on table 10. of the content attributes of isotonic beverage products, respondents prefer low sugar content, namely the estimated utility value is positive or equal to 0.117. Meanwhile, the normal sugar content of isotonic beverage products gets a utility value of -0.117, meaning that if the value is negative, respondents do not like the product. The results of the data indicate that in the content attribute, respondents prefer low sugar content compared to normal sugar.

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Next, in the packaging attribute, there are 2 levels, level 1 is the 350ml packaging size and level 2 is the 500ml packaging size. The data in table 10 shows that the 350ml packaging size has a utility value of -- 0.042, meaning it is not preferred by respondents. Meanwhile, in the 500ml packaging size, the utility value is positive 0.042, meaning respondents prefer the larger packaging size, namely 500ml compared to 350ml.

The price attribute has 3 levels, level 1 is a product with a price of Rp. 3,000 - Rp. 4,000, level 2 is a product with a price of Rp. 4,000 - Rp. 6,000, while at level 3 is a product with a price above Rp. 6,000. The three levels show that level 1 has a utility value of positive 0.204, meaning that respondents like prices in the range of Rp. 3,000 - Rp. 4,000. Furthermore, at level 2 or prices in the range of Rp. 4,000 - Rp. 6,000, which has a utility value of negative -0.072, which indicates that it is below the respondents' preferences compared to level 1. While at level 3 or prices above Rp. 6,000, respondents do not like that level, because the value of that level is negative -0.132. This means that of the three levels, level 1 has the highest preference, followed by level 2 and level 3 being the last level preferred by respondents.

The next attribute is the taste attribute which has 3 levels, level 1 is the original flavor, level 2 is the coconut flavor, and level 3 is the fruit flavor. The level most preferred by respondents is the original flavor, having a utility value of 0.201. Meanwhile, at level 2, it is preferred by respondents but still less than level 1 and level 3 is the flavor that is least preferred by respondents. Fruit flavor has a utility value of positive 0.026 and coconut flavor has a utility value of -0.227. This means that the most preferred flavor is the original flavor and the least preferred flavor is coconut flavor.

Importance Values LevelEach Attribute

Importances value data shows which attributes are considered most important and respondents' choice of isotonic drink products. The attributes used in this study were sugar content, packaging, price, and taste. This stage will demonstrate the value of product attributes, thereby influencing consumer preferences.

Table 11. Most Important Values of Attributes

Attribute	Importance Score
Contents	19,098
Packaging	16,147
Price	33,139
Flavor	31,616

Source: Primary data processed using SPSS

It was found that out of a total of 185 respondents, taste was the most important attribute, with a value of 33%. Meanwhile, price ranked second, with a value of 32%. Sugar content ranked 19%, while packaging size ranked 16%. Conjoint analysis of these importance factors determined the relative importance of respondents' preferences for isotonic drinks.

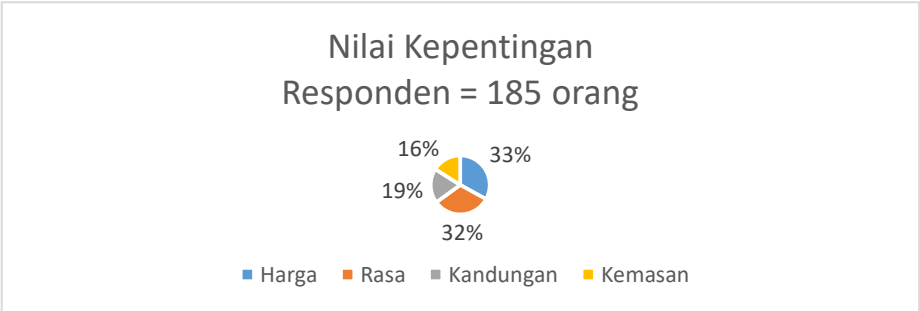

Figure 2. Importance Value

Based on the conjoint analysis processed using SPSS, the attributes with the highest importance for respondents in choosing an isotonic drink were price, taste, ingredients, and packaging. This could be due to several factors, including respondents considering choosing a product to consume regularly.

Research by Ying & Hoang (2014) also demonstrated that several key factors, such as taste, influence consumer attitudes toward coffee purchase intentions in Taiwan. In addition to taste, another attribute considered important in this study was price. This is evidenced by the literature from Pearson & Henryks (2008), which states that price is a key factor in determining preferences and purchasing decisions.

Correlations

The existence of a strong correlation between stimuli, whether significant or insignificant, can be tested through an analysis of preference assessments obtained from respondent data. The research data was obtained from a combination of attributes and levels in isotonic drinks. Therefore, the data in Table 4.3.3 below shows a strong

relationship between estimates and actual values, as well as high and low predictive accuracy.

Table 12. Correlation Test Results

Correlations		
	Value	Sig.
Pearson's R	.787	.006
Kendall's tofu	.611	.011
a. Correlations between observed and estimated preferences		

Source: Primary data processed using SPSS

The data obtained between the combination of attributes and levels with consumer preferences for isotonic drinks are valid and reliable. This indicates that there is a strong relationship between estimates and actual. Furthermore, in terms of significance, both Pearson and Kendall have strong significance. From the data that has been presented, it shows that the Pearson 'R' value is 0.787 and Kendall's Tau is 0.611, which means that if it is greater than 0.05, there is a strong level of correlation. The significance result of Pearson 'R is 0.006 and Kendall's Tau is 0.011, with a significance value of 0.006.≤ 0.05, the accuracy level can be said to be valid. This is in accordance with the statement from Artanti (2023), which shows that Pearson's R is 0.000 ≤ 0.05 and Kendall's tau is 0.002 ≤ 0.05. Therefore, the estimated variable assessment has a high level of accuracy compared to the actual assessment.

Managerial Implications

Based on the results of the overall conjoint analysis, respondents chose the highest utility value for each attribute and level, namely isotonic drinks with low sugar content, a 500ml package size, an affordable price of Rp. 3,000 - Rp. 4,000, and also have an original flavor compared to others. For the level of importance value, respondents chose the taste attribute as the most important attribute in choosing an isotonic product. This is proven through conjoint analysis with an importances value of 33%. Then, in terms of the correlation test, the analysis results found that the probability value is above 0.05 or at 0.787 and 0.611, which means accuracy. Meanwhile, the significance value is below 0.05, at 0.006 and 0.03, meaning the data is significant.

The results of this study will be compared with several isotonic products already available in the market. Currently, several isotonic drink manufacturers in Indonesia are Pocari Sweat, Ion Water, Hydroplus, Isoplus, Mizone, and Hydrococo, according to the research attributes. The following are the results of the attribute survey on several isotonic products currently available in Indonesia.

Table 13. Isotonic Products Circulating in Indonesia

No	Product name	Contents	Packaging	Price	Flavor
1.	Pocari Sweat	Normal Low Sugar	350ml & 500ml	Rp. 5,250 – Rp. 8,000	Original
2.	Hydro Plus	Normal	500ml	Rp. 5,000 – Rp. 6,000	Original
3.	Iso Plus	Normal	350ml	Rp. 2,500 – Rp. 3,000	Original
4.	Mizone	Normal	500ml	Rp. 5,000 – Rp. 7,000	Coconut Fruits
5.	Hydrococo	Normal	500ml	Rp. 11,000	Coconut

The data in Table 13 regarding isotonic products currently on the market are the result of a survey of several general trade, modern trade, and e-commerce platforms. Packaging was only adjusted for the 350ml and 500ml packaging options analyzed. Price attributes were also adjusted based on predetermined attributes and levels. Based on the results of several surveys of isotonic drinks currently on the market, researchers attempted to compare and provide recommendations and comprehensive descriptions to manufacturers, hoping that the results of this study will positively impact these isotonic drink manufacturers.

Based on the results of products currently circulating in the community, the Pocari Sweat brand has the highest brand positioning compared to other brands. According to (Wardhana, 2024) the product attribute positioning dimension of Pocari Sweat has covered the needs of sports-loving consumers. The price of Pocari Sweat is indeed in the expensive category, but the product has Value Based Pricing where the product offers more benefits (low sugar flavor content and has a green tick for a healthier choice). The product quality is unquestionable because it does not use preservatives and is made based on scientific research. The perceived benefits (Perceived Benefits) which are often used as a tagline during running events in Indonesia are Safe Running from Pocari Sweat, something that is shown to make it safe for runners to avoid dehydration.

CONCLUSION

Based on the results of the discussion that have been outlined in the previous chapter and based on the formulation of the problem, the following points can be concluded regarding consumer preferences for isotonic drinks, as follows:

1. Based on the results of the conjoint analysis, it shows that respondents prefer isotonic drink products with

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low sugar content, 500ml packaging size which is suitable for use during exercise, affordable prices ranging from Rp. 3,000 - Rp. 4,000, and also respondents prefer the original product taste compared to other flavor variants. This conjoint analysis can be concluded that it has a relatively strong relationship based on the correlation value, namely Pearson 'R of 0.787 and Kendall's Tau of 0.611. In the significance analysis, this study has a significance value below 0.05, namely at 0.006 and 0.011.

2. Based on the four attributes in this study, the attributes that most influence consumer preferences in deciding to purchase a product are taste and price. Taste has a relatively high importance rating of 33%, and price is the second-highest, with an importance rating of 32%.

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