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Preference Patterns for Internet Cafés in Rural Communities: A Conjoint Approach

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Abstract: *The purpose of this study was to determine the students' preference patterns of internet cafes in rural communities like Tarragona, Davao Oriental, specifically, it sought to identify the most influential attributes, primary services, additional products or services, equipment, location, and price. For this research, Conjoint Analysis was used to examine students' preferences for internet cafés. A total of 150 students from different schools of the Municipality of Tarragona took part by evaluating 20 hypothetical café profiles combining five key attributes, namely primary service, additional products/services, equipment, location, and price. Hence, the SPSS version 22 is used to figure out which attributes have a big impact on decision making by calculating the Utility estimates and relative importance scores. The result showed that students value services related to academic, printing, and photocopying, and cafés located near schools or universities. Basic equipment settings were acceptable, while high-end gaming features were less valued. Respondents were price-sensitive by choosing reasonable prices. The evaluation of relative importance shows that location and additional products/services are the most preferred attributes that influence decisions. Cafés can stay relevant, promote digital inclusiveness, and assist the economy and education to grow by making sure their offers meet students' academic demands.*

Keywords: Conjoint analysis, Consumer preferences, internet café, rural communities, student services, Tarragona, Philippines.

I. INTRODUCTION

The failure of numerous businesses, including internet cafés, is due to a lack of understanding of the market demands and customers' preferences. Internet cafes play an important role in making internet access available in areas with insufficient connectivity. However, internet cafés have encountered difficulties in maintaining their profitability and sustainability. These failures are attributed to factors such as poor service quality, bad locations, inadequate equipment, and the absence of clear strategies on how to fulfill the changing needs of their target market (Sitorus, 2020; Soegoto&Adzkia, 2018).

In metropolitan locations like Manila, internet cafés have historically provided students with internet access. By January 2025, internet penetration had reached 83.8%, with over 97.5 million Filipinos actively engaging with online platforms. Users, on average, engage in online activities for 8 hours and 52 minutes per day, far above the global average. A substantial portion of this activity transpires through mobile devices, highlighting the increasing demand for accessible and purpose-oriented digital centers like internet cafés. These facilities are particularly essential in rural regions, where internet cafés function as academic and informational resources for students and other users (Kemp, 2025). In order to remain competitive and pertinent, it is essential to be adaptable and responsive to technological advancements and consumer feedback. Garcia and Lim (2019) study emphasizes the necessity for internet cafés to adjust to continual market fluctuations and surmount obstacles. The authors emphasize the necessity for internet cafes to expand their offerings, transition towards gaming or alternative digital entertainment, and enhance customer experience to maintain competitiveness in a progressively saturated market.

This research, in accordance with the United Nations Sustainable Development Goals (SDGs), particularly SDG 9 (Industry, Innovation, and Infrastructure), underscores the vital function of internet cafés in enhancing digital accessibility and generating economic prospects within local communities. Internet cafés function as vital centers for

students and professionals, offering access to online education, employment prospects, and digital services. Nonetheless, their survival is jeopardized by evolving consumer preferences and intensifying competition from other digital platforms, including co-working spaces and private home internet connections. Comprehending customer preferences and market expectations is essential for maintaining business sustainability, therefore fostering local jobs and advancing digital inclusion.

There is a lot of evidence that internet cafes do not meet customer expectations, which is a significant issue. Internet cafes are especially sensitive to changes in technology and customer preferences since they offer both entertainment and internet services. Nadzri et al. (2020) investigated the decline of internet cafés in Malaysia and found that an inability to react to new technology and changing customer preferences resulted in a substantial loss of customers. The emergence of Internet cafes is rampant all across the Philippines, yet many of these establishments struggle to remain profitable. This is reflected in declining customer patronage, with students and professionals typically looking for alternative locations, including co-working spaces, which are more comfortable, private, and have modern amenities (Sitorus, 2020; Soegoto&Adzkia, 2018). These factors show how important it is for businesses to know and adapt to the customer's needs to stay relevant. Furthermore, according to the study of Kim and Park (2021), some internet cafes have outdated equipment that doesn't meet the expectations of the customers. This has resulted in a decline in customer satisfaction, prompting several students and professionals to choose to go to places like libraries, coffee shops, and co-working spaces, which provide a more appealing ambiance and better service.

In order to succeed in the internet cafe business, it is imperative to know what the customer preferences are before establishing or rebranding a business. Knowing what drives customers to choose one internet cafe over another, whether it is the quality of the equipment, the availability of additional services, or the location, is essential for ensuring customer satisfaction and business success. Diverse preferences regarding the ideal internet café are frequently expressed by students, who are the main customers of these establishments. Consequently, internet cafes can better meet and enhance their services to more effectively satisfy the expectations of their target market by knowing their preferences, particularly in areas like Tarragona, Davao Oriental. Kotler and Keller (2016) said that comprehending customer preferences is important prior to starting a business. This ensures alignment with market demands and customer expectations, hence increasing the likelihood of success. To remain competitive in the market, internet café businesses must acknowledge the specific needs of their customers, as emphasized by Lawrence and Tar (2018). According to their study, customers place a high value on attributes like fast internet, pleasant spaces, and conducive workstations, which directly affect their satisfaction. This fits with the premise of the research, which is that understanding these preferences (e.g., primary service, equipment, and location) should be prioritized before establishing the business. Lai and Lee (2017) stressed the importance of service quality in enhancing customer happiness. They said that well-maintained equipment and accessible locations are important factors in keeping customers at an Internet café. This puts focus on the equipment quality and location as important factors for customers' decision-making criteria when selecting an Internet café.

The Random Utility Theory (Domencich& McFadden, 1975) is the main theory behind this study, which suggests that consumers make selections based on maximizing utility from a set of product attributes. In this case, consumers choose an internet café that gives them their overall utility, which is determined by factors such as primary services additional product offerings, equipment, location, and price. The theory suggests that internet cafes can increase their likelihood of success by customizing their services to better meet the needs of their consumers, which is achieved by comprehending the utility derived from these attributes. Mcfadden further developed the Multinomial Logit (MNL) in the early 1970. This instrument is used to analyze consumer preferences among multiple discrete alternatives, such as selecting an internet café. This model employs Random Utility Theory to elucidate the manner in which consumers assess various alternatives according to their attributes. In 1985, Ben-Akiva and Lerman investigated the fundamental principles of Discrete Choice Theory, a theory that expands upon the concepts of Random Utility Theory to examine the process by which individuals evaluate and choose discrete alternatives. This framework enables the analysis of consumer behavior in the context of internet cafés, where the decision is influenced by the attributes of the offerings. To explore the psychological dimensions of consumer decision-making, Prospect Theory, introduced by Kahneman and Tversky (1979), is applicable. This theory analyzes how individuals perceive and react to dangers, elucidating the impact of consumers' risk aversion and loss aversion on their decisions while choosing an internet café. Collectively, these ideas offer an extensive comprehension of the determinants influencing customer choices within the realm of internet cafés.

Figure 1 illustrates the conceptual framework of the study. The researchers consider the five (5) chosen attributes for the choice of internet cafe as the independent variables namely; primary service, additional product/services, equipment, location and price. Primary service refers to the main service that an internet café has to offer, whether an internet café's forte is having the best internet connection, an internet café that mainly focuses as a gaming facility, or whether an internet café that is equipped with expensive software for a small price. The levels of primary service include academic purposes, gaming and entertainment, and online communication. Narteh (2013) contends that the fundamental services offered by an internet café, such as internet speed and gaming facilities, significantly influence consumer satisfaction. Additional product/services refer to the extended product or service that an internet café offers, whether it will offer a café that is serving beverages and snacks, a café with a copy center services or a café with a private working space. The level of additional product and services includes availability of food and beverages, printing and photocopying services, and private workstation or study area. Additionally, Jeong (2016) notes that the entire consumer experience at Internet cafés is enhanced by the provision of additional products and services, such as food and beverages. Equipment refers to the materials/resources used within an internet café whether it has a high-end equipment but charges higher in price or a café with a standard/basic equipment but charges low in price. The levels of equipment include a basic setup, high-end gaming computers, and software for academic or professional use. Kuo et al. (2016) contend that the caliber of equipment in an Internet café is essential for client happiness. Location denotes the specific site or position of an internet café, whether situated in a commercial or urban environment. The levels include being near school and universities, near residential areas, commercial spaces offering additional amenities. Chen (2018) contends that the location of an internet café is vital to its success. Cafés situated in accessible, high-traffic locations are more inclined to attract patrons, highlighting the importance of strategic placement in enhancing visibility and foot flow. Price at an internet café refers to the various pricing schemes in accessing or utilizing the internet café. These schemes are typically based on hourly rate, enabling the clients to select from the several price tiers depending on their budget and usage duration. Typical options includes the rate 10 pesos per hour, 15 pesos per hour and 20 pesos per hour. Establishing competitive and customer-friendly pricing strategies is crucial for sustaining customer loyalty and ensuring business profitability (Mubiru et al., 2019). The dependent variable is the clients' preferences as signified by the total utility or worth of internet café. The concept of client preferences as a reflection of total utility is also consistent with this. Kahneman and Tversky (1979) assert that preferences are influenced by the subjective evaluation of outcomes. This theory may be utilized to assess internet cafés based on the services and experiences they offer to consumers. Clients tend to prefer cafés that enhance their perceived utility, including elements such as service quality, convenience, and overall experience (Homburg et al., 2012).

In spite of the existence of numerous studies on customer preferences in various industries, there is limited research focusing on understanding the preferences of internet cafe users in specific localities like Tarragona, Davao Oriental. Additionally, while studies have identified factors such as equipment, location, and services offered by internet cafes, there is a research gap in identifying the specific combination of these attributes that can lead to the success of internet cafes in rural and semi-urban communities. This gap stresses the need for a focused study into the factors that influence internet cafe preferences in Tarragona, Davao Oriental.

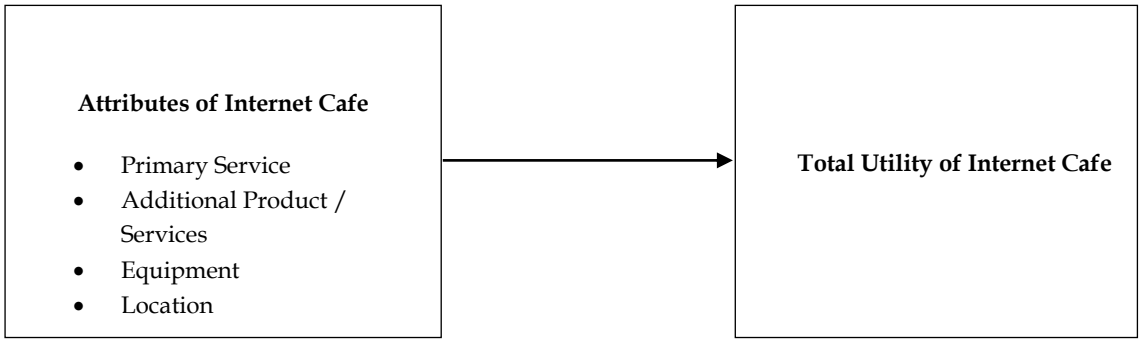

Figure 1. Conceptual Framework

This study aimed to determine the preferences of students for internet cafes in Tarragona, Davao Oriental. Specifically, the study seeks to:

1. Determine the relative importance of five key attributes—primary service, additional product/services, equipment, location, and price—in shaping customer preferences.

2. Identify individual and aggregate models of internet cafes that are preferred by clients based on these attributes.

The attributes, namely, primary service, additional product/services, equipment, location and price have no relative importance in determining total utility for internet cafes.

Valuable and relevant information obtained from the study will become beneficial to the internet cafe industry. Since the main purpose of every financial organization is to boost up the profits for its vendors. Internet cafe services offer ideal chances for increasing the profits. The Internet cafe industry will benefit this study by having the opportunity of being on the same page with the clients. If an Internet cafe satisfies the clients' needs and meets their' expectations, it will attract more customers to and expedite its growth. The high number of internet cafe users prove that Internet cafe has a lot of advantages.

This study will also directly benefit the students. Students will need internet cafes to have a resource for projects and exams since some exams have to be taken on computer and most of the students had no computers or internet at home. This study will also benefit community and passersby, the internet café is to put users in touch with the global market and happenings in the world. The internet is also important these days to communication. Likewise, the internet café is another economic benefit to the community. When people on the road stop by to use the internet, they also will frequent local businesses.

Finally, this study will benefit all aspiring internet café entrepreneurs or even the existing ones as they may benchmark from this study to create an internet café that is preferred by clients in order to satisfy them. After all, the overall satisfaction of the customers is one of the keys for the success of Internet Cafes. If internet café owners offer them the best services and features they have ever experienced, they will simply go back again and may bring some of their friends around.

II. METHODOLOGY

This study employed a conjoint analysis approach to investigate the preference patterns on internet café at Tarragona, Davao Oriental. A total of one hundred fifty (150) clients were be surveyed. Orme (2008) mentioned that the sample sizes of conjoint analysis generally range from 150 to 1,200 respondents. The sample size of 150 respondents is within the acceptable range and is considered sufficient to obtain a reliable conjoint-estimating tool to address the concerns of the study. In order to get an adequate number of respondents, some clients were tapped as gatekeepers.

In the Design of Experiment stage, a fractional factorial design was used to avoid evaluating all possible combinations of the five final attributes, instead focusing on a smaller, more manageable subset of alternatives. This study utilizes an orthogonal design in SPSS Version 22, generating 20 plancards for the survey questionnaire. This design optimizes efficiency and maintains balance among attribute levels to yield meaningful part-worth estimates.

Data collection began once the researcher had established the study's parameters and obtained validation of the research instrument from experts. This study was conducted in Municipality of Tarragona and survey questionnaires are the main instrument used in gathering the information and data needed. These were distributed to the selected students, and they were given ample time to answer the questions indicated as needed. The questionnaires were carefully selected and presented to meet the research objectives to capture the student's preferences for internet café features.

The questionnaires comprises of well-designed questions that delves into the respondent's preference. The researcher assured respondents of the confidentiality of their survey response, offering them the option of anonymity to encourage honest feedback. This strategy is to establish a pleasant and safe atmosphere for participants, hence enhancing data accuracy and the quality of insights gathered.

Using a purposive sampling technique, 150 respondents was chosen to complete survey questionnaires, expressing preferences for the different combinations of five attributes at various levels. The survey was administered in face-to-face with the respondents, with printed survey questionnaires and collected directly by the researcher. Each participant was individually instructed to evaluate the presented plancard independently, focusing exclusively on the combinations of Internet Café attributes without considering any specific brand or café name. The responses were accumulated and

coded, consolidated into an Excel spreadsheet. The completeness was being evaluated and looking for any missing values to ensure quality and integrity. The cleaned dataset was then be analyzed using IBM SPSS software. Conjoint analysis was performed to assess the relative importance of each attribute and to calculate part-worth estimates for each level. The results were shown in tables to facilitate interpretation.

III. RESULTS

The results of the conjoint analysis provide useful understanding the respondents' preferences regarding Internet café service attributes. Table 1 presents the utility estimates and standard errors for each attribute level, showing their relative importance how customer makes decision and providing in-depths look of customer preferences.

Primary Service appeared as the most pivotal factor affecting the user preferences for Internet cafés. Within this category, academic purposes (U = 0.072, S.E. = 0.022) were the most preferred, signifying that respondents predominantly use Internet cafés for educational or research activities. Conversely, gaming and entertainment (U = -0.037, S.E. = 0.026) and online communication (U = -0.035, S.E. = 0.026) had lower preference, signifying that leisure and social engagement are not the predominant priorities for the most respondents surveyed. These results suggest a preference for more academically conducive conditions in Internet café settings.

The result also shows that additional product or service attributes had a big impact on customer preferences. Among these, printing and photocopying services (U = 0.049, S.E. = 0.026) were considered important, stressing the role of Internet cafés as extensions of academic or office workspaces. Notably, private workstations or study areas (U = -0.049, S.E. = 0.026) were viewed as less valued, potentially due to limited availability, cost, or layout concerns. The availability of food and beverages (U = 0.000, S.E. = 0.022) received a neutral utility assessment, indicating that although valued, these options don't have much effect on preference.

Another important attribute was the location, of which the finding shows that customers prefer the internet cafés located near schools and universities (U = 0.036, S.E. = 0.022), which supports the academic purpose. In contrast, customers considered locations near residential areas (U = -0.038, S.E. = 0.026) to be less favorable due to noise or distractions. Additional amenities and security were scored neutrally (U = 0.002, S.E. = 0.026), which implies that these attributes are likely viewed as standard, not something unique in feature.

The equipment options had a limited effect on choosing the internet cafe. Participants preferred a bit more basic setups (U = 0.006, S.E. = 0.022), while high-end gaming computers (U = -0.006, S.E. = 0.026) had a slight negative impact. Software intended for academic or professional use (U = 0.000, S.E. = 0.026) was considered neutrally, which may imply that respondents see such software as more of a basic offering rather than a unique feature.

Price, although commonly a significant factor in service-based businesses, appeared to have the least influence on Internet café preferences in this case. Still, utility estimates revealed a clear trend of price sensitivity, with respondents not wanting to pay more in hourly rates: ₱10 per hour (U = -0.030, S.E. = 0.020), ₱15 per hour (U = -0.059, S.E. = 0.039), and ₱20 per hour (U = -0.089, S.E. = 0.059). The finding suggests that more reasonable pricing could boost customer satisfaction and loyalty, in particular paired with features aligned with academic needs.

Table 1. Utility Estimates and Standard Errors for Internet Café Service Preferences (N = 150)

Attribute	Attribute Level	Utility Estimate	S.E.
Primary Service	Academic purposes	0.072	0.022
	Gaming and entertainment	-0.037	0.026
	Online communication	-0.035	0.026
Additional Product	Availability of food and beverages	0.000	0.022
	Printing and photocopying services	0.049	0.026
	Private workstation or study area	-0.049	0.026
Equipment	Basic setup	0.006	0.022
	High-end gaming computers	-0.006	0.026
	Software for academic or professional use	0.000	0.026
Location	Near schools and universities	0.036	0.022

Attribute	Attribute Level	Utility Estimate	S.E.
	Near residential areas	-0.038	0.026
	Additional amenities and security	0.002	0.026
Price	Ten pesos per hour	-0.030	0.020
	Fifteen pesos per hour	-0.059	0.039
	Twenty pesos per hour	-0.089	0.059

Note. Higher utility estimates indicate greater preference for that level. The utility estimates are zero-centered within each attribute.

Conjoint analysis shows that people who leave in rural areas prioritize academic services and essential support features in choosing Internet cafés. The preference for academic use and printing services, along with favorable attitudes toward cafés located near schools and universities, reflects a functional, need-based utilization of these establishments. While pricing and comfort features play lesser roles, the demand for affordability and utility remains strong. These result highlight the need for tailored Internet café models in rural areas that emphasize educational support, basic infrastructure, and competitive pricing. Operators that want to serve rural markets should align their service offerings with the practical needs of their customer, thereby enhancing digital access and relevance in rural communities.

A comparison of the aggregate utility model and three individual-level conjoint models (R6, R12, and R29) shows that significant variations in preferences across different internet café service attributes. As shown in Table 2, all individual respondents and the aggregate model had negative constant values, with R6 (−1.102) and R29 (−1.065) present stronger disutility compared to the aggregate constant (−0.886), indicating that without favorable attribute combinations, these respondents were less inclined to endorse any service profile.

Table 2 Individual and Aggregate Utility Models for Preferences in Internet Café Services

Attribute Level	Aggregate Model	Respondent 6	Respondent 12	Respondent 29
(Constant)	-0.886	-1.102	-0.973	-1.065
Primary Service				
Academic purposes	0.072	0.050	0.090	0.060
Gaming and entertainment	-0.037	-0.010	-0.045	-0.030
Online communication	-0.035	-0.040	-0.045	-0.030
Additional Product				
Food & beverages	0.000	0.030	-0.020	0.000
Printing/photocopying	0.049	0.060	0.070	0.040
Workstation/study area	-0.049	-0.090	-0.050	-0.040
Equipment				
Basic setup	0.006	0.015	0.005	0.010
Gaming computers	-0.006	-0.020	-0.015	-0.010
Academic/professional software	0.000	0.005	0.010	0.000
Location				
Near schools	0.036	0.040	0.020	0.035
Near residential areas	-0.038	-0.025	-0.010	-0.020
Amenities/security	0.002	-0.015	-0.010	-0.015
Price				
₱10/hr	-0.030	-0.020	-0.040	-0.025
₱15/hr	-0.059	-0.050	-0.060	-0.055
₱20/hr	-0.089	-0.070	-0.080	-0.075

The aggregate model found that *academic purposes* as the most preferred in primary services (utility = 0.072), while *gaming and entertainment* (−0.037) and *online communication* (−0.035) were viewed less preferred. Respondent R12 was quietly close with this trend, demonstrating the strongest utility for academic purposes (0.090) and the lowest for both gaming and communication (−0.045 each). R6 and R29 also preferred academic purposes, although the difference was smaller, which suggests a moderate but consistent academic orientation.

Preferences for additional products demonstrate a comparable alignment across models. The aggregate model present a moderate preference for *printing and photocopying* (0.049) and a negative valuation of *workstation or study area* (−0.049). R12 again revealed the strongest preference for printing (0.070) and dislike for workstation use (−0.050). R6 exhibited the strongest aversion to workstations (−0.090), which may mean that they didn't need the service. R29's pattern was the same although less extreme. These results implies that while study-related tools are appreciated, private or enclosed location may not be viewed as important by most respondents.

When it came to equipment, the utilities were near zero across all respondents and the aggregate, which suggest that this attribute carried relatively low influence on decision-making. *Basic setups* consistently yielded slightly positive utility (aggregate = 0.006), while *gaming computers* and *professional software* were regarded closer to neutral, particularly by R29. This means that the type of equipment isn't a big reason why this group prefers one service over another.

The analysis of the location attribute shows a collective inclination towards services *near schools or universities* (aggregate = 0.036), with all individual models assigning their highest location utility to this level (R6 = 0.040; R12 = 0.020; R29 = 0.035). Conversely, *near residential areas* and *with added amenities and security* received low to negative utility estimates, which suggests that convenience related to academic institutions is a significant factor in selecting internet café.

Finally, price indicated that a linear decline in preference with increasing hourly rates. The aggregate model presents utilities of −0.030 for *₱10/hour*, −0.059 for *₱15/hour*, and −0.089 for *₱20/hour*. This price sensitivity was consistent among all three respondents. R6 revealed the least resistant to changes in price (e.g., ₱10/hour = −0.020), while R12 demonstrated a slightly steeper slope (e.g., ₱20/hour = −0.080). This shows that price is an important factor, especially for cost-conscious clients.

Table 3 presents the relative importance scores of each attribute in influencing respondents' preferences for Internet café services. Among the five attributes, Location had the highest relative importance at 20.232%, signifying that proximity particularly near to schools or universities is a crucial determinant in decision-making process.

Table 3. Relative Importance Scores of Attributes

Attribute	Relative Importance (%)
Primary Service	18.283
Additional Product	19.741
Equipment	18.798
Location	20.232
Price	13.855

Note. Values represent the percentage contribution of each attribute to the decision-making process.

Additional Product feature like printing and photocopying followed closely at 19.741%, showing clearly their importance in assisting users' academic needs. Equipment (18.798%) and Primary Service (18.283%) also exhibited similar significance, signifying that both the intended use (academic vs. entertainment) and available hardware substantially influence preferences. The price was the least influential among the attributes (13.855%) which indicates that users value convenience highly, features, and functionality over cost, pointing to putting value ahead of cost to service selection.

The correlations between observed and estimated preferences, as shown in Table 4, give important insights into the predictive validity of the conjoint analysis model. The Pearson's R value of .882 (p = .000) shows a strong and statistically significant linear correlation between the preferences observed and those predicted by the model. This strong correlation shows the model's effectiveness in capturing the underlying decision-making patterns of the

respondents. It also shows that the model is strong and reliable in interpreting Internet Café preferences in rural communities.

Table 4. Correlations Between Observed and Estimated Preferences

Correlation Metric	Value	Significance (p)
Pearson's R	.882	.000
Kendall's Tau	.763	.000
Kendall's Tau for Holdouts	.333	.248

Note. A significant and high Pearson's r indicates strong predictive accuracy of the model.

Kendall's Tau value of .763 (p = .000) also indicates a strong correlation between the actual and the predicted preferences. This finding further support the model's capability to closely reflect the ranking of attributes that are most important to users, showing consistency in preference structures throughout the sample.

Kendall's Tau for holdouts result is 0.333 (p = .248) of which did not show a significant effect. However, this lower value might reduce the accuracy of profiles not included in the main model calibration, the no significant indicates that the deviation between predicted and actual rankings for the holdout profiles is not statistically significant. This result implies that the model maintains generalizability and avoids overfitting, retaining its predictive power even when tested on new or unexplored attribute combinations (Orme et al., 1997).

Table 5 presents three notable profiles emerge that implies significant insights into the preferences of respondents regarding Internet café setups in rural communities: Profiles 11, 12, and 1. These profiles shows that people in rural areas really want academic-focused services, additional products, accessible locations, and reasonable pricing. The additive model effectively captures these priorities, showing the significance of service alignment with users' educational needs and financial capacities (Jrad, 2023; Herman et al., 2023; Karanja&Simiyu, 2022).

Table 5. Additive Model Scores and Rank of Conjoint Profiles (N = 150)

Card	Primary Service	Additional Product	Equipment	Location	Price	Total Utility	Rank
11	Academic purposes (+0.072)	Printing and photocopying (+0.049)	Basic setup (+0.006)	Near schools/universities (+0.036)	Php 15.00/hour (−0.059)	**−0.782**	1
12	Academic purposes (+0.072)	Printing and photocopying (+0.049)	Software for academic use (+0.000)	Near schools/universities (+0.036)	Php 15.00/hour (−0.059)	**−0.788**	2
1	Academic purposes (+0.072)	Food & beverages (+0.000)	Basic setup (+0.006)	Near schools/universities (+0.036)	Php 10.00/hour (−0.030)	**−0.802**	3
6	Academic purposes (+0.072)	Food & beverages (+0.000)	High-end gaming computers (−0.006)	Near schools/universities (+0.036)	Php 10.00/hour (−0.030)	**−0.814**	4
7	Academic purposes (+0.072)	Food & beverages (+0.000)	High-end gaming computers (−0.006)	Near schools/universities (+0.036)	Php 10.00/hour (−0.030)	**−0.814**	5
14	Online communication (−0.035)	Food & beverages (+0.000)	Basic setup (+0.006)	Near schools/universities (+0.036)	Php 20.00/hour (−0.089)	**−0.968**	6
10	Online communication (−0.035)	Private workstation (−0.049)	High-end gaming computers (−0.006)	Near schools/universities (+0.036)	Php 15.00/hour (−0.059)	**−0.999**	7
3	Online communication	Private workstation (−0.049)	Software for academic use	Additional amenities (+0.002)	Php 10.00/hour (−0.030)	**−0.998**	8

Card	Primary Service	Additional Product	Equipment	Location	Price	Total Utility	Rank
	(−0.035)		(+0.000)				
13	Online communication (−0.035)	Food & beverages (+0.000)	High-end gaming computers (−0.006)	Near schools/universities (+0.036)	Php 20.00/hour (−0.089)	**−0.980**	9
8	Gaming & entertainment (−0.037)	Food & beverages (+0.000)	Basic setup (+0.006)	Additional amenities (+0.002)	Php 15.00/hour (−0.059)	**−0.974**	10
5	Gaming & entertainment (−0.037)	Printing and photocopying (+0.049)	Software for academic use (+0.000)	Near schools/universities (+0.036)	Php 20.00/hour (−0.089)	**−0.927**	11
4	Academic purposes (+0.072)	Printing and photocopying (+0.049)	Basic setup (+0.006)	Additional amenities (+0.002)	Php 20.00/hour (−0.089)	**−0.846**	12
16	Gaming & entertainment (−0.037)	Printing and photocopying (+0.049)	High-end gaming computers (−0.006)	Additional amenities (+0.002)	Php 10.00/hour (−0.030)	**−0.908**	13
9	Gaming & entertainment (−0.037)	Private workstation (−0.049)	Basic setup (+0.006)	Near schools/universities (+0.036)	Php 15.00/hour (−0.059)	**−0.989**	14
2	Academic purposes (+0.072)	Food & beverages (+0.000)	Software for academic use (+0.000)	Additional amenities (+0.002)	Php 15.00/hour (−0.059)	**−0.871**	15
15	Gaming & entertainment (−0.037)	Food & beverages (+0.000)	High-end gaming computers (−0.006)	Near residential areas (−0.038)	Php 15.00/hour (−0.059)	**−1.026**	16

The profile with the highest overall utility score, Profile 11, stands out. It offers a service for academic purposes that includes printing and photocopying, a basic equipment setup, a location near schools/universities, and Php 15.00 per hour. Even if this profile costs a lot, this profile's utility is useful due to its alignment with the students' needs and demands. The printing and photocopying services work well with academic activities, and the proximity to schools or universities ensures easy access. This setup shows that respondents preferred education-related services and convenience over technological advancement features or reduced prices (Agani, 2022).

Profile 12, which comes in second with a utility score of −0.788, quite identical to Profile 11, differing only in the type of equipment which offers software for academic use instead of a basic setup. The little difference in usefulness implies that respondents value both standard and software-enhanced similarly configuration when academic use is the primary purpose. The quality of equipment doesn't matter, but rather the relevance of services and location. This profile further supports the idea that are right for the situation and adapted to academic users dominate preference structures (Prasetyo et al., 2022).

Profile 1, with a utility score of −0.802, which ranked as third, has a different but equally preferred combination, namely academic purposes, food and beverages as additional offerings, a basic setup, and a location near schools and universities, at a reasonable price of Php 10.00 per hour. This profile offers up printing services and software, but the lower price point makes it appealing, especially to students who don't have enough budget. The addition of food and beverages seems to be useful but takes away the benefits of adding things that are more important to academics. This profile demonstrates the trade-off respondents are willing to make between price and service features, with a preference for setups that are both cost-effective and academically supportive (Isa et al., 2023; Soehardi, 2023; Sone, 2023).

IV. CONLUSION

The results of the conjoint analysis shows that primary service type is the most significant attribute that affects the preferences of potential internet café users in rural areas, demonstrating the highest relative importance. Among the level of attributes, academic purposes emerged as the most preferred, which implies that users perceive internet cafés primarily as educational and productivity hubs rather than as places or venues for entertainment or communication. Hence, this reflects the clear high demand for additional services such as printing and photocopying, as well as locations near schools and universities, which improve accessibility and academic use.

In contrast, attributes like equipment complexity and additional amenities are relatively less valued but still contribute to customer preference. The low part-worth scores related to high-end gaming computers or private workstations indicate that while technically attractive, they don't really affect the decision-making, particularly when combined with higher prices or less relevant service types. The strong dislike for residential areas and high pricing levels (e.g., Php 20.00/hour) further shows the sensitivity of rural users to cost and convenience features.
Profiles 11, 12, and 1 are the most appealing, characterized by a high-utility combination of academic services, additional product/services like printing, basic equipment setups, and strategic location near schools and universities, even at a little high price. These combination of attributes significantly aligns the internet café setups with the operational and economic constraints of rural users. The results shows that the customers value a mix of educational relevance, affordability, and accessibility, validating the effectiveness of the additive model in reflecting intricate customer preferences in rural areas.

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