

**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KESEDIAAN
MEMBAYAR (*WILLINGNESS TO PAY*) DONAT KENTANG “MINIS”
DI JOGJA DONUTS DE HALAL MART KABUPATEN SLEMAN
DAERAH ISTIMEWA YOGYAKARTA**

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ABSTRAK

Jogja Donuts merupakan agroindustri pangan yaitu *bakery* dengan produk unggulan Donat Kentang “Minis”. Penelitian ini bertujuan untuk (1) Mengetahui karakteristik konsumen (2) Menganalisis kesediaan membayar (3) Menganalisis faktor-faktor yang mempengaruhi kesediaan membayar. Metode penelitian ini deskriptif. Metode pelaksanaan penelitian ini menggunakan pendekatan survei. Metode pengambilan responden dilakukan dengan menggunakan *accidental (convenience sampling)*. Teknik pengumpulan data observasi, wawancara, dan kuesioner. Macam data yang digunakan data primer dan data sekunder. Teknik analisis data (1) Analisis karakteristik konsumen menggunakan teknik analisis deskriptif (2) Analisis kesediaan membayar konsumen (*willingness to pay*) menggunakan teknik *Contingent Valuation Method (CVM)* (3) Analisis faktor-faktor yang mempengaruhi WTP menggunakan analisis regresi linier berganda. Hasil penelitian ini menunjukkan (1) Karakteristik konsumen mayoritas dewasa lanjut (25 – 35 tahun) (38%), perempuan (82%), pendidikan terakhir SMA (44%), karyawan swasta (48%), berpenghasilan Rp 1.000.000 – Rp 2.500.000 per bulan (56%), melakukan pembelian pertama sejak 1 tahun yang lalu (30%), mayoritas frekuensi pembeliannya 1 kali dalam seminggu (84%) dan varian donat kentang “Minis” yang banyak dibeli konsumen yaitu horeo (oreo) (9%), dengan alasan pembelian yaitu karena lebih banyak varian rasa (42%) (2) WTP Donat Kentang “Minis” Rp 3.000,00 per buah (3) Faktor yang mempengaruhi konsumen dalam mengestimasi WTP adalah pendidikan terakhir dan pendapatan.

Kata Kunci : Karakteristik konsumen, *willingness to pay*, pendidikan terakhir, pendapatan

THE AFFECTED FACTORS ANALYZING OF WILLINGNESS TO PAY FOR “MINIS” POTATO DOUGHNUT IN JOGJA DONUTS DE HALAL MART SLEMAN DISTRICT SPECIAL REGION OF YOGYAKARTA

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ABSTRACT

Jogja Donuts was a food agroindustry, especially bakery. The most popular product in Jogja Donuts was “Minis” potato doughnut. The aimed of this research were (1) To identify characteristics consumers (2) To analyze willingness to pay (3) To analyze the factors that affected willingness to pay. The research method used descriptive. The conducting research method used survey. The sampling technique used accidental or convenience sampling. Data collection techniques used observation, in-depth interview, and questionnaire. Kinds of data used primer data and secondary data. The methods of analyze data were (1) To analyze characteristics consumers with descriptive analysis (2) To analyze willingness to pay consumers with Contingent Valuation Method (CVM) (3) To analyze the factors that affected willingness to pay with multiple regression analysis. The result of this research showed (1) Characteristics consumers with the highest percentage were middle age adult (25 – 35 years old) (38%), female (82%), last educated from senior high school (44%), had a job as a private employee (48%) with revenues of Rp 1.000.000 – Rp 2.500.000 per months (56%), first bought was last year (30%), frequency buying once a week (84%), and mostly consumers bought horeo (oreo) (9%) variant for “Minis” potato doughnut, and the reasons consumers bought caused variant flavors (42%) (2) Willingness to pay for “Minis” potato doughnut was Rp 3.000,00 per piece (3) The factors that most affected consumers to estimate value of willingness to pay were last educated and income.

Keywords : Characteristics of consumer, willingness to pay, last educated, income