

Erlangga Java Fanboy. 2025. Analisis Kesiediaan Membayar (*Willingness To Pay*) Konsumen Telur Omega-3 di Superindo Seturan, Sleman, Daerah Istimewa Yogyakarta. Dibimbing oleh: Ni Made Suyastiri Y. P.

ABSTRAK

Penelitian ini bertujuan untuk (1) mendeskripsikan karakteristik konsumen telur omega-3, (2) menganalisis nilai kesiediaan membayar (*willingness to pay*) konsumen telur omega-3, (3) menganalisis faktor-faktor yang mempengaruhi kesiediaan membayar (*willingness to pay*) konsumen telur omega-3. Penelitian ini menggunakan pendekatan kuantitatif dan jenis penelitian deskriptif. Metode penentuan lokasi yang digunakan yaitu *purposive* dengan pertimbangan supermarket yang menjual telur omega-3 dengan jumlah gerai paling banyak. Metode pengambilan sampel yang digunakan yaitu *non-probability sampling* dengan pendekatan *accidental sampling* sejumlah 60 responden. Jenis data yang digunakan adalah data primer dan sekunder. Metode pengambilan data menggunakan wawancara, kuesioner, observasi, dan dokumentasi. Penelitian ini menggunakan teknik analisis deskriptif, analisis *contingent valuation method*, dan analisis regresi linier berganda. Hasil penelitian menunjukkan (1) karakteristik konsumen telur omega-3 di Superindo Seturan didominasi oleh perempuan berusia 15-64 tahun dengan tingkat pendidikan sarjana, dan bekerja sebagai pegawai swasta dengan pendapatan > Rp 2.300.000 per bulan. Sebagian besar konsumen membeli telur omega-3 satu kali dalam sebulan, dengan alasan utama pembelian karena kandungan omega-3 yang tinggi, (2) nilai rata-rata kesiediaan membayar (*willingness to pay*) konsumen telur omega-3 di Superindo Seturan, Sleman adalah Rp 33.346/*pack* (10 butir), (3) usia, tingkat pendidikan, pendapatan, dan kualitas produk berpengaruh terhadap kesiediaan membayar (*willingness to pay*) telur omega-3 di Superindo Seturan.

Kata kunci : Kesiediaan Membayar, Telur Omega-3, Perilaku Konsumen

Erlangga Java Fanboy. 2025. *Analysis of Consumers' Willingness to Pay for Omega-3 Eggs at Superindo Seturan, Sleman, Special Region of Yogyakarta.* Supervised by Ni Made Suyastiri Y. P.

ABSTRACT

This study aims to (1) describe the characteristics of omega-3 egg consumers (2) analyze the value of consumers' willingness to pay for omega-3 eggs, (3) analyze the factors that influence consumers' willingness to pay for omega-3 eggs. The research used a quantitative approach and a descriptive research. The research location was determined purposively, considering a supermarket that sells omega-3 eggs with the largest number of outlets. The sampling method used was non-probability sampling with an accidental sampling approach, involving 60 respondents. The types of data used were primary and secondary data. Data were collected through interviews, questionnaires, observation, and documentation. This study used descriptive analysis, the contingent valuation method, and multiple linear regression analysis. The results showed that (1) the characteristics of omega-3 egg consumers at Superindo Seturan are dominated by women aged 15-64 years, with a bachelor's degree, working as private employees, and earning more than IDR 2.300.000 per month. Most consumers buy omega-3 eggs once a month, with the main reason being their high omega-3 content, (2) the average value of consumers' willingness to pay for omega-3 eggs at Superindo Seturan, Sleman is IDR 33.346 per pack (10 eggs), (3) age, education level, income, and product quality influence consumers' willingness to pay for omega-3 eggs at Superindo Seturan.

Keywords : Willingness to Pay, Omega-3 Eggs, Consumer Behavior