

ANALISIS SIKAP DAN KESEDIAAN MEMBAYAR (*WILLINGNESS TO PAY*) KONSUMEN PRODUK BAWANG MERAH GORENG “SUPERBRAM” DI YOGYAKARTA

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INTISARI

Panen raya bawang merah Srikayang yang berlimpah di Desa Srikayangan, Sentolo, Kulon Progo, membuat KWT Putri Manunggal memanfaatkan peluang yang ada dengan memproduksi produk bawang merah goreng Superbram. Dalam pekungannya, Superbram membutuhkan peningkatan maupun perbaikan pada aspek tertentu. Analisis sikap konsumen yang dilakukan melalui analisis multiatribut Fishbein dibutuhkan untuk melihat atribut apa yang menjadi prioritas dalam perbaikan berdasarkan hasil penilaian konsumen, serta analisis *Willingness to Pay* untuk melihat tingkat kesediaan membayar konsumen terhadap produk bawang merah goreng Superbram sehingga dapat diketahui potensi harga yang dapat menjadi pertimbangan dalam penentuan harga.

Penelitian ini bertujuan untuk mengetahui sikap konsumen terhadap atribut-atribut produk bawang merah goreng Superbram dan untuk mengukur *willingness to pay* (WTP) terhadap produk bawang merah goreng Superbram. Penelitian ini menggunakan analisis multiatribut Fishbein untuk menganalisis sikap konsumen dan *Contingent Valuation Method* untuk menganalisis *willingness to pay* konsumen. Data primer diambil melalui penyebaran kuesioner menggunakan teknik *purposive sampling* sebanyak 100 responden pada objek penelitian.

Hasil penelitian menunjukkan rata-rata nilai sikap konsumen terhadap produk bawang merah goreng Superbram yaitu 12,11 (positif). Atribut *product* memiliki nilai (Ao) tertinggi dengan nilai 13,09 (sangat positif), di mana poin pernyataan *product* dengan nilai (Ao) tertinggi sekaligus secara keseluruhan yaitu produk bawang merah goreng yang ditawarkan aman dikonsumsi karena tanpa menggunakan bahan pengawet dengan nilai 13,80 (sangat positif). Sedangkan nilai (Ao) terendah ada pada atribut *place* dengan nilai 11,22 (positif) dan poin pernyataan dengan nilai (Ao) terendah yaitu produk bawang merah goreng sudah tersebar di banyak tempat/gerai penjualan dengan nilai 10,61 (positif). Hasil rata-rata nilai WTP terhadap produk bawang merah goreng Superbram varian kemasan toples 75 gram yang didapatkan dari seluruh responden yaitu sebesar Rp23.976,00, dengan persentase sebanyak 68% responden bersedia membayar pada tingkat harga maksimum \geq Rp22.800,00 yang merupakan harga rata-rata produk bawang merah goreng dengan kemasan dan ukuran serupa.

Kata Kunci: *Contingent Valuation Method*, Model Multiatribut Fishbein, *Willingness to Pay*

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CONSUMERS' ATTITUDE AND WILLINGNESS TO PAY ANALYSIS FOR SUPERBRAM FRIED SHALLOT PRODUCT IN YOGYAKARTA

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ABSTRACT

The abundant harvest of Srikayang's shallots in Srikayangan, Sentolo, Kulon Progo, has made KWT Putri Manunggal take advantage of the opportunities by producing Superbram fried shallot products. In its development, Superbram requires improvements in certain aspects. Analysis of consumer attitudes carried out through Fishbein's multi-attribute analysis is needed to see what attributes are prioritized for improvement based on consumer production results, as well as Willingness to Pay analysis to see the level of willingness to pay consumers for Superbram fried shallot products so that potentials can be considered in pricing.

This study aims to see consumer attitudes towards the attributes of Superbram fried shallot products and to measure the willingness to pay (WTP) for Superbram fried shallot products. The study used Fishbein's multi-attribute analysis to analyze attitudes and the Contingent Valuation Method to analyze consumers' willingness to pay. Primary data were collected by distributing questionnaires using purposive sampling technique as many as 100 respondents to the research object.

The results showed that the average value of consumer attitudes towards the Superbram fried shallot product was 12.11 (positive). The product attribute with the highest value (Ao) with a value of 13.09 (very positive), where the points stated that the product with the highest (Ao) value was at the same time as a whole the fried shallot products offered were safe for consumption because there were no preservatives with a value of 13, 80 (very positive). While the lowest (Ao) value is in the place attribute with a value of 11.22 (positive) and the statement points with the lowest (Ao) value, namely fried shallot products are well known in many sales places / outlets with a value of 10.61 (positive). The average result of the WTP value for the Superbram fried shallots of the 75 gram jar packaging variant collected from all respondents is IDR 23,976.00, with a proportion of 68% of respondents willing to pay at the maximum price level \geq IDR 22,800.00 which is the average fried shallot products with similar packaging and sizes.

Keywords: Contingent Valuation Method, Fishbein Multi-Attribute Model, Willingness to Pay

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