

NIAT BELI DAN *WILLINGNESS TO PAY* KONSUMEN PADA PEMBELIAN PRODUK SUSU RENDAH LEMAK

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INTISARI

Penelitian ini bertujuan untuk mengidentifikasi niat beli dan perilaku konsumsi, menganalisis nilai kesediaan membayar lebih, dan menganalisis faktor-faktor demografi yang berpengaruh terhadap kesediaan membayar konsumen terhadap pembelian produk susu rendah lemak. Metode penelitian yang digunakan adalah dengan metode penelitian kuantitatif dan deskriptif. Pengambilan data primer menggunakan metode survey dengan kuesioner terbuka dan tertutup. Responden sebanyak 239 orang diambil menggunakan non *probability sampling* dengan teknik *purposive sampling*. Analisis data deskriptif digunakan untuk mengidentifikasi niat beli dan perilaku konsumsi, *Contingent Valuation Method* (CVM) bertujuan untuk menentukan nilai kesediaan membayar lebih susu rendah lemak, dan analisis regresi logistik biner digunakan untuk menentukan faktor-faktor demografi yang berpengaruh terhadap kesediaan konsumen membayar lebih susu rendah lemak. Hasil penelitian menunjukkan bahwa konsumen memiliki niat beli dan mengkonsumsi susu rendah lemak seminggu sekali, pengeluaran per bulan Rp20.001 sampai Rp50.000, tempat pembelian di minimarket. Alasan responden mengkonsumsi susu rendah lemak karena susu rendah lemak dapat membantu proses diet, mengontrol berat badan serta membantu menangani kondisi kesehatan tertentu. Nilai WTP rata-rata susu rendah adalah sebesar Rp2.625 per liter. Total nilai agregasi Rp504.000. Variabel jenis kelamin dan pendapatan atau uang saku berpengaruh secara signifikan positif, dan variabel jumlah anggota keluarga berpengaruh signifikan negatif ($p < 0,05$). Penelitian ini diharapkan bagi produsen agar memiliki strategi dalam pemasaran dan pengembangan produk sesuai dengan harga dan kebutuhan konsumen.

(Kata kunci: Karakteristik Demografi, Niat Beli, Susu Rendah Lemak, *Willingness to Pay*)

PURCHASE INTENTIONS AND WILLINGNESS TO PAY ON PURCHASING LOW-FAT MILK PRODUCTS

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ABSTRACT

This study aims to identify purchase intentions and consumption behavior, analyze the value of willingness to pay more, and analyze demographic factors that influence consumers' willingness to purchase low-fat dairy products. The research method used is quantitative and descriptive research methods. Primary data collection using a survey method with open and closed questionnaires. Respondents, as many as 239 people, were taken using non-probability sampling with purposive sampling. Descriptive data analysis was used to identify purchase intention and consumption behavior, the Contingent Valuation Method (CVM) aimed to determine the value of WTP for low-fat milk, and binary logistic regression analysis was used to determine demographic factors that influenced consumers' WTP for low-fat dairy. The results showed that consumers intend to buy and consume low-fat milk once a week; the monthly expenditure is 20,001 to 50,000 IDR, and the place of purchase is at the mini market. Respondents consume low-fat dairy because low-fat milk can help the diet process, control body weight, and help deal with certain health conditions. The average WTP value of low milk is 2,625 IDR per liter. Total aggregation value of 504.000 IDR. The variables of gender and income or pocket money have a significantly positive effect, and the number of family members has a significantly negative impact ($p < 0.05$). This research expected producers to have marketing and product development strategies according to prices and consumer needs.

(Keywords: Demographic Characteristics, Low-fat Milk, Purchase Intention, Willingness to Pay)