INTISARI

Minat masyarakat Indonesia terhadap minuman kopi menunjukkan angka yang tinggi. Hal ini berakibat pada meningkatnya persaingan antar kedai kopi sehingga inovasi terhadap produk perlu dilakukan. Khususnya pada minuman kopi dingin yang menjadi olahan minuman kopi favorit bagi generasi Z dan Y. Untuk mendapatkan strategi pengembangan produk yang optimal, analisis pada variasi komposisi *ice coffee* dan nilai *willingness to pay* perlu dilakukan.

Penelitian dilakukan dengan melihat perspektif dari konsumen yang memberikan penilaian secara subjektif pada *ice coffee* serta nilai *willingness to pay* setelah mencoba produk yang diberikan. *Ice coffee* yang diberikan terdiri dari komposisi dengan variasi penambahan susu (*white* dan *black coffee*) dan penambahan gula (gula pasir, gula aren, dan tanpa gula). Metode Becker-DeGroot-Marschak (BDM) *mechanism* digunakan dalam menganalisis nilai *willingness to pay* dan fungsi permintaan digunakan untuk mendapatkan harga optimal dari *ice coffee*. Analisis terhadap faktor-faktor yang memengaruhi *willingness to pay* juga dilakukan menggunakan regresi logistik *stepwise backward*. Faktor berupa kualitas sensoris dan faktor demografi dianalisis pengaruhnya terhadap *willingness to pay ice coffee*.

Berdasarkan hasil pengolahan data, harga optimal yang didapatkan dari nilai *willingness to pay* menunjukkan nilai yang berbeda-beda dengan produk *ice coffee* diberi susu dan gula pasir mendapatkan harga yang tertinggi. Selain itu, variabel kesukaan, jenis kelamin, dan frekuensi mengonsumsi kopi ditemukan berpengaruh secara signifikan pada *willingness to pay* konsumen. Dan penyajian kopi dengan variasi penambahan susu dan gula memiliki perbedaan yang signifikan pada nilai willingness to pay. Dimana, variasi kopi yang diberi susu dan diberi gula pasir merupakan komposisi yang menghasilkan *willingness to pay* tertinggi.

Kata kunci: *Willingness to Pay* (WTP), Becker-DeGroot-Marschak *mechanism*, fungsi permintaan, penetapan harga, minuman es kopi, analisis faktor

ABSTRACT

Indonesian people's interest in coffee beverages shows a high number. This led to increased competition between coffee shops resulting the need for product innovation. Especially in cold coffee beverages which are considered as the most popular coffee beverage for generation Z and Y. In order to obtain an optimal product development strategy, analysis on variations in ice coffee composition and willingness to pay needs to be carried out.

The research was conducted by looking at the perspective of the consumer who provide subjective assessments of ice coffee and the value of willingness to pay after trying the given product. The ice coffee provided consists of compositions with variations in milk addition (white and black coffee) and sugar addition (granulated sugar, palm sugar, and no sugar). The Becker-DeGroot-Marschak (BDM) mechanism method was used to analyze the willingness to pay value and the demand function was used to obtain the optimal price of ice coffee. The factors influencing willingness to pay were also analyzed using stepwise backward logistic regression. Factors such as sensory quality and demographic factors were analyzed for their influence on willingness to pay for ice coffee.

Based on the results, the optimal price obtained from the willingness to pay value shows various prices. Ice coffee products given milk and granulated sugar get the highest price. In addition, the variables of preference, gender, and coffee consumption frequency were found to have a significant effect on consumers' willingness to pay. The variation of serving coffee with the addition of milk and sugar has a significant difference in the willingness to pay value. Where, the ice coffee with milk and granulated sugar is a composition that generates the highest willingness to pay.

Keywords: Willingness to Pay (WTP), Becker-DeGroot-Marschak mechanism, demand function, pricing, iced coffee drinks, factor analysis

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