

**ANALISIS PREFERENSI KONSUMEN DAN KESEDIAAN MEMBAYAR  
(WILLINGNESS TO PAY) TERHADAP  
PRODUK MI GLUTEN-FREE**

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**INTISARI**

Kebutuhan produk mi dengan label *gluten-free* bagi penderita *celiac*, *gluten intolerant*, pelaku *healthy lifestyle*, serta didukung dengan tingginya konsumsi mi masyarakat Indonesia menjadi potensi yang besar bagi pasar mi dengan bahan berbasis bebas gluten. Dari berbagai *brand* mi *gluten-free* yang ada dipasaran menghasilkan beragam atribut yang berbeda-beda sehingga menciptakan preferensi yang berbeda pula. Di samping itu, harga jual mi *gluten-free* tergolong tinggi dibandingkan produk tanpa label *gluten-free* dapat mempengaruhi penerimaan konsumen terhadap produk. Tujuan dari penelitian ini yaitu menganalisis tingkat kepentingan dan kombinasi atribut yang sesuai dengan preferensi konsumen serta mengetahui nilai kesiediaan membayar (*willingness to pay*) terhadap produk mi *gluten-free* ‘‘Freemie Gluten-free Tempeh Noodle’’ dari PT Lokal Komoditi Indonesia.

Penelitian ini menggunakan metode *conjoint analysis* untuk menganalisis preferensi konsumen dan *Contingent Valuation Method* (CVM) untuk menganalisis kesiediaan membayar. Penelitian dilakukan dengan menggunakan dua kuesioner yaitu kuesioner pendahuluan dan kuesioner penelitian. Data didapatkan dengan menyebarkan kuesioner pendahuluan kepada 52 responden dan kuesioner penelitian kepada 210 responden.

Berdasarkan hasil penelitian, atribut varian rasa menjadi atribut yang paling penting dan disukai konsumen dibandingkan atribut lain berupa klaim kesehatan, kandungan gizi, dan tekstur mi. Sementara itu, kombinasi atribut mi *gluten-free* yang sesuai dengan preferensi konsumen yaitu pedas berlevel, kenyal, *gluten-free*, dan tanpa fortifikasi. Kemudian rata-rata nilai kesiediaan membayar (*willingness to pay*) terhadap produk mi *gluten-free* ‘‘Freemie Gluten-free Tempeh Noodle’’ dari PT Lokal Komoditi Indonesia yaitu Rp18.971.

**Kata Kunci:** Atribut, Kesiediaan Membayar (*Willingness to Pay*), Kombinasi, Mi *Gluten-Free*, Preferensi

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## **ANALYSIS OF CONSUMER PREFERENCES AND WILLINGNESS TO PAY TOWARD GLUTEN-FREE NOODLE**

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### **ABSTRACT**

The need for gluten-free products for celiac patients, gluten intolerant, and healthy lifestyle perpetrators, as well as supported by the high consumption of gluten by Indonesian people has become a huge potential for the market for gluten-free ingredients. The various gluten-free brands available on the market produce a variety of different attributes that create different preferences anyway. In addition, the price of gluten-free products is higher than that of non-gluten-free products, which can affect consumer acceptance of the product. The objective of this research is to analyze the level of interest and combination of attributes that correspond to consumer preferences as well as to find out the value of willingness to pay for gluten-free products of “Freemie Gluten-free Tempeh Noodle” from PT Lokal Komiditi Indonesia.

The study uses the conjoint analysis method to analyse consumer preferences and the Contingent Valuation Method (CVM) to analyze willingness to pay. The research was conducted using two questionnaires: the preliminary questionnaire and the research questionnaire. The data was obtained by distributing a preliminary questionnaire to at least 52 respondents and a survey questionnaire to 210 respondents.

Taste variation attributes are the most important and preferred attribute of consumers compared to other attributes such as health claims, nutritional content, and texture of noodle. Meanwhile, a combination of gluten-free noodle attributes corresponding to consumer preferences is spicy, chewy, gluten-free, and without fortification. Then the average value of willingness to pay for the “Freemie Gluten-free Tempeh Noodle” from PT Lokal Komoditi Indonesia is Rp18.971.

**Keywords:** Attributes, Combination, Consumer Preferences, Gluten-Free Noodle, Price, Willingness to Pay

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