

## FAKTOR-FAKTOR YANG MEMENGARUHI *WILLINGNESS TO PAY* KONSUMEN PADA PEMBELIAN SUSU FERMENTASI RENDAH GULA YAKULT LIGHT

Bagas Arya Sejati  
20/455730/PT/08410

### INTISARI

Penelitian ini bertujuan untuk menganalisis nilai *Willingness to Pay* konsumen pada pembelian susu fermentasi rendah gula Yakult Light dan faktor karakteristik konsumen yang memengaruhi nilai *Willingness to Pay*. Penelitian dilakukan di Kabupaten Sleman, Daerah Istimewa Yogyakarta pada bulan Maret sampai April 2024. Metode pengambilan sampel dengan teknik *purposive sampling* dengan jumlah responden sebanyak 150 orang dan pengambilan data menggunakan kuesioner secara *online* melalui *Google Form*. Analisis besar nilai *Willingness to Pay* menggunakan metode *Contingent Valuation Method* (CVM) dan analisis regresi linear berganda untuk mengetahui faktor karakteristik konsumen yang memengaruhi nilai *Willingness to Pay*. Hasil penelitian menunjukkan bahwa responden paling banyak berjenis kelamin perempuan, berusia 21-23 tahun, berpendidikan terakhir SMA/Sederajat, berstatus sebagai pelajar atau mahasiswa, berstatus belum menikah, dan mempunyai pendapatan atau uang saku dari Rp 1.000.000 - Rp 2.000.000/bulan. Besar nilai *Willingness to Pay* susu fermentasi rendah gula Yakult Light dengan asumsi kenaikan harga dan peningkatan kualitas produk berada pada rentang harga Rp 14.300 – Rp 15.099 dengan rata-rata sebesar Rp 15.033. Kenaikan harga Yakult Light yang bersedia konsumen bayarkan yaitu sebesar 15,64%. Faktor karakteristik konsumen yang berpengaruh terhadap nilai *Willingness to Pay* meliputi jenis kelamin dan pendapatan atau uang saku.

Kata kunci: Karakteristik konsumen, susu fermentasi rendah gula, *Willingness to Pay*, Yakult Light

## **FACTORS AFFECTING CONSUMERS WILLINGNESS TO PAY FOR THE PURCHASE OF YAKULT LIGHT LESS SUGAR FERMENTED MILK**

Bagas Arya Sejati  
20/455730/PT/08410

### **ABSTRACT**

This study aims to analyze the Willingness to Pay value of consumers in purchasing Yakult Light less sugar fermented milk and consumer characteristic factors that influence the Willingness to Pay value. The research was conducted in Sleman Regency, Yogyakarta Special Region from March to April 2024. The sampling method used purposive sampling technique with a total of 150 respondents and data collection using an online questionnaire through Google Form. Analysis of the value of Willingness to Pay using the Contingent Valuation Method (CVM) and multiple linear regression analysis to determine the factors of consumer characteristics that affect the value of Willingness to Pay. The results showed that most respondents were female, aged 21-23 years, had a high school / equivalent education, were students, were unmarried, and had an income or pocket money of Rp 1,000,000 - Rp 2,000,000/month. The value of Willingness to Pay for less sugar fermented milk Yakult Light with the assumption of price increases and improved product quality is in the price range of Rp 14,300 - Rp 15,099 with an average of Rp 15,033. The increase in the price of Yakult Light that consumers are willing to pay is 15.64%. Consumer characteristic factors that affect the value of Willingness to Pay include gender and income or pocket money.

**Keywords:** Consumer characteristics, less sugar fermented milk, Willingness to Pay, Yakult Light