UNIVERSITAS
GADJAH MADA

Analisis Willingness-To-Pay Konsumen terhadap Pembelian Telur Premium
Emir Efriazmi, Prof. Ir. Mujtahidah Anggriani Ummul Muzayyanah, S.Pt., M.P., Ph.D., IPU. ; Ir. Tian Jihadhan Wankar
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ANALISIS *WILLINGNESS-TO-PAY* KONSUMEN TERHADAP PEMBELIAN TELUR PREMIUM

INTISARI

Emir Efriazmi
24/537423/PPT/01349

Penelitian ini bertujuan untuk mengukur tingkat *Willingness-To-Pay* (WTP) konsumen terhadap telur premium, menganalisis pengaruh awareness, perceived quality, loyalty, *Perceived Uniqueness*, usia, pendidikan, dan pendapatan terhadap WTP, serta mengidentifikasi segmen konsumen berdasarkan karakteristik psikografis dan tingkat WTP. Penelitian dilaksanakan di Kota Medan menggunakan metode survei terhadap 218 responden yang dipilih dengan pendekatan *non-probability sampling* melalui kombinasi *purposive sampling*, *accidental sampling*, dan *snowball sampling*. Seluruh responden harus memenuhi kriteria penyaring yang telah ditetapkan dalam penelitian. Data dianalisis menggunakan analisis deskriptif, *Contingent Valuation Method* (CVM), *Partial Least Squares Structural Equation Modeling* (PLS-SEM), dan *K-means clustering*. Hasil penelitian menunjukkan bahwa rata-rata WTP konsumen terhadap telur omega-3 sebesar Rp 3.920,87 per butir, sedangkan rata-rata WTP terhadap telur cage-free sebesar Rp 4.191,06 per butir. Hasil analisis PLS-SEM menunjukkan bahwa hanya *loyalty* yang berpengaruh positif dan signifikan terhadap WTP, dengan nilai koefisien jalur sebesar 0,309, t-statistic sebesar 2,006, dan p-value sebesar 0,045. Sementara itu, *awareness*, *Perceived Quality*, *Perceived Uniqueness*, usia, pendidikan, dan pendapatan tidak berpengaruh signifikan terhadap WTP. Analisis *K-means clustering* menghasilkan empat segmen konsumen, yaitu *Straightforward-consumer*, *Indifferent-consumer*, *Cautious-consumer*, dan *Concerned-consumer*. Segmen terbesar adalah *Concerned-consumer* sebanyak 96 responden atau 44,0%, diikuti oleh *Cautious-consumer* sebanyak 85 responden atau 39,0%, Straightforward-consumer sebanyak 29 responden atau 13,3%, dan *Indifferent-consumer* sebanyak 8 responden atau 3,7%. Uji Kruskal–Wallis menunjukkan adanya perbedaan WTP yang signifikan antarsegmen konsumen, baik pada telur omega-3 maupun telur cage-free, dengan nilai p-value <0,001. Hasil penelitian ini menunjukkan bahwa pasar telur premium bersifat heterogen. Oleh karena itu, strategi pemasaran perlu diarahkan pada penguatan loyalitas konsumen, peningkatan pemahaman konsumen terhadap nilai tambah produk, kejelasan label, serta penetapan harga yang sesuai dengan nilai yang dirasakan konsumen

Kata kunci: *K-means clustering*, PLS-SEM, Telur *Cage-free*, Telur Omega-3, Telur Premium, *Willingness-To-Pay*

UNIVERSITAS
GADJAH MADA

Analisis Willingness-To-Pay Konsumen terhadap Pembelian Telur Premium
Emir Efriazmi, Prof. Ir. Mujtahidah Anggriani Ummul Muzayyanah, S.Pt., M.P., Ph.D., IPU. ; Ir. Tian Jihadhan Wankar
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ANALYSIS OF CONSUMERS' *WILLINGNESS-TO-PAY* FOR PREMIUM EGGS

ABSTRACT

Emir Efriazmi
24/537423/PPT/01349

This study aimed to measure consumers' willingness to pay (WTP) for premium eggs, analyze the effects of awareness, perceived quality, loyalty, Perceived Uniqueness, age, education, and income on WTP, and identify consumer segments based on psychographic characteristics and WTP levels. The study was conducted in Medan City using a survey involving 218 respondents selected through a non-probability sampling approach combining purposive, accidental, and snowball sampling. All respondents were required to meet the predetermined screening criteria. The data were analyzed using descriptive analysis, the Contingent Valuation Method (CVM), Partial Least Squares Structural Equation Modeling (PLS-SEM), and K-means clustering. The results showed that the mean WTP for omega-3 eggs was IDR 3,920.87 per egg, while the mean WTP for cage-free eggs was IDR 4,191.06 per egg. The PLS-SEM results indicated that only loyalty had a positive and significant effect on WTP, with a path coefficient of 0.309, a t-statistic of 2.006, and a p-value of 0.045, whereas awareness, perceived quality, Perceived Uniqueness, age, education, and income had no significant effects on WTP. The K-means clustering analysis identified four consumer segments: Straightforward-consumer, Indifferent-consumer, Cautious-consumer, and Concerned-consumer. The largest segment was Concerned-consumer, comprising 96 respondents or 44.0%, followed by Cautious-consumer with 85 respondents or 39.0%, Straightforward-consumer with 29 respondents or 13.3%, and Indifferent-consumer with 8 respondents or 3.7%. The Kruskal–Wallis test showed significant differences in WTP among the consumer segments for both omega-3 and cage-free eggs, with p-values below 0.001. These findings indicate that the premium egg market is heterogeneous; therefore, marketing strategies should focus on strengthening consumer loyalty, improving consumers' understanding of product value-added attributes, enhancing label clarity, and setting prices in accordance with consumers' perceived value.

Keywords: premium eggs, Willingness-To-Pay, omega-3 eggs, Cage-free eggs, PLS-SEM, K-means clustering.