

INTISARI

Kopi merupakan salah satu komoditi andalan Indonesia yang sudah terkenal sampai ke seluruh dunia. Terdapat banyak sekali jenis kopi lokal Indonesia khususnya kopi lokal yang berasal dari Pulau Sumatera, yang digunakan dalam penelitian ini adalah Kopi Gayo, Kopi Lintong, Kopi Mandailing serta Kopi Sidikalang. Penelitian ini bertujuan untuk (1) mengetahui faktor yang mempengaruhi preferensi konsumen terhadap kopi lokal; (2) mengetahui preferensi konsumen mengenai atribut kopi lokal; (3) mengetahui nilai *willingness to pay* konsumen terhadap kopi lokal Sumatera. Alat analisis yang digunakan yakni analisis faktor, analisis konjoin serta analisis *contingent valuation method*. Penelitian dilakukan di Kota Pematangsiantar dengan 104 responden yang didapatkan melalui kuesioner online pada bulan Mei hingga Juni 2020. Hasil dari penelitian ini menunjukkan bahwa faktor yang mempengaruhi preferensi konsumen terdiri dari Faktor Kualitas Produk yang terdiri dari variabel citarasa, harga, aroma, efek keasaman serta jenis kopi, serta Faktor Spesifikasi Produk yang terdiri dari variabel cara penyajian, ampas kopi serta cara penyeduhan kopi. Preferensi konsumen dalam mengonsumsi kopi terdiri dari kombinasi atribut citarasa yang nikmat dan manis, harga yang tergolong mahal, tingkat keasaman rendah serta aroma kopi yang kurang tajam. Rata-rata nilai *willingness to pay* Kopi Gayo adalah Rp17.107/gelas, Kopi Lintong adalah Rp15.941/gelas, Kopi Sidikalang adalah Rp15.732/gelas serta Kopi Mandailing sebesar Rp16.333/gelas dan semuanya berada di atas harga pasar pada saat penelitian dilakukan.

Kata Kunci: Analisis Konjoin, Analisis Contingent Valuation Method, Analisis Faktor, Kopi Lokal Sumatera dan Willingness to Pay

ABSTRACT

Coffee is one of commodities that have a great potential in Indonesia. There are many types of Indonesian local coffee, especially from Sumatera Island, which are used in this study are Gayo Coffee, Lintong Coffee, Mandailing Coffee and Sidikalang Coffee. This study aimed to (1) determine the factors that influence consumer preferences for local Sumateran coffee; (2) determine consumer preferences regarding the attributes of local Sumateran coffee; (3) determine the value of consumer's willingness to pay for local Sumateran coffee. The analytical tools used are factor analysis, conjoint analysis and contingen value method analysis. This research was conducted in Pematangsiantar City, with 104 respondents obtained through online questionnaires from May to June 2020. The results of this study showed that the factors that influence consumer preferences consist of Product Quality Factors consisting of variables of taste, price, aroma, effect of acidity and type. coffee, as well as the Product Specification Factor, which consists of a variable serving of coffee grounds and brewing methods. Consumer preferences showed that the attributes most wanted by the respondents in consuming coffee were a delicious and sweet taste, a relatively high price, low acidity and a less sharp aroma. The average value of willingness to pay for local coffee obtained was different for each type of local coffee, depending on the choice of the respondent. Gayo Coffee had a mean of WTP of IDR 17,107/glass, Lintong Coffee had a mean of WTP of IDR15,941/glass, Sidikalang Coffee had a mean of WTP of IDR15,732/glass and Mandailing Coffee had a mean of WTP of IDR 16,333/glass and the results obtained indicated that the respondents were willing to pay above the market price.

Keywords: *Conjoint Analysis, Contingen Valuation Method Analysis, Factor Analysis, Sumateran Local Cofee and Willingness to Pay*