

## **ANALISIS PERSEPSI, SIKAP KONSUMEN DAN FAKTOR YANG MEMPENGARUHI *WILLINGNESS TO PAY* TERHADAP BERAS FUNGSIONAL DI INDONESIA**

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### **INTISARI**

Meningkatnya pemasaran makanan fungsional menunjukkan bahwa produk dengan manfaat kesehatan cenderung diminati oleh konsumen. Beras berpigmen, terutama beras merah mengandung tingkat melatonin yang lebih tinggi (N-asetil-5-methoxytryptamine) yang memiliki properti antioksidan kuat, anti-inflamasi, anti-neurodegeneratif, dan efek anti kanker. Tujuan penelitian ini adalah untuk menganalisis preferensi konsumen terhadap beras fungsional dikaitkan dengan atribut produk beras, persepsi, dan sikap konsumen terhadap *willingness to pay* beras fungsional. Penelitian ini menggunakan dua rancangan percobaan yaitu *Multi Factor Categorical Design* (MFCD) untuk uji rating dan *Balanced Incomplete Block Design* (BIBD) untuk uji ranking. Digunakan tiga variabel bebas dengan taraf yang berbeda, yaitu jenis beras dan label kesehatan ( $x_1$ : beras putih, beras merah dengan label kesehatan, beras coklat dengan label kesehatan), harga ( $x_2$ : rendah dan tinggi), dan merek ( $x_3$ : nasional lama, nasional baru, dan internasional). Disamping itu, dilakukan analisis deskriptif faktor demografi, persepsi dan sikap konsumen terhadap *willingness to pay* produk beras fungsional. Pengumpulan data menggunakan kuesioner online dan diberikan kepada 204 responden di Indonesia, khususnya Jawa, Bali, Sumatra dan Maluku. Hasil penelitian menunjukkan bahwa ketiga faktor atribut beras yaitu jenis beras dan label kesehatan ( $x_1$ ) dan harga ( $x_2$ ) sangat berpengaruh terhadap *willingness to pay* beras fungsional ( $p < 0,001$ ), sedangkan merek cukup berpengaruh ( $p < 0,05$ ). Pendapat dan sikap konsumen mempengaruhi *willingness to pay* beras fungsional. Beras merah dari produk lokal yang dibandrol harga rendah, lebih disukai oleh konsumen. Sehingga, dapat membuka peluang produsen lokal untuk mengembangkan produk beras fungsional.

Kata kunci: Melatonin, Beras Fungsional, *Willingness to pay*

## **ANALYSIS OF PERCEPTION, CONSUMER ATTITUDE AND FACTORS AFFECTING WILLINGNESS TO PAY FOR FUNCTIONAL RICE IN INDONESIA**

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### **ABSTRACT**

Marketing of functional foods shows that products with health benefits are becoming a trend. Rice, especially the pigmented varieties, contains a higher level of melatonin (N-acetyl-5-methoxytryptamine) which has potent antioxidant properties, anti-inflammatory, anti-neurodegenerative, and anti-cancer effects. The aim of this study was to analyze the consumer preferences associated with product attributes, perceptions, and consumer attitudes toward the willingness to pay for functional rice. Two experimental designs has been used in this study ie: Multi Factor Categorical Design (MFCD) for rating test and Balanced Incomplete Block Design (BIBD) for ranking test. Three independent variables were evaluated: rice varieties with health benefit label ( $x_1$ , 3 levels: white, brown-label, and red-label), price ( $x_2$ , 2 levels: low and high), and rice producers ( $x_3$ , 3 levels: international brand, established national brand, and new national brand). In addition, descriptive analysis of demographic factors, perceptions and attitudes of consumers towards the willingness to pay of functional rice were also assed. Data collection was performed through an online questionnaire and administered to 204 respondents in Indonesia especially Java, Bali, Sumatra, and the Moluccas. The results show that the variety of rice with health benefit label ( $x_1$ ) and price ( $x_2$ ) were the most prominent factors ( $p < 0.001$ ) leading to the willingness to pay for functional rice whilst rice producer ( $x_3$ ) provided less effect ( $p < 0.05$ ). Additionally, consumer income and attitudes affect the willingness to pay of functional rice. Most respondents prefer red rice produced by national over international rice product. Thus, it can open a market for local producers to develop functional rice products.

Keywords: Melatonin, Functional Rice, Willingness to pay