

Intisari

Beras organik yang "diklaim" sehat merupakan salah satu pangan alternatif guna memenuhi kebutuhan pangan yang berkualitas dan *trend* gaya hidup sehat. Konsumen di Kota Pontianak mempunyai alternatif konsumsi beras organik karena semakin menjamurnya keberadaan ritel modern yang menjual pangan organik tersebut. Penelitian ini bertujuan untuk mengetahui nilai *willingness to pay* konsumen (harga) beras organik dan beras non-organik menggunakan metode *contingent valuation method* (CVM), mengetahui perbedaan nilai *willingness to pay* konsumen (harga) beras organik dan beras non-organik dengan harga pasar (*market price*) menggunakan uji beda rata-rata satu sampel serta mengetahui faktor-faktor yang mempengaruhi nilai WTP konsumen terhadap beras organik di Kota Pontianak menggunakan analisis regresi linear berganda. Pengumpulan data primer untuk responden pada bulan Maret hingga April 2016. Hasil penelitian ini menunjukkan bahwa nilai *willingness to pay* konsumen (harga) beras organik dan beras non-organik berbeda dibandingkan harga pasar (*market price*) di Kota Pontianak. Nilai WTP kedua jenis beras tersebut lebih rendah dibandingkan harga pasar. Sementara itu faktor-faktor yang mempengaruhi nilai WTP konsumen beras organik di Kota Pontianak meliputi tingkat usia, status pernikahan, jumlah pengeluaran per kapita, harga beras non-organik, tingkat harga beras organik dan kemasan ergonomis.

Kata kunci: Beras organik, *willingness to pay*, konsumen, *contingent valuation method*

Abstract

Organic rice is claimed as one of staples food alternative choice. Consuming organic rice is not only about fulfilling the quality needs but also a part of life style. Organic rice is also available in many modern retails in Pontianak so that it is affordable enough to be consumed by Pontianak's residents. The aimed of the study was to analyze consumers willingness to pay (WTP), value of organic rice and non-organic rice with contingent valuation method (CVM) and to find many factors which affected consumers WTP value of organic rice with multiple regression analysis. Primary data were collected during March to April 2016. Pontianak's residents were the respondents of this research. The results showed that the average value of willingness to pay of consumers was significantly different towards organic rice and non-organic in Pontianak. Factors which affected value of WTP were age, marital status, respondents expenditure in a month, price of non-organic rice, organic rice price levels and ergonomic package.

Keywords: Organic rice, willingness to pay, consumers, contingent valuation method