

ABSTRAK

Muhammad Wira Yudha, NPM: 71210712038. Analisis Kesiediaan Membayar (*Willingness to Pay*) Konsumen Terhadap Pembelian kopi latte di angkringan.

Di bawah bimbingan Bapak Dian Hendrawan, S.P., M.M. selaku ketua komisi pembimbing dan bapak Surya Dharma, SP.M.M. selaku anggota komisi pembimbing. Penelitian ini bertujuan untuk menganalisis kesiediaan membayar (*Willingness to Pay/WTP*) konsumen terhadap pembelian produk kopi latte di angkringan serta mengidentifikasi atribut produk yang memengaruhi preferensi konsumen. Metode yang digunakan adalah *Discrete Choice Experiment (DCE)* dengan pendekatan model *Nominal Logit* dan perhitungan *Marginal Willingness to Pay (MWTP)* melalui perangkat lunak *JMP*. Penelitian melibatkan 50 responden dengan atribut produk yang dianalisis meliputi harga, rasa, penyajian, aroma, dan kemasan. Hasil penelitian menunjukkan bahwa atribut kemasan besar (Rp 60.072) dan kemasan sedang (Rp 44.649) memiliki nilai *MWTP* tertinggi, diikuti oleh rasa nikmat pahit (Rp 36.619) dan penyajian dingin (Rp 29.964). Sebaliknya, atribut aroma tajam dan khas memiliki nilai *MWTP* negatif sebesar Rp -2.697, yang berarti kurang disukai oleh konsumen. Model logit menunjukkan bahwa harga, kemasan kecil, dan aroma ringan merupakan atribut yang signifikan memengaruhi pilihan konsumen. Analisis interaksi juga menunjukkan bahwa karakteristik sosiodemografi seperti usia, jenis kelamin, pendidikan, dan pendapatan turut memengaruhi preferensi terhadap masing-masing atribut. Temuan ini memberikan implikasi penting bagi pelaku usaha kopi angkringan dalam menyusun strategi harga dan pengembangan produk sesuai segmen pasar yang ditargetkan.

Kata Kunci: *Willingness to Pay*, *Discrete Choice Experiment*, *Nominal Logit*, *Kopi Latte*, *MWTP*, *Preferensi Konsumen*.

ABSTRACT

Muhammad Wira Yudha, Student ID: 71210712038 Analysis of Consumers' Willingness to Pay for Latte Coffee at Angkringan Under the supervision of Mr. Dian Hendrawan, S.P., M.M. as the head of the advisory committee, and Mr. Surya Dharma, S.P., M.M. as a member of the advisory committee. This study aims to analyze the consumers' Willingness to Pay (WTP) for purchasing kopi latte at angkringan (traditional Indonesian street café) and to identify product attributes that influence consumer preferences. The method used is the Discrete Choice Experiment (DCE) with a Nominal Logit model approach, and Marginal Willingness to Pay (MWTP) was calculated using JMP software. The study involved 50 respondents, and the analyzed product attributes included price, taste, serving method, aroma, and packaging. The results show that the attributes of large packaging (Rp 60,072) and medium packaging (Rp 44,649) had the highest MWTP values, followed by bitter taste (Rp 36,619) and cold serving (Rp 29,964). On the other hand, the sharp and distinctive aroma attribute had a negative MWTP value (Rp -2,697), indicating that it was less preferred by consumers. The logit model also showed that price, small packaging, and light aroma were significant attributes influencing consumer choice. The interaction analysis revealed that sociodemographic characteristics such as age, gender, education level, and income also influenced consumer preferences for each attribute. These findings provide important implications for kopi angkringan business owners in developing appropriate pricing strategies and product features tailored to their target market segments.

Keywords: Willingness to Pay, Discrete Choice Experiment, Nominal Logit, Kopi Latte, MWTP, Consumer Preference.