

ABSTRAK

Sury Bella Silvia, NPM: 71210712021, Analisis *Willingness To Pay* (Kesediaan Membayar) Konsumen Sayuran Pakcoy Organik (*Brassica rapa L*) (Studi Kasus: Orang Tua Mahasiswa Fakultas Pertanian Universitas Islam Sumatera Utara). Dibawah bimbingan Bapak Dian Hendrawan, S.P.,M.M selaku ketua komisi pembimbing dan Bapak Ir. Rustam Djamaan M.Si selaku anggota komisi pembimbing. Tujuan penelitian ini untuk menganalisis seberapa besar nilai maksimum yang bersedia di bayar oleh konsumen untuk produk sayuran pakcoy organik dan menganalisis atribut manakah yang mempengaruhi preferensi konsumen terhadap kesediaan membayar sayuran pakcoy organik. Penelitian ini menggunakan metode *Discrete Choice Experiment (DCE)* dan dianalisis dengan model *Conditional Logit, Marginal Willingness to Pay* menggunakan perangkat lunak RStudio. Responden dalam penelitian ini adalah orang tua mahasiswa Fakultas Pertanian Universitas Islam Sumatera Utara yang berjumlah 79 orang. Atribut produk yang dianalisis meliputi harga, kesegaran, ukuran, sertifikasi, dan kemasan. Hasil penelitian menunjukkan bahwa atribut ukuran besar (koefisien utilitas 11.540), kesegaran dua hari lalu (9.572), sertifikasi organik (9.993), dan kemasan styrofoam (9.250) secara signifikan memengaruhi preferensi konsumen. Nilai *Marginal Willingness to Pay (MWTP)* tertinggi terdapat pada atribut ukuran besar sebesar Rp33.339, diikuti oleh sertifikasi organik sebesar Rp28.860 dan kesegaran dua hari lalu sebesar Rp27.642. Atribut kemasan styrofoam memiliki MWTP sebesar Rp26.714, sedangkan mika sebesar Rp17.110, dan kesegaran kemarin memiliki nilai negatif sebesar Rp-7.976. Interaksi antara atribut dan sosiodemografi menunjukkan bahwa usia, jenis kelamin, pekerjaan, dan tingkat pendidikan memengaruhi preferensi konsumen terhadap atribut tertentu. Hasil penelitian ini diharapkan dapat menjadi dasar bagi produsen dalam merancang strategi harga, pengemasan, dan pemasaran produk pakcoy organik yang sesuai dengan preferensi konsumen.

Kata Kunci: Willingness to Pay, Discrete Choice Experiment, Conditional Logit, Sayuran Organik, Pakcoy.

ABSTRACT

*Sury Bella Silvia, NPM: 71210712021, Analysis of Consumer Willingness To Pay for Organic Pakcoy Vegetables (*Brassica rapa L*) (Case Study: Parents of Students at the Faculty of Agriculture, Islamic University of North Sumatra). Under the supervision of Mr. Dian Hendrawan, S.P., M.M. as the head of the advisory committee and Mr. Ir. Rustam Djamaan, M.Si as a member of the advisory committee. The aim of this research is to analyze the maximum value that consumers are willing to pay for organic Pak Choy vegetable products and analyze which attributes influence consumer preferences regarding willingness to pay for organic Pak Choy vegetables. This research uses the Discrete Choice Experiment (DCE) method and is analyzed with the Conditional Logit, Marginal Willingness to Pay model using RStudio software. The respondents in this study were 79 parents of students at the Faculty of Agriculture, Islamic University of North Sumatra. Product attributes analyzed include price, freshness, size, certification, and packaging. The results showed that the attributes of large size (utility coefficient 11.540), freshness two days ago (9.572), organic certification (9.993), and styrofoam packaging (9.250) significantly influenced consumer preferences. The highest Marginal Willingness to Pay (MWTP) value is found in the large size attribute at IDR 33,339, followed by organic certification at IDR 28,860 and freshness two days ago at IDR 27,642. The styrofoam packaging attribute has a MWTP of IDR 26,714, while mica is IDR 17,110, and yesterday's freshness has a negative value of IDR 7,976. The interaction between attributes and sociodemographics shows that age, gender, occupation, and education level influence consumer preferences for certain attributes. It is hoped that the results of this research can be a basis for producers in designing pricing, packaging and marketing strategies for organic pak choy products that suit consumer preferences.*

Keywords: *Willingness to Pay, Discrete Choice Experiment, Conditional Logit, Organic Vegetables, Pakcoy.*