

ABSTRAK

Penelitian ini bertujuan menganalisis preferensi konsumen serta nilai kesediaan membayar (*Willingness to Pay/WTP*) terhadap produk cookies dan cokelat kelor (*Moringa oleifera*) di Kota Medan. Penelitian ini menggunakan metode *Discrete Choice Experiment (DCE)* dan dianalisis dengan model *Conditional Logit*, *Marginal Willingness to Pay* menggunakan perangkat lunak RStudio. Sebanyak 100 responden di kota Medan dipilih secara purposive. Hasil penelitian menunjukkan bahwa karakteristik konsumen didominasi perempuan (63%), berusia 20–26 tahun dan berpendidikan SMA/SMK. Atribut rasa, kemasan, dan klaim kesehatan merupakan faktor yang paling memengaruhi preferensi konsumen. Rasa gurih memiliki nilai WTP tertinggi (Rp39.171), diikuti kemasan plastik (Rp36.933). jenis produk cookies kelor mocaf dan cokelat kelor memiliki nilai WTP negatif, yang menunjukkan rendahnya preferensi terhadap kedua jenis produk tersebut. Harga tidak memberikan pengaruh signifikan terhadap utilitas, yang mengindikasikan rendahnya sensitivitas konsumen terhadap variasi harga dalam rentang yang diuji.

Kata kunci : *Willingness to Pay, Discrete Choice Experiment, Conditional Logit*, Preferensi konsumen.

ABSTRACT

*This study aims to analyze consumer preferences and willingness to pay (WTP) for moringa (*Moringa oleifera*) cookies and chocolate products in Medan City. The study used the Discrete Choice Experiment (DCE) method and was analyzed with the Conditional Logit model and Marginal Willingness to Pay using RStudio software. A total of 100 respondents in Medan City were selected purposively. The results showed that consumers were predominantly female (63%), aged 20–26 years, and had a high school/vocational school education. Attributes such as taste, packaging, and health claims were the most influential factors in consumer preferences. Savory taste had the highest WTP value (Rp39,171), followed by plastic packaging (Rp36,933). The types of moringa mocaf cookies and moringa chocolate have negative WTP values, indicating a low preference for these two types of products. Price does not have a significant effect on utility, which indicates low consumer sensitivity to price variations within the tested range.*

Keywords : Willingness to Pay, Discrete Choice Experiment, Conditional Logit, Consumer preference.