



PENGUKURAN TINGKAT WILLINGNESS TO PAY KONSUMEN BERAS ORGANIK DI KOTA BANDAR LAMPUNG

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ABSTRAK

Mengonsumsi makanan sehat sudah menjadi trend di masyarakat, namun produk sehat cenderung memiliki harga yang tinggi, sedangkan informasi tentang kesediaan konsumen untuk membayar atau harga maksimal yang bersedia dibayar oleh konsumen belum tersedia. Penelitian ini bertujuan untuk menganalisis nilai *willingness to pay* konsumen beras organik. Analisis data yang digunakan adalah analisis deskriptif, dan *Contingent Valuation Method* (CVM). Penelitian dilaksanakan di Bandar Lampung selama enam bulan yaitu bulan April – September 2022 dan metode pengambilan sampel menggunakan non-probability sampling yaitu *accidental sampling*. Jumlah responden dalam penelitian ini adalah 30. Hasil penelitian menunjukkan bahwa konsumen bersedia membayar dengan harga 6% lebih besar dari harga rata-rata. Beras organik rata-rata sebanyak 26.670.

Kata Kunci: *Willingness to pay*, beras organik, *Contingent Valuation Method*

Introduction

At this time a healthy lifestyle is becoming a trend in society, this condition shows that people today want safe and healthy food products. Safe and healthy food products are obtained from organic production processes, such as organic rice products and organic vegetables. This phenomenon causes a shift in consumer preferences in consuming food products from inorganic food to organic food (Mayrowani, 2012). Consuming organic food changes the perception of Indonesian people to live a healthy lifestyle by consuming organic food. The level of awareness of healthy products for consumption is the main thing (Michaelidou and Hassan, 2008) Consumers who are aware of healthy living tend to improve their health and quality of healthy life by having a healthy

lifestyle starting with consuming healthy food.

Furthermore (Nguyen, 2011) states that consumers' awareness of healthy living affects their assessment of organic food products. (Chung K, 2011) states that a person's concern for the environment will affect his perception of organic food products. Furthermore, it is also of the opinion that (Chen, 2009) consumers who are aware of environmental conditions are predicted to have positive behavior or attitudes towards organic food. This is reinforced by the statement (Utami, 2011), that with the emergence of consumer awareness regarding safe and healthy food, consumer preferences in consuming food products, especially rice, have shifted from inorganic rice to organic rice.

Organic rice tends to be more expensive than inorganic rice, besides being more expensive, organic rice is also

still limited and only available in modern markets, with consumers in certain classes who tend to pay attention to health. (Dewi and Widiastuti, 2016)]. The sale of organic rice is still limited because it is only available in certain places such as in modern markets and not available in traditional markets. This is what makes organic rice has its own market segment (Amin et al, 2021). This market segment also does not really consider the high price of food to be consumed if it is in accordance with the quality. This is different from the considerations of consumers in other market segments, especially the lower class, who are relatively more concerned with quantity than the quality of the food consumed (Amin et al, 2018).

Bandar Lampung, is the capital city of Lampung Province, with its status as the provincial capital of course the people in the city are very heterogeneous, especially as the provincial capital, the majority of urban people tend to pay attention to healthy food with a healthy lifestyle pattern, namely starting to consume organic food, but healthy food. This certainly has a higher price, such as for organic rice commodities. The price of organic rice is higher because this product is healthy and environmentally friendly. Therefore, it is necessary to know the right selling price of organic rice so that organic rice producers are prosperous and motivated to consistently produce organic rice and according to consumer purchasing power, meaning that it is profitable for both parties. Consumer perceptions of organic rice are certainly different from one another. As a result, different Willingness to Pay arise for each consumer in relation to their views on organic rice.

Based on the description above, the interesting thing to study is how consumers' perceptions and willingness to pay for organic rice in Bandar Lampung City, while the objectives to be achieved from this research are to know consumer perceptions of organic rice, analyze the level of consumer willingness to pay for organic rice.

Method

This research carried out from April 2022 to September 2022, for the location of the research carried out in every supermarket or outlet that sells organic rice in the city of Bandar Lampung. Sources of data used in this study are primary data and secondary data. The primary data used in this study include data from interviews with consumers of organic rice in supermarkets or outlets that sell organic rice. Secondary data used is data on the amount of production and consumption of organic rice in the province of Lampung. The data was obtained from the Central Statistics Agency of Lampung Province and the Department of Agriculture in the Province of Lampung. The sampling method used non-probability sampling, namely accidental sampling, the number of respondents in this study was 30 people, with this number considered to be effective enough to carry out statistical tests and is close to the normal distribution (Antara, 2010).

The data analysis method used to answer consumers' willingness to pay using CVM (Contingent Valuation Method) analysis, this method can help interested parties in this case producers to determine consumer desires (Carson and Hanemann, 2005). The stages of determining the WTA/WTP value using CVM (Contingent Valuation Method) include (Fauzi, 2006):

1. Formation of a Hypothetical Market
2. Auction Value (Bids)
3. Calculation of the Estimated Average WTP (Expected WTP)

The mathematical equation used to calculate the average value of WTP is as follows:

$$EWTP = \sum_{i=1}^n W_i P_{fi}$$

Information:

EWTP = estimated mean WTP

W_i = the lower limit of the i -th WTP class

P_{fi} = relative frequency of the class in question

n = number of classes (interval)

i = WTP class (interval); $i = 1, 2, 3$ Menentukan Total WTA/WTP

The mathematical equation used to calculate the total value of the consumer's WTP is as follows:

$$T (WTP) = \sum_{i=1}^n WTP_i \left[\frac{n_i}{N} \right] P$$

Information:

TWTP = willingness of the consumer population to pay

WTP_i = willingness of respondents (sample) to pay

n = number of consumers who are willing to pay WTP

N = number of consumers (sample)

P = number of Consumers (population)

i = sample; i = 1, 2,...

Results and Discussion

Characteristics of Respondents

Respondents in this study are consumers of organic rice, consumer characteristics are the characteristics possessed by a consumer that are displayed through patterns of thinking, patterns of behavior, and patterns of acting on their environment. Consumer characteristics include consumer knowledge and experience, consumer personality, and consumer demographic characteristics (Sumarwan, 2011) The characteristics of consumers in this study were seen from gender, age, marital status, latest education and occupation.

Gender. Based on gender, respondents who buy organic rice products are women with a percentage of 86.7 percent, while male respondents are 13.3 percent (Table 1). This figure shows that female respondents have a greater tendency to shop for organic rice than male respondents.

Table 1. Gender Distribution of Organic Rice Respondents

No	Gender	Total	
		Total Person	Percentage (%)
1.	Men	4	13,3
2.	Women	26	86,7
Total		30	100

Source: Processed data from research, 2022

Age. Respondents who shopped for organic rice were divided into three

groups. The first group is respondents under the age of 25 years by 23.3 percent. The second group is respondents with ages between 25 to 35 years by 46.6 percent. The third group is >35 years by 30 percent (Table 2).

Respondents who shop for organic rice are generally aged 25-35 years, this is because at that age the respondents already have established economic capabilities and high mobility, and have knowledge of the importance of health. According to (Sumarwan et al, 2013)] age affects consumer tastes in choosing the goods or services used. Consumers of different ages will consume different products and services. Therefore, age differences can lead to differences in taste and preference for brands.

Table 2. Age Distribution of Organic Rice Respondents

No	Age	Total	
		Total Person	Percentage (%)
1.	≤ 25	7	23,3
2.	> 25 – 35	14	46,6
3.	> 35	9	30
Total		30	100

Source: Processed data from research, 2022

Level of education. Characteristics of respondents based on the level of education in this study were grouped into 4 groups based on their level of education. The division of this group is based on the last education completed by the respondent which consists of: 1) SD – SMU; 2) Diplomas; and 3) Bachelor. Based on Table 4, it can be seen that the majority of respondents who buy organic rice products have a bachelor's degree with a percentage of 53.3 percent. Then followed by SD-SMU by 36.6 percent and Diploma by 10 percent. This shows that the majority of consumers of organic rice products have a graduate level of education and have working status, meaning that many workers buy organic rice products. A person's level of education will greatly affect their consumption patterns and preferences for food. The complete level of education of organic rice

consumers can be seen in Table 3.

Table 3. Distribution of Respondents Based on Education Level

No	Level of education	Total	
		Total Person	Percentage (%)
1.	SD – SMU	11	36,6
2.	Diploma	3	10
3.	Bachelor	16	53,3
Total		30	100

Source: Processed data from research, 2022

Income Level. Characteristics of respondents based on income level, in detail can be seen in Table 4 below.

Table 4. Distribution of Respondents by Income Level

No	Income	Total	
		Total Person	Percentage (%)
1.	< 3.000.000	15	50
2.	≥ 3.000.000-5.000.000	10	33,3
3.	> 5.000.000-7.000.000	3	10
4.	> 7.000.000	2	6,6
Total		30	100

Source: Processed data from research, 2022

Based on table 5 above, it is known that the majority of respondents have income < 3,000,000 per month. However, the level of education is high, therefore knowledge of healthy food is also high, so the majority choose to consume organic rice.

Willingness to Pay

The price of organic rice purchased by consumers is Rp. 24,000 per kilogram, based on a survey with a scenario of an increase in the price of rice by 10 percent per kilogram and 20 percent per kilogram, it can be seen that the number of consumers still buying organic rice and

switching to inorganic rice at a relatively cheaper price, so that with this scenario it is expected to form prices according to the wishes and abilities of consumers, while the results of the analysis can be seen in Table 5.

Table 5. Willingness to Pay when Organic Rice Prices Increase

No	Willingness to Pay	Price Increase 10 %		Price Increase 20 %	
		Consumers	Percentage (%)	Consumers	Percentage (%)
1.	Ready	27	90	3	10
2.	Not Willing	3	10	27	90
Total		30	100	30	100

Source: Processed data from research, 2022

Based on table 6 above, it is known that as many as 27 consumers are willing to pay 10 percent higher than the current price, 3 people are willing to pay 20 percent higher. This condition shows that the majority of consumers are willing to pay 10% higher than the current price of Rp. 24,000 per kilogram, this finding is in line with research results (Hamzaoui and Zahaf, 2012) which states that in general, every increase in the price of organic food products, there will be a decrease in demand for these products.

Furthermore, to determine the alleged value of the consumer's WTP (EWTP), it is calculated based on distribution data. In the previous stage, consumers are offered an offer regarding the value of WTP that they are willing to pay. After knowing the WTP value of each respondent, the next step is to find the average WTP value. The distribution of respondents' WTP data and the calculation of the average WTP value obtained can be seen in Table 6.

Table 6. Calculation of the Average Value of WTP

No	WTP Value (Rp)	Frequency (Org)	Relative Frequency	Mean WTP (Rp)
1.	40,000	2	0.06	2,400
2.	30,000	7	0.23	6,900
3.	27,000	2	0.06	1,620
4.	25,000	19	0.63	15,750
Total		30	1	26.670

Source: Processed data from research, 2022

From Table 6 above, it is known that the total value of Willingness to Pay, organic rice consumers is Rp. 26,670 per kilogram means 6 percent higher than the current price, this condition means that the maximum limit of consumers' willingness to pay is 6% higher than the current price, so it can be concluded that if farmers or producers of organic rice will increase the price, then the maximum price increase is only 6%. This condition is in line with research (Amin et al, 2020) which shows that consumer decisions in making purchases can be influenced by price, with a price increase that is too large, consumers tend to switch to other products.

Conclusion

The results of this study indicate that 90% of consumers of organic rice will continue to buy organic rice if there is a price increase of 10% and 10% of consumers will continue to buy organic rice if there is a price increase of 20%, with a total willingness of consumers to pay Rp. 26,670 per kilogram or 6% more than the current price.

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