

**ANALISIS KESEDIAAN MEMBAYAR (*WILLINGNESS TO
PAY*) KONSUMEN TERHADAP PEMBELIAN JERUK SIAM
LOKAL DAN JERUK MANDARIN IMPOR DI KOTA PADANG**

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**FAKULTAS PERTANIAN
UNIVERSITAS ANDALAS
PADANG
2026**

ANALISIS KESEDIAAN MEMBAYAR (*WILLINGNESS TO PAY*) KONSUMEN TERHADAP PEMBELIAN JERUK SIAM LOKAL DAN JERUK MANDARIN IMPOR DI KOTA PADANG

ABSTRAK

Jeruk merupakan komoditas hortikultura yang memiliki nilai ekonomi dan manfaat kesehatan sehingga memberikan nilai guna (*utility*) bagi konsumen. Produksi jeruk siam lokal di Sumatera Barat mengalami penurunan, sementara volume impor jeruk, khususnya mandarin, menunjukkan peningkatan. Kondisi tersebut mendorong pentingnya mengetahui nilai yang diberikan konsumen terhadap jeruk siam lokal dan jeruk mandarin impor. Penelitian ini bertujuan untuk mendeskripsikan karakteristik konsumen, menganalisis nilai *Willingness to Pay* (WTP), serta faktor-faktor yang memengaruhi WTP konsumen terhadap jeruk siam lokal dan jeruk mandarin impor di Kota Padang. Penelitian menggunakan pendekatan kuantitatif eksplanatori dengan 96 responden yang dipilih secara *purposive sampling*. Analisis data menggunakan analisis deskriptif, *Contingent Valuation Method* (CVM), dan regresi logistik biner. Hasil penelitian menunjukkan bahwa 90,6% responden bersedia membayar jeruk siam lokal dengan nilai *Expected Willingness to Pay* (EWTP) sebesar Rp28.291/kg, sedangkan 75% bersedia membayar jeruk mandarin impor dengan EWTP sebesar Rp52.250/kg. Faktor budaya dan pendapatan berpengaruh signifikan terhadap WTP jeruk siam lokal, sedangkan pendapatan dan persepsi kualitas berpengaruh signifikan terhadap WTP jeruk mandarin impor. Meskipun EWTP jeruk mandarin lebih tinggi secara nominal, jeruk siam lokal memiliki proporsi konsumen yang bersedia membayar lebih besar. Hal ini menunjukkan bahwa jeruk siam lokal masih memiliki penerimaan yang kuat di Kota Padang di tengah keberadaan produk impor.

Kata kunci: Jeruk Siam; Jeruk Mandarin; *Willingness to Pay*; *Contingent Valuation Method*

ANALYSIS OF CONSUMER WILLINGNESS TO PAY FOR LOCAL SIAM ORANGES AND IMPORTED MANDARIN ORANGES IN PADANG CITY

ABSTRACT

Orange is a horticultural commodity that offers consumer utility because to its economic worth and health benefits. In West Sumatera, local siam orange production has been decreasing, despite an increase in imported oranges, particularly mandarin oranges. This situation highlights how important it is to understand how much people value both native siam oranges and imported mandarin oranges. The aim of this study is to describe consumer characteristics, analyze Willingness to Pay (WTP) values, and identify the factors influencing consumer WTP for local siam oranges and imported mandarin oranges in Padang City. The research used a quantitative explanatory approach with 96 respondents selected through purposive sampling. Data were analyzed using descriptive analysis, the Contingent Valuation Method (CVM), and binary logistic regression. The results show that 90.6% of respondents were willing to pay for local siam oranges, with an Expected Willingness to Pay (EWTP) value of IDR 28,291/kg, while 75% were willing to pay for imported mandarin oranges, with an EWTP value of IDR 52,250/kg. WTP for imported mandarin oranges was highly influenced by perceived quality and income, but WTP for local siam oranges was significantly influenced by cultural variables and income. Although the EWTP for mandarin oranges is nominally higher, local siam oranges have a larger proportion of consumers willing to pay for them. This indicates that local siam oranges still maintain strong acceptance among consumers in Padang City amid the presence of imported products.

Keywords: *Siam orange; Mandarin orange; Willingness to Pay; Contingent Valuation Method*