

INTISARI

Penelitian ini bertujuan untuk mengetahui apakah pengetahuan produk, promosi, kesadaran konsumen, frekuensi pembelian, dan pendapatan mempengaruhi kesediaan membayar (Willingness to Pay) kosmetik berlabel halal pada komunitas non-Muslim di Yogyakarta. Penelitian ini menggunakan data primer dengan total 100 responden yang dilakukan menggunakan purposive sampling. Willingness to Pay diperkirakan dengan menggunakan pendekatan Contingent Valuation Method (CVM). Alat analisis pada penelitian ini analisis deskriptif, Contingent Valuation Method (CVM), dan regresi linear berganda pada SPSS 20. Hasil analisis penelitian menunjukkan bahwa kesadaran konsumen, frekuensi pembelian, dan pendapatan berpengaruh positif dan signifikan terhadap kesediaan membayar (Willingness to Pay). Sedangkan nilai WTP yang diperoleh untuk face wash adalah sebesar Rp43.750, face powder sebesar Rp74.420, body wash sebesar Rp31.670, toothpaste sebesar Rp20.610, shampoo sebesar Rp21.230, dan body mist sebesar Rp78.310.

Kata kunci: kosmetik berlabel halal, Willingness to Pay (WTP), Contingent Valuation Method (CVM), regresi linear berganda.

ABSTRACT

This research aims to examine how product knowledge, promotion, consumers' awareness, purchase frequency, and income influence on Willingness to Pay (WTP) for halal labelled cosmetics on non-Muslim community in Yogyakarta. This research used primary data with total 100 respondents by purposive sampling method. Furthermore, Willingness to Pay (WTP) predicted by Contingent Valuation Method (CVM) approach. In addition, the analysis tool in this research are descriptive statistics, Contingent Valuation Method (CVM), and multiple regression model on SPSS 20 as data analysis program. The result of this research shows that consumers' awareness, purchase frequency, and income are positively and significantly influence on Willingness to Pay (WTP). And also the WTP value obtained for face wash is Rp43.750, face powder is Rp74.420, body wash is Rp31.670, toothpaste is Rp20.610, shampoo is Rp21.230, body mist is Rp78.310.

Keywords: Halal labelled cosmetics, Contingent Valuation Method (CVM), multiple regression model.