ABSTRACT

ISTIFA RINI. Analysis of Consumer Perception and Willingness to Pay for Wagyu Steak Product (Case Study: Restaurant Steak Hotel in South Jakarta). Under direction of ARIEF DAYANTO and RIZAL SYARIEF

The purpose of this study were 1) to analyze characteristics of Wagyu steak consumers in South Jakarta, 2) to analyze consumer attitudes toward Wagyu steak product, 3) to analyze the relationship between consumers characteristics and consumption behaviour of Wagyu steak product, 4) to analyze the main factors underlying willingness to pay of Wagyu steak. In this study, one hundred respondents at Restaurant Steak Hotel were included. Descriptive analysis, logistic regression method, and conjoint analysis were used for statistical analysis. The results showed that the respondents which reduce the amount of purchases when the price of Wagyu steak increases were influenced by flavours and information of Wagyu steak. On the other hand, the respondents which increases the amount of purchases when the price of Wagyu steak declines were influenced by texture and fat content of Wagyu steak. For non-Wagyu steak, the respondents which reduce the amount of purchases when the price increases were influenced by the degree of doneness and attractive information. Both variables were positively significant. Consumer responses toward price decline were influenced by meat texture, tenderness, attractive information, quality of product, and country of origin. Relative value of willingness to pay of the largest consumer based on quality of product attribute was 87.127%.

Keywords: perception, willingness to pay, wagyu steak, restaurant steak hotel, logistic regression analysis, conjoint analysis