

ABSTRACT

Processed meat products that do not have a halal guarantee are a matter of doubt because Muslim consumers will get misinformation regarding what meat is used, and whether there is a mixture of other non-halal ingredients or not. Products that already have halal certification will provide assurance to Muslim consumers that all the materials used and the production process are in accordance with sharia principles. However, the development and introduction of a formal halal certification strategy in production activities allows for an increase in production and operational costs which can lead to an increase in consumer prices for halal food products. An increase in prices allows a negative effect on consumers' desire to buy halal-certified products. Therefore, this study aims to estimate the additional nominal that offers consumers and the determinants of Muslim consumers to pay higher prices for processed meat products that have halal labels and quality assurance.

The population in this study were Muslims in Depok District. The sampling technique in this study used the accidental sampling technique. The method of data collection was done by distributing questionnaires to 100 respondents according to the characteristics of the research respondents. The analytical method used to estimate the nominal WTP is the Contingent Valuation Method (CVM) and to see the effect of the independent variables, binary logistic regression analysis is used.

The results showed that Muslim consumers in Depok District offered to pay more for halal processed meat products such as meatballs, sausages, nuggets, galantin, and so on with an additional nominal of Rp. 2,437 per 500gr package. The four variables significantly affect the willingness to pay, namely attitudes, perceived behavioral control, religious self-identity, and religiosity. While the subjective norm variable has no effect on consumers' willingness to pay for halal processed meat products.

Keywords : *Willingness to pay, processed halal meat product, attitude, subjective norms, perceived behavioral control, religious self-identity, religiosity.*