

ABSTRACT

Beef is one type of high-protein meat whose consumption has always increased from 2019 to 2022 in Indonesia. It is important to maintain the quality of raw beef food safety. The purpose of this study was to analyze the socio-economic conditions of consumers, consumer perceptions of halal-certified raw beef, the amount of willingness to pay (WTP), and factors that influence consumers towards halal-certified raw beef.

Respondents total 132 people using Accidental Sampling technique in Jatinegara Market. The research method used is Contingent Valuation Method (CVM) to estimate the amount of WTP and logistic regression to determine the factors that influence consumer WTP. The variables in this study are age, income, education level, family members, religion, meat consumption, beliefs. The dependent variable is the value of willingness to pay.

The results of this study are from 132 respondents, 99 of whom are willing to pay more for beef that is guaranteed halal with an average value of IDR 140,000. Variables that have a significant influence on WTP include education level, religion, income, number of family members, meat consumption, and credentials. One thing that has no effect is the age variable.

Keywords : Consumen, Contingent Valuation method, Halal, Willingness to Pay