

ABSTRACT

Halal as the major consideration of a Moeslem in carrying out various activities of his consumption, including in meat products. Nowadays the cases of violations in meat products still be founded, thus the halal product itself became doubtful. Halal certification is considered as solution to ensure the halal status of meat products addressed to Muslims.

This study aims to analyze amount of willingness to pay and influence of age, income, awareness, perception, and religious on willingness to pay halal certified beef. This research was conducted in Jakarta with purposive sampling method and respondent which amounted to 100. The analysis method used in this research is descriptive statistical analysis, contingent valuated method, factor analysis and logit regression.

The results show 77% of respondents are willing to pay more for halal certified beef, while the other 23% are not. The average value of WTP obtained is Rp 109.182,00/kg of beef. The result of logit regression analysis shows that awareness has significant effect on willingness to pay halal certified beef. While the income, age, perception, and religiosity have no significant effect.

Keywords: Halal Certificate, Willingness to Pay, Consumer Behaviour, Contingent Valuated Method, Logistic Regression