International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Analysis Of Willingness To Pay Of Broiler Chicken Consumers In Ranomeeto District

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This study aims to analyze consumers' willingness to pay (WTP) for broiler chicken and the factors influencing it in Ranomeeto Market, South Konawe Regency. The research was conducted from January to August 2025, involving 100 respondents selected using accidental sampling. Data were collected through interviews and documentation, and analyzed using multiple linear regression. The results showed that 73% of consumers were willing to pay more for broiler chicken, with an average WTP value of IDR 38,677 per kilogram. The analysis revealed that income positively and significantly affects WTP, while the number of family members has a negative and significant effect. In contrast, age and education level did not significantly influence consumers' WTP. The findings suggest that pricing strategies for broiler chicken should consider consumer purchasing power, with prices set slightly below the average WTP to maintain demand. Moreover, government supervision is needed to stabilize food prices and align them with consumers' economic capacity.

Keywords: Willingness to pay, consumer behavior, broiler chicken

INTRODUCTION

The agricultural sector in Indonesia plays a crucial role in supporting national food security. Within this sector, the livestock subsector serves as the primary provider of animal protein, which is essential for meeting nutritional needs. Animal protein is known for its high quality, complete amino acid content, and easy absorption (Rianda, 2017). Insufficient protein consumption is one of the causes of low nutritional levels in Indonesia, largely due to economic constraints. This situation leads people to consume cheaper plant-based protein over animal protein (Awwaly, 2017).

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The demand for animal-derived food, especially chicken meat, continues to increase. increasing year after year. In Southeast Sulawesi Province, broiler chicken is the most widely consumed type of meat due to its affordability, easy availability, and more practical processing compared to free-range chicken (Jayanata & Harianto, 2017). Despite this, the retail price of broiler chicken shows an upward trend every year.

Draft*willingness to pay*(Consumer willingness to pay (WTP) is based on utility theory, which refers to the level of benefit or satisfaction a person derives from consuming a good or service at a given time (Harjadi & Fitriani, 2024). To date, the broiler chicken distribution chain that reaches consumers is still dominated by traditional markets. One of the busiest traditional markets in this region is Ranomeeto Market, located on the border of South Konawe Regency and Kendari City. Its strategic location and adequate road access make this market a primary choice for people to meet their daily food needs.

Based on these conditions, this study aims to analyze the level of willingness to pay (*willingness to pay*) consumers' attitudes towards broiler chicken meat and the factors influencing them at Ranomeeto Market. It is hoped that the results of this study can provide input for related parties, especially in determining pricing and distribution policies for animal products to suit consumer purchasing power and preferences.

MATERIALS AND METHODS

This research was conducted at Ranomeeto Market, South Konawe Regency, from January 2025 to August 2025. The population was all people who purchased broiler chickens at Ranomeeto Market. Sampling was conducted using*accidental sampling*This is a sampling technique based on chance (Sugiyono, 2013). The Slovin formula was used to determine the sample in this study. The number of samples obtained from a population of 5,553 families was 98.23, rounded up to 100. The data collection procedures or techniques used in this study were interviews and documentation.

The analytical tools in this study are a). descriptive analysis is used to determine consumer characteristics of broiler chicken meat. The consumer characteristics in question are age, gender, number of family members, education level, occupation, and income; b). CVM analysis*(contingent valuation method*) is used to analyze the value of willingness to pay (*willingness to pay*) consumers of broiler chicken meat; c). Multiple linear regression analysis is used to determine the factors that influence willingness to pay (*willingness to pay)*. Mathematically the formula*multiple linear regression* are as follows:

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$$Y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + e \quad (1)$$

Keterangan:

Y = Willingness to Pay Price Value (Rp)
α = Constant
β = Estimated coefficient of independent variable
X1 = Income (Rp/Month)
X2 = Age (Years)
X3 = Education Level (Years)
X4 = Number of Family Members (People)
e = *Error Term*

RESULTS AND DISCUSSION

Characteristics of Broiler Chicken Meat Consumers

Respondent characteristics are variables that influence consumer decisions in purchasing broiler chickens. Respondents in this study were consumers who purchased broiler chickens at Ranomeeto Market, Ranomeeto District. The number of respondents studied in this study was 100 respondents. Respondent identity based on age can be seen in Table 1.1, respondent identity based on gender can be seen in Table 1.2, respondent identity based on the number of family dependents can be seen in Table 1.3, respondent identity based on education level can be seen in Table 1.4, respondent identity based on occupation can be seen in Table 1.5, respondent identity based on income can be seen in Table 1.1.

Table 1.1 Respondent Identity by Age at Ranomeeto Market

No	Respondent Age (Year)	Number of Respondent (Person)	Persentage (%)
1	15-24	4	4,00
2	25-54	85	85,00
3	>55	11	11,00
	Total	100	100

Table 1.1 shows that the highest number of respondents purchasing broiler chickens was in the 25-54 age range, representing 85% of respondents. Respondents in this age group are in the productive age group. This can be attributed to individuals with higher education typically having better access to information regarding the nutritional needs of animal protein. This

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knowledge influences their eating patterns and encourages healthy choices (Mardalena, 2021).

Table 1.2 Respondent Identity based on gender at Ranomeeto Market

No	Gender	Number of Respondent (Person)	Persentage (%)
1	Men	35	35,00
2	Women	65	65,00
	Total	100	100,00

Table 1.2 shows that the dominant number of respondents in making broiler chicken purchasing decisions are female consumers, at 65 people, representing 65%. This aligns with Utami's (2013) statement that women generally play a significant role as decision-makers in shopping activities to meet daily needs.

Table 1.3 Respondent Identity Based on Number of Dependents at Ranomeeto Market

No	Number of Dependents (Person)	Number of Respondent (Person)	Persentage (%)
1	1-3	39	39,00
2	4-6	58	58,00
3	>7	3	3,00
	Total	100	100,00

Table 1.3 shows that the largest number of dependents among respondents purchasing broiler chickens was 4-6 dependents, representing 58 individuals, representing 58%. The number of dependents is usually a factor in determining the purchase of broiler chickens.

Table 1.4 Respondent Identity Based on Education Level at Ranomeeto Market

No	Level of education (Year)	Number of Respondent (Person)	Persentage (%)
1	1-5	-	-
2	6	5	5,00
3	9	8	8,00
4	12-18	87	87,00
	Total	100	100,00

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Table 1.4 shows that respondents with the highest level of education completed was 12-18 years (high school and above) who purchased the most broiler chickens, namely 87 people with a percentage of 87%.

Table 1.5. Respondent Identity Based on Occupation at Ranomeeto Market

No	Job	Number of Respondent (Person)	Persentage (%)
1	Students	1	1,00
2	Housewife	41	41,00
3	Civil servant	6	6,00
4	Teacher/Lecturer	1	1,00
5	Employee	14	14,00
6	Self-employed	10	10,00
7	Other	27	27,00
	Total	100	100,00

Table 1.5 shows that respondents who purchased broiler chickens at Ranomeeto Market had diverse occupations. The data in Table 4.5 shows that the majority of respondents who purchased broiler chickens were housewives, representing 41%, or 41 people.

Table 1.6 Respondent Identity Based on Income at Ranomeeto Market

No	Income (Rp/Month)	Number of Respondent (Person)	Persentage (%)
1	Not yet earning	-	-
2	< 1,000,000	6	6,00
3	1,000,000 - 3,000,000	64	64,00
4	3,000,000 - 5,000,000	25	25,00
5	> 5,000,000	5	5,00
	Total	100	100

Table 1.6 shows that 94% of respondents who purchased broiler chickens at Ranomeeto Market were middle-income. This indicates that respondents have varying incomes, which influences their broiler chicken purchasing habits at Ranomeeto Market.

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Willingness to Pay (*Willing to Pay*) Broiler Chickens at Ranomeeto Market

Consumer willingness to pay for purchasing broiler chickens was analyzed using CVM (*Contingent Value Method*) to produce how much value consumers are willing to pay to buy broiler chickens. Willingness to Pay (*Willing to Pay*) Broiler Chickens at Ranomeeto Market can be seen in Table 4.7 and the results of the WTP calculation for Broiler Chickens at Ranomeeto Market, South Konawe Regency in Table 1.7.

Table 1.7 Willingness to Pay More for Broiler Chickens

No	Willingness to Pay	Number of Respondent (Person)	Persentage (%)
1	Willing to Pay	73	73,00
2	Not willing to pay	27	27,00
	total	100	100,00

The research results in table 1.7 show that 73 people stated that they were willing to pay more for the price of broiler chickens they consumed, while 27 other respondents were not willing to pay more for the price of broiler chickens.

Table 1.8. Results of Calculation of WTP for Broiler Chickens at Ranomeeto Market

WTP (Rp/Kg)	Number of Family Member (Person)	Frequency Relatively	EWTP (Rp/Kg)	TWTP (Rp/Kg)
Rp36.000	27	$\frac{27}{100} = 0{,}27$	Rp36.000 × 0,27 = Rp9.720	Rp9.720 × 27 = Rp262.440
Rp38.200	28	$\frac{28}{100} = 0{,}28$	Rp38.200 × 0,28 = Rp10.696	Rp10.696 × 28 = Rp299.488
Rp38.900	23	$\frac{23}{100} = 0{,}23$	Rp38.900 × 0,23 = Rp8.947	Rp8.947 × 23 = Rp205.781
Rp40.600	11	$\frac{11}{100} = 0{,}11$	Rp40.600 × 0,11 = Rp4.466	Rp4.466 × 11 = Rp49.126
Rp41.100	9	$\frac{9}{100} = 0{,}09$	Rp41.100 × 0,09 = Rp3.699	Rp3.699 × 9 = Rp33.291

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Rp43.800	2	$\frac{2}{100} = 0{,}02$	Rp43.800 × 0,02 = Rp876	Rp876 × 2 = Rp1.752
Total	**100**	**1**	**Rp38.677**	**Rp851.878**

Based on Table 1.8, it shows that 28 people or 28% of respondents are willing to pay at a price of Rp38,200/Kg, 23 people or 23% at a price of Rp38,900, 11 people or 11% at a price of Rp40,600, 9 people or 9% at a price of Rp41,100, and 2 people or 2% at a price of Rp43,800. This is in accordance with Nabilasari's statement.*et al*. (2025) that even if prices rise, quality and "value-added" attributes can maintain demand.

Factors Affecting Willingness to Pay

Consumer willingness to pay for broiler chickens at Ranomeeto Market is influenced by two factors. Based on the results of interviews conducted with 100 respondents who shopped at Ranomeeto Market, 73 consumers were willing to pay for broiler chickens and 27 consumers were unwilling to pay for broiler chickens. The factors influencing consumer willingness to pay for broiler chickens and unwillingness to pay for broiler chickens at Ranomeeto Market, South Konawe Regency can be seen in Table 1.9.

Tabel 1.9 Faktor-faktor yang Mempengaruhi Kesediaan Membayar Ayam Broiler di Pasar Ranomeeto

Dependent Variable	Independent Variables	Coefficient Regression	t count	Sig.	VIF
Willingness to Pay (Y)	Constant	36,621	42,443	0,001	
	Income (X_1)	0,001	7,438	0,001*	1,268
	Age (X_2)	3,326	0,241	0,81	1,189
	Level of Education (X_3)	10,399	0,200	0,842	1,165
	Number of Family Members (X_4)	-381,483	-3,775	0,001*	1,309
	R^2				0,418
	F_{count}				17,032
	Sig.				0,001
	Durbin-Watson				2,127

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The results of the multiple linear regression coefficient estimation on four variables. Influence consumer willingness to pay for broiler chickens, these variables are income (X1) and the number of family members (X4). The variable that does not influence is age (X2) and education level (X3).

Table 1.9 shows that the value of the income regression coefficient (X1) of 0.001, a positive coefficient indicates that every Rp1,000,000/month increase in income will increase the willingness to pay by Rp1,000/Kg of broiler chicken. The t-test results are significant (Sig. 0.001 < 0.05), so income has a significant positive effect on willingness to pay. The regression coefficient value of age (X2) of 3.326 positive coefficient indicates that every one year increase in age will increase the willingness to pay by Rp3,326/Kg. However, the significance value of 0.81 > 0.05, meaning it is not significant; age does not statistically affect the willingness to pay. The regression coefficient value of education level (X3) of 10.399 positive coefficient indicates that the higher the education level, the willingness to pay tends to increase by Rp10,399/Kg per level of education. However, the significance of 0.842 > 0.05 is not statistically significant. The regression coefficient value of the number of family members (X4) of -381.483 negative coefficient indicates that each additional family member will decrease the willingness to pay by Rp381/Kg. A significance value of 0.001 < 0.05 means that this variable has a significant negative effect on the willingness to pay.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the research results and discussion, it can be concluded that the majority of broiler chicken consumers at Ranomeeto Market are women of productive age (25–54 years old), have a high school education equivalent, work as housewives, have 4–6 family members, and earn between Rp1,000,000–Rp3,000,000 per month. As many as 73% of consumers are willing to pay more with an average WTP of Rp38,677/kg, or an increase of Rp2,577/kg from the market price, indicating a positive economic surplus. Factors that significantly influence willingness to pay are income (positive) and number of family members (negative), while age and education level do not have a significant effect.

Suggestion

Based on the results and discussions obtained, the suggestions in this study are as follows:

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1. The price of broiler chickens can be increased slightly but must remain below the average WTP (Rp. 38,677/kg) so that consumer demand does not decrease.
2. Regional governments need to monitor and control staple food prices to ensure they remain stable and in line with people's purchasing power.
3. It is recommended that future researchers examine other factors that influence WTP, such as consumer preferences, perceptions of product quality, and other non-economic factors.

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