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SINTA 2

Analysis of Willingness to Pay for the Purchase of Organic Bok Choy Using the Contingent Valuation Method (CVM) in Cepogo District, Boyolali Regency

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ABSTRACT

The high demand for organic bok choy vegetables is driven by the increasing prevalence of degenerative diseases, which are often associated with unhealthy consumption patterns. However, farmers in Cepogo District, Boyolali Regency, still face challenges in determining the optimal selling price. This study aims to estimate consumers' willingness to pay (WTP) for organic bok choy vegetables in Cepogo District, Boyolali Regency, and analyze the factors influencing consumers' WTP for purchasing organic bok choy in the same area. The research employs the Contingent Valuation Method (CVM) to estimate the WTP value for organic bok choy. Additionally, logistic regression analysis is used to evaluate the factors affecting WTP. The findings indicate that the average WTP for organic bok choy in Cepogo District, Boyolali Regency, is IDR 5,760.00 per 500 grams. Education level, awareness of organic bok choy and belief in organic bok choy are identified as factors positively influencing consumers' WTP.

Keyword: Bok choy Vegetables, Contingent Valuation Method, Logistic Regression Analysis, Willingness to Pay.

INTRODUCTION

Health is a vital asset for everyone. The rising prevalence of degenerative diseases such as diabetes, heart disease, and cancer has become a global concern. These conditions are often linked to unhealthy lifestyles, including the consumption of processed foods and inadequate nutritional intake. According to the Ministry of Health (2016), Indonesia faces serious challenges due to the increasing cases of non-communicable diseases such as stroke, cancer, and heart disease. In response to these health issues, people are becoming more aware of the importance of adopting healthy lifestyles and are increasingly selective in meeting their consumption needs. Scientific literature consistently highlights the significance of health and the impact of food production on dietary choices, the environment, and consumer health awareness.

A healthy lifestyle encompasses practices of clean and hygienic living, characterized by the selective consumption of nutritious and well-balanced foods. This growing preference for healthier living has led to a rising demand for organic agricultural products. These products, also known as organic produce, are cultivated without the use of external inputs, such as inorganic chemicals, ensuring they are free from harmful residues. Wijaya et al. (2021) emphasize that consumers choose organic products primarily because they are processed without inorganic pesticides, making them safer for health.

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Among the various organic products, vegetables stand out as a significant category widely cultivated in Indonesia, catering to the increasing demand for health-conscious consumption.

The growing public awareness of the importance of health has significantly increased interest in organic vegetable products. Organic vegetables are regarded as essential for fostering a healthy and balanced diet. One of the most popular types of vegetables among the public is mustard greens. Among these, pak choi, also known as spoon mustard, is a high-value leafy vegetable. Pak choi belongs to the mustard family (Brassicaceae) and is classified as a variety of green mustard. According to Anjani et al. (2022), pak choi is currently in high demand due to its rich nutritional content and heat tolerance. Bancin (2022) highlights that the demand for pak choi has risen because it is easy to cultivate and widely favored, prompting many farmers to grow it organically. Organic pak choi cultivation can be found in Cepogo District, Boyolali Regency, an area that has been certified organic since 2019. Additionally, Cepogo District hosts the largest vegetable market in the regency, serving as a central hub for vegetable trade.

Farmers in Cepogo face challenges in determining the optimal selling price for organic vegetables, including pak choi. This aligns with Widyastuti's (2018) observation that organic vegetables are generally more expensive than conventional ones. The higher prices are attributed to the organic farming system, which requires specialized care and relatively higher production costs to ensure the products remain free from synthetic chemical contamination. Despite the increasing market demand driven by rising cases of degenerative diseases, farmers often lack sufficient information about market prices and the factors influencing consumers' willingness to pay a premium for organic products. Research by Aufanada (2017), Fajria (2020), Amelia (2022), and Ni'mal (2024) highlights that income and education significantly impact consumers' willingness to pay for organic products.

This study aims to analyze consumers' Willingness to Pay (WTP) for organic pak choi in Cepogo District, Boyolali Regency, while considering the factors influencing their willingness to pay. Priambodo and Najib (2014) emphasized the importance of research on the extent to which consumers are willing to pay for organic food products to identify the maximum value they are willing to spend in response to improved product quality. By determining consumers' WTP for organic pak choi, this study is expected to assist farmers and traders in setting appropriate pricing for organic pak choi products.

METHODS

The research employs a descriptive-analytic method, combining analytical and descriptive approaches. In addition to describing data findings, Heryati (2015) notes that descriptive analysis involves collecting primarily quantitative (numerical) data and applying appropriate statistical techniques to uncover hidden significance. The research location was purposively chosen as Cepogo District, Boyolali Regency, based on initial observations that highlighted the presence of organically certified pak choi cultivation since 2017. Additionally, according to Desmaria et al. (2017), Cepogo District hosts Cepogo Market, the largest vegetable market and an economic hub in Boyolali Regency.

The sampling method used is non-probability sampling, specifically accidental sampling, with a sample size of 100 respondents comprising consumers or potential tourists of organic vegetables, particularly pak choi, in Cepogo District. The sample size was determined using Cochran's formula. Data types include

primary and secondary data, with instrument testing conducted through validity and reliability tests.

To estimate the WTP (Willingness to Pay), the study employs the Contingent Valuation Method (CVM), directly asking respondents their maximum willingness to pay for organic pak choi. The CVM process includes: (1) Developing a hypothetical market, (2) Determining bid values, (3) Calculating the mean WTP, (4) Estimating the WTP curve, and (5) Aggregating the data. Additionally, binary logistic regression analysis is employed to examine relationships between independent and dependent variables, with the dependent variable being consumers' willingness to pay more for organic pak choi (coded as 0 for unwilling and 1 for willing). Independent variables include gender (X1), age (X2), education duration (X3), family size (X4), income (X5), concern for organic vegetables (X6), and trust in organic vegetables (X7).

The stages of binary logistic regression analysis involve: (1) Model feasibility tests, (2) Determination of coefficient of determination, (3) Simultaneous tests (G-Test), (4) Partial tests (Wald Test), and (5) Odds ratio analysis. This study employs the following estimation model:

$$P(Y) = \frac{P}{1-P} = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + e \quad (1)$$

RESULTS AND DISCUSSION

General Conditions of the Research Area

Cepogo District is located in Boyolali Regency, covering an area of approximately 53 km². To the north, Cepogo borders Ampel District, to the east it borders Boyolali District, to the south it borders Cepogo District, and to the west it borders Selo District. The district is situated at an altitude of 909 meters above sea level. Cepogo District is home to a center for organic vegetables, making it both a producer and supplier of certified organic produce. The area dedicated to organic farming spans about 6.82 hectares. Various types of organic vegetables are cultivated here, one of which is organic bok choy.

Respondent Characteristics

The characteristics of the respondents in this study were divided into two categories: those willing to pay more for organic bok choy and those not willing to pay more compared to conventional bok choy. In terms of gender, the study was predominantly female, with 54 respondents in the willing category and 14 in the unwilling category. Regarding age, the majority of respondents were between 26-35 years old, with 21 respondents in the willing category and 6 in the unwilling category. Most respondents had completed 12 years of education, with 33 respondents in the willing category and 7 in the unwilling category. Respondents, both willing and unwilling to pay more for organic bok choy, mostly had 1-4 family members, with an average of 4 members per household. Monthly income for both categories was predominantly in the range of IDR 2,000,000 – IDR 3,000,000.

The respondents' attitudes towards organic bok choy, based on their concern for organic vegetables, showed strong agreement that organic bok choy is healthier and free from pesticides compared to conventional bok choy. Respondents also agreed that organic bok choy is more nutritious, tastes better, is fresher, maintains quality, and carries a premium price. In terms of belief in organic vegetables, respondents expressed agreement that organic bok choy is cultivated without chemical substances and strongly believed that organic bok choy can help prevent dangerous or degenerative diseases.

Contingent Valuation Method Analysis

1. Hypothetical Market

The hypothetical market was created based on health issues, such as the rise of non-communicable (degenerative) diseases, and environmental sustainability, which were designed prior to the study. The formation of the market hypothesis involved respondents being asked to listen to a statement about the presence of an organic vegetable center in Cepogo District, Boyolali Regency, which is safe for both health and the environment. Respondents were then asked if they were willing to pay more for organic bok choy compared to conventional bok choy per 500 grams. The distribution of respondents' willingness to pay for organic bok choy can be seen in Table 3, with 79% of respondents willing to pay a premium price for organic bok choy, while the remaining 21% chose to pay below the premium price.

Table 1
Distribution of Respondents' Willingness to Pay

No	Willingess to Pay Value	Quantity	Percentation (%)
1	≤ Rp4.000,-	21	21
2	> Rp4.000,-	79	79
Total		**100**	**100**

Source: Processed Primary Data, 2024

Table 2
The Distribution of Respondents' Willingness to Pay for Organic Bok choy and Its Frequency

WTP Value (Rp)	Frequency (People)	WTP Amount (Rp)	Percentation (%)
1.000	2	2.000	2
2.000	4	8.000	4
3.000	1	3.000	1
4.000	14	56.000	14
5.000	34	170.000	34
6.000	14	84.000	14
7.000	11	77.000	11
8.000	12	96.000	2
10.000	8	80.000	8
Total	**100**	**576.000**	**100**
Rata-rata Nilai WTP		**5.760**	

Source: Data Primer Diolah, 2024

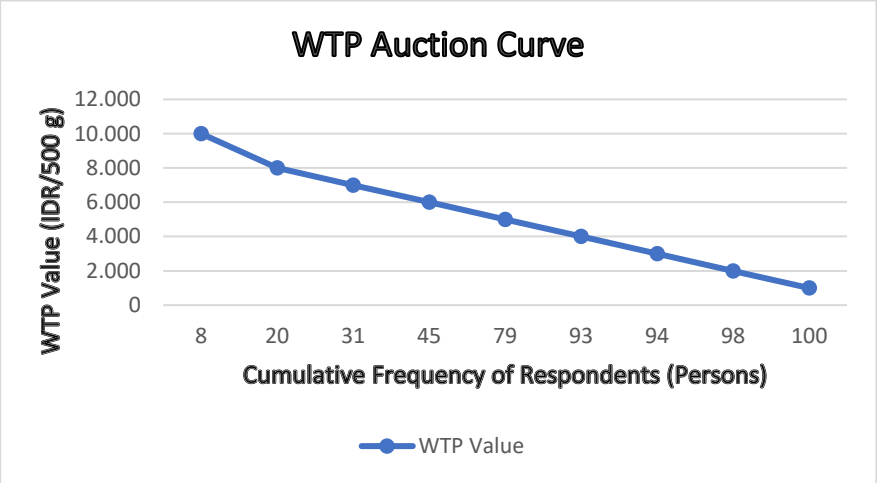
2. Bids

Based on Table 2, the majority of respondents in this study selected a price of IDR 5,000.00 per 500 grams of bok choy as their WTP value, accounting for 34% of the respondents. This price is higher than the starting point. Respondents believe that both organically and conventionally grown bok choy have the same taste and provide the same benefits, leading to the lowest price they are willing to pay for 500 grams of bok choy being IDR 1,000.00, which is 2% of the total respondents. The highest WTP value among the

respondents was IDR 10,000.00, as selected by 8 respondents.

3. Average Value of WTP

The average WTP value was obtained based on the auction value. The average willingness to pay (WTP) of respondents for organic bok choy in this study is Rp5,760.00 per 500 grams. This average value is higher than the start point price of Rp4,000.00 per 500 grams of organic bok choy. A total of 79 respondents (79%) are willing to pay this amount or even higher. This is because the respondents are consumers who are aware of health and environmental sustainability.



Source: Processed Primary Data, 2024

Figure 1
Auction Curve of WTP

4. Auction Curve of WTP

Based on Figure 1, it is assumed that respondents willing to pay higher are also inclined to pay lower WTP values, illustrating an inverse relationship between the willingness to pay (WTP) level and the total number of respondents willing to pay at that WTP level. As the WTP for organic bok choy increases, the number of respondents willing to pay for it decreases.

5. Data Aggregation

Data aggregation represents the final stage in the Contingent Valuation Method (CVM) process. The sample average data must be converted into the overall respondent mean. This conversion is executed by multiplying the sample mean by the total number of respondents, yielding a total WTP of Rp576,000.00.

Total WTP = EWTPi.N
Total WTP = Rp5,760 x 100
= Rp576,000.

Where:
Total WTP = Total Willingness to Pay
EWTPi = Average Willingness to Pay per respondent (Rp)
N = Number of respondents

Binary Logistic Regression Analysis

The significance value in the Hosmer and Lemeshow's Goodness of Fit Test is 0.296 (> 0.05), which indicates that the model is capable of predicting the observed values, and thus, the model is accepted as it aligns with the observation

data, allowing hypothesis testing to be completed. The Nagelkerke R-Square value is 0.742, indicating that the independent variables explain 74.2% of the variance in the dependent variable, while the remaining 25.8% is explained by other factors. The model's significance value is 0.000, and the Chi-square value from the Hosmer test (64.789) is greater than the Chi-square table value (14.067), showing that the independent variables significantly influence the dependent variable simultaneously.

Table 3
Binary Logistic Regression Result

Variabel	B	Std. Error	*Wald*	df	Sig.	Exp (B)
X1	-0,303	0,963	0,009	1	0,753	0,739
X2	-0,002	0,042	0,002	1	0,961	0,998
X3	0,655	0,190	11,927	1	0,001**	1,924
X4	-0,30	0,298	0,010	1	0,919	0,970
X5	0,000	0,000	3,981	1	0,046**	1,000
X6	0,033	0,009	12,857	1	0,000**	1,033
X7	0,013	0,006	4,796	1	0,029**	1,013
Constant	-27,095	7,235	14,024	1	0,000	0,000
Hosmer and Lameshow's Goodness of Fit Test					0,296	
Nagelkerke R Square	0,742					
Cox & Snell	0,477					
Chi-Square	64,789				0,000	
Number of Observations	100					

Source: Processed Primary Data, 2024

The partial significance test, or the Wald Test in binary logistic regression, is used to assess the effect of each independent variable on the dependent variable. An independent variable is considered to have a significant effect on the dependent variable if the significance value is less than the alpha level (0.05). Based on Table 3, the variables of education duration, income, concern for organic bok choy, and confidence in organic bok choy have Wald significance values of 0.001, 0.046, 0.000, and 0.029, respectively, indicating they have a significant effect on the willingness to pay for organic bok choy. On the other hand, the variables of gender, age, and family size do not significantly influence the willingness to pay for organic bok choy, as their significance values exceed the alpha level. The logistic regression model equation can be derived based on the Wald Test output in the following equation:

$$P(Y) = \frac{P}{1-P} = -27{,}095 - 0{,}303X_1 - 0{,}002X_2 + 0{,}655X_3 - 0{,}033X_6 - 0{,}013X_7$$

Berikut dibawah ini merupakan penjabaran serta penjelasan mengenai pengaruh dari masing-masing variabel *independent* terhadap variabel *dependent*:

a. Gender

The gender variable, denoted as X1, has a calculated Wald value of 0.009, which is lower than the Chi-square table value (3.841) with a

degree of freedom (df) = 1, and a significance value of 0.753, which exceeds the alpha threshold (0.05). Consequently, the gender variable does not individually exert a significant influence on the willingness to pay for organic bok choy. Field findings indicate that organic bok choy consumers include both men and women. Although the majority of respondents willing to pay a premium for organic bok choy are women, both men and women remain willing to pay more for organic bok choy to obtain health benefits and contribute to environmental sustainability. These findings align with Setiyadi et al. (2017), which also concluded that gender does not significantly affect the willingness to pay for organic vegetables.

b. Age

The age variable, denoted as X2, has a calculated Wald value of 0.002, which is lower than the Chi-square table value (3.841) with a degree of freedom (df) = 1, and a significance value of 0.961, exceeding the alpha threshold (0.05). This indicates that the age variable does not individually exert a significant influence on the willingness to pay for organic bok choy. These findings are consistent with the study conducted by Rahmadhani (2017), which also concluded that age does not significantly impact willingness to pay for organic bok choy. The lack of significance is presumed to stem from the fact that both younger and older respondents remain willing to pay a premium to obtain the additional benefits of organic bok choy.

c. Education Duration

The education duration variable (X3) holds a Wald value of 11.927, surpassing the Chi-square table value (3.841), with a significance level of 0.001, which is below the alpha threshold (0.05). Thus, it can be concluded that education duration significantly influences the willingness to pay for organic bok choy. The coefficient (B) of 0.655 indicates a positive correlation between education duration and willingness to pay. The longer the formal education attained, the higher the willingness to pay for organic bok choy. The Odds Ratio (Exp(B)) of 1.924 signifies that a one-level increase in education duration enhances the likelihood of paying above Rp4,000 for organic bok choy by 1.924 times compared to paying Rp4,000 or less. Rofiatin & Bariska (2018) assert that higher education levels, which reflect longer schooling periods, stimulate the willingness to pay for organic vegetables, as advanced education fosters a deeper understanding of their benefits.

d. Household Size

The household size variable (X4) holds a Wald value of 0.010, which is lower than the Chi-square table value (3.841), with a significance level of 0.919, exceeding the alpha threshold (0.05). As shown in Table 5, it can be concluded that household size does not significantly influence the willingness to pay for organic bok choy. This finding aligns with the study by Banjarnahor et al. (2024), which states that the number of household members does not serve as a determining factor in consumers' willingness to pay.

e. Income

The income variable (X5) significantly influences the willingness to pay for organic bok choy. This is evident from the Wald test value of 3.981, which exceeds the Chi-square table value (3.841), and a significance level of 0.046, which is below the alpha threshold (0.05). The coefficient (B) for income is positive, though its effect is minimal. The Odds Ratio (Exp (B)) is 1.000, indicating that for every one-level increase in income, the likelihood of paying above Rp4,000 for organic

bok choy remains at 1.000 times that of paying Rp4,000 or less. These findings align with the study by Putri (2017), which states that individuals with higher incomes tend to be more selective in choosing food products due to health considerations, making them more willing to pay a premium for organic bok choy.

f. Concern for Organic Bok choy

The concern for organic vegetables variable (X6) significantly influences the willingness to pay for organic bok choy. This is evidenced by the Wald test value of 12.857, which exceeds the Chi-square table value (3.841), and a significance level of 0.000, which is below the alpha threshold (0.05). The coefficient (B) is 0.033, indicating a positive relationship between X6 and Y, where an increase in X6 enhances the likelihood of willingness to pay for organic bok choy. The Odds Ratio (Exp (B)) is 1.033, meaning that a one-level increase in concern for organic vegetables raises the probability of paying above Rp4,000 for organic bok choy by 1.033 times compared to paying Rp4,000 or less. Dipeolu (2016) states that the majority of individuals who are concerned about health and environmental sustainability tend to be willing to pay more, as it aligns with the perceived benefits.

g. Belief in Organic Bok choy

The belief in organic vegetables variable (X7) significantly influences the willingness to pay for organic bok choy. This is evidenced by the Wald test value of 4.796, which exceeds the Chi-square table value (3.841), and a significance level of 0.029, which is below the alpha threshold (0.05). The coefficient (B) is 0.013, indicating a positive relationship between X7 and Y, where an increase in X7 enhances the likelihood of willingness to pay for organic bok choy. The Odds Ratio (Exp (B)) is 1.013, meaning that a one-level increase in belief in organic vegetables raises the probability of paying above Rp4,000 for organic bok choy by 1.013 times compared to paying Rp4,000 or less. This finding aligns with Priambodo (2014), who stated that attitude-related variables, particularly belief, significantly influence the willingness to pay for organic products.

CONCLUSION

Based on the results and discussion, it can be concluded that consumer willingness to pay (WTP) for organic bok choy shows that 79% of respondents are willing to pay more for organic bok choy compared to conventional bok choy. This willingness to pay results in an average Willingness to Pay value of Rp5,760.00 per 500 grams of bok choy. Factors influencing the willingness to pay (WTP) for organic bok choy include education level, income, concern for organic bok choy, and belief in organic bok choy. These factors positively influence the willingness to pay. Meanwhile, other factors such as gender, age, and family size do not significantly influence the willingness to pay for organic bok choy.

The recommendations that can be given are for producers and vendors to maintain the current price, as the WTP value shows that the price of organic bok choy is below what consumers are willing to pay. However, if the price is to be increased, it should not exceed the WTP value. Since education level influences the willingness to pay for organic bok choy, it is suggested that educational programs regarding the benefits and added value of organic products be enhanced, especially for communities with lower education levels.

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