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Consumer Willingness to Pay (WTP) Analysis of Salt Eggs Products in Brebes District

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Abstract

Different perceptions of salted egg prices are one of the triggers for the decline in selling levels for producers, therefore in determining the selling price it is important to know how much consumers are willing to pay or willingness to pay (WTP) to buy salted egg products. Then there are factors that affect consumers' willingness to pay including income, product prices, product quality and product safety. This research was conducted to determine the characteristics of Brebes salted egg consumers, determine the average maximum price of salted eggs that consumers are willing to pay, analyze the factors that influence consumers' willingness to pay for Brebes salted egg products. This research was conducted in Brebes Regency using 100 respondents who were selected by accidental sampling method. Methods of data analysis using descriptive analysis, contingent valuation method (CVM) and multiple linear regression analysis. The results of the study stated that the characteristics of salted egg consumers who are willing to pay more in Brebes Regency are dominated by consumers aged 30 to 40 years, with a bachelor's education background, working as an entrepreneur, with an income level of Rp. 1.000.0000, up to Rp. 5,000,000, the average maximum price that Brebes salted egg consumers are willing to pay is IDR 377 per egg. The factors that influence the willingness of consumers to pay for salted egg products are income and quality of Brebes salted egg products.

Keywords
willingness to pay; CVM, consumers; salted eggs.

I. Introduction

Eggs are one of the products that are used as food that is highly nutritious and needed by the body, because it is a source of protein and vitamins. Eggs are perishable products; efforts are needed in processing that can maintain egg quality and extend the shelf life of eggs . One way of preserving eggs can be done by salting or so-called salted egg products. An area that is famous for its salted egg products is Brebes Regency, Central Java and also as a center for duck eggs in Java. Duck eggs are one of the advantages in Brebes Regency because they have great potential to improve the community's economy, where duck eggs will be processed into salted eggs so that they can increase the add value of the duck eggs themselves.

Making salted eggs using a simple technology, namely by mixing a mixture of ash, bricks and salt to wrap duck eggs. There are quite a lot of salted egg producers in Brebes, reaching around 130 producers with an average production of 3,000 eggs per month and it is likely that every year the number of salted egg producers will increase, therefore in determining the selling price it is very important to know how much consumers are willing to pay or willingness to pay (WTP) to buy salted egg products. The average salted

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egg consumption per capita for Brebes district every year has increased, it can be seen in 2018 with an average per capita consumption of 0.087 and an increase in 2019 which is 0.105 average per capita consumption. However, in 2020 due to the pandemic the average salted egg consumption per capita fell to 0.054 and then gradually increased in 2021 with an average salted egg consumption per capita value of 0.057. Seeing the increasing consumption of Brebes salted eggs in recent years because people are increasingly aware of a healthy lifestyle, salted eggs have several benefits for the body when compared to ordinary eggs such as increasing immunity and repairing damaged cell tissue, the potential for increased consumption of salted eggs makes consumers have to pay for the selling price of salted eggs in the market which is very diverse, to find out how much consumers are willing to buy salted egg products using Willingnes to Pay analysis.

The concept of willingness to pay (WTP) in this study is the maximum price that consumers are ready to pay for goods and services or measure the value that consumers want to pay for goods and services. In other words, it can be interpreted as measuring the benefits of a product from consumers. Consumers who are increasingly aware of the nutritional needs and benefits of salted eggs will show that consumers are willing and able to pay higher prices for salted eggs than normal prices. The amount of price that salted egg consumers are willing to pay is seen from the quality of the taste, which is different from other salted egg producers. Salted Eggs can be obtained from various places such as shop houses (business units) in Brebes Regency. MSMEs in Brebes Regency offer a lot of salted eggs to shophouses to meet various needs so that they can produce consumption levels and willingness to pay for salted egg products. This study measures consumer value for salted egg products using the contingent valuation method (CVM).

II. Review of Literatute

2.1 Consumer Behavior Theory

Consumer behavior is an act of consumer behavior to find, buy, use and determine the desired product or service as well as the decision-making process. If a product is expensive, the consumers involved will cause it to be rarely purchased, risky and have high personal expression, so that purchasing behavior will go through a learning process that is characterized by developing beliefs about the product, then making wise purchasing behavior. The level of income reflects the purchasing power of consumers. The higher the level of income, the stronger the purchasing power so that the demand for a product also increases. Income is the main determinant related to the quality of foodstuffs. If family income increases, the household's ability to buy various consumption needs will be greater. Product attributes are characteristics that complement the basic functions of products or services that are used for product or service development with the benefits to be provided. Benefits can be seen from the quality, characteristics and product design. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019).

2.2 Willingness To Pay

Willingness to pay (WTP) is the price of an item has increased and consumers are still willing to pay a higher price difference up to the maximum amount of willingness to obtain the desired item. WTP is used to determine the ability of consumers to pay with the aim of improving environmental conditions. The concept of willingness to pay is a

measurement of the maximum price that a person is willing to pay to obtain goods or service. The highest limit of the ability to pay a consumer for an item is called the willingness to pay (willingness to pay). In other words, WTP can be interpreted as the maximum amount someone is willing to pay to get an item or service. The concept of WTP is applied to marketing management for both pricing strategies and product development. The concept of consumer WTP for an item or service starts from the concept of utility, namely the benefits or satisfaction due to consuming goods or services at a certain time. Each individual or household always tries to maximize its utility with a certain income, and will determine the amount of demand for goods or services consumed. The demand curve reflects the willingness of consumers to pay WTP for a product. The consumer's WTP value for a product can be more than the market price, equal to the market price or even less than the market price. With the diversity of brands, variances, and prices lead to the emergence of consumer willingness to pay the WTP. This is indicated by the willingness of consumers to pay higher than the normal price for the same product. The values of willingness to pay (WTP) of consumers can be obtained by using the contingent valuation method (CVM). The basic approach of the CVM method is to explain a certain policy scenario hypothetically as outlined in a questionnaire, and then asked or submitted to consumers to find out the actual willingness to pay (WTP) of a particular good or service. There are two benefits of conducting a CVM survey, namely being able to obtain opinions as well as consumer preferences for an item or service directly as well as being a form of practical field experiment.

III. Research Method

3.1 Research Sites

This research was conducted in Brebes Regency, Central Java Province which consists of 17 sub-districts and 292 villages. The reason the researchers chose the Brebes district as a whole was because the Brebes district had the characteristics and the salted egg culinary center in the Brebes district compared to other areas.

3.2 Population and Sample

The population in this study were salted egg consumers in Brebes Regency. This research is taking samples using accidental sampling method. This study took respondents who coincidentally/incidentally met the researcher at the research location. Because the exact number of salted egg consumer populations is not known, the Lemeshow formula is used to obtain the number of samples, with the following formula:

$$n = \frac{z2 \times p\,(1-p)}{d2}$$

$$n = \frac{(1{,}96)^2 \times 0{,}5}{(0{,}1)^2}$$

$$n = \frac{3{,}8416 \times 0{,}25}{(0{,}01)}$$

$$n = 96{,}04$$

Description:
n = number of samples
z = z score at 95% confidence = 1.96
p = maximum estimate = 0.5
d = alpha or sampling error = 10%

Based on the calculation with the formula, the results obtained are 96 respondents and rounded up to 100 respondents. The number of samples was allocated to 15 locations of salted egg brands that were used as research locations.

IV. Result and Discussion

4.1 Characteristics of Respondents

In this study, there were 100 respondents who became consumers of Brebes Salted Eggs with 15 leading brands. Based on the results of a survey using a questionnaire media, 51% male respondents and the remaining 49% were female. Respondents are dominated by the age of 30-40 years, namely 41%, then respondents aged 40-50 years as much as 26% and 19% for respondents aged 20-30 years, then the remaining 14% of respondents aged over 50 years. Brebes Salted Egg consumers are dominated by consumers of mature age, this shows that consumers at this age will be more selective in choosing healthier food consumption to maintain their body health, both for themselves and for the consumption needs of their family.

Respondents who have a higher education level are 56% with 47 respondents dominated by undergraduate level, 7 respondents at diploma level and the remaining 2 respondents with S2 education. Respondents with high school education are 41% and junior high school education are 3 respondents. Characteristics of the level of education that is dominated by higher education, namely undergraduate graduates, shows that consumers who have better education will be responsive to information and education also influences consumers in choosing products or brands.

The job characteristics of respondents are dominated by entrepreneurs with a percentage of 54% and private employees as much as 16%, civil servants as much as 7%, students as many as 2 respondents, then the remaining 22% have other jobs besides those mentioned above. Meanwhile, the characteristics of respondents in terms of income are dominated by respondents with an income of 1-5 million per month with a percentage of 74%, followed by respondents with an income of 5-10 million with a percentage of 22% and the remaining 4% are respondents with an income of 10 million and above. This shows that Brebes salted egg consumers are middle class consumers, this is because Brebes salted eggs are a typical Brebes product with various health benefits and distinctive taste quality at affordable prices.

4.2 The Average Maximum WTP of Brebes Salted Egg Consumers

This study wanted to determine the consumer's willingness to pay and the maximum amount that Brebes salted egg consumers are willing to pay to obtain the incremental benefits obtained by consuming the best quality salted eggs. Brebes Salted Egg is one of the typical products of Brebes with a distinctive taste so that it has its own market. Therefore, producers must have a strategy in selling these products so that these products can be accepted in the market. In marketing management, pricing is an important decision related to consumers' willingness to pay. To find out consumers' WTP, it can be measured

using a direct survey to consumers. The consumer's WTP measurement technique uses a direct method or a survey using the Contingent Valuation Method (CVM) analysis.

The initial step taken in analyzing Willingness To Pay is to build a hypothetical market (setting up the hypothetical market) where in this case study the hypothetical market used has been formulated at the beginning of the study, namely information from Brebes salted eggs, both content, quality, taste to the benefits that have been explained and understood by the respondent. In building the respondent's hypothesis on Brebes salted eggs, first researchers need to know the brand of Brebes salted egg products purchased by consumers. This hypothetical market basically aims to determine the extent to which respondents consume a product and how important it is for the company to know consumer interest in this type of product.

The brands of salted eggs consumed by respondents in this study were 15 brands, namely as follows:

Table 1.

No	Brand	Price (Rp/item)
1	HTM Jaya	4500
2	YES	5000
3	Cah Angon	4400
4	Eni Jaya	3500
5	Pandhawa'n	4500
6	Idolaku	5000
7	Alvi Jaya	3500
8	Aulia Jaya	3700
9	Telur Asin Pak Rosid	4000
10	Telur Asin Tjoa	4500
11	Telur Asin Mbak Yani	3500
12	Telur Asin JS	3500
13	Telur Asin Romlah	3500
14	Telur Asin Ibu Tri	3700
15	Telur Asin Hikmah	3700

Source: SME Cooperatives and Trade Office of Brebes Regency 2022

The hypothesis that the researcher wants to build on the respondent is that the person concerned chooses to consume Brebes salted eggs because the product is good and feasible, produced in a healthy manner, well packaged and marketed based on its superior quality and very useful content. This kind of picture can build consumer hypotheses as respondents in this study, so that they can find out how important it is to choose a salted egg brand for consumption so that it can also be seen how much value respondents can give to a salted egg brand they will buy. This is in line with Eka regarding building a market hypothesis in his research on the Willingness to Pay of Organic Eggs, that from that hypothesis respondents obtain an information description of product characteristics to the benefits they have if consuming organic eggs such as health benefits and also participate in supporting food programs that are healthy. quality.

After building the respondent's hypothesis market, the next step is to determine the value of Willingness to Pay. Where first it is necessary to know the bid value (auction value) of a product. The auction value can be obtained through a survey conducted directly through interviews with questionnaires. The purpose of this survey is to get the value that respondents are willing to pay for an item.

Respondents were given questions about the brand of the Brebes salted egg product they bought, the question was given repeatedly about the respondent's willingness to pay a certain amount to get the maximum value that he wanted to pay for the price of the salted egg product brand. The initial value (Starting Point) used is the previous purchase price, then respondents decide for themselves the maximum purchase price they can pay. The auction value and WTP value obtained by respondents in this study are as follows:

Table 2.

No	Brand	Persentage of Respondents	Initial Value (Rp/butir)	Average Value of WTP (Rp/item)
1	HTM Jaya	10	Rp. 4.500	Rp. 330
2	YES	14	Rp. 5.000	Rp. 357
3	Cah Angon	8	Rp. 4.400	Rp. 450
4	Eni Jaya	5	Rp. 3.500	Rp. 440
5	Pandhawa'n	7	Rp. 4.500	Rp. 343
6	Idolaku	9	Rp. 5.000	Rp. 367
7	Alvi Jaya	5	Rp. 3.500	Rp. 340
8	Aulia Jaya	4	Rp. 3.700	Rp. 400
9	Telur Asin Pak Rosid	9	Rp. 4.000	Rp. 389
10	Telur Asin Tjoa	5	Rp. 4.500	Rp. 360
11	Telur Asin Mbak Yani	5	Rp. 4.500	Rp. 460
12	Telur Asin JS	4	Rp. 3.500	Rp. 400
13	Telur Asin Romlah	7	Rp. 3.500	Rp. 329
14	Telur Asin Ibu Tri	4	Rp. 3.700	Rp. 325
15	Telur Asin Hikmah	4	Rp. 3.700	Rp. 450
	Total	100	Rp. 4.206	Rp. 377

Source: 2022 Processed Data

The HTM Jaya brand has an initial value of Rp. 4,500 per item, as many as 10% of respondents chose this brand with an average auction value of Rp. 330 per item. YES, brand has an initial value of Rp. 5,000 per item, as many as 14% of respondents chose this brand with an average auction value of Rp. 357 per item. The Cah Angon brand has an initial value of Rp. 4,400 per item, as many as 8% of respondents chose this brand with an average auction value of Rp. 450 per item. The Eni Jaya brand has an initial value of Rp. 3,500 per item, 5% of respondents chose this brand with an average auction value of Rp. 440 per item. The Pandhawa'n brand has an initial value of Rp.4,500 per item, as many as 7% of respondents chose this brand with an average auction value of Rp. 343 per item. The Idolaku brand has an initial value of Rp. 5,000 per item, as many as 9% of respondents chose this brand with an average auction value of Rp. 367 per item. The Avi Jaya brand has an initial value of Rp. 3,500 per item, 5% of respondents chose this brand with an average auction value of Rp. 340 per item. The Aulia Jaya brand has an initial value of Rp. 3,700 per item, as many as 4% of respondents chose this brand with an average auction value of Rp. 400 per item. Pak Rosid's Salted Egg brand has an initial value of Rp. 4,000 per item, 9% of respondents chose this brand with an average auction value of Rp. 389 per item. The Tjoa Salted Egg brand has an initial value of Rp. 4,500 per item, as many as 5% of respondents chose this brand with an average auction value of Rp. 360 per item. Mbak Yani's Salted Egg brand has an initial value of Rp. 3,500 per item, as many as 5% of respondents chose this brand with an average auction value of Rp. 460 per item. Salted Egg brand JS has an initial value of Rp. 3,500 per item, as many as 4% of respondents chose this brand with an average auction value of Rp. 400 per item. The Romlah Salted Egg brand has an initial value of Rp. 3,500 per item, as many as 7% of respondents chose

this brand with an average auction value of Rp. 329 per item. The Salted Egg brand Ibu Tri has an initial value of Rp. 3,700 per item, as many as 4% of respondents chose this brand with an average auction value of Rp. 325 per item. The Hikmah Salted Egg brand has an initial value of Rp. 3,700 per item, as many as 4% of respondents chose this brand with an average auction value of Rp. 350 per item. So that the total average price of salted eggs in this study is Rp. 4.206, per item with a total average value of Rp.377 WTP per item. We can conclude that respondents are willing to pay more for the best quality salted eggs with an average willingness to pay of Rp. 377 per item.

4.3 Factors Affecting Willingness to Pay for Brebes Salted Egg Products

The results of the Willingness to Pay value obtained will then be analyzed to determine the extent of the influence of each variable on the predetermined WTP value. The factors that influence consumers' willingness to pay depend on the types of goods and services to be purchased. According to L Priambodo, Najib in his research on "Factors Influencing Willingness to Pay Organic Vegetables" the factors that influence consumers' willingness to pay for a product or hereinafter referred to as variables include income, product quality, price product, and product safety.

Before performing the Multiple Linear Regression analysis, the variables mentioned in the SPSS system as the dependent and independent variables must be tested for validity and reliability tests. The test results are used to assess that the data from the questionnaire or questionnaire are really valid and real to measure the research variables.

4.4 Validity and Reliability Test

Validity means the extent to which the accuracy and accuracy of a measuring instrument (in this case a questionnaire) performs its measuring function. The validity test uses the Pearson Moment product correlation technical formula. Then test the significance of the coefficients using the r test at the 95% confidence level so that if r count > r table then the questions in the questionnaire are valid. Statistically, the correlation figures obtained should be compared with the figures in the distribution table (df= 98) with a significance of 0.05 being 0.1946. The following table shows the results of the validity test of the five variables used in this study, namely income, product price, product quality, and product safety with 100 respondents.

Table 3.

Variable	Item Question	R count	R table	Description
Income	X1.1	0.497497	0.1946	Valid
	X1.2	0.560281	0.1946	Valid
	X1.3	0.504211	0.1946	Valid
Product Price	X2.1	0.353828	0.1946	Valid
	X2.2	0.319926	0.1946	Valid
	X2.3	0.570123	0.1946	Valid
Product Quality	X3.1	0.555994	0.1946	Valid
	X3.2	0.543084	0.1946	Valid
	X3.3	0.628206	0.1946	Valid
Product Savety	X4.1	0.670495	0.1946	Valid
	X4.2	0.575561	0.1946	Valid
	X4.3	0.397013	0.1946	Valid

Source: SPSS data processing

Reliability testing is carried out to show the extent to which a measurement result is relatively consistent. A good question is a question that is clear, easy to understand and has the same interpretation even though it is presented to different respondents and at different times. The following are the results of the reliability test of the factors that influence consumer's Willingness to Pay for Brebes Salted Egg Products as follows:

Table 4. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.733	.749	12

Source: SPSS data processing

Based on the table above, it shows the Cronbach's Alpha value for the overall variable above the reliability number requirements that must be met in a study which states that the reliability is very high, namely 0.733. Based on the test results above, it can be concluded that the statement in this questionnaire is reliable because it has a Cronbach's alpha value greater than 0.60. This shows that each question item used in the variables will be able to obtain consistent data so that all instruments can be processed further.

4.5 Multiple Linear Regression Analysis

The classical assumption test is a prerequisite for multiple regression analysis, this test must be met so that the parameter and regression coefficient estimates are not biased. This classical assumption test includes normality test, multicollinearity test, and heteroscedasticity test. The results of the classical assumption test in this study can be explained as follows:

a. Normality test

In this study, the normality of the data was tested using the Kolmogorov-Smirnov test (Kolmogorov-Smirnov Test) by looking at the significance of the resulting residuals and the normal probability plot graph approach. Detect normality by looking at the spread of data (points) on the diagonal axis of the graph. The results of the normality test of the residual data obtained are as follows:

Table 5. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.32128943
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.067
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

SPSS data processing

Based on the results above, it shows that the significance value is above 0.05, which is 0.200. This means that the residual data is normally distributed.

b. Multicollinearity Test

This test is intended to see whether there are two or more independent variables that are linearly correlated. If this situation occurs, we will face difficulties in distinguishing the effect of each independent variable on the dependent variable. To detect the presence of multicollinearity symptoms in the research model, it can be seen from the tolerance value or the Variance Inflation Factor (VIF) value. Tolerance limit > 0.10 and VIF limit < 10.00, so it can be concluded that there is no multicollinearity among the independent variables. The results of the multicollinearity test in this study are shown in the following table:

Table 6.

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.705	1.419
	X2	.751	1.332
	X3	.551	1.816
	X4	.595	1.682

Based on the table above, the tolerance limit for all variable values is > 0.10 then at the VIF limit all values for each variable are < 10.00. So it can be concluded that the model in this study does not have symptoms of multicollinearity.

c. Heteroscedasticity Test

To determine heteroscedasticity can use the Glejser test. The basis for decision making in this test is if the significance value is 0.05, it can be concluded that there is no heteroscedasticity problem, but on the contrary if the significance value is <0.05, it can be concluded that there is a heteroscedasticity problem. The results of the heteroscedasticity test obtained are as follows:

Table 7.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.903	.447		2.018	.046
	X1	-.326	.144	-.264	-2.258	.206
	X2	.012	.174	.008	.066	.947
	X3	-.111	.164	-.090	-.678	.499
	X4	.162	.175	.117	.922	.359

a. Dependent Variable: Abs_RES

In the calculation results above, it is known that the significance value of all variables is above 0.05 so it can be concluded that there is no heteroscedasticity between independent variables in the regression model.

d. Multiple Linear Regression Test

After all the classical assumption tests are met, then multiple linear regression analysis is performed. The data obtained are sample data that have been collected. The

results of the data in the form of an ordinal scale were then analyzed using multiple regression analysis. Following are the results of the data on the Factors Influencing Consumer Willingness to Pay for Brebes Salted Egg Products:

Table 8.

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	3.202	.859		3.726	.000
	X1	.805	.278	.220	2.900	.005
	X2	.563	.334	.124	1.685	.095
	X3	1.962	.316	.534	6.214	.000
	X4	.388	.337	.095	1.152	.252

Source: 2022 Processed Data

From the results of the calculations in the table above, the Multiple Linear Regression equation for this study can be made as follows:

$$Y = 3.202 + 0.805X_1 + 0.563X_2 + 1.962X_3 + 0.388X_4$$

The regression equation above shows that there is a constant value of 3.202. This means that if the dependent variable is considered constant, then all variables X have an effect on Variable Y by 3.202.

e. Partial Test

Statistical t test basically shows how far the influence of one independent variable individually in explaining the dependent variable. This partial test is done by comparing the value of (alpha) with the p-value. If the p-value < (0.05), then H0 is rejected. So it can be said that there is a partial influence between the independent variable and the dependent variable, and vice versa.

In the results of the above data processing, the X1 variable has a significance value of less than 0.05, which is 0.005 so it can be concluded that the income variable has a positive and significant effect on the willingness to pay for salted egg products. So that if there is an increase in income of one unit, it will increase the willingness of consumers to pay for Brebes salted egg products by 0.805 units. These results confirm the results of the research by Priambodo and Najib [18] in the journal which found that the higher the level of consumer income, the higher the willingness to pay. While the X2 variable has a significance value above 0.05, which is 0.095, so it can be said that the product price variable has no effect on the willingness to pay for Brebes salted egg products. For the X3 variable has a significance value below 0.05, which is 0.000 so it can be said that the product quality variable has a positive and significant effect on the willingness to pay for Brebes salted egg products. Product quality variable significantly affects the willingness to pay for Brebes salted egg products consumers. So, if there is an increase in product quality by one unit, it will increase the willingness to pay consumers for Brebes salted egg products by 1.962 units. This is in line with the research results of Rodriguez, Lacaze, & Lupin [19] which found that consumers are willing to pay more to get food products because of the influence of high quality and benefits of the food product itself. Assessment of the quality of a product is related to the insight of each individual, lifestyle and self-concept, so that each consumer can have different perceptions and judgments to assess organic vegetable products. Then for the X4 variable has a significance value above 0.05,

which is 0.252 so it can be said that the product safety variable does not have a significant influence on the willingness to pay for Brebes salted egg products.

f. Simultaneous Test

The F statistical test basically shows how far the influence of the independent variables simultaneously in explaining the dependent variable. This simultaneous test is carried out by comparing the value of (alpha) with the p-value. If the p-value < (0.05), then H0 is rejected. So, it can be said that there is a simultaneous influence between the independent variable and the dependent variable, and vice versa. If the p-value > (0.05), then H0 is accepted, which means that there is no effect between the independent variables on the dependent variable simultaneously. Here are the results of the F statistic test:

Table 9. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.223	4	4.056	37.701	.000[b]
	Residual	10.219	95	.108		
	Total	26.442	99			

a. Dependent Variable: Y
b. Predictors: (Constant), X4, X1, X2, X3

Based on the table above, it shows that the independent variable has a P-Value value of 0.000 where the probability value is below 0.05. Thus, in accordance with the provisions of the test criteria, if the probability value is < 0.05, it can be concluded that the variables of Income, Product Price, Product Quality and Product Safety together have an effect on Willingness to Pay for Brebes Salted Egg Products.

g. Coefficient of Determination R-Square

The coefficient of determination (Adj. R2) from the regression results shows how much the dependent variable can be explained by the independent variables.

Table 10. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783[a]	.614	.597	.327983674

a. Predictors: (Constant), X4, X1, X2, X3

Based on the table above, it shows that the magnitude of the coefficient of determination (Adj. R2) is 0.597. This means that the contribution of income, product prices, product quality and product safety to the willingness to pay for Brebes Salted Egg Products is 59.7%, while the remaining 40.3% is explained by other variables not disclosed in this study.

V. Conclusion

The demographic characteristics of Brebes Salted Egg consumers can be reflected in the male respondents as much as 51% and the remaining 49% being female. Respondents are dominated by the age of 30-40 years as much as 41%. Respondents are dominated by higher education levels by 56%. The job characteristics of respondents are dominated by entrepreneurs with a percentage of 54%. This shows that Brebes salted egg consumers are

middle class consumers, this is because Brebes salted eggs are a typical Brebes product with various health benefits and distinctive taste quality at affordable prices.

The number of salted egg brands and the difference in the price of each brand makes the Willingness to Pay value obtained by each respondent very varied for the purchase of Brebes salted eggs. The total average price of salted eggs in this study was Rp. 4.206, per item with a total average value of Rp.377 WTP per item. We can conclude that respondents are willing to pay more for the best quality salted eggs with an average willingness to pay of Rp. 377 per item.

Factors that influence consumers' willingness to pay for Brebes Salted Egg products are income and product quality. Income affects the willingness to pay for Brebes salted egg products, so it can be said that the higher the level of consumer income, the greater the willingness to pay. Then for the product quality variable, it affects consumers' willingness to pay for Brebes salted egg products so that it can be said that consumers are willing to pay more to get food products because of the influence of the high quality and benefits of the food product itself.

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