ABSTRACT

This research was conducted at Sabanna Lhokseumawe, Ikhsan Mart Lhokskon, Sinar Baru Panton, Rayon Panton, Kardana Mart Panton and Berkah Mart Panggoi stores. CV.Atlantik is a company engaged in moringa leaf processing, they issue two types of products, namely the original moringa and the moringa red ginger, but both products have obstacles in terms of pricing, where currently pricing is still based on the producer's point of view. This study aims to analyze willingness to pay and analyze the factors that influence the willingness to pay for Ben Ali Moringa tea in North Aceh Regency. The data analysis methods used in this study are descriptive, Contingent Valuation Method (CVM) and Logistic Regression Analysis. Sampling using accidental sampling with a total of 60 consumers. The results showed that all respondents in this study stated that they were willing to pay more for moringa tea products. The willingness to pay resulted in an average analysis value of WTP (Willingness to Pay) for original moringa tea and red ginger of IDR 1,916 with a price determination that consumers are willing to pay of 1000. Factors affecting consumers' willingness to pay for Ben Ali Moringa tea in North Aceh Regency were analyzed using a binary logistic regression model, of the 4 independent variables included in the model, three variables had a significant effect on willingness to pay with a significant level of α (0.05), namely income, lifestyle and ease of access. While the age variable has no significant effect on the willingness to pay for Ben Ali Moringa tea.

Keywords: *Logistic regression, Moringa tea, Willingness to pay*