ABSTRACT

FACTOR ANALYSIS, CONSUMER WILLINGNESS TO PAY FOR THE JANDA BOLONG ORNAMENTAL PLANT, AND THE IMPACT OF ORNAMENTAL PLANT BUSINESSES ON THE COMMUNITY IN BANDAR LAMPUNG CITY

By

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The pandemic caused by the COVID-19 virus, or Coronavirus Disease, which began at the end of 2019, had a significant impact on the sales of ornamental plants. The ornamental plant Janda Bolong became a trend during the COVID-19 period, causing its price to skyrocket. However, as activity restrictions due to the pandemic were lifted, the price of the Janda Bolong plant gradually declined. This study aims to analyze consumers' willingness to pay for Janda Bolong ornamental plants and the factors influencing it, as well as the social and economic impacts of ornamental plant agribusiness in Gunung Terang Subdistrict, Langkapura District, Bandar Lampung City, on the surrounding community, using a survey method. The social and economic impact analysis involved data collection, data reduction, data presentation, and conclusion drawing. The Contingent Valuation Method (CVM) was used to estimate the price and the percentage of consumers' willingness to pay for Janda Bolong. Multiple linear regression analysis and classical assumption testing were applied to analyze the factors influencing consumers' willingness to pay for Janda Bolong. The results of this study show that consumers are willing to pay IDR 40,581 per leaf of the Janda Bolong ornamental plant. Significant factors affecting consumers' willingness to pay include the prices of other plants and consumer income. Positive impacts include creating job opportunities, increasing income, improving environmental quality, and utilizing residential yard space. Negative impacts include the use of public roads for parking by ornamental plant consumers, increasing population density, and price competition among business actors.

Keywords: Impact, Socioeconomic, Willingness to Pay, Janda Bolong Ornamental Plant.

ABSTRAK

ANALISIS FAKTOR, KESEDIAAN MEMBAYAR KONSUMEN TANAMAN HIAS JANDA BOLONG, DAN DAMPAK USAHA TANAMAN HIAS TERHADAP MASYARAKAT DI KOTA BANDAR LAMPUNG

Oleh

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Pandemi yang terjadi karena adanya virus covid-19 atau *Corona Virus Disease* yang terjadi pada akhir tahun 2019 memiliki dampak besar bagi penjualan tanaman hias. Tanaman hias janda bolong sempat menjadi tren pada masa covid-19. Harga tanaman janda bolong menjadi melonjak tinggi. Setelah mulai tidak diberlakukan pembatasan aktivitas akibat pandemi covid-19, harga tanaman hias janda bolong kian menurun. Penelitian ini bertujuan untuk menganalisis kesediaan membayar konsumen tanaman hias janda bolong atau *Willingness To Pay* dan faktor-faktor yang memengaruhinya, serta dampak sosial dan ekonomi dari keberadaan agribisnis tanaman hias di Kelurahan Gunung Terang Kecamatan Langkapura Kota Bandar Lampung terhadap masyarakat di sekitarnya dengan metode survey. Analisis data dampak sosial ekonomi dengan mengumpulkan data, reduksi data, penyajian data, kemudian penarikan kesimpulan. *Contingent Valuation Method* (CVM) untuk analisis estimasi harga dan persentase kesediaan membayar konsumen tanaman hias janda bolong. Analisis regresi linear berganda dan uji asumsi klasik untuk menganalisis faktor-faktor yang memengaruhi kesediaan membayar konsumen tanaman hias janda bolong. Hasil penelitian ini menunjukkan bahwa konsumen bersedia membayar sebesar Rp40.581/daun tanaman hias janda bolong. Faktor-faktor yang berpengaruh nyata terhadap kesediaan membayar konsumen tanaman hias janda bolong adalah harga tanaman lainnya dan pendapatan konsumen. Dampak positifnya meliputi menambah lapangan pekerjaan, meningkatkan pendapatan, meningkatkan kualitas lingkungan dan pemanfaatan lahan pekarangan masyarakat. Dampak negatifnya meliputi penggunaan jalan umum untuk parkir oleh konsumen tanaman hias, menambah kepadatan penduduk, dan persaingan harga sesama pelaku usaha.

Kata Kunci : Dampak, Sosial Ekonomi, Kesediaan Membayar, Tanaman Hias Janda Bolong.