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CONSUMER PREFERENCE AND WILLINGNESS TO PAY FOR ORGANIC BROILER CHICKEN IN JABODETABEK

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ABSTRACT

This study analyzes consumer preferences and Willingness to Pay (WTP) for organic broiler chicken in the Jabodetabek area. The discrete choice experiment (DCE) method analyzes consumer preferences and WTP based on relevant attributes that are in the market or similar to those in the market. The attributes analyzed were organic label, product form, freshness, taste, and price. These five attributes were selected based on a literature review. The study was conducted on 105 respondents who had experience buying and consuming it. Data were collected online from September to October 2024. The results showed that consumers prefer organic broiler chicken with organic labels, cuts/parts, fresh, and tasty. Conversely, high prices can decrease consumers' utility. Consumers are willing to pay IDR Rp96,883/kg more for organic broilers with organic labels, IDR 22,516/kg for cuts/parts, IDR 34,101/kg for fresh, and IDR 70,634/kg for tasty. This study emphasizes the importance of organic certification in increasing consumer confidence and the provision of organic broilers in practical and fresh forms. Producers and marketers are advised to prioritize product quality and convenience and develop marketing strategies highlighting the superior taste and health benefits of this product.

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INTRODUCTION

Chicken serves as a vital source of animal protein in Indonesia. As a favored food item, many in the community choose chicken for its appealing flavor, ease of preparation, and affordability. Additionally, chicken is nutritionally rich, offering high-quality protein, an abundance of vitamins and minerals, and low levels of saturated fat, making it a crucial protein source in household diets (Ristanti et al., 2017). According to data from Badan Pangan Nasional, as reported by Databoks (2024), the per capita consumption of broiler meat in Indonesia reached 7.46 kilograms in 2023, which marks a 4.3% rise from the prior year. This statistic highlights the strong demand for chicken and its significant role in fulfilling the population's nutritional needs.

Along with the high consumption of chicken meat, there has been a change in consumer preferences, and consumers are starting to look for healthier and environmentally friendly products, such as organic broilers. Demand for organic broilers continues to increase, reflecting the changing consumer preferences towards healthier and environmentally friendly products. Organic broiler products, which are produced without the use of synthetic chemicals, are becoming one of the preferred options. Organic chicken production systems follow the principles of sustainable agriculture, where chickens are kept in more natural conditions, fed organic feed, and raised without antibiotics or growth hormones. With these methods, organic chicken is not only considered safer for consumption but also has better nutritional value, such as lower fat content and a healthier fatty acid profile (Fedorova et al., 2023; Molee et al., 2022).

Changes in people's consumption patterns that are increasingly oriented towards organic food have had a significant impact on the demand for organic broilers in Indonesia, especially in the Jabodetabek area, which is known as the largest organic market in the country. According to data from Aliansi Organis Indonesia (2020), the West Java and DKI Jakarta regions dominate the consumption of organic products in Indonesia, indicating that consumers heavily influence the growth of the organic market in urban areas. These dynamics of the organic broiler market include great potential to expand the market but also face challenges in raising consumer awareness and overcoming price constraints.

Although the market potential for organic broilers in Jabodetabek is huge, several constraints hinder the wider penetration of this product. One of the main obstacles is the relatively high price compared to conventional chicken. According to Cobanoglu et al. (2014) and Klemeshova et al. (2021), organic broiler farming requires strict guidelines prohibiting synthetic chemicals, genetically modified organisms, and certain feed additives. This condition leads to higher feed costs and lower growth rates than conventional methods, which use fast-growing breeds and cost-effective feed additives, so the selling price of organic broiler chicken is more expensive than conventional chickens. Based on the survey, organic broiler chicken prices in Jabodetabek reach IDR 99,000/kg, while conventional chicken is only around IDR 38,000/kg.

The relatively high price of organic broiler chicken has created a special attraction for certain consumers who then change their consumption patterns from conventional to organic broiler chicken so that the attractiveness and popularity of conventionally farmed broilers decrease for certain consumers. Organic broiler chickens are mostly found in modern markets because the target market of this product is middle-upper-class consumers. The income factor of a consumer is one of the causes of the uneven distribution of products because organic broiler chickens have a higher price. Consumers who have high incomes prefer and are willing to pay more to get organic broiler chickens (Ghali-Zinoubi, 2021).

Numerous earlier studies analyze consumer attitudes towards organic broiler chicken. For instance, buyers in Thailand are inclined to pay extra for organic chicken due to concerns about health and preferences for taste (Thuannadee & Noosuwan, 2023). Consumers purchase organic chicken in India as they perceive it to be healthier and more flavorful than conventional varieties (Jayasathya & Rekha, 2018). In Malawi, consumers are prepared to spend considerably more on organic chicken, motivated by rising incomes and heightened awareness of food safety and environmental advantages (Shaba et al., 2018). Nevertheless, there is a lack of research examining consumer preferences and willingness to pay (WTP) for organic broiler chicken, particularly in the Jabodetabek area.

This research will address this gap by examining consumer preferences and willingness to pay for organic broiler chicken in the Jabodetabek area. Employing the Discrete Choice Experiment (DCE), this study seeks to investigate how different product attributes affect consumer buying choices thoroughly. Unlike conventional methodologies frequently utilized in similar research conducted in various countries, such as the Contingent Valuation Method (CVM), the DCE approach enables researchers to mimic real market scenarios with different attribute combinations, offering more profound insights into consumer preferences and WTP. Understanding consumer behavior can enable producers and marketers to influence consumer purchasing decisions so that

they want to buy the products offered by marketers (Probowati et al., 2016). The attributes used in this study are organic label, product form, freshness, taste, and price (Asante-Addo & Weible, 2019; Indrawan et al., 2021; Kwadzo et al., 2013).

This study's results are expected to significantly contribute to the development of academic literature related to consumer behavior towards organic products in Indonesia. In addition, this study is useful for providing practical recommendations for organic broiler chicken producers and marketers to develop more effective marketing strategies. Knowledge of consumer preferences and their WTP can help producers focus on product attributes that consumers consider most valuable, thereby increasing the competitiveness of organic broiler chicken products in the market.

RESEARCH METHODS

This research was conducted in the Jabodetabek area, which includes Jakarta, Bogor, Depok, Tangerang, and Bekasi, a densely populated urban area with significant purchasing power. This location was purposively selected because the Jabodetabek area dominates the consumption of organic products in Indonesia. In addition, the Jabodetabek area is a densely populated metropolitan area. It is a national trade and financial center, the preferred location for the food and beverage industry sector (Tan et al., 2016). Data collection was conducted from September to October 2024.

The primary data for this study was collected via an online questionnaire conducted through the Google Form platform. Participants were selected using a purposive sampling approach. The minimum sample size was established according to the Discrete Choice Experiment (DCE) method, utilizing the equation presented by Orme (2010):

$$n \geq \frac{500c}{txa}$$

Where n represents the required minimum number of respondents, t denotes the total number of choice sets, a represents the number of profiles associated with each choice set, and c signifies the highest number of levels within the attribute. Customized sampling has been applied to organize the choice sets, consisting of 8 choice sets, with 2 profiles in each set and a maximum of 3 levels for the attribute. Therefore, the least number of samples that can be collected in the study is determined as follows:

$$n \geq \frac{500(3)}{8x2} \geq 93.75$$

The minimum sample size used in the study was 94 respondents. To minimize potential bias, the research was conducted by ensuring the diversity of respondents from all areas of Jabodetabek, 105 people with 21 people from each area. The sampled respondents were consumers who had experience buying and consuming organic chicken, were at least 17 years old, and lived in Jabodetabek. These criteria ensured that the respondents were relevant to the research context. A larger sample size than the minimum required is also expected to increase the results' representativeness and strengthen the findings' generalizability. In addition to primary data, this research also utilizes secondary data from trusted sources, such as the Badan Pusat Statistik, scientific publications, and other relevant documents.

This study examines consumer preferences and their Willingness to Pay (WTP) through the Discrete Choice Experiment (DCE). The DCE method is favoured for WTP analysis over the Contingent Valuation Method (CVM) for several reasons: (1) it allows for the simultaneous assessment of multiple attributes, (2) it aligns with random utility theory and Lancaster's theory of consumer demand, and (3) DCE mimics a real-life experiment more closely, as consumers are required to make choices among different products, making it less prone to hypothetical bias (Lizin et al., 2022; Van Loo et al., 2011).

DCE analysis evaluated preferences by creating different combinations of organic broiler attributes. Based on the literature review, attributes that are often considered in preference and WTP analysis for chicken and are significant include organic label, product form, freshness, taste, and price. The organic label attribute has two levels; with organic label and without organic label. The product form attribute has two levels; cuts/parts and whole-dressed. The freshness attribute has two levels; fresh and frozen. The flavor attribute has two levels; tasty and less tasty. The price attribute has three levels; the price of IDR 99,000/kg, IDR 68,500/kg, and IDR 38,000/kg. The combination of attributes in the choice set is systematically designed using the orthogonal design method to ensure data representation. Considering the number of attributes and their levels, the total combinations of attributes and levels are calculated as 2x2x2x2x3=48. The study employs 8 choice sets, creating two product profiles for each choice set using orthogonal design (SPSS).

A Discrete Choice Experiment (DCE) utilizes a logistic regression model to analyze the utility values linked to each attribute. The core concept behind DCE is Random Utility Theory (RUT). Within the RUT framework, it is posited that consumers have preferences when selecting from product profiles within a choice set and will choose the one they prefer the most. RUT suggests that latent utility consists of two elements: a systematic explainable component (Vij) and an unexplained random component (εij) (Louviere et al., 2010). DCE prompts individuals to select one option from several alternatives presented. The RUT can be represented in equation form as:

$$U_{ij} = V_{ij} + \varepsilon_{ij}$$

Where:
U_{ij} = Latent utility of the i-th individual towards the j-th alternative
V_{ij} = Systematic component of the i-th individual's utility of the j-th alternative
ε_{ij} = Random component of the i-th individual's utility of the j-th alternative

Then, in the general form of DCE, the component ε_{ij} is uncorrelated with consumer choice, so the utility of choosing the jth product profile in the i-th choice set (U_{ij}) can be explained by V_{ij}, the product profile (product attribute level). If V_{ij} is a linear combination of attribute levels X_{ij}, then:

$$U_{ij} = x'_{ij}\,\beta + \varepsilon_{ij}$$

However, if U_{ij} is nominal, then the profile of the j-th product in the i-th choice set can be expressed as a conditional logit (McFadden, 1974):

$$pij = \frac{\exp(x'ij\beta)}{\sum_{ij}\exp(x'ij\beta)}$$

Where:
P_{ij} = The probability of a consumer choosing the j-th product profile in the i-th choice set
x_{ij} = Level vector of the i-th profile attribute in the i-th choice set
β = Model coefficient

In the RUT framework, utility is viewed as a random variable that can be separated into distinct utilities based on product features or characteristics. Specifically, Vij has been substituted with various variables representing the chosen attributes to formulate the random utility model. Below is the model for attribute design:

$$uij = \beta_{organiclabel} + \beta_{productfom} + \beta_{freshness} + \beta_{taste} + \beta_{price} + \varepsilon ij$$

The model coefficient (β) indicates the measure of attribute utility. Furthermore, the coefficient value may determine the consumer's willingness to pay (WTP) value. The WTP value is derived by dividing the attribute coefficient by the price coefficient, as noted by Train (2014):

$$WTP_{attribute-j} = \frac{\beta_{attribute-j}}{|\beta_{price}|}$$

Where βAttribute is the coefficient or utility value of the attribute level of profile j, such as the attributes with organic label or without organic label, cuts/parts or whole-dressed, fresh or frozen, tasty or less tasty, in contrast, βPrice represents the coefficient value associated with the price. Following the analysis, whether consumers are inclined to pay a premium for organic broiler chicken will be clear.

RESULT AND DISCUSSION

Characteristics of Respondents Based on Age

Age is a significant factor that influences consumer behavior. According to the Departemen Kesehatan RI (2009), age is divided into various categories; late adolescence for those aged 17-25, early adulthood for individuals aged 26-35, late adulthood for those aged 36-45, early elderly for people aged 46-55, and late elderly for individuals aged 56-65. The number and percentage of respondents' ages are presented in Table 1.

Table 1. Characteristics of Respondents Based on Age

Age (Years)	Total (n=105)	Percentage (%)
17-25	2	01.90
26-35	37	35.25
36-45	52	49.52
46-55	13	12.38
56-65	1	00.95
Total	105	100.00

Table 1. shows that the majority of respondents in this study belong to the late adult age group (36-45 years), with a percentage of 49.52%. This age group physiologically has a physical condition that begins to decline and is vulnerable to various health problems, thus showing interest in purchasing organic products, including organic broilers, to improve their health and quality of life. This is in line with the research of Mitic & Colovic (2022), who found that organic food consumers are mostly older adults, with a significant portion being over 40 years old and married.

Research from Costa et al. (2019) and Ludwig-Borycz et al. (2021) suggest that older consumers often prioritize health benefits when choosing organic products. Organic food is perceived as healthier and free from harmful pesticides and fertilizers, a significant motivator for this age group. In addition, Yilmaz (2023) and Ragavan & Mageh (2013) found that environmental awareness also plays an important role in buying organic products. Many older consumers are

motivated by a desire to support sustainable practices and contribute positively to the environment.

Characteristics of Respondents Based on Gender

Gender significantly influences buying choices, particularly in relation to household food purchases. Table 2 shows the number and percentage of respondents based on their gender.

Table 2. Characteristics of Respondents Based on Gender

Gender	Total (n=105)	Percentage (%)
Male	10	09.52
Female	95	90.48
Total	105	100.00

Table 2. indicates that a significant portion of the respondents in this study, precisely 90.48%, were female. This suggests that females are more inclined to be actively involved in decisions related to food purchasing compared to males, which aligns with the findings of Ningrum et al. (2022), indicating that females are more apt to appreciate and purchase organic chicken than their male counterparts. Research by Dewi & Syauki (2023) underscores that female consumers in Indonesia possess a strong awareness of environmental issues and are willing to spend more on eco-friendly products. Their environmental concern impacts their buying choices, making them more likely to opt for organic and sustainable household products, thus highlighting their significant influence on family consumption behaviours.

Characteristics of Respondents Based on Education

Consumer education influences consumer behaviour by providing individuals with the information and abilities to make well-informed choices. This research categorized the participants' education into senior high school, undergraduate, and postgraduate levels. Table 3 illustrates the number and percentage of the respondents based on education.

Table 3. Characteristics of Respondents Based on Education

Education	Total (n=105)	Percentage (%)
Senior High School	3	02.86
Undergraduate	89	84.76
Postgraduate	13	12.38
Total	105	100.00

Table 3. shows that the respondents in this study are educated consumers because the majority of respondents' last education is undergraduate (84.76%), and the lowest level of education is senior high school (02.86%). A higher level of education will be very responsive to the information and knowledge obtained when purchasing (Yulianti & Deliana, 2018). According to Pujiastuti et al. (2023), education plays an important role, as individuals with higher levels of education show greater appreciation and willingness to pay for organic chicken, reflecting a better understanding of its benefits. In line with findings from Amudha & Thaiyalnayaki (2024), educated consumers are more involved in the decision-making process when purchasing organic products. This engagement is driven by their understanding of the prestige and value of the product, which is an important factor in their purchasing decisions.

Characteristics of Respondents Based on Occupation

A person's occupation is a factor that can influence consumption patterns. Table 4 presents the number and percentage of respondents' occupations.

Table 4. Characteristics of Respondents Based on Occupation

Occupations	Total (n=105)	Percentage (%)
Self-employed	16	15.24
Public Servant	20	19.05
Private Employee	45	42.86
Housewife	19	18.10
Others	5	04.75
Total	105	100.00

Table 4. shows that private employees comprise the majority of respondents' occupations in this study, with a percentage of 42.86%. According to Jozias et al. (2020), consumer employment determines their ability to purchase a product. Consumers with stable jobs and fixed incomes tend to have better consumption patterns because they can allocate a budget for daily needs and additional expenses, in line with research from Siva & Chandrachud (2022), a notable correlation exists between employment status and purchasing organic products, indicating that individuals with stable employment are more inclined to purchase organic goods.

Characteristics of Respondents Based on Income

A person's income is another factor that can influence consumption patterns. Badan Pusat Statistik (2016) divides people's income into four categories, namely low income with an average income below IDR 2,000,000 per month, medium income with an average income between IDR 2,000,000-

4,000,000 per month, high income with an average income of more than IDR 4,000,000-6,000,000 per month, and very high income with an average income of more than IDR 6,000,000 per month. The number and percentage of respondents' incomes are presented in Table 5.

Table 5. Characteristics of Respondents Based on Income

Income (IDR/Month)	Total (n=105)	Percentage (%)
<2,000,000	5	04.76
2,000,000-4,000,000	9	08.57
>4,000,000-6,000,000	21	20.00
>6,000,000	70	66.67
Total	105	100,00

Table 5. shows that most respondents in this study fall into the very high-income category (IDR >6,000,000 per month), with a percentage of 66.67%. Consumers with higher incomes tend to have better purchasing power than those with lower incomes. Consumers in this category are more likely to access a variety of premium quality products and services that can improve their quality of life. This is in line with the research of Pujiastuti et al. (2023), which states that consumers with very high-income categories are more likely to pay a premium for organic chicken. Other research from Singhal (2017) and Ghali-Zinoubi (2021) shows that consumers with higher income levels view organic food positively and engage in its consumption.

Consumer Preferences for Organic Broiler Chicken

Priyambodo et al. (2019) argue that consumer preference decides whether consumers like a product. The DCE method can be used to analyze consumer preferences using STATA software (Bi et al., 2015). The relative importance value of each attribute is obtained with the conditional logistic regression menu. Value and utility is the ability of a product to be used as a means of meeting needs. The utility is assessed from a combination of organic broiler attributes, namely organic labeling, product form, freshness, taste, and price, so the results of the utility of the organic broiler attributes are presented in Table 6.

Table 6 shows that the organic label, product form, freshness, and taste attributes have positive utility values. In contrast, the price attribute has a negative utility value. Positive and negative utility values indicate consumer preference for these attributes. As Louviere et al. (2010) state, analyzing how attributes relate to one another helps to grasp their influence on preferences, indicating whether they complement each other (positive coefficient) or act as substitutes (negative coefficient).

The organic label attribute has a positive utility value (1.6954480), meaning consumers prefer organic broiler chickens that have organic labels to those

without organic labels. This result is consistent with the study by Wang et al. (2022), which demonstrated that organic labelling acts as a marker for product authenticity and quality. The existence of an organic label enhances consumer trust and affects their buying choices, as it resonates with their principles about sustainability and health. Furthermore, the organic label possesses the most significant utility value compared to other characteristics. This suggests consumers prioritise the organic label feature over other factors when selecting organic broilers. Factors that support this high utility value include consumer trust in organic certification, which is considered to guarantee product quality and authenticity. Consumers feel more confident that products labeled organic meet the health and sustainability standards they expect.

Table 6. Utility Value of Organic Broiler Attributes

Attributes	Attribute Level	Coef β
Organic Label	1=With organic label	1.6954480***
	0=Without organic label	
Product Form	1=Cuts/parts	0.3940264***
	0=Whole- dressed	
Freshness	1=Fresh	0.5967664***
	0=Frozen	
Taste	1=Tasty	1.2360960***
	0=Less tasty	
Price (IDR/kg)	99,000	-0.0000175***
	68,500	
	38,000	

Notes: ***significant at α = 1%

A positive utility value is also shown by the product form attribute (0. 3940264). This utility value indicates that consumers of organic broiler chicken prefer organic broiler chicken in the form of partings compared to the whole. Consumers in this study tend to choose chicken partings that are more practical and ready to serve, reflecting a change in preference for convenience in daily food preparation. The availability of products in these easier-to-prepare forms also reflects modern lifestyle trends, where consumers are increasingly looking for efficient and quick meal solutions without compromising on quality. This preference is particularly relevant to busy urban lifestyles, where time for cooking is often limited, making chicken parting a more practical option. This finding aligns with Asante-Addo & Weible's (2019) research, which states that consumers prefer chicken as cuts/parts rather than whole-dressed chickens. Chicken cuts/parts have a higher level of convenience, especially regarding ease and time spent in preparation.

Freshness is one important factor influencing consumer preferences, where consumers want to ensure that the chicken they buy is not only practical but also of high quality and safe for family health. The freshness attribute produces a positive utility value (0.5967664), which means that organic broiler consumers prefer fresh organic broiler chicken over frozen, which is in line with research from Asante-Addo & Weible (2019). Fresh chicken tends to have a better texture, thus providing greater satisfaction when consumed, contributing to more positive consumer purchasing decisions. According to Shin et al. (2023), fresh chicken is typically regarded as more tender and juicy than frozen chicken, which may undergo textural alterations caused by ice crystal formation during freezing and thawing.

Taste is the second most valued attribute, following the organic label's utility. The taste attribute has a positive utility value (1.2360960). Consumers tend to prefer organic broilers with a delicious flavor (tasty) over those less tasty. This attribute reflects the importance of sensory aspects in determining consumer purchasing decisions. Tasty chicken can increase satisfaction and encourage consumer loyalty. Hence, producers need to focus on taste quality in chicken cultivation and processing, which aligns with research by Kwadzo et al. (2013), who stated that chicken taste has a high value.

Price is another key factor influencing purchasing decisions, where consumers often seek a balance between quality and price to get a product that meets their expectations. The results showed that the higher the price of organic broiler chickens, the lower the consumer utility of the product; this can be seen from the utility value of the price attribute, which is negative (-0.0000175). Pricing factors continue to impact consumers' choices to purchase organic products, consistent with the findings of Indrawan et al. (2021), which indicate that rising prices adversely affect consumer utility.

Consumers' Willingness to Pay (WTP) for Organic Broiler Chicken

The amount of demand is affected by price. It depends on the type of goods required; when someone buys a good or service, they will get benefits or use-value from the good or service. Consumers are willing to invest in products and services in order to achieve satisfaction, advantages, and worth, whether directly or indirectly. However, due to limited income, consumers must choose goods and services according to their ability (Yusnita, 2010). In general, consumers will spend more if the quality of the product meets their needs. In the context of organic broilers, high product quality is often a determining factor in purchasing decisions, as consumers tend to be willing to pay more for meat that is considered healthier and free from harmful chemicals. Table 7 shows how much consumers are willing to pay for organic broiler chicken with their preferred attributes.

Table 7. Willingness to Pay for Organic Broiler Attributes

Attributes	Attribute Level	WTP (IDR/kg)
Organic Label	1=With organic label	96,883
	0=Without organic label	
Product Form	1=Cuts/parts	22,516
	0=Whole-dresses	
Freshness	1=Fresh	34,101
	0=Frozen	
Taste	1=Tasty	70,634
	0=Less tasty	

Based on the evaluation of WTP values, consumers are more willing to pay for organic broiler chicken with attributes such as an organic label, cuts/parts, fresh and tasty. For organic chicken that carries an organic label, consumers are willing to spend a maximum price of IDR 96,883/kg more than those without an organic label. An organic label or certification on organic broilers signifies that the product has complied with organic standards throughout the cultivation and processing stages, enhancing consumer trust and assuring quality and safety. Consumers in urban areas such as Jabodetabek tend to value products with organic labels due to health, environmental, and trust factors. The perception of organic products as healthier and more environmentally friendly plays an important role in shaping consumer attitudes and purchase intentions. Consequently, it is essential for producers to regularly acquire and uphold organic certification to enhance the market competitiveness of their products. This is supported by the findings of Liu et al. (2023) regarding consumer preferences and their willingness to pay for eco-labelled eggs in Chongqing (China), which show a strong appreciation for organic labelling. Shoppers worried about the possible health hazards linked to conventional farming methods are inclined to spend more on products with organic labels, as they view them as a healthier alternative.

Organic broilers in the form of cuts/parts make consumers willing to pay a higher price of IDR 22,516/kg than whole-dressed organic broilers. Organic broilers that have been cut can save consumers time and effort in food preparation. This is in line with the global trend of ease of use being one of the main factors in food purchasing decisions. The fast-paced lifestyle of urban consumers has driven demand for ready-to-cook and convenient food products,

reflecting the dynamics of modern consumer behavior that increasingly prioritizes convenience. Producers can respond by offering products in different cut forms to suit consumers. This is in line with the research of Michel et al. (2011) that chicken cut into pieces is very attractive to Canadian consumers with busy lifestyles who prefer ready-to-cook options, so they are willing to pay a premium price for the product.

Consumers will pay IDR 34,101/kg more for fresh than frozen organic broiler chickens. Chicken freshness is an important attribute for consumers, as it is often associated with better flavor and quality. Amid a global trend emphasizing natural and fresh foods, consumers in urban areas also show similar preferences, where freshness directly indicates product quality. This finding aligns with Ragasa et al. (2019), who stated that consumers' perception of fresh chicken drives their willingness to pay more, as they believe that fresh chicken offers a more enjoyable eating experience. In addition, according to Hasanin et al. (2015), fresh chicken contains higher levels of certain essential amino acids, such as histidine, isoleucine, leucine, and lysine, compared to frozen chicken, which may lose some of these nutrients during freezing. Therefore, producers and distributors must focus on efficient production and cold chain management to ensure that organic broilers stay fresh until they reach consumers.

In addition, consumers are willing to pay IDR 70,634/kg more for tasty organic broilers than less tasty organic broiler chickens. These results suggest that great taste is a significant driver of consumers' willingness to pay more for food, including chicken. Urban consumers, who are increasingly oriented towards quality dining experiences, show a high appreciation for healthy food with superior taste. This preference reflects the global trend of increasingly appreciating the organoleptic qualities of organic foods, which are often perceived as tastier due to natural and sustainable production methods. Producers can invest in organic farming methods that are scientifically proven to improve flavor, such as natural feeding or unique treatments during the production process. This result is in line with Thuannadee & Noosuwan (2023), who found that taste preference plays an important role for local organic chicken consumers in Thailand, where consumers are willing to pay a premium price for local organic chicken breeds that are considered to have better taste. According to Ofuoku & Akusu (2016), production methods, including organic practices, are a significant determinant of consumers' willingness to pay more, as these methods are associated with producing better taste and product quality.

CONCLUSION AND SUGGESTION

Conclusion

This study found that organic broiler chicken consumers prefer organic broilers that have an organic label, cuts/parts, fresh, tasty, and organic broiler chickens at a lower price. They are willing to pay a higher price of IDR 96,883/kg for organic broilers with organic labels, IDR 22,516/kg for organic broilers in the form of cuts/parts, IDR 34,101/kg for fresh organic broilers, IDR 70,634/kg for organic broilers with delicious flavors (tasty). The research also underscores the importance of organic label as a symbol of commitment to sustainability and quality assurance, while product form, freshness, and taste reflect the needs of urban consumers who are increasingly health-conscious and prioritize convenience. These findings allow producers to optimize product and marketing strategies by highlighting these values to meet growing market demands.

Suggestion

The findings show that organic labeling is a very important attribute for producers. Therefore, producers must ensure their broilers have a precise and reliable organic certification. The existence of this label can increase the added value of the product and provide confidence to consumers. In addition, producers are also advised to provide more organic broiler chickens in the form of cuts/parts, fresh, and tasty, according to consumer preferences for convenience and quality.

On the other hand, for marketers, efforts to improve the marketing performance of organic broilers can be made by highlighting the advantages of product taste and quality through various promotional media, such as holding educational campaigns on social media platforms that highlight the organic production process and its health benefits. This promotion is important to increase consumer awareness of the benefits of organic broilers, especially for market segments concerned with health and sustainability aspects. In addition, marketers need to emphasize the economic value of the product through competitive price communication without compromising on quality, for example, by holding a discount program for the first purchase or implementing a bundling package. In this way, marketers not only increase product appeal but also strengthen consumer loyalty.

Policymakers can support this by developing organic certification standards that are easily accessible to small to medium-sized producers. Policies that encourage the provision of subsidies or incentives for organic chicken production will also help lower prices, thereby expanding market reach.

Logistics infrastructure support, such as efficient distribution and storage systems, is essential to maintaining the freshness quality of organic broiler chicken for consumers.

For future researchers, it is recommended to explore the preferences of consumers in rural areas, who may have different consumption patterns and priorities compared to urban consumers. In addition, an in-depth analysis of supply chain challenges, such as distribution and stock management of organic products, can provide strategic insights to support the development of the organic broiler market in Indonesia.

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