



ANALYSIS OF WILLINGNESS TO PAY FOR C4 *PULEN* RICE PRODUCED BY UD. RATIH

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Abstract. Consumers' Willingness to Pay for C4 pulen rice produced by UD. Ratih in Bali is analyzed in this study, aiming to identify consumer characteristics and market segmentation, calculate WTP values, and evaluate influencing factors. Employing a quantitative approach with the Contingent Valuation Method (CVM) and SEM-PLS, data were collected from 100 UD. Ratih consumers through questionnaires and interviews. The findings reveal that consumers are predominantly young (20-24 years), highly educated (59%), with middle income (IDR 3,000,000-IDR 5,000,000), and no family dependents (53%). The highest WTP was recorded for 10 kg packaging (IDR 2,417/kg), with consumer income as the most significant factor ($p=0.000$), followed by product price ($p=0.000$) and product quality ($p=0.004$). The quality of C4 rice—such as its softness and aroma—is a major attraction, although market competition and price fluctuations remain challenges. This study recommends marketing strategies that highlight local quality and utilize digital-based promotions to expand market reach.

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INTRODUCTION

Food, particularly rice, is a vital staple for the Indonesian population as it is the primary food consumed daily, thus influencing the general consumption patterns of the community (Octhaviani et al., 2024). Rice consumption in Indonesia is significantly affected by income levels, individual preferences, and lifestyle changes. Bali produced 383,829 tons of rice in 2022, up 9.97% from the previous year (BPS Provinsi Bali, 2023), highlighting its growing role in meeting local and national food demands. However, amidst this development, consumers have become increasingly selective in choosing rice—not only based on availability but also on its quality, such as softness, aroma, texture, and environmental aspects related to its production process.

UD. Ratih is a local rice business in Bali that has been producing C4 *pulen* rice since 2018. C4 rice is favored by the public for its soft texture and good quality. The C4 rice offered by UD. Ratih has superior characteristics, particularly its softness, which serves as the main selling point, where price ranges from Rp 70,000 to Rp 340,000 for packaging sizes between 5 to 25 kg. Despite those

circumstances, UD. Ratih faces several challenges such as competition with major rice brands, price fluctuations due to weather conditions, and the need to build consumer loyalty. The presence of UD. Ratih becomes the representation of the effort of local products to compete in an increasingly dynamic market, where consumer preferences are no longer solely based on price but also on the added value offered by the product. UD. Ratih still struggles with several issues, including limitations in building brand image and intense competition from more well-known rice products. In addition, the marketing strategy, which is still conventional, has resulted in suboptimal consumer reach, while price instability caused by climate change and fluctuating paddy supply also affects pricing stability. These conditions demand that UD. Ratih understands consumers' willingness to pay (WTP) to formulate more targeted pricing and marketing strategies that can enhance product competitiveness.

Producers, in this case UD. Ratih, must carefully consider the pricing strategy must be carefully considered to attract consumer interest in purchasing products in line with their willingness to spend (Arimurti et al., 2021). Willingness to Pay (WTP) is defined as the state in which consumers are willing to bear the set cost (Purnomo et al., 2022). Mega et al. (2022) stated that, WTP values vary across regions, where those differences are influenced by income levels, consumer characteristics, and the quality of rice sold. Competition with similar brands in the Bali region can also help identify key parameters that influence consumer willingness to pay. Wahyuni et al. (2024) stated that the value of consumers' Willingness to Pay (WTP) will naturally vary in relation to their rice purchases, influenced by the variety of rice brands and the price differences in the market.

Previous studies have explored consumer behavior towards rice from various perspectives. For example, Kusumawicitra et al. (2022) who studied consumers' WTP for various types of organic rice in Denpasar City, found that safety, quality, and suitability for a healthy lifestyle were the main drivers of purchase decisions. Meanwhile, Lestari and Saidah (2023) who focused on consumer preferences for rice attributes in Bandung City, emphasized the importance of physical attributes such as softness and competitive pricing. Another study by Yasinta et al. (2025) who analyzed the impact of rice imports on price stability and food security in Indonesia, highlighted the need for rice marketing strategies focused on quality. These three studies utilized recent and relevant primary literature, providing a strong foundation for understanding consumer behavior trends and rice market dynamics in Indonesia.

Although these studies have offered valuable insights into consumer behavior and market dynamics in Indonesia, there remains a significant gap in the context of local *pulen* rice from Bali, such as C4 rice produced by UD. Ratih. Previous research has focused more on organic rice or large production areas such as Java, while Bali—with its production potential and unique consumer characteristics—has received limited attention. This study is important as it supports the strengthening of local products amid fierce market competition, while also offering a novel perspective by analyzing consumer WTP for C4 rice at UD. Ratih, which has not been widely explored. The uniqueness of this study lies in its combination of analyzing the quality attributes of *pulen* rice and marketing strategies within a small-scale business context—distinct from previous studies that tend to focus on larger markets. Theoretically, this research contributes to the broader discussion on consumer behavior and WTP in local agribusiness contexts by emphasizing the interrelationship between quality, pricing, and consumer income. Practically, this study provides direct benefits to UD. Ratih in formulating more targeted marketing strategies, both in pricing and quality improvement, to increase competitiveness during fierce competition among similar rice types.

Based on the background above, this study assumes that consumers are generally willing to pay more for C4 *pulen* rice produced by UD. Ratih due to its standout quality, although factors such as pricing and awareness of local products still influence their decisions. The objectives of this study are to: (1) Identify the characteristics and describe the market segmentation of C4 rice consumers; (2) Analyse the consumer willingness to pay (WTP) for C4 rice; (3) Analyse the factors influencing

consumer WTP for UD. Ratih's C4 fragrant rice. This research is expected to contribute to the development of sustainable local food products that are responsive to the needs of modern consumers.

METHOD

This study employs a quantitative approach using a case study to analyze consumer willingness to pay (WTP) for C4 *pulen* rice produced by UD. Ratih. The target population consists of all consumers of UD. Ratih's C4 rice, with a sample of 100 respondents selected using accidental sampling. The criteria determined were consumers who had previously purchased the product and were over 18 years of age. The sample size was determined based on SEM guidelines from Marwan & Soleman (2025), which state that an ideal sample ranges between 100–200 respondents, or at least 5–10 times the number of indicators of the latent variables. With a total of 17 indicators, the minimum required sample is 85 respondents. To improve accuracy and minimize potential errors, 15 additional respondents were included, resulting in a total sample of 100 participants. The accidental sampling method was chosen for its time efficiency and convenience in reaching respondents relevant to the study, considering UD. Ratih's customers are spread across various areas, and not all can be directly accessed. However, a limitation of this method is that the resulting sample may not fully represent the entire population, which could lead to bias in generalizing the findings.

Primary data were collected through interviews, Likert-scale questionnaires, and observations aimed at exploring market segmentation, consumer characteristics (income, number of dependents, age, education), and perceptions of income, product quality, and pricing. Secondary data were obtained from UD. Ratih's internal documents and relevant literature. The Likert scale used had five levels of response from strongly disagree to strongly agree. This scale allows for a quantitative measurement of respondents' perceptions of income, product quality, and pricing, which were further analyzed statistically.

The variables in this study consist of WTP (Willingness to Pay) as the dependent variable, measured through indicators such as willingness to pay more, purchase frequency, and product added value. Additionally, there are three independent variables, including consumer income (measured by monthly income level, income stability, income sources, routine expenses, and financial capability), product quality (based on texture, aroma, cleanliness, softness, and shelf life), and product price (including affordability, price-quality suitability, price sensitivity, and comparison with competitors). The measurement of WTP also employs the Contingent Valuation Method (CVM) to determine the monetary value consumers are willing to pay.

The data analysis employed in this study consists of descriptive analysis used to describe market segmentation based on the 4P marketing theory (Product, Price, Place, Promotion), consumer behavior, and demand patterns. Secondly, the Contingent Valuation Method (CVM) is applied to calculate the WTP value. According to Febriani et al., (2024), the Contingent Valuation Method is a direct calculation approach that asks individuals about their willingness to pay, emphasizing individual preferences in valuing public goods with a focus on monetary value standards. The CVM analysis involves four stages: (1) constructing a hypothetical market scenario that illustrates the situation of purchasing C4 rice, (2) collecting WTP data through questionnaires with open-ended questions regarding the maximum amount respondents are willing to pay, (3) calculating the average WTP for different rice weights (5 kg, 10 kg, 22 kg, 23 kg, 25 kg), and (4) aggregating the data to estimate the total consumer WTP. The CVM results provide a monetary estimate that reflects the economic value of the product to consumers.

Lastly, the Structural Equation Modeling - Partial Least Squares (SEM-PLS) method is applied to analyze the causal relationships between the independent variables (income, product quality, product price) and WTP, using SmartPLS v.3.2.9 software. According to Sanjaya et al. (2024), SEM-PLS

analysis is capable of handling complex models even with relatively small sample sizes and data that are not normally distributed.

RESULT AND DISCUSSION

Market Segmentation and Consumer Characteristics of UD. Ratih

The market segmentation and consumer characteristics of UD. Ratih explains the concept of how consumers choose and are willing to pay for the C4 *pulen* rice product offered by UD. Ratih. Nurjannah et al. (2024) mentioned that market segmentation is a strategy to divide the market into groups of consumers with similar needs, preferences, or characteristics. UD. Ratih applies a strategy focused on consumers who prioritize high quality at competitive prices by leveraging the advantages of C4 *pulen* rice as a local product that supports farmers in Bali. According to Lestari & Saidah (2023), C4 *pulen* rice has superior characteristics, such as a soft texture resulting from its high amylopectin and low amylose content (below 25%), a distinctive aroma, and cleanliness that appeals to consumers seeking rice with a sticky texture and authentic flavour. This product is offered in various packaging sizes, ranging from 5 kg to 25 kg, with prices around Rp 14,000 per kg, ranging from Rp 70,000 for small packages to Rp 350,000 for large packages. These prices are considered affordable compared to other brands on the market, although price fluctuations due to external factors, such as weather or rice supply can influence consumer perception.

Product distribution is carried out through UD. Ratih's main store and several well-known retail outlets in Bali, such as Toko Wikowi, A Mart Penatih, Toko Asri, as well as through regular resellers supplying 1 ton of rice per month. This strategy allows reasonable accessibility, but competing with other rice brands on shelves is still challenging. This aligns with research by Mahadewi et al. (2023), which stated that effective distribution will broaden product reach to consumers and increase purchase likelihood, but its effectiveness heavily depends on product uniqueness and brand strength in facing competitors. In terms of promotion, UD. Ratih relies on word-of-mouth approaches, primarily through recommendations from family and relatives, which are more effective than advertisements or direct promotions from sellers due to higher consumer trust in these information sources. However, the limitation of large-scale promotions, such as mass media ads or digital campaigns, restricts UD. Ratih's reach in attracting a broader market segment, especially beyond the social circle of consumers already familiar with the brand.

From the consumer behavior perspective, UD. Ratih's buyers are rational, considering factors such as quality, price, and product benefits before making a purchase decision. This aligns with consumer behavior theory as described by Nadja et al. (2023), which explains that consumers will evaluate utility value before buying, especially for staple products like rice. They tend to choose C4 *pulen* rice because of its physical properties that match Bali's local preferences, coupled with habitual factors and ease of access. Demand theory also shows that consumer income affects purchase volume, with higher-income consumers being more flexible in selecting quality rice even if the price is slightly higher. Andiresta et al. (2025) mentioned that the demand theory illustrates that the consumer income influences purchase volume, where higher-income consumers show more flexibility in choosing quality rice despite higher prices. Nevertheless, as a newcomer business, UD. Ratih needs to continuously innovate in its marketing strategies to strengthen its position in a competitive market.

Meanwhile, in terms of consumer characteristics, UD. Ratih's customers reflect demographic and social profiles that support the applied market segmentation strategy and provide indications for potential future development. Table 1 shows the consumer characteristics of UD. Ratih.

Table 1. Consumer characteristics of UD. Ratih

No	Category	Number (Individuals)	Percentage (%)
Income			
1	< Rp 1,000,000	25	25%
2	Rp 1,000,000 – Rp 3,000,000	18	18%
3	Rp 3,000,000 – Rp 4,999,000	35	35%
4	Rp 5,000,000 – Rp 7,000,000	13	13%
5	> Rp 7,000,000	9	9%
Household dependents			
1	0	53	53%
2	1 – 3 orang	28	28%
3	4 – 6 orang	19	19%
Age			
1	15 – 19 tahun	4	4%
2	20 – 24 tahun	29	29%
3	25 – 29 tahun	19	19%
4	30 – 34 tahun	3	3%
5	35 – 39 tahun	4	4%
6	40 – 44 tahun	3	3%
7	45 – 49 tahun	11	11%
8	50 – 54 tahun	16	16%
9	55 – 59 tahun	4	4%
10	60 – 64 tahun	3	3%
11	65 – 69 tahun	2	2%
12	70 – 74 tahun	2	2%
Level of Education			
1	Elementary School (SD)	1	1%
2	High School (SMP & SMA)	40	40%
3	Higher Education (Diploma, S1, S2, S3)	59	59%

Source: Data Processed, 2023

Table 1 shows that 35% of respondents earn Rp 3,000,000–Rp 5,000,000 per month. This group generally consists of private employees, civil servants, and entrepreneurs. Such income levels provide sufficient purchasing power to choose high-quality rice such as *C4 pulen* rice. In addition, 53% of consumers have no household dependents, indicating that many are young individuals or small households with more flexible budgets for basic food needs. In terms of age, UD. Ratih's consumers are dominated by the 20–24 age group (29%), consisting of university students, young professionals, or newly married couples starting a household. This demographic tends to be more receptive to local products and has a strong preference for high-quality rice that supports a healthy lifestyle, where at the same time, they are more responsive to the value offered by a product rather than simply focusing on price. Furthermore, 59% of consumers have a higher education background, ranging from diploma to doctoral degrees. This indicates a higher awareness of food quality and a greater appreciation for supporting local products. These well-educated consumers also tend to understand the added value of UD. Ratih's rice, such as sustainability aspects and support for Bali's local farmers, which strengthens their loyalty to the brand. Higher education also correlates positively with income, enabling them to pay more for quality, as shown by their willingness to pay a premium for certain packaging sizes.

The interconnection between market segmentation and consumer characteristics shows that UD. Ratih has successfully attracted its ideal market segment i.e. young, well-educated, middle-income and non-dependent household consumers who value the quality of *C4 pulen* rice and are willing to pay more for it. These characteristics align with the findings of Dewi & Astama (2021), who state that young and educated consumers tend to be more concerned with product quality and more responsive to added value. Word-of-mouth promotion is highly effective for this segment, as they tend to trust

recommendations from family and friends. Meanwhile, product distribution in local stores makes access easier for urban consumers in Bali. However, a key challenge for UD. Ratih is expanding its reach beyond consumers who are already familiar with the brand through social connections. Competition with other rice brands, both local and from outside Bali, demands a more aggressive marketing strategy—such as leveraging social media or launching campaigns that highlight product sustainability and quality. Moreover, maintaining consistent rice quality is crucial to preserving consumer trust, especially given that fluctuations in paddy supply can affect both price and perceived value.

The consumer base, which is largely composed of well-educated individuals, also opens opportunities to market value-added rice products, such as organic certification or eco-friendly packaging, which may enhance appeal among environmentally and health-conscious consumers.

The consumer characteristics, which are dominated by highly educated individuals, also present opportunities to market value-added rice products—such as organically certified rice or more eco-friendly packaging—that can enhance appeal among consumers who are concerned about environmental and health issues. By leveraging the existing strengths of its market segmentation and gaining a deeper understanding of its consumer profile, UD. Ratih can further strengthen its position as a competitive new player in Bali's rice market, while simultaneously contributing to the local economy by supporting regional farmers. These research findings align with the views of Lase et al. (2025), who state that understanding both the demographic and psychographic characteristics of consumers is crucial in determining effective marketing strategies—particularly in terms of market segmentation, selecting appropriate promotional media, and developing products that align with consumer preferences and values.

Analysis of Consumer Willingness to Pay for C4 *Pulen* Rice by UD. Ratih

Willingness to Pay (WTP) analysis is an assessment that aims to describe the personal characteristics of respondents in their willingness to pay a higher price for a product compared to other products. Table 2 below shows the results of the willingness to pay analysis for consumers of C4 *pulen* rice from UD. Ratih.

Table 2. Average value of willingness to pay for C4 *Pulen* Rice purchased by consumers at UD. Ratih

No	Rice Weight Category	Selling Price (Rp/Kg)	Selling Price per Sack	n	WTP Value (Rp/Kg)	ΣWTP (Rp)	Mean
1	UD. Ratih Rice 5 kg	14.000	72.000	37	71.000	1.919	5.180
2	UD. Ratih Rice 10 kg	14.000	143.000	30	72.500	2.417	4.200
3	UD. Ratih Rice 22 kg	14.000	303.000	2	4.500	2.250	280
4	UD. Ratih Rice 23 kg	14.000	317.000	18	41.500	2.306	2.520
5	UD. Ratih Rice 25 kg	14.000	345.000	13	28.500	2.192	1.820
	Total			100	218.000	11.084	14.000

Source: Data Processed, 2023

Table 2 shows that consumers tend to be willing to pay more than the market price to obtain the C4 rice product, with the highest average Willingness to Pay (WTP) reaching Rp 2,417 per kg for the 10 kg rice packaging. This value indicates that the 10 kg packaging is considered the most ideal by consumers, due to a balance between convenience, an appropriate quantity for the average household's needs, and a high perceived value of the rice product. This study uses the Contingent Valuation Method (CVM) to calculate WTP, which is a method proven effective in evaluating consumer preferences for specific products. As stated by Krisnawati et al. (2024), CVM is capable of capturing the economic value of non-market goods through simulated purchase scenarios. Consumers tend to appreciate quality

attributes such as soft texture, high amylopectin content, and consistent flavor in the context of C4 pulen rice, which distinguish this product from similar ones in the market.

Meanwhile, the WTP values for other packaging sizes such as 5 kg, 22 kg, 23 kg, and 25 kg tend to be lower, ranging between Rp 1,000 and Rp 2,000 per kg. This can be explained by consumer sensitivity to the total price of larger packages, where consumers tend to be more cautious about additional amounts they are willing to pay. These findings align with the research by Lubis et al. (2023), who emphasize that the balance between the benefits received and the costs incurred strongly influences consumer value perception, especially for staple food products like rice that have relatively low-price elasticity. Furthermore, Mawardi (2023) found that consumers prioritize organoleptic qualities, such as softness and aroma, which support the high WTP for UD. Ratih's C4 *pulen* rice. The majority of UD. Ratih consumers, who are highly educated and young, demonstrate rational preferences for products offering added value, strengthening UD. Ratih's potential to set a competitive premium price.

Factors Influencing Willingness to Pay

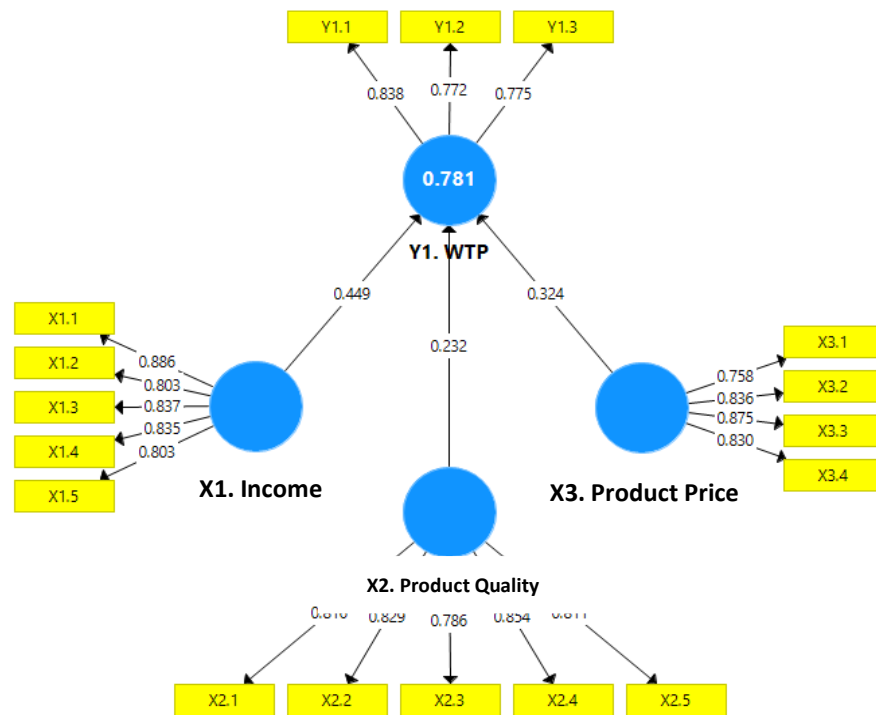
This study employs SEM-PLS (Structural Equation Modeling - Partial Least Squares) to analyse the factors influencing consumers' willingness to pay for UD. Ratih's C4 *pulen* rice. The evaluation of the model's feasibility includes testing both the measurement model (outer model) and the structural model (inner model). According to Swastika et al., (2017), in the outer model phase, convergent validity is assessed based on the loading factor values of each indicator, which should generally exceed 0.7, as well as the Average Variance Extracted (AVE), which is expected to be greater than 0.5. Discriminant validity is examined through cross-loading values and the Fornell-Larcker criterion. Meanwhile, construct reliability is tested using Composite Reliability and Cronbach's Alpha, where both values ideally exceed 0.7. Next, the inner model evaluation is conducted by examining the R-Square value to assess the extent of variation in the dependent construct explained by the independent constructs, as well as the Q-Square Predictive Relevance and Goodness of Fit (GoF) values to evaluate the model's predictive capability. Additionally, the significance of the paths is tested through the path coefficients and t-statistics obtained from bootstrapping.

The analysis reveals that the factors influencing consumers' willingness to pay for UD. Ratih's C4 *pulen* rice include consumer income, product quality, and product price. The results show that all three variables have a positive and significant effect on WTP. Table 3 and Figure 1 below present the analysis results of the variable effects on Willingness to Pay (WTP).

Table 3. Analysis results of variable effects on willingness to pay (WTP)

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
1. Income -> WTP	0,449	0,446	0,064	6,963	0,000
2. Product Quality -> WTP	0,232	0,243	0,08	2,892	0,004
3. Producer Price -> WTP	0,324	0,314	0,091	3,548	0,000

Source: Data Processed, 2023



Source: Data Processed, 2023

Figure 1. PLS algorithm output

The Effect of Income on Willingness to Pay

Consumer income is the most influential factor affecting consumers' willingness to pay, with an original sample value of 0.449, a T-statistic of 6.963, and a p-value of 0.000 (<0.05). This confirms that income has a positive and significant impact on consumers' willingness to pay more for UD. Ratih's C4 *pulen* rice. These results indicate a positive relationship between income and WTP, meaning that the higher the consumer's income level, the greater their willingness to pay for UD. Ratih's C4 rice. This finding aligns with research result by Putri et al., (2023), who stated that income is one of the main determinants in consumer purchase decisions, especially for staple food products like rice. Consumers with higher income typically have stronger purchasing power, making them more willing to pay a premium price for products they perceive as having higher value—such as C4 *pulen* rice, known for its quality and sticky texture. Similarly, Arimurti et al., (2021) found that increasing household income positively affects consumers' willingness to pay for quality food products, as those with greater purchasing power tend to prefer products with added value and are willing to pay premium prices for better quality.

The majority of UD. Ratih's consumers have a monthly income in the range of Rp 3,000,000–Rp 5,000,000 (35%), placing them in the middle-income group. There are 39 consumers within this income range tend to prioritize quality and satisfaction in food consumption, allowing them more likely to pay extra for C4 *pulen* rice that meets their preferences. This finding is also consistent with previous research by Panigoro et al. (2024), which highlights the strong correlation between income and consumer WTP for food products. Income is also correlated with other consumer characteristics, such as age and education. Consumers aged 20–24 years (29%) and those with a higher education level (59%) tend to have more stable incomes and greater awareness of product quality, which drives their willingness to pay more. Therefore, UD. Ratih can leverage this insight to target upper-middle-income market segments and strengthen promotional strategies that emphasize product superiority.

The Effect of Product Quality on Willingness to Pay

Product quality has a positive and significant effect on willingness to pay (WTP), with an original sample value of 0.232, a T-statistic of 2.892, and a p-value of 0.004 (<0.05). Although its influence is smaller compared to income, product quality remains an important factor influencing consumers' decisions to pay a higher price. UD. Ratih's C4 *pulen* rice has distinctive characteristics, such as high amylopectin content and amylose levels below 25%, resulting in a soft and sticky rice texture—making it a key attraction for consumers. The positive original sample value for the path of product quality against on WTP indicates that the higher the consumer perception of product quality, the greater their willingness to pay for the product. This indicates that the quality of the rice—such as its *pulen* taste, sticky texture, cleanliness, and the physical appearance of the grains—serves as a primary consideration for consumers in determining the value they are willing to pay.

The analysis results show that consumers evaluate product quality based on physical attributes, aroma, and the softness of the rice, aligning with the findings of Pratiwi & Rosyid (2022) which stated that physical properties and sensory satisfaction influence consumer preference for rice more than price itself. In this study, product quality was measured through indicators such as rice cleanliness, texture, aroma, and quality consistency, all of which received positive assessment from the 95 respondents. This indicates that UD. Ratih has successfully maintained quality standards in line with consumer expectations. However, the influence of product quality is lower compared to income, suggesting that economic factors (income) remain more dominant in the local Bali rice market. To enhance the impact of product quality on willingness to pay (WTP), UD. Ratih needs to consistently maintain quality and strengthen marketing communications that highlight the advantages of C4 *pulen* rice, such as its local Balinese origin and its production processes which supports local farmers. These findings are consistent with May et al. (2019), who found that maintaining consistent product quality and reinforcing marketing communications about superior product attributes can increase consumer value perception and encourage their willingness to pay higher prices.

The Effect of Product Price on Willingness to Pay

Product price also has a positive and significant effect on WTP, with an original sample value of 0.324, a T-statistic of 3.548, and a p-value of 0.000 (<0.05). The price of C4 *pulen* rice from UD. Ratih varies based on weight categories, ranging from IDR 70,000 for 5 kg up to IDR 340,000 for 25 kg, with a price per kilogram of approximately IDR 14,000. The highest average WTP value was found in the 10 kg weight category, at IDR 2,417/kg, indicating that consumers are willing to pay more for weight categories considered practical and economical. This finding shows that product price plays an important role in shaping consumers' perception of value. The positive original sample value (0.324) for the effect of product price on WTP indicates that the more appropriate or reasonable the price of C4 *pulen* rice from UD. Ratih is in consumers' perception of its quality, the greater their willingness to pay. This result aligns with the study by Putri et al. (2023), which stated that price is not merely seen as a cost burden but also as an indicator of product quality. Consumers who perceive the price of C4 *pulen* rice as proportional to the soft quality, texture, and added value offered tend to have a higher WTP. Consumers tend to compare the price of UD. Ratih's rice with other brands in the market, in which competitive pricing without compromising rice quality becomes a determining factor for WTP. In this study, consumers exhibit rational behaviour by considering the balance between price and the benefits gained from the product. This finding is consistent with research by Ansyari et al. (2024), who stated that product price influences purchase decisions, especially in the context of staple food products that have many alternatives available in the market.

CONCLUSIONS

Consumers of UD. Ratih's C4 *pulen* rice, predominantly young individuals with higher education, middle income, and no family dependents, demonstrate a high willingness to pay (WTP), especially for the 10 kg rice packaging, with an average WTP value of Rp2,417/kg. This is driven by the superior product quality (soft texture, aroma, and cleanliness). Consumer income is the most significant factor influencing WTP ($p = 0.000$), followed by product price ($p = 0.000$) and product quality ($p = 0.004$), indicating that purchasing power and perceived value strongly determine purchase decisions. Although the quality of C4 rice supports higher WTP, economic factors remain dominant. UD. Ratih needs to strengthen its marketing strategies to expand its market segment and maintain quality consistency to compete in Bali's competitive market. To enhance competitiveness, UD. Ratih should maintain consistent quality of C4 rice, set prices aligned with the product's value, and strengthen promotion through digital media and distribution partnerships. These strategies are expected to broaden the market segment while increasing consumers' willingness to pay at higher price levels.

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