

**ANALYSIS OF WILLINGNESS TO PAY FOR THE ENVIRONMENTAL
IMPROVEMENT IN WAY KAMBAS NATIONAL PARK**

**ANALISIS KESEDIAAN MEMBAYAR UNTUK PERBAIKAN KUALITAS
LINGKUNGAN DI TAMAN NASIONAL WAY KAMBAS**

UNDERGRADUATE THESIS



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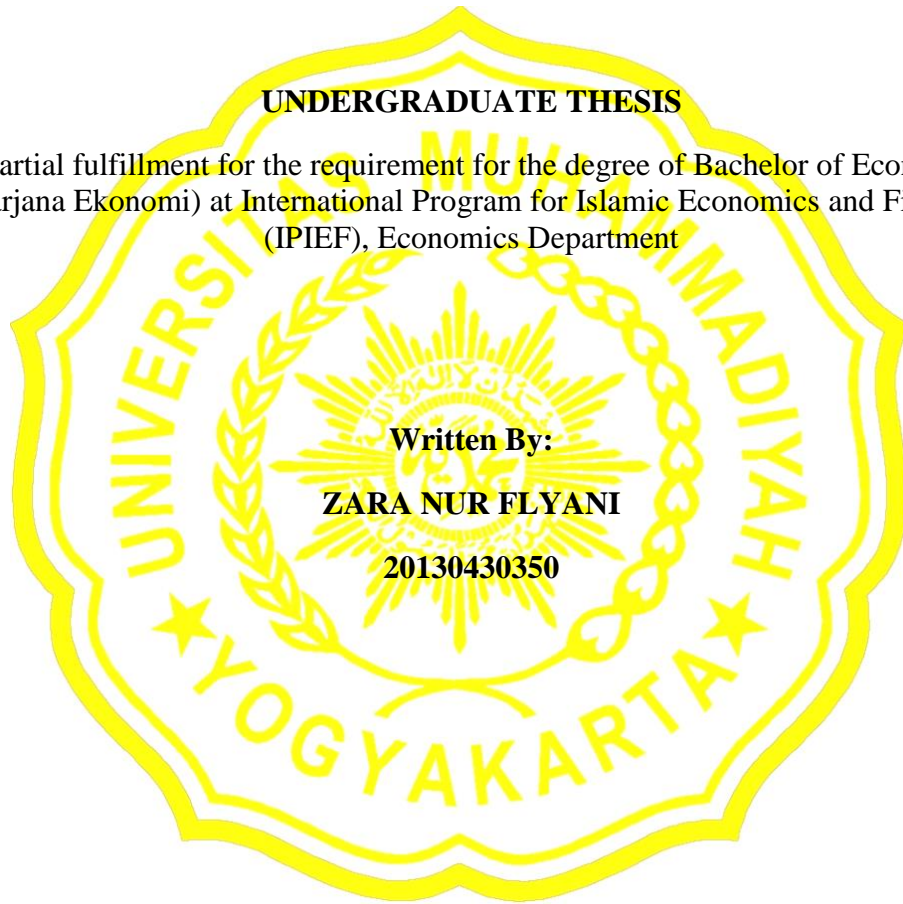
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In partial fulfillment for the requirement for the degree of Bachelor of Economics
(Sarjana Ekonomi) at International Program for Islamic Economics and Finance
(IPIEF), Economics Department



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DECLARATION

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I hereby declare that this undergraduate thesis entitled “**Analysis of Willingness to Pay for the Environmental Improvement in Way Kambas National Park**” does not consists of any content that ever being proposed for any degree in order university, ideas of any research and publication of others, in exception all quotes and ideas which are purposely taken are considered as the research references and listed in the reference list. Therefore, if any violation of intellectual right is found in this study, I agree to accept any relevant academic consequences.

Yogyakarta, May 2017

Zara Nur Flyani

MOTTO

“Sebaik-baik manusia adalah manusia yang berguna bagi orang lain”

“Never stop learning because life never stop teaching”

“Sesungguhnya sesudah kesulitan ada kemudahan, Maka apabila kamu telah selesai (dari satu urusan), kerjakanlah dengan sungguh-sungguh (urusan) yang lain. Dan hanya kepada Tuhanmulah hendaknya kamuberharap”

(Q.S Al Insyiroh : 6-8)

“Allah akan menaikkan orang-orang yang beriman dari kamu dan orang-orang yang berilmu dengan beberapa derajat”

(Q.S Al Mujahadah : 11)

“Sesungguhnya Shalatku, Ibadahku, hidupku dan matiku hanyalah untuk Allah SWT, tiada sekutu baginya.

(Q.S Al An'am : 162-163)

**THIS UNDERGRADUATE THESIS IS MY DEDICATION TO MY
BELOVED FAMILY**

Hi. Zainal Effendi dan Hj. Neni Yuningsih (Bapak dan Ibu)

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KELUARGA BESAR FAJAR

ABSTRACT

Way Kambas National Park is one of the tourist destinations in Lampung province that has the beauty of natural resources, flora and endangered fauna species diversity. The objective of this research was to analyze factors affecting Willingness to Pay (WTP) for the environmental improvement in Way Kambas National Park. The independent variables in this research are travel cost, income, education level and age by using contingent valuation method. The analysis tool used in this research is logistic regression.

The result showed that factors affecting visitors' willingness to pay is travel cost and income. Both independent variables have a positive and significant influence on willingness to pay, while education level and age have no significant influence on willingness to pay. The value of willingness to pay is IDR 14,000 which has 64 percent respondents willing to pay and 36 percent respondents unwilling to pay.

Keywords: Tourism, Income, Travel Cost, Willingness to Pay, Way Kambas National Park.

INTISARI

Taman Nasional Way Kambas merupakan salah satu tujuan wisata di Provinsi Lampung yang memiliki keindahan sumber daya alam, flora dan keanekaragaman spesies fauna yang terancam punah. Tujuan dari penelitian ini adalah untuk menganalisis faktor-faktor yang mempengaruhi kesediaan membayar pengunjung untuk perbaikan kualitas lingkungan di Taman Nasional Way Kambas. Variabel bebas dalam penelitian ini seperti biaya perjalanan, pendapatan, tingkat pendidikan dan umur dengan menggunakan metode penilaian kontingensi. Alat analisis yang digunakan dalam penelitian ini adalah regresi logistik.

Hasil dari penelitian menunjukkan bahwa faktor-faktor yang mempengaruhi kesediaan untuk membayar pengunjung adalah biaya perjalanan dan pendapatan. Kedua variabel independen memiliki pengaruh yang signifikan terhadap kemampuan untuk membayar pengunjung, sedangkan tingkat pendidikan dan umur memiliki pengaruh tidak signifikan terhadap kemauan untuk membayar pengunjung. Nilai kesediaan membayar adalah sebesar IDR 14,000 yang memiliki persentase yaitu 64 persen responden yang bersedia untuk membayar dan 36 persen responden yang tidak bersedia untuk membayar.

Kata kunci: *Pariwisata, Biaya Perjalanan, Pendapatan, willingness to pay, Taman Nasional Way Kambas.*

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