

ABSTRACT

This research aimed to know the citizens income, education, gender, and living time on the influence of willingness to pay for the air quality betterment in Kebasen, Tegal Regency. The research used primer data from 150 respondents with random sampling. Willingness to pay could assume by approachment using contingent valuation method (cvm). This research used double linear regression at SPSS 16.

The research result's were show tht income variable had positive influence and significant toward willingness to pay (wtp), gender variable had different wtp between male and female, education variable had positive influenced and significant toward wtp, and time living variable had positive influenced and significant toward wtp. Those we're the citizens willingness to pay result on kebasen, Tegal Regency.

Key words : *willingness to pay, contingent valuation method, the polution.*