# *ABSTRACK*

*This research aims at finding out whether age, education, income level, distance, marital status and visitors perception influence Willingness To Pay (WTP) of the visitors of Umbul Ponggok tourism object. This research uses primary data with number of respondents of 100 people and conducted with accidental sampling. Willingness To Pay (WTP) can be predicted with the Contingent Valuation Method (CVM) approach. The means of analysis in this research is logistik regression on SPSS 16.*

*The result of this research shows that age variable has negative and significant influence toward Willingness To Pay (WTP), education variable has positive and significant influence toward Willingness To Pay (WTP), and income level variable has positive and significant influence toward Willingness To Pay (WTP) of visitors of Umbul Ponggok Tourism Object.*

*Keywords : Willingness To Pay (WTP), age, education, income level and Contingent Valuation Method (CVM).*