

ABSTRACT

This research aims to measure the average willingness to pay and the factors that affect the willingness to pay prospective households in Camden Village, Jetis, Bantul. Dependent variable is the willingness to pay, while the independent variable is the number of family, income, education and the number of electronic devices. The subject of this research is the people who still connect the electricity to the neighboring house in Camden Village, using the population technique with the number of 60 respondents. CVM (Contingent Valuation Method, Multiple Linear Regression and Descriptive Analysis. In this research using questionnaires with Likert scale to gather the descriptive data. Result of validity using factor analysis, from result of questionnaire that generated four factors as supporting data that is comfort, ability, knowledge and usage.

Based on the research results, the average value of willingness to pay of potential consumers of electricity is Rp 33.100,00 in a month. The dependent variable of family and education significantly negatively, while the income variable and the variable of electronic goods have a significant positive effect on the willingness to pay.

Keywords: willingness to pay, potential electricity consumer and contingency valuation method.