

**WILLINGNESS TO PAY FOR QUALITY IMPROVEMENT OF PDAM  
TIRTAMARTA IN YOGYAKARTA CITY:  
Contingent Valuation Method Approach**

**WILLINGNESS TO PAY UNTUK PERBAIKAN KUALITAS DARI PDAM  
TIRTAMARTA DI KOTA YOGYAKARTA:  
Pendekatan Contingent Valuation Method**



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