

INTISARI

Studi ini bertujuan untuk mengenali faktor-faktor apa saja yang mempengaruhi frekuensi berkunjung ke Cagar Budaya Museum Radya Pustaka, surplus konsumen, dan mengestimasi nilai ekonomi responden ke Objek Wisata Cagar Budaya Museum Radya Pustaka Kota Surakarta. Penelitian ini menggunakan metode *Travel Cost Method* (TCM) dan sampel penelitian yang digunakan sebanyak 270 responden. Alat analisis memakai regresi linear berganda dengan menggunakan data primer yang diperoleh melalui kuisisioner dan wawancara. Faktor-faktor yang mempengaruhi frekuensi berkunjung ke Objek Wisata Cagar Budaya Museum Radya Pustaka Kota Surakarta adalah biaya perjalanan, pendapatan, umur, pendidikan, *dummy* status pernikahan, waktu luang, jarak dan *dummy* fasilitas. Nilai surplus konsumen pengunjung wisatawan sebesar Rp. 5.714, sedangkan nilai ekonomi wisatawan sebesar Rp. 104.713.428

Kata kunci: Frekuensi berkunjung, Surplus konsumen, Nilai ekonomi, *Travel Cost Method* (TCM), Regresi Linear Berganda

ABSTRACT

This study aims to determine the factors influence the frequency of visits to Radya Pustaka Cultural Heritage Museum, consumer surplus, and estimates the economic value of respondents to the Tourism Object of the Surakarta City Radya Pustaka Cultural Heritage Museum. This study employed the method of Travel Cost Method (TCM) and the study sample used was 270 respondents. The measurement tool used was multiple linear regression by primary data obtained through questionnaires and interviews. The factors which affect the number of visit in to the Tourism Object of the Surakarta City Radya Pustaka Cultural Heritage Museum are travel cost, income, age, education, dummy marital status, laisure time, distance, dummy facility. The surplus value of tourist visitors is IDR 5,714, while the economic value of tourists is IDR 104,713,428

Keywords: *The Frequency of Visits, Consumer Surplus, Economic Value, Travel Cost Method (TCM), Multiple Linear Regression*