

INTISARI

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh biaya perjalanan, pendapatan, pendidikan, usia, jarak tempuh, jumlah rombongan, durasi kunjungan dan waktu tempuh terhadap jumlah kunjungan wisatawan objek wisata Hutan Pinus Kemit Forest Education Cilacap. Pengambilan sampel dalam penelitian ini dilakukan dengan menggunakan metode random sampling dimana teknik pengambilan sampel dilakukan secara acak dari pengunjung Hutan Pinus Kemit Forest Education tanpa melihat strata pengunjung. Alat analisis yang digunakan berupa analisis regresi linier berganda dan untuk mengetahui nilai ekonomi wisata pantai hutan mangrove menggunakan metode travel cost method (TCM). Hasil penelitian menunjukkan bahwa enam variabel bebas yaitu variabel usia, pendidikan, pendapatan, biaya perjalanan, jarak tempuh, dan waktu tempuh yang berpengaruh terhadap variabel jumlah kunjungan wisata. Nilai ekonomi total sebesar Rp7.895.365.408,00. Kata Kunci: Valuasi Ekonomi, Hutan Pinus Kemit Forest Education, *Travel Cost Method*, Jumlah Kunjungan.

Kata kunci : Valuasi Ekonomi, Hutan Pinus Kemit Forest Education, *Travel Cost Method*, Jumlah Kunjungan.

ABSTRACT

The purpose of this study was to determine and analyze the influence of travel costs, income, education, age, distance traveled, number of groups, duration of visits and travel time to the number of tourists visiting the Cilacap Pine Forest Tourism Attraction. Sampling in this study was conducted using a random sampling method where the sampling technique was carried out randomly from visitors to the Pine Forest Kemit Forest Education without looking at the visitor strata. The analytical tool used in the form of multiple linear regression analysis and to determine the economic value of mangrove forest beach tourism using the travel cost method (TCM). The results showed that six independent variables, namely the variables of age, education, income, travel costs, distance traveled, and travel time that influenced the variable number of tourist visits. The total economic value is IDR 7.895.365.408,00. Keywords: Economic Valuation, Pine Forest Kemit Forest Education, Travel Cost Method, Number of visits.

Keywords: *Economic Valuation, Pine Forest Kemit Forest Education, Travel Cost Method, Number of visits.*