

**WILLINGNESS TO PAY OF THE QUALITY IMPROVEMENT AND
DEVELOPMENT OF TIRTAMAYA BEACH IN INDRAMAYU**

***WILLINGNESS TO PAY PERBAIKAN KUALITAS DAN
PENGEMBANGAN OBJEK WISATA PANTAI
TIRTAMAYA DI INDRAMAYU***

UNDERGRADUATE THESIS



Written By:

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FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

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In partial fulfillment for the requirement for the degree of Bachelor of Economics
At International Program for Islamic Economics and Finance



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DECLARATION

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I hereby declare that this undergraduate thesis entitled **“WILLINGNESS TO PAY OF THE QUALITY IMPROVEMENT AND DEVELOPMENT OF TIRTAMAYA BEACH IN INDRAMAYU”** does consist of any content that ever being proposed for any degree in order university, ideas of any study and publication of others, in exception all quotes and ideas which are purposely taken are considered as the research references and listed in the references list. Therefore, if any violation of intellectual right is found in this research, I agree to accept any relevant academic consequences.

Yogyakarta, 1 August 2019



Afnan Nurjanah

MOTTO

Pelangi akan datang setelah hujan kan? Janji pemilik semestapun demikian, akan selalu memberikan kemudahan di sela-sela datangnya kesulitan.

“FINISHED IS BETTER THAN PERFECT”

-Afnan Nurjanah-

*This precious Undergraduate Thesis I dedicate to My Heroes,
Mamah and Papah.*

ABSTRACT

This study aims to measure the willingness to pay of the visitors for any objects in the tourism place in Tirtamaya Beach and to perceive factors which affect the willingness to pay. This study uses primary data with number of respondents 270 as random sampling. Willingness To Pay can be estimated by using the Contingent Valuation Method (CVM) approach. Based on the analysis, the average value of willingness to pay per person is IDR 10,000 which is obtained by dichotomous choice. Factors that significantly influence the amount of Willingness To Pay for responses of the visitor are income and recreation budget that have a positive and significantly influence. Age and distance, has negative and significantly influence. While the level of education, visitor satisfaction and visiting hours insignificantly have no significant influence on Willingness to Pay.

Keywords: Willingness To Pay; Contingent Valuation Method; Tirtamaya Beach

INTISARI

Penelitian ini bertujuan untuk mengukur Willingness To Pay pengunjung objek wisata Pantai Tirtamaya dan untuk mengetahui faktor-faktor apa saja yang mempengaruhi Willingness To Pay tersebut. Studi ini menggunakan data primer dengan jumlah responden sebanyak 270 yang dilakukan secara random sampling. Willingness To Pay dapat diperkirakan dengan menggunakan pendekatan Contingent Valuation Method (CVM). Berdasarkan analisis, nilai rata-rata Willingness To Pay per orang sebesar Rp.10.000 yang didapatkan dengan Dichotomous Choice. Faktor-faktor yang diduga mempengaruhi secara signifikan besarnya nilai Willingness To Pay untuk respon pengunjung objek wisata Pantai Tirtamaya adalah pendapatan dan biaya rekreasi berpengaruh positif dan signifikan. Usia, Jarak Frekuensi kunjungan, berpengaruh negatif dan signifikan. Sedangkan Tingkat Pendidikan, Kepuasan Pengunjung dan Waktu Kunjungan berpengaruh tidak signifikan terhadap Willingness To Pay.

Kata kunci: *Willingness To Pay; Contingent Valuation Method; Pantai Tirtamaya*

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In closing, in this paper there are still many errors and shortcomings, therefore it takes criticism and suggestion that build for better result again.

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