

**ESTIMATING THE INTERNATIONAL VISITORS' WILLINGNESS
TO PAY FOR PRESERVATION PURPOSE OF CULTURAL
HERITAGE SITE: A STUDY CASE IN THE PALACE OF
YOGYAKARTA**

**ESTIMASI WILLINGNESS TO PAY PADA PENGUNJUNG
INTERNASIONAL UNTUK TUJUAN PELESTARIAN SITUS
WARISAN BUDAYA: STUDI KASUS DI KRATON YOGYAKARTA**

UNDERGRADUATE THESIS



Written by:

SUTRA YUSTICA SAE SUDRAJAT

20160430040

**FACULTY OF ECONOMICS AND BUSINESS
INTERNATIONAL PROGRAM FOR ISLAMIC ECONOMICS AND
FINANCE**

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

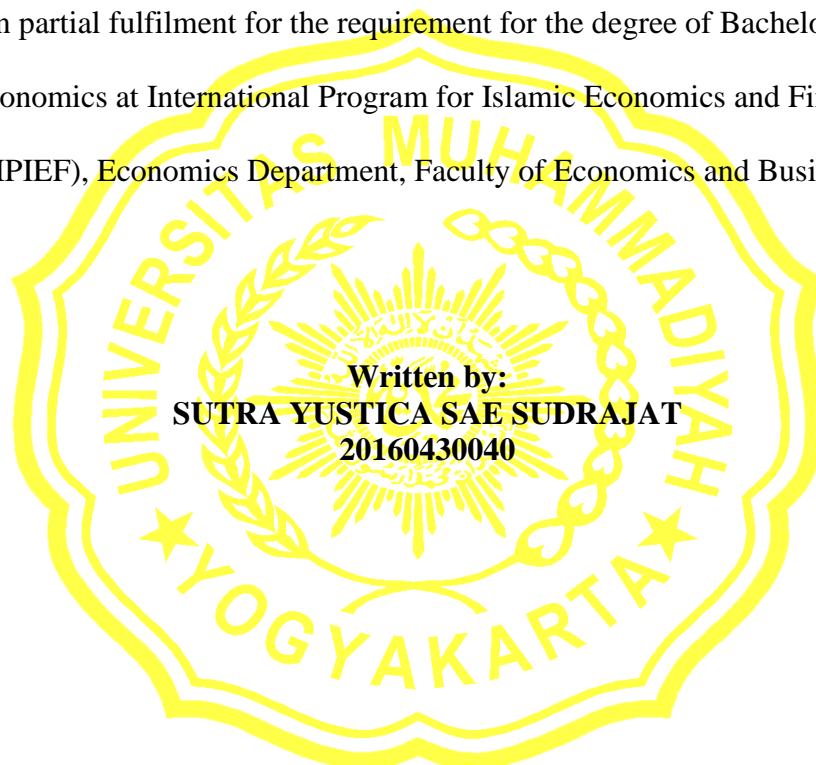
2020

**ESTIMATING THE INTERNATIONAL VISITORS' WILLINGNESS
TO PAY FOR PRESERVATION PURPOSE OF CULTURAL
HERITAGE SITE: A STUDY CASE IN THE PALACE OF
YOGYAKARTA**

**ESTIMASI WILLINGNESS TO PAY PADA PENGUNJUNG
INTERNASIONAL UNTUK TUJUAN PELESTARIAN SITUS
WARISAN BUDAYA : SEBUAH STUDI KASUS DI KRATON
YOGYAKARTA**

UNDERGRADUATE THESIS

In partial fulfilment for the requirement for the degree of Bachelor of
Economics at International Program for Islamic Economics and Finance
(IPIEF), Economics Department, Faculty of Economics and Business



**Written by:
SUTRA YUSTICA SAE SUDRAJAT
20160430040**

FACULTY OF ECONOMICS AND BUSINESS

**INTERNATIONAL PROGRAM FOR ISLAMIC ECONOMICS AND
FINANCE**

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA


2020


**ESTIMATING THE INTERNATIONAL VISITORS' WILLINGNESS
TO PAY FOR PRESERVATION PURPOSE OF CULTURAL
HERITAGE SITE: A STUDY CASE IN THE PALACE OF
YOGYAKARTA**

**ESTIMASI WILLINGNESS TO PAY PADA PENGUNJUNG
INTERNASIONAL UNTUK TUJUAN PELESTARIAN SITUS
WARISAN BUDAYA : SEBUAH STUDI KASUS DI KRATON
YOGYAKARTA**

**Written by:
SUTRA YUSTICA SAE SUDRAJAT
20160430040**




Dr. Endah Saptutyningih, S.E., M.Si.
NIK. 19751129199904143066


Diah Setyawanti Dewanti, S.E., M.Sc.
NIK. 19821026201304143096

DECLARATION

Name : Sutra Yustica Sae Sudrajat

Student Number : 20160430040

I hereby declare that this undergraduate thesis entitled "**Estimating The International Visitors' Willingness to Pay for Preservation Purpose of Cultural Heritage Site: A Study Case in The Palace of Yogyakarta**" does not consists of any content that ever being proposed for any degree in order university, ideas of any research and publication of others, in exception all quotes and ideas which are supposedly taken are considered as the research references and listed in reference list. Therefore, if any violation of intellectual right is found in this study, I agree to accept any relevant academic consequences.

Yogyakarta, 14 December 2020



Sutra Yustica Sae Sudrajat

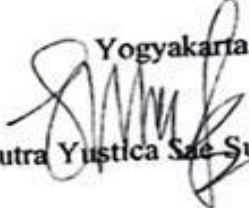
ACKNOWLEDGEMENT

Beyond grateful to Allah SWT the most gracious and most merciful because of His guidance and blessing for every life stage of the way. Peace and salutation be to the Prophet Muhammad SAW peace be upon him with his accompanies.

The undergraduate thesis entitled “Estimating The International Visitors’ Willingness to Pay for Preservation Purpose of Cultural Heritage Site: A Study Case in The Palace of Yogyakarta” could not be done without the support from various parties. Therefore, the author would like to give special appreciation to:

1. The respectable Mrs. Endah Saptutyningsih as my first supervisor, and Mrs. Diah Setyawati Dewanti as my second supervisor. Thank you for the continous guidance and patient to me while composing this research. May Allah grace us with good health.
2. The respectable Mr. Ahmad Ma’ruf and Mr. Dr. Ayif Fathurrahman as the thesis examiners. Thank you for the suggestions for making this research improved.
3. The respectable Mr. Dimas Bagus Wiranatakusuma as the director of IPIEF, thank you for giving me chances to joined a few academic and non-academic activities fully supported by you.
4. Everyone who took part in my study years in IPIEF. All of the lecturers, staffs and friends, thank you for giving me such great life experience as a student and a classmate.
5. The most patient and warm-hearted papa, Baban Saebani, most beautiful mama, Hamsiah Bachdar, and my kindest also strong little sister, Tirai Manzilina. Thank you for trusting and supporting me in making my life path. Especially for papa, thank you for every dua you’ve prayed. Though gained this title is just the beginning, i hope your dua’s also bringing me into a brighter future so i can be the daughter you can always be proud of.
6. To my aunties also inspirations Dr. Nia, Dr. Sani, Uwa Mun, Uwa Yati, Bi ling-ling, Bi Ela. My dear cousins Indah Fauziah S.Psi., Nada, Ory, Aa’ Opang, Ate, Aa’ Aip, Hindun, Irma, Lilis. and Puput. Thank you for supporting me all the way.
7. My besties Fitri, Tiwi, Melati, Anisa. Friends who know me best and gave me the Quran before i entered college life because they know whatever problem may exist, surrender it to the Almighty.
8. My uni-cronies Hafsah, Rahma, Alfath, Nunung and Babam. Thank you for making my years in Yogyakarta less tedious and less stressful. All the laugh, the gripe we did, the tasty food we enjoy, the cool places we visited will always be beautiful memories. Let’s meet and rewind everything sometimes!
9. Abdi Dalem in Kraton Yogyakarta. Thank you for helping me and teached me the values of traditional javanese manners. This research wouldn’t be possible without the help from Abdi Dalem.

10. My ex-housemates Anggun, Dessy, Citha and Rera. Thank you for making my first few days in Yogyakarta safe from every danger of "salah pergaulan".
11. My HMI fellow Rahmat, Irfan, Mega, Ziyen and others. Being part of this association is an eye-opening for how to manage and understand people. Thanks for the fantastic years working with you all. *Bahagia Hmi!*
12. My LeX 2018 durian mochi comrades from Indonesia, Singapore and Japan. Particularly for Gideon and Michele, thank you for keeping in touch to this day. My dear friends, wherever you are, *don't forget your roots!*
13. My pen-pal Faiz from Srilanka who has a great taste in books and likes to warn me about the harsh real world. Thanks for the support bhai! This 6 years of friendship will be continuing and hoping to meet you, your wife and the lovey daughter someday.
14. To Bagus Setiadi. The man who listen, polite, appreciate, generous in loving, kind-hearted and never put any doubt on me. May Allah plans a great and happy future for us two.

Yogyakarta, 2020

Sutra Yustica Sa'e Sudrajat

LIST OF TABLE

Table 1.1 Total Amount of International and Local Tourists in Special Region of Yogyakarta in 2014-2015	3
Table 1.2 Regional Income Growth for Tourism Sector in Special Region of Yogyakarta 2014-2018 (in IDR)	4
Table 1.3 Tourism Sites in Yogyakarta City Category: Cultural and Historical Sites	6
Table 2.1 Significantly level of independent variables	45
Table 4.1 Cultural and Historical site: Kraton Yogyakarta	64
Table 5.1 Validity Test result	85
Table 5.2 Reliability Test Result	86
Table 5.3 Descriptive Statistic Analysis Results	87
Table 5.4 Classification Accuracy Test	90
Table 5.5 Feasibility Test (Hosmer and Lemeshow Test) Result	91
Table 5.6 Overall Model Test (G Test)	92
Table 5.7 R2 Coefficient Test	93
Table 5.8 Regression Result	94
Table 5.9 Simultant Test Result (Omnibus Test)	96

LIST OF FIGURE

Figure 2.1 Scale of Heritage	22
Figure 2.2 Total Economic Value (TEV) Approach	27
Figure 2.3 Total Economic Value (TEV) Approach for Cultural Heritage	28
Figure 2.4 Consumer Surplus	31
Figure 2.5 Economics Valuation Technique	32
Figure 2.6 Research Framework	47
Figure 4.1 Outline Map of Palace of Yogyakarta	63
Figure 4.2 The Percentage of Respondents Based on Country Origin	66
Figure 4.3 The Percentage Based on Respondents Latest Educational Attainment	67
Figure 4.4 The Percentage of Respondents Monthly Income	68
Figure 4.5 The Percentage of Respondents Age	70
Figure 4.6 The Percentage of Respondents Gender	71
Figure 4.7 The Percentage of Respondents Marital Status	72
Figure 4.8 The Percentage of Number of Family	73
Figure 4.9 The Percentage of Information About The Palace of Yogyakarta	73
Figure 4.10 The Percentage of Respondents Knowledge of The Place	74
Figure 4.11 The Percentage of Respondents Awareness of Preserving Cultural Heritage	75
Figure 4.12 The Percentage of Spot Facilities	77
Figure 4.13 The Percentage of Substitution of The Place	78
Figure 4.14 The Percentage of Willingness to Pay	79

LIST OF APPENDIX

Questionnaire Format	105
Research Data	110
Descriptive Statistics	117
Classification Table	117
Model Summary	118
Omnibus Test Of Model Coefficient	118
Variables In The Equation	118
Turnitin Score Result	119