ECONOMIC VALUATION OF HISTORICAL ATTRACTIONS USING THE CONTINGENT VALUATION METHOD (CVM) AT THE DIORAMA ARSIP JOGJA

VALUASI EKONOMI OBJEK WISATA SEJARAH DENGAN MENGGUNAKAN CONTINGENT VALUATION METHOD (CVM) PADA DIORAMA ARSIP JOGJA

UNDERGRADUATE THESIS

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2024

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DECLARATION

DECLARATION

I hereby declare that this undergraduate thesis entitled "**ECONOMIC VALUATION OF HISTORICAL ATTRACTIONS USING CONTINGENT VALUATION METHOD (CVM) AT THE DIORAMA ARSIP JOGJA**" does not consist of any content that ever being proposed for any degree in other university, and ideas of any research and publication of others, in exception all quotes and ideas which are purposely taken are considered as the research references and listed in the reference list. Therefore, if any violation of intellectual rights is found in this study, I agree to accept any relevant academic consequences.

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MOTTO

"You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you must decide what kind of difference you want to make." -Jane Goodall

وَمَا تَوْفِيْقِيْ اِلَّا بِاللّٰهِ

And my success can only come from Allah.

Q.S HUD 11:88

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INTISARI

Diorama arsip Jogja menampilkan arsip-arsip yang terkait dengan sejarah panjang Yogyakarta dari era Panembahan Senopati hingga yang terkini yang ditata dan ditafsir secara unik dan kreatif untuk memberikan sajian yang informatif serta edukatif. Penelitian ini bertujuan untuk mengukur *Willingness to Pay* pengunjung Diorama Arsip Jogja dan untuk mengetahui faktor-faktor apa saja yang mempengaruhi *Willingness to Pay* tersebut. Studi ini menggunakan data primer dengan jumlah responden sebanyak 345 yang dilakukan secara acak atau random sampling. *Willingness To Pay* dapat diperkirakan dengan menggunakan pendekatan *Contingent Valuation Method* (CVM). Analisis regresi logistik biner digunakan sebagai metode analisis untuk melihat pengaruh variabel independen terhadap variabel dependen. Berdasarkan analisis, nilai rata-rata *Willingness to Pay* per orang yang didapatkan dengan Dichotomous Choice sebesar Rp70.000,00. Faktor-faktor yang diduga mempengaruhi secara signifikan besarnya nilai *Willingness to Pay* pengunjung Diorama Arsip Jogja adalah umur, jenis kelamin, jarak, dan fasilitas berpengaruh positif dan signifikan. Persepsi Pengunjung berpengaruh negatif dan signifikan. Sedangkan Tingkat Pendidikan, Pendapatan, Biaya Perjalanan, Jumlah Kunjungan dan Waktu Kunjungan tidak memiliki pengaruh signifikan terhadap *Willingness to Pay* pengunjung Diorama Arsip Jogja.

Kata Kunci: *Willingness to Pay (WTP); Contingent Valuation*; Wisata sejarah; Diorama Arsip Jogja

ABSTRACT

Diorama Arsip Jogja displays archives related to the long history of Yogyakarta from the era of Panembahan Senopati to the most recent history that are arranged and interpreted uniquely and creatively to provide informative but also educational presentations. This study aimed to measure the Willingness to Pay of visitors to Diorama Arsip Jogja and to find out what factors influenced the Willingness to Pay. The study used primary data with a total of 345 respondents, and it was conducted by random sampling. Willingness to Pay could be estimated by using the Contingent Valuation Method (CVM) approach. Binary logistic regression analysis was used as the analysis method to see the influence of independent variables on the dependent variable. Based on the analysis, the average value of Willingness to Pay per person obtained with Dichotomous Choice was IDR70,000,00. Factors that were expected to significantly influence the value of Willingness to Pay visitors of Diorama Arsip Jogja were Age, Gender, Distance, and Facilities, which had a positive and significant effect. Visitor Perception had a negative and significant effect. The Level of Education, Income, Travel Costs, Number of Visits, and Time Spent did not have a significant influence on the Willingness to Pay visitors to Diorama Arsip Jogja.

Keywords: *Willingness to Pay (WTP); Contingent Valuation; Historical Attractions; Diorama Arsip Jogja*

PREFACE

All praise to the God Almighty Allah S.W.T the most gracious and merciful for His guidance and blessing during this research is conducted. Peace and salutation always be to the Prophet Muhammad peace be upon him altogether with his accompanies.

After the establishment of this study on "Economic Valuation of Historical Attractions Using Contingent Valuation Method (CVM) At the Diorama Arsip Jogja" the author gives special appreciation to the parties in supporting the accomplishment of this study. In particular, they are:

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Finally, the author believes that this undergraduate thesis is not perfect yet. Hence, the constructive corrections from outer parties are hoped and expected to enrich and lead this undergraduate thesis into a better one. Hopefully, this undergraduate thesis will be useful in enriching the knowledge of all readers.

Yogyakarta, …, ..., 2023

Mayshafaro Astin Prasasti

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