INTISARI

Penelitian ini bertujuan untuk mengetahui apakah jenis kelamin, frekuensi kunjungan, lama kunjungan, lama pendidikan, umur, pendapatan mempengaruhi kesediaan membayar (*Willingness To Pay*) dalam upaya perbaikan kualitas lingkungan objek wisata Museum Purbakala Kaliasa di Kabupaten Wonosobo dan Kabupaten Banjarnegara Provinsi Jawa Tengah.

Penelitian ini menggunakan data primer dengan metode wawancara terhadap 77 responden. Penghitungan perkiraan biaya yang bersedia pengunjung bayar untuk perbaikan kualitas lingkungan dilakukan dengan pendekatan metode *Continget Valuation Method* ke objek wisata Museum Purbakala Kaliasa. Alat analisis dalam penelitian ini adalah regresi linear berganda.

Hasil penelitian menunjukkan bahwa jenis kelamin, frekuensi kunjungan, lama kunjungan, lama pendidikan, umur, pendapatan masing-masing berpengaruh terhadap kesediaan membayar (*willingness to pay)* dalam upaya perbaikan kualitas lingkungan objek wisata Museum Purbakala Kaliasa di Kabupaten Wonosobo dan Kabupaten Banjarnegara.

Kata kunci : *Willingness To Pay*, *Continget Valuation Method*, *Heritage Tourisem,* regresi linear berganda.

ABSTRACT

This research aism to discover whather gender, frequency of visits, length of visits, length of education, age or income influence willingness to pay in the effort to improve the environment quality of tourist attraction of Kaliasa Archeological Museum in Wonosobo Regency and Banjarnegara Regency.

This research used primary data with interview method for 77 responder. The calculation of the fees that visitor were willing to pay for environment quality improvement of Kaliasa Archeological Museum was conducted using Contingent Valuation Method approach. Multiple regression model was used to analyze the research.

The Research result show that gender, frequency of visits, length of visits, length of education, age or income each of them influences the willingness to pay in the effort to improve the environment quality of tourist attraction of Kaliasa Archeological Museum in Wonosobo Regency and Banjarnegara Regency, Central Java.

Keyword *: Willingness To Pay, Continget Valuation Method, Heritage Tourisem, multiple linear regression.*