

ABSTRACT

THE ESTIMATION OF VISITOR DEMAND FOR PULAU PAHAWANG AS TOURISM OBJECT BY HEDONIC PRICING METHOD APPROACH

By

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The purpose of this research is to analyse the influence of many variables to the increasing demand of visitors for Pulau Pahawang as tourism object such variables are visitor income, the beauty value of coral reefs, transportation infrastructure, center of handycraft and souvenir providers, and accommodation infrastructure. In addition to the purpose, this research is also to measure the economic value of coral reefs as tourism object at Pulau Pahawang. Data resources which is used are derived from primary data and secondary data. This research used Hedonic Pricing Method (HPM) approach viz. by asking directly to visitors what kind of pleasure value they obtained and felt while take a trip to Pulau Pahawang. The analysis method used in this research is multiple linear regression analysis with Ordinary Least Square (OLS) method. The estimation results show that factors such as visitor income, the beauty value of coral reefs, center of handycraft and souvenir providers, and accommodation infrastructure, have a positive and significant impact to the demand of visitors touring to Pulau Pahawang, while transportation infrastructure has a positive correlation but non significant to the visitor demand. The results also show that economic value of coral reefs as tourism object at Pulau Pahawang is due to Rp 3.719.124.609,00.

Keywords : accommodation infrastructure, beauty value of coral reefs, center of handycraft and souvenir providers, economic value of coral reefs, transportation infrastructure, visitor demand, visitor income.

ABSTRAK

ESTIMASI PERMINTAAN OBYEK WISATA PULAU PAHAWANG DENGAN PENDEKATAN *HEDONIC PRICING METHOD*

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Penelitian ini bertujuan untuk menganalisis seberapa besar pengaruh variabel pendapatan, nilai keindahan terumbu karang, sarana transportasi, pusat oleh-oleh dan cinderamata, serta sarana penginapan terhadap permintaan pengunjung obyek wisata Pulau Pahawang. Penelitian ini juga bertujuan untuk mengukur nilai ekonomi terumbu karang di obyek wisata Pulau Pahawang. Sumber data yang digunakan adalah data primer dan sekunder. Penelitian ini menggunakan pendekatan *Hedonic Pricing Method* (HPM) yaitu dengan cara menanyakan secara langsung kepada pengunjung tentang nilai kesenangan yang mereka rasakan. Penelitian ini menggunakan analisis regresi linier berganda dengan metode *Ordinary Least Square* (OLS). Hasil estimasi menunjukkan bahwa faktor pendapatan, nilai keindahan terumbu karang, pusat oleh-oleh dan cinderamata, serta sarana penginapan berpengaruh positif dan signifikan terhadap permintaan pengunjung. Sedangkan sarana transportasi memiliki hubungan positif namun tidak signifikan terhadap permintaan pengunjung. Nilai ekonomi terumbu karang pada tahun 2016 di obyek wisata Pulau Pahawang sebesar Rp3.719.124.609,00

Kata Kunci : Nilai Ekonomi Terumbu Karang, Nilai Keindahan Terumbu Karang, Pendapatan, Permintaan Pengunjung, Pusat Oleh-Oleh dan Cinderamata, Sarana Penginapan, Sarana Transportasi.