

ABSTRACT

ECONOMIC VALUATION USING THE TRAVEL COST METHOD (TCM) APPROACH IN CAMPOENG VIETNAM TOURIST OBJECT, KEMILING DISTRICT, BANDAR LAMPUNG CITY

Oleh

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This study aims to analyze the factors that influence the frequency of visits, consumer surplus at the Kampoeng Vietnam tourist attraction, the economic value at the Kampoeng Vietnam tourist attraction based on travel cost analysis. The research location was chosen purposively (intentionally) in the Kampoeng Vietnam tourist attraction, Kemiling District, Bandar Lampung City. The respondents of this study were 76 respondents who were visitors to the Kampoeng Vietnam tourist attraction. Research data collection was carried out in February-March 2023. The research method used a survey method with multiple linear regression analysis and travel costs. The results of the study show that the factors that influence the frequency of visits to Kampoeng Vietnam attractions are travel costs, distance, income, and facilities. The consumer surplus was IDR 116,262.88. per individual per visit. The total economic value calculation using the TCM method for the Kampoeng Vietnam tourist attraction is IDR 9,550,181.704. per year.

Keywords: economic valuation, frequency of visit, travel cost.

ABSTRAK

VALUASI EKONOMI DENGAN PENDEKATAN TRAVEL COST METHOD (TCM) DI OBJEK WISATA KAMPOENG VIETNAM KECAMATAN KEMILING KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi frekuensi kunjungan, surplus konsumen di objek wisata Kampong Vietnam, besar nilai ekonomi di objek wisata Kampong Vietnam berdasarkan analisis biaya perjalanan (*travel cost*). Lokasi penelitian ini dipilih secara *purposive* (sengaja) di objek wisata Kampong Vietnam, Kecamatan Kemiling, Kota Bandar Lampung. Responden penelitian ini sebanyak 76 responden yang merupakan pengunjung objek wisata Kampong Vietnam. Pengumpulan data penelitian dilakukan pada bulan Februari-Maret 2023. Metode penelitian menggunakan metode survei dengan analisis regresi linear berganda dan *travel cost*. Hasil penelitian menunjukkan bahwa faktor-faktor yang memengaruhi frekuensi kunjungan di objek wisata Kampong Vietnam adalah biaya perjalanan, jarak, pendapatan, dan fasilitas. Surplus konsumen sebesar Rp116.262,88. per individu per kunjungan. Total perhitungan nilai ekonomi dengan menggunakan metode TCM pada objek wisata Kampong Vietnam sebesar Rp9.550.181,704. per tahun.

Kata kunci: frekuensi kunjungan, *travel cost*, valuasi ekonomi.