

## **ABSTRACT**

*This research aims to examine on how age, education level, income level, recreation fee and visit frequency affect on willingness to pay (WTP) of visitors in Pangandaran Beach. This research used primary data observed of 100 respondents conducted random sampling method. Furthermore, Willingness to pay (WTP) predicted by Contingent Valuation Method (CVM) approach. In addition, this research employed Multiple Regression Model on SPSS16 as data analysis program.*

*The result of this research shows that age variable has positive and significant effect on willingness to pay (WTP), income level variable has positive and significant effect on willingness to pay (WTP), recreation fee has positive and significant effect on willingness to pay (WTP) and visit frequency has positive and significant effect on willingness to pay (WTP) of visitors in Pangandaran Beach.*

*Keyword: Willingness To Pay (WTP); Contingent Valuation Method (CVM); Multiple Regression Model.*