

ABSTRACT

The Lawu Park is one of the tourist attraction in Karanganyar Regency, Central Java, which carries the concept of Halal Tourism. The scope of this tourist attraction includes recreation, resorts and restaurants. Although this tourist attraction has carried the concept of Halal Tourism, in really it does not yet have halal certification. The study aims to estimate additional nominal costs that visitors are willingness to pay and analyze the deciding factors of the willingness to pay higher for entrance tickets of tourist attraction, if it officially has halal certification.

The population in this study were the visitors of The Lawu Park tourist attraction. This study used a purposive sampling technique. The data collection method was carried out by distributing questionnaires to 100 respondents based on specific criteria, namely being Muslim and have visited in the last three months. The analysis method used to estimate the nominal WTP is the Contingent Valuation Method (CVM) and to analyze the effect of the independent variables on the dependent variable using binary logistic regression analysis.

The results of the study have shown that visitors to The Lawu Park are willing to pay more for the entrance ticket price with an additional nominal value of IDR 5,178 per person. There were five variables that significantly influence the willingness to pay, namely attitude variables, subjective norms, perceptions of behavioral controls, religiosity and halal awareness.

Keywords : Attitude, Subjective Norm, Perceptions of Behavior Control, Religiosity, Halal Awareness, Willingness to Pay, The Lawu Park