

## **ABSTRACT**

*The decline in the quality of environmental services in tourism objects of Goa Kreo and Jatibarang Reservoir causes a decrease in the number of visitors. To make improvements to the environmental services of tourism objects, additional costs are required. This additional cost is represented in the price of the entrance ticket. This study aims to determine the value of the Willingness to Pay of visitors to Goa Kreo tourism object and Jatibarang Reservoir on improving the quality of environmental services. In addition, this study also aims to analyze whether the bid variables, gender, marital status, age squared, education, income, travel costs, and travel costs of other attractions affect the value of Willingness to Pay.*

*This research data is primary data obtained through interviews with questionnaires to visitors to Goa Kreo tourism objects and Jatibarang Reservoir, in the April-May 2022 period as many as 100 people, were determined by the accidental sampling method. The analytical method used is CVM with a referendum technique (Single-Bounded DC CVM).*

*The results showed that 64 respondents were willing to pay and 36 respondents were not willing to pay. The average value of the WTP is IDR 22,700 with an interval of IDR 14,000 to IDR 31,000. Variables that affect the value of WTP are bid, gender, age squared, education, and travel costs. While the variables of marital status, income, and travel costs of other tourism objects do not affect the value of WTP.*

*Keywords: Quality of environmental services, Willingness to Pay, CVM*