

Abstract

The purpose of this study is to analyze factors determining willingness to pay by the public for improvement of management of the Bank Sampah Mekar Karya Remaja in Kelurahan Wates, Semarang. This study was conducted on four of the Rukun Warga of Kelurahan Wates, with total sample of 100, taken proportionally. Analysis method used in this study is CVM and multiple linear regression. The results showed 77% of the respondents were willing to pay for increased quality of waste management. Average WTP value is Rp 96.100. The factors that affect WTP are education level and income level. The number of family members, gender and age factors have no affect WTP.

Key Word: *willingness to pay, CVM, crosstabulation.*