

ABSTRACT

The need for clean water and improved sanitation facility is increasing. Because people still rely on groundwater as the source of their daily water needs and the low awareness of improved sanitation, the problems that occur are drought caused by water debit decreased and the risk of contaminated groundwater as well as diseases which arise in consequences of unimproved sanitation.

This research aimed to estimate the value of Willingness To Pay towards clean water and sanitation and to indentify the factors that influence it. This research conducted by taking the primary data through questionnaire toward 100 people in Semarang City. Analysis method which used in this research are descriptive statistic, analylis of Willingnes to Pay using Contingent Valuation Method (CVM) and logistic regression analysis.

The result shows that 80 respondents are willing to pay and 20 respondents claimed they were not willing to pay for clean water. The average amount that society agreed to pay is Rp. 3.000. The factors that significantly influence the decision to pay for clean water was the value of the bid and water quality. Furthermore, 49 respondents are willing to pay for improved sanitation and 51 respondents are not willing to pay with average amount that society agreed to pay is Rp. 4.000.000. The value of the bid, income, and toilet satisfaction variables significantly influence the decision to pay for improved sanitation.

Keywords: Clean Water, Sanitation, WTP, CVM, Logit.