

## **ABSTRACT**

*Tourism place of Goa Petruk have been chosen because it was one of tourism places in Kebumen which has the lowest visitors than compared to other tourist place in Kebumen, but it has economic value. Furthermore, Goa Petruk has high potential tourism, meanwhile, it doesn't supported by the ease of access to reach the location. The aimed of this research is to analyze the cost of trip to Goa Petruk, to Logending Beach, to Goa Jatijajar, and to analyze monthly income the tourism demand for visit to Goa Petruk.*

*The sampling method of this research is by using accidental sampling with 100 response from visitors of Goa Petruk. The Analysis method in this research is by using Multiple Linear Regression with OLS.*

*The result of the reserach showed that four variables which are affect the demand of Goa Petruk are the cost trip to Goa Petruk, the cost trip to other tourism ( Logending Beach ), the cost trip to other tourism ( Goa jatijajar) and monthly income. Goa Petruk is inferior good because coeficient monthly income is negative, if income rise, the demand Goa Petruk is down. When, income decreasing, demand for visit Goa Petruk increasing.*

*Keywords: TourismDemand, ObjectTourismGoaPetruk. Monthly income, Inferior Good*