

INTISARI

Kabupaten Bantul menjadi bagian yang tidak terpisahkan dalam perkembangan pariwisata di Provinsi DIY. Pengembangan setiap destinasi wisata dilakukan agar tercipta pemerataan pembangunan, salah satunya pantai selatan Kabupaten Bantul. Pemerintah Kabupaten Bantul melakukan penyesuaian tarif retribusi pantai selatan untuk mendukung pengembangan wisata pantai tersebut. Penelitian ini bertujuan untuk mengetahui sebaran fasilitas penunjang wisata, mengetahui nilai tarif retribusi berdasarkan WTP, dan mengetahui faktor yang mempengaruhi wisatawan. Penelitian ini dilakukan dengan penyebaran kuesioner kepada wisatawan yang mengunjungi pantai selatan Kabupaten Bantul dengan jumlah total responden sebanyak 200 responden. Terdapat 3 analisis yang dilakukan, yaitu analisis spasial menggunakan *Kernel Density Estimation (KDE)* dan *Average Nearest Neighbor (ANN)*, analisis nilai WTP, dan analisis faktor yang mempengaruhi WTP menggunakan SEM-PLS. Hasil penelitian menunjukkan bahwa terdapat perbedaan sebaran fasilitas penunjang kegiatan wisata di pantai selatan Kabupaten Bantul. Selain itu, didapatkan nilai tarif WTP yang berbeda antara kawasan timur dan kawasan barat. Sementara itu, variabel elemen destinasi UNWTO yang digunakan, yaitu persepsi terhadap daya tarik, persepsi terhadap fasilitas, persepsi terhadap aksesibilitas, persepsi terhadap sumber daya, dan persepsi terhadap citra dan karakter untuk melihat apakah terdapat pengaruh dengan WTP, ditemukan bahwa keseluruhannya berpengaruh dan signifikan, kecuali variabel citra dan karakter. Pembagian menjadi dua kawasan diperlukan agar dalam pengembangan kawasan pantai selatan dapat dengan optimal.

Kata kunci: pantai selatan, tarif retribusi, kawasan timur, kawasan barat, WTP, SEM-PLS.

ABSTRACT

Bantul Regency is an inseparable part of the development of tourism in the Special Region of Yogyakarta Province. The development of each tourist destination is carried out in order to create equitable development, one of which is the south coast of Bantul Regency. The Bantul Regency Government has adjusted the south coast levy rates to support the development of coastal tourism. This study aims to determine the distribution of supporting tourism facilities, determine the value of levy rates based on WTP, and determine the factors that influence tourists. This study was conducted by distributing questionnaires to tourists visiting the south coast of Bantul Regency with a total of 200 respondents. There are 3 analyzes carried out, namely spatial analysis using Kernel Density Estimation (KDE) and Average Nearest Neighbor (ANN), WTP value analysis, and analysis of factors that influence WTP using SEM-PLS. The results of the study show that there are differences in the distribution of supporting facilities for tourism activities on the south coast of Bantul Regency. In addition, different WTP rate values were obtained between the eastern and western regions. Meanwhile, the UNWTO destination element variables used, namely perception of attractiveness, perception of facilities, perception of accessibility, perception of resources, and perception of image and character to see whether there is an influence on WTP, it was found that all of them have an influence and are significant, except for the image and character variables. The division into two areas is needed so that the development of the south coast area can be optimal.

Keywords: south coast, retribution rates, eastern region, western region, WTP, SEM-PLS.