

## Kesediaan Membayar Tiket Museum Nasional = Willingness To Pay of the Entrance Ticket at National Museum

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### Abstrak

Salah satu lembaga yang berperan penting dalam pemajuan kebudayaan adalah museum. Ironisnya, saat ini tarif tiket Museum Nasional relatif rendah jika dibandingkan dengan harga pokok produksi maupun harga tiket museum di negara lain. Salah satu cara menambah pendapatan yaitu dengan melakukan penyesuaian tarif tanpa membebani masyarakat. Oleh karena itu dibutuhkan analisis terhadap kesediaan membayar tiket Museum Nasional untuk mengetahui besarnya tarif yang aspiratif dengan kemauan masyarakat. Penelitian ini bertujuan mengestimasi besaran kesediaan membayar (WTP) tiket Museum Nasional dan faktor-faktor yang berpengaruh. Metode yang dipakai adalah Contingent Valuation Method melalui pendekatan double bounded dichotomous choice dan regresi logistik. Data diperoleh melalui survei secara daring kepada masyarakat di provinsi DKI Jakarta, Banten dan Jawa Barat. Hasil penelitian mengungkapkan bahwa kesediaan membayar berada pada rentang median dan jarak interkuartil sebesar Rp25.000-Rp35.000 per orang. Frekuensi mengonsumsi konten sejarah, arkeologi, etnografi bukan melalui kunjungan museum tapi melalui media seperti koran, radio, televisi atau internet (off-site consumption), pendidikan tinggi dan nilai penawaran awal yang diajukan merupakan variabel yang signifikan mempengaruhi probabilitas kesediaan membayar. Penelitian ini merekomendasikan kepada Museum Nasional agar mengusulkan penyesuaian tarif tiket sekitar Rp25.000-Rp35.000 per orang. Selain perbaikan layanan, Museum Nasional dapat melakukan upaya dalam rangka meningkatkan off-site consumption masyarakat agar dapat mendorong WTP masyarakat maupun jumlah kunjungan ke Museum Nasional (on-site consumption).

.....Museum plays an important role in the promotion of culture. Ironically, the National Museum ticket rates are relatively low when compared to the cost of production and museum ticket prices in other countries. One way to increase income is to make tariff adjustments without burdening the community. Therefore we need an analysis of the willingness to pay for the national museum ticket to find out the amount of aspirational tariffs with the will of the community. This study aims to estimate the amount of willingness to pay (WTP) of the entrance ticket at National Museum and the factors that influence it. The method used is the Contingent Valuation Method through a double bounded dichotomous choice approach and logistic regression. The data was obtained through a survey of people in the provinces of DKI Jakarta, West Java and Banten. The results showed that the willingness to pay was in the range between median and interquartile distance was Rp25,000-Rp35,000 per person. The frequency of consuming historical, archeological, ethnographic content not through museum visits but through media such as newspapers, radio, television or internet (off-site consumption), higher education and the value of the initial bid are significant variables in the probability of WTP. This study recommends to the National Museum to adjust the fixed exhibition rate around Rp. 25,000-Rp. 35,000 per person. In addition, the National Museum can make efforts in order to increase off-site consumption in order to encourage public WTP as well as the number of visits to the National Museum (on-site consumption).