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RISK PERCEPTION AND ECONOMIC VALUE OF DISASTER MITIGATION
Case of Bantul Post Earthquake May 2006

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This study aims to obtain empirical evidence of disaster mitigation in Bantul, Indonesia. The expected utility theory and impact of regional characteristics on individual perceptions was used to describe the disaster risk management process. The regional mapping based on hazard level was conducted by a Geographical Information System (GIS). Data used in this research were primary and secondary data. Primary data were obtained by distributing questionnaire to some respondents. Sample amounts used were 395 respondents. The research empirical contribution was to economic valuation method used towards safety and efforts to link regional characteristics, individual perception and also their willingness to conduct mitigation. The research practical contribution was to identify some key obstacles in disaster risk management. Based on multiple regression analysis, this study found that educational level, risk aversion degree, trust towards earthquake-resistant building, control ability, income level, classification of hazard area contributes to higher Willingness To Pay (WTP) for mitigation. It also found that perception towards central governmental roles variable did not affect to WTP for mitigation. However, the income levels of the communities in Bantul positively correspond to WTP for mitigation suggesting that the findings were consistent with the expected utility theory.

Keywords: Risk perception, economic valuation, disaster risk mitigation, Willingness to Pay, Indonesia.

Indonesia is situated geographically and geologically in three actively moving tectonic plates: (1) Eurasia plate in the north, (2) Indo Australia-Oceania plate in the south, and (3) Pacific plate in the east (BNPB, 2004; Murjaya, 2007). The constant motion of these three slabs would cause frequent earthquakes. Due to its severe consequences, the disaster risk of Earthquakes would be catastrophic even though the probability might be low. Thus anticipative actions must be done in order to mitigate the risk of this disaster. Since it is impossible to reduce the hazard level, therefore the feasible course of action would be to develop people’s capacity to respond or to reduce the vulnerabilities to the disaster. The efforts to improve capacities and/or to reduce vulnerabilities would needed good cooperation between the government and the communities.
The government would not be able to solve disaster problems without involving the active participation of the communities. One major problem in risk management was the potential difference of perception and understanding among the communities. Empirical studies that had been conducted on the subject can be grouped into two different conclusions. The first group was Ozdemir (2000); Ozdemir and Kruze (2005); Fujimi and Tatano (2006); Li and Hsiu (2007), who found that communities tended to be unaware towards disasters. Being aware towards disaster meant that the communities considered current disaster risk. Meanwhile, the second group argued on the contrary (Schade, et al. 2001; Miller, et al. 2002; Kunreuther, 2006) that when communities attempts to reduce potential risk, they are willing to mitigate for losses in the future. These findings are consistent with the expected utility theory.

The often emerge problem was that the comprehension and awareness of communities to conduct disaster’s mitigation are heterogeneous. Perception formed in each community was supposed to affect behavior of communities to perform disaster mitigation. This was a challenge that must be faced to implement disaster risk management both in the developed countries as well as in the developing countries like as Indonesia.

This study aims to offer comprehensive analysis to the investigation of the relationship between disaster risk perception and the mitigation behavior by combining the analysis with threat description level, vulnerability, and ability to mitigate disaster. Mitigation behavior examined specifically in this study is the Willingness to pay for the mitigation efforts. Communities who lived in vulnerable regions should have higher Willingness to pay (WTP) than those who lived in less vulnerable regions. WTP in this case means the willingness to spend more money to mitigate earthquake risk. In the case of Bantul regency, for example, WTP is willingness to strengthen of their physical house to withstand earthquakes.

There are three main factors why research was conducted in Bantul. First, even though it is only a hefty 6.2-magnitude quake, the shallow depth of 10 kilometers made the May 2006 Java earthquake one of the worst of the 21st century. Second, most of area in Bantul Regency is vulnerable to earthquake risk (part of rings of fire path). While the tremor and the two strong aftershocks were closest to the city of Yogyakarta, the worst damage was in the area of Bantul. An estimated 5,800 people died from the earthquake plus another 36,000 were injured. The property damage, believed to affect 135,000 homes, leaving 1.5 million people homeless. Third, earthquakes are the type of disaster which could be repeated and relatively hard to predict precisely when and where will it struck.

Therefore, this research is important to be conducted to elaborate: (1) mapping behavior of individual WTP mitigation; (2) appropriate role of government by incorporating WTP mitigation based on communities. Based on the explanations above, the research problem formulated was “to what extent regional characteristic and individu-
al’s perception towards earthquake disaster affect mitigation behavior”. Regional characteristics and mitigation behavior was reflected respectively by dummy variables and WTP of residence who became more secured from earthquake risk. This study aims to obtain empirical evidence of mitigation behavior in Bantul in accordance with the expected utility theory and affect of regional characteristic to individual perceptions towards earthquake disaster mitigation.

LITERATURE REVIEW

This research used three major theories, which is Disaster Risk Management Theory, Human Ecology Theory, and Non-Market Economic Valuation Theory. Figure 1 presented interrelationship amongst those theories underlying this research. The essence of Human Ecology Theory was on how human form relationship with their environment. Disaster Risk Management Theory consisted of how human efforts were necessary to minimize disadvantage risks caused by environment namely disaster case. While Non-Market Economic Valuation theory developed in the environmental economics subject, were efforts to give monetary value to environmental factors especially those with no market value.

Disaster Risk Management

Disaster risk management concept is often resembled with disaster reduction. However, not only disaster reduction, disaster risk management also includes prevention concepts and preparations for disasters (Kohler, et al. 2000; Aufrett, 2003). Total risk reduction is basically applying prudent principles in each disaster risk management actions. Disaster risk management is an activity that covered disaster planning and mitigation aspect before, during, and after a disaster took place. Disaster risk management aimed to develop “safety culture” and created “disaster resistant community”.

Figure 1. Underlying Theories
Disaster risk is basically emerged due to some factors. The factors must be available in the same time. According to Sadisun (2004), disaster risk is an interaction between disaster threat, vulnerability, and mitigation ability towards disasters. Mathematically, it could be formulated as:

\[
\text{Disaster Risk} = \frac{(\text{Hazard} \times \text{Vulnerability})}{\text{Mitigation Ability}} \tag{1}
\]

**Human Ecology: Perception, Attitude, Behavior Relationships**

Azwar (2003) stated that attitude was not only a mental but also physical response. Azwar (2003) further divided attitude into two approaches, the first one is the three component combination approaches (affective, cognitive, and attitude). The second approach emerged due to dissatisfaction to inconsistent explanation among the three component relationships namely cognitive, affective, and attitude in forming attitude. The approach followers limited their attitude concept only in affective aspect. Attitude is an affect or positive or negative evaluation towards an object.

Theory of Reasoned Action developed by Ajzen and Fishbein in Azwar (2003) stated that human intentions were affected by two things namely attitude towards behavior (a personal aspect), and subjective norms (individual perception to behave the attitude or not). According to Harvey & Smith in Rithardoyo (2006), perception is classified...
The theory stated that expected utility are the average of outcomes weighted by measured probabilities in all event possibilities (Pindyck & Rubinfeld, 2001). The Expected Utility Theory developed by von Neumann Morgenstern (1954) in Dixit (1990), mathematical equation by von Neumann-Morgenstern:

\[ EU = \sum P_i U(Y_i) \]  

Where:
\[ P_i = \text{probabilities}\ (1,\ remark\ 1>0) \]
\[ Y_i = \text{economic gain (such as income, wealth, and profit)} \]

**Preference towards Risk**

Individual preferences in facing risk could be classified into three groups, (1) risk lover, (2) risk neutral, and (3) risk averse group. Risk lover has preference to uncertainty over certainty, risk neutral places equal preference between uncertainty and certainty, while risk averse preferred certainty over uncertainty.

**Economic Valuation**

Total economic value of natural resource and environment could be valued by some valuation method. According to Hufschmidt, et al. (1992), outlined economic advantage valua-
tion method (environmental cost) of natural resources and environment is basically could be divided into two large groups based on market-oriented approach and non-market approach or survey-oriented.

**Relationship Risk Perception and WTP Model**

Model that linked risk perception variables and WTP is developed by Ehrlich & Becker (1972) and then adapted by Ozdemir (2000). The model was developed in order to explain individual mitigation behavior (willingness to pay for safety) in the hazard area, especially a low probability high impacts disaster. Ehrlich & Becker (1972) classified behavior mitigation were self-insurance, self-protection, and insurance market. Insurance itself is defined as risk reducer and self-protection is probability reducer due to catastrophic risk. Insurance itself is a mitigation form, especially when someone is not risk affected, but it could affect to consequences due to the risk.

**Previous Empirical Studies**

Previous research associated to natural disaster insurance demand has been conducted among others by: Grace, *et al.* (2002), Kunreuther (2006), and Li & Hsiu (2007). Li & Hsiu (2007) analyzed factors that affected towards insurance demand in Taiwan. What made this different was that their research introduced spatial variables as explaining variables beside net income variables and governmental subsidy. An analysis tool used was spatial econometrics and panel regression. Research result showed that governmental subsidy loan affected negatively towards earthquake insurance demand, while net income variables and spatial variables were positively harmonious affected to the hypothesis.

Research conducted by Grace, *et al.* (2002) analyzed insurance demand to housings where insurance protection covered risk towards catastrophic natural disaster. The research showed a consistent result in two sample regions, demand for insurance with added protection towards catastrophic natural disasters were actually more elastic compared to demand for insurance without additional protection towards catastrophic natural disaster risk. The research showed that there was an insurance premium cost increase that would decrease the demand for insurance.

Kunreuther (2006) yielded a different conclusion compared with the research conducted by Grace, *et al.* (2002), especially related to willingness to pay extra for additional protection. Kunreuther (2006) presented an empirical fact which suggested that the magnitude of flood disaster cost was due to poorly conducted disaster mitigation efforts and the lack of insurance both for themselves and their homes.

Research result conducted by Schade, *et al.* (2001) showed that in low probability disaster risk area, it was more important to investigate Willingness to pay than the estimated subjective probability where there was an ambiguity in that estimation. According to Schade, *et al.* (2001), anxiety was an important thing to explain a phenomenon why some people were willing to spend their money for protection while others were not.
Nyman (2001) mentioned that insurance demand was a demand towards a certainty fitted to the expected utility theory. However, in previous researches individuals was known to actually prefer uncertain disadvantages than certain disadvantages. Based on the gap between expected utility theory and the findings mentioned above, it can be concluded that insurance demand was influenced by an expected consideration to obtain bigger compensation if there was a claim.

Nyman’s (2001) research was interesting because it concludes that insurance demand by individuals to be caused by certainty and not due to uncertainty. This conclusion was estimated to be suitable with cases in health insurance but may not be suitable with natural disaster insurance cases that are relatively catastrophic.

Simmons, et al. (2002) explored valuation of two kinds of measure for typhoon mitigation in Gulf Coast City. They used hedonic price method and concluded that individuals regarded that self-insurance as one of mitigation forms that were conducted whenever known that the individual is living in a hazard disaster region. This finding was similar with what Simmons & Kruse (2000) which compared housing price between houses with and without protection. The result was that the price of houses equipped with disaster protections was higher than houses without protections.

Morone & Ozdemir (2006) investigated protection attitudes towards disaster considered to be of low probability category but serious affect. The research method used was experimental design using linear regression analysis. The result was in line with previous researches that individuals tended to risk averse so that they wished to buy insurance as a mitigation form. This finding added insight to the economic valuation of the mitigation efforts by measuring mitigation attitude.

Ozdemir (2000) tried to investigate the relationship between perception towards risk and WTP to conduct mitigation using surveys. The result showed among others, perception significantly affects WTP, while risk aversion degree variable did not affect WTP. Prudent attitude was also positively influence WTP, as well as some demographic variable such as child possession. On the other hand, gender, age, and past experience did not affect WTP.

Chinn (2005) also conducted a research especially related to disaster characteristic by lottery experiment and by questionnaire survey. The finding also showed low interest to conduct mitigation especially to disaster insurance. People rejected to pay unfair premium cost. Contradictory to the findings of Ozdemir (2000), gender variable was found to be significant in influencing WTP for mitigation. These research further supported prospect theory instead of expected utility theory.

Onculer (2002) conducted a research similar to Browne & Hoit (2000), Chinn (2005), and Ozdemir & Kruse (2005). Onculer (2000) conducted a study on risk perception and WTP magnitude. Some variable investigated was perception towards risk, attitude towards coded buildings, experience roles, dynamic groups, and
socio-economic factors, such as budget obstacles and social networks.

Onuculer (2002) & Chinn (2005) researches complemented the findings of Ozdemir (2000) which aimed to explain individual attitude towards protection from an insurance company. However, an experimental method was viewed to be incapable to illustrate individual perception especially how natural disaster affect psychological experience.

Figure 4. Research Framework

Figure 5. Determine of Sample Area Based on Micro zoning Map and Damage Ratio

Description:
Damage ratio (the ratio of damage) is the ratio of the number of heavily damaged houses divided by the number of houses in a district. Amplification area is the area divided by the amount of shock when the earthquake struck.
The output expected from the study was linked between attitude variable and individual perception towards disaster risk. The higher the disaster threat the higher the disaster risk. A regional hazard level was an illustration of physical disadvantage potentials life victims disadvantage potentials and social effect, and also secondary effect from earthquake disaster. The higher hazard level, higher risk of disaster.

The relationship between disaster’s risk perception and WTP magnitude...
could be explained by expected utility theory. Individuals were basically wished a maximum level utility. If the individual was faced with disadvantage risk potentials so that attitude to do was efforts to reduce the disadvantage risk. The attitude could be taken as an example was willing to earn money or income to build an earthquake resistant home and/or insure their lives. Inter variable relationship would be presented more completely in Figure 4.

RESEARCH METHOD

This research employed both secondary and primary data. Secondary data was necessary to know the damage ratio level documented in the archives, while primary data was collected by spreading questionnaires. Sampling technique was conducted using multistage cluster sampling. The research region was divided into main cluster namely: highly hazard, hazard, and less hazard regions as shown in Figure 5.

Data Description

Table 2 presented description about data analyzed. Respondent mitigation WTP average value was IDR 13.283 millions with fairly high deviation standard value of IDR 14.702 millions. The result illustrated that respondent mitigation WTP value was varied or ranged between very wide the smallest and greatest WTP. Operational definition of the variable is shown in Table 1, while the value of other variables is shown in Table 2.

RESULTS AND DISCUSSION

Discussion on region characteristic effect, individual perception, and mitigation behavior of individual could be conducted after economic valuation to obtain mitigation economic value. Having mitigation economic valuation completed, next steps will be estimated perception variable effect, economic variables, and social variables. The estimated models must be through a series of examination to decide whether the model was good to represent.

A series of test needed was a classical assumption test that consisted of multicolinearity to view whether independent variables used in the research were inter-correlated. Heteroscedasticity test applied to examine whether its residual variant was homogenous, auto-correlation test examine whether there was correlation between t-period obstructing errors with t-1 period (time period before t), and normality test to examine whether the data used has normal distribution or not.

Test of Classical Assumptions

Multicolinearity

Based on multicolinearity test in Classical Assumption Test Appendix, it could be recognized that VIF (Value Inflation Factor) value from each independent variable were or less than 10. Classical assumption test results to obtain VIF value was shown in Table 3.

Heteroscedasticity

This was a test to view whether there was variance residual non similarity from one research to another (heteroscedasticity test) using Park method which proposed that variance (s2) was function of free variables that were stated in the following equations:

\[ 2i = \alpha \times \beta \]
Autocorrelation

Test result in linear regression yielded d-count value of 1.663. The result could also be obtained by conducting manual calculation by formula (Gujarati, 1997):

\[ \text{Count-d} = \frac{\sum (e_t - e_{t-1})^2}{\sum e_i^2} \]  \hspace{1cm} (4)

Count DW value was 1.663 (Appendix 4.1.2. R square value and Durbin
Model 2 was chosen as the best model by consideration from classical assumption obstruction of heteroscedasticity and multicolinearity. Besides classical assumption test consideration, if compared with its Adjusted $R^2$ value so that model 2 was higher than other models (could be viewed in attachment). The high adjusted $R^2$ showed that the model was more fit than other models. Model 2 that was stated fit does not include the introduced children possession variables and probability perception variables.

Based on Table 3, results of the data analysis are: First, variable of income influenced to WTP was positively significant. The awareness living in disaster hazard region was estimated as WTP mitigation difference among the three research regions. Second, degree of risk aversion showed positive and significant impact in developing WTP mitigation; Central governmental role variable toward disaster mitigation efforts were quite significantly influential. The variable of perceptions regarding the role of local government was rejected. The perception of most respondents in Bantul toward local government’s role to disaster risk management tends to be negative. This finding represents that the most of people in Bantul tend to decrease their WTP mitigation if they believed that the government will always help if disaster strikes in the future. Third, the perception of trust towards earthquake resistant house showed positive and significant effect at 95 percent confidence level. These findings could be meant that respondents

Watson) compared with d-table value for $k=10$ and $n=395$ but in table that showed highest dl value for $k=10$ and $n=200$ was 1.665 and df value of 1.883. Auto correlation test if we used dl and du values, could be categorized auto correlation liberate model, but reminded auto correlation distraction only affected to time series so that auto correlation obstruction to cross section data could be denied (Ghozali, 2002).

**Normality**

A fourth classical assumption test was normality test was a test to view whether in regression model, dependent and independent variables had normal distribution or not. A good regression model had a normal data distribution or approached normal. Normality test was conducted by using graphic method was view normal probability plot that compared cumulative distribution from the actual data by cumulative distribution from normal distribution. Normal distribution would form a diagonal straight line.

**Hypothesis Test**

Regression analysis result recapitulation towards earthquake resistant homes WTP by backward analysis method could be known that model was estimated ranged from full model. Model with all independent variables were introduced in to the model then gradually would be dropped by a system to enter significant variables only. The best model could consider magnitude of adjusted $R^2$, statistical F value, and its classical assumption test. Model 1 or complete model and Model 2 or the best model was presented in Table 3.
who believed that earthquake resistant houses were able to protect him and hence the family would be willing to pay more money for the improvement than individuals which does not believe it to be so.

Fourth, control ability variables also affected WTP mitigation positively and significantly. The control ability was also respondent perception towards earthquake disaster risk if hit them has known actions to do. Control ability variable was significant probably due to what most respondents have learned from earthquake event on 27 May 2006.

Fifth, hazard region dummy variables showed a significant result. Disaster mitigation economic valuation yielded Willingness to pay (WTP) amounted IDR 20.059 millions in a highly hazard region, which was higher than two other region categories of IDR 12.73 millions (hazard region) and amount IDR 7.711 millions (less hazard region). The magnitude difference proved that respondent living in high hazard area wish to improve their safety sense by building up their homes.

Sixth, children possession variables, educational level variables, probability perception variable, effect perception variables, and regional governmental role perception variables were found to be insignificant in affecting WTP for mitigation.

Variables of Impact and Education level were also found to be not significant in influencing WTP for mitigation, even though based on the description of the data shown in Table 2, most of respondents believed that the impact of earthquakes have high negative consequences. Education level also gives insignificant result to WTP for mitigation, which means that having higher formal education level does not necessarily mean higher WTP mitigation.

Local government role in implementing disaster risk management have not been able to increase community participation. Evaluation of the implementation Medium-Term Regional Development Planning (RPJMD) and Long-Term Regional Development Planning (RPJPD) are required especially in disaster risk management. In the future, the local government role should be to stimulate community participation to disaster risk management efforts.

The role of Central government to provide assistance to the community responded well as the responsibility of the government according to Law No. 24 of 2007, but this research showed it will be decreasing WTP mitigation. In Bantul case, WTP mitigation tends to decline because fund of reconstruction and rehabilitation in large part are used to the strengthening of the structure of earthquake-resistant housing. Moreover, community spending could be allocated for other use besides the rehabilitation and reconstruction because “mutual cooperation” among the people as a form of social capital.

CONCLUSION

Based on data analysis, our study could offer some important findings. First, mitigation behavior of communities in Bantul Regency is consistent with expected utility theory. They actually have willingness to mitigate to
reduce the disaster risk. Variable of income showed significant influence to WTP for mitigation. Marginal utility of income will decrease when income is rising.

The other variables which might affect WTP are the degree of rejection of risk mitigation, trust in the earthquake-resistant housing, the ability to control, perceptions of the role of central government, income level, and vulnerability regional differences. Variable levels of education, perceptions of the role of local governments, and the impact of natural disasters do not have a significant impact to WTP.

The difference of hazard level influenced to WTP mitigation, it means that behavior of mitigation dependent on where they lived. Communities who lived in prone region (high hazard) have higher WTP than communities who lived in safer area. Implications of these findings are: (1) there was willingness to reduce risk in the future and (2) that the government has to increase the community’s degree of risk aversion.

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**Research Questionnaire**

**A. IDENTITY OF RESPONDENT**

| No | Name |
|----|------|
| Age | years |
| Occupy | |
| Address | |
| Impact to building house | Totally damage/heavy damage/damage/no damage (choose one) |
B. SOCIO-ECONOMIC OF RESPONDENT

1. How long you have been in formal education …………..years

(For example: finish elementary school= 6 years completed, secondary high school =9 years completed, second level of high school =11 years completed)

2. Member of family ……………person

3. Member of family who has work ……… person

4. Member of family who still under 10 years ……………person

5. Total family expenditure per month

- Less than one million rupiah
- One million up to two million rupiah
- Two million up to three million rupiah
- Three million up to four million rupiah
- More than four million rupiah

6. Total family saving per month

- Less than one million rupiah
- One million up to two million rupiah
- Two million up to three million rupiah
- Three million up to four million rupiah
- More than four million rupiah

7. What kind of residence are you currently living in

- Rented house/apartment
- Own conventionally built home
- Own family
- Own
- Other (please specify) ………………..

8. How long you have lived at your current residence? …..years…….month?

C. DEGREE OF RISK AVERSION

10. Do you have instruments like below?

- Early Warning System (ex: alarm) yes no
- Emergency number call (ex: hospital, police, etc) yes no
- Additional key for house yes no
- Additional key for vehicle yes no
- Life Insurance yes no
- Emergency items/foods yes no
D. PERCEIVED EXPOSURE TO EARTHQUAKE RISK

11. In your view, how likely is it that your house will be hit by earthquake like 27 May 2006?

|                    | Not very likely | Very likely |
|--------------------|-----------------|-------------|
| This year          | 1               | 2           |
| Within the next 5 years | 1               | 2           |
| Within the next 10 years | 1               | 2           |

12. In your view, how likely is that your town (not necessarily your house) will be hit by earthquake like 27 May 2006?

|                    | Not very likely | Very likely |
|--------------------|-----------------|-------------|
| This year          | 1               | 2           |
| Within the next 5 years | 1               | 2           |
| Within the next 10 years | 1               | 2           |

E. PERCEIVED OF SEVERITY RISK (IMPACT)

13. Please rank the following activities in terms of the threat (risk) they pose on human life in general, (1=highest risk, 5=lowest risk)

- Motor vehicle accident
- Airline crash
- Disease
- Floods
- Earthquake

F. LOCAL GOVERNMENT ROLE

14. How is your opinion role of local government to reduce potential loss from earthquake disaster risk, for example counseling, socialization, and disaster simulation in Bantul Regency?

|                    | Not responsible at all | Very responsible |
|--------------------|------------------------|------------------|
|                    | 1                      | 2                |
|                    | 3                      | 4                |

G. CENTRAL GOVERNMENT ROLE

15. How is your opinion role of central government to reduce potential loss from earthquake disaster risk, for example counseling, socialization, and disaster simulation in Bantul Regency?

|                    | Not responsible at all | Very responsible |
|--------------------|------------------------|------------------|
|                    | 1                      | 2                |
|                    | 3                      | 4                |
H. CONTROLLABILITY OF EARTHQUAKE RISK

16. To what extent do you feel that you can do something (anything) to protect yourself and your family from a possible earthquake?

| I can’t do much | I can do a lot |
|-----------------|----------------|
| 1               | 2              |
| 3               | 4              |

I. PERCEIVED TRUST TO RESISTANT HOUSE

17. Do you think this earthquake resistant house can protect you and your family from a possible earthquake?

| Not at all | Very much |
|------------|-----------|
| 1          | 2         |
| 3          | 4         |

18. Is your house has been declared as resistant house of earthquake?

[ ] yes  [ ] no

19. If yes, how much you had to spend to rebuild resistant house of earthquake? How many percent from total cost to rebuild resistant house?

IDR. / %

20. If no, are you willing to spend more rebuild or strengthen your house accordance to safer from earthquake risk?

[ ] yes  [ ] no

If your answer is yes, please continue to next questions, if your answer is no, would you explain what is your reason?

J. WILLINGNESS TO PAY/WTP

21. How much at most would you willing to pay (maximum additional cost) for a safer house (resistant house from earthquake risk).

| Less than IDR. 5.000.000,- | IDR. 5.000.000-10.000.000,- |
|-----------------------------|-----------------------------|
| IDR. 11.000.000-15.000.000,- | IDR. 16.000.000-20.000.000,- |
| IDR. 21.000.000-25.000.000,- | IDR. 26.000.000-30.000.000,- |
| IDR. 31.000.000-35.000.000,- | Other IDR ...... |
Adoption, EC; 6(1): 33-52
Adoption; 6(2): 128-142
ATMs; 6(2): 128-142
Brunei Darussalam; 6(1): 33-52
Capital; 6(1): 53-64
Conflict approaches; 6(2): 65-80
Decision making; 6(1): 23-32
Economic valuation; 6(2): 81-99
Effective project manager; 6(2): 65-80
Entrepreneurial attitude; 6(2): 100-112
Entrepreneurial characteristics; 6(2): 113-127
Entrepreneurial inclination; 6(2): 113-127
Entrepreneurial intention; 6(2): 100-112
Entrepreneurship; 6(2): 113-127
EPC contractors; 6(2): 65-80
Escalation of commitment; 6(1): 23-32
Frames, leadership; 6(1): 33-52
Framing; 6(1): 23-32
Human resources; 6(1): 53-64
Image compatibility; 6(1): 23-32
Image theory; 6(1): 23-32
India; 6(2): 128-142
Indonesia; 6(1): 53-64
Indonesia; 6(2): 81-99
Indonesia; 6(2): 100-112
Innovation; 6(2): 128-142
Investment; 6(1): 23-32
Knowledge creation, 6(1): 15-22
Leadership style, CEOs'; 6(1): 33-52
Learning, elements promoting; 6(1): 15-22
Malaysia; 6(2): 113-127
Miles and Snow; 6(1): 1-14
Mitigation, disaster risk; 6(2): 81-99
Oil and gas industry, upstream sector; 6(2): 65-80
Performance, banks; 6(2): 128-142
Performance, decision; 6(1): 23-32
Performance, firm; 6(1): 1-14
Risk perception; 6(2): 81-99
Strategic alliance, international; 6(1): 15-22
Strategies, generic; 6(1): 1-14
Strategy implementation; 6(1): 1-14
Students, undergraduate; 6(2): 100-112
Theory of planned behavior; 6(2): 100-112
Typologies; 6(1): 1-14
Willingness to pay; 6(2): 81-99
Worker cooperative; 6(1): 53-64
Aim and Scope

The South East Asian Journal of Management (SEAM) aims to present the latest thinking and research that tests, extends, or builds management theory and contributes to management practice. Contents of the Journal will be of interest to management teachers, students and researchers as well as to practicing managers. Journal materials should be analytical rather than descriptive.

Whilst a major focus of the journal is on management issues related to South East Asia, increasingly global concerns and conceptual topics will be covered also. The journal does not take a narrow view of business and management. Manuscripts from other disciplines might be published if considered to offer significant contributions to solve existing managerial problems.

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Journals:
Singh, J. (1991), Understanding the Structure of Consumers’ Satisfaction Evaluations of Service Delivery, Journal of the Academy of Marketing Science, 19 (Summer), 223-244.

Three or More Authors:
Zeithaml, V.A., Berry, L.L., & Parasuraman, A. (1993), The Nature and Determinants of Customers Experiences of Service, Journal of the Academy of Marketing Science, 21 (Winter), 1-12.

Article in a Book Edited by another Author:
Levitt, T. (1988), The Globalization of Markets, in Multinational Marketing Management, Robert, D.B., & Quelch, J.A. (Eds.), Reading, MA, Addison Weley, 186-205.

Unpublished Dissertations:
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