

Analysis of Tourists' Willingness to Pay for the Provision of Tourism Facilities: Case Study in Sunrise Land Beach, Lombok Indonesia



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ABSTRACT: The development of Sunrise Land Beach in Lombok holds significant potential for bolstering tourism, making its advancement imperative and reliant on community support. To assess the allure of Sunrise Land Beach and gauge visitor interest, a comprehensive study was undertaken, aimed at analyzing the willingness of visitors to pay for its attractions. Employing quantitative research methodologies, including multiple linear regression analysis, this study delved into the factors influencing visitors' inclinations. Through a combination of interviews and observational data collection, researchers endeavored to elucidate the research objectives. The findings of this investigation revealed that visitors to Sunrise Land Beach demonstrated a considerable willingness to pay, with an average valuation of Rp. 7,657 (equivalent to 0.49 USD) per visit for tourism facilities. Moreover, the study identified Education and Environmental Awareness as variables that positively and significantly influenced visitors' willingness to pay for the provision of tourism amenities at Sunrise Land Beach.

KEYWORDS: *Willingness To Pay, Sustainable Tourism, Tourism Facilities, Visitor Characteristics*

I. INTRODUCTION

Tourism remains a vibrant discourse, characterized by ongoing exploration and discussion. Various locales, showcasing their unique natural splendor, local hospitality, and cultural richness, draw visitors with distinct allure. The significance of tourism transcends mere recreation; it serves as a vital catalyst for community rejuvenation and social connectivity, often epitomized by the ubiquitous updates on social media platforms. Among the diverse array of tourist destinations within the West Nusa Tenggara Province, East Lombok Regency stands out, boasting a plethora of attractions awaiting exploration. From the breathtaking heights of Sembalun to the picturesque sands of Pink Beach, the unspoiled allure of Gili Kondo, and the mesmerizing sunset vistas of Labuhan Haji Beach, the region encapsulates the essence of travel and adventure.

One such gem nestled within Labuhan Haji Beach is Sunrise Land Beach, renowned for its captivating sunrise vistas. Recognizing its potential to bolster tourism, the imperative of its development, coupled with community support, becomes apparent. Notably, research conducted by Early Farikhaniifti and Ramang H. Demolingo (2022) underscores the pivotal role of well-maintained tourism facilities in enhancing visitor experiences. Similarly, previous studies by Shaputra et al. (2022) shed light on the pressing need for infrastructural improvements, such as sanitation facilities and waste management, to elevate the tourism landscape.

The symbiotic relationship between tourism development and visitor contributions becomes evident through research findings. Qowi and Arianti (2021) emphasize the importance of visitor contributions in augmenting the management and expansion of tourist facilities, aligning with the assertions of Susilowati et al. (2020) regarding the significance of determining visitor entrance rates to enhance service standards. This sentiment resonates with Afifudin et al. (2022), who posit that tourists are often willing to pay more for enhanced experiences.

In recent years, scholarly attention has gravitated towards various facets of the willingness-to-pay (WTP) framework, encompassing visitor characteristics, facility development strategies, visitor satisfaction factors, facility assessments, and community involvement. However, a discernible gap exists in the discourse, particularly regarding the utilization of WTP in the context of tourism facility provision and development. Consequently, this study aims to address this gap by elucidating the analysis of WTP in the provision of tourism facilities, with a focus on Sunrise Land Beach.

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Employing the Contingent Valuation Method (CVM), consistent with prior research, and quantitative methodologies, the study endeavors to analyze the WTP of Sunrise Land Beach visitors. Drawing insights from multiple linear regression analysis, the study seeks to unravel the intricate interplay between socio-economic factors and visitor preferences. While some studies, such as that by Afifudin et al. (2022), highlight the positive correlation between income, education, and WTP, others, like Nurkhalifah et al. (2022), emphasize the equitable WTP distribution across visitor demographics, irrespective of income levels or travel costs.

In essence, this study endeavors to deepen our understanding of visitor preferences and their willingness to contribute towards the development of tourism facilities, thus fostering sustainable tourism practices and enhancing visitor experiences at Sunrise Land Beach.

II. RESEARCH METHODOLOGY

This research was conducted at *Sunrise Land* Beach tourist attraction located in Labuhan Haji District, East Lombok Regency, Indonesia. The research period was from November to December 2023. This study used a data collection method by making observations around the research site and conducting interviews with visitors who came to the location. The population in this study was visitors who came to *Sunrise Land beach*. The research method used in this study was quantitative method with the number of samples embraced 103 respondents.

Central to this investigation was the exploration of factors impacting the Willingness To Pay (WTP), scrutinized through the lens of multiple linear regression analysis. Recognized for its ability to unveil the intricate relationships between variables, multiple linear regression analysis served as the analytical cornerstone, shedding light on the nuanced dynamics underlying visitor perceptions and valuation (Alfina, 2023).

The equation function used to test the factors that affect *Willingness To Pay* is as follows:

$$WTP = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \mu_i$$

α =Constant Value X1= Age X2= Education X3= Income X4= Type of Work X5= Mileage X6=Environmental Awareness μ_i = error

Willingness To Pay (WTP) delineates a tourist's inclination to invest in services or goods, specifically pertaining to the provisioning of beach tourism amenities, quantified in rupiah. Age represents the chronological years of the respondents, whereas Education embodies the duration devoted to formal education, quantified in years. Income reflects the economic remuneration accrued by respondents monthly, denominated in rupiah. Occupational diversity encompasses the array of professions engaged in by individuals. Distance Traveled elucidates the geographical span from the respondent's domicile to Sunrise Land Beach, gauged in kilometers. Environmental Awareness, in this context, underscores visitors' attentiveness to the ecological milieu enveloping Sunrise Land Beach, computed through an indexed framework.

III. RESULTS

A. Research Results

Characteristics of respondents

Variable	Classification	Frequency	Percentage
WTP	0-5000	30	29.1
	5001-10.000	64	62.1
	10.001-15.000	7	6.8
	15.001-20.000	1	1
	>20,001	1	1
Age	16-25	53	51.5
	26-35	21	20.4
	36-45	15	14.6
	46-55	12	11.7
	56-65	2	1.9
Education	Did not finish school	0	0
	Elementary School	0	0
	Junior High School	0	0
	Senior High School	39	37.9

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	Diploma	4	3.9
	Bachelor	52	50.5
	Postgraduate	8	7.8
Income	0-2.500.000	59	57.3
	2.500.001-5.000.000	32	31.1
	5.000.001-7.500.000	9	8.7
	7.500.001-10.000.000	1	1
	>10,000,001	2	1.9
Occupation	Student	38	36.9
	Housewives / Retirees	2	1.9
	Farmer/Fisherman/Laborer	3	2.9
	Private Employees	13	12.6
	ASN/TNI/Police	19	18.4
	Self employed	28	27.2
Mileage	0-20 km	80	77.7
	21-40 km	10	9.7
	41-60 km	8	7.8
	61-80 km	5	4.9
	81-100 km	1	1
Environmental Awareness	Strongly Disagree	0	0
	Disagree	8	7.8
	Agree	61	59.2
	Totally Agree	34	33
	Sum	103	100%

Table 1. Characteristics of Respondents

The characteristics of respondents were obtained from the interview process using the help of printed questionnaires and online questionnaires with the number of respondents obtained as many as 103 respondents who were visitors to *Sunrise Land Beach*, East Lombok Regency. This study starts from November 4 to December 4, 2023. The characteristics of these respondents are contained in Table 1 above.

From the table above, the characteristics of Sunrise Land Beach respondents can be explained as follows:

Willingness To Pay/ WTP :

The Willingness To Pay (WTP) framework investigates the financial disposition of Sunrise Land Beach visitors towards the utilization of existing facilities. Predominantly, the majority of visitors exhibit a readiness to contribute within the Rp. 5,001 to Rp. 10,000 range, comprising 62.1% of respondents, totaling 64 individuals. Following closely, the subsequent group of visitors, encompassing 29.1% or 30 individuals, express their willingness to pay within the Rp. 0 to Rp. 5,000 range. Meanwhile, a smaller cohort of visitors, constituting 6.8% or 7 individuals, demonstrate a propensity to pay between Rp. 10,001 to Rp. 15,000. Furthermore, a negligible proportion, comprising 1% or 1 individual, indicate their willingness to pay in the Rp. 15,001 to Rp. 20,000 range. Lastly, an equally marginal segment, also comprising 1% or 1 individual, express their readiness to pay beyond Rp. 20,000.

Age Distribution:

The age distribution among visitors to Sunrise Land Beach reveals a predominance of individuals aged 16-25 years, comprising 51.5% or 53 people. Following this group, visitors aged 26-35 years constitute 20.4% or 21 individuals. The demographic spectrum further includes visitors aged 36-45 years at 14.6% or 15 people, visitors aged 46-55 years at 11.7% or 12 individuals, and visitors aged 56-65 years at 1.9% or 2 people.

Educational Background:

The educational background of Sunrise Land Beach visitors is delineated by their formal education attainment. A significant majority of visitors hold Bachelor's degrees, accounting for 50.5% or 52 individuals. Following this group, visitors with High School

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education represent 37.9% or 39 people. Postgraduate degree holders constitute 7.8% or 8 individuals, while those with Diploma qualifications account for 3.9% or 4 people.

Income Profile:

The income profile of Sunrise Land Beach visitors reflects the economic value received monthly in Indonesian rupiah. A substantial proportion of visitors report incomes ranging from Rp. 0 to Rp. 2,500,000, constituting 57.3% or 59 individuals. Visitors with incomes between Rp. 2,500,001 to Rp. 5,000,000 comprise 31.1% or 32 people. Those earning between Rp. 5,000,001 to Rp. 7,500,000 represent 8.7% or 9 individuals, while incomes exceeding Rp. 10,000,000 are reported by 1.9% or 2 visitors. Lastly, incomes ranging from Rp. 7,500,001 to Rp. 10,000,000 are reported by 1% or 1 person.

Occupational Diversity:

Occupational diversity among visitors to Sunrise Land Beach underscores the varied professional backgrounds. Predominantly, the visitor pool is comprised of Students/Teachers, representing 36.9% or 38 individuals. Entrepreneurs account for 27.2% or 28 visitors, while ASN/TNI/Police personnel constitute 18.4% or 19 individuals. Private Employees represent 12.6% or 13 visitors, followed by Farmers/Fishermen/Laborers at 2.9% or 3 individuals, and Housewives/Retirees at 1.9% or 2 people.

Travel Distance:

The travel distance of visitors to Sunrise Land Beach delineates the geographical span from their residences. The majority of visitors, comprising 77.7% or 80 individuals, reside within 0-20 km from the beach. Those residing within 21-40 km account for 9.7% or 10 people, while 7.8% or 8 visitors reside within 41-60 km. A smaller proportion, representing 4.9% or 5 individuals, reside within 61-80 km, and 1% or 1 person resides within 81-100 km.

Environmental Awareness:

The environmental awareness of Sunrise Land Beach visitors pertains to their attentiveness towards the surrounding environment. A significant proportion, constituting 59.2% or 61 individuals, express agreement in prioritizing environmental stewardship. Strong agreement is reported by 33% or 34 individuals, while disagreement is expressed by 7.8% or 8 visitors.

Results of Multiple Linear Regression Analysis

The equation derived from the multiple linear regression test is presented as follows:

$$Y = 0,456 - 0,121 X_1 + 0,213 X_2 - 0,067 X_3 - 0,001 X_4 - 0,120 X_5 + 0,217 X_6 + e$$

$$(0.987) \quad (-1.593) \quad (2.974)^* \quad (-0.777) \quad (0.041) \quad (-1.58) \quad (2.115)^*$$

F Statistic : 3.405*

R² : 0.175

Number in Bracket is t statistic

* Significant at α 5%

Interpreting the Equation:

The constant term 0.456 signifies that when all independent variables—age (X₁), education (X₂), income (X₃), occupation (X₄), mileage (X₅), and environmental awareness (X₆)—are at zero, the Willingness To Pay (Y) retains a value of 0.456, representing 45%.

Age: The negative coefficient for age suggests that increasing age does not significantly impact the costs associated with facility provision at Sunrise Land Beach. The coefficient value of 0.114 exceeds the significance threshold of 0.05, rendering the age variable insignificant in relation to the dependent variable.

Education: A positive coefficient implies that higher levels of education correlate with increased costs for facility provision at Sunrise Land Beach. However, the coefficient value of 0.004 falls below the significance threshold of 0.05, indicating the significance of the education variable with respect to the dependent variable.

Income: The negative coefficient for income indicates that higher income levels do not substantially influence the costs of facility provision at Sunrise Land Beach. With a coefficient value of 0.439 surpassing the significance threshold of 0.05, the income variable is deemed insignificant to the dependent variable.

Occupation: Similarly, the negative coefficient for occupation suggests that differing levels of occupation do not significantly affect the costs of facility provision at Sunrise Land Beach. With a coefficient value of 0.967 exceeding the significance threshold of 0.05, the occupation variable is considered insignificant in relation to the dependent variable.

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Mileage: The negative coefficient for mileage implies that increased travel distance does not markedly impact the costs of existing facility provision at Sunrise Land Beach. The coefficient value of 0.117 surpasses the significance threshold of 0.05, rendering the mileage variable insignificant in relation to the dependent variable.

Environmental Awareness: With a positive coefficient, higher levels of environmental awareness are associated with increased costs for facility provision at Sunrise Land Beach. However, the coefficient value of 0.037 falls below the significance threshold of 0.05, signifying the insignificance of the environmental awareness variable in relation to the dependent variable.

F Test and R² Results

The adjusted R square of 0.175 indicates that the variables of age, education, income, occupation, mileage, and environmental awareness collectively explain 17.50% of the variance in Willingness To Pay. The significance level for the F-statistic, standing at 0.004, is lower than the overall significance level of 0.05, indicating a significant influence of the independent variables—age (X1), education (X2), income (X3), occupation (X4), mileage (X5), and environmental awareness (X6)—on the dependent variable, Willingness To Pay (Y).

Analysis of Visitor Willingness to Pay for Facilities at Sunrise Land Beach

The analysis of visitor willingness to pay for facility provision at Sunrise Land Beach reveals compelling insights. Notably, 78% of visitors, totaling 80 individuals, demonstrate a readiness to contribute towards the enhancement of facilities at the beach, underscoring a collective aspiration for improved amenities. Conversely, 22% of visitors, comprising 23 individuals, express reluctance to contribute financially to facility provision efforts. This dichotomy in visitor attitudes towards payment reflects underlying preferences for enhanced facility quality and quantity.

Addressing Visitor Preferences:

In light of visitor preferences for enhanced facilities, strategic additions are imperative. These include the installation of clean public toilets, designated prayer spaces such as Musholla equipped with pristine prayer tools, strategically placed waste receptacles tailored to accommodate average waste volumes, designated photo spots, culinary outlets offering a diverse array of menu options, the integration of online payment facilities like Qris for added convenience, heightened parking security measures, and the incorporation of entertainment amenities catering to both children and the general public. Such enhancements align with visitor expectations and contribute to an enriched visitor experience at Sunrise Land Beach.

IV. DISCUSSION

This study reveals a negative correlation between age and willingness to pay, with non-significant implications. This finding aligns with prior studies conducted by Alfina (2023) and Tazya Aulia, Dyah Ethika Noechdijati, Budi Dharmawan (2022). However, it contradicts research by Jung (2019), which suggests a positive and significant correlation between age and willingness to pay. Observations indicate that age does not exert a positive influence on willingness to pay for tourism facilities; hence, individuals across different age brackets exhibit similar inclinations.

Educational attainment displays a positive and significant correlation with willingness to pay. This finding resonates with previous research conducted by Afifudin et al. (2022), Jung (2019), Mahitarani et al. (2021), Nusa & Hasniaty (2023), Qowi & Arianti (2021), Sanjaya & Saptutyingsih (2019), and Tazya Aulia, Dyah Ethika Noechdijati, Budi Dharmawan (2022). In contrast, Alfina (2023) posits that educational variables do not correlate positively and significantly with willingness to pay. Elevated levels of education are associated with a greater propensity to contribute financially towards tourism facility provision, elucidating the impact of intellectual capacity on willingness to pay.

Contrary to economic conventions, income does not significantly influence willingness to pay for tourism facilities. This discovery contradicts findings presented by Afifudin et al. (2022), Sanjaya & Saptutyingsih (2019), Simamarta et al. (2021), and Tazya Aulia, Dyah Ethika Noechdijati, Budi Dharmawan (2022), which suggest a positive and significant correlation between income and willingness to pay. Similarly, Alfina (2023) and Nurkhalifah et al. (2022) corroborate the non-significant impact of income on willingness to pay.

Occupational status demonstrates a negative correlation with willingness to pay, lacking significant implications. This observation concurs with studies by Berliani et al. (2023) and Rofiatin & Bariska (2018). Conversely, Zulfiana (2022) posits a positive and significant correlation between job variables and willingness to pay. Employment status does not discernibly influence individuals' financial contributions towards tourism facility provision.

Mileage exhibits a negative correlation with willingness to pay, lacking significant implications. This finding resonates with research by Mahitarani et al. (2021) and Nurkhalifah et al. (2022). In contrast, Rosya & Yolamalinda (2019) suggest a positive and

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significant correlation between mileage and willingness to pay. Variations in travel costs do not substantially affect individuals' willingness to pay for tourism facilities.

Environmental awareness demonstrates a positive and significant correlation with willingness to pay. This finding is consistent with studies by Kristiana & Aqmala (2023) and Sadikin (2017). Heightened environmental consciousness corresponds to an increased inclination to financially contribute towards tourism facility provision. However, this finding contradicts research by Preliana Dewi et al. (2023) and Rani et al. (2020), which suggest a lack of positive correlation and significance between environmental awareness and willingness to pay.

V. CONCLUSION

The investigation conducted in this study unveiled that the provision of tourism amenities, quantified through the visitors' Willingness To Pay (WTP) at Sunrise Land Beach, averaged 7,657 IDR (0.54 USD) per visit. Furthermore, it discerned a noteworthy relationship between Education and Environmental Awareness variables, showcasing a positive and significant impact on visitors' inclination to contribute financially towards improved tourism facilities at Sunrise Land Beach. Conversely, the variables encompassing age, income, occupation, and mileage exhibited no substantial positive correlation with visitors' WTP for the enhancement of tourism amenities at Sunrise Land Beach.

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