

ANALYSIS OF THE WILLINGNESS TO PAY OF TRAVELERS AT THE JUNGSEMI MARINE TOURISM VILLAGE, KENDAL REGENCY

ANALISIS KESEDIAAN MEMBAYAR WISATAWAN DI DESA WISATA BAHARI JUNGSEMI, KABUPATEN KENDAL

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ABSTRACT

The Ministry of Maritime Affairs and Fisheries oversees Marine Tourism Village, an initiative for the growth of marine tourism. One of the Maritime Tourism Villages in Kendal Regency is Jungsemi Village, which has a beach run by Village-Owned Enterprises (BUMDes) as its main draw. This study aims to estimate the Willingness to Pay (WTP) value of beach tourism entrance tickets at Jungsemi Maritime Tourism Village so that the optimum entrance ticket price will be obtained. A dichotomous choice questionnaire was employed to collect data on the socio-economic characteristics of 79 respondents who visited the beach, with the aim of determining the average WTP value. The WTP estimation results show that respondents are willing to pay a beach entrance ticket of IDR6,700 to maintain cleanliness and natural beauty, as well as the addition of comfortable tourist facilities. This is higher than the current admission price of IDR5,000 per person. Based on a simple linear regression model, it has been demonstrated that an increase in the admission fee by IDR1,000 per individual results in a decrease of 426 visitors to the tourist destination. With current conditions, this means that an extra 20% in entry ticket prices only reduces the number of visitors by 0.56%, showing that visitor demand is relatively inelastic and hence there is still room to increase entrance ticket prices.

Keywords: Marine Tourism Village of Jungsemi, willingness to pay (WTP), dichotomous choice method.

ABSTRAK

Desa Wisata Bahari adalah program pengembangan wisata bahari oleh Kementerian Kelautan dan Perikanan. Desa Jungsemi di Kabupaten Kendal merupakan salah satu Desa Wisata Bahari dengan objek wisata utama berupa pantai yang dikelola oleh Badan Usaha Milik Desa (BUMDes). Penelitian ini bertujuan untuk memperkirakan nilai kesediaan membayar (WTP) tiket masuk wisata pantai di Desa Wisata Bahari Jungsemi sehingga akan diperoleh harga tiket masuk optimum. Data karakteristik sosial ekonomi dikumpulkan dari 79 responden yang berkunjung ke pantai tersebut dengan menggunakan kuesioner pilihan dikotomis untuk menentukan nilai rerata WTP. Hasil estimasi WTP menunjukkan bahwa responden bersedia membayar tiket masuk pantai sebesar Rp6.700 untuk menjaga kebersihan dan keindahan pemandangan serta penambahan fasilitas wisata yang nyaman. Nilai ini lebih tinggi dibandingkan harga tiket masuk saat ini sebesar Rp5.000 per orang. Berdasarkan persamaan regresi linear sederhana diketahui kenaikan harga tiket masuk sebesar Rp1.000 per orang akan menurunkan jumlah kunjungan wisatawan sebesar 426 orang. Dengan kondisi saat ini berarti kenaikan 20% harga tiket masuk hanya menurunkan 0,56% jumlah pengunjung, berarti permintaan pengunjung relatif inelastis sehingga masih terdapat ruang untuk meningkatkan harga tiket masuk.

Kata kunci: Desa Wisata Bahari Jungsemi, analisis kesediaan membayar, metode pilihan dikotomis.

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INTRODUCTION

Sustainable tourism has been found to have a neutral or positive impact on economic growth, as it serves as a catalyst for economic development and offers advantages to local communities over an extended period of time (Santos et al., 2021). Desa Wisata Bahari (Dewi Bahari) is a village-based tourism development program in coastal or island areas initiated by the Ministry of Marine Affairs and Fisheries (MMAF) through Regulation Number 93 of 2020. The DEWI BAHARI program focuses on promoting sustainable marine tourism. The Directorate General of Marine Spatial Management designated Jungsemi Village in Kendal Regency as one of the recipients of government assistance for the development of marine tourism in 2023. The infrastructure built by the MMAF for tourism development includes an iconic viewing tower and an entrance gate, which further increase the attraction of tourists. The main tourist attraction of Jungsemi Village is Pantai Indah Kemangi, which is a 2.5-kilometer-long, beautiful sandy beach planted with sea pine trees that is actively managed by the local community (Ginting et al., 2019). Tourists are also pampered by the many traditional culinary centers offered by MSMEs managed by the local community.



Figure 1. Indah Kemangi Beach in Jungsemi Village

One of the main development concepts put forward by DEWI BAHARI is increasing economic value by utilizing marine and fisheries resources while prioritizing the importance of environmental sustainability. The application of entrance fees can be seen as a strategy to exploit the aesthetic value of the natural landscape, thereby increasing the economic value of local communities. Revenue generated from ticket payments is designated to fund cleaning and other administrative costs, ultimately contributing to facility improvements. The promotion of environmental sustainability through environmental education requires the active involvement of three important communities: tourists, local residents, and future generations (Ramirez & Santana, 2019). The application of entrance fees aims to motivate local communities to engage in sustainable practices when using natural resources. Simultaneously, this aims to increase tourist awareness regarding the value attached to beautiful tourist locations (Palimbunga, 2017).

According to Spann *et al.* (2004), it was shown that information on willingness to pay (WTP) can assist producers in determining the optimal price for a product in order to achieve a greater consumer surplus. A study of the case study of selecting entrance ticket rates for Mount Rinjani National Park underscores the importance of many elements in influencing willingness to pay. The factors included in this analysis consist of the quantity of tourists, personal preferences, propensity to contribute, and the level of enjoyment obtained from ecotourism encounters (Sadikin *et al.*, 2017). Other research shows that the attractiveness of beach tourism is influenced by various elements, including the implementation of safety protocols, provision of facilities, water quality, absence of rubbish, and the presence of a visually attractive surrounding environment (Williams *et al.*, 2016), so that the WTP value of beach tourism is influenced by those stated preferences. The aim of this research is to determine the WTP value in Jungsemi Village, with the motive underlying this research being the need to improve sanitation facilities and increase the aesthetic appeal of the surrounding environment. An understanding of information about WTP (Willingness to Pay) may help managers determine the ideal pricing for entrance tickets as well as provide guidance in the development of tourism services for the purpose of increasing revenue.

RESEARCH METHODS

Location and Time of Data Collection

The study was carried out in Jungsemi Tourism Village, located in Kendal Regency, within the Central Java Province. The location of Kemangi Indah Beach is on Jalan Kemangi, Srandu Hamlet, Jungsemi Village, Kangkung District, Kendal Regency, Central Java. It is only 15 km away, or approximately 30 minutes by road, from Kendal City Square (Figure 2). The investigation was conducted between the dates of May 1, 2023, and June 30, 2023.

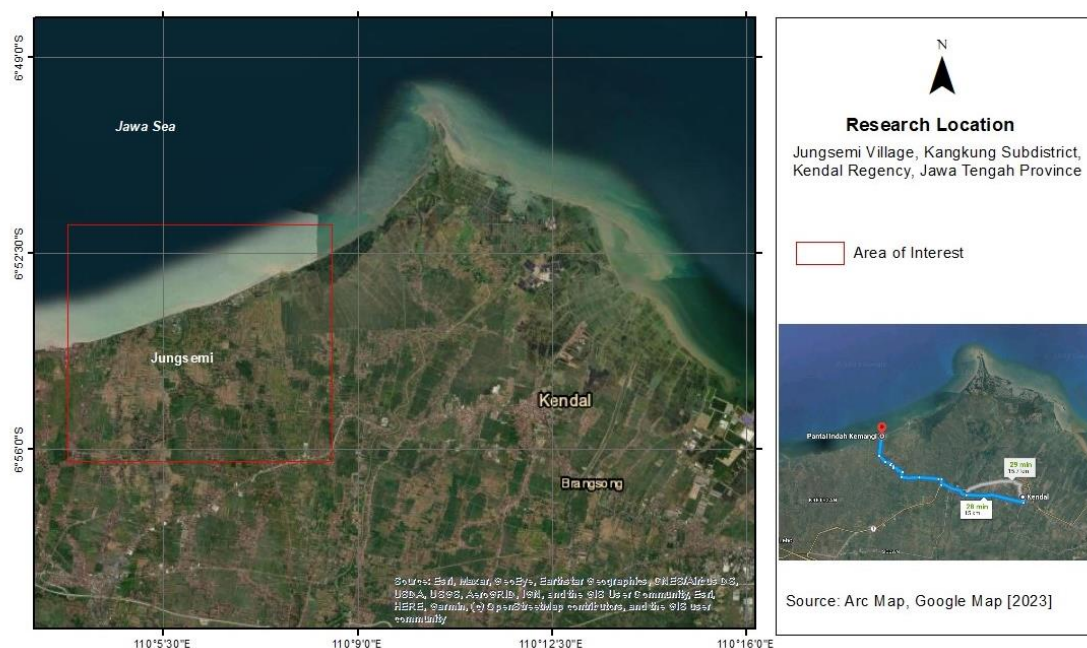


Figure 2. Research Location

Data Collection and Analysis

The dataset employed in this research comprises both secondary and primary data sources. Secondary data is derived from official publications of government agencies or scientific journals. The collection of primary data involved conducting interviews and distributing questionnaires to tourists in Jungsemi Village. The process of selecting respondents was conducted using a purposive sampling method. According to Couper et al. (2019), the process of selecting a purposive sample necessitates providing justifications that demonstrate how the chosen sample would yield comprehensive findings pertaining to the research objectives. The participants selected for this study consisted exclusively of those who expressed an intention to visit Jungsemi Village for the purpose of leisure or recreational activities. This sample was deemed appropriate for the research purpose of assessing the WTP value of entrance tickets to tourist attractions. The participants were provided with details regarding the significance of maintaining cleanliness in the village, enhancing its aesthetic appeal, maintaining public amenities, and the potential contribution of tourism to augment the revenue of the neighboring community. The subsequent phase involves the provision of WTP class tickets for access to tourist areas. A total of 79 visitors were successfully interviewed as respondents.

The technique employed to assess the value of WTP involves the direct inquiry of individuals, wherein they are presented with a selection of nominal ticket prices (referred to as the Dichotomous Choice Method). The Discrete Choice Modeling (DCM) method facilitates the determination of respondents' willingness to pay by allowing them to directly express the value they perceive in terms of both obtained and not received outcomes. However, it should be noted that this approach may result in a decrease in the precision of the actual value estimation (Homburg et al., 2019). The WTP class selection was based on the WTP value of tourists for natural tourism from earlier studies, with currency rounding adjustments. The WTP value in earlier studies refers to Medida & Purnomo (2021); Shaputra et al. (2022); Mahitrani et al. (2021); Zulfiana et al. (2022); Pebrianti et al. (2023); and Pertiwi et al. (2022). The mean estimated WTP is derived using the following formula (Fauzi, 2010; Sadikin et al., 2017):

$$EWTP = \sum_{i=1}^n W_i \cdot Pf_i \quad (1)$$

where:

EWTP = estimated mean value of WTP

W_i = WTP class i

Pf_i = relative frequency class i

n = number of respondents.

Furthermore, the total WTP value is obtained by the formula:

$$TWTP = \sum_{i=1}^n WTP_i \cdot \left(\frac{n_i}{N}\right) \cdot P \quad (2)$$

where:

TWTP = total value of WTP

WTP_i = WTP value class i

n_i = number of samples class i

N = number of respondents

P = total tourist population.

The correlation between the willingness to pay (WTP) and the total number of visitors can be explained using a basic linear regression model. The present model elucidates the correlation between the number of tourists visiting and the cost of entry. The process of data processing is typically conducted using Microsoft Excel. The findings obtained from the processed data are displayed in the form of tables and graphs, which are then expounded upon in a descriptive narrative.

RESULTS AND DISCUSSION

Tourist Profile of Jungsemi Village

Jungsemi Village has officially become a tourist village since 2018. Currently, the entrance ticket to the tourist area is IDR5,000 per person. Area operators and entrance fees are managed by Sidodadi Jungsemi Village-Owned Enterprises (BUMDes). The number of tourists recorded by the management since 2023 shows that the highest visits occurred in June 2023, amounting to 17,917 people (Table 1).

Table 1. Number of Jungsemi Village Tourists Since 2023

No	Month 2023	Number of Tourists (Person)
1	January	10,370
2	February	9,773
3	March	8,291
4	April	13,004
5	May	17,262
6	June	17,917
Total		76,617

Source: Jungsemi Tourism Area Management Data (2023)

According to the survey results in Table 2, the majority of tourists had a bachelor's degree or a high school diploma, totaling 65.83%. In a recent study of Baru Beach in Yogyakarta, Setiawan & Saptutyningsih (2022) discovered a positive correlation between education level and WTP value. WTP is relatively higher at higher educational levels (Sanjaya & Saptutyningsih, 2019). Furthermore, the majority of these tourists have a monthly income below IDR 5 million and have visited Jungsemi Village for tourism purposes more than twice. In relation to age, the predominant demographic among visitors falls between the 40-55 year age segment, with the second largest group consisting of individuals under the age of 24. However, when the younger age groups (those aged <24 years and those aged 25–30 years) are combined, they form the majority group, accounting for 44.30% of the total population. According to Chowindra's (2015) study, individuals between the ages of 16 and 30 exhibit a greater aptitude for travel compared to other age groups. This can be related to their

extensive social networks, greater familiarity with tourist destinations, and proactive engagement with varied media platforms in search of tourist attractions. In relation to gender distribution, the proportion of women and men is nearly equal. The gender-based numerical disparity in beach tourism between men and women is comparable to the findings of Wahyuni and Tamami (2021).

Table 2. Jungsemi Village Tourist Profile

No	Characteristics	Number of Samples	Ratio (%)
1	Education		
	Elementary school	4	5.06
	Junior High School	15	18.99
	Senior High School	25	31.65
	Diploma	2	2.53
	Bachelor Degree	27	34.18
	Master	5	6.33
	Doctor	1	1.27
2	Income (million IDR/month)		
	Funded by parents	16	20.25
	<IDR 5	46	58.23
	IDR 5-10	14	17.72
3	IDR 10 - 15	3	3.80
	Age (year)		
	<24	25	31.65
	25-30	10	12.66
	31-40	10	12.66
	40-55	27	34.18
4	>55 T	7	8.86
	Sex		
	Female	39	49.37
5	Male	40	50.63
	Visit Frequency (times)		
	1	12	15.19
	2	7	8.86
	>2	60	75.95

Source: Observational Data Processing (2023)

WTP Value of Tourist Entrance Tickets

Based on the findings derived from the survey of 79 participants, it is evident that the entire sample population (100%) expressed a willingness to remunerate for the admission ticket. In the WTP class, the maximum admission fee is IDR 20,000 per person, while the minimum fee is IDR 2,000 per person. It is well acknowledged that the mean price of an entry ticket for tourists is IDR 6,781.81 per person, which is commonly similar to IDR 6,700 per person (Table 3).

Table 3. WTP Value of Jungsemi Tourist Entrance Tickets

No	WTP Class (IDR)	Number of Respondents	Cumulative Number of Respondents (person)	Relative Frequency	Cumulative Frequency	Total Cumulative Population (person)	EWTP (IDR)
A	B	C	D	E	F	G	H
1	20,000	5	5	0.0633	0.0633	4,849	1,265.82
2	12,000	6	11	0.0759	0.1392	10,668	911.39
3	8,000	27	38	0.3418	0.4810	36,854	2,734.18
4	4,000	33	71	0.4177	0.8987	68,858	1,670.89
5	2,000	8	79	0.1013	1.0000	76,617	202.53
Total		79		1.0000			6,781.81

Source: Data Processing Results (2023)

The findings from the interviews indicate that a significant proportion, up to 48%, of the surveyed visitors express their willingness to pay an entry ticket of IDR 8,000 per person (exceeding the present rate of IDR 5,000 per person). The remaining 52% of visitors preferred entrance ticket prices of IDR 2,000 and IDR 4,000, which are lower than the existing rates; allegedly, the Jungsemi Beach tourist area does not yet have a master plan document, so the placement of infrastructure is still not well organized. For example, the arrangement of areas for parking and beach play rides such as ATVs or banana boats does not yet have a special area.

The total revenue generated from entrance ticket sales throughout the period of January to June 2023, at a price of IDR 5,000 per person, amounted to IDR 383,086,000. When implementing an EWTP value of IDR 6,700 per person, it shows a consumer surplus of IDR 130,249,240 throughout the same period of time. Boosting the earnings of BUMDes Sidodadi Jungsemi is expected to yield favorable outcomes for the neighboring neighborhood. BUMDES is a business entity created by the village government whose shares are owned in full by the government and the community. The current utilization of BUMDes business outcomes is related to the operational and maintenance aspects of public amenities inside tourism regions. The net revenues are allocated to the village treasury, where they are utilized for various purposes such as subsidizing schools, organizing village celebration events like the commemoration of the Independence Day of the Republic of Indonesia, conducting sports tournaments, and other similar endeavors. This evidence indicates a cooperative effort between the government and the local people, thereby aligning with the principles of ecotourism (Baskoro, 2016; Hermansyah, A. Haris, and Amirudin, 2020).

The correlation between the number of tourists (Y) and the willingness to pay (WTP) value (X) can be expressed with a simple linear equation, as shown in Figure 2: $Y = -4.2563x + 78,727$. This can be interpreted as meaning that every increase in the entrance ticket price of IDR 1,000 per person will reduce the number of tourists by 426. With current conditions, a 20% increase in entry ticket prices reduces the number of visitors by only 0.56%, indicating that visitor demand is relatively inelastic. This indicates that entrance ticket prices might be increased without a significant decrease in tourist visits. Comparing diving tourism in Southeast Asia to other marine tourism, Pasco *et al.* (2014) discovered that demand is also inelastic. Figure 3 illustrates the level of tourist preference for marine tourism in Jungsemi Village.

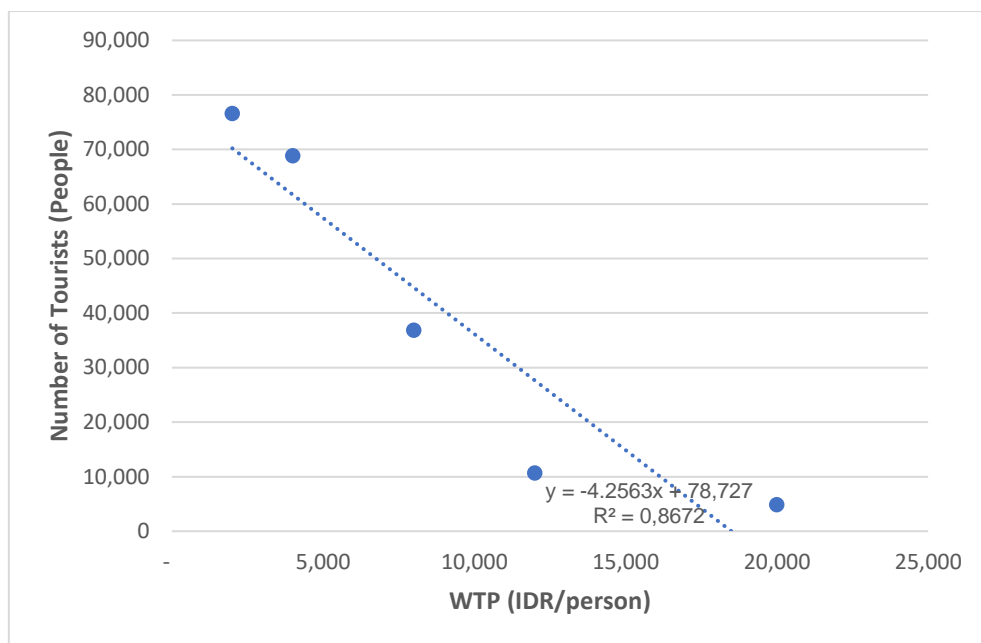


Figure 3. The Relationship Between the Number of Visiting Tourists and the WTP Value of Tourist Entry Tickets

The propensity of tourists to pay a higher price for beach tourism might potentially be enhanced through effective waste management practices and the preservation of the beach ecosystem (Chen & Zhang, 2023; Acevedo et al., 2018). The value of WTP is also subject to the level of service quality provided by management at tourist destinations. According to the findings of Demir et al. (2015), there is a positive relationship between customer satisfaction with service and their willingness to pay (WTP) value. Increasing the price of admission to Jungsemi Village is appropriate as long as visitor satisfaction does not decline. By preserving the beach's cleanliness and attractiveness, visitor satisfaction can be maintained.

CONCLUSIONS AND SUGGESTION

Conclusion

Visitors to DEWI BAHARI Jungsemi Village are known for their willingness to buy entrance tickets to the Pantai Indah Kemangi (PIK) tourist area. Currently, BUMDes manages the Jungsemi tourist village and has implemented a per-person entrance fee of IDR 5,000. A study was undertaken on a sample of 79 tourists in order to determine the WTP value associated with entrance tickets to the Jungsemi village. The average willingness to pay (WTP) for entrance tickets is reported to be IDR 6,700 per person, while the stated upper limit of WTP is IDR 20,000 per person. This observation shows that tourists continue to show their willingness to pay entrance fees, largely driven by the factors of the community's desire to continue to enjoy the beauty of the beach through maintaining cleanliness and improving tourist facilities, as well as the desire to contribute to the economic welfare of the local community.

Suggestion

With current conditions, a 20% increase in entry ticket prices reduces the number of visitors by only 0.56%, indicating that visitor demand is relatively inelastic. This indicates that entrance ticket prices might be increased to IDR 6.700 without a significant decrease in tourist visits.

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