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Original Article

Willingness To Pay (WTP) Analysis for the Development of Pancor Kopong Water Tourism Facilities

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This article contributes to:

Abstract. Pancor Kopong Water Tourism Object has a natural attraction in the form of a bathing pool surrounded by rice fields, with great potential for development. This study aims to analyze the magnitude of visitors' Willingness to Pay (WTP) towards the development of tourism facilities using a quantitative approach with a descriptive survey method. A sample of 99 respondents aged 16–35 years was selected purposively. The analysis techniques used include classical assumption tests, descriptive analysis, the Contingent Valuation Method (CVM), and multiple linear regression. The results showed an average WTP value of IDR 2,444, with a total estimated annual contribution reaching IDR 48,097,920. Of the five variables analyzed (age, gender, education, income, and duration of visit), only income had a significant effect on WTP. This finding confirms that economic factors are the main determinant of visitors' willingness to pay. This study recommends the need for participation-based tourism development and further studies with a wider range of locations and variables.

Keywords: Willingness to Pay, Tourist Visitors, Income, Linear Regression, Pancor Kopong.

1. Introduction

Indonesia is a country that has a lot of tourism and cultural diversity. Tourism diversity is a characteristic of each region [1]. The natural wealth and diversity of the Indonesian people can be an attraction for visitors, both local and foreign visitors. Indonesia has very diverse natural and cultural potential and is worthy of being proud of as a tourist area because of the heterogeneous Indonesian ethnic group [2]. The natural potential that is owned includes the beauty of mountains, rivers, lakes and beaches which have great potential to be used as tourist attractions. Indonesia has a culture that is so abundant in every ethnic group. This natural and cultural potential has a very important role as a supporter of the regional economy and a source of foreign exchange for the country [3].

Indonesia, known for its stunning natural beauty, is the largest archipelago in the world. Indonesia is also famous for its ethnic and cultural diversity. The combination of stunning scenery and ethnic diversity makes Indonesia a top choice for tourists from Asia and Europe. Given the enormous tourism potential in Indonesia, many people rely on it as a source of income, even their main livelihood. Employment opportunities generated by the tourism industry, including accommodation services, restaurants, tour operators, and souvenir businesses, have significantly helped the government in reducing the high unemployment rate. In addition, the continuous flow of foreign exchange as a result of tourism development has had a positive impact on the country's financial resources [4].

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Tourism according to Law Number 10 of 2009 is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and the Regional Government. Meanwhile, according to Bilińska et al. [5] tourism can be interpreted as a planned journey carried out individually or in groups from one place to another with the aim of getting satisfaction and pleasure.

West Nusa Tenggara (NTB) is one of the provinces in Indonesia that is known as an attractive tourist destination [6]. This province offers a variety of tourist attractions, both in terms of nature and culture. Natural attractions in NTB include stunning natural panoramas, protected forests and community forests, mountains, hills, rivers, valleys, beaches with white sand, green rice fields, and rich marine potential. All of this makes NTB an ideal place for tourists who want to enjoy the beauty of nature. One of the areas in NTB that has strategic tourism potential is East Lombok. East Lombok has many advantages, especially in Pringgasela District, has tourism potential that is still pristine, one of which is South Pringgasela Village which is the location of the Pancor Kopong Water Tourism Object.

The Air Pancor Kopong tourist attraction is famous for its main attraction, namely the water of the bathing pool surrounded by the natural beauty of the stretching rice fields. This tourist attraction has great potential to be developed, considering that there are four main components in tourism development, namely attractions, amenities (supporting facilities), accessibility, and ancillary (other supporting services) [7]. If these four components can be optimized, East Lombok has the potential to become a leading tourist destination in NTB.

Based on the 2023 visitor data for the Air Pancor Kopong tourist destination, a total of 19,860 people visited throughout the year. The trend shows a significant increase during holiday months such as July, August, and December, each recording over 2,000 visitors. This indicates that Air Pancor Kopong has strong seasonal appeal and the potential to grow further if managed optimally. The consistency in visitor numbers also highlights the importance of developing the four key components of tourism—attractions, amenities, accessibility, and ancillary services—as a foundation for increasing tourist visits. With proper management, this tourist attraction can not only maintain visitor interest but also enhance its economic and social value for the people of East Lombok [8].

Based on the results of initial observations conducted by researchers at the Pancor Kopong Water Tourism destination, it was found that tourism facilities at this location are still inadequate, especially in terms of accessibility to tourist attractions which are still considered inadequate, with the road from the parking lot only being a footpath. In addition, there are no facilities for worship such as a prayer room and there are still a lack of trash bins. This finding was also reinforced by the testimony of several tourists who visited the Pancor Kopong Water Tourism destination. Therefore, the Willingness to Pay (WTP) analysis may be a crucial instrument for assessing the interests and abilities of visitors in supporting tourism development. By understanding the limits of their willingness to pay, tourism managers can plan more appropriate strategies in developing facilities and services, so that it is expected to create a better tourism experience while maximizing the economic potential of the tourist attraction [9].

Willingness to Pay (WTP) is a concept that reflects the extent to which visitors are willing to pay for improvements or enhancements in services or facilities provided by a tourist attraction. WTP analysis is important in planning investment and development of tourist attractions, because it can provide guidance on how much potential income can be generated from visitors. According to Bushara et al. [10] explains that Willingness to

Pay is also called the maximum price that consumers are willing to pay for goods and services and measures the value that consumers want to pay for goods and services, in other words it can be interpreted to measure the marginal benefits felt by consumers. Willingness to Pay (WTP) as part of economic valuation, provides a quantitative value that can help measure the benefits felt by visitors to tourist facilities or services, both those that have direct market value and those that do not. Thus, Willingness to Pay (WTP) analysis plays a role in determining the potential income from a tourist attraction and is relevant in broader economic valuation, which aims to support the decision-making of natural resource and tourism management policies effectively and efficiently [11].

Economic valuation is a method to measure the value of tourism facility services, especially those that do not have direct market prices. In this context, economic evaluation is important to determine the economic benefits to visitors and use them as a basis for decision making. This value is calculated based on the visitor's willingness to pay (WTP). This reflects the extent to which visitors are willing to pay to obtain the benefits of the facility. Willingness to Pay (WTP) implicitly represents the benefits or benefits perceived by visitors, which can be accumulated to calculate the total economic value of a tourism facility. This information helps tourism managers and governments allocate resources efficiently, set ticket prices, and design optimal development strategies.

Research on Willingness to Pay (WTP) has been widely conducted in various tourist destinations such as ecotourism, national parks, zoos, and beach attractions, with findings that factors such as age, gender, education level, income, and environmental perceptions influence visitors' willingness to pay [12]. Most of these studies focus on environmental conservation or management of tourist attractions, such as in Mount Rinjani National Park and Sungai Pleret Monaco and Sacchi [13], without highlighting the development of tourist facilities. In addition, there has been no research that comprehensively integrates factors such as age, education, and environmental perceptions in the context of water tourism [14]. Therefore, this study aims to fill this gap by identifying factors that influence Willingness To Pay, measuring the magnitude of visitors' Willingness To Pay, and providing evidence-based recommendations for sustainable management and development strategies for water tourism facilities in Pancor Kopong.

2. Method

This study uses a quantitative approach with a descriptive survey method to test the hypothesis through data collection in the form of numbers that are analyzed statistically to identify the relationship between variables. The location of the study is at Pancor Kopong Water Tourism, Pancor Kopong Village, Pringgasela District, East Lombok, which was chosen intentionally because of its developing potential. The population of the study was all tourists who visited the location, with a sample of 99 respondents determined using the Slovin formula and purposive sampling technique, namely visitors aged 16–35 years and had visited at least once.

Data were collected through observation and questionnaires. Primary data were obtained directly from questionnaires supervised by researchers to ensure clarity of content. Data analysis techniques include classical assumption tests such as normality, multicollinearity, heteroscedasticity, and autocorrelation tests to ensure the validity of the regression model. Descriptive data analysis was used to describe the characteristics of respondents, while the Contingent Valuation Method (CVM) was used to calculate the average WTP value. Furthermore, multiple linear regression was used to measure the effect of age, gender, education, income, and duration of visit variables on WTP. Partial

test (t) and simultaneous test (F) were used to test the significance of each variable. The coefficient of determination (R^2) value was used to see how much the independent variables together explained the variation of the dependent variable. Data processing was carried out using EViews software.

3. Results and Discussion

3.1 Respondent Characteristics

Respondents in this study were visitors to Pancor Kopong Water Tourism. Respondent characteristics are very important to be used as a benchmark for field research to be a source of research. The following is information on respondent data who visited Pancor Kopong Water Tourism Object.

Table 1. Respondent Characteristics

Variables	Category	Number of Respondents	Percentage (%)
Age Group	16–20	24	24
	21–25	36	36
	26–30	25	25
	31–35	14	14
Gender	Male	41	41
	Female	58	58
Education	No school	0	0
	Junior High School	4	4
	Senior High School	64	64
	College	31	31
Income (Rp)	< 1.000.000	24	24
	1.000.000 – 1.999.999	25	25
	2.000.000 – 2.999.999	26	26
	> 3.000.000	24	24
Time at Location (Hours)	1 Hour	22	22
	2 Hours	27	27
	3 Hours	27	27
	4 Hours	23	23
WTP (Rp)	1,000	22	22
	2,000	32	32
	3,000	24	24
	4,000	21	21
Total Respondents		99	100

Table 1 shows that the majority of visitors to the Pancor Kopong Water Tourism Object are aged 21–25 years (36%), while the least age is 31–35 years (14%). This indicates the dominance of productive age visitors who come to vacation with their families. The lack of awareness of the WTP value is likely due to the condition of the facilities that still need to be developed. In terms of gender, female visitors dominate as many as 58 people (58%), while male visitors are 41 people (41%). This indicates that female participation is higher in the survey.

In terms of education level, the majority of visitors are high school graduates (64%), followed by college (31%), and junior high school (4%). There were no respondents who did not attend school. This shows that most visitors have a fairly good educational background. In terms of income, most visitors are in the middle category, namely IDR 2,000,000–IDR 2,999,999 (26%), with an almost even distribution in other categories. This reflects the fairly stable purchasing power of visitors and can be a reference in

determining the price of tourism services. In terms of visit duration, the majority of visitors spend 2–3 hours (27% each), indicating quite high interest. As many as 23% stay for 4 hours, and 22% only 1 hour.

3.2 Willingness to Pay (WTP) Analysis Results

1. Number of Respondents Willing to Pay

Based on the survey results, 99 respondents stated their willingness to pay for the products or services offered [15]. This shows the respondents' interest and commitment to provide financial value, which reflects positive market potential. The number of respondents willing to pay shows that they consider the product or service to be feasible and have benefits that match their needs or expectations. The high level of willingness to pay can also be used as a basis for formulating pricing strategies and future product development. This finding is important in supporting the feasibility and sustainability of a program or business that is being designed.

2. Average Willingness to Pay Value of Visitors

The average value of visitors' willingness to pay is presented in Table 2.

Table 2. Distribution of WTP Values of

WTP	Number of people	Percentage (%)
Rp1,000	22	22
Rp2,000	32	32
Rp3,000	24	24
Rp4,000	21	21
Total	99	100

Based on the survey results of 99 respondents, the distribution of the Willingness to Pay value was obtained which showed that most respondents (32%) were willing to pay Rp2,000, followed by 24% of respondents with WTP Rp3,000, 22% with Rp1,000, and 21% with Rp4,000. From this distribution, the average Willingness to Pay for one visit after being calculated was Rp2,444.44, which reflects the average value of the public's willingness to pay for a product or service. This value indicates a relatively moderate level of ability and willingness to pay, and can be used as a reference in determining the price of entrance tickets, community contributions, or assessing the economic benefits of a public program or service.

3.3 Classical Assumption Test Results

This test was conducted to determine whether the model under study exhibits any violations of classical assumptions. Therefore, it is necessary to perform checks for potential violations of classical assumptions, which include tests for normality, multicollinearity, heteroscedasticity, and autocorrelation. The results of these tests are presented as follows:

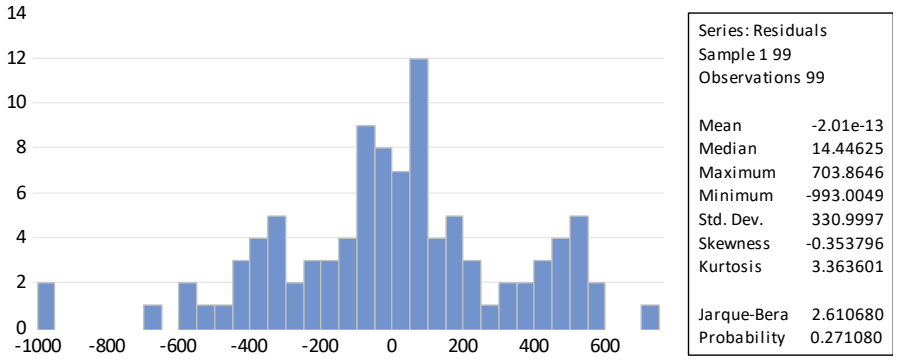

Figure 1. Normality Test Results

Based on the results of the residual normality test conducted using the EViews program, the probability value of the Jarque-Bera (JB) test was found to be 0.261080,

which is greater than the 5% significance level (0.261080 > 0.05). This indicates that the residuals of the regression model do not exhibit significant deviation from a normal distribution. Therefore, it can be concluded that the residuals are normally distributed or have passed the normality test. The Jarque-Bera (JB) test is a statistical method used to assess normality by examining the skewness and kurtosis of the residuals. This test is crucial in regression analysis, as one of the classical assumptions in linear regression is that residuals must be normally distributed to ensure the validity of parameter estimation results. With the model passing the normality test, the regression model in this study can be considered to have met one of the essential basic assumptions. As a result, further analyses such as significance testing and prediction-making can be conducted with a higher level of confidence [16].

Table 3. Multicollinearity Test

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
C	103463.7	88.72068	NA
U	226.4610	121.5933	4.885638
JK	4906.434	1.742415	1.020809
PNDDKN	441.0763	64.87138	1.446989
PNDPTN	5.21E-09	22.06337	4.848476
W	1075.880	6.905319	1.069134

Based on the results of the multicollinearity test analyzed using the Eviews 12 program, the Variance Inflation Factor (VIF) values were obtained as 4.885638, 1.020809, 1.446989, 4.848476, 1.069134. All of these values are less than 10,000 (4.885638, 1.020809, 1.446989, 4.848476, 1.069134 <10), so it can be concluded that there are no symptoms or problems of multicollinearity in the regression model.

Table 4. Heteroscedasticity and Autocorrelation Test

Heteroscedasticity Test			
F-Statistic	2.039022	Prob. F(5.93)	0.0803
Obs*R-squared	9.780656	Prob. Chi-Squared(5)	0.0817
Scaled explained SS	10.08454	Prob. Chi-Squared(5)	0.0729
Autocorrelation Test			
F-statistic	1.798474	Prob. F(2.91)	0.714
Obs*R-squared	3.764368	Prob. Chi-Square(2)	0.1523

Based on the results above using the Eviews 12 program, the Prob. F count value in this study was 0.0803, Obs*R-squared was 0.0817, and Prob. Chi-Square was 0.0729. All probability values are greater than the 5% significance level (0.05), so it can be concluded that there is no heteroscedasticity problem in the model (passes the heteroscedasticity test). Based on the test results using the Eviews 12 program, the Obs*R-Squared probability value obtained in the Breusch-Godfrey Serial Correlation LM Test model is 0.1523, which is above the significance threshold of 0.05, so there is no autocorrelation symptom in the fulfilled autocorrelation test model.

3.4 Hypothesis Test Results

The results of the hypothesis test can be seen in Table 5.

Table 5. Results of t-Test Estimation with Multiple Linear Regression Analysis

Variables	T-count	T-table	Probability	Results
Constant (C)	1.472435	1.986	0.1443	Not Significant
Age (X1)	1.116019	1.986	0.2673	Not Significant
Gender (X2)	0.693028	1.986	0.4900	Not Significant
Education (X3)	-0.967071	1.986	0.3360	Not Significant
Income (X4)	12.62039	1.986	0.0000	Significant
Time (X5)	0.167824	1.986	0.8671	Not Significant

Based on the results of the t-test, the Age variable (X1) does not have a significant effect on the amount of Willingness to Pay (WTP), with a t-count value of 1.116 which is smaller than the t-table of 1.986 and a probability value of 0.2673 > 0.05. The same thing also happens to the Gender variable (X2) which shows a t-count value of 0.693 and a probability of 0.4900, and Education (X3) with a t-count of -0.967 and a probability of 0.3360. Both do not have a significant effect on WTP because the probability value is greater than 0.05. In contrast, the Income variable (X4) shows a significant effect on WTP with a t-count value of 12.620, which far exceeds the t-table, and a probability value of 0.0000 which is far below 0.05. This shows that the higher the respondent's income, the greater their willingness to pay. Meanwhile, the variable Time at Tourist Attractions (X5) also has no significant effect on WTP, indicated by the t-count value of 0.168 and the probability of 0.8671 which exceeds the significance limit of 5%. Thus, only income is proven to have a significant effect on the magnitude of visitors' Willingness to Pay.

Based on the results of multiple regression using Eviews 12, the F-count value is 172.7267, while the F-table value at the significance level α = 5% (df: k-1; n-k) namely (0.05; 5; 99) is 2.29. Because F-count> F-table (172.7267> 2.29) and the probability of Fcount <5% (0.00 <0.05), it can be concluded that Ha is accepted and Ho is rejected. This means that together the independent variables Age (X1), Gender (X2), Education (X3), Income (X4) and Time at Tourist Attractions (X5) simultaneously affect the dependent variable, namely Willingness to Pay (WTP), with a confidence level of 95%.

Based on the results of multiple linear regression, the coefficient of determination R-Squared (R^2) is 0.902784 or 90.28%. This shows that all independent variables in the model are able to explain the influence on the dependent variable, which is 90.28%. Meanwhile, the remaining 9.72% is explained by other variables outside the model such as external factors or other variables that are not included in the regression model.

3.5 Discussion

3.5.1 The Influence of Age on Willingness to Pay (WTP)

Based on the results of this study, it is partially proven that Age does not have a significant effect on the amount of Willingness to Pay (WTP). This is indicated by the t-count value of 1.116019 which is smaller than the t-table of 1.986 (1.116019 <1.986). In addition, the probability value (Prob) of 0.2673 is greater than the 5% significance level (0.2673> 0.05). This means that increasing age does not contribute significantly to the amount of Willingness to Pay (WTP). These results are in line with research by Marda et al. [17], which shows that the age variable does not have a significant effect on the willingness to pay (WTP) of organic vegetable consumers. With a p-value of 0.341, the age of the respondents does not have the statistical power to explain the variation in WTP values. This shows that consumer preferences for organic products do not depend on a particular age group. Although it is often assumed that older age is synonymous with higher health awareness, these results show that the interest in paying more for organic products can occur across age groups, and is likely more influenced by individual lifestyle and awareness, rather than biological age.

3.5.2 Influence of Gender on WTP

Partially, Gender does not have a significant effect on the amount of Willingness to Pay (WTP). This is indicated by the t-count value of 0.693028 which is smaller than the t-table of 1.986 (0.693028 <1.986), and the probability value (Prob) of 0.4900 which is greater than the 5% significance level (0.4900> 0.05). Thus, gender does not significantly affect the amount of WTP. This result is in line with research by Kasilingam and Krishna [18], which shows that the gender variable was also found to have no significant effect

on WTP, with a p-value of 0.835. This shows that both men and women have relatively the same tendency in terms of willingness to pay more for organic vegetable products. This finding strengthens the results of previous studies such as by Narayanan and Singh [19], which stated that the influence of gender on WTP is contextual and not always significant, depending on the type of product or service offered. Therefore, gender cannot be considered as a dominant factor in determining consumer WTP value.

3.5.3 The Influence of Education on WTP

Based on the results of the analysis, it shows that education does not have a significant effect on the amount of WTP. This can be seen from the t-count value of -0.967071 which is smaller than the t-table of 1.986, and the probability value of 0.3360 is greater than 0.05 (0.3360 > 0.05). Thus, the level of education of respondents does not significantly affect the amount of Willingness To Pay. These results are in line with research by Yong et al. [20], which shows that the level of education does not have a significant effect on the willingness to pay (WTP) of visitors in the Pindul Cave tourist area. Although most visitors have higher education, the significance value of the education variable is above the statistical threshold, so there is insufficient evidence that education is the main determinant in the decision to pay more for ecotourism. This finding strengthens the view that education is not always a direct indicator of financial support for environmental conservation. Personal preferences, tourism experiences, or even budget constraints can actually be dominant factors influencing visitor decisions.

3.5.4 Influence of Income on WTP

Different from other variables, Income has a significant effect on the magnitude of Willingness to Pay (WTP). This is indicated by the t-count value of 12.62039 which is much larger than the t-table of 1.986 (12.62039> 1.986). In addition, the probability value of 0.0000 is smaller than 0.05 (0.0000 <0.05). This means that the higher the income, the greater the Willingness to Pay (WTP). These results are in line with research by An et al. [21], which shows that income variables do not show a significant effect on WTP in this study. This finding is quite in contrast to much of the literature stating that consumers with higher incomes tend to have higher Willingness To Pay values. In this context, the insignificant p-value reflects that consumers' decisions to pay more for organic products are more determined by perceptions of product benefits, such as health value and food safety, compared to purchasing power alone. This reinforces the importance of a values-based and awareness-based approach in marketing strategies for environmentally friendly products, rather than relying solely on economic segmentation.

3.5.5 The Influence of Time at Tourist Attractions on WTP

Partially, Time does not have a significant effect on the amount of Willingness to Pay (WTP). This is evidenced by the t-count value of 0.167824, smaller than the t-table of 1.986, and the probability value of 0.8671, much greater than the 5% significance level (0.8671> 0.05). This means that travel time or involvement time does not provide a real contribution to WTP. These results are in line with research by Liu et al. [22], which shows that the variable length of stay does not have a significant effect on the willingness to pay (WTP) of visitors to Situ Bagendit. This is evidenced by the significance value of 0.611 which is greater than the 5% significance level, so statistically it can be concluded that the duration of time spent by visitors at tourist locations does not have a real effect on the amount of Willingness To Pay. This finding indicates that even though someone spends a long time at a tourist destination, it does not necessarily reflect a greater desire or concern to contribute financially to the management or preservation of the area. Therefore, the time factor of the visit is not a key variable in explaining the variation in

WTP, and it can be said that the decision to pay more is likely to be more influenced by internal factors such as personal satisfaction, perception of tourism benefits, and motivation for visiting.

3.5.6 Simultaneous Influence of Variables

Simultaneously Based on the results of multiple regression analysis, the variables Age (X1), Gender (X2), Education (X3), Income (X4), and Time (X5) simultaneously have a significant influence on the amount of Willingness to Pay (WTP). This is indicated by the F-count value of 172.7267 which is much larger than the F-table of 2.30 at a significance level of 5%, and a probability value of 0.000000 which is far below the threshold of 0.05. This finding shows that overall, the five variables are able to explain the variation in the Willingness To Pay (WTP) values given by respondents. Thus, although individually not all variables have a significant effect, together they have a significant contribution to the amount of willingness to pay. This reinforces that demographic and socioeconomic factors collectively play an important role in determining people's economic behavior related to Willingness To Pay (WTP). The magnitude of the influence of the contribution of all these independent variables is reflected in the value of the coefficient of determination (R^2) which is R-Squared (R^2) of 0.902784 or 90.28%. This shows that all independent variables in the model are able to explain their influence on the dependent variable, which is 90.28%. Meanwhile, the remaining 9.72% is influenced by other variables that are not included in this research model.

4. Conclusion

The results of the study indicate that the majority of visitors to Pancor Kopong Water Tourism have a willingness to pay (Willingness to Pay) as a form of support for the development of tourism facilities. The average Willingness To Pay (WTP) value obtained was IDR 2,444 and the total in one year was IDR 48,097,920, the amount of willingness to pay of visitors in one year reflects the economic potential that can be utilized by managers in improving the quality and comfort of the destination. This value is an indication that visitors consider the existence of adequate facilities as an important thing that is worthy of financial contribution, so that the development of tourism based on visitor participation is very possible to be implemented. Of the various factors analyzed such as age, gender, education level, visiting time, and income, only the income variable was proven to have a significant effect on the size of the Willingness To Pay (WTP) value. This means that the higher the visitor's income, the greater their willingness to pay contributions to support the development of tourism facilities. This shows that economic capacity is a key factor in determining the real contribution of visitors to the sustainability of tourism destination management.

This study certainly has limitations, one of which is the limitation of the variables studied and the geographical scope that only involves one tourist attraction. Therefore, further researchers are expected to expand the object of study to other tourist locations in West Nusa Tenggara or other regions in Indonesia, to obtain a more comprehensive comparison. In addition, the addition of other variables such as perception of environmental quality, motivation to visit, and previous experience can also provide deeper insight into the determinants of Willingness To Pay (WTP). A mixed methods approach between quantitative and qualitative can also be an alternative to dig deeper into the attitudes, motivations, and behavior of visitors towards the development of tourist facilities.

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6. Declaration

Author contributions and responsibilities - The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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Competing interests - The authors declare no competing interests.

Did you use generative AI to write this manuscript? - I do not use AI assistance in my manuscript.

Declaration of generative AI and AI-assisted technologies in the writing process - During the preparation of this work the author did not use AI to write, edit, or other things related to the manuscript.

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