



Analysis of Willingness To Pay Parking Service Rates at The Sunrise Beach Tourist Object

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ABSTRACT

Tourism is an important sector in the Indonesian economy, supported by natural beauty, cultural diversity, and rich historical heritage, making it a favorite destination for domestic and foreign tourists. To optimize the benefits of this sector, the government and tourism destination managers implement a Parking Service Tariff policy for visitors. The purpose of this study is to explain the Influence of Individual Income, Individual Preferences, and Views on Brands on Willingness to Pay Retribution. The population of this study was all visitors to Matahari Terbit Beach, Sanur Denpasar whose exact number is unknown (Infinite). The number of samples used in this study was 190 respondents, taken using a purposive sampling technique. The data collection method used a questionnaire distributed online and offline with a google form. The data analysis technique used was multiple linear regression analysis. The results of the analysis showed that individual income, individual preferences, and views on brands had a positive and significant effect on the willingness to pay retribution. This study is expected to provide relevant and useful input for Matahari Terbit Beach managers regarding efforts to improve performance through research results.

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1. INTRODUCTION

Bali Island is an island famous for its tourism. Tourism on the island of Bali has developed much more since its inception. According to the book Metamorphosis of Bali Tourism, tourism in Bali began in the 1900s, where at that time tourism on the island of Bali only relied on traditional aspects such as cultural diversity and the beauty of Bali at that time [1]. Year after year the island of Bali passed along with its tourism activities. In the book Metamorphosis of Tourism, the Balinese people who were initially struggling with agricultural activities gradually moved to aspects that looked more promising, namely the world of tourism. Tourism activities in Bali continued to grow until they became the mainstay sector on this island and became the backbone of the economy on the island of Bali [1]. Between the arrival of the first tourists in 1902, the establishment of the Bali Museum in 1910, and the presence of the Official KPM Tourism Bureau in Bali in 1914, as well as the establishment of the Bali

Hotel, all of this can be considered as the early span of Bali tourism [2]. If the initial milestone of Bali tourism is considered to have started in 1914, when the KPM tourism bureau was established in Bali, then Bali tourism is now more than 100 years old [2]. In this century-long period, there have been many developments and changes, although the intensity varies in each period or decade, as has been studied by experts. Initially, Bali tourism was developed as cultural tourism. In its development, the type of cultural tourism remains a strategy and brand. This is related to the strong potential of Balinese arts and culture as a tourist attraction and the economic potential of tourism that supports the development of Balinese arts and culture [3]. However, along with increasingly complex developments, Bali tourism has undergone significant changes [3].

Table 1. Changes in the number of Bali tourists in the last five years (yoy)

Year	Foreign Tourists (million people)	Percentage of Foreign Tourist Growth (YoY)	Domestic Tourists (million people)	Wisdom Growth Percentage (YoY)
2019	6,27	-	10,55	-
2020	1,1	(-)82,5%	4,6	(-)56,4%
2021	0,051	(-)95,4%	4,3	(-)6,5%
2022	2,15	107%	8,05	87%
2023	5,3	146%	9,88	22%

In the last five years, Bali tourism has experienced significant fluctuations due to the COVID-19 pandemic. In 2019, Bali recorded a peak of visits with 6.27 million foreign tourists and 10.55 million domestic tourists. However, the pandemic in 2020 and 2021 caused a drastic decline, with foreign tourists decreasing by 95.4 percent in 2021 and wisdom decreasing by around 56.4 percent. 2022 marked a recovery, with foreign tourists more than doubling to 2.15 million and wisdom reaching 8.05 million. In 2023, the number of foreign tourist visits is estimated to reach 5.3 million with a growth of 146 percent, while wisdom will grow by 22 percent to 9.88 million, reflecting a strong recovery trend in Bali's tourism sector. The island of Bali continued to develop until it experienced a peak tourist boom in 1970. The government's efforts to continue to promote the island of Bali since the era of independence as the main destination center in Indonesia have paid off with many tourist visits to the province of Bali. Tourism is one of the important sectors in the economy of many countries, including Indonesia. Natural beauty, cultural diversity, and rich historical heritage make Indonesia one of the favorite tourist destinations for domestic and foreign tourists [4]. In an effort to optimize the benefits of the tourism sector, the government and tourist destination managers often implement a Parking Service Tariff policy for tourists visiting a village. Tourist levies are levies imposed on tourists visiting a tourist destination as a form of contribution to the maintenance and development of the destination [5]. An interesting fact that we can find in Tourist levies is that Denpasar City does not have a Legal Basis regarding tourist levies at tourist attractions. This was stated by one of the employees of the Bali Provincial Tourism Office during an online interview. Unlike other regencies, all of which have their own rules. Denpasar City regulates Tourist levies in its area by combining them with Parking Service Tariffs which are regulated through Mayoral Regulation Number 64 of 2023. Furthermore, in this study, the Tourist levies that I mean are the parking service rates that apply in Denpasar City. The Parking Service Tariff Policy in Denpasar City in its implementation can collaborate with several elements as written in Mayor Regulation Number 64 of 2023. It states that the elements that can be involved are people, certain bodies, and Traditional Villages.

In an interview with the Head of BUPDA (Baga Utsaha Padruwen Traditional Village) Made Sudarsana said that the results of the parking services they provide will be divided into three elements, namely: 10 percent for the Denpasar City Regional Revenue Service, 10 percent for the Denpasar City Regional Parking Company, and 80 percent managed by Sanur Village.

The tourist levy policy or which in Denpasar is managed through parking service rates has various objectives, including increasing regional income, supporting environmental conservation, and improving and expanding tourism facilities and infrastructure [6]. In addition, this levy can also be used for the promotion and development of new tourist destinations that can attract more visitors [7]. The implementation of tourist levies also faces various challenges and criticisms. Some parties are concerned that levies that are too high can reduce tourists' interest in visiting, especially domestic tourists who have limited budgets [8]. Therefore, it is important for the government and destination managers to establish fair and balanced levy policies, so that they can provide optimal benefits without burdening tourists [9]. The concept of tourist levies, their objectives and benefits, and the challenges faced in their implementation. Through a comprehensive understanding, it is hoped that tourist levy policies can be implemented effectively and efficiently to support the sustainability of the tourism sector.

An important concept closely related to tourist levies is "Willingness to Pay" (WTP). Willingness to Pay refers to the maximum amount a tourist is willing to pay to enjoy a particular tourism experience [10]. Understanding the Willingness to Pay of tourists is very important in determining the optimal levy amount, so as not only to achieve financial goals and destination maintenance, but also to ensure that the rates set are still within the limits of tourists' ability and willingness to pay [11]. By measuring Willingness to Pay, destination managers can balance the potential revenue and attractiveness of the destination for various tourist segments, so that the levy policy does not become a barrier to tourist visits but instead improves the quality and sustainability of the tourist destination itself [10]. Measuring Willingness to Pay also helps managers understand the price elasticity of demand, namely how changes in levy prices can affect the number of tourists willing to visit. Setting prices that are too high can lead to a decrease in tourist numbers, while prices that are too low may not be enough to cover maintenance costs or improve the quality of the destination [11]. In the context of sustainable tourism destination management, it is also important to consider the environmental impact and the contribution of levies to efforts to preserve nature and local culture. Therefore, Willingness to Pay is also an important instrument in maintaining a balance between economic, social, and environmental interests [12]. Willingness to Pay (WTP) is an economic concept that refers to the maximum amount a consumer is willing to pay to obtain a good or service. Willingness to Pay reflects the subjective value that consumers place on the benefits received from the product [13]. Factors that influence Willingness to Pay include consumer income, personal preferences, product quality, and the availability of substitute goods [14]. In a business context, understanding Willingness to Pay is essential for setting optimal prices, as prices that are too high can reduce demand, while prices that are too low can reduce potential revenue [15]. Willingness to Pay also plays an important role in public policy decision-making and project evaluation [16]. For example, in infrastructure projects such as the construction of toll roads or public facilities, the government can measure the Willingness to Pay of the community to determine how much cost can be applied or whether the project is economically feasible [17]. Willingness to Pay measurement techniques can be carried out through surveys, market experiments, or analysis of existing market data [18]. By understanding Willingness to Pay, companies and policy makers can make better decisions, both in setting product prices and in planning investments that benefit society [19].

Willingness to Pay (WTP) is influenced by various individual preferences. These preferences can include personal values, perceptions of quality, and emotional interests that consumers have towards a good or service [20]. In a study conducted by [21], individual preferences were shown to be a key factor in influencing consumer decisions about how much they are willing to pay. These preferences include subjective aspects such as needs, wants, and special interests in certain products, as well as previous experiences related to the product or service. A deep understanding of individual preferences is essential for business managers and policy makers. By knowing consumer preferences, companies can adjust their prices and services to maximize value for consumers and increase revenue [15].

Attitude Toward the Brand also has a significant influence on Willingness to Pay. Consumer attitudes toward a brand are often formed from previous experiences, advertising, or the brand's reputation itself. Consumers who have a positive attitude toward a brand tend to have a higher Willingness to Pay for products from that brand [22]. This is due to higher perceived value of product quality and brand loyalty[23]. A positive attitude toward a brand not only increases the likelihood of purchase but also influences the extent to which consumers are willing to pay more, especially if they believe that the brand offers better benefits compared to competitors [24]. Studies show that brands that successfully build a positive image and have a strong brand identity can increase consumers' Willingness to Pay by increasing perceived value and reducing price sensitivity [25]. Therefore, for companies, building and maintaining a positive attitude toward a brand is very important in marketing and pricing strategies [26]. However, several studies have found that Attitude Toward the Brand does not always have a direct influence on Willingness to Pay [27] found that even though consumers have a positive attitude towards a brand, this is not always followed by their willingness to pay more.

Table 2. Number of Tourists in Denpasar City

Year	Foreign Tourists (People)	Percentage of Foreign Tourist Growth (YoY)	Domestic Tourists (People)	Wisdom Growth Percentage (YoY)
2018	165,000	-	350,000	-
2019	180,000	9,1%	360,000	2,9%
2020	45,000	(-)-75%	120,000	(-)-66,6%
2021	50,000	11,1%	140,000	16,7%
2022	160,000	220%	310,000	121,4%
2023	200,000	25%	350,000	12,9%

Source: Denpasar City Tourism Office, 2024

The changes in the number of tourists to Denpasar City over the past five years show an impact with a large decline in 2020-2021 and a strong recovery in the following years. This data illustrates the importance of stability and adaptive tourism policies to manage the crisis and respond to the increasing tourist demand after the pandemic. The significant recovery in 2022 and 2023 shows optimism for tourism in Denpasar as the capital city of Bali Province, which has very large and diverse tourism potential. Denpasar offers a variety of cultural, historical, and natural attractions that are attractive to domestic and international tourists.

One of the leading tourist attractions in Denpasar City is Matahari Terbit Beach. Matahari Terbit Beach, located in the Sanur area, Denpasar, is one of the popular tourist destinations in Bali which is famous for its stunning sunrise views. As the name suggests, this beach offers a unique experience for visitors to enjoy the beauty of the sunrise on the eastern horizon. Every morning, many tourists come to this beach to witness the spectacular view as the sun slowly rises above the horizon, creating a stunning panorama with the reflection of sunlight on the calm sea surface. In addition to the beauty of the sunrise, Matahari Terbit Beach also offers a variety of interesting recreational activities. Tourists can enjoy swimming in the clean and calm sea, strolling along the white sandy beach, or renting a traditional boat to explore the surrounding waters. This beach is also a popular location for snorkeling and diving activities, with amazing underwater biodiversity. In addition, there are many stalls and cafes along the beach serving a variety of local and international dishes, allowing visitors to relax while enjoying the sea view. Adequate facilities, a calm atmosphere, and beautiful views make Matahari Terbit Beach an ideal destination for relaxation and enjoying the natural beauty of Bali. Matahari Terbit Beach is also included in the National Tourism Strategic Area (KSPN) based on Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025. In addition to being a tourist attraction, in the southern segment of Matahari Terbit Beach there is a port, namely Sanur Port, which serves crossings to Nusa Penida Island and Nusa Lembongan Island.

Table 3. Sunrise Beach visit data 2021-2023

Tourist attraction	2021		2022		2023	
	local tourists	foreign tourists	local tourists	foreign tourists	local tourists	foreign tourists
Matahari Terbit Beach	201.967	7.189	446.469	96.553	126.705	12.071

Source: Bali Provincial Tourism Office, accessed 2024

Based on data on visits to Matahari Terbit Beach in 2021–2023, there was a fluctuation in the number of domestic tourists (wisnus) and foreign tourists (wisman). In 2021, the number of domestic tourists reached 201,967 people and foreign tourists only 7,189 people, which was likely caused by travel restrictions due to the COVID-19 pandemic. 2022 showed a significant spike with 446,469 domestic tourists and 96,553 foreign tourists, reflecting the recovery of the tourism sector after the easing of travel policies. However, in 2023, the number of domestic tourists decreased drastically to 126,705 people, and foreign tourists also decreased to 12,071 people. This decline could be caused by factors such as people's purchasing power, changes in tourism preferences, or global economic conditions. This data was taken from the Bali Provincial Tourism Office (2024), which is in line with the findings of = that the recovery of global tourism after the pandemic is more dominated by domestic tourists before the international segment increases again.

President Director of PD Parkir Kota Denpasar, I Nyoman Putrawan revealed that Pantai Matahari Terbit is the first beach in Denpasar to implement technology-based retribution payments as an output of order and improving services to the public using parking services, especially parking service users at Pantai Matahari Terbit. Denpasar Mayor Regulation Number 64 of 2023 concerning Parking Implementation related to the research on Willingness to Pay for Retribution for Pantai Matahari Terbit Tourist Attractions is that this regulation provides a legal basis for parking management, including collecting parking service fees at tourist locations such as Pantai Matahari Terbit., this regulation is relevant to understanding how parking rates are set and how transparency, accountability, and the principle of benefit are applied in parking management, which can affect visitors' willingness to pay. Articles covering licensing, supervision, and the determination of progressive or incidental rates outside the road space are important elements to evaluate visitor perceptions of the fairness and appropriateness of parking rates Denpasar Mayor Regulation No. 64 of 2023, the influence of technology-based parking with a progressive system of PD Parkir revenue has increased significantly is an interesting phenomenon to study. Matahari Terbit Beach has great potential to be developed as a leading tourist destination in Bali. First, its extraordinary natural beauty, especially the spectacular sunrise view, is the main attraction that can be promoted more intensively through various tourism promotion media. Second, the potential for developing marine tourism activities is very broad, with activities such as snorkeling, diving, and boating that can be further improved through the provision of better facilities and more intensive promotion. Supporting infrastructure, such as pedestrian paths, parking areas, and other public facilities also need to be improved for the convenience of tourists. However, it is not optimal, the management problem is hampered by the lack of development budget causing tourism to not be optimal in carrying out long-term or periodic development. Matahari Terbit Beach provides strategic advantages to further develop marine tourism, including tourist boat services and sea transportation to other destinations in Bali. This port can also function as a distribution center for fish catches, which can be an additional attraction for tourists interested in fresh seafood cuisine. The presence of MSMEs (Micro, Small, and Medium Enterprises) around the beach also offers great opportunities to develop the local economic sector. MSMEs engaged in handicrafts, food and beverages, and tourism services can directly benefit from the increase in tourist visits. The development of MSMEs is also important to ensure that the economic benefits of tourism are evenly distributed in the local community. The pre-survey of this study

was conducted by conducting a direct survey by distributing questionnaires to 30 respondents, which can be seen in Table 4

Table 4. Pre-Research Survey

No	Statement	Respondents Answers	
		Yes	No
1	Your income influences your decision to pay a levy for services at Matahari Terbit Port	26	4
	Percentage	86.7	13.3
2	You are willing to pay a levy for facilities that suit your personal preferences at Matahari Terbit Port	24	6
	Percentage	80	20
3	You are willing to pay a levy for services offered by Matahari Terbit Port because you have a positive view of its brand	24	6
	Percentage	80	20

Source: Processed data, 2024

Based on the results of the pre-survey of research on tourists at Matahari Terbit Port, it can be concluded that the variables of income, individual preferences, and attitudes towards the brand all have a significant influence on Willingness to Pay (WTP). The majority of respondents, as many as 86.7 percent, stated that their income influences the decision to pay the levy, indicating that income is an important factor in influencing Willingness To Pay. In addition, 80 percent of respondents are willing to pay more if the facilities offered are in accordance with their personal preferences, indicating that individual preferences also play an important role in determining willingness to pay. Likewise, 80 percent of respondents expressed a positive attitude towards the Matahari Terbit Port brand, which influences their willingness to pay for parking services, indicating that attitudes towards the brand contribute to increasing Willingness To Pay. Overall, these three variables contribute to tourists' decisions in paying parking services at Matahari Terbit Port. Willingness to Pay is used in public policy because it can help evaluate the economic value of public goods or services that do not have a direct market price, such as tourist facilities, parks, or infrastructure. Willingness To Pay provides a guide to determine reasonable parking service rates, in accordance with the ability and willingness of the community to pay, so that the policy is fairer and more efficient. In addition, Willingness To Pay is also the basis for resource allocation, with priority on projects that provide great benefits according to community perception. This information can improve economic efficiency, prevent waste of resources, and ensure public services are in accordance with the needs of citizens. In addition, by involving the community in measuring Willingness To Pay, policies become more transparent and accountable, while strengthening public participation. Based on the phenomena and research gaps described, the research on the Analysis of Willingness To Pay Parking Service Rates at Matahari Terbit Beach Tourism Objects as a Means of Developing the Potential of Local Coastal Communities in Sanur Village is important to do to obtain empirical implications in economics.

2. METHOD

This research is included in the research that uses quantitative research design using an associative approach. This research design is used because this study aims to determine the cause and effect between the variables of Individual Income, Individual Preferences, and Views on Brands on the dependent variable of Tourist Retribution or in this study I call it the Parking Service Rate at Matahari Terbit Beach. as a study that aims to determine the relationship that occurs between two or more variables with a causal relationship. The research location was conducted at Matahari Terbit Beach, Denpasar City, Bali Province. This location was chosen to suit the research topic. Matahari Terbit Beach is located on the south side of Denpasar City under the traditional village of Sanur Kaja. Matahari Terbit Beach Tourism Object is also included in the National Tourism Strategic Area (KSPN) based on Government

Regulation of the Republic of Indonesia Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025. In addition to being a tourist attraction, in the southern segment of Matahari Terbit Beach there is a port, namely Sanur Port, which serves crossings to Nusa Penida Island and Nusa Lembongan Island. This study focuses on the study of four main variables with the assumption that the factors are stable and do not change. The four factors are Individual Income, Individual Preferences, and Views on Brands towards the dependent variable Tourist Retribution or in this study I call it the Parking Service Tarif at Matahari Terbit Beach. While the subjects of this study are foreign tourists or domestic tourists. Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn [28]. The population in this study was all tourists at Sanur Sunrise Beach.

Sample is part of the number and characteristics owned by the population (Sugiyono, 2017:136)²⁸. This study was analyzed using multivariate, so the number of sample members is suggested to be around 5-10 times the number of indicators studied [28]. Because the number of indicators used is 19, the number of samples that can be used in this study ranges from 95 to 190 respondents. Due to the consideration of certain researchers, the number of samples used was 190 respondents. The sampling technique used in this study is purposive sampling technique. Purposive sampling technique is a sampling technique with certain considerations or criteria [28]. The criteria for determining the sample in this study are as follows:

- 1) Age range starting from 17 years on the grounds that the person can understand the meaning of the questions to be asked and is able to answer questions objectively.
- 2) Respondents are tourists of Sanur sunrise.
- 3) Respondents are tourists of Sanur sunrise at least 2 times in the last 1 year when the study was conducted on the grounds that the person is an active tourist.

The data collection method in this study used a questionnaire. The questionnaire was distributed online with the Google Form application. The questionnaire distributed was measured using a Likert scale. The Likert scale aims to measure the attitudes, opinions, and perceptions of a person or organizational group about social phenomena and has a gradation from very positive to negative [28].

3. RESULTS AND DISCUSSION

Pantai Matahari Terbit, located in Sanur, Bali, is renowned for its stunning sunrise views, offering a tranquil atmosphere with white sandy beaches and clear waters, ideal for activities like jogging, swimming, and relaxation. Just 6 kilometers from Denpasar, it is easily accessible to both domestic and international tourists. The beach hosts diverse recreational opportunities, including water sports like snorkeling and canoeing, and cultural events such as the Melasti ceremony, showcasing Bali's rich traditions. However, the beach faces challenges in sustainability due to increasing tourism pressure. Efforts to protect the area involve collaboration among local government, communities, and tourism stakeholders in waste management education, mangrove conservation, and environmental awareness campaigns, emphasizing the importance of local wisdom in balancing tourism and environmental preservation.

3.1 Respondent Characteristics

Matahari Terbit Beach Denpasar is dominated by female visitors as many as 108 respondents (56.84 percent) compared to male as many as 82 respondents (43.16 percent), with the majority coming from Indonesian citizens (WNI) as many as 153 respondents (80.53 percent) compared to foreign citizens (WNA) as many as 37 respondents (19.47 percent). Based on age, the largest group of visitors are in the age range of 21 - <30 years as many as 68 respondents (35.79 percent), followed by the age group of 30 - <40 years as many as 64 respondents (33.68 percent). In terms of education, the majority of visitors have a Bachelor's degree as many as 63 respondents (33.16 percent) and a Master's degree as

many as 45 respondents (23.68 percent), which shows the popularity of this beach among highly educated individuals. The dominant type of work is students/college students as many as 55 respondents (28.95 percent), followed by private employees as many as 48 respondents (25.26 percent), which shows the appeal of this beach for young people who are still studying or working. Most visitors have a monthly income of \geq Rp. 5,000,001.00 as many as 83 respondents (43.68 percent), while the group with income \leq Rp. 1,500,000.00 includes 60 respondents (31.58 percent), most of whom are students or college students. Middle income, namely Rp. 3,000,001.00 – 5,000,000.00, is owned by 37 respondents (19.47 percent). Overall, Matahari Terbit Beach attracts visitors from various backgrounds, but tends to stand out among women, young to early adult generations, highly educated individuals, and groups with middle to upper incomes. This profile provides an opportunity for beach managers to design services and promotional strategies that suit the needs and preferences of the majority of visitors.

3.2 Results of Descriptive Statistical Analysis

3.2.1 Description of Respondents Answers to the Individual Income Variable

The description of respondents answers regarding the Individual Income variable shows that the majority of respondents have a positive view regarding their willingness to pay more for services or facilities at Sunrise Beach, with an overall average score of 4.04, which falls into the "Good" category. The statement that received the highest score relates to additional income encouraging respondents willingness to pay more for the offered facilities, with an average of 4.13. This indicates that additional income has a significant influence on respondents willingness to pay. Conversely, the statement with the lowest average score pertains to the influence of post-tax income on the decision to pay more, which recorded an average of 3.86. Although still categorized as "Good," this suggests that post-tax income has a smaller influence compared to other factors, such as personal investments and additional income. Overall, the data indicates that personal economic aspects, such as income and additional earnings, are the main factors driving respondents to pay more for exclusive services and facilities at Sunrise Beach.

3.2.2 Description of Respondents Answers to the Individual Preference Variable

The description of respondents answers regarding the Individual Preference variable shows very good results, with an overall average of 4.23. The statement that received the highest average score pertains to the benefits perceived by respondents from their visit to Sunrise Beach, which is considered commensurate with the parking service fee paid, with an average value of 4.29. This indicates that the majority of respondents feel satisfied with the value of benefits they obtained from the visit. On the other hand, the statement with the lowest average score, which is 4.16, relates to respondents willingness to pay more if the tourist facilities at Sunrise Beach meet their desires. Nevertheless, this score still falls within the "Good" category. Overall, the data reflects that respondents individual preferences are influenced by satisfaction with the quality of facilities and positive previous experiences at the tourist site, as well as cultural norms that encourage visits to tourist attractions.

3.2.3 Description of Respondents Answers to the Individual Attitude Variable

The description of respondents answers regarding the Individual Attitude variable shows very good results, with an overall average of 4.33. The statement with the highest average value is about the importance of Sunrise Beach as a tourist destination in the respondents lives, which recorded a score of 4.36. This indicates that Sunrise Beach is regarded as a destination that holds significant meaning for respondents lives, both emotionally and socially. Meanwhile, the statement with the lowest average score, which is 4.27, pertains to respondents intention to revisit Sunrise Beach in the future. However, this value remains in the "Very Good" category, reflecting a high level of enthusiasm for repeat visits. Overall, the data shows that individual attitudes toward Sunrise Beach are very positive, especially

regarding the quality offered, satisfying tourist experiences, and pride as tourists, which are important indicators for supporting the development of Sunrise Beach's tourist appeal in the future.

3.2.4 Description of Respondents Answers to the Willingness to Pay Variable

The description of respondents answers regarding the Willingness to Pay variable shows very good results, with an overall average of 4.34. The statement with the highest average score is about the influence of income on respondents decisions to pay for additional services at the tourist site, which recorded an average value of 4.33. This indicates that income has a significant influence on respondents willingness to pay more for additional services at Sunrise Beach. Additionally, the statement regarding the social environment supporting the decision to pay more for parking services at Sunrise Beach received the lowest average score, which is 4.30. Nevertheless, this value remains in the "Very Good" category, indicating that social norms also play an important role in influencing respondents decisions to pay more. Overall, these results reflect that respondents willingness to pay is influenced by internal factors, such as income and quality perception, as well as external factors, such as the relevance of service needs and the influence of the social environment, highlighting the importance of maintaining service quality to sustain or enhance respondents willingness to pay more.

3.3 Hypothesis Test Results

3.3.1 Influence of Individual Income on Willingness To Pay

H₀: There is no influence of individual income on Willingness To Pay.

H₁: Individual income has a positive influence on Willingness To Pay.

Based on the results of the analysis of the influence of individual income on Willingness To Pay, a significance value of 0.003 was obtained with a t-value of 3.002 (Table 4.8) and a positive regression coefficient value of 0.003. A significance value of 0.003 < 0.05 indicates that H₀ is rejected and H₁ is accepted. This result means that individual income has a positive influence on Willingness To Pay.

In this study, respondents stated that their income, both from their main salary and additional income, had an impact on their decision to pay more for parking service rates and exclusive facilities at Matahari Terbit Beach. In addition, the results of the study showed that personal investment and the benefits felt by respondents from additional services were the main drivers of willingness to pay more. This study also found that social norms also influenced the decision, although the influence was not as great as economic factors. Thus, this study emphasizes the importance of maintaining service quality and providing real benefits to visitors, so as to increase the added value of tourist attractions and visitors' willingness to pay more.

3.3.2 Influence of Individual Preferences on Willingness To Pay

H₀: There is no influence of Individual Preferences on Willingness To Pay.

H₁: Individual preferences have a positive effect on Willingness To Pay.

Based on the results of the analysis of the influence of Individual Preferences on Willingness To Pay, a significance value of 0.001 was obtained with a t-value of 3.537 (Table 4.8) and a positive regression coefficient value of 0.001. A significance value of 0.001 < 0.05 indicates that H₀ is rejected and H₁ is accepted. This result means that Individual Preferences have a positive effect on Willingness To Pay.

Respondents felt that their preferences for services at Matahari Terbit Beach, such as the quality of facilities and experiences obtained, influenced their decision to pay more. These findings suggest that efforts to increase individual preferences for tourism services, such as through improving the quality of facilities and services, can be an effective strategy in encouraging Willingness to Pay. This also reinforces the importance of understanding visitor needs and expectations to create a more valuable tourism experience.

3.3.3 Influence of Individual Attitudes towards Willingness To Pay

H₀: There is no influence of Individual Attitudes towards Willingness To Pay.

H₁: Individual Attitudes towards have a positive effect on Willingness To Pay.

Based on the results of the analysis of the influence of Individual Attitudes towards Willingness To Pay, a significance value of 0.000 was obtained with a t-value of 22.216 (Table 4.8) and a positive regression coefficient value of 0.000. A significance value of 0.000 < 0.05 indicates that H₀ is rejected and H₁ is accepted. These results mean that Individual Attitudes have a positive effect on Willingness To Pay.

Respondents showed a positive attitude towards Matahari Terbit Beach, which can be seen from the belief that the services provided were in accordance with their expectations and previous experiences were satisfactory. This attitude encourages them to be willing to pay more to get additional services. This finding emphasizes the importance of building positive attitudes in visitors through providing high-quality services and meeting their expectations, so as to increase the economic appeal of the tourist attraction.

4. CONCLUSION

Individual income has a positive effect on Willingness To Pay. Based on the results of the analysis of the influence of individual income on Willingness To Pay. This explains that the better the individual income given, the higher the Willingness To Pay.

Individual preferences have a positive effect on Willingness To Pay. Based on the results of the analysis of the influence of individual preferences on Willingness To Pay. This explains that the better the individual preferences given, the higher the Willingness To Pay.

Individual attitudes have a positive effect on Willingness To Pay. Based on the results of the analysis of the influence of individual attitudes on Willingness To Pay. This explains that the better the individual attitudes given, the higher the Willingness To Pay.

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