

CHAPTER VI

CONCLUSION, LIMITATIONS OF RESEARCH AND SUGGESTION

A. CONCLUSION

1. The willingness to pay of tourist of Tirtamaya beach is IDR 10.000. It comes from a questioner-based research with 270 respondents. One hundred and ninety nine of respondents stated that they are willing to pay as much as IDR 10.000 which has to be used for quality improvement and attraction development of Tirtamaya beach. However 71 respondents have satisfied with what have been provided now and argued that IDR 5.000 has been expensive enough.
2. Age variable has negative and significant influence on people's Willingness to pay for quality improvement and development of Tirtamaya beach. The older the age, the higher the awareness of people to prioritize their needs of entertainment in the sake of gaining family's happiness which makes them set a side price consideration.
3. Income variable has positive and significant influence on people's Willingness to pay for quality improvement and development of Tirtamaya beach. Visitor's whose high income level are willing to spend more money as their contribution to preserve Tirtamaya beach. Since the visitors love to go to Tirtamaya beach to spend their time with family.
4. Education variable level has no significance influence on people's Willingness to pay for quality improvement and development of Tirtamaya beach. High educated visitors are willing to pay more than

visitors with lower education level. Because, visitors with higher education level are interested in further discussion about environmental conservation.

5. Distance variable level has negative and significant influence on people's Willingness to pay for quality improvement and development of Tirtamaya beach. Visitor attends to consider the distance of tourism site because it implies the cost value.
6. Frequency of visit variable level has no significance influence on people's Willingness to pay for quality improvement and development of Tirtamaya beach. As the more visitors visit the beach, they will face boredom so prefer to find other tourism attractions.
7. Visitor satisfaction variable level has no significance influence on people's Willingness to pay for quality improvement and development of Tirtamaya beach. This finding can be used as input for managers of Tirtamaya beach to improve the facilities that can attract people to re-visit Tirtamaya beach.
8. Recreational budget variable level has positive and significant influence on people's Willingness to pay for quality improvement and development of Tirtamaya beach. Visitors with high recreational budget tend to be willing to pay higher fee than visitors who have lower recreational budget.
9. Visiting hours variable level has no significance influence on people's Willingness to pay for quality improvement and development of Tirtamaya beach. Based on this research, the more people visit Tirtamaya

beach the higher their willingness to pay for quality improvement and development of Tirtamaya beach.

B. LIMITATIONS OF RESEARCH

1. This research has only eight independent variables. It is suggested for further research to have more variables to achieve more comprehensive result.
2. This research has 270 respondents, where the more respondent the better.
3. Contingent Valuation Method (CVM) has been applied as the analysis method. It has emergence of bias as the weakness. Therefore, further research applied in differ analysis methods, and the research comparation could be appear.

C. SUGGESTION

From the results of the study, the authors provide several suggestions to improve the development of tourist attraction of Tirtamaya Beach in Indramayu Regency, including the following:

1. It is suggest for tourism sector in Indonesia to be able to minimize travel fares so that tourists can enjoy facilities at low rates. It also will reduce the cost of travel to tourism objects and will increase the frequency of visitors to Tirtamaya Beach attractions.
2. It is expected that the manager of tourism sector can promote the Tirtamaya Beach tourism object using social media managed by the manager or cooperate with the media publisher and local social media

accounts, this will broaden the community's insight regarding the existence of Tirtamaya Beach tourism objects.

3. It is expected that visitors can maintain order, security, and especially cleanliness when traveling to Tirtamaya Beach Tourism Object to be more comfortable to visit and enjoy the beauty of the Attractions.

