

## CHAPTER V

### CONCLUSIONS AND IMPLICATIONS

#### A. Conclusions

Based on the results of research conducted with the intent and purpose of estimating the Willingness to Pay (WTP) value of sea waste management at Teluk Penyu Beach and analyzing how the variables effect age, education, region of origin, the distance of residence, frequency of visits, income, and quality environment on the value of the Willingness to Pay (WTP), it can be summarized as follows:

1. The value of willingness to pay for sea waste management at Teluk Penyu Beach in Cilacap is IDR 67,920,800 per year. The average individual WTP is IDR 5,900.
2. The age variable is positive and not significant to the willingness to pay variable.
3. The education variable has a positive and significant value to the willingness to pay variable.
4. The dummy variable of origin has no significant effect on the willingness to pay variable.
5. The distance to residence variable is positive and not significant to the willingness to pay variable.
6. The visit frequency variable is negative and not significant to the willingness to pay variable.

7. The income variable is positive and not significant to the willingness to pay variable.
8. The dummy variable of perceived environmental quality significantly affects the willingness to pay variable. The constant value of the dummy variable perceived environmental quality is -0.355. The coefficient is negative, which means it has a negative effect on willingness to pay.

## **B. Implications**

Based on the above conclusions, the implications of this research are as follows:

1. The value given by respondents reflects a willingness to pay and a basic form of community concern for environmental cleanliness, especially at Teluk Penyuh Beach in Cilacap. The average respondent's WTP value of IDR 5,900 can be used as a reference for determining contribution fees or as a visitor entry fee and is set as a daily fee for business actors. Beach managers can provide the best possible cleaning facilities.
2. The variables of education and perceptions of environmental quality are variables that have a significant effect on the willingness to pay for sea waste management at Teluk Penyuh Beach in Cilacap. This needs to be a concern for related agencies, especially regarding environmental perceptions, which show that visitors have expectations for the costs they incur. Therefore, contribution costs must be used optimally to improve the quality of Teluk Penyuh Beach.

### **C. Research Limitations**

This research was conducted during the Covid-19 pandemic, so several factors from this situation, such as decreased income and increased individual consumption levels for health-supporting goods, could effect individual visitors' decisions in determining bids. However, this study did not include variables related to the Covid-19 pandemic.

