



DO THE EXTRA ADDITIONAL FACILITIES CREATE A DESIRE AMONG VISITORS TO REVISIT THE SITE?

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ABSTRACT

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As an effort to improve the economy through the tourism sector, the management of Prambanan Temple, namely PT Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko, updated regulations by enhancing facilities in the Prambanan Temple area to attract local and international tourists. This research applies contingent valuation methods (CVM) to determine the benefits of the existence of Prambanan Temple and analyze the factors that influence tourist visits to Prambanan Temple facilities. Based on the Willingness To Pay (WTP) value given by tourists, the value of the benefits of existence from Prambanan Temple tourism is IDR 104,658,080,000 or \$6,737,949.99. The regression test results show that ticket prices positively and significantly influence tourists' return visits to Prambanan Temple facilities. Meanwhile, the variables education, age, facilities, and services do not have a substantial influence on the level of tourist return visits.

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1. INTRODUCTION

The Prambanan Temple Complex is located in Karangasem village, Bokoharjo sub-district, Prambanan sub-district, Sleman Regency, Special Region of Yogyakarta, whose location to the east of Yogyakarta is very famous as a tourist spot. The Prambanan Temple complex is located in the Prambanan Temple Tourist Park area, covering almost 80 ha. In the park, apart from the Brahma Temple, Shiva Temple, and Vishnu Temple, there are also three temples in front of these temples, usually called Wahana temples, and several other small temples (Ibrahim, 1996).

For more than twelve centuries, the most magnificent Hindu temple complex in the archipelago has continued to provide benefits to the surrounding community, local government, and the Unitary State of the Republic of Indonesia, not just a pile of dead stones, but making the economy spin like the rotation of the yantra which is the basic concept of its development (Ratni, 2020). As a cultural tourism destination, Prambanan Temple contributes to the economic sector. The income obtained from tourist spending has improved the welfare of the surrounding community, reduced unemployment, and provided benefits in the educational sector, namely helping the younger generation learn the history of Indonesian culture (Ernawati et al., 2018).

Judging from the development of domestic and foreign tourist visits, the tourism sector is an industry with a significant role in economic growth. The increase in the number of tourist visits through visiting tourist attractions contributes to the trade, accommodation, and restaurant sectors, which increase every year (Adinugroho, 2017). Tourism influences economic growth through its contribution as an increase in the country's foreign exchange for investment in the tourism sector. Apart from that, it also plays a role as a provider of employment opportunities, community income, and other developments. One of them is Prambanan Temple.

As an effort to improve the economy through the tourism sector, the management of Prambanan Temple, namely PT Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko, updated regulations by enhancing facilities in the Prambanan Temple area to attract local and international tourists. The additional new facilities provided by the management of the Borobudur, Prambanan, and Ratu Boko Temple tourist parks at Prambanan Temple are in the form of the Prambanan Nyawiji Medang Market, which will be open from June 30 to July 16, 2023 (Rukmorini, 2023).

The tourist park management applies strict rules to maintain the safety and comfort of facilities and visitors. Borobudur and Prambanan have a maximum quota of 7,500 people in the area, including tourists, employees, traders, and guests. These regulations aim to protect the authenticity of temple buildings and improve the image and appreciation of the wider community, both domestically and abroad, for Prambanan Temple. As a comparison, the number of tourists who come to Prambanan Temple can be seen in the following table:

Table 1. Ratio Between Number of Tourist Visits (International and Domestic Tourist)
Visitors to Candi Prambanan Temples in 2014 – 2018

Year	International Tourist	Domestic Tourist	Total
2014	193.080	1.154.980	1.348.060
2015	198.490	1.722.756	1.921.246
2016	208.090	1.887.038	2.095.128
2017	229.488	1.976.024	2.205.512
2018	222.373	2.216.760	2.439.133

Source: Commercial Department of PT TWC, 2023

Table 1. Showing the potential of the Sleman area, Yogyakarta can be seen in the number of foreign tourists who visited Prambanan Temple in 2018, reaching 222,373 people, an increase compared to 2014 193,080 people (Yulianto, 2015). This research applies contingent valuation methods (CVM) to determine the benefits of the existence of Prambanan Temple and analyze the factors that influence tourist visits to Prambanan Temple facilities.

2. RESEARCH METHODS

The subjects in this research were domestic tourists who visited the Prambanan Temple. The research location was the Prambanan Temple tourist park area. The data used in this research are secondary data and primary data. The secondary data was obtained through the D.I Yogyakarta Provincial Central Statistics Agency and the Commercial Department of PT TWC. The data needed to be used as material for this research is the number of tourists to Prambanan Temple in 2014 - 2018. This secondary data compares the number of tourists from year to year. This secondary data is supported by primary data, which is based on the results of interviews with visitors/tourists. Primary data was obtained through interviews/filling out questionnaires with respondents who were in the Prambanan Temple tourist park area.

The method used in this research is the contingent valuation method (CVM). The contingent valuation method is a survey method for stating the population and the value or price they give to commodities that do not have a market, such as environmental goods. (Prasetyo & Saptutyningsih, 2013). The data collection method was carried out by distributing questionnaires and conducting interviews directly with visitors to Prambanan Temple using the Slovin formula. The sample obtained was 186 respondents.

3. RESULTS AND DISCUSSION

Value of the Benefits of the Existence of Prambanan Temple

The value of the benefits of existence is obtained by multiplying the average value given by respondents to the existence of Prambanan Temple by the area of Prambanan Temple as a whole. According to FAO, 2000 in Adrianto, L. 2007 (Hasbiah et al., 2018) the formula for average WTP is as follows:

$$WTP = \sum_{i=1}^{i=n} \frac{y_i}{n}$$

Keterangan:

n = Sample size or number

Y_i = The amount of WTP given by respondent i

The mode value (most value) of WTP from respondents is IDR 50,000 or \$3.22. The next step is to multiply the WTP value given by the people in the Prambanan Temple area (Rp. 50,000) multiplied by the number of residents in the Prambanan Temple area (52,592) multiplied by the area of Prambanan Temple (39.8 ha) to obtain the value of the benefits of existence from tourism. Prambanan Temple is IDR 104,658,080,000 or \$6,737,949.99.

Socioeconomic Profile of Respondents

Identifying the profile of visitor respondents is necessary to determine the respondents' socio-economic characteristics, including gender, frequency of visits, income, education, domicile, and type of work. The socio-economic characteristics of respondents are needed to determine the distribution of respondents' responses regarding the overall facilities of Prambanan temple, entrance ticket price, willingness to pay entrance fees to preserve Prambanan temple, and visitor support for maintenance.

Based on the research results, there were 133 female respondents, with a percentage of 71.5%, and 53 male visitors (53%). The age distribution of respondents was at most 10-20 years old and 20-30 years old, each with a frequency of 28.5%, and the lowest age frequency was 30-40 years old, totaling 16 people (8.6%). The highest level of education of respondents was high school graduates, with a frequency of 103 people (55.4%), and the lowest frequency was a master's degree, namely three people (1.6%). The respondent has a minimum income of 0, and the highest income is 50 million. The highest frequency was < 5 million with 165 respondents (88.7%), and the least was > 10 million with four people (2.2%).

Factors Affecting Tourist Visits

Table 2. Regression Test Results

Variable	Coefficient	P value
Education	-0.04375	0.565
Age	-0.00027	0.922
Service	0.11568	0.340
Ticket Price	2.60E-06	0.000

Source: Processed data, 2023

The P value of the Education variable is 0.565, meaning it is greater than the significance level and does not significantly influence tourist return visits. The results of the regression test show the coefficient of education is -0.04375, meaning that if education changes by 1 percent, then tourist visits to Prambanan Temple facilities will experience a change of 0.04375 percent, assuming the other variables remain constant. The coefficient of the education variable is negative, so education negatively influences tourists' return visits regarding the facilities provided by Prambanan Temple. If education increases by 1 percent, tourist visits to Prambanan Temple facilities will decrease by 0.04375 percent.

The P value of the Age variable is 0.922, meaning it is greater than the significance level and does not significantly influence tourist return visits. The results of the regression test show the coefficient of age is -0.00027, meaning that if age changes by 1 percent, then tourist visits to Prambanan Temple facilities will experience a change of -0.00027 percent, assuming the other variables remain constant. The coefficient of the education variable is negative, so education negatively influences tourists' return visits regarding the facilities provided by Prambanan Temple. If age increases by 1 percent, tourist visits to Prambanan Temple facilities will decrease by 0.00027 percent.

The P value of the Service variable is 0.340, meaning it is greater than the significance level and does not significantly influence tourist return visits. The results of the regression test show the coefficient of service is 0.115688, meaning that if the service experiences a change of 1 percent, then tourist visits to the Prambanan Temple facilities will experience a change of 0.115688 percent, assuming the other variables remain constant. The coefficient of the service variable is positive, so service positively influences tourists' return visits regarding the facilities provided by Prambanan Temple. If services increase by 1 percent, tourist visits to Prambanan Temple facilities will increase by 0.115688 percent.

The P value of the Ticket Price variable is 0.000, meaning it is smaller than the significance level and significantly influence tourist return visits regarding the facilities provided by Prambanan Temple. The results of the regression test show the coefficient of Ticket Price is 2.60E06, meaning that if the Ticket Price experiences a change of 1 percent, then tourist visits to the Prambanan Temple facilities will experience a change of 2.60E06 percent, assuming the other variables remain constant. The coefficient of the Ticket Price variable is positive, so Ticket Prices positively influence tourists' return visits regarding the facilities provided by Prambanan Temple. If ticket prices increase by 1 percent, tourist visits to Prambanan Temple facilities will increase by 2.60E06 percent.

4. CONCLUSION

Based on the results of research conducted to find out the value of the benefits of the existence of Prambanan Temple and analyze the factors that influence tourist visits to Prambanan Temple facilities, it was found that the Willingness To Pay (WTP) value given by tourists was obtained from the value of the benefits of existence from tourism Prambanan Temple is IDR 104,658,080,000 / \$6,737,949.99.

Education, age, and service does not have a significant influence on tourists' return visits to Prambanan Temple facilities. Meanwhile, ticket prices have a positive and significant influence on tourists' return visits to Prambanan Temple facilities. A low ticket price will give visitors a significant opportunity to come back to visit Prambanan Temple and vice versa. The higher the ticket price, the less chance they will have to go and visit again. Meanwhile, the variables education, age, facilities, and services are relatively independent of the level of tourist return visits.

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