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KELANTAN

**VISITORS' WILLINGNESS TO PAY FOR THE
CONSERVATION OF ECOTOURISM
RESOURCES AT LATA JANGGUT, JELI,
KELANTAN**

by

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DECLARATION

I declare that the thesis entitled "Visitors Willingness To Pay For The Conservation Of Ecotourism Resources At Lata Janggut, Jeli, Kelantan" is the result of my research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

Signature :
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Date : 2024

I certify that the Report of this final year project entitled 'Visitors' Willingness To Pay For The Conservation Of Ecotourism Resources At Lata Janggut, Jeli, Kelantan' by Azim Azizi, matric number E20A0325 has been examined and recommended by examiners have been done for the degree for Bachelor of Applied Science (Sustainable Science) with Faculty of Earth Science, University Malaysia of Kelantan.

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Visitors' Willingness to Pay for the Conservation of Ecotourism Resource at Lata Janggut, Jeli, Kelantan

ABSTRACT

The natural beauty of Lata Janggut is one of the attractions in Jeli, Kelantan. The state of the ecosystem that is still awake and the freshness of the natural resources there has the potential to be a favourite recreational location among locals, especially for those who like outdoor activities. However, preserving the ecosystem requires reasonable financial allocation to maintain the ecotourism area. For ecosystem services, they result in the need to maximize recreational services by charging different entry prices for public and recreational facilities. Due to this, the value of the entry to the recreation area may be set or the price of entry to this ecotourism. This research was conducted to determine visitor satisfaction with the environment, facilities, and services guard there and to examine the relationship between demographic characteristics. The willingness to pay for conserving ecotourism resources in Lata Janggut, Jeli Kelantan. This cross-sectional study uses convenience sampling technique by distributing questionnaires and data analysis was conducted using SPSS 26.0. Data were collected, analyzed and interpreted using descriptive and inferential statistics such as chi-square, t-test, and ANOVA. The study results showed that the respondent's level of satisfaction with the environment is very good, while it is at a good level for facilities and services. There was non-significant relationship between socio-demographics and WTP. Gender was not significant factor ($p=0.41$). There is no significant difference between the level of income of Visitors and the Willingness to Pay ($p\text{-value} = 0.574$). The number of visitors willing to pay depending on their income level ($p\text{-value} = 0.009$) is significant. Next, we will examine the connection between WTP and the degree of satisfaction of environment, facilities, and services. There is no significant between the level of satisfaction in terms of the environment ($p\text{-value} = 0.20$), but significant value in terms of facilities ($p\text{-value} = 0.017$) and terms of service ($p\text{-value} = 0.001$). In conclusion, tourists who come are satisfied with the environment, facilities, and services, and based on their characteristics, they are willing to pay for ecotourism care in Lata Janggut.

Keywords- Willingness to pay, visitor characteristics, maintenance, satisfaction level

Kesediaan Pengunjung Membayar Pemuliharaan Sumber Ekopelancongan di Lata Janggut, Jeli, Kelantan

ABSTRAK

Keindahan semula jadi Lata Janggut yang menarik merupakan salah satu tarikan di Jeli, Kelantan. Keadaan ekosistem yang masih terjaga dan kesegaran sumber alam di situ berpotensi menjadi lokasi rekreasi kegemaran terutama bagi mereka yang gemarkan aktiviti luar. Walau bagaimanapun, memelihara ekosistem memerlukan peruntukan kewangan yang munasabah untuk mengekalkan kawasan ekopelancongan. Untuk perkhidmatan ekosistem, mereka menyebabkan keperluan untuk memaksimumkan perkhidmatan rekreasi dengan mengenakan harga kemasukan yang berbeza untuk kemudahan awam dan rekreasi. Disebabkan ini, nilai kemasukan ke kawasan rekreasi mungkin ditetapkan atau harga kemasukan ke ekopelancongan ini. Penyelidikan ini dijalankan untuk menentukan kepuasan pengunjung terhadap persekitaran, kemudahan dan perkhidmatan serta untuk mengkaji hubungan antara ciri demografi. Dan kesanggupan membayar untuk memulihara sumber ekopelancongan di Lata Janggut, Jeli Kelantan. Kajian keratan rentas ini menggunakan persampelan rawak mudah dengan mengedarkan soal selidik dan analisis data menggunakan SPSS 26.0. Data dikumpul, dianalisis dan ditafsir menggunakan statistik deskriptif dan inferensi seperti khi kuasa dua, ujian-t, dan ANOVA. Hasil kajian menunjukkan bahawa tahap kepuasan responden terhadap alam sekitar adalah sangat baik, manakala pada tahap yang baik untuk kemudahan dan perkhidmatan. Terdapat hubungan yang tidak signifikan antara sosio-demografi dan LPA. Jantina tidak signifikan, iaitu $p=0.41$. Tidak terdapat perbezaan yang signifikan antara tahap pendapatan Pelawat dan Kesediaan Pelawat Membayar ($p\text{-value} = 0.574$). Bilangan pelawat yang sanggup membayar bergantung pada tahap pendapatan mereka (nilai $p = 0.009$) adalah ketara. Seterusnya, kita akan meneliti perkaitan antara LPA dan tahap persekitaran, kemudahan dan kepuasan perkhidmatan. Tidak terdapat signifikan antara tahap kepuasan dari segi persekitaran ($p\text{-value} = 0.20$), tetapi nilai signifikan dari segi kemudahan ($p\text{-value} = 0.017$) dan terma perkhidmatan ($p\text{-value} = 0.001$). Kesimpulannya, pelancong yang datang berpuas hati dengan persekitaran, kemudahan, dan perkhidmatan, dan berdasarkan ciri-ciri mereka, mereka sanggup membayar untuk penjagaan ekopelancongan di Lata Janggut.

Kata kunci- Kesediaan membayar, ciri pelawat, penyelenggaraan, tahap kepuasan

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LIST OF ABBREVIATIONS

WTP	Willingness To Pay
OECD	Organization for Economic Co-Operation and Development
SDG	Sustainable Development Goals
GSTC	Global Sustainable Tourism Council
IUCN	International Union for Conservation of Nature
TIES	The International Ecotourism Society
SPSS	Statistical Package for the Social Sciences
	Capitalisation
CBA	Cost-Benefit Analysis
ANOVA	Analysis Of Variance

CHAPTER 1

INTRODUCTION

1.1 Background of the study

Tourism is an industry that cuts across traditional economic sectors. It needs economic, social, cultural, and environmental contributions. This is why it is frequently referred to as having many facets. The issue with referring to tourism as an "industry" lacks a formal, shared production function and a physically quantifiable outcome (Camilleri, 2018). For instance, Malaysia has numerous unique holiday destinations that may be explored, some world-class and frequently serve as local and foreign tourists' favourite vacation spots. Every tourist destination in Malaysia includes a variety of exciting locations, including island regions, resort beaches, forest reserves, lakes, appealing lodging resorts, and several other categories.

Ecotourism is a type of travel experience that promotes respect for the natural world and cultural preservation (Najihah et al., 2018). The goals of ecotourism include educating visitors, raising money for ecological conservation, directly assisting local communities' political empowerment and economic development, and promoting respect for other people's rights and cultural differences. It has been adopted not just internationally but also in Malaysia. The National Ecotourism Plan (2016-2025) was established in 2015 and is a serious attempt to implement ecotourism, which has

received attention and has begun to be developed in the Seventh Malaysia Plan (7th RMK) and the Eighth Malaysia Plan (8th RMK). Ecotourism is distinct from the forms of tourism that occur at places like the National Zoo, Kuala Lumpur Tower, and the KLCC Twin Towers. It also differs from the "mass tourism" idea, which primarily focuses on promoting and developing tourist places without considering environmental preservation (Saiful, 2019).

The demand for and cost of public recreational resources is rising due to people's increased interest in leisure and recreation. Examples of public recreation support include Green Pace, national parks, and other ecotourism locations where people can benefit from and relax thanks to a variety of recreational options and facilities provided like family picnics, sightseeing, or participating in adventure sports like hiking (Kane et al., 2022).

The tourism industry has drawn public attention because it offers a means to pass the time and lessen the mounting pressure brought on by rising urbanization and industrialization. Environmental protection is now more in demand due to the growth of economic activity, population growth, rising living standards, the problem of urban air pollution, noise pollution, and other environmental contaminants (Camilleri, 2018). Because of this, residents of metropolitan regions frequently leave the city to seek solace from the mechanical life in natural recreation areas and resorts outside the city.

1.1.1 Ecotourism in Kelantan

Numerous ecotourism destinations in Malaysia itself, such as the state of Kelantan, where you can find a variety of ecotourism experiences as well as ways to unwind from the stress of daily activities, preserve the biodiversity of the area, and benefit the local community (Nor Hizami Hassin et al., 2020). There are many attractions suitable for recreation, such as the Gua Ikan Complex in Dabong, which tourists can explore for about three hours by exploring Gua Pagar and Gua Keris. It is worth it because we can see the natural treasures in the limestone cave up close, over 150 million years old. Taman Negara Kuala Koh in Gua Musang, Gunung Reng in Jeli, Taman Negeri Gunung Stong in Dabong, Kuala Krai, and this place is also one of the famous ecotourism areas in Kelantan that tourists and many more can visit.

1.2 Problem Statements

The value of natural resources is one of the critical components of sustainable growth. Goal 15 of the Sustainable Development Goals (SDG), concerned with preserving land-based life, provides additional evidence. It aims to stop and reverse land degradation, stop biodiversity loss, and safeguard and restore terrestrial ecosystems, forests, and desertification (Martin, 2022). Regarding ecotourism satisfaction studies, in their study on the satisfaction of nature-based tourist complexes in Lata Janggut, identified some satisfaction factors, among them: friendly service/quality, outdoor activities, accommodation and natural landscapes.

Recreational forests prevent biodiversity loss, preserve the aesthetic value of the environment, and serve as one of the biological processes that provide ecosystem services (Camilleri, 2018). However, the managers of these sites are under pressure

from the government's limited finances for ecosystem services. This has led them to recreational services by segregating and charging different entry prices for public and recreational amenities. Because of this, recreational values might not be understood entirely, and most recreational locations may also be obliged to demand larger prices without receiving the appropriate attention regarding finances and conservation. Additionally, this may lead to tourists being dissatisfied with the recreational options in this region.

1.3 Objectives

The objective of this research:

1. To determine visitor level of satisfaction with ecotourism resources at Lata Janggut, Jeli, Kelantan.
2. To examine the association between demographic characteristics and the willingness to pay for conserving ecotourism resources at Lata Janggut, Jeli, Kelantan.
3. To determine the association between the level of satisfaction in terms of the environment, facilities, and services available with willingness to pay in Lata Janggut, Jeli, Kelantan.

1.4 Scope of Study

The study area is Lata Janggut, Jeli, in Kelantan. The visitors to Lata Janggut are the subject of this investigation. A specific formula is used for computers and defines sampling size. Once the population of interest and sampling size were established, a questionnaire was selected as the data-collecting strategy. Users in the

study area received questionnaires at various points during the investigation. The questionnaire's design was assessed based on the tourists' willingness to pay for leisure services in Lata Janggut, Jeli, and their level of happiness with the response they received there.

1.5 Significance of Study

The purpose of this study is to gather information on the willingness of local tourists to make financial contributions to resolve problems in Lata Janggut. The data offered will assist the Lata Janggut chain managers enhance all maintenance areas. This can also benefit the local community, for example being able to open a stall there. this will improve the economy of the people there. The outcomes of this study may also aid management in raising residents' understanding of the importance of maintaining natural resources for present and future generations while simultaneously promoting enjoyment.

1.6 Expected Outcome

The results of this study may make it possible to estimate the amount of money that local visitors are willing to pay in the Lata Janggut to preserve the forest in Kelantan and to know the level of visitor satisfaction with the use of ecotourism resources in the Lata Janggut.

CHAPTER 2

LITERATURE REVIEW

2.1 Ecotourism Concept

Ecotourism is a type of tourism that promotes ethical travel to unspoiled landscapes to protect the environment and enhance the local community's quality of life. It aspires to give tourists an engaging experience while advancing sustainable growth and resource conservation. This can include bird watching, hiking, safaris into the wild, encounters with different cultures, and educational excursions. In these situations, the demand for ecotourism vacations was influenced by the nature-based component of holiday activities as well as greater awareness to reduce the "antagonistic" impacts of tourism on the environment, which is the endless use of environmental resources (Hera, 2022). That customers have moved away from mass tourism and towards more individualized and enriching experiences also helped to fuel this demand.

Ecotourism aims to advance environmental preservation, sustainable growth, and ethical travel practices. Broadly categorized, tourism include facilities, accommodation, transportation, and attractions. Although an in-depth discussion of each is beyond the scope of this book, there is value in elaborating upon the importance of tourism attractions as a fundamental element of the tourist experience (David. A., 2020). Generally speaking, ecotourism aims to offer a quality travel experience while

encouraging ethical and sustainable tourism methods advantageous to the environment and local populations.

2.2 Impact of Ecotourism in Kelantan

Kelantan, located in northeastern Malaysia, is well-known for its natural wonders, including its beaches, islands, rivers, and rainforests. Ecotourism, cross-border travel, and arts and culture tourism are all possible in Kelantan. Kelantan might receive help from the addition of experiential tourism goods to attract more visitors, especially foreign tourists. With its rich cultural past and particular values, Kelantan's natural riches are well complimented (Zaato et al., 2021).

Overall, ecotourism can benefit Kelantan by supporting sustainable growth, protecting natural resources, and enhancing locals' quality of life. Tourism activities must be managed appropriately to ensure they are sustainable and do not negatively impact the environment or the communities in which they operate.

2.3 Visitors Satisfaction

Visitor satisfaction describes how much happiness or fulfilment people feel at a specific location or participate in a particular activity. Customer satisfaction is important in many industries, including tourism, hospitality, and retail, as it directly impacts the company's or location's standing, success, and future expansion. Visitors' satisfaction with national parks or protected areas can be indirectly assessed by the stimulation they experience and the emotions they experience when interacting with

the natural elements that give the place its unique identity and character (Diep Ngoc Su et al., 2020).

Organizations can work to improve visitor satisfaction by concentrating on these factors and actively interacting with them. By doing this, they can establish a positive reputation that will encourage more people to revisit them, generate positive word-of-mouth recommendations, and, ultimately,

2.3.1 Ecotourism Resources

Tourists in natural settings have been characterized by resource management without considering the effects of conservation regulations on tour operators and their clients and resource marketing without considering tourism's impacts on resources. The long-term effects on the physical, social, and economic environment and the visitor experience have not been fully considered in approach (Xiang et al., 2020). Travelling responsibly to natural regions is the goal of ecotourism, which also promotes environmental education, conservation, and the welfare of local communities.

Numerous organizations, such as the International Union for Conservation of Nature (IUCN), the Global Sustainable Tourism Council (GSTC), the International Ecotourism Society (TIES), and numerous others, produce ecotourism resources to facilitate tourists' trips to specific locations. Each organization's website has a wealth of information that that organization has contributed.

2.3.2 Facilities and Services

Facilities and services are essential in ecotourism since they help ensure visitors have a satisfying and sustainable experience while reducing their adverse

environmental effects. To conduct business in the tourism industry nowadays, one must acknowledge the requirement of being customer-focused. Therefore, mistakes won't be permitted, low-quality facilities and services will ensure that the weak won't continue to compete, and fragile practices and processes that aren't clearly defined and managed won't be accepted due to globalization and value-driven company needs (Mark Anthony Camilleri, 2018).

The management of tourist destinations may do much more to enhance the facilities and services available to the locals there. Remembering that the amenities and services provided will differ based on the ecotourism program's location and objective is crucial. The basic idea is to put sustainability, conservation, and the welfare of the surrounding area first in every part of the guest experience.

2.4 Recreational Area

An area allocated for leisure and recreational purposes is often called a recreational area. Authorities frequently preserve or administer these spaces to allow people and families to enjoy the outdoors and the natural world. The size and features of recreational grounds can vary, but they almost always provide amenities and facilities that encourage leisure activities.

A demarcated area inside a more extensive area designated and promoted for active play, recreation, or public gathering is also called a "recreational area". Parks, sporting venues, picnic spots, amphitheatres, and portions of golf courses can all be considered as such places (Law Insider, 2023). Such designated recreational areas are

created to offer appropriate locations for various recreational activities while upholding order and safety.

Recreational places are crucial for encouraging exercise, relaxation, and a connection to nature. By providing chances for leisure and recreation in both natural and developed settings, they contribute to the well-being of both individuals and communities.

2.5 Economic Value of Environmental Resources

The financial value or advantages resulting from using, preserving, or protecting natural resources and ecosystems are called the economic value of environmental resources. Estimating the financial benefits and contributions of ecological products and services. The following are some crucial details about the monetary worth of environmental resources.

The importance of economic evaluation comes first. Environmental resource economic evaluation is crucial for the formulation of decisions and policies. By comparing the trade-offs between various uses of limited resources, it helps guide resource allocation decisions (Valuing the Environment, 2019).

In general, the economic worth of natural resources sheds light on the economic role played by nature and the necessity of incorporating environmental factors into decision-making for sustainable development.

2.5.1 Use Value

"Use value" is the value or utility generated from the direct use or consumption of environmental goods and services in the context of the economic worth of ecological resources. Here are some opinions on using the use value concept in analyzing the financial value of environmental resources.

Measuring Changes in Environmental Quality is one of them. Economic evaluation methods seek to quantify changes in environmental quality or the extent of ecological services brought on by changes in public policy or the environment (Christie & Pavan Sukhdev, 2015). Using value gives us a mechanism to quantify and value these changes economically, improving our comprehension of the advantages of various environmental circumstances (The Economic Valuation of Environmental Amenities and Disamenities: Methods and Applications, 2013).

Use value can take many forms depending on the specific environmental resource and its use. For instance, it could include the benefits of clean air and water for human health, the productive value of agricultural land and ecosystems for food production, or the value received from recreational activities in natural parks (The Economic Valuation of Environmental Amenities and Disamenities: Methods and Applications, 2013).

In general, value in use is a significant factor in economic valuation approaches used to determine the worth and advantages of using environmental resources directly or indirectly. Policymakers and researchers can better comprehend the monetary value of environmental products and services and make reasoned decisions about managing and preserving them by evaluating use value.

2.5.2 Non-Use Value

"Non-use value" is the value or utility received from environmental goods and services without any direct application or use relating to the economic value of ecological resources. Value accorded to natural resources and services even without direct use or consumption (Bastien-Olvera & Moore, 2021). The information from a search on "non-use value in the economic evaluation of environmental resources" is as follows.

Environmental resources and services have intangible benefits and moral issues represented by non-use values. While use values are more easily quantifiable through direct use or consumption, non-use values reflect a broader appreciation, moral significance, and future-focused environmental preservation and conservation. In economic valuation methodologies, non-use values can be given economic values, allowing decision-makers to consider these values when making policy and resource management choices

2.6 Willingness to Pay

The highest price that consumers are willing to pay for a given good or service is known as their willingness to pay (WTP) (Namkung & Jang, 2017). Because of this, a person's desire to pay now plays a significant role in figuring out how much to pay for a good or service. The amount that each person is willing to pay varies depending on a variety of unpredictable factors. One of the greatest solutions to the demand issue at a specific moment is this. Regarding that, a number of reasons contribute to this WTP's continuous growth, including the state of the economy, the emergence of a new product market, customer price decisions, the demands of various customer segments, and the quality and awareness of a good or service.

CHAPTER 3

METHODOLOGY

3.1 Study Area

Jeli is a state of Kelantan, one of its eleven administrative colonies. Batu Melintang, Air Lanas, and Kuala Balah are a few of Jeli's principal districts. Following the opening of the east-west route from this location to Gerik, Perak, the administration of Jeli district began on July 1, 1982, as a tiny district. Tanah Merah district and Kuala Krai were divided at that time. Jeli's small district became an entire district on January 1, 1986.

Lata Janggut Waterfall is one of Jeli's tourist destinations. Lata Janggut is approximately seven kilometres from Jeli town (Mohd Salleh et al.,2021). Its natural beauty, which draws in domestic and foreign visitors, has made it an exciting location in Jeli. Together with the South Kelantan Development Board (KESEDAR) and the Malaysian Ministry of Tourism, the Head of the Jeli Colony has developed this waterfall into a tourist recreational area.

For people who like the beauty of nature with its diverse range of flora and wildlife, Lata Janggut is ideal. This Lata Janggut has a waterfall that reaches up to three floors, making it an excellent location for leisure activities with loved ones.



Figure 3.1: The map of Lata Janggut

Source: Google Earth

3.2 Sample Size

Past research suggests several ways to determine sample size. These criteria can be divided into item sample ratios, population sample tables, and general rules for calculating sample sizes. The sample-to-item ratio was chosen for this study to determine the sample size. The sample-to-item ratio is used to make sample size decisions based on the number of items in the survey, that is 1 question represents 5 respondents (Osborne & Costello, 2019). The questionnaire used to conduct the study has 37 items, which means that study should have a sample size of 180 respondents, according to the sample-to-item ratio.

3.3 Convenience Sampling Technique

The definition of sampling is the process of choosing a representative sample of the population. In this study, convenience sampling is a non-probability sampling technique in which the units selected for the sample are the units that the researcher

can access most quickly. I chose convenience sampling for ease of finding respondents who are willing to engage in the study, due to time constraints. Non-probability random sampling is the method used in this study. Random sampling refers to some selection strategies where sample members are randomly picked but with a known probability of selection (Campbell, 2020).

The data collection technique is a combination of face-to-face and written responses to a questionnaire. Only when people cannot comprehend what the questionnaire is attempting to say is the face-to-face method used.

3.4 Questionnaire Design

A questionnaire is the main technique used to collect quantitative primary data. A questionnaire is required to collect quantitative data regularly, internally, consistently, and effectively for analysis (Krosnick, 2017). The four questionnaire sections are demographics, characteristics of respondents who come, respondent satisfaction, and willingness to pay. The questions asked of the study's participants were taken from earlier research. Modifications have been made to all original questions to avoid plagiarism and make all survey questions more pertinent to the willingness to pay to study. The statistical software Statistical Package for Social Science (SPSS) makes it simple to examine and code closed-ended questions.

Checkbox boxes, closed questions, rating scales, open questions, and opportunities for additional qualitative information or comments were all included in the questionnaire created for this study.

Part A of the survey asks respondents to provide demographic information about themselves, including their gender, age, race, marital status, level of formal education, occupation, and gross monthly household income. Part B questions the characteristics of visitors who visit Lata Janggut. Part C asks about the level of satisfaction of visitors who come to Lata Janggut, Jeli. Respondents must mark the questions using the accompanying rating scale because the questions are constructed as rating scales. The scale is Strongly disagreed, Disagree, Agree, Moderately Agree, and Strongly Agree. Part D determines respondents' willingness to pay if entry fees are charged in Lata Janggut, Jeli. Respondents were then required to answer questions honestly about their needs, income and costs, and the highest price they were willing to pay.

3.4.1 Questionnaire Validation

Before the questionnaire was made available for pilot testing and the entire survey, supervisors validated the questionnaire's design. Aiming to lessen the likelihood of questions being misunderstood, inconsistent and concrete questions were modified or eliminated, while ambiguous questions had their language clarified (Tsung Hung Lee & Jan 2018).

3.5 Data collection

Data are utilized to enhance the quality and service (Supriyanto et al., 2018). Data availability is limited, though, and gathering can be challenging. The survey approach will speed up data collection and produce the necessary outcomes. Finding

information for this study will be challenging if data collection is improper. Numerous techniques are used to collect reliable and correct data.

3.5.1 Pilot Test

It is carried out through the study to find any flaws or potential issues with the research tools and protocols before use. Researchers can pick between two competing research methods, such as employing interviews versus self-administered questionnaires, by conducting a pilot survey to become comfortable with protocol processes (Gyeltshen, n.d., 2023).

In this study, a pre-questionnaire test was administered to a sample of 30 responders during the pilot study. Locals who have travelled to and are in Lata Janggut are among the respondents.

3.5.2 Reliability

Reliability or internal consistency is commonly measured by Cronbach coefficient alpha. Internal consistency refers to how well the items' scores correspond, indicating that they calculate the accurate score rather than random error. Above 0.7 is suitable for demonstrating the instruments' reliability (Zainuddin, 2018). The following table, which consists of Cronbach's Alpha, was used to interpret the value.

Table 3.1 Value of Cronbach's Alpha

Cronbach's Alpha	Internal consistency
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source from (Zach, 2021)

3.6 Theoretical framework

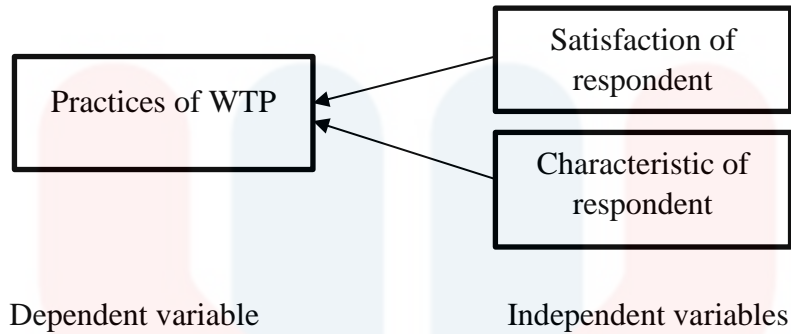


Figure 3.2 The theoretical framework

3.7 Data Analysis

Data analysis is the process of modifying, processing, and cleaning raw data to obtain valuable, pertinent information that supports commercial decision-making (Kelley, 2020). The process offers helpful insights and statistics, frequently presented in charts, graphics, tables, and graphs, which lessen the risks associated with decision-making.

3.7.1 Descriptive analysis

The descriptive analysis summarises responses and helps one understand their behaviour patterns. The summary of the sample that was used to characterize the data and the characteristics of the variables in terms of frequency and percentage distribution for the survey will be described in the analysis. The analysis's findings include the distribution of replies and summary statistics on the respondents' socioeconomic status, personal characteristics, satisfaction towards the environment, facilities, and services, and opinions towards the recreational resources in Lata Janggut, Jeli.

SPSS version 26.0 software was used in this study to analyze the descriptive data obtained to determine the mean and percentage of each demographic variable from the respondents. The essential information about the respondent, including gender, age, race, marital status, degree of formal education, occupation, and monthly household income, is derived from the data. The SPSS software was similarly used to for the Part A, B, C, and D questions.

3.7.2 Inferential Statistics

Hypothesis	Hypothesis statement	Method
HA1	There is a significant difference between males and females visiting Lata Janggut on WTP.	T-test
HA2	There is an Association between income & WTP to Respondent visit Lata Janggut.	Chi-square test
HA3	There is a significant difference between the price one wants to pay and the income level.	ANOVA
HA4	There is an Association between WTP and the level of satisfaction in terms of the environment, facilities, and services available in Lata Janggut.	Chi-square test

The above table shows the hypothesis statement and method used to fulfil the objectives. HA 1, HA 2, and HA 3 are used to answer objective 2; meanwhile, HA 4 is used to meet the requirements of the third objective.

Weighted average

The formula below is used to determine the respondent's level of satisfaction with the environment, facilities, and services at Lata Janggut. The table below shows the Likert

scale used to interpret respondents' level of satisfaction with the environment, facilities, and services in Lata Janggut.

Formula:

$$X = \frac{\sum fx}{f}$$

X= Weighted Average

f= number

x= weighting factor

f= sum of all the weights

The scale used to interpret the level of satisfaction with the environment, facilities, and services at Lata Janggut is given below.

Scale	Level of satisfaction
4.20-5.00	Very Good
3.40-4.19	Good
2.60-3.39	Fair
1.80-2.59	Poor
1.00-1.79	Very Poor

Table 3.2 scale used to interpret satisfaction.

T-test

A T-test was used to compare the WTP of males versus females visitors. This statistical test is carried out to achieve objective 2. The formula below used:

$$t = \frac{\bar{x} - \mu}{\frac{s}{\sqrt{n}}}$$

\bar{x} = Observed Mean of the Sample

μ = Theoretical Mean of the Population

s = Standard Deviation of the Sample

n = Sample Size

Chi-square.

The formula below determines the significant association between income respondents and the satisfaction variable (regarding environment, facilities, and services in WTP). Since are in categorical data, the chi-square test is used to determine the characteristics of respondents between income and satisfaction on WTP. This statistical test is used to achieve objective 1 and objective 2.

$$X^2 = \sum \frac{(O - E)^2}{E}$$

X^2 : chi-square

O: observed value

E: expected value

ANOVA

ANOVA is used to test the hypothesis of two or more groups. This statistical test is used to achieve objective 2. The formula of ANOVA is as follows:

$$F = \frac{\sum n_j (\bar{X}_j - \bar{X})^2 / (k - 1)}{\sum \sum (\bar{X} - \bar{X}_j)^2 / (N - k)}$$

n_j = the sample size in the j th group

\bar{X}_j = sample mean in the j th group

\bar{X} = overall mean

k = number of independent groups and

N = total number of observations in the analysis

CHAPTER 4

RESULTS AND DISCUSSIONS

4.1 Introductions

This chapter presents the results of the study. First, the results show the reliability test results. A descriptive examination of the respondents' demographic traits and those of the guests who were paying them a visit came next. Next, proceed to discuss the respondents' satisfaction level with recreational resources and their readiness to pay at Lata Janggut. Relationship between WTP and the degree of contentment with Lata Janggut's surroundings, amenities, and services.

4.2 Reliability Test Result

A pilot study was conducted, and the data were analysed using Cronbach's alpha for the reliability test. The value of Cronbach alpha for practices consists of 23 questions ($\alpha=.80$), and for awareness, which consists of 10 questions ($\alpha=.96$). The overall Cronbach alpha for 33 questions was ($\alpha= .91$). Since the alpha was above 0.7, the questionnaire is reliable.

4.3 Descriptive statistics

Under the socio-demographic characteristics of respondents and visitors to Lata Janggut, of the frequency and percentage of each group for each variable.

4.3.1 Socio-demographic Characteristics of Respondents

Table 4.1 displays the frequency and percentage of the respondent's socio-demographic characteristics. Of the 180 participants in this study, 92 (51.1%) were men and 88 (48.9%) were women. Regarding marital status, 71 (39.4%) are married, while 109 (60.6%) are single. 94 respondents, or 52.3% of the total, younger than 15 years old, while the smallest number of respondents (24/13.4%) and 38 (21.2%) are lower than the 25–34 and 35–44 age groups, respectively. 2 respondents, or 1.2%, are older than 75.

Malay respondents comprise the majority of respondents in the race category (172, or 95.65% of total respondents). There are seven native respondents (3.9%), one Chinese Respondent (0.6%), and an Indian Respondent (0%). Regarding education level, the largest percentage of respondents (83, or 46.1%) have a bachelor's degree. The number of respondents were almost the same for nearly identical for secondary school respondents (46, or 25.6%) and College/STPM/Diploma respondents (42, or 23.3%). Only one individual went to only primary school/had no formal education. Most of the respondents are students, with a percentage of 83 replies or 46.1%. In this sector, government occupations come in second place with 44 respondents, or 24.4%, while other jobs rank lowest with 1 respondent, or 0.6%.

None of the respondents to this survey joined any private environmental organizations (NGOs). The largest household category, comprising 142 respondents

or 79%, is 0 to 5 people in their house. There are 36 (20%) respondents for people aged 6 to 10 and 2 (1%) for those aged 11 to 20. The greatest percentage of respondents had B40 incomes between RM500 to RM 4000, 103 or 54.0%. Only 4% of the total respondents earn a T20 salary over RM10,000.

Table 4.1 Descriptive Statistics of Socio-Demographic Characteristics.

		Frequency	Percentage %
Gender	Male	92	51.1
	Female	88	48.9
	Total	180	100.0
Marital Status	Single	109	60.6
	Married	71	39.4
	Total	180	100.0
Age	15-24 years old	94	52.3
	25-34 years old	38	21.2
	35-44 years old	24	13.4
	45-54 years old	13	7.4
	55-64 years old	8	4.6
	>75 years old	2	1.2
	65-74 years old	1	0.6
	Total	180	100.0
Race	Malay	172	95.6
	Native	7	3.9
	Chinese	1	0.6
	Indian	0	0
	Total	180	100.0
Education level	Degree	83	46.1
	Secondary school	46	25.6
	College/STPM/Diploma	42	23.3
	Postgraduate/PhD	7	3.9
	No formal education	1	0.6
	Primary school	1	0.6
	Total	180	100.0
Work	Student	83	46.1
	Government	44	24.4
	Self-employed	20	11.1
	Private	19	10.6
	Doesn't work.	13	7.2
	Others (retired)	1	0.6
	Total	180	100.0
NGO	No participating	180	100.0
	Participate	0	0
	Total	180	100.0
Number of household contents	0-5 people	142	79
	6-10 people	36	20
	11-20 people	2	1

	Total	180	100.0
Income rough monthly	B40(RM 500-RM 4000)	103	54.0
	No income	44	24.4
	M40(RM 4100- RM 10000)	29	16.3
	T20(>RM 10,000)	4	2.3
	Total	180	100.0

4.3.2 Perception of respondents' visits Lata Janggut

The frequency and percentage of respondents who visit Lata Janggut are shown in Table 4.2. 22 respondents, or 12.2% of the total, arrived here alone, whereas 158 respondents, or 87.8%, visited Lata Janggut with family or friends. The purpose of a majority of respondents visited Lata Janggut for vacation 106, or 58.9%, came to Lata Janggut on vacation. The second-highest response, with 59 or 32.8 responses, is to mention how beautiful the scenery is here. Meanwhile, 3 respondents, or 1.75%, were asked to participate in the study for education and camping purposes. 107 respondents, or 59.4%, had the highest frequency of visits among those who had visited Lata Janggut thrice. 47 respondents, or 25.6% of the sample, said they had only been once, whereas 27 respondents, or 15.0%, said they had been twice.

Regarding how respondents knew about Lata Janggut and its services, 142 (78.9%) said they knew about it from friends and family. Like all respondents, no one knows about Lata Janggut through physical advertising. 150 respondents, or 83.3%, said they typically visit Lata Janggut on weekends (Friday and Saturday). There are up to 15 (8.3%) and 12 (6.7%) respondents, respectively, regarding the practice of visiting on public and school holidays. To visit during the working day is the lowest, at just 3, or 1.7% of those surveyed.

Most 179 responders, or 99.4%, wanted to return to Lata Janggut. 94 respondents, or 52.2 %, said an increase in visitors to Lata Janggut would impact respondents' enjoyment, while 13 respondents, or 7.2 %, said it would have a substantial impact. Nevertheless, 73 (40.6%) participants stated they were not affected by the increasing number of tourists to Lata Janggut.

Table 4.2 Perception of Respondents who come to Lata Janggut

		Frequency	Percentage%
Do respondents come alone to here?	Yes	158	87.8
	No	22	12.2
		180	100.0
Purpose of visit	Vacation	106	58.9
	See the beauty of nature.	59	32.8
		6	3.3
	Recreational tour day	3	1.7
	Research	3	1.7
	Education	3	1.7
	Camping	0	0
	Others	180	100
Total			
How many times did the respondent come to Lata Janggut?	3 times or more	107	59.4
	1 time	46	25.6
	2 time	27	15.0
	Total	180	100.0
Where can respondents find	Family & friends	142	78.9
	Physical advertising	38	21.1

information about	Online advertising	0	0
Lata Janggut and its services?	Total	180	100.0
What type of transport is used to get to Lata Janggut?	Private vehicle	163	90.6
	Rental vehicle	13	7.2
	Public transport	4	2.2
	Total	180	100.0
The visitation pattern of the Respondent to Lata Janggut	Weekend (Friday & Saturday)	150	83.3
	School holidays (Mid-year holidays & Year-end holidays)	15	8.3
	Public holidays (Independence Day Holiday, Malaysia Day Holiday and others)	12	6.7
	Working day		
	Total	3	1.7
		180	100.0
Do you want to visit Lata Janggut in the future?	Yes	179	99.4
	No	1	0.6
	Total	180	100.0
Is your enjoyment of visiting this area affected by the increasing number of visitors?	Yes, very affected.	13	7.2.
	Yes, a little affected.	94	52.2
	Directly unaffected	73	40.6
	Total	180	100.0

4.3.3 Visitor Satisfaction Level with the Existence of Ecotourism Resources

The respondents' satisfaction levels with Lata Janggut environmental and recreational resources are shown in Table 4.3. Each of the five items in the table results of GWA has a general weighted average (GWA) greater than 3.40. The GWA of 4.48 for item 1, "Water condition in Lata Janggut (example of clean and fresh river water)," is considered "Very Good." The overall GWA result of 4.35, or "Very Good," indicates that the respondents are pleased with the recreational resources in Lata Janggut and the surrounding environment. Item 4, the satisfaction level with soil structure in Lata Janggut (free from landslides and soil deposits), has the lowest GWA, which is 4.13; the interpretation is "Good"

Table 4.3 The Level of Satisfaction with Recreational Resources in Terms of the Environment

Item	Questions	Very dissatisfied	Not satisfied	Neutral	Satisfied	Very satisfied	GWA	Interpretation
1	Water condition in Lata Janggut (example of clean and fresh river water).	0	0	16	62	102	4.48	Very good
2	Air condition in Lata Janggut (Because it is far from the urban area, the air is clean and fresh).	0	0	4	64	112	4.60	Very good
3	Plant and animal species in Lata Janggut (still many preserved).	1	1	28	74	76	4.24	Very good
4	Soil structure in Lata	2	5	29	76	68	4.13	Good

	Janggut (free from landslides and soil deposits).								
5	The environment in Lata Janggut (awake from rubbish).	0	1	23	73	83		4.32	Very good
Average								4.35	Very good

Table 4.4 shows participants' satisfaction level with Lata Janggut recreational resources and the amenities that are there overall. Every GWA result is higher than 3.40. The GWA result is "Very Good" for items 1, 6, 7, 8, and 9, which is higher than 4.00. While "Good" applies to items 2, 3, and 4. The respondents are content with the facilities offered at Lata Janggut, as evidenced by the category's total GWA result of 4.10, or "Good".

Table 4.4 Level of Satisfaction with Recreational Resources in Terms of the Facilities

Item	Questions	Very dissatisfied	Not satisfied	Neutral	Satisfied	Very satisfied	Never (NULL)	GWA	Interpretation
1	Accessibility to reach Lata Janggut, Jeli, is very easy.	1	1	17	75	86	0	4.36	Very good
2	Campsites available.	1	2	26	85	53	13	3.82	Good
3	Availability The	1	1	26	88	60	4	4.07	Good

	information given by the guardians about Lata Janggut is easy to understand.										
4	The condition of the surau provided.	2	7	30	80	61	0	4.06	Good		
5	Public toilets are provided.	7	21	48	63	41	0	3.61	Good		
6	Stall facilities provided.	7	21	48	63	41	0	4.07	Very good		
7	Hut & bench provided.	0	3	16	84	77	0	4.31	Very good		
8	Garbage bins are provided.	0	3	13	83	81	0	4.34	Very good		
9	Parking area provided.	0	5	18	75	82	0	4.30	Very good		
Average								4.10	Good		

Table 4.5 displays the respondents' satisfaction level with Lata Janggut's recreational resources in terms of the services & activities offered. "Very Good" is the highest GWA result for only two items, which are items 1 (4.30) and 5 (4.21). While "Good" is obtained for other products. The respondents are satisfied, as seen by the overall GWA result of 4.14 for the category of activities and services available in Lata Janggut, "Good".

Table 4.5 Level of Satisfaction with Recreational Resources in Terms of Activities and Services

Item	Question	Very dissatisfied	Not satisfied	Neutral	Satisfied	Very satisfied	GW A	Interpretation
1	A suitable area for learning activities (learning about the environment)	1	2	16	84	77	4.30	Very good
2	I was birding in the Lata Beard area.	9	6	40	81	44	3.81	Good
3	Safe river water (for bathing activities).	2	3	25	78	72	4.19	Good
4	The warmth of the	2	2	28	76	72	4.19	Good

5	guardian of Lata Janggut to visitors. A good level of safety from the keeper (such as immediate notification of water safety level information).	2	3	19	87	69	4.21	Very Good
6	Picnic area and BBQ available.	1	5	31	74	69	4.14	Good
7	Walking track (always maintained, suitable for jogging).	4	4	28	76	68	4.11	Good
8	Trash bins at Lata Janggut (well managed by the caretaker).	2	4	26	74	74	4.19	Good
Average							4.14	Good

4.4 Relationship Between Sosio-Demographic Characteristics and Willingness to Pay for Conservation of Ecotourism Resources at Lata Janggut, Jeli, Kelantan

The t-test analysis of willingness to pay and the gender of those who visited Lata Janggut is shown in Table 4.6. The significant value is 0.41, which is greater than

0.05. The null hypothesis is regarded as rejected since the significance value is more than 0.05. There is no significant difference between genders with willingness to pay.

Table 4.6 Significant Difference between Males and Females on Willingness to Pay for Conservation of Ecotourism Resources at Lata Janggut, Jeli, Kelantan

Practice	t-test	Df	Significant value
Willingness to pay	-1.019	178	0.41

4.5 Relationship Between Visitor's level of income and Willingness to Pay for Conservation of Ecotourism Resources at Lata Janggut, Jeli, Kelantan

Table 4.7 shows the relationship between visitor income and willingness to pay. The non-significant value of the chi-square value is 0.574. The null hypothesis is rejected because the significance value exceeds 0.05. Therefore, visitor income and their willingness to pay are not closely related.

Table 4.7 Association of Income with WTP for Conservation of Ecotourism Resources at Lata Janggut, Jeli, Kelantan

Practices	χ^2	df	Significant value
Income respondent	1.112	2	0.574

One-way ANOVA is displayed in Table 4.8. A one-way ANOVA was conducted to compare the number of visitors willing to spend depending on their income level. There is a significant value in the income level with the amount of money respondents are willing to pay for Ecotourism Resource Conservation in Lata Janggut. The significance value is less than 0.05, which is 0.009.

Table 4.8 A significant difference exists between the price visitors want to pay and the income level for Conservation of Ecotourism Resources at Lata Janggut, Jeli, Kelantan.

		Sum of squares	df	Mean square	F	Sig.
Price willing to pay	Between groups	9.746	2	4.873	4.804	.009
	Within groups	158.229	156	1.014		
	Total	167.975	158			

4.6 Association Between Respondent's Satisfaction Level with Willingness of Visitors to Pay for Conservation of Ecotourism Resources at Lata Janggut, Jeli, Kelantan

Table 4.9, summarizes the results of the chi-square test investigating the association between the respondents' satisfaction level and their willingness to pay. The chi-square value is 0.20 for the level of satisfaction regarding the environment, which is more than 0.05. Therefore, the respondents' satisfaction level and WTP are not significantly correlated.

Next is the chi-square value of the level of satisfaction in terms of convenience and service, which produces a significant value because both have a value of less than 0.05. The value of facilities is 0.017, while the value of services is 0.001.

Table 4.9 Association of WTP with the level of satisfaction in terms of the environment, facilities, and services for Conservation of Ecotourism Resources at Lata Janggut, Jeli, Kelantan.

Satisfaction	χ^2	df	Significant value
Nature	7.820	2	0.20
Facility	10.215	3	0.017
Service	15.455	3	0.001

4.7 Discussion

Additionally, their willingness to pay to enter Lata Janggut, male and female respondents do not significantly differ from one another, where the result demonstrates that every respondent is actively willing to contribute to the conservation of Lata Janggut ecotourism resources. Gender was only shown to be important in this study about the association between WTP and ecotourism behaviour (Hwang & Lee, 2018). The community's growing knowledge of the value of protecting ecotourism resources may also impact this. As a result of numerous awareness campaigns to promote environmental love, there is no discernible difference between men and women regarding attitudes, behaviours, and knowledge of ecological literacy (Nor Hizami Hassin et al., 2020).

The conservation of ecotourism is well-known among tourists to Lata Janggut, showing that the tourists are aware of protecting and caring for the environment. The rationale behind this is that the tourists have been made aware of the significance of environmental protection and preservation in their daily lives, as demonstrated. WTP was discovered to be correlated with age, education, income, and environmental awareness (Stamatios Ntanos et al., 2018). Using a logit model, they found that WTP positively correlates with educational attainment, government subsidies, and initiatives to improve public awareness of environmental preservation.

That visitors with varying income levels also signal that they have various price preferences. If the price offered is still the market price for the admission charge to the ecotourism location, which is an unduly high price, tourists with a high degree of awareness about environmental issues will be prepared to pay the offered price (Nelson et al., 2021).

Visitors who come to Lata Janggut are satisfied with the degree of ecotourism conservation in this area and are prepared to pay to keep the environment intact. This demonstrates that customers are ready to pay a high price for satisfaction because most guests are well-cared for in every way, namely in the setting, amenities, and services offered at Lata Janggut. State that an individual will continue the same action the more satisfied he is with his life (An & Park, 2020). This is relevant to the study because happy visitors are likelier to return to the exact location or state of affairs.

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study determines visitor satisfaction and tourists' willingness to pay based on demographic characteristics for ecotourism protection in Lata Janggut. It yields results where visitors' desire to spend is closely related to their level of satisfaction. In addition, there is no significant difference between the genders of visitors in their willingness to pay, showing that male and female visitors are equally concerned about environmental protection. Furthermore, there is a correlation between the respondent's level of income and the results showing that there is a significant. Because the significance value is greater than 0.05, there is a significant difference between the income level (0.574) and their willingness to pay. In addition, the income level with the amount of money respondents are willing to pay is significant because the value is less than 0.05, which is 0.009. Lastly, there is a significant difference between the level of satisfaction with WTP in terms of the environment, facilities, and services. It is not significant for the environment because the value is 0.20, which is bigger than 0.05. For facilities and services, it is significant because the value is less than 0.05, which is 0.017 (facilities) and 0.001 (services)

In conclusion, the importance of visitor satisfaction in offering chances to experience natural ecosystems and take advantage of natural resources cannot be

overstated in the context of ecotourism. The degree of satisfaction that tourists self-report having experienced ecotourism is compared in this study from three distinct angles. Programs for ecotourism use visitor satisfaction levels as a measuring stick, and increasing visitors' willingness to pay for experiences can also boost ecotourism. Thus, to promote the readiness to pay for ecotourism areas, combining the attributes of ecological resources with a well-thought-out operation and more excellent suitability of the ecotourism visitor satisfaction function is necessary. Ecotourism's ultimate goals are to protect natural places' ecosystems and promote environmental protection.

5.2 Recommendations

Although visitors are happy with the environment and atmosphere, Lata Janggut should continue to strive to improve its offering in terms of facilities and services. So that guests feel motivated to return here more often and the cost for them to spend is reasonable to enjoy the beauty of the environment in Lata Janggut. Promoting awareness of the value of protecting and maintaining the environment is also important to instil a sense of responsibility among the people of this country.

For people to comprehend the significance of environmental preservation, there is also a need to increase education and awareness. Advertising is one of the ways to highlight this to the people, regardless of physical or online advertising. In collaboration with the municipal authorities, the government should promote the importance of environmental protection more often so that the people are more aware and care about this matter.

Furthermore, the municipality must punish offenders with fines or charges for harming the environment or causing pollution. High fines should make people more watchful and cautious. Additionally, the city should monitor more frequently, involving locals, security personnel, store owners, cleaners, and others, as it might serve as a wake-up call for others to take care of their surroundings constantly.



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UNIVERSITI
MALAYSIA
KELANTAN

APPENDIX A

Tarikh : _____
ID : _____



BORANG KAJI SELIDIK KESANGGUPAN PELAWAT MEMBAYAR PEMULIHARAAN SUMBER EKOPELANCONGAN DI LATA JANGGUT, JELI, KELANTAN

Saya merupakan pelajar Universiti Malaysia Kelantan (UMK) dan kini sedang membuat kajian untuk projek tahun akhir yang bertajuk Kesanggupan Pelawat Untuk Membayar Bagi Pemuliharaan Sumber Ekopelancongan Di Lata Janggut, Kelantan menggunakan Kaedah Penilaian Kontinjen.

Objektif kajian ini adalah:

1. Menentukan kepuasan pengunjung terhadap kewujudan sumber ekopelancongan di Lata Janggut , Jeli Kelantan
2. Mengkaji kesanggupan pelawat membayar untuk pemuliharaan sumber ekopelancongan menggunakan Kaedah Penilaian Kontinjen di Lata Janggut, Jeli Kelantan.

Skop soalan ini akan bertanya tentang kepuasan pengunjung dan kesanggupan membayar. Dapatan daripada kajian ini akan memberi maklumat data bagi kajian nilai ekonomi untuk pemuliharaan sumber ekopelancongan di Lata Janggut, Jeli, Kelantan. Saya amat menghargai jika anda dapat menjawab soalan-soalan ini sebaik mungkin. Semua jawapan akan disimpan sebagai tanpa nama dan hanya digunakan untuk tujuan kajian sahaja.

AZIM AZIZI BIN ZAKARIA

Ijazah Sarjana Muda Sains Gunaan (Sains Kelestarian Alam Sekitar) Dengan Keupujian
Universiti Malaysia Kelantan
019-2376843

BAHAGIAN A: PROFIL DEMOGRAFI

Arahan: Sila tandakan (√) pada kotak jawapan.

- | | | | |
|-----------------------|--------------------------|----------------------------|--------------------------|
| 1. Jantina | | 5. Tahap Pendidikan | |
| a. Lelaki | <input type="checkbox"/> | a. Tiada pendidikan formal | <input type="checkbox"/> |
| b. Perempuan | <input type="checkbox"/> | b. Sekolah rendah | <input type="checkbox"/> |
| 2. Umur: _____ | | c. Sekolah menengah | <input type="checkbox"/> |
| 3. Status perkahwinan | | d. Kolej / STPM/ Diploma | <input type="checkbox"/> |
| a. Berkahwin | <input type="checkbox"/> | e. Ijazah Sarjana Muda | <input type="checkbox"/> |
| b. Bujang | <input type="checkbox"/> | f. Ijazah Sarjana/ PhD | <input type="checkbox"/> |
| c. Lain-Lain _____ | | 6. Pekerjaan | |
| 4. Bangsa | | a. Kerajaan | <input type="checkbox"/> |
| a. Melayu | <input type="checkbox"/> | b. Swasta | <input type="checkbox"/> |
| b. Cina | <input type="checkbox"/> | c. Bekerja sendiri | <input type="checkbox"/> |
| c. India | <input type="checkbox"/> | d. Pelajar | <input type="checkbox"/> |
| d. Bumiputera | <input type="checkbox"/> | e. Tidak bekerja | <input type="checkbox"/> |

- f. Lain-lain (sila nyatakan) _____
7. Adakah anda ahli mana-mana badan bukan kerajaan (NGO) berkaitan alam sekitar?
- a. Ya (sila nyatakan)
- b. Tidak

8. Jumlah isi rumah yang tinggal bersama _____
9. Pendapatan bulanan (RM) isi rumah yang tinggal bersama (anggaran kasar).

RM	
----	--

BAHAGIAN B: CIRI-CIRI PENGUNJUNG YANG MELAWAT LATA JANGGUT

Arahan: Sila tandakan (√) pada pilihan jawapan.

1. Sila nyatakan lokasi kediaman anda.

- a. Nyatakan Daerah & Negeri:

2. Adakah anda datang bersendirian ke Lata Janggut ?

Ya

Tidak

Jika **tidak** sila nyatakan bilangan orang yang datang bersama anda:

3. Apakah tujuan utama melawat Lata Janggut? Boleh pilih lebih dari 1 pilihan.

Percutian

Tujuan penyelidikan

Pendidikan

Berkhemah

Menikmati keindahan alam

Hari lawatan rekreasi (Hutan & sungai)

Lain-lain: _____

Iklan fizikal (surat khabar atau majalah)

Melalui keluarga dan kawan-kawan

Lain-lain: _____

6. Apakah jenis pengangkutan yang digunakan untuk sampai ke Lata Janggut?

Kenderaan persendirian

Kenderaan awam

Kenderaan sewa

Lain-lain: _____

7. Bilakah kebiasaan anda melawat Lata Janggut?

Hujung minggu (Jumaat & Sabtu)

Cuti sekolah (Cuti pertengahan tahun & Cuti akhir Tahun)

Cuti umum (Cuti Hari Kemerdekaan, Cuti Hari Malaysia dan lain-lain)

Hari berkerja

8. Adakah anda ingin datang lagi melawat Lata Janggut pada masa akan datang?

Ya

Tidak

4. Berapa kalikah anda pernah melawat Lata Janggut?

1 kali

2 kali

3 kali atau lebih

5. Bagaimana anda dapat mencari maklumat mengenai Lata Janggut dan perkhidmatannya?

Iklan secara talian (Facebook, Instagram, Tiktok dan sebagainya)

9. Adakah keseronokkan anda melawat kawasan ini terjejas disebabkan oleh bilangan pengunjung yang semakin ramai?

Ya, sangat terjejas

Ya, sedikit terjejas

Langsung tidak terjejas

BAHAGIAN C: KEPUASAN TERHADAP SUMBER REKREASI DI LATA JANGGUT, JELI, KELANTAN

Dalam bahagian ini, kami ingin mengetahui **TAHAP KEPUASAN** tentang kewujudan Sumber Ekopelancongan.

Arahan: Bagi setiap pernyataan di bawah, sila tandakan (✓) pada petak skala yang sesuai berdasarkan kenyataan yang berkait dengan anda sahaja.

1. Sangat tidak berpuas hati
2. Tidak berpuas hati
3. Biasa
4. Berpuas hati
5. Sangat berpuas hati

No	Kenyataan	1	2	3	4	5
ALAM SEKITAR						
1	Keadaan air di Lata Janggut (contoh air sungai yang bersih dan segar).					
2	Keadaan udara di Lata Janggut (Disebabkan jauh dari kawasan bandar menjadikan udara bersih dan segar)					
3	Spesis tumbuhan dan haiwan di Lata Janggut (masih lagi banyak terpelihara).					
4	Struktur tanah di Lata Janggut (bebas dari tanah runtuh dan mendapan tanah)					
5	Suasana persekitaran di Lata Janggut (terjaga dari sampah sarap).					
FASILITI						
6	Kebolehcapaian untuk sampai ke Lata Janggut, Jeli adalah sangat mudah.					
7	Tapak Perkhemahan disediakan.					
8	Ketersediaan Maklumat yang diberikan oleh penjaga mengenai Lata Janggut mudah difahami.					
9	Keadaan surau yang disediakan.					
10	Tandas Awam yang disediakan.					
11	Kemudahan gerai yang disediakan.					
12	Wakaf & bangku yang disediakan.					
13	Tong sampah yang disediakan.					
14	Kawasan tempat meletakkan kenderaan yang disediakan.					
AKTIVITI & PERKHIDMATAN						
15	Kawasan yang sesuai untuk melakukan aktiviti pembelajaran (pembelajaran tentang alam sekitar).					
16	Memburung di kawasan Lata Janggut.					
17	Air sungai yang selamat (untuk aktiviti bermandi-manda).					
18	Kemesraan penjaga Lata Janggut kepada pelawat.					
19	Tahap keselamatan yang baik dari penjaga (seperti pemberitahuan segera tentang maklumat tahap keselamatan air).					
20	Kawasan berkelah dan BBQ yang disediakan.					

21	Trek berjalan kaki (senantiasa diselenggara, sesuai untuk aktiviti berjoging).					
22	Tong sampah di Lata Janggut (diuruskan dengan baik oleh pihak penjaga).					

BAHAGIAN D: KESANGGUPAN MEMBAYAR

yang menjadi kebanggaan Malaysia.

SENARIO DI LATA JANGGUT

Lata Janggut, merupakan sebuah lokasi ekopelancongan yang terletak di dalam daerah Jeli, Kelantan. Telah banyak penambahbaikan, untuk lokasi ini bagi lebih menarik ramai lagi pelawat bukan sahaja dari dalam negara bahkan pelawat antarabangsa. Ini kerana, tempat ini menyediakan keindahan dan pengalaman yang menarik kepada pelawat yang hadir untuk sama ada secara individu, berkumpulan atau bersama seisi keluarga

Namun, berdasarkan fakta ini dan untuk mengekalkan sumber pemandangan, beberapa langkah perlu diambil, seperti membina tabung untuk kelestarian sumber ekopelancongan di Lata Janggut. Sehingga kini tiada caj atau permit masuk dikenakan kepada pelawat. Oleh itu, pengenalan yuran permit masuk sebagai langkah alternatif untuk yuran konservasi adalah perlu bagi melindungi sumber ekopelancongan yang terdapat di Lata Janggut daripada terus merosot di samping dapat menampung kos pengurusan yang kian meningkat. Justeru, pihak pengurusan ingin merayu kepada pengunjung untuk turut serta dalam usaha memulihara sumber alam yang indah ini dengan membayar sedikit caj atau permit masuk ke sini. Yuran tersebut akan dijadikan sebagai dana tambahan

Arahan: Sila tandakan (√) pada pilihan jawapan.

- Berdasarkan senario yang dinyatakan di atas, sekiranya caj permit masuk (yuran perlindungan) diwujudkan, bagi pemuliharaan sumber ekopelancongan di Lata Janggut, Kelantan, adakah anda sanggup membayar?
 - Ya sila ke soalan 2.
 - Tidak terus ke soalan 5.
- Berdasarkan senario dan pendapatan semasa anda, sila tandakan (/) pada harga yang sanggup anda bayar untuk usaha pemuliharaan sumber alam sekitar di Lata Janggut.?

RM	RM	RM	RM	RM
1.00	2.00	3.00	4.00	5.00
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Jika anda memilih dan sanggup membayar pada harga RM 5.00, sila jawab soalan 3.

- Berdasarkan senario dan pendapatan semasa anda, berapakah nilai maksimum (RM/masuk) yang anda sanggup bayar untuk usaha pemuliharaan sumber eko pelancongan?

RM/masuk	<input style="width: 80px; height: 20px;" type="text"/>
----------	---

- Berikut adalah sebab mengapa anda SANGGUP BAYAR. Sila tandakan (√) pada alasan yang bersesuaian dengan pandangan anda sahaja.

- Untuk melindungi sumber alam sekitar yang merupakan khazanah negara.
- Alam sekitar membantu keseimbangan ekosistem di dalam hutan.
- Memastikan generasi akan datang mempunyai peluang untuk mengenali sumber alam sekitar

- Untuk tujuan pemuliharaan dan penyelenggaraan di Lata Janggut.
 - Lain-lain (sila nyatakan) _____
- Berikut adalah sebab kenapa sesetengah orang TIDAK SANGGUP MEMBAYAR. Sila tandakan (√) pada alasan yang bersesuaian dengan pandangan anda sahaja.
 - Usaha pemuliharaan sumber ekopelancongan sepatutnya dibiayai oleh Kerajaan.
 - Alam sekitar tidak penting untuk dilindungi dan dipulihara.
 - Tidak mampu untuk membayar.
 - Lain-lain (sila nyatakan) _____
 - Jika anda mempunyai sebarang komen atau cadangan, sila nyatakan di baw

APPENDIX B

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.912	33

t-test analysis for

T-Test

	jantina	N	Mean	Std. Deviation	Std. Error Mean
Sanggup membayar	lelaki	92	1.10	.299	.031
	perempuan	88	1.15	.357	.038

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Sanggup membayar	Equal variances assumed	4.221	.041	-1.019	178	.310	-.050	.049	-.147	.047
	Equal variances not assumed			-1.015	169.782	.312	-.050	.049	-.147	.047

Chi-Square analysis for

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
GAJIB.K * Sanggup membayar	180	100.0%	0	0.0%	180	100.0%

GAJIB.K * Sanggup membayar Crosstabulation

		Sanggup membayar		Total
		YA	TIDAK	
GAJIB.K	<RM2500	115	18	133
	<RM10959	39	4	43
	>RM10960	4	0	4
Total		158	22	180

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.112 ^a	2	.574
Likelihood Ratio	1.618	2	.445
Linear-by-Linear Association	1.038	1	.308
N of Valid Cases	180		

a. 2 cells (33.3%) have expected count less than 5. The

Anova analysis for

Descriptives

harga yang sanggup dibayar

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<RM2500	116	2.86	.950	.088	2.69	3.04	1	5
<RM10959	39	3.41	1.163	.186	3.03	3.79	1	5
>RM10960	4	2.50	1.000	.500	.91	4.09	1	3
Total	159	2.99	1.031	.082	2.83	3.15	1	5

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
harga yang sanggup dibayar	Based on Mean	3.443	2	156	.034
	Based on Median	1.660	2	156	.193
	Based on Median and with adjusted df	1.660	2	151.056	.194
	Based on trimmed mean	3.494	2	156	.033

ANOVA

harga yang sanggup dibayar

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.746	2	4.873	4.804	.009
Within Groups	158.229	156	1.014		
Total	167.975	158			

Chi-square analysis for

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sanggup membayar * ALAMSEKITARRECODE	180	100.0%	0	0.0%	180	100.0%

Sanggup membayar * ALAMSEKITARRECODE Crosstabulation

Count

		ALAMSEKITARRECODE			Total
		3,00	4,00	5,00	
Sanggup membayar	YA	9	81	68	158
	TIDAK	5	9	8	22
Total		14	90	76	180

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.820 ^a	2	.020
Likelihood Ratio	5.767	2	.056
Linear-by-Linear Association	2.830	1	.093
N of Valid Cases	180		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 1.71.

Chi-square analysis for

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Sanggup membayar * FASILITIRECODE	180	100.0%	0	0.0%	180	100.0%

Sanggup membayar * FASILITIRECODE Crosstabulation

Count		FASILITIRECODE				Total
		2.00	3.00	4.00	5.00	
Sanggup membayar	YA	0	19	92	47	158
	TIDAK	1	1	10	10	22
Total		1	20	102	57	180

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.215 ^a	3	.017
Likelihood Ratio	7.362	3	.061
Linear-by-Linear Association	.926	1	.336
N of Valid Cases	180		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .12.

Chi-square analysis for

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Sanggup membayar * NEW	180	100.0%	0	0.0%	180	100.0%

Sanggup membayar * NEW Crosstabulation

Count		NEW			Total
		2.00	3.00	4.00	
Sanggup membayar	YA	0	20	80	158
	TIDAK	2	1	11	22
Total		2	21	91	180

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.455 ^a	3	.001
Likelihood Ratio	9.787	3	.020
Linear-by-Linear Association	.438	1	.508
N of Valid Cases	180		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .24.