

# Environmental Knowledge and Consumer Intention to Visit Green Tourism Village

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**Abstract**—The research aims to test the influence of environmental knowledge on tourist intention to visit tourism village mediated by social and emotional values. Data are collected through questionnaire and data collection result is tested using confirmation factor analysis (CFA) and structural equation modeling (SEM). The research result suggests that social values and emotional values mediate the influence of environmental knowledge on tourist intention to visit green tourism village. The result provides contribution to environmental management theory as a foundation in promoting tourism destination areas. The research could be further elaborate through mediation addition of price and quality of the green tourism village.

**Keywords**—*environmental knowledge, consumer intention, green tourism village, confirmation factor analysis, structural equation modeling*

## I. INTRODUCTION

Tourism and society are inseparable in the development of destination areas; however, it is currently still in a debate [1-2-3]. The arising debate is related to the fair and wisdom use of tourism that could generate prosperity for the society [4] in economy as well as non-economy [5]. One of development solutions provided is innovation and strategic partnership with the society known as a community-based tourism or tourism village program in Indonesia. The program set to achieve a sustainable prosperous society [1-2], [6-9].

Tourism villages developed by the government of Indonesia refer to each village's own potentials, such as natural beauty, cultures, arts, religion, health, food, and spiritual [1]. Bali, one of islands in Indonesia famous for its cultural tourism, has developed a hundred tourism villages as a strategy to strengthen tourism as the regional main income source [2]. The tourism village concept is cultivated based on a local culture that has awareness on environment namely harmonious culture or green culture; hence, a tourism village has awareness on environment [1-2]. The harmonious culture becomes the cornerstone of tourism village emphasizing on maintaining harmonious relationship with the Creator through a belief that everything in the world is the power of the One Almighty God; therefore, it must be well maintained

and protected. Another relationship that must be done is maintaining a harmonious relationship with the fellow beings or human as well as with the environment through environmental awareness [2]. The culture has an aspect of environmental awareness and it is often called as a green culture. The culture implementation concept in a tourism village is indicated by community's activities that concern about the environment and is manifested in religious ceremonies, customs, and cultures and arranged in village rules [1-2] The green tourism village concept is unique and it differs to other tourism villages in the world due to its religious values that blend with strong cultural activities; thus, it can be used as a mean for competitive strategy in tourism world [10-11]. The green culture uniqueness turns into the main characteristic to keep nature sustainable and support a sustainable tourism program through four missions of economic, cultural, social, and environmental expediencies [12].

The tourism village in Bali is formed by siding with the environment; thus it will be more efficient in energy and water use and the use of non-plastic tools and natural materials to improve service quality to satisfy consumers [13]. Understanding on consumer satisfaction level is imperative in green tourism village development to maintain consumer intention to visit the village [14]. Some studies explicate that several factors influencing consumer intention to visit green tourism village include subjective norms, attitudes, perceived benefits, personal norms, and environmental knowledge [15-16]. Environmental knowledge has a significant influence on consumers to shape intention to visit the green tourism village in contrast to other factors [17]. Another research asserts that environmental knowledge is the key prerequisites to establish ecological behavior and becomes a fundamental component in environmental education [18].

Despite the designation of environmental knowledge as the key prerequisites in the establishment of ecological characteristic, the relationship between environmental knowledge and pro-environment behavior intention, in fact, is inconsistent. It is implied in conflicting research results where a research found that environmental knowledge has a positive effect on consumer's purchase intention to environmentally friendly products [19], whereas [20], argued

that there was a significant, negative relationship between environmental knowledge and pro-environment intention. Another research result, however, explained that there was no significant relationship between environmental knowledge and purchase intention [21].

Based on previously elaborated research results expressing the ambiguous influence of environmental knowledge on purchase intention thus there might be other factors to be considered [22-23]. The uncertain variables or additional variables in previous research give raise a question on whether or not the relationship between environmental knowledge and intention to visit a tourism village depend on additional variables. This research propounds additional variables to mediate the relationship between environmental knowledge and intention to visit a green tourism village. Consistent with the research result, intention to visit a tourism village is influenced by social values and emotional values [24]; hence, the research uses those variables as mediating variables in the relationship between environmental knowledge and intention to visit the green tourism village.

## II. LITERATURE REVIEW

The paramount factor in decision making process phase for consumer to buy a product or service is knowledge on the product or service to be bought [25]. As regards environmental knowledge consumers should grasp the product symbols and behavior related to pro-environment products and services [21]. Consumers determine alternatives of the products and services based on the benefits received and how to perceive the products and services has influence on the decision making process [26-27]. In the tourism world, social values are reflected in consumers' direct involvement in social interaction [28]. Guests who are prepared to visit a green tourism village in their travel might think that they have a good impression on the village because of their choice [29]. Emotional value is defined as utility perceived from a product or service that evokes affective state and such feeling as joy, safe, and convenience [26].

The urge to protect the environment becomes a critical emotional benefit among the guests who visit the green tourism village [30]. The emotional benefit will, in turn, have facilitation impact on behavior and pro-environment intention. An individual who has suffice knowledge on environment have more understanding on environmental protection action and usually generate positive feeling because their actions are compatible with the environment [29]. The more knowledge possessed by a consumer, the higher the possibility of the recognition of their contribution to the environmental protection by others. This consumer will be motivated to establish a more environmentally friendly intention and adopt a more environmentally friendly behavior [31]. Thus, the more adequate knowledge on environment the consumers have, the more value consumption perceived by the consumers.

Several previous researches have elaborated that consumer value, consisted of social values and emotional values have a significant, positive influence on intention to visit a destination or a green area [32]. Another research explicates that consumer value has a positive relationship

with intention to purchase non-plastic products [33]. According to the research results, several hypotheses are proposed:

H1a: Environmental knowledge positively influences social value.

H1b: Environmental knowledge positively influences emotional value.

H2a. Social value positively influences the intention to visit green village tourism.

H2b. Emotional value positively influences the intention to visit green village tourism.

## III. RESEARCH METHOD

The research used questionnaires as a survey tool to visitors of the green tourism village in Bali, in this case, Pinge Village that run a green concept [1-2]. Data collection started in March to June 2019 assisted by the village staffs. 876 useful questionnaires collected and t-test was performed to examine respondent unfairness potential and there was no issue regarding this matter [34]. Multi-item scales were used to assess all constructs proposed in the research. Items from the constructs were measured using 5-Likert Scale. Three measurement items for environmental knowledge referred to a research by [21]. The measurement of social values and emotional values items was adjusted to the research result of [26]. The measurement of intention to visit the green tourism village was done using a research result by [35]. Research framework could be elaborated in Fig 1.

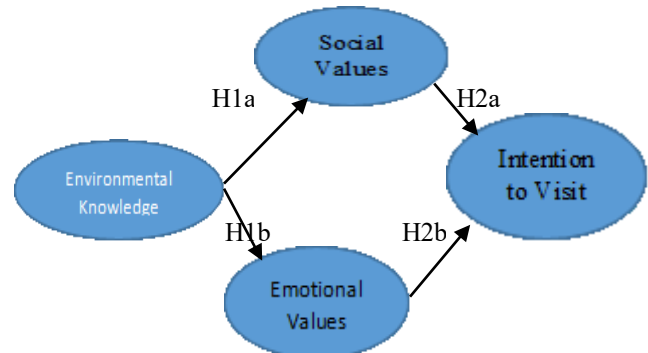


Fig 1. Research framework.

Regarding the hypotheses, two common method variance (CMV) was used, namely one factor test and variance marker variable (MV) method. The MV method was used to measure personal innovation. There was no significant change in the correlation after the adjustment of correlation construct. Hence, in this context, the CMV was not critically considered [36-37]. The research used two steps in data analysis, which were confirmatory factor analysis (CFA) that followed by structural equation modeling (SEM). Whereas, the mediation effect of social values and emotional values between environmental knowledge and intention to visit was tested using [38] research.

**IV. RESULT AND DISCUSSION**

About 54.1% respondents were male and 45.9% were female. The majority of respondents were between 20 and 29 years old (45.51%). In terms of respondents' level of education, 52.5% had university level of education, 27.5% had high school education or lower, and 20% held a master's or doctoral degree. According to the above, it could be inferred that the majority of tourists visited the tourism village were between 20 and 35 years old and had higher level of education.

*A. Measurement model testing*

The goodness of fit index of the measurement model can be explained in Table I.

TABLE I. RESULTS OF THE CONFIRMATORY FACTOR ANALYSIS

Construct	Item	Loading	Cronbach's alpha value	Composite Reliability	Ave
Environmental Knowledge (EK)	EK1 (recycling than the average person)	0.87	0.87	0.85	0.72
	EK2 (environmental phrases and symbols)	0.90			
	EK3 (environmental issues.)	0.86			
Social Value (SV)	SV1 (helps me feel accepted by others)	0.89	0.85	0.90	0.74
	SV2 (improve the way)	0.82			
	SV3 (a good impression)	0.86			
	SV4 (social approval)	0.85			
Emotional Value (EV)	EV1 (making a good personal)	0.86	0.85	0.90	0.74
	EV2 (feel like the morally right thing to do)	0.87			
	EV3 (feel like a better person)	0.85			
Intention (ITN)	ITN1 (willing to choose)	0.89	0.88	0.92	0.80
	ITN2 (plan to choose)	0.90			
	ITN3 (make an effort to visit)	0.90			

Source: processed data (2019)

Cronbach's alpha value and composite reliability was used to ascertain construction reliability. As presented in Table 1, the Cronbach's alpha was in the range of 0.85 to 0.88. Internal consistency of the measurement items was rated using composite reliability. Composite-construction reliability values were ranged between 0.85 and 0.92 and met the threshold conditions.

*B. Structural model analysis*

Multicollinearity test result indicated that multicollinearity was a serious problem in the structural analysis since all variance inflation factors (VIFs) were lower than 3 [39]. The structural model had an acceptable fit based on criteria suggested by [40] (Chi-square/degree of freedom = 2.80, RMSEA = 0.054, GFI = 0.96, NFI = 0.95,

TLI = 0.95, CFI = 0.96). As illustrated in Table II, the result specified that path coefficients of social values and emotional values with intention to visit the green tourism village were all positive and significant. Consequently, H2a ( $\beta = 0.41, p < 0.001$ ), and H2bd ( $\beta = 0.36, p < 0.001$ ) were supported. In other words, social values and emotional values had a positive influence on consumer intention to visit. The path coefficients of environmental knowledge on social values and emotional values were all positive and significant; hence, it supported H1a ( $\beta = 0.40, p < 0.001$ ) and H1b ( $\beta = 0.41, p < 0.001$ ).

TABLE II. PATH COEFFICIENTS OF THE STRUCTURAL MODEL

Path	Path coefficient	Hypothesis (H)	Results
EK-SV	0.40***	H1a	Supported
EK-EV	0.41***	H1b	Supported
SV-ITN	0.41***	H2a	Supported
EV-ITN	0.36***	H2b	Supported

Source: processed data (2019)

*C. The mediating effect analysis*

In the third stage, the researcher tested whether or not there was a mediating effect of social values and emotional values between environmental knowledge and intention to visit [37-41]. Table III indicated that a significant, indirect effect found between intention to visit and environmental knowledge through emotional values and social values. Thus, the result suggested that social values and emotional values partially mediated the influence of environmental knowledge on consumer intention to visit the green tourism village. The result was consistent with [42-43] that highlighted the importance of social values and emotional values in understanding consumers on environmental issues.

TABLE III. RESULT OF MEDIATING EFFECT ANALYSIS

IV)	(M)	(DV)	IV-D	IV-M	M-DV	IV-DV	Mediating
EK	SV	ITN	0.55 ***	0.54 ***	0.73 ***	0.16 ***	Partial supported
EK	EV	ITN	0.55 ***	0.54***	0.65 ***	0.20 ***	Partial supported

Source: processed data (2019)

Remarks:  
IV: Independent Variable  
M: Mediator  
DV: Dependent Variable

**V. CONCLUSION AND IMPLICATION**

Consumers' social values and emotional values had a strong mediating effect on visiting the green tourism village. Tourists visited the village had high attention on self image and social values. The condition was also supported in Indonesia case, especially in Bali that developed cultural-based tourism.

The impact of the resulted mediation of emotional values disclosed that the feeling perceived by tourist from visiting the green tourism village induced the choices they made.

Tourism village administrators could make use of several marketer attributes, such as brochures or slogans that could

encourage the tourists to have awareness on the environment or to support the green concept.

To support environmental awareness campaign, other parties, such as travel agents, government, hotels, and related parties, were required to help in provoking tourists' emotional level towards the green tourism village.

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