Domestic Tourists' Intention to Visit on Tolo Wind Turbine Sites: The Impact of Customer Perception of Sustainable Tourism

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Abstract. Indonesia's tourism has significantly developed and rapidly gives new trends of sustainable tourism that brings a large impact. South Sulawesi became Indonesia's first province to develop a renewable energy plant. The concept of sustainable tourism and renewable energy promotes environmental education, the principles of sustainability, and the use of sustainable energy in promoting electricity in the area. However, this significant increase in trend gives us questions of why this thing happened, and what factors influence their behavior on vacation in choosing a sustainable tourism destination as their main tourist destination. Therefore, this research aims to analyze the customer perception of the sustainable tourism concept towards their intention to visit the Tolo Jeneponto wind turbine of sustainable tourism. This study uses mixed-method analysis. In this research, the methodology is combining qualitative and quantitative analysis. The result indicates there are 4 types of customer perception that are related to the tourism aspects. Additionally, these factors that can influence people on visiting this tourism object are the customer perception and the wind turbine itself. Domestic tourists create a customer perception that is based on their satisfaction which influences the intention to visit based on the satisfaction perception. It resulted in the behavioral intention from the experience that they gained. The result of this research can be useful for tourism actors. Since the result will be beneficial for them in creating a marketing program and campaign which will lead to higher customer visits.

Keywords: Customer Perception, Domestic Tourists, Intention to Visit, Sustainable Tourism, Wind Turbine.

1   INTRODUCTION

The trend of sustainable tourism has been rapidly growing worldwide, with an increasing number of global travelers expressing interest in eco-friendly and green accommodations. This trend has had a significant impact on the tourism industry, leading to the growth of the sustainable tourism market. In 2022, the market size of sustainable tourism was estimated to surpass US$ 1.0 trillion, with a projected

compound annual growth rate (CAGR) of 23.4% between 2022 and 2032. The importance of sustainable tourism is also reflected in the fact that more than 80% of global travelers consider it important. Indonesia's sustainable tourism market has also experienced growth, representing 3-8% of the global tourism market. The sales forecast for sustainable tourism in Indonesia is expected to increase at a CAGR of 27.3%, reaching a market value of US$ 10.2 million in 2022 (Statista, 2023). The Indonesian government has been focusing on developing sustainable tourism in the country, particularly in the top five super-priority destinations. These efforts aim to collaborate with local communities, empower villages, and promote socio-cultural aspects to foster social and economic growth (Prinsloo,2013).

One example of sustainable tourism in Indonesia is the development of renewable energy plants, particularly wind turbine farms, as tourist attractions. South Sulawesi became the first province in Indonesia to develop a renewable energy plant, with two wind turbine farms located in Sidrap and Jeneponto. These wind turbine farms promote the use of sustainable energy and contribute to environmental education, sustainability principles, and the local economy (Sulselprov, 2023). The PLTB Tolo Jeneponto wind turbine farm, consisting of 20 turbines with a capacity of 72 Mega Watt, has become a main tourist attraction in Jeneponto, South Sulawesi. It offers a majestic landscape surrounded by meadows and green hills, attracting visitors from various regions. The presence of the wind turbines has had a positive impact on the local economy, environment, and society. The turbines provide electricity, while the surrounding villages benefit from increased tourism and accessibility due to the construction of new roads (GenBi Unhas, 2020)

However, despite the increasing popularity of PLTB Tolo Jeneponto, there are still challenges in terms of access to information and visitor facilities. Many visitors struggle to find the location and require improved infrastructure and amenities. Additionally, there is a need to analyze customer perception and the factors that influence domestic tourists in choosing sustainable tourism destinations, especially in the context of PLTB Tolo Jeneponto (Santos et al., 2020). According to data from tiktok, several people are still struggling to find the PLTB Tolo because there is no official access of information and people get confused on how to get there. Then the issues of sustainable tourism also have high relation with Generation Z. Since Gen-Z has strong and fast perception and give the potential of the future of sustainable tourism. While on the previous research of (Reisinger & Turner, 1997) stated that most of the Indonesian Tourists is on the age of 25-38. It give new perspective that whether the issues of sustainable tourism give the influence to the category age of 25-38 to their intention to visit based on their perception. However, this PLTB is new for Indonesian. Many people share their information about it through comments, that's why they can easily collaborate with each other. Based on Tiktok's comment, it also found that there is high traffic from people that posted videos related to the PLTB Tolo, with around 975 videos found on this site. Moreover, there is huge traffic on the comment site on one of the videos about PLTB Tolo where it can reach 900 comments which have various perspectives of comment. This huge traffic shows that people's intention and interest in this object are very high. According to the previous information, the market trend of the concept of

sustainable tourism has increased and it has estimated the growth rate of 33.3% in 2022.

This research aims to analyze customer perception of the sustainable tourism concept and their intention to visit PLTB Tolo Jeneponto. The objectives of the research are to identify customer perceptions related to sustainable tourism, determine the factors influencing customers in visiting PLTB Tolo Jeneponto, and explore the reasons behind customers' intentions to visit. The research will focus on domestic tourists and their behavior, considering the economic, environmental, and social aspects of sustainable tourism. In conclusion, sustainable tourism has become a significant trend in the tourism industry, both globally and in Indonesia. The development of sustainable tourism destinations, such as PLTB Tolo Jeneponto wind turbine farm, showcases the country's commitment to sustainability and provides economic, environmental, and social benefits. Analyzing customer perception and factors influencing their intention to visit PLTB Tolo Jeneponto will contribute to a deeper understanding of sustainable tourism and its impact on the tourism industry.

2   LITERATURE REVIEW

Wind Turbine

Wind turbine generator refers to a renewable energy generator that creates electricity from the wind (US Department of Energy, 2022). The object of the discussion about the wind turbine generator is mainly focused on a local wind turbine site located in Jeneponto, South Sulawesi, Indonesia. This turbine site is related to the impact on the tourism sector especially in the context of the Sustainable Tourism concept. There is evidence that there is a correlation between the demand for tourists and the number of installed wind turbines around communities (Broekel T, Alfken C, 2015).

2.2 Sustainable Tourism

Sustainable tourism, referring to the concept in tourism of all types of tourism, including mass tourism and other specialist tourist segments, are subject to sustainable tourism development rules and management methods. In order to ensure the long-term sustainability of tourist growth, a sufficient balance between these three dimensions must be maintained. Sustainability principles pertain to the environmental, economic, and socio-cultural components of tourism development (UNWTO, 2005). As one of the purpose in creating a sustainable tourism based on the renewable energy, the one of the goals in developing sustainable tourism, the world tourism and travel council has set a target to reduce carbon emissions by 25–30% by 2020 and 50% by 2035 (Calderón-Vargas et al., 2021).

2.3 Customer Perception

In understanding the tourism object, tourists will come up with their behavior. Customer perception refers to cognitive psychology theories and multi-store models of

memory are the process of comprehending destination image perception (Cardoso et al., 2019). Which perception itself can be classified into tourists perception, which focuses on loyalty, satisfaction, expected benefit, and visitors' impacts. (Santos et al., 2020). The concept of perception is also highly related to the destination that previously visited, it is stated that tourists focus on functional components and particular location characteristics that characterize more concrete parts of the travel experience (Santos et al., 2020).

2.4 Domestic Tourist

Domestic tourists refer to a type of tourism. Domestic tourism refers to travel undertaken by citizens of a destination nation. Domestic tourists are also a traveler within their own nation of residency (UNWTO, 2008). As in the scope of an area domestic tourists are classified as the largest portion of tourism in the area (Bayih & Singh, 2020). As domestic tourists are highly connected with the continuity of the tourism object itself, especially sustainable tourism. That can be classified that domestic travelers play a crucial role in sustainable tourism by sustaining the sector's growth and producing income for all parties involved (Yusof et al., 2021).

2.5 Intention to Visit

The intention of a visit is the desire to visit a destination, where there is a significant relationship between satisfaction and behavioral intention, which return intention that have a significant relationship. However, tourist motives are satisfied by returning or revisiting the destination based on their satisfaction (Bayih & Singh, 2020). With factors that also influence the intention to visit, also become the tourist's preferences in choosing the destination. Which internal and external factors give a tourist factor in choosing the destination, possibility and person's interest are one of the factors of internal and external factors (Setiawan et al., 2022).

2.6 Hypothesis Development

2.6.1 Wind Turbine Generation and Sustainable Tourism

The previous study of (Broekel & Alfken, 2015)shows that wind turbine farm tourism especially in the area of Germany and the relationship between the tourism demand show a negative relation. However, this result also shows that the construction of a wind turbine does not have any relationship in the occupancy rate of a guest bed. Meanwhile, there are also a different result for the relationship between those two aspects in terms of the location of the wind turbines itself. The location's factor shows a different result with it shows the inland region shows a positive impact in the number of accommodations, while in the coastal region shows a negative impact. So in this study, it can conclude that the demand of the tourism industry has a significant negative in a most German municipalities in relationship with wind turbine generator. However in another study of (Michalena et al., 2009)

H1 : Wind Turbine has a positive influence for the sustainable tourism growth in the future.

2.6.2 Sustainable Tourism and Customer Perception

The previous study shows that there are two type of destination based on the people's preference on their behavior in choosing the destination. It is stated that there are dream destination and favourite destinations, which dream destination usually are located far and not close so it will need a long flight. However the favourite destination usually more familiar places and near country or it can be also domestic destination. However this result also show a relationship between destination image and destination imagery which causing the perception for dream and favourite destination. Not only that, the psychological aspects such as campaign in tangible and intangible campaign also influence their decision in choosing the destination, the result of study that conduct by (Cardoso et al., 2019). Another study by (Santos et al., 2020)

H2 : The sustainable tourism on wind turbine influence the customer perception

2.6.3 Customer Perception and Domestic Tourists

In the previous study that conducted by (Santos et al., 2020), the sustainable tourism context of Sustainable Perception in Tourism and Hospitality (SPTH) focus on three kind of perception. Which is tourists', stakeholders', and residents' perceptions. That also collaborating and involve from the local communities in terms of the planning for the tourism development. The sustainable development also influence by perception of tourists service, and also how the communication goes well. However in the study of (Cardoso et al., 2019), stated that most of the domestic tourist get their favourite destination in their own country, which is familiar for them to travel and easy to reach. Meanwhile the study of (Bayih & Singh, 2020)

H3 : Domestic Tourists have a positive influence in creating a customer's perception

2.6.4 Customer Perception and Intention to Visit

On the previous research conducted by (Santos et al., 2020), stated that tourists' perception are highly related to the sustainable tourism. This tourists' perception are influence the destination's utility also the sustainable development. While the communication from the services and how the destination give service for the tourists, it bring an impact for the sustainability perception. Another study by (Setiawan et al., 2022)

H4 : The customer's perception give positive influence to the intention to visit.

2.6.5 Domestic Tourists and Intention to Visit

In the previous study of (Bayih & Singh, 2020). Shows that domestic tourist determines their overall satisfaction on their experience in visiting destination also the impact give significant influence. Another result shows that there are a high positive impact of pull motivations on domestic tourist and the behavioral intention. The satisfaction give a positive influenced the visit intention. Which conclude, the more domestic tourist are satisfied, the more intention of interest to visit on this destination. Another study shows, that social recognition and social influence give impact n the visit intention. Also the use of Mobile Tourism Recommender System also increase intention visit and influence the tourists' (Setiawan et al., 2022).

H5 : Domestic tourists has positive influence in determining the intention to visit.

2.7. Conceptual Framework

Fig. 1. Conceptual Framework
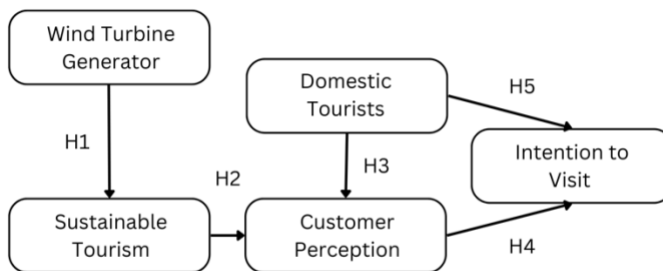
(Santos et al., 2020), (Bayih & Singh, 2020), (Setiawan et al., 2022).

From the theoretical foundation and the hypotheses above. In this research, the researcher focus on developing each variable based on the previous research from (Santos et al., 2020), (Bayih & Singh, 2020), (Setiawan et al., 2022). The figure below are the model of theoretical framework of research model that will be use in this research.
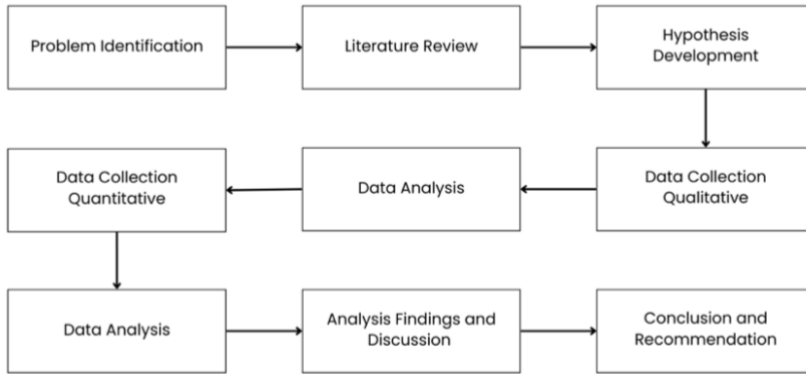
3   RESEARCH METHODOLOGY

Fig. 2. Research Flowchart

The research methodology of the study involves a mixed-method approach, combining qualitative and quantitative analyses. The research flowchart begins with problem identification and analysis, focusing on the increasing number of tourists visiting PLTB Tolo Jeneponto and the discussions about the wind turbine on social media. The objective of the research is to analyze customer perception of sustainable tourism and their intention to visit the Tolo wind turbine. To support data collection and analysis, the research includes a literature review of previous studies, hypothesis development, and defining variables for a deeper understanding. The data collection involves a mixed-method approach, utilizing qualitative data from Google reviews and TikTok comments through NVivo analysis, as well as quantitative data from surveys. The qualitative analysis focuses on finding the current situation and behavior related to the wind turbine, while the quantitative analysis aims to validate the qualitative findings and provide detailed and specific answers to the research questions.

The qualitative exploratory approach is used to gain insight into people's motives and behaviors through unstructured text-based data. Netnography is employed to collect data from Google reviews and TikTok comments, providing a systematic strategy for the study. The qualitative analysis includes categorizing and coding opinions and comments to link them to variables. It also utilizes an exploratory research approach to gain a deeper understanding of the wind turbine's newness and limited information sources. For data collection in the qualitative approach, the population includes people who have visited the wind turbine or at least have knowledge about it. The sampling technique used is purposive sampling, allowing the researcher to select respondents based on specific criteria. N-Vivo application is used to manage and analyze the qualitative data, categorizing it into variables based on previous studies.

Table 1. Category and Sub-Category

No.	Category	Sub-Category Variables

1.	Customer Perception	Behaviour
		Expected Benefits
		Satisfaction
		Visitor Impact
2.	Domestic Tourists	Domestic Travellers
		Locals
3.	Intention to Visit	Behavioural Intention
		Satisfaction Intention
4.	Sustainable Tourism	Economic
		Environmental
		Socio-Cultural
5.	Wind Turbine	Location
		Specifications

In the quantitative descriptive approach, the methodology involves survey research to gather data from Indonesian domestic tourists. The respondents are selected based on their holiday or vacation experiences in Indonesia, focusing on Java Island and Sulawesi Island. The survey questionnaire, conducted in Bahasa Indonesia, uses a Likert scale to measure respondents' perceptions. The data analysis utilizes SPSS software for statistical analysis.

The data analysis in the quantitative approach includes reliability and validity tests to ensure the data's consistency and accuracy. Cronbach's alpha is used for reliability testing, while bivariate Pearson correlation is employed for validity testing. Multiple linear regression analysis is conducted to determine the relationship between independent and dependent variables. Descriptive analysis is also used to provide a comprehensive understanding of the data.

Table 2. Research Questionnaire Demographic and Behavioural

No.	Variable	Indicator	Label
1	**Demographic**	Age	20-25
			26-45

		Domicile	Java Island
			Sulawesi Island
			Outside Java and Sulawesi Island
2	**Behavioral**	Have you ever been travel to Jeneponto Wind Turbine?	Yes
			Not Yet

Note: The first visible value at top is "26-60".

Table 3. Research Questionnaire Variable Dimension

No.	Variable	Dimension	Label	Indicator	RQ	Source
1.	Customer Perception	Behaviour	*CP1*	I see the conditions around the turbine really support the atmosphere and nature so it is very suitable to be a tourist spot	*RQ1, RQ2*	(Santos et al., 2020)
			CP2	I got a new experience with Wind Turbine		
			CP3	I see the area around supports me in taking pictures so it makes me interested to visit		
		Expected Benefits	*CP4*	I can use my social media when I am		

				visiting the wind turbine		
		Satisfaction	*CP5*	I feel satisfied with this place		
		Visitor Impact	*CP6*	This wind turbine give me an unforgettable experience after visiting the site		
2.	Domestic Tourists	Domestic Travellers	*DT1*	I know this place from the internet an social media	*RQ3*	(Bayih & Singh, 2020) ; (UNWTO, 2008).
		Locals	*DT2*	I think local people of Jeneponto have an influence towards this tourism site		
3.	Intention to Visit	Behavioural Intention	*IN 1*	I think information from social media accounts has provided detailed information	*RQ2 , RQ3*	(Bayih & Singh, 2020).
		Satisfaction Intention	*IN 2*	I would suggest a tourist place like this		
			IN 3	I am satisfied with this tourist spot and I will visit it again		
4.	Sustainable Tourism	Economic	*SU1*	windmills have an impact on the local economy	*RQ1, RQ2, RQ3*	(UNWTO, 2005).

		Environmental	*SU2*	development of tourist attractions based on renewable energy is very important		
			SU3	wind turbine is one of the Green energy projects		
		Socio-Cultural	*SU4*	Local people have an adaptation to the new technologies of wind turbine		
5.	Wind Turbine	Location	*W1*	The turbine's location information already clear	*RQ2*	(Broekel T, Alfken C, 2015)
		Specifications	*W2*	The turbine's capacity information already clear		
			W3	The number of turbine have influence the tourism growth and the intention to visit		

The research methodology includes a triangulation method to enhance the validity and credibility of the research. Data triangulation is achieved by gathering data from multiple sources, including netnography, literature, and surveys. The methodology also includes classical assumptions testing, such as normality, multicollinearity, heteroscedasticity, and autocorrelation tests, to ensure the reliability of the data. In summary, the research methodology of this study involves problem identification, literature review, data collection through qualitative and quantitative methods, data

analysis using NVivo and SPSS software, and validation of qualitative findings through quantitative analysis. The methodology combines qualitative exploratory and quantitative descriptive approaches to gain a comprehensive understanding of customer perception and intention to visit the wind turbine.

4   RESULT / FINDING

4.1   Qualitative Research Result

The qualitative analysis conducted on customer perception related to sustainable tourism at PLTB Tolo Jeneponto revealed several key findings. The data for the analysis were gathered from two online platforms: Google reviews and TikTok comments. Using the NVIVO analysis software, the collected data were categorized into specific variables and nodes based on customer perception, domestic tourists, intention to visit, sustainable tourism, and the wind turbine. The analysis showed that the majority of the reviews (37 out of 66) focused on the perception of the wind turbine itself, indicating that visitors formed their own opinions and expressed satisfaction after visiting the site. The second most discussed topic was the wind turbine, particularly its specifications, followed by the location of the turbine. The variables of intention to visit and sustainable tourism received 19 reviews each, although the coverage for intention to visit was 56.08% and for sustainable tourism was 63.79%. Only a small number of reviews were related to domestic tourists, indicating limited engagement in this variable.

On TikTok, the comments primarily revolved around greetings and information about the commenter's origin, categorizing them as domestic tourists. Customer perception and the wind turbine were also frequently mentioned topics. The intention to visit received 11 comments, mainly asking about the turbine's location. Sustainable tourism was discussed in terms of the environmental aspect, with limited coverage.
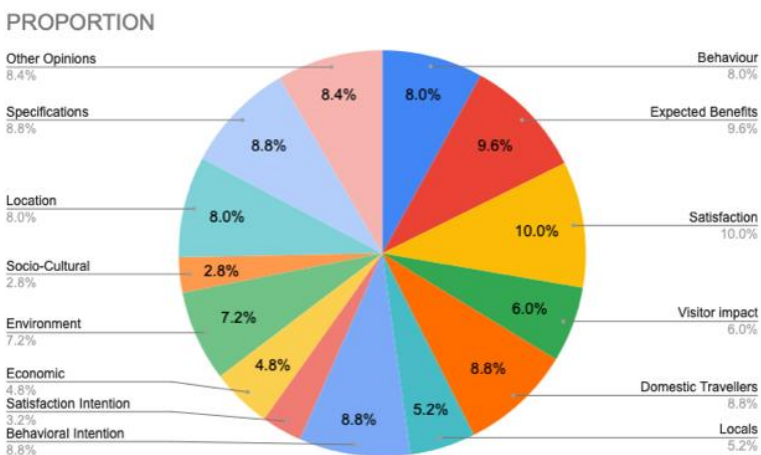

Fig. 3. NVIVO Result

The NVIVO analysis revealed that satisfaction and expected benefits were the most prominent sub-variables, accounting for approximately 10% and 9.6% of the comments, respectively. The socio-cultural aspect of sustainable tourism had the lowest proportion at 2.8%. Other opinions, which were unrelated to the predefined variables, accounted for 8.4% of the comments. The netnography analysis further examined the proportions of sub-categories and variables. The collected data were analyzed using Microsoft Excel, connecting keywords from the comments and reviews to their corresponding categories. The findings from the netnography analysis will be used to develop a quantitative questionnaire, validating the main keywords and factors identified. In summary, the qualitative analysis provided insights into customer perception and opinion regarding sustainable tourism at PLTB Tolo Jeneponto. The analysis highlighted the significance of wind turbine perception and specifications, as well as visitor satisfaction and expected benefits. The findings will serve as a foundation for further quantitative research and questionnaire development.

4.1.1 Customer Perception Toward Wind Turbine.

The analysis of Google reviews revealed that most reviewers expressed their satisfaction after visiting the Jeneponto Wind Turbine. The majority of comments focused on the scenic beauty of the site and the positive experience visitors had. Reviewers also mentioned the behavior of visitors, such as taking bicycles around the turbine and finding the best spots for photos. Some comments highlighted the conditions and surroundings of the turbine, while others discussed the benefits and impact of visiting the site. Overall, the reviews showed a strong customer perception of satisfaction and expected benefits.

On TikTok, comment analysis showed that many comments were greetings and information about the commenter's origin. Most comments from domestic tourists expressed their expectations and excitement about visiting the wind turbine. They mentioned the beautiful scenery and recommended stopping by the site. Local commenters, who were from Jeneponto, expressed pride in their hometown and mentioned specific locations related to the turbine. In terms of customer perception analysis, the keyword analysis revealed that satisfaction and the experience gained were the most frequent and significant factors. Other factors mentioned included the PLTB experience, environment, pictures, access, scenery, tourism development, social media, information, pride, satisfaction, and intention. Each factor had specific indicators to measure visitor behavior and satisfaction. The analysis of domestic tourists showed that domestic travelers had more comments compared to locals, but their opinions were similar. The keyword analysis for domestic tourists highlighted the perspectives of Jeneponto's people and travelers from outside the area. Overall, the findings suggest that customer perceptions of satisfaction and expected benefits play a significant role in visitors' opinions of the Jeneponto Wind Turbine. The opinions and comments of domestic tourists, both travelers and locals, provide valuable insights into their experiences and perspectives on the tourism site

4.1.2 Factors in Visiting PLTB Tolo Jeneponto

The analysis of Google reviews and TikTok comments on the PLTB Tolo Jeneponto wind turbine reveals several factors related to sustainable tourism and the wind turbine itself. In terms of sustainable tourism, the analysis shows that the majority of reviews and comments discuss the environmental aspects, followed by economic aspects, while socio-cultural aspects receive the least attention. Many reviewers express hope that the wind turbine will have a positive economic impact, creating job opportunities and improving the local economy. Additionally, there is a focus on the environmental benefits of the wind turbine as a green energy source and its potential for tourism development.

On TikTok, the comments mostly pertain to the wind turbine itself, with discussions about its location and specifications. Some commenters express confusion or seek information about the turbine's location and access. In terms of specifications, there is a mix of comments discussing the ongoing construction, the meaning of PLTB, and comparisons with other wind turbines. Overall, the analysis shows that the wind turbine's impact on the environment and its specifications are the main points of interest for reviewers and commenters.

4.1.3 Intention To Visit to PLTB Tolo Jeneponto

The analysis of Google reviews and TikTok comments regarding the intention to visit PLTB Tolo Jeneponto reveals that most of the opinions and comments are related to the behavioral and satisfaction aspects of visitors. From the Google reviews, it was found that out of the total reviews analyzed, 19 reviews (56.08%) were related to the intention to visit. The behavioral intention comprised 15 reviews (52.27%), while the satisfaction intention consisted of only 4 reviews (3.81%). The behavioral intention reviews focused on the behaviors of visitors after visiting the turbine, such as expressing a desire to live in the surrounding area or sharing experiences and knowledge about visiting the site. The satisfaction intention reviews highlighted the satisfaction of visitors with the scenery and ambiance of the turbine, as well as the benefits of good photography and the suggestion to promote the place as a tourist attraction.

Analyzing TikTok comments, it was found that 11 comments were related to the intention to visit. Within this category, 7 comments (6.61%) pertained to the behavioral intention, with commenters inquiring about the location and directions to the site. On the other hand, 4 comments (8.30%) focused on the satisfaction intention, expressing satisfaction with previous visits and recommending other nearby attractions. The analysis showed that the behavioral intention received more comments than the satisfaction intention. The keywords associated with the intention to visit indicated a stronger emphasis on the behavioral aspect. The most frequent keywords were "based on the experience gained" and "ask to admin regarding the location," demonstrating the influence of visitors' experiences and their inquiries about the turbine's exact location. While the satisfaction intention had fewer keywords, there were 4 opinions regarding future visit decisions based on satisfaction. This sub-category requires further quantitative analysis to validate its significance and explore its relationship with customer perception.

In conclusion, the analysis indicates that visitors' intention to visit PLTB Tolo Jeneponto is primarily driven by their behavioral intentions, shaped by their experiences and inquiries. The uniqueness and memorable experiences associated with the wind turbine play a significant role in attracting visitors. However, further investigation is needed to understand the relationship between satisfaction and visitor perception in more detail.

The netnography analysis of Google reviews and TikTok comments provides insights that will be used to review and update the questionnaire design for quantitative analysis. The qualitative data gathered from these sources shed light on the research question and highlight the relationship between variables such as customer perception, intention to visit, sustainable tourism, wind turbine specifications, and domestic tourists. The findings show that customer satisfaction, behavioral intentions, and environmental aspects are prominent themes in the reviews. The analysis also reveals connections between variables, indicating that behavioral intentions and customer perceptions influence the intention to visit. The qualitative findings will inform the development of the quantitative questionnaire, ensuring its validity and reliability by incorporating relevant keywords and addressing the research question. Further analysis is required to validate and deepen the understanding of the qualitative results.

4.2   Questionnaire Design Update

The questionnaire design for the quantitative analysis has been updated based on the qualitative analysis findings. It will be divided into segments to reflect customer perception, satisfaction, and intention to visit, and will target both visitors and non-visitors of the Jeneponto Wind Turbine.

Table 4. Code Information

Code Information for Questionnaire		
No.	Indicator	Code
1	Customer Perception	**CP**
2	Intention	**IN**
3	Satisfaction	**SA**

Table 5. Questionnaire Update Demographic and Behavioural

No.	Variable	Indicator	Label
1	**Name/ Initials**	*name	*name
2	**Demographic**	Age	20-25

		26-45
		26-60
	Domicile	Java Island
		Sulawesi Island
		Outside Java and Sulawesi Island
2	**Behavioral**	Have you ever been travel to Jeneponto Wind Turbine? — Yes / Not Yet

Table 6. Questionnaire Update Sub-Variable

No	Sub-Variable	Dimension	Code In Questionnaire	RQ Answered	Questions In English
1	Behaviour	Turbine surrounding's conditions	*CP1*	RQ1	The surrounding condition of the turbine greatly enhances the atmosphere and nature.
		Experience that they get	*SA1*	RQ2	I have had a new experience with the existence of wind turbine generator
		Visitor can take picture	*CP2*	RQ2	The surrounding area supports me in taking pictures
		Small Road	*SA2*	RQ2	The road access is very narrow.

		Strong Winds	*SA3*	RQ2	The wind at the turbine location is very strong.
		Road access experience	*CP3*	RQ1, RQ2	I can easily find the road access to the wind turbine generator
2	Expected Benefits	Great View	*SA4*	RQ1, RQ2	The surrounding scenery is very good
		Need a careful planning	*SA5*	RQ1	The management of the wind power plant requires a more comprehensive plan
		Action that visitor take for social media	*CP4*	RQ1, RQ2	Visitors can use social media while visiting the place
		Much information from people outside Jeneponto	*CP5*	RQ2, RQ3	I obtain a lot of information through social media and make me want to visit the tourism site
3	Satisfaction	Great Place	*SA6*	RQ2, RQ3	The chosen location is excellent and fit to becoming a tourism destination
		proud to be sulawesi and jeneponto people	*IN1*	RQ1	As a sulawesi people, I feel proud of this wind power plant.
		Get very good satisfaction	*SA7*	RQ1. RQ2	I am satisfied with this place.

4	Visitor Impact	Get an unforgetable experience	*IN2*	RQ3	I had an unforgettable experience with this place.
		Visitor feel hot	*SA8*	RQ2	The temperature in the area and around the turbines is very hot.
		Visitor visiting the site for many times	*IN3*	RQ3	I will visit this place repeatedly in the future.
5	Domestic Traveller	Traveller outside Jeneponto	*CP6*	RQ1, RQ2	I am know this place.
		Recomendations from people outside Jeneponto	*CP7*	RQ1, RQ3	Local community recommendations have a significant impact on the sustainability of tourism in this area.
6	Locals	Detail information about Jeneponto	*CP8*	RQ2, RQ3	Information about Jeneponto Regency (the regency where the wind power plant is located) is highly important.
		Jeneponto's people	*CP9*	RQ2, RQ3	The local community has a significant influence on this tourist destination.
		Developed by local government	*CP10*	RQ2	The development of tourist destinations should involve the local government

7	Behavioral Intention	Based on the experience gained	*CP11*	RQ1	The wind turbine provides a unique and memorable experience.
		Visitor can access the turbine	*SA9*	RQ3	Visitors are unable to access the wind turbines.
		There are no special photo spots	*SA10*	RQ1, RQ2	Visitors have difficulty finding specific spots for taking photos.
		Ask to the admin regarding the location	*CP12*	RQ3	Information from social media accounts has provided detailed information.
8	Satisfaction Intention	Great View	*IN4*	RQ2, RQ3	The beautiful scenery sparks my interest to visit again.
		Recommend a tourism Spot	*IN5*	RQ2, RQ3	I will recommend places like this as a tourist destination.
		the future visit decision are based on satisfaction	*IN6*	RQ1, RQ2, RQ3	If I am satisfied with this tourist destination, I will visit it again.
9	Economic	Positive impact for the local people	*CP13*	RQ2	The wind power plant has a positive impact on the surrounding community.
		The wind turbine can provide benefits and have an	*CP14*	RQ2	The wind power plant has an impact on the local economy.

		impact on the economy			
10	Environment	Develop project of green energy	*CP15*	RQ1	The wind power plant is one of the green energy projects.
		Balance between the wind turbine and nature	*CP16*	RQ1	The presence of the wind power plant does not significantly disturb the surrounding ecosystem.
		Finding area's similarity	*CP17*	RQ2	The area has similarities with other regions.
		cool and wide ricefields	*CP18*	RQ1	The rice fields around the turbines are very extensive.
		Develop a renewable energy	*CP19*	RQ1, RQ2	The development of renewable energy-based tourist destinations is crucial.
11	Socio-Cultural	Local People can still use the land	*CP20*	RQ2	The residents near the wind power plant are not disturbed by the presence of the turbines.
12	Location	Opening Hours	*SA11*	RQ2, RQ3	The opening hours of the turbines are clearly stated.
		Asking about the access on	*SA12*	RQ2, RQ3	The information regarding access to

		how to get to the turbine			the wind power plant is clear.
		Turbine's location	*SA13*	RQ2, RQ3	The information regarding the location of the wind power plant is clear and fit to become a tourism destination
13	Specifications	A big wind turbine	*SA14*	RQ2	The wind turbines have large dimensions.
		Turbine's capacity	*SA15*	RQ2	The information regarding the capacity of the wind power plant is clear.
		Number of Turbine	*SA16*	RQ2, RQ3	The information regarding the number of turbines in the wind power plant is clear and influence to my visit intention
		Information that this wind turbine are the second largest in Indonesia	*SA17*	RQ1, RQ2	This wind power plant is the second largest in Indonesia.
		Turbine Effect	*CP21*	RQ1	The turbines have impacts and effects on the community.
		Management of the area around the turbine	*SA18*	RQ2, RQ3	The management of the surrounding area of the wind power plant in the field of

				tourism is well done.
	Project progress update	*CP22*	RQ2	The information regarding the process of turbine construction is clear.

4.3   Quantitative Research Result

Table 7. T-Test Table

	T-Test	Sig. (2-tailed
Already Visit	168.693	<0.001
Have Not Visit	113.653	<0.001

To divide the result that already visit and not yet visit the Tolo Jeneponto Wind Turbine. This research utilize the one-sample T-Test to test the data of each type of visitor. The result shows that the people that have not yet visit the Tolo Jeneponto Wind Turbine shows number of score of 113.653 which the sig. (2-tailed) shows score below the 0.05. However, the data of the visitor that already visit the wind turbine shows the t score value on 168.693 with the sig. (2-tailed) are still below the 0.05. it indicates that the data that of the people who already visit and people that have not visit the Tolo Jeneponto wind turbine will shows significant result.

Table 8. Single Regression

R	R Square	Sig.
0.062	0.362	<0.001
Dependent variable of sustainable tourism. Predictors of wind turbine		

To test the mediating variable of sustainable tourism towards the wind turbine variable. The result shows that the level of R-square is on 0.362. Where on this case the data can be classified are significant. Because the more data close to 0 means more accurate. On the result is also stated that the sig. score is below the 0.05 which is good and significant. Meanwhile the R square shows number of 0.362, which is there are 36.2% that the sustainable tourism can be explained in the wind turbine variable.

The quantitative analysis using SPSS Analysis tests the data with the descriptive analysis, validity and reliability test, and classical assumption test. The classical assumption tests for normality, multicollinearity, heteroscedasticity, and autocorrelation were conducted and the data passed all tests successfully. Also the data are valid and reliable.

Table 9. Classic Assumption Test

Independent	Dependent Variables	Kolmogorov-	Multicollinearity Test	Sig. Spearm	Durbin-Watson

Variables		Smirnov (Normality Test)	Collinearity Tolerances	VIF	an rho (Heteroscedasticity Test)	(Autocorrelation Test)
Customer Perception	Intention to Visit	< 0.001	0.284	3.520	0.204	2.032
Domestic Tourists			0.489	2.043	0.861	
Sustainable Tourism			0.476	2.101	0.473	
Wind Turbine			0.435	2.299	0.457	

Table 10. Factor Analysis Table

No.	Factors	KMO Analysis	Anti-Image Correlation
1	Environment		0.965
2	PLTB Experience		0.965
3	Picture		0.872
4	Access		0.908
5	Scenery		0.948
6	Need Tourism Development Plan		0.939
7	Social Media	0.948	0.954
8	Information		0.937
9	Proud		0.970
10	Satisfied		0.964
11	Intention		0.958
12	Recommendation		0.957
13	Impact		0.952
14	Similarity		0.960
15	Wind Turbine		0.961
16	Service		0.958

The analysis of factors from the qualitative data showed that all 16 factors were related and had influence on the quantitative results. The KMO score of 0.948 indicated excellent reliability, and all factors had values above 0.5 in the anti-image correlation matrix, indicating their importance in relation to the intention to visit PLTB Tolo Jeneponto.

Table 11. Variable Testing

Independent Variable	Sig. Value	Testing result at 95% confidence interval	
Customer Perception	**< 0.001**	Null Hypothesis Rejected (0.001 <0.05)	Accepted
Domestic Tourists	0.908	Null Hypothesis not Rejected (0.908 >0.05)	Rejected
Sustainable Tourism	0.205	Null Hypothesis not Rejected (0.205 >0.05)	Rejected
Wind Turbine	**< 0.001**	Null Hypothesis Rejected (0.001 <0.05)	Accepted

Table 12. Hypothesis Testing

Hypothesis	Structural Path	Sig. Value	B	Hypothesis Testing result at 95% confidence interval	Result
H1	Wind Turbine has a positive influence for the sustainable tourism growth in the future.	0.072	0.094	Null Hypothesis not Rejected (0.072 >0.05)	Rejected
H2	The sustainable tourism on wind turbine influence the customer perception	**< 0.001**	0.639	Null Hypothesis Rejected (0.001 <0.05)	Accepted
H3	Domestic Tourists have a positive influence in creating a customer's perception	**< 0.001**	0.695	Null Hypothesis Rejected (0.001 <0.05)	Accepted
H4	The customer's perception give positive influence to the intention to visit.	**< 0.001**	0.751	Null Hypothesis Rejected (0.001 <0.05)	Accepted
H5	Domestic tourists has a positive influence in determining the intention to visit.	0.472	0.032	Null Hypothesis not Rejected (0.472 >0.05)	Rejected

The variables that significantly influence the intention to visit are customer perception and wind turbine, while domestic tourists and sustainable tourism do not have a direct impact on the intention to visit.

5   DISCUSSION

The table summarizes the results of the multiple linear regression analysis. It shows that all independent variables have an effect on the dependent variable of intention to visit. Customer perception and wind turbine are the two variables that have a significant influence. The beta coefficients for customer perception and wind turbine are positive, indicating a positive effect on the intention to visit. The R-squared value of 0.638 suggests that 63.8% of the variation in the intention to visit can be explained by the independent variables. However, domestic tourists and sustainable tourism do not have a significant influence on the intention to visit. The study suggests that tourists' perception and the wind turbine itself play a more important role in influencing the intention to visit than sustainable tourism factors.

Table 13. Variables Relation

Independent Variables	Dependent Variables	β	t-score	P-Value	Sig. F	R-Square
Customer Perception	Intention to Visit	**0.584**	**10.409**	**< 0.001**	< 0.001	0.638
Domestic Tourists		0.005	0.115	0.908		
Sustainable Tourism		-0.055	-1.269	0.205		
Wind Turbine		**0.301**	**6.630**	**< 0.001**		

In this study, several hypotheses were tested to examine the relationships between variables. The first hypothesis, which proposed that the wind turbine has an influence on sustainable tourism growth, was rejected as the results did not show a significant impact. However, there is still a positive relationship between the wind turbine and sustainable tourism. The second hypothesis, stating that sustainable tourism on wind turbine influences customer perception, was supported by the results. The customer perception was found to have a significant positive influence on sustainable tourism. The third hypothesis, which assumed that domestic tourists have a positive influence on creating customer perception, was also supported by the results. Domestic tourists were found to have a significant positive influence on customer perception. The fourth hypothesis, suggesting that customer perception positively influences the intention to visit, was supported by the results. Customer perception was found to have a significant positive influence on the intention to visit. The fifth hypothesis, stating that domestic tourists have an influence in determining the intention to visit, was rejected as the results did not show a direct influence. However, there is still a positive relationship between domestic tourists and the intention to visit through the mediating factor of customer perception.

In conclusion, the study found that customer perception and the wind turbine itself have significant positive influences on the intention to visit. Domestic tourists also play a role in shaping customer perception, which in turn influences the intention to visit. However, sustainable tourism and domestic tourists do not have a direct impact on the intention to visit.

6   CONCLUSION AND RECOMMENDATION

6.1   Conclusion

The research aimed to identify customer perceptions related to the sustainable tourism concept at PLTB Tolo Jeneponto, factors influencing customers in visiting the site, and the reasons behind their intention to visit. A mixed-method approach was used, with qualitative data gathered from Google reviews and TikTok comments, and quantitative data collected through a survey questionnaire targeting domestic tourists aged 20-60. The findings indicate that customer perceptions encompassed four main aspects: behavior, satisfaction, expected benefits, and visitor impact. The qualitative analysis revealed that satisfaction was the predominant perception, while the quantitative analysis showed that customer perceptions significantly influenced sustainable tourism awareness and intention to visit. Domestic tourists, including both domestic travelers and locals, played a crucial role in shaping these perceptions.

Regarding the factors influencing visitors, the study found that customer perception and the wind turbine itself had direct effects on visitors' intention to visit. Domestic tourists, through their perceptions, influenced the intention to visit. However, sustainable tourism aspects did not directly impact the intention to visit or the wind turbine itself. It was evident that the wind turbine stood independently as a tourism attraction, unrelated to sustainable tourism factors.

This study identified factors influencing domestic tourists' decision to visit the wind turbine site. The findings revealed that customer perception and the wind turbine itself play crucial roles in shaping visitors' intentions. Customers perceive the wind turbine site as an appealing destination, and their perceptions are influenced by their satisfaction with previous experiences, particularly those shared by domestic tourists. Surprisingly, sustainable tourism aspects did not show a direct influence on visitors' intentions, indicating that the wind turbine's primary appeal lies in its unique energy generation aspect rather than its sustainable tourism attributes. This research also explored various customer perceptions related to the sustainable tourism concept at Tolo Jeneponto Wind Turbine. The analysis identified four key types of customer perceptions: behavior, satisfaction, expected benefits, and visitor impact. Among these, satisfaction emerged as the dominant perception, significantly affecting visitors' intentions to visit. The study also discovered that domestic tourists, including both travelers from other regions and local Jeneponto residents, play a pivotal role in shaping customer perceptions. Their positive experiences and recommendations exerted considerable influence over potential visitors, showcasing the importance of word-of-mouth in attracting tourists. the research delved into the factors driving customers' intentions to visit Tolo Jeneponto Wind Turbine in the context of sustainable tourism.

The results indicated that customer intentions were strongly linked to their perceptions of satisfaction with the wind turbine site. Visitors were motivated by the prospect of gaining unique experiences and insights into renewable energy. The qualitative analysis further supported this finding by highlighting that behavioral intentions to visit were rooted in the overall satisfaction derived from the wind turbine site's offerings.

The qualitative analysis identified several factors based on keyword analysis, including environment, PLTB experience, picture, access, scenery, need for tourism development, social media, information, pride, satisfaction, intention, recommendation, impact, similarity, wind turbine, and service. These factors were found to influence visitors' intentions to visit the Jeneponto Wind Turbine. In terms of visitors' intentions to visit, it was clear that satisfaction played a crucial role, shaping their perceptions and influencing their decision-making. The behavioral intention to visit was driven by the satisfaction gained from previous experiences. The qualitative analysis showed that visitors' intentions were mainly behavioral intentions, while the quantitative analysis revealed that domestic tourists' satisfaction-based perceptions influenced their intentions to visit the wind turbine. Consequently, behavioral intentions were formed based on satisfaction, indicating that not all satisfaction led to behavioral intentions. The flow of influence suggested that domestic tourists shaped their perceptions based on satisfaction, which influenced their intention to visit, resulting in behavioral intentions stemming from the experiences they had. The qualitative analysis also identified factors influencing visitors' intentions to visit, such as the environment, PLTB experience, picture, access, scenery, need for tourism development plans, social media, information, pride, satisfaction, intention, recommendation, impact, similarity, wind turbine, and service. These factors were found to influence domestic tourists' intentions, providing insight into their decision-making processes when considering a visit to the Jeneponto Wind Turbine.

6.2   Recommendations

The research findings can be valuable for tourism stakeholders, particularly the Dinas Pariwisata Kabupaten Jeneponto (Tourism Office of Jeneponto Regency), in developing effective marketing strategies and campaigns to attract more visitors to the wind turbine site. Additionally, business owners, tourism site operators, and local residents in the vicinity of the wind turbine can leverage these recommendations to ensure visitor satisfaction and enhance the overall tourism experience. The research can assist in creating a desirable tourism destination at the Tolo Jeneponto Wind Turbine, encouraging increased visitor numbers. Although this research revealed no significant correlation between sustainable tourism and the renewable energy tourism object, it is important to note that the wind turbine supports sustainability efforts and promotes sustainable tourism. Further research is recommended to explore the reasons behind this lack of correlation and investigate potential solutions. Additionally, future research should focus on developing effective marketing strategies specifically tailored to attract more visitors to the Tolo Jeneponto Wind Turbine

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