

Effect of environmental concern and sustainability on Revisit Intention with Environmental Awareness as a mediating variable

Zainal Abidin^{1,2*}, Budi Setiawan³, A. Wahib Muhaimin³, A. Shinta³ and H. Islamiyah⁴

¹*Faculty of Fisheries and Marine Science, Brawijaya University, Indonesia*

²*Postgraduate Program, Faculty of Agriculture, Brawijaya University, Indonesia*

³*Faculty of Agriculture, Brawijaya University, Indonesia*

⁴*Eco-Preneur in East Java, Indonesia*

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ABSTRACT

Sustainability and tourist attitude related to environmental concern and awareness are essentially alleged to determine revisit intention for the future of tourism destination. Discourse related to revisit behavioral intention was typically exposed through Theory of Reasoned Action. This study was undertaken by explanatory research to analyze the relationship between environmental concern (EC) and sustainability (S) on revisit intention (RI) with environmental awareness (EA) as a mediating variable. This study utilized judgment sampling technique, in which 180 respondents (domestic tourists) were collected through online questionnaires. Data analysis was conducted with inferential statistics in the form of SEM Warp PLS. The results indicated that EC had insignificant effect on RI directly and through EA, while EA had a significant effect on RI. Meanwhile, sustainability had a significant effect towards RI directly or through mediation of EA. The proposed model explains 49% of variance in the EA ($R^2=49\%$) and 31% in the RI ($R^2=31\%$). Destination Marketing Organization (DMO) is believed to assist revisit intention to coastal ecotourism by maintaining the sustainability of ecotourism destinations and environmental awareness of visitors, local communities, and ecotourism managers.

Key words: *Environmental concern and awareness, Sustainability, Revisit intention, Ecotourism*

Introduction

The challenge in developing sustainable ecotourism currently serves as a thought-provoking topic of discussion to comprehend the importance of destination sustainability and tourist attitude regarding the environment in the form of environmental concerns and environmental awareness. Tourist attitude provides the foundation to formulate marketing strategies for Destination Marketing Organization. According to prior study (Sharma and Bansal, 2013), environmental concern determines environmental

awareness. Sustainable tourism demonstrates significant prospective to improve environmental awareness of local residents and tourists. This notion emerges since sustainable tourism affects environmental conservation and education for the community and visitors in order to achieve environmental awareness, which is instrumental for the future of tourist destinations (Mihalic, 2016). Tourists with environmental awareness increasingly intend to revisit such tourist destinations.

Tourist attitude including revisit intention plays pivotal role for embodying behavioral intention

(Jani and Han, 2011; Jani and Hwang, 2011) to generate profit (Marinkovic *et al.*, 2014). Moreover, CMC *Tiga Warna* ecotourism implements a carrying capacity of 100 people per 2 hours in one of its ecotourism destinations, which is *Tiga Warna Beach*, enabling tourists who do not have the opportunity to visit at certain time to have revisit intention. Revisit intention reflects an advanced evaluation of tourist attitude to determine the tourist destinations to be visited (Chen and Tsai, 2007). Continuous evaluation of tourist attitude provides distinct value for the visitors based on satisfaction, shaping the intention for future behavior by referring to the intention to return to similar destination (Hume *et al.*, 2007; Mat Som *et al.*, 2012; Ryu, *et al.*, 2010). Revisit intention is also defined as the overall obtained value from tourist activities through direct and indirect experiences sensed by tourists, in the form of positive or negative reactions to form the intention to revisit (Huang and Liu, 2017).

The theory utilized to predict behavioral intention was pioneered by Fishbein and Ajzen, (1975) entitled Theory of Reason Action (TRA), affirming that consumer behavior is predictable through attitude, where the intention becomes a direct antecedent of behavior (Fishbein and Ajzen, 1975). Environmental attitude conveys environmental concern and awareness. Individual subjective assessments of their surroundings are referred as environmental concerns, while behavioral beliefs will ascend if an assessment of the consequences resulting from the environment damage embodied within the tourists. Environmental awareness comprises individual element referring to a review of psychological factors in the form of behavioral beliefs determining the system (Zelezny and Schultz, 2000).

TRA asserts that tourist interest serves as a prediction of tourist attitude, while repetitive tourist attitude such as revisit intention requires assurance that the previously visited tourism object is sustainably maintained (Kusumawati *et al.*, 2020) based on the destination quality. Sustainable tourism indirectly encourages tourism participation in the world's global action plan to end poverty, reduce inequality and protect the environment, under the Sustainable Development Goals (SDGs) in 2030. This significant objective also includes the 14th goal of marine ecosystem protection by conserving and developing sustainable resources comprising marine, oceanic and maritime power for sustainable development (McInnes, 2018).

Previous research was undertaken in the account of sustainability effect on revisit intention for overseas tourists in Bali, with environmental awareness serving as a moderating variable (Kusumawati *et al.*, 2020). In addition, environmental concerns affect purchase intention of green products and environmentally friendly packaging (Paul, Modi, and Patel, 2016; Prakash and Pathak, 2017); in which environmental awareness mediates environmental concern towards behavioral intention (Sharma and Bansal, 2013); while sustainable tourism advances revisit intention to Bali and Malaysia national park (Kusumawati *et al.*, 2020) and (Mihanyar *et al.*, 2016). Thus, tourist environmental awareness is instrumentally alleged to maintain the future existence of tourism objects (Mihalic, 2016). This rhetoric demonstrates research gap, providing inadequate research on domestic ecotourist attitude in sustainable ecotourism for coastal and protected areas, as current education is based on nature conservation (Adom, 2019). In more elegant study, the role of environmental awareness in mediating the relationship between sustainability and environmental concern for revisit intention failed to navigate empirical evidence. The theoretical gap comprises the limitations of TRA in predicting behavioral intention in ecotourism; therefore, this research proposes environmental concern and environmental awareness as attitude variable in TRA. Consequently, this study aims to analyze the effect of sustainability, environmental concern and environmental awareness on revisit intention. In addition, the researchers of this study emphasize the role of environmental awareness in mediating the relationship between sustainability and environmental concern for revisit intention to CMC *Tiga Warna* ecotourism destination.

Environmental concern is defined as an evaluation of factual conditions based on the resulting consequences for the environment (Fransson and Gärling, 1999; Weigel and Weigel, 1978). Environmental concern is also interpreted as a psychological emotion, channeled through consumer evaluation. If the concern is positive, the intention to behave tends to be more positive (Chen and Tung, 2014). Environmental attitude is described through evaluation of perceptions in the form of beliefs related to the natural environment (Tan 2011). Prior study (Paul *et al.*, 2016) indicated that environmental concerns affect purchase intention of green product. Another study (Prakash and Pathak, 2017) dem-

onstrated parallel finding in the context of eco-friendly packaging. In addition, (Chaudhary and Bisai, 2018) also navigated the effect of environmental concern towards purchase intention of green product in India with attitude, subjective norm and perceived behavioral control as mediating variables. Accordingly, environmental concern is outlined as a specific level of commitment and emotion from consumers to various issues in the surrounding environment (Aman *et al.*, 2012). According to TRA (Fishbein and Ajzen, 1975), such attitude affects behavioral intention. This study, specifically challenges environmental concern and awareness as attitudes, while revisit intention is part of behavioral intention, by focusing on the effect of environmental concern and awareness on revisit intention. According to (Zelezny and Schultz, 2000), environmental awareness portrays an individual element in the form of behavioral beliefs personifying a system or belief system. Literature study (Sharma and Bansal, 2013) streamlined that environmental awareness will arise when individuals have an environmental concern, encouraging this study to also navigate the effect of environmental awareness in mediating the relationship between environmental concern and revisit intention. Referring to this interpretation, the hypotheses are formed as follows:

- H1: Environmental Concern significantly affects towards Revisit Intention
 H2: Environmental Awareness significantly affects towards Revisit Intention
 H3: Environmental Awareness significantly mediates the relationship between Environmental Concern and Revisit Intention

Sustainable tourism is defined (Iniesta-Bonillo *et al.*, 2016) as a tourism approach to satisfy the tourists by attempts to enhance future opportunities in to protect the tourism destination. Sustainable tourism provides the ability to maintain quality (such as cleanliness of soil, water and air) in the tourism destination, which is necessary to conserve ecosystem conditions to achieve balanced state in both human life and environment (Sutton, 2004). Former study (Kusumawati *et al.*, 2020) also enhanced the notion that sustainable tourism improves revisit intention, in accordance with another relevant study (Mihanyar *et al.*, 2016) in Malaysia national park. The opinion of (Mihalic, 2016) asserts that environmental awareness of the tourists is pivotal to maintain the future existence of tourism destination. Tourists committing to environmental awareness

plays a role in determining the conservation of tourism destination. Tourists with high environmental awareness expect to appreciate all efforts to protect the environment; thus, this research focuses on the effect of environmental awareness in mediating the relationship between sustainability and revisit intention. Once environmental awareness is effectively formed within the tourists, it affects the sense to maintain sustainable tourism and improve revisit intention. Referring to this depiction, the hypotheses are formed as follows:

- H4: Sustainability significantly affects towards Revisit Intention
 H5: Environmental Awareness mediates the relationship between Sustainability and Revisit Intention

Figure 1 depicts the hypothesized research model.

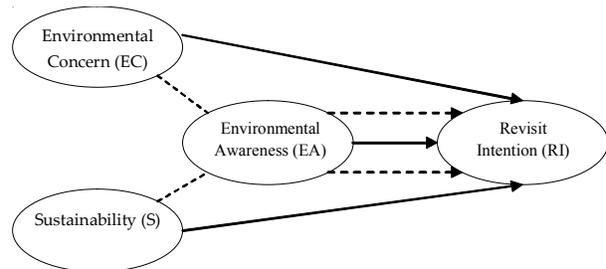


Fig. 1. Hypothesized Research Model

Materials and Methods

Research Location

This research was conducted at ecotourism of *Clungup Mangrove Conservation (CMC) Tiga Warna*, in East Java, Indonesia. This location was selected due to *CMC Tiga Warna* current eminence as the best coastal ecotourism management according to the Ministry of Marine Affairs and Fisheries (Riniwati *et al.*, 2019), and as the cleanest according to the Indonesian Ministry of Tourism. *CMC Tiga Warna* presently manages the six coastal ecotourism destinations, including *Clungup Beach, Tiga Warna Beach, Gatra Beach, Sapana Beach, Mini Beach, and Batu Pecah Beach*. This ecotourism destination demonstrates various typical coastal tourism attractions, including snorkeling, canoeing, camping, banana boating, environmental education for mangrove seed plantation, and others. In addition, *CMC Tiga Warna* serves as one of the mangroves and coral reef ecotourism destinations in Indonesia with assuring prospective for the development of coastal and ma-

rine ecotourism managed by local communities providing economic benefits and considering the principle of sustainable ecotourism. Another uniqueness of CMC *Tiga Warna* is apparent through the application of conservation principle accommodating the capacity of *Tiga Warna* Beach, where visits are unavailable by Thursdays for community beach cleaning work. In addition, certain prohibition on littering is disclaimed, implemented by CMC *Tiga Warna* manager; thus, if there are tourists who are caught littering, they will be subject to a fine of IDR 100,000 per item of waste.

Research Participants and Procedures

Judgment sampling technique was applied (Sugiyono 2017) to select domestic tourists as representative respondents in CMC *Tiga Warna* Ecotourism. Domestic tourists originate from various cities or districts in Indonesia. Data were collected through online surveys providing equal opportunities for domestic tourists to be part of this study. From February to March 2020, the questionnaire was distributed via social and electronic media for tourists. Several screening questions filtered the respondents to meet the sample criteria, including: local tourists aged ≥ 17 years who have visited CMC *Tiga Warna* Ecotourism in 2019 to 2020. Only those who met the sample criteria continued to complete the online questionnaire. A total of 205 responses were obtained from 350 questionnaires sent via DM / PM to their open public social / electronic media accounts, where in the last 1 year they have been to CMC *Tiga Warna*. The obtained data from the questionnaire were further connected to the official communication media platforms (Instagram, Facebook, Tweeter, Whats App) of CMC *Tiga Warna* Ecotourism, resulting in a response rate of 71.4%. In total, there were 180 qualified responses for further data analysis after discarding the incomplete responses and outliers. Hence, the effectiveness of this survey response was 51.4%. The majority of respondents were male (51.9%) from Malang City (30.6%), in their 17-25 years old (83.1%), with unmarried marital status (83.1%), and their last education was high school (72.1%), with the type of occupation as a student (54.6), with an income of <IDR 2,500,000 per month (57.4%).

Measures

EC was measured by 5 items adopted from (Chen and Tung, 2014; Huang and Liu, 2017; Koenig-

Lewis *et al.*, 2014). Further, EA was analyzed by 4 items derived from (Kusumawati *et al.*, 2020). Nine adopted items were derived from (Kusumawati *et al.*, 2020; Mihalic, 2016; Sutton, 2004) to measure S. RI was measured by utilizing 3 items from (Kusumawati *et al.*, 2020; Ragab, Mahrous, and Ghoneim, 2019). Measurement of each item for each research variable was recorded by implementing five-point Likert scales, ranging from 1 (strongly disagree) to 5 (strongly agree). The scale items, validity and reliability of the questionnaire are illustrated in the Table 1.

Data analysis

Warp PLS 6.0 was utilized to analyze the researched data. Structural Equation Modelling Warp-Partial Least Square (SEM Warp PLS) of free distribution (Sugiyono, 2017) was employed in this explanatory research to examine the relationship between environmental concern and sustainability towards revisit intention with environmental awareness as a mediating variable. Since, Warp PLS SEM analysis does not require a large sample size (Solimun *et al.*, 2012, this study therefore has met the sample size requirements for SEM analysis, of at least 100 samples. After confirmatory factor analysis (CFA) was performed to test the reliability, convergent and discriminant validity of questionnaires, a fitness test was conducted for the proposed research model.

Results

Measurement Model

The fit of four-factor models was examined by using CFA to test the validity and reliability of questionnaire. The results of CFA analysis indicated that the four-factor model fits the data and all the loading-factors, which were found to be significant at 0.001. The questionnaire in this study was declared valid and reliable (Table 1), due to the fulfillment of the convergent validity test criteria for a reflective indicator model with a loading-factor value of ≥ 0.30 or significant (Solimun *et al.*, 2017). The discriminant validity test of the questionnaire was also fulfilled because the square root value of AVE (square roots Average Variances Extracted) was greater than the correlation of the variable concerned (Solimun *et al.*, 2017). Reliability test results conducted through the composite reliability value of > 0.7 (Ghozali, 2018), (Streiner, 2003) and alpha Cronbach's value of > 0.6

(Streiner, 2003) were achieved.

Structural model: model fit and hypotheses testing

Model fit test was engaged to navigate whether the proposed structural model really fitted the data by applying several fit indicators to measure the “correctness” of the proposed model (Ferdinand, 2002). Measurement of goodness of fit (GoF) is depicted in Table 2.

Based on the results of the estimated values for the 10 GoF size indicators as described in Table 2, it is concluded that the overall research model has a

good of fit (GoF) value and is considered feasible; where the p-value for APC, ARS, and AARS is less than 0.05 (<0.05) with an APC value of = 0.262, ARS of = 0.402 and AARS of = 0.391. Equally, the results of AVIF and AFVIF values are less than 3.3 (<3.3) which means that there is no multicollinearity problem between indicators and between exogenous variables. The GoF index has a large index above 3.3. The SPR, RSCR, SSR and NLBCDR indicators also depict a fit measure, which means that there is no causality problem in the research model. The proposed model explained by 49 and 31 percent of

Table 1. Questionnaire Validity and Reliability

Variables and Items	Factor Loadings	Sq. roots AVE	Composite Reliability	Cronbach's Alpha
Environmental Concern (EC)		0.735	0.853	0.784
I am worried about the current and future environmental conditions	0.676***			
Individualpractices environmental damage	0.771***			
When individual practices environmental damage there will be consequences	0.803***			
It is not easy to achieve environmental balance	0.788***			
Individual must live by protecting the environment	0.619***			
Environmental Awareness (EA)		0.822	0.892	0.837
I want to learn whatsoever related to environmental conservation	0.879***			
I am actively looking for information or news about environmental conservation	0.795***			
I am an individual who cares about the environment	0.889***			
I respect all efforts related to environmental conservation	0.711***			
Sustainability (S)		0.683	0.886	0.855
CMC is ecotourism protected from pollution	0.576***			
The atmosphere of CMC is not congested so it is comfortable for ecotourism	0.658***			
CMC ecotourism continues to preserve and practice the culture of “ <i>ambalwarsa</i> ” every year as a form of gratitude	0.710***			
Such ecotourism represents the authenticity of the local culture that has been preserved until today	0.733***			
Ecotourism has strived to attract tourists by adding tourist facilities	0.730***			
This ecotourism provides decent facilities for tourists	0.776***			
The offered tour services provide benefits which are in accordance with the capital I spend	0.667***			
This ecotourism continues thanks to the role of community in its management	0.655***			
Ecotourism revivesdue to friendliness and courtesy of the community in welcoming tourists	0.607***			
Revisit Intention(RI)		0.846	0.883	0.800
I will revisit CMC	0.895***			
I truly expect to revisitCMC in the future	0.844***			
I plan to return to CMC in the near future	0.797***			

Notes: ***p < 0.001

the variance in EA and RI, respectively. The structural model is presented in Figure 2.

Hypothesis testing was conducted by utilizing the t test with alpha level of 5%. If the p-value indicates the value of ≤ 0.05 , it is considered significant; whereas if the p-value is > 0.05 , it is thus considered insignificant. The standardized path coefficients

depicting the direct and indirect effects are presented in Table 3. As can be seen, EA and S were found to significantly influence RI. However, the direct effect of EC on RI was insignificant. Also, the regression path from EC to RI with EA as mediating variable was insignificant. In line with the expectations, the indirect effect of S to RI mediated by EA

Table 2. Goodness of Fit (GoF)

Model Fit and Quality indices	Fit Criteria	Result	Outcome
Average Path Coefficient (APC)	$\rho < 0.05$	0.262 $\rho < 0.001$	Achieved
Average R-Squared (ARS)	$\rho < 0.05$	0.402 $\rho < 0.001$	Achieved
Average Adjusted R-Squared (AARS)	$\rho < 0.05$	0.391 $\rho < 0.001$	Achieved
Average Block VIF (AVIF)	Acceptable if ≤ 5 ideally ≤ 3.3	1.361	Accepted
Average Full Collinearity VIF (AFVIF)	Acceptable if ≤ 5 ideally ≤ 3.3	1.612	Accepted
Tenenhaus GoF (GoF)	Small ≥ 0.1 ; medium ≥ 0.25 ; large ≥ 0.36	0.468	Large
Sympson's paradox ratio (SPR)	Acceptable if ≥ 0.7 ; ideally = 1	0.833	Accepted
R-Squared Contribution Ratio (RSCR)	Acceptable if ≥ 0.9 ; ideally = 1	0.982	Accepted
Statistical Suppression Ratio (SSR)	Acceptable if ≥ 0.7	1.000	Accepted
Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	Acceptable if ≥ 0.7	0.833	Accepted

Table 3. Hypotheses Testing for Direct and Indirect Relationship

Hypotheses	Paths	β Coefficient	p-value	Relationship
H1	EC-RI	-0.051	0.242ns	Not supported
H2	EA-RI	0.231	0.001***	Supported
H3	EC-EA-RI	0.057	0.137 ns	Not supported
H4	S-RI	0.369	0.001***	Supported
H5	S-EA-RI	0.128	0.007***	Supported

Notes: ***The coefficient is significant at 0.001 levels or $p < 0.05$

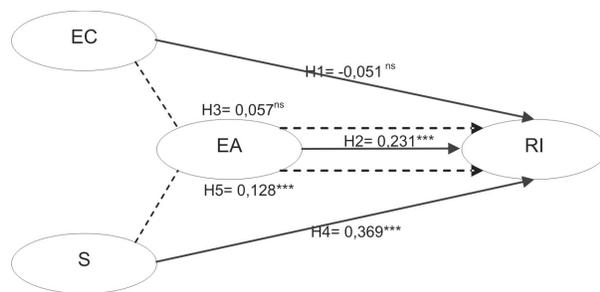
: ns, insignificant

: H1-H2 and H4, Direct Effect; H3 and H5, Indirect Effect

Table 5. Effectiveness Priority for All Paths

Variable type			Effect type					Effectiveness Priority		
P	M	R	Direct Effect (DE)		Indirect Effect (IE)		Total Effect (TE)	Path		
			β coeff.	p-value	β coeff.	p-value	β coeff. (p-value)	All path	P-RI	P-M-RI
EC	-	RI	-0.051	0.471	-	-	-0.005 (0.471)	-	-	-
EC	-	EA	0.245	<0.001	-	-	0.245 (<0.001)	-	-	-
EA	-	RI	0.231	<0.001	-	-	0.231 (<0.001)	3	2	-
S	-	EA	0.552	<0.001	-	-	0.552 (<0.001)	-	-	-
S	-	RI	0.369	<0.001	-	-	0.369 (<0.001)	2	1	-
EC	EA	RI	-0.051	0.471	0.057	0.137	0.006 (0.471)	-	-	-
S	EA	RI	0.369	<0.001	0.128	0.007	0.497 (<0.001)	1	-	1

Notes: P, predictor variable; M, mediating variable; R, response variable.



Notes: —▶ Direct effect, - - - -▶ Indirect effect, *** Significant at 0.001 levels (p <0.05), ns insignificant

Fig. 2. Result of Structural Model

was significant at 95% confidence level. Thus, all hypotheses are accepted except for H1 and H3. The results of hypotheses testing are summarized in Table 3.

Discussion

The current research was an attempt to evaluate the applicability of TRA in predicting behavioral intention, which in this study is the revisit intention to coastal ecotourism in a developing country (Indonesia). The study strengthens and extends the Theory of Reasoned Action that attitudes are feasible to influence behavioral intention. Attitude in this study is in the form of environmental awareness of ecotourists, while revisit intention is as behavioral intention. This study discovers a new relationship that EA acts as a predictor of RI to coastal ecotourism and a mediating variable in the S-EA-RI relationship; where previous study (Kusumawati *et al.*, 2020) pointed out that EA was regarded as moderating variable for the relationship of S to RI.

This study is in line with (Paul *et al.*, 2016; Prakash and Pathak, 2017) pointing out that environmental concerns significantly affect purchase intention of green products and environmentally friendly packaging. Thus, this research proposes a new concept on coastal ecotourism, proving that EC is insignificant to determine revisit intention. Apart from that, previous research (Sharma and Bansal 2013) regarding EC-EA-BI, demonstrating a new concept that EA was no longer proven to mediate the relationship between EC to RI in coastal ecotourism. However, the study discovers a new concept in coastal ecotourism that EC-EA and EA-BI (RI) have direct effect.

The study extends the findings of some previous

studies (Kusumawati *et al.*, 2020) and (Mihanyar *et al.*, 2016) that sustainable tourism is probable to promote RI to Bali tourism and Malaysia national park. Meanwhile, this study selects coastal ecotourism as the object of research. The study also extends the findings of prior study (Mihalic, 2016), that EA owned by tourists plays essential role to maintain the future existence of tourism destination.

The Role of Environmental Attitude and Sustainability on Revisit Intention to Coastal Ecotourism

The environmental attitude in this study includes EC and EA. The results of the WarpPLS analysis indicate that EC insignificantly affects RI conforming that the EC owned by tourists is not proven to determine tourist attitude for RI. EC owned by tourists related to environmental issues is not directly translated into pro-environmental behavior. According to (Sharma and Bansal, 2013), individuals who have EC are even more motivated to practice environmental awareness. Thus, the results of preceding research (Chaudhary and Bisai, 2018) sign posted that EC has in significant effect on purchase intention with the extended application to coastal ecotourism as the results of this study. This finding is due to the different object from previous research on green products in India. Prior research according to (Chaudhary and Bisai, 2018) explained that EC owned by tourists cannot directly influence purchase intention, involving a mediating variable that connects EC and RI such as attitude, subjective norm and perceived behavioral control. The results of previous studies (Paul *et al.*, 2016; Prakash and Pathak, 2017) were deemed valid that EC significantly affected purchase intention of green products and environmentally friendly packaging. Thus, this research suggests a novel concept in coastal ecotourism, proving that EC is no longer reliable to determine RI directly.

EA has been demonstrated to affect RI, where higher EA of tourists affects higher RI. Environmental attitude according to (Tan, 2011) represents “psychological tendency” which is described through the evaluation of perceptions or in the form of beliefs related to the natural environment. These results reinforce TRA theory (Fishbein and Ajzen, 1975) highlighting that attitude influences behavioral intention. The hypotheses of this study regarding the attitude variable such as EA, concluded that RI is foreseeable from the attitude variable in TRA

theory. Tourists with EA are proven to have EC, indicating a significant relationship between EC to EA, and EA to RI. Thus, this study discovers a novel relationship that the EA within tourist acts as a predictor of RI to coastal ecotourism; despite contrasting finding in previous research (Kusumawati *et al.*, 2020) where EA was regarded as moderating variable for relationship between S and RI.

In addition to EA, sustainability (S) has also proven to affect RI, where higher sustainability tourism affects higher RI. A tourist assessment of sustainability in certain tourism destination will provide a distinct experience. Tourists will compare the experience they felt when visiting a sustainable tourism destination with previous experience. Prior experiences felt by tourists generate certain behavior (Eusébio and Vieira, 2013; Özdemir, 2012); where the experience of sustainable ecotourism will generate RI. Such results extend prior study (Kusumawati *et al.*, 2020), emphasizing that sustainable tourism elevates RI to Bali tourism. This result also supports previous finding (Mihanyar *et al.*, 2016) that sustainability in Malaysia national park escalates RI. This finding emerges due to different object of previous research, where this study selects coastal ecotourism.

The Role of Environmental Awareness as Mediator the Relation between Sustainability and Environmental Concern on Revisit Intention to Coastal Ecotourism

The role of EA is proven to mediate the S to RI relationship, emphasizing that tourists who understand the sustainability of ecotourism and have environmental awareness within themselves, will likely practice RI. These findings extend another study (Mihalic, 2016), that EA owned by tourists plays a key role to maintain the future existence of tourism destination. Tourists who have EA will play a role in determining the tourist destinations as well as conserving the environment. In addition, tourists who have a high EA will have high sensitivity in appreciating all efforts related to the environment protection. In addition, this study actually proposes a novel relationship that EA within the tourist acts as a mediating variable in the S-EA-RI relationship, contrastingly stated in previous study (Kusumawati *et al.*, 2020) by indicating the role of EA as moderating variable between S and RI.

EA role in mediating EC to RI relationship has not been clearly proven. In this case, EA is alleged to

be complete mediation. An insignificant relationship between exogenous and endogenous variables as well as a significant relationship on the mediating variables stated in the study (Solimun *et al.*, 2017), signified that EC has insignificant effect on RI, but EC has a significant effect on EA, and EA has a significant effect on RI. In prior research according to (Sharma and Bansal, 2013), EC-EA-BI (Behavioral Intention) on consumers, products, media or general political views. The findings of this study provide empirical evidence on the EC-EA-RI relationship, where RI as a part of behavioral intention. The empirical evidence here is in the form of the EC-EA-RI indirect effect which turns out to be insignificant, meaning that previous research according to (Sharma and Bansal, 2013) was deemed valid discovering a new concept that EA is not proven to mediate the relationship between EC to RI in coastal ecotourism. Another empirical evidence demonstrates a significantly direct effect of EC-EA and EA-RI on coastal ecotourism, distinct to (Sharma and Bansal, 2013) where EA serves as the mediator of EC to BI relationship. This study also proposes a new relationship that EA of tourist acts as a predictor of RI to coastal ecotourism and as a mediating variable in the S-EA-RI relationship, in contrast with previous study (Kusumawati *et al.*, 2020) signifying the role of EA as moderating variable between S to RI.

The Most Effective Path in Determining Revisit Intention to Coastal Ecotourism

Based on the results of hypotheses testing, the researchers discovered that the priority of effectiveness was feasible between variables, through direct effects, indirect effects and total effects as depicted in Table 5.

Table 5 illustrates the priority for the effectiveness of the relationship, which in this study is the relationship between variables having the largest \hat{a} coefficient and significant p-value. Thus, the priority of effectiveness for the indirect relationship (P-M-RI) and the whole path (All paths) lies in the S-EA-RI path. This finding means that ecotourists who find information on sustainable ecotourism and have EA, are alleged to be more motivated to practice RI. Therefore, CMC Tiga Warna ecotourism managers are encouraged to continue conservation efforts and environmental education for tourists and local communities to maintain EA and sustainability of the ecotourism destination, which

is also believed to affect RI. Ecotourists who have a high EA will appreciate all efforts to protect the environment, one of which is by maintaining sustainable tourism. The priority of effectiveness for the direct relationship effect (P-RI) lies in S-RI path, which is sustainable tourism to improve RI. Thus, the strategy to upgrade RI to CMC *Tiga Warna* ecotourism is prioritized by maintaining the sustainability of ecotourism destinations and environmental awareness of both the tourists and the community. Maintaining the sustainability of mangrove forest in Clungup beach and Gatra beach as ecotourism is always important although the environment, artificial physical, regulation and management dimensions are less vulnerable (Harahab *et al.*, 2018). While, the environmental dimension of coral reef in *Tiga Warna* Beach ecotourism is quite vulnerable (Riniwati *et al.*, 2019).

Revisit behavior in Theory of Reasoned Action is persuaded by the behavior of coastal ecotourists in the form of environmental awareness and sustainability of these coastal ecotourism destinations. In addition, a novel relationship was discovered, persuading that environmental awareness was proven to be effective in mediating the relationship between sustainability and revisit intention to coastal ecotourism. Some of the findings in this study are expected to serve as a basis for the preparation of a marketing strategy by Destination Marketing Organization in maintaining its tourist destinations in a sustainable condition. This discourse will affect the environmental awareness of tourists in practicing revisit behavioral intention. The sustainability of coastal ecotourism in this study include environmental, economic, social and cultural perspective. In addition, this research suggests the idea for the government regarding the policy development of sustainable coastal ecotourism and for the tourists to have environmental concern and awareness, by conserving, zoning and ecotourism spatial planning as well as ecotourism facilities and infrastructures enhancement.

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