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Knowledge as Predictor for Visit Behavioral Intention with Attitude and Trust as Mediator

(Study of Green Tourism Destination in West Sumatra)

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Abstract

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IRATDE



International Research Association
for Talent Development and Excellence

Date: 28th of March 2020

Dear **Santi Palupi Arianti¹, Yenita²**

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We glad to inform you that your research manuscript entitled “**KNOWLEDGE AS PREDICTOR FOR VISIT BEHAVIORAL INTENTION WITH ATTITUDE AND TRUST AS MEDIATOR (STUDY OF GREEN TOURISM DESTINATION IN WEST SUMATRA)**” has been accepted for publication in Talent Development and Excellence Journal (Scopus Indexed Journal, Q2 ScimagoJR).

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Talent Development and Excellence Journal

Knowledge as Predictor for Visit Behavioral Intention with Attitude and Trust as Mediator **(Study of *Green Tourism Destination* in West Sumatra)**

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Keywords: *green knowledge, green trust and green attitude towards green visit behavioral intention, green tourism, West Sumatra.*

1. Introduction

Tourism have been a major contributing primary industry in global economic activity[1] after oil and automotive industry with the most significant growth copared to other industries [2] especially in Indonesia. In the span of last three yars, the growth of Indonesian tourism industry is very significant which causes said sector to be the new Indonesian economic power aside from oil and gas. The growth of Indonesian tourism sector, both from international tourist and national tourist have been steadily increasing and it is predicted to be one of the prime industries in Indonesia in 2019.

Although tourism possesses a lot of positive impacts to economy both from the perspective of a nation or to the whole world itself via the growth of unplanned infrastructure

construction to increase the quality of tourism destination. It cannot be denied, that this factor also possesses negative quality to social, culture and environment, which often degraded, polluted and neglected as the volume of visiting tourist to certain tourism destination increases[3] The continual degradation of social and environment elements causes concern and awareness of the negative effects of tourist against the environment. In the last two decades, there is a growth of attention between the development of tourism and the quality of environment[4], one of which is the interest to green tourism which is one of the ways to achieve continuous development of tourism.

Green tourism is one of the important driving factors in supporting natural and cultural aspect and also encourage respect and desire to protect the environment and cultural heritage. The term green tourism can be applied to various forms of tourism that are connected to natural environment and cultural heritage and practices eco-friendly management [5]. Green tourism planning and management as a part of good continuous tourism development could result in positive contribution to archieve Indonesian Milenium Developmental Target which includes decreasing poverty level, gender equality, village development, preservation of environment and cultural heritage, and climate change mitigation (Gunawan and Ortis, 2012).

Although Indonesia is well-known for its wealth of natural resources, not all parts of Indonesia are abundant of natural resources that can be used as regional economic foundation in Indonesia. One of the examples are Western Sumatra which contains natural resources but not yet able to be utilized as economic foundation. According to Central Bureau of Statistic, the economic growth rate in West Sumatra continuously decreases and if neglected will impact negatively towards several issues mainly poverty and economic growth in West Sumatra. Currently, the largest regional income in Wester Sumatra Province is through vehicle tax and customs returns of vehicle names which indicates income through work or businesses from West Sumatra citizens are very lacking so that provitable industrialization is much needed both for the economy and livelihood of West Sumatra. Currently agricultural sector plays the largest role to the growth of West Sumatra economy which is 24 percent but the lack of farming land and geographical conditions of West Sumatra which consists of hills becomes an obstacle to develop the agricultural sector. Therefore, the Western Sumatra Province needs to develop other sectors to increase economic growth. According to Western Sumatra Province Governor, their proudest economic sector is tourism which if developed properly could become the gears that turns the West Sumatra economy forward and increase the prosperity of Western Sumatra people.

Based on research about investment of fishing and tourism sector in West Sumatra by Pusat Kajian Sosial Budaya dan Ekonomi (Centre for Socio-Cultural and Economic Studies or PKSBE), natural beauty is the main tourism attraction in West Sumatra in which 58 percent of tourist admits West Sumatran natural beauty fulfills their expectations. Aside from its natural beauty, the numerous amounts of natural tourism destination with various characteristics and atmosphere in West Sumatra also encourage tourists to re-visit and explore West Sumatra. This natural beauty is a result of the tireless work of West Sumatran

citizens in conserving the local environment and tradition of West Sumatra through culture inventorization, music festivals and traditional art, forestry management, agricultural field school, environmental-based educative tourism and many others which aligns with the application of green tourism.

Research in travel and tourism industry is closely related with the desire and behavior of tourist in choosing tourism destination [6]. Visitation behavior plays important role in tourism whether in its concept, industry, economy and demand investigation which affects intention and decision in choosing which tourism destination to visit. In other words, the more tourists come to the tourist attraction, the more tourist destinations will develop and advance (Yuliari & Riyadi, 2019). Tourists possesses certain behavior that can be observed before, during and after travel or visit to an area which is a direct result of the interactions between personal and environmental variable that shows a person's reaction to the influence of the two variables[7]. Therefore, the tourist behavioral tendency can be defined as the way tourist behaves, acts and responds to a natural place which will determine desire and pattern of decision in visiting natural destination spots. Higher inclination will result in higher visitation rate which at the end will stimulate the growth of sustainable tourism industry so that it could support the economy of a country.

Until now, there has not been any research about green visit behavioral intention, generally the research focus into behavioral intention, purchase intention, purchase behavior or green behavioral intention, green purchase intention, green purchase behavior. The scope of green visit behavioral intention is much narrower compared to green behavioral intention which is to asses desire and tendency of a person to visit a spot not to asses the needs and behavior extensively. Independent variable commonly used to predict that particular research focus are environmental knowledge, environmental concern, environmental attitude. However, in this research the scope of independent variable is narrowed to become green in which the knowledge about green environment which covers the green environment itself and the ways to actualize said green environment will become the topic of the research. Therefore, independent variable used in this research are green knowledge, green trust and green attitude. This research utilizes knowledge variable as independent variable to shape new research model that indicates the originality of research model and combination of the entire whole of carried research model.

2. Literature Review

2.1 Green Knowledge

[8] argues that knowledge is a significant construct that affects consumers to gather and organize information, how much information utilized in decision making and how consumer evaluate a product. As in Sofi (2019), He states that one of the consideration in decision making is the value of the product. In other words, according to D'Souza et al. (2007) knowledge about environment involves what people know about environment and iron-clad trust about the impact and aspect of environment.

2.2 Green Trust

Consumer's trust is a sum of knowledge possessed by the consumer and all of the conclusion made by the consumer about object, attribute and benefit (Mowen & John, 2002:32). The creation of trust happens instantly when the consumers performs the information processing activity. These informations about attributs and benefits of a product is received and coded to memory and then re-opened again from memory to be utilized. (Mowen & John, 2002:324). As for n[10], defines trust as the need to depend on an object based on faith or hope from the credibility, virtue and ability about environmental performance.

2.3 Green Attitude

Attitude refers to mental and physical state regarding readiness, which directly affects an individual's response to a certain object and situation on related issues [10]. Meanwhile, [11] defines attitude to environment as learned tendency to respond with consistency about things that are beneficial and not beneficial towards environmental issues. [8] states that attitude towards environment points toward respect towards environment as levels to express concern to environmental issues.

2.4 Green Visit Behavioral Intention

Green Behavior can be defined as the people's action which is linked to green environment, for instances to use natural resources [12]. Behavioral intention is defined by Mowen as the desire of consumers to behave in certain way. As for [13] behavioral intention is a proporsition that connects self with future actions. In other words, green visit behavioral intention is a desire to visit a green natural place in the future.

2.5 Theoretical Framework

Knowledge and understanding of environment and environmental issues have significant influence to behavioral tendency to be environmentally friendly in which with the rise of knowledge about the environment will push the consumers to understand environment which in the end will increase the intensity of environmentally friendly action. [14], including intensity behavior of visitation. Knowledge is one of core reason for someone in doing a certain action. The more numerous or in-depth the knowledge about said object can cause someone to be curious and fascinated to know more about the object and will either find out more, experience the object directly via buying or using and various other means. However, too much knowledge can erase curiosity towards an object. Under the topic of product or service, knowledge has a direct or positive correlation because in buying or using a product or service, likewise with green tourism destination. The more in-depth knowledge and familiarity a person have with green nature will cause comfort and feeling of closeness with environment which will result in tendency to visit those particular spots.

H1 Green knowledge is a positive predictor for Green Visit Behavioral Intention green tourism destination in West Sumatra

Green trust affects consumers behavior in the current era of environmentalism [15]. When a company emphasizes environmental performance of their products in the right measure, then consumers will trust the company's environmental performance which is one of the factors that influence the behavioral intention in a person, both in choosing what to do such as a visit to a tourist attraction or what to buy such as environmentally friendly products or products made from natural ingredients or services that processed in an environmentally friendly manner. Trust indicates a person's beliefs that can encourage someone to do something. The higher a person's trust, the more confident and motivated they will be to take certain actions. Conversely, the lower a person's trust in an object, the more they will doubt the object and have a tendency to avoid the object to avoid risk. When someone believes that a green environment is good, then they will have a tendency to visit and perform activities in that green environment.

H2 *Green trust* is a positive predictor for *Green Visit Behavioral Intention* for green tourism destination in West Sumatra.

Environmentally friendly attitude is a person's rational judgement towards the value of nature conservation[16], in which a good assessment of the benefits of an object that is safe and beneficial for nature will lead to confidence to the object and ultimately lead to behavioral intention either to buy or to visit and so on. Attitude is one of the factors that shape a person's behavior towards an object which is the reason for someone to act in a certain way. When someone perceives an object in positive light, he will act positively on that object. Like the green environment, someone who considers a green environment to be a good thing will behave positively towards environment, such as maintaining, visiting and doing activities in the green environment. The more positive a person's attitude towards green tourism destinations, the higher the behavioral intention to visit will be

H3 Green attitude is a positive predictor *Green Visit Behavioral for green tourism destination in West Sumatra*

Trust based on knowledge arises on the basis of one's ability to predict behavior. Adequate information is one of the factors in forming trust that will become the basis of someone to estimate whether something is right or not. Adequate information will then develop into knowledge which can build trust because of the better prediction ability[17] which will ultimately make someone feel confident with a green tourism destination that raises the behavioral intention to visit green tourist destination.

H4 *Green trust* can remedy both *green knowledge* and *green visit behavioral intention* of green tourism destination in West Sumatra.

[18]argues that knowledge of ecology or nature possesses an important role in shaping attitudes towards nature. When someone possesses knowledge about the environment in

relation to what and how the role of the environment for human life, environmental sustainability will be advocated for. Aside from that, Planned Behavioral theories and Reasoned Action theories, shows the influence of knowledge, attitudes, behaviors and actions. Attitudes are opinions, beliefs and knowledge that influence a person's behavior. Similarly, green attitude can be one of the triggers of green behavior [19]. more knowledge about an object makes one better at assessing the object more objectively. If the assessment is considered good, then there will be a positive feeling and attitude towards the object being assessed. This attitude plays a role in guiding consumer's behavior and decisions, so that knowledge can encourage certain behaviors indirectly through attitude mediation.

H5 *Green attitude can mediate green knowledge and green visit behavioral intention of green tourism destination in West Sumatra.*

Green knowledge is one of the factors that can form *green attitude*[18], where Cognitive attitude is one of the factors underlying trust [20] [21]. In other words, someone will behave based on his beliefs about something that is considered logical such as when someone who implements an eco-friendly lifestyle believes that a product or service is environmentally friendly, then he will respond to the product or service with a positive attitude. Conversely, lack of trust can be a major long-term obstacle in acting and performing things[22]. In other words, the formation of a positive attitude can lead to positive intentions and behaviors for the green environment such as visiting green tourism destinations in West Sumatra.

H6 *Green attitude and Green trust can mediate green knowledge and green visit behavioral intention green tourism destination in West Sumatra*

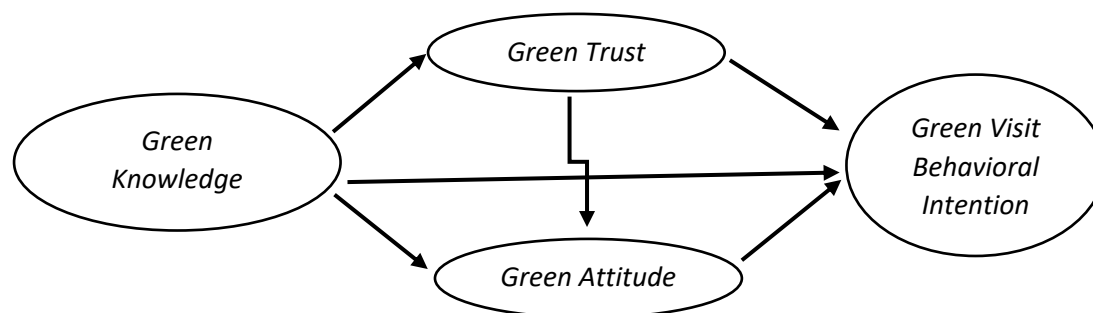


Image 2.1 Theoretical Framework

3. Materials and Method

This study utilized a descriptive cross-sectional research method by survey questionnaires with convenience sampling techniques which has been collected for 3 weeks from tourists and prospective tourists over the age of 17 who would visit green tourism in West Sumatra through the Google form. Of the 490 respondents, there were only 478 respondents who matched the criteria. Then the results of the questionnaire were analyzed using the PLS SEM approach utilizing 95% of confidence level. The analysis was done by estimating and evaluating the model which consists of evaluating the outer model and inner model. The

stages of evaluating the outer model are divided into evaluations of reflective models and evaluation of formative models. Evaluation of reflective models includes the assessment of individual item reliability, construction reliability, average variance extracted and discriminant validity. Then it was proceeded with bootstrapping to test the hypothesis.

3.1 Variable Operationalization

Table 3.1 Variable Operationalization

Variables	Indicators	Scale
<i>Green Knowledge</i>	General knowledge about green environment	Interval
	Benefits of green environment	
	How to preserve green environment	
<i>Green Trust</i>	Benefits of environment	
	Capability of environment to sustain the consumer's need	
<i>Green Attitude</i>	Knowledge about green environment	
	Attitude about green environment	
	Actions done by a person because of green environment	
<i>Green Visit Behavioral Intention</i>	Desire to visit	
	Plans to visit	
	Decision to visit	
	Effort to visit	

3.2 Descriptive Statistic

Of the 490 respondents collected, 12 of them were under 17 years old so only 478 questionnaires could be used, 56% of them were women and the remaining 44% were men with ages range of 18-27 years with 67%, 28-37 years with 19%, 38-47 years old with 7% and the rest over 48 years with 6%. Respondents in this study were dominated by students and as many as 45%, followed by private employees or the country as much as 39%, entrepreneurs as much as 8%, professionals as much as 6%, and others as much as 4% who lived in the Jabodetabek area as much as 69%, outside Jabodetabek as much as 30% and outside Indonesia as much as 1%. The majority of respondents in this study had monthly expenditures under Rp. 2,999,999, which was as much as 51%, followed by groups of respondents with an expenditure range of Rp3,000,000-Rp4,999,999, namely as much as 21% of expenditure of more than Rp9,000,000 per month which was 12%, expenditure of Rp.5,000,000-Rp.6,999,999 per month as much as 10%, and respondents with an expenditure of Rp.7,000,000-Rp8,999,999 as much as 6%.

3.2 Validity and Realibility

Table 3.2 R Square

	R Square	R Square Adjusted
GA	0.548	0.547
GT	0.424	0.422
GVBI	0.279	0.274

The R square value for the green visit behavioral intention variable is 0.279 which means that the green visit behavioral intention variable of 27.9% is explained by variables, green knowledge, green trust and green attitude, the remaining 73.3% is explained by other variables. According to [23], R square of 0 indicates no correlation between variables, 0-0.25 indicates a very weak correlation, 0.25-0.5 for sufficient correlation, 0.5-0.75 as a strong correlation, 0.75-0.99 which means a correlation between variable is very strong and 1 indicates perfect correlation. Taking that in mind, the R square for the green visit behavioral intention variable belongs to the sufficient category. Meanwhile, the value of Q Square in this study is 0.8123 which is close to 1 which indicates that this model has high predictive relevance. In conclusion, this research model can be said to be relevant and good to test. Goodness of fit in this study was measured using the [24] where the value of goodness of fit of 0.1 is considered small, 0.25 is considered moderate and 0.36 is considered large. Goodness of fit in the model used in this study is 0.428 which belongs to a large category which indicates that each variable tested in the form of a hypothesis has a close relationship. Therefore, this research model is good to test.

Tabel 3.2 Validity and Reliability Test

Variable	<i>Cronbach Alpha</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted</i>
<i>Green Knowledge</i>	0.865	0.899	0.597
<i>Green Trust</i>	0.889	0.919	0.693
<i>Green Attitude</i>	0.863	0.899	0.603
<i>Green Visit Behavioral Intention</i>	0.951	0.959	0.745

All variables in this research model have Cronbach alpha and composite reliability values above 0.7 and the average variance value extracted above 0.5. According to [25], the minimum AVE value to meet the discriminant validity is 0.50. Meanwhile, the minimum Composite Reliability value to be considered reliable is 0.7. Cronbach alpha values between 0.0-0.20 are less reliable, between 0.20-0.40 rather reliable, 0.40-0.60 quite reliable, 0.60-0.80 reliable and 0.80-1 very reliable with an acceptable minimum value of 0.70 [26]. So, based on the Cronbach alpha test, composite reliability and average variance extracted, the measurement tools in this study are valid and reliable.

The loading value of each item is considered valid if it is higher than the crossloading value. While indicators are considered good and valid if they have a loading value above 0.5 [27]. The loading value in this study all has a value above 0.5 with a value greater than the value in the other blocks, so that all indicators in this study have met the requirements of validity and reliability.

4. Result

Table 4.1 Bootsraping Result

	Coefficient	T Statistic	P Value
GA -> GVBI	0.234	3.829	0
GK -> GVBI	0.076	1.342	0.18
GT -> GVBI	0.286	5.209	0

The value of T statistic of green trust and green attitude towards green visit behavioral intention are higher than 1,645 with a p value below 0.05 which indicates that the second and third hypotheses are accepted. While the value of green knowledge statistics on green perceived value is lower than 1.645 with a higher p value of 0.974 which indicates that the first hypothesis is rejected.

Table 4.2 Bootsraping Mediation Result

	Coefficient	T Statistic	P Value
GK -> GA -> GVBI	0.173	3.788	0
GK -> GA -> GT -> GVBI	0.098	4.276	0
GK -> GT -> GVBI	0.066	3.241	0.001

Meanwhile, the P value of fourth, fifth, sixth hypotheses are below 0.05 with a statistical value above 1,645 which indicates that the hypotheses are accepted. The P value for the eighth and tenth hypotheses is above 0.05 which indicates that the hypotheses are rejected. Although the value of the eighth hypothesis statistic is above 1,645 but the P value is still above 0.05 so that at the 95 percent confidence level the eighth hypothesis has not been accepted.

5. Discussion

The first hypothesis 'Green Knowledge is a positive predictor for Green Visit Behavioral Intention green tourism destinations in West Sumatra' is one of the three hypotheses that are rejected. Contradictory to the statement of [28] that the level of natural knowledge can influence consumer behavior to behave in a certain way by considering nature in making decisions including what activities a person does and what goods or services they buy. Likewise, with research conducted by [29] which examines organic products, found that there is a positive influence between knowledge about the environment on consumer intentions to purchase, [30] and [31] who supports the theory and contradiction with the results of this study which found a significant positive effect between environmental knowledge and green behavior.

The second hypothesis is accepted, which shows that green trust is a significant positive predictor for the green visit behavioral intention of green tourism destinations in West Sumatra. In line with [10] statement that green trust influences consumer behavior in the environmental era such as today, where environmental pollution has an adverse effect on human life. The results of testing shows that the third hypothesis are also in line with the research conducted by [32] who found a significant positive effect between green trust on purchasing behavior of organic products in Denpasar and research conducted by [33] which found that there is a significant positive influence between green trust and purchase intention which means that the higher a person's green trust, the higher the possibility of buying organic products. Thus, green trust can only not predict consumer buying behavior but also tourist visiting behavior to green tourism destinations.

The testing of the third hypothesis proves that green attitude is a positive predictor for green visit behavioral intention of green tourism destinations in West Sumatra. In line with the research conducted by [34] which proves that attitude has a positive influence on consumer interest in buying green products in India and research conducted by Aman on green products in Malaysia which found that attitude influences consumers' intention to purchase. This study also supports the Theory of Reasoned Action proposed by [35] and Theory of Planned Behavior which was also found by Ajzen and Fishbein 13 years later, namely in 1980 which states that a person's attitude is one of the basic intentions and behaviors of a person.

The fourth hypothesis is accepted, which states that green trust can mediate green knowledge and green visit behavioral intention. The results of this study are in line with the research of [36] and [37] who found a positive relationship between knowledge and trust that is closely related to consumer behavior and intentions in the online shopping industry where the more a consumer knows about online business retailers the will become much more trusting of these retailers, who will encourage behavioral intention with themselves. According to the theory of expectation, changes in a person's behavior are based on information that change the level of trust before information is received, changes in the valence of trust and information can add new trust. In the case of green tourism destinations in West Sumatra, changes in visiting behavior are caused by changes in the valence of trust that increases trust in the green environment so that in the end it will encourage the desire to intentionally visit green tourism destinations in West Sumatra.

The fifth hypothesis is accepted, then the green attitude can mediate green knowledge in predicting green visit behavioral intention in green tourism destinations in West Sumatra. In harmony with the opinion of [18] that knowledge about the environment plays an important role in the formation of attitudes towards the environment related to the role of the environment for humans and what humans do for the environment. Apart from that, this research is also in line with planned behavior theory where attitudes are closely related to one's knowledge and behavior and actions. This result is also in line with the statement of

[38], [39], [40] which states attitudes toward environmentally friendly behavior are formed when one realizes the importance of the environment, environmental awareness,

environmental problems and environmental responsibilities that will result on how individuals or society behaves. In other words, knowledge of the green environment is a predictor of green attitudes which in turn will affect one's green behavior.

The sixth hypothesis is accepted, both green attitude and green trust can mediate green knowledge and green visit behavioral intention. The results of this study are in line with the research conducted by [14] and [29] who found that green attitude can mediate knowledge about the environment and green behavior, whereas green attitude functions as partial mediation. This is also in line with Rosenberg's theory known as the Theory of Two Factors that consider the affective and cognitive components. According to Rosenberg's theory, cognitive components is consisted of knowledge and beliefs about the objects of individual attitudes and values that influence individual attitudes. While the affective component is a feeling that arises when someone behaves in a certain way. Change in attitude involves changing one's cognitive and affective components simultaneously, where the affective component changes if the cognitive component changes. Usually, to change a person's attitude, the cognitive component is changed first such as knowledge so that the affective component will follow these changes so as to form the desired attitude. Apart from that, the results of this study are also in line with the statement of [20] and [21] that attitude is one of the fundamental factors of trust.

6. Conclusion and Recommendation

Although green knowledge has not been able to predict green visit behavioral intentions directly, both green trust and green attitude can mediate green knowledge and green visit behavioral intention. So that green knowledge needs to be improved to increase green trust and green attitude which has been proven to be a significant positive predictor of the green visit behavioral intention. "I read the writing about green environment" is an indicator of green knowledge which has the lowest mean value. It means that interest in reading writings on the green environment needs to be improved, one of them is by applying environmental studies as a mandatory curriculum. Learning is not only about the environment in general, but also about the causes of the damage and ways to preserve the environment that can be applied in everyday life so that they can form a green lifestyle early on. The indicator 'I am following the development of information about the green environment' is an indicator with the second lowest mean so that the development of information about the green environment needs to be packaged in an interesting manner to attract the audience's interest and curiosity. Apart from that, the development of information about the green environment can also be communicated through media that are often used by audiences such as social media. 'I know the cause of damage to the green environment' has the third lowest mean value, that means the causes of damage to the green environment need to be studied in the compulsory curriculum in schools and universities.

The indicator of green trust that has the lowest mean value is 'I believe that the green environment is beneficial to human life.' Therefore, the perception of the benefits of the green environment needs to be increased so that the belief in the benefits of the green environment

also increases. The indicator that has the second lowest mean is 'I believe the green environment can improve the quality of human life' followed by the indicator 'I believe that living in a green environment can improve the quality of human life'. Thus, the benefits of the green environment towards improving the quality of human life need to be communicated and proven in real terms. Afterwards, the green environment needs to be conserved constantly and consistently so that it can produce improvements in the quality of life that is real and felt. For example, creating environmentally friendly tourism, by communicating ways to practice environmentally friendly tourism that is safe and beneficial for the environment and tourists to business people and the surrounding community in order to be able to carry out environmentally friendly tourism practices. The government plays a role in directing business people to conduct safe and environmentally friendly tourism operations through real regulations accompanied by real sanctions, if the regulations are violated so that they can increase green environmental benefits for tourists. Aside from that, cooperation with the surrounding community is needed to create a sustainable environment by implementing an environmentally friendly lifestyle in their daily lives. Aside from the government and the surrounding community, the tourists play a large role in the realization of environmentally friendly and cultural tourism. Therefore, tourists need to act in environmentally sound ways while on vacation in West Sumatra such as disposing of garbage in its place, not interacting with corals and marine animals, not stepping on and picking plants, not harming animals and so on to be able to get maximum benefits from the green environment.

'I am enthusiastic in following issues about green environmentalism' is a green attitude variable indicator that has the lowest mean value. It means that the issue of a green environment needs to be packaged in an interesting and fun way as in an animated video or starring an influencer or public figure. The indicator 'I am disappointed with the current state of the green environment' has the second lowest mean value, it means that the condition of the green environment must be improved so as to create a positive attitude towards the green environment such as the application of waste and trash management and the preservation of plants and animals. The indicator 'I prefer activity in a green environment' has the third lowest mean, so activities in a green environment need to be held to create positive attitudes towards the green environment such as mountain sports, beach concerts and so on.

Research Limitations

In order to be generalized much more appropriately, the next research should use a sampling quota that determines the proportion of respondents who are living in the Western, Central and Eastern parts of Indonesia. Apart from that, it can also be compared to the behavior of visiting intention of respondents who live in Indonesia and abroad. Time and cost limitations are the basis for choosing the convenience sampling method which is one of the causes of smaller square. The majority of respondents in this study lives in the Jabodetabek area with an age range of 18-27 years that could not be generalized. The research method used in this study was descriptive which only tested data from the answers to the questionnaires that were distributed once. Although given a picture of a green tourist destination in West Sumatra, it is not explained about the green environment and green environment preservation in West

Sumatra so that the next study should use the experimental method by comparing differences in the intention of a person's behavior after knowing the benefits and conditions of environmental quality in the research subjects

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