



RESEARCH ARTICLE

Predicting Green Consumption Behavior in Bali Tourism: Insights from the Theory of Planned Behavior and the Value-Attitude-Behavior Framework

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ARTICLE INFO	ABSTRACT
Received: Oct 24, 2024	<p>This study investigates the factors influencing green purchase intention among tourists in Bali, specifically for sustainable tourism products. Employing a combined framework of the Theory of Planned Behavior (TPB) and the Theory of Value Attitude Behaviour (VAB), the research explores the roles of environmental attitude, environmental knowledge, and green trust in shaping purchase decisions. Data collected from 304 domestic and foreign tourists were analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS). The results confirm the significant and positive influence of environmental attitude, environmental knowledge, and green trust on green purchase intention. Furthermore, both environmental attitude and green trust were found to mediate the relationship between environmental knowledge and purchase intention, indicating that knowledge not only directly affects intentions but also indirectly through its impact on attitudes and trust. These findings offer valuable guidance for tourism stakeholders in Bali seeking to promote sustainable tourism offerings by emphasizing the importance of fostering positive environmental attitudes, disseminating environmental knowledge, and building trust in green products..</p>
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BACKGROUND TO THE RESEARCH

In recent decades, greater attention has been paid to environmentally friendly consumption behaviors, both in consumer markets and in research. This shift in attention is a response to increasing global environmental problems, including pollution, climate change, global warming, and environmental degradation (Zhang, Xu, Chen, Li, & Chen, 2022). To address these challenges, it is important to change human behavior and adopt more environmentally friendly practices (Stapleton, McHugh, & Karekla, 2022). It is important that we immediately change our consumption habits to ensure a safer and healthier lifestyle for current and future generations (Lubowiecki-Vikuk, Dąbrowska, & Machnik, 2021; Zhuang, Luo, & Riaz, 2021). In addition, sustainable consumption behavior (intending, buying, and consuming products in an environmentally friendly way) takes into account the indispensable requirements for promoting sustainable development (Alghamdi & Agag, 2024).

Sustainable consumption is one of the most important goals of the Sustainable Development Goals (SDGs), which include avoiding negative health and environmental impacts, minimizing waste generation, ensuring an environmentally friendly lifestyle (Sachs, Lafortune, Fuller, & Drumm, 2023), and promote sustainable tourism (Sachs et al., 2023). Therefore, changing unsustainable consumption patterns is essential to achieve the vision of sustainable development (Voulvoulis, 2022). Sustainability and sustainable consumption issues appeal to all sectors (Khan, Khalid, Zaman, José, & Ferreira, 2021), and the hospitality and tourism industry is no exception. *Tourist sustainable consumption* (TSC) is described as environmentally friendly consumption, i.e., buying green products or services, anti-consumption and sustainable disposal practices while traveling (Wang, Wang, Wang, Yan, & Li, 2018).

Today, tourists are becoming more aware and starting to use eco-friendly products (e.g., eco-hotels, restaurants, cruise ships, airlines, destinations, resorts, and casinos) and express a willingness to engage in sustainable consumption. Four pro-environmental tourist behaviors in urban destinations (e.g., recycling, green transport, green energy use, and green consumption) were identified by (Han, 2021; Ribeiro, Seyfi, Elhoushy, Woosnam, & Patwardhan, 2023). With these pro-environmental demands, some hospitality businesses are becoming more proactive in greening their logistics, operations, and services, including the hospitality industry in Bali.

The tourism industry's efforts in improving environmental sustainability can be seen in the development of environment-based natural tourism. When carrying out all forms of nature tourism, ecosystem preservation must be prioritized to maintain life and maintain environmental quality (Tjiptono, Yang, Setyawan, Permana, & Widaharthana, 2022). Through environmentally conscious campaigns and using green products, promoting eco-efficiency, as well as raising tourist awareness about more responsible behavior (Harjadi & Gunardi, 2022), so that they support *sustainable development goals* (SDGs) (Bhardwaj et al., 2020; Prieto-Sandoval, Torres-Guevara, & García-Díaz, 2022).

A number of studies have been conducted to examine the relationship between *environmental knowledge* and *green purchase intention*, previously conducted by Indriani, Rahayu, and Hadiwidjojo (2019) states that *environmental knowledge* has no direct influence on *green purchase intention*. Study conducted by Patak, Branska, and Pecinova (2021), provide an explanation in terms of *product knowledge* that has no impact on environmental *attitudes*. Previous research has found that as consumers accumulate more knowledge about the green environment, their interest in purchasing green products increases (Zhuang et al., 2021). Li, Rasiah, Zheng, and Yuan (2023) dan Elbarky, Elgamal, Hamdi, and Barakat (2023) have similarities in the results of research that support previous research, this shows that our understanding of environmental issues has an impact on the intention to buy environmentally friendly products.

However, previous studies have analyzed the determining factors for green purchases by tourists in developed countries such as the USA. In the context of developed countries, most studies focus on green purchasing intentions in the USA (Lou, Chi, Janke, & Desch, 2022), Taiwan (Moslehpour et al., 2023) dan Europe (Eberhardt, Hubert, Lischka, Hubert, & Lin, 2020; Nekmahmud, Naz, Ramkissoon, & Fekete-Farkas, 2022). In the context of developing countries, most studies focus on green purchasing intentions in India (Pandey & Yadav, 2023), *green purchase* in Malaysia (Munerah, Koay, & Thambiah, 2021), Tourist perception and use of urban green infrastructure (Terkenli et al., 2020). As a result, there is a lack of research on tourists' eco-friendly purchasing behavior and its determinants throughout Indonesia, where consumption levels are quite high. In addition, Indonesian countries are committed to achieving sustainable consumption as part of their participation in the implementation of the SDGs

In previous research, only a few researchers tested *tourist green buying behavior* using the TPB (theory of Planned Behaviour theory with specific products, including *green hotels* (Fauzi, Hanafiah,

& Kunjuraman, 2022; Sayfuddin, 2022), *chemicals* (Patak et al., 2021), and *tourist destinations* (Nathan, Victor, Tan, & Fekete-Farkas, 2020) use UTAUT theory. However, there is still an unexplored comprehensive understanding of the complexities underlying the sustainable consumption behavior of Indonesian and non-Indonesian tourists in destinations. To ensure sustainable tourist consumption, it is necessary to understand the current consumption habits of tourists as well as their preferences for green products and services. Therefore, the research that will be carried out has the purpose of analyzing and looking at the consumption value and behavior of tourists' choices towards green products or services in Indonesia. This research was carried out with the aim of providing solutions and bridging the gap of previous research by applying TPB and VAB with the mediation variables of environmental attitude and green trust. The novel contributions of our research are: first, to combine the SDGs (sustainable development goals) and VABs (Value Attitude Behaviour Theory) to explain the sustainable consumption and preferred behaviour of travellers by purchasing green products and services. Second, it evaluates how consumers' knowledge of the environment impacts their perception of the environment, their subjective norms, and perceived behavioral controls when deciding to make an environment-related purchase in the context of tourism.

So it can be concluded that this study is the first empirical survey that broadly provides a theoretical framework regarding tourists' green purchasing choices and sustainable consumption behavior when traveling in Bali – Indonesia. To achieve the research objectives, we aim to answer specific research questions: 1) What are the significant variables that influence tourists' choice of green products? 2) How does environmental knowledge mediate the relationship between the behavior of the intention to buy environmentally friendly products?

Theoretical Framework and hypothesis Development

Theory of Planned Behaviour (TPB) dan Value Attitude Behaviour Theory (VAB).

This study employs a theoretical framework that integrates the Theory of Planned Behavior (TPB) and the Theory of Value-Consumer (VAB) to analyze green consumption behavior among tourists in Bali. The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), posits that an individual's behavioral intentions are shaped by their attitudes, subjective norms, and perceived behavioral control. In this context, environmental attitude denotes the positive beliefs that tourists possess regarding green products, assessed through indicators such as "favorable," "worth," and "to improve." The Theory of Planned Behavior (TPB) posits that a favorable environmental attitude enhances tourists' intentions to buy green products, reflected in behaviors like the preference for green tourism products and the intention to prioritize sustainable options (Daneshwar & Revaty, 2024; Shrivastava & Gautam, 2024).

Furthermore, the Theory of Planned Behavior posits that attitudes serve as a mediator in the relationship between knowledge and behavioral intentions. This model posits that environmental knowledge improves environmental attitudes, subsequently reinforcing green purchase intentions (Tavitiyaman, Zhang, & Chan, 2024). The Values Attitude Behaviour (VAB), proposed by Homer and Kahle (1988), complements the Theory of Planned Behavior (TPB) by highlighting the influence of values on attitudes and behaviors. Research indicates that environmental knowledge corresponds with the values of tourists, resulting in pro-environmental attitudes. Green trust, which signifies confidence in environmentally friendly products, influences television commercials through indicators such as "reliable," "consistent," and "meet expectations," thereby enhancing intentions to purchase green products (S, Shrivastava, & Mittal, 2024).

TPB and VAB indicate that knowledge-driven attitudes and value-driven trust enhance green purchase intentions, providing a thorough understanding of sustainable tourism behavior for ecofriendly product (Tavitiyaman et al., 2024). This integrated framework emphasizes the role of knowledge, values, and trust in promoting environmentally responsible decisions.

Environmental Knowledge and Green purchase Intention

The Theory of Planned Behaviour (TPB) posits that attitudes, subjective norms, and perceived behavioural control contribute to shaping an individual's intention. Knowledge can significantly enhance these aspects (Ajzen, 1991). Individuals develop a positive perception of environmentally friendly products when equipped with environmental knowledge, as they can identify the advantages of these products and understand how their consumption aids in environmental protection (Chan & Lau, 2000). People have the self-assurance to make judgments that are in accordance with sustainability when they are well-informed about environmental concerns. This is because they have a greater awareness of the influence that their actions have, which gives them the confidence to make decisions that are environmentally conscious. The Theory of Value-Consumer (VAB) is a theory that suggests that human values, such as environmental responsibility, play a crucial role in influencing consumer behavior (Homer & Kahle, 1988). This theory was developed by Homer and Kahle. It is consistent with the VAB to have this confidence that is motivated by knowledge.

Kang et al. (2012) indicate that consumers valuing sustainability tend to make purchasing decisions aligned with their environmental knowledge, thereby strengthening their intention to engage in environmentally conscious buying behavior. Individuals with a high level of environmental knowledge are more inclined to convert this knowledge into intentions to purchase eco-friendly products. This is due to the perception that these choices are both achievable and significant. Laroche et al. (2001) assert that individuals possess the knowledge required to critically assess products and align their purchases with environmental values, thereby enhancing the probability of their intention to make environmentally conscious purchases. Therefore, the subsequent hypothesis is proposed. H1: environmental knowledge has positive significant impact on green purchase intention

Environmental Knowledge, Green Trust, Environmental Attitude

The Theory of Planned Behaviour posits that perceptions and beliefs about the consequences of a behaviour significantly influence attitudes towards that behaviour. As individuals deepen their comprehension of environmental issues, they develop stronger and more positive attitudes towards sustainable products and practices, fostering a favourable tendency towards eco-friendly consumption (Ajzen, 1991). The Theory of Value-Consumer (VAB) is essential in elucidating the impact of personal values on attitudes and behaviour (Homer & Kahle, 1988).

Individuals that prioritise environmental concerns enhance their positive outlook on sustainable activities by comprehending ecological challenges, since these choices align with their value system (Paul et al., 2016). Informed people advocate for eco-friendly items, recognising how their choices promote environmental conservation and align with their sustainability principles. This link suggests that environmental awareness not only informs customers but also strengthens their commitment to sustainable behaviours, favourably affecting their perceptions of eco-friendly goods and businesses. Consequently, these people are more predisposed to have a favourable outlook on green buying, seeing it as a responsible and beneficial choice (Chen & Chang, 2012).

The idea asserts that beliefs shape attitudes and intentions, with trust acting as a crucial component of conduct. Individuals with a comprehensive grasp of environmental concerns develop informed judgements about the credibility of green claims, allowing them to assess and trust the environmental integrity of brands and goods (Ajzen, 1991). Comprehending environmental concerns allows customers to distinguish between authentic eco-friendly firms and those using misleading marketing tactics, hence enhancing confidence in sustainable goods (Chen, 2010). VAB observes that people who emphasise environmental conservation exhibit increased confidence in companies that reflect their beliefs (Homer & Kahle, 1988).

Thus, increased environmental awareness not only imparts knowledge but also bolsters trust in eco-friendly goods, reinforcing customer faith in the environmental benefits asserted by these businesses

(Chen & Chang, 2012). Establishing trust is essential for cultivating lasting connections between customers and companies. Informed customers rely on their understanding of environmental issues to affect their loyalty and support for sustainable companies. Increased confidence in eco-friendly activities enhances the inclination towards sustainable purchasing, driven by faith in the brand's commitment to environmental responsibility (Laroche et al., 2001). Consequently, the following hypotheses are proposed:

H2: environmental knowledge has positive significant impact on environmental attitude

H3: environmental knowledge maka akan has positive and significant impact on green trust

Environmental Knowledge, Green Trust, Environmental Attitude and Purchase Intention

In the Theory of Planned Behaviour, attitudes significantly influence behavioural intentions, suggesting that individuals with positive environmental attitudes are more likely to develop strong intentions to engage in green purchasing (Ajzen, 1991). The environmental perspective, shaped by comprehension and principles, reflects an individual's tendency towards sustainability and their likelihood of choosing products that align with these principles (Paul et al., 2016). When individuals recognise that eco-friendly products have a positive impact on the environment, they are more likely to adopt a green purchasing intention, reflecting their favourable environmental attitudes.

The VAB supports this concept by indicating that consumers driven by environmental values will act in accordance with these principles (Homer & Kahle, 1988). For these individuals, a favourable environmental attitude directly impacts green purchasing, as they perceive these actions as ethically responsible and beneficial. A strong environmental attitude significantly influences green purchase intentions by aligning consumers' values with their intentions, thereby establishing a direct connection between attitudes and behaviour. This alignment suggests that fostering positive environmental attitudes among consumers significantly increases their likelihood of choosing green products (Chen & Chang, 2012; Jam et al., 2017).

Ajzen (1991) posits that trust is a fundamental element in influencing behavioural intentions within the framework of the Theory of Planned Behaviour (TPB). This is achieved by reducing perceived risks and enhancing confidence in decision-making. Green trust is a critical factor for consumers who prioritise environmental responsibility. Green trust serves to validate the authenticity of consumer choices and reinforces the intention to engage in environmentally conscious purchasing behaviours (Chen, 2010). VAB posits that values affect behaviour via trust, with consumers who prioritise environmental preservation more inclined to trust brands that embody these principles (Homer & Kahle, 1988). For these individuals, green trust enhances their purchase intentions by assuring that their choices align with their environmental values and contribute positively to the environment.

Trust serves as a fundamental element in the relationship between consumers and green brands, reinforcing consumer loyalty. Green trust influences individual purchase intentions and serves as a fundamental component of consumer loyalty. The probability of green purchase intention rises with the level of green trust, indicating that trust in a brand's environmental commitment significantly influences sustainable consumer behaviours (Laroche et al., 2001). Therefore, the subsequent hypothesis is proposed:

H4 : environmental attitude have positive impact on green purchase intention

H5: green trust have positive impact on green purchase intention

According to the Theory of Planned Behaviour, attitudes act as a mediator between knowledge and behavioural intention, with positive attitudes being essential for motivating behaviour (Ajzen, 1991). Environmental knowledge improves positive attitudes towards the environment, thereby strengthening the link between knowledge and intentions to make green purchases by framing such

purchases as both desirable and achievable (Paul et al., 2016). Values play a crucial role in transforming knowledge into attitudes, as individuals with environmental values view knowledge as a tool to reinforce their beliefs and motivate pro-environmental intentions (Homer & Kahle, 1988).

The impact of values on behaviour development is emphasised by the fact that environmental attitude mediates the conversion of information into environmentally conscious buying practices for these customers. This mediation shows that raising people's environmental attitudes via education and awareness is crucial to increasing their green purchasing intentions, as it helps to connect customers' knowledge with their beliefs and actions. By mediating attitudes in this connection, attitudes enhance the likelihood that environmentally conscious customers would act on their intentions, bridging the gap between understanding and doing (Chen & Tung, 2014; Zhazira et al., 2024).

The Theory of Planned behaviour posits that trust acts as a mediator between information and behaviour, such that confidence in eco-friendly goods increases the likelihood that customers would convert their environmental knowledge into action (Ajzen, 1991). The Theory of Value-Driven Consumption asserts that people motivated by environmental values are more likely to translate information into action when they trust the authenticity of green claims (Homer & Kahle, 1988). Green trust strengthens the relationship between environmental awareness and the desire to make eco-friendly purchases by ensuring that consumer choices align with their knowledge and beliefs. Trust reduces the perceived risks associated with green purchases, encouraging consumers to confidently act on their knowledge and intentions (Chen & Chang, 2012). This mediation highlights the importance of green trust in shaping consumer behaviour, as it enhances commitment to green purchasing by aligning knowledge, values, and behaviour. Green trust serves as an essential mediator, strengthening the impact of environmental knowledge on intentions to purchase green products and fostering long-term consumer loyalty to sustainable brands (Laroche et al., 2001). Therefore, the subsequent hypotheses are carried on ;

H6: Environmental attitude mediate the effect of environmental knowledge to green purchase intention

H7: Green Trust mediate the effect of environmental knowledge to green purchase intention

RESEARCH METHODS

Sample and data collection

Data were collected from tourists who visited Bali Island, Indonesia, and who are eligible to serve as respondents in this research. A total of 350 tourists were invited to participate in this research, representing both domestic and foreign individuals based on a convenience sampling framework. The researchers distributed a Google Form and arranged informal meetings with the tour guide, who facilitated group tourism. They conducted structured interviews using a set of questionnaires, posing questions and subsequently completing the questionnaire items pertinent to the research model. A total of 304 respondents provided complete data for the finalisation of this research. The study was carried out in Bali Province. Bali Province was selected as the research location due to its status as a central hub for economy and tourism in Indonesia, resulting in a relatively modern condition among the Balinese population.

RESULT

The data processing process in this study uses the Structural Equation Modeling-Partial Least Square (SEM-PLS) method, which is carried out by utilizing SmartPLS 3.0 software.

Tabel 1 Factor loading, Construct reliability and convergent validity results

Likert scale constructs	Factor loading	Cronbach's Alpha (CA)	Composite reliability (CR)	Average variance extracted (AVE)
Environment al Knowledge		0.866	0.908	0.713
EK1.	0.824			
EK2.	0.855			
EK3.	0.853			
EK4.	0.845			
Environment al Attitude		0.945	0.953	0.672
GCA1.	0.830			
GCA10.	0.749			
GCA2.	0.863			
GCA3.	0.840			
GCA4.	0.839			
GCA5.	0.706			
GCA6.	0.842			
GCA7.	0.855			
GCA8.	0.839			
GCA9.	0.820			
Green Purchase Intention		0.953	0.960	0.704
GP3.	0.855			
GPI1.	0.801			
GPI10.	0.862			
GPI2.	0.819			
GPI4.	0.856			
GPI5.	0.846			
GPI6.	0.849			
GPI7.	0.789			
GPI8.	0.854			
GPI9.	0.854			
Green Trust		0.959	0.965	0.732
GT1.	0.828			
GT10.	0.830			
GT2.	0.858			
GT3.	0.838			
GT4.	0.885			
GT5.	0.865			
GT6.	0.886			
GT7.	0.830			
GT8.	0.874			
GT9.	0.861			

Based on the results of PLS-SEM shown in Table 1, it can be interpreted that all constructs have convergent validity and good construct reliability. This assessment is based on several important indicators, namely factor loading, Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE).

Environmental Knowledge has a Cronbach's Alpha value of 0.866 and a Composite Reliability of 0.908, both of which are above the recommended threshold (0.7), indicating strong reliability. An AVE of 0.713 indicates that more than 70% of the construct variance can be explained by its indicators. The factor loading for each item (EK1 to EK4) is also quite high, with values ranging from 0.824 to 0.855, indicating the strong contribution of each indicator to this construct.

Environmental Attitude shows a very high reliability value, with Cronbach's Alpha of 0.945 and Composite Reliability of 0.953. An AVE of 0.672 indicates a fairly good convergence validity. The loading factor of each indicator ranges from 0.706 to 0.863, with some items such as GCA2 and GCA3 having very strong loading above 0.8, signaling high relevance to this construct.

Green Purchase Intention has excellent reliability with Cronbach's Alpha of 0.953 and Composite Reliability of 0.960. An AVE of 0.704 indicates that this construct has good convergent validity. The factor loading for all indicators (GPI1 to GPI10) was above 0.7, with the highest score of 0.862 for GPI10, signaling the indicator's strong contribution to this construct.

Green Trust shows the highest reliability among all constructs, with Cronbach's Alpha of 0.959 and Composite Reliability of 0.965. An AVE of 0.732 also shows excellent convergence validity, where more than 70% of the construct variance is explained by the indicators. The loading factor of each indicator ranges from 0.828 to 0.886, with GT4 and GT6 items having the highest loading, indicating a very significant contribution to this construct.

Tabel 2 R Square

Variabel	R Square	R Square Adjusted
Environmental Attitude	0.472	0.47
Green Purchase Intention	0.77	0.767
Green Trust	0.618	0.617

Tabel 3 Hypotheses and Path Coefficient

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Environmental Attitude -> Green Purchase Intention	0.255	0.258	0.07	3.637	0.000
Environmental Knowledge -> Environmental Attitude	0.687	0.691	0.044	15.486	0.000
Environmental Knowledge -> Green Purchase Intention	0.263	0.26	0.054	4.831	0.000
Environmental Knowledge -> Green Trust	0.786	0.788	0.039	20.317	0.000
Green Trust -> Green Purchase Intention	0.433	0.434	0.077	5.608	0.000

Based on the results of the analysis in Table 2, it can be interpreted that the research model has good

predictive ability. In Table 2, the R^2 value shows how much the independent variable is able to explain the dependent variable. Environmental Attitude has an R^2 value of 0.472, which means that 47.2% of the variation in Environmental Attitude can be explained by its independent variable. Meanwhile, Green Purchase Intention had a higher R^2 value of 0.77, indicating that 77% of the variation in green purchase intention could be explained by the variables that influenced it. Green Trust also has an R^2 value of 0.618, which shows that 61.8% of the variation in green trust can be explained by independent variables.

Based on the results of hypothesis analysis and Path Coefficient shown in Table 3, all proposed hypotheses show significant relationships between the variables in the model, as shown by P Values smaller than 0.05. This research reveals several interesting findings regarding the factors that influence green purchase intention. Firstly, environmental attitude has a positive and significant effect on green purchase intention. This strong relationship is indicated by a path coefficient of 0.255 and a T-statistic of 3.637. This means that individuals with a concern for the environment tend to have a higher intention to purchase environmentally friendly products. Secondly, environmental knowledge plays a crucial role in shaping attitudes and purchase intentions. Environmental knowledge has a very significant influence on environmental attitude (path coefficient 0.687; T-statistic 15.486), indicating that the greater a person's knowledge of environmental issues, the more positive their attitude towards the environment. Furthermore, environmental knowledge also has a direct impact on increasing green purchase intention (path coefficient 0.263; T-statistic 4.831). This means consumers who have a good understanding of environmental issues tend to be more motivated to buy environmentally friendly products. In addition, environmental knowledge is also shown to significantly influence green trust (path coefficient 0.786; T-statistic 20.317). This suggests that a deep knowledge of the environment can increase consumer confidence in environmentally friendly products. Finally, green trust itself also has a significant influence on green purchase intention (path coefficient 0.433; T-statistic 5.608), which confirms that consumer trust in green products is an important factor in influencing purchasing decisions.



Figure 1 Structural Model

Tabel 4 Results for mediation

Indirect effects	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Environmental Knowledge -> Environmental Attitude -> Green Purchase Intention	0.175	0.178	0.05	3.529	0.000
Environmental Knowledge -> Green Trust -> Green Purchase Intention	0.34	0.342	0.065	5.273	0.000

Mediation analysis reveals that environmental knowledge influences green purchase intention not only directly but also indirectly through two mediating pathways: environmental attitude and green trust. Specifically, environmental knowledge influences green purchase intention through environmental attitude with a coefficient of 0.175 (T-Statistics = 3.529; $p = 0.000$). This means that higher levels of environmental knowledge lead to more positive environmental attitudes, which in turn increase the intention to purchase environmentally friendly products. Furthermore, environmental knowledge also influences green purchase intention through green trust with a coefficient of 0.34 (T-Statistics = 5.273; $p = 0.000$), indicating that greater environmental knowledge enhances consumer trust in green products, further motivating purchase intentions. Interestingly, the indirect effect through green trust (coefficient = 0.34) is stronger than that through environmental attitude (coefficient = 0.175). This highlights the crucial role of consumer trust in green products as a key factor linking environmental knowledge to green purchase intention.

DISCUSSION

This study, grounded in the Theory of Planned Behavior (TPB) and the Theory of Value Attitude Behaviour (VAB), offers robust evidence for the factors driving green purchase intention. Firstly, it reveals that environmental attitude significantly influences green purchase intention. Individuals with strong pro-environmental attitudes are more likely to buy eco-friendly products, consistent with the TPB principle that attitudes towards a behavior predict intentions. Additionally, the VAB illuminates how consumers evaluate green products, encompassing their functional, social, emotional, and epistemic value, which shape their attitudes and subsequent purchase intentions. This finding aligns with past research by Gulzar et al. (2024) and Wijekoon and Sabri (2021) who showed that positive environmental attitudes drive green purchasing, particularly in tourism. However, some studies have indicated a weaker attitude-behavior link, suggesting that other factors like perceived behavioral control and social norms may moderate this relationship (Bamberg & Möser, 2007).

Secondly, the study emphasizes the vital role of environmental knowledge in shaping both environmental attitude and green purchase intention. Increased environmental knowledge fosters positive environmental attitudes and directly motivates consumers to choose green products. This resonates with the TPB assertion that beliefs and knowledge influence attitudes, and with the VAB's focus on the epistemic value of green products, where consumers gain satisfaction from knowledge and understanding of environmental issues. This is consistent with studies by Gulzar et al. (2024) and Zhuang et al. (2021a), who highlighted the importance of environmental knowledge in shaping pro-environmental behavior. It is worth noting, however, that some researchers argue that

knowledge alone is insufficient to drive behavior change, and other factors like personal values and perceived effectiveness also play a role (Kollmuss & Agyeman, 2002).

Finally, the study confirms that green trust significantly contributes to green purchase intention. Consumers who trust green product claims are more likely to purchase those products. This finding aligns with the VAB's perspective on social and emotional value, where trust in a product or brand can evoke positive feelings and social approval, further strengthening purchase intentions. This is supported by research from G. Li et al. (2021) and Zhuang et al. (2021a), who found that trust in green products enhances purchase intentions. However, research also suggests that trust is fragile and can be easily eroded by greenwashing or perceived inconsistencies in a company's environmental practices (Chen & Chang, 2013).

This study reveals that both environmental attitude and green trust mediate the relationship between environmental knowledge and green purchase intention. In line with the Theory of Planned Behavior (TPB) and Theory of Value Attitude Behaviour (VAB), environmental knowledge not only directly influences the intention to purchase green products but also indirectly through these mediating factors.

Specifically, environmental attitude acts as a mediator, meaning that individuals with higher environmental knowledge tend to possess more positive environmental attitudes, which in turn, increase their intention to purchase green products. This aligns with the TPB, where attitudes towards a behavior are key determinants of intentions (Ajzen, 1991), and with the VAB, where positive attitudes towards environmental issues enhance the perceived value of green products (Sheth et al., 1991). This mediating role of environmental attitude is supported by previous research by W. Zhuang et al. (2021a), G. Li et al. (2021), and Taufique et al. (2014), who found that positive attitudes towards the environment strengthen the link between environmental knowledge and green purchase intention.

Furthermore, green trust also serves as a significant mediator. Increased environmental knowledge enhances consumer trust in green product claims, ultimately motivating them to purchase such products. This finding is consistent with the TPB, where trust in a product can influence attitudes and intentions (Ajzen, 1991), and with the VAB, which emphasizes the importance of social and emotional value in shaping purchase decisions (Sheth et al., 1991). This mediating role of green trust is corroborated by studies from G. Li et al. (2021) and Zhuang et al. (2021a) who demonstrated that environmental knowledge fosters green trust, which in turn, drives green purchase intention.

CONCLUSION, IMPLICATIONS AND FUTURE RESEARCH

This study explored the factors influencing green purchase intention among tourists in Bali, using the Theory of Planned Behavior (TPB) and the Value Attitude Behaviour (VAB) to understand this complex behavior. The findings highlight the significant role of environmental attitude, environmental knowledge, and green trust in shaping tourists' decisions to purchase sustainable tourism products. Tourists with strong pro-environmental values and greater environmental knowledge are more inclined to choose eco-friendly options, supporting the TPB's premise that attitudes and beliefs drive intentions. Furthermore, the VAB sheds light on how tourists assess the value of green products, encompassing functional, social, emotional, and epistemic aspects, which ultimately influence their purchase decisions. Interestingly, both environmental attitude and green trust were found to mediate the relationship between environmental knowledge and green purchase intention, indicating that knowledge not only directly influences intentions but also indirectly through its impact on attitudes and trust. These findings offer valuable insights for tourism stakeholders in Bali to promote sustainable tourism products effectively by fostering positive environmental attitudes, increasing environmental knowledge, and building trust in green products.

This study provides valuable insights for promoting sustainable tourism in Bali. Tourism stakeholders should design campaigns that foster positive environmental attitudes among tourists, highlighting the benefits of sustainable practices and showcasing Bali's unique environmental and cultural heritage. Providing accessible and engaging information about environmental issues and sustainable practices through various channels like workshops, brochures, and online platforms is crucial to increase environmental knowledge. Building trust in green products requires transparency and credibility in environmental claims, which can be achieved through clear communication and third-party certifications. Collaboration among stakeholders is essential to create a unified message about sustainable tourism, and partnerships with environmental organizations can further enhance credibility. Finally, sustainable tourism products should be designed and marketed to appeal to tourists' values and preferences, emphasizing the unique experiences and benefits associated with sustainable options. By implementing these strategies, Bali can effectively promote sustainable tourism, preserve its natural beauty and cultural heritage, and meet the growing demand for responsible travel experiences.

Limitations and directions for future research

This study acknowledges limitations that pave the way for future research. The focus on Bali, while offering valuable context-specific insights, limits the generalizability of findings to other destinations. Future research could explore green purchase intention in diverse tourism settings to understand the influence of cultural and regional factors. Additionally, this study did not examine specific types of sustainable tourism products; future research could investigate how green purchase intention varies across different product categories, such as eco-friendly accommodation or responsible tour operators. While key factors were examined, other potential influences like perceived behavioral control, social norms, and price sensitivity warrant further exploration. Finally, the reliance on self-reported data necessitates future studies to employ mixed-methods approaches, combining surveys with observational data or qualitative interviews for a more nuanced understanding of actual behavior. Building on these limitations, future research could investigate cross-cultural comparisons, product-specific influences, and the role of additional variables. Longitudinal studies can assess the long-term impact of interventions, and behavioral experiments can test strategies for encouraging sustainable consumption. By addressing these research gaps, future studies can enhance our understanding of green purchase intention in tourism and contribute to promoting sustainable tourism practices worldwide.

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