

THE EFFECT OF ENVIRONMENT AWARENESS, TOURIST ATTRACTION, ENVIRONMENT KNOWLEDGE ON ENVIRONMENT BEHAVIOR AND INTENTION TO VISIT TURTLE CONSERVATION IN BALI, INDONESIA

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Abstract

Tourism is a vital economic sector in Indonesia. Currently, a new tourism mode is the development of conservation-based eco-tourism, one of which is the Sindu Dwarawati Turtle Conservation. Sindu Dwarawati Turtle Conservation is a turtle conservation program conducted in Sindu, an island in the province of East Nusa Tenggara, Indonesia. This program aims to protect and increase the island's turtle population and public awareness about the importance of turtle conservation. This study aims to see the effect of environmental awareness, environmental knowledge, and tourist attraction on environment behavior and intention to visit Sindu Dwarawati Turtle Conservation. This research is quantitative research using the purposive sampling method. The number of samples in this study is 200 respondents. The results of the data obtained were then analyzed using SmartPLS. The study results explain that environmental awareness, knowledge, and tourist attraction influence environmental behavior, and environmental behavior significantly positively influences the intention to visit Sindu Dwarawati Turtle Conservation.

Keywords: Environment Awareness, Environment Knowledge, Tourist Attraction, Environment Behavior, Intention to Visit, Sindu Dwarawati Turtle Conservation

INTRODUCTION

Tourism is a vital economic sector in Indonesia. Based on data from the Ministry of Tourism (Ministry of Tourism Performance 2022) in 2022, the tourism sector is the fourth foreign exchange earner in Indonesia after oil & gas, coal, and palm oil. The strength of Indonesian tourism has so far relied on the uniqueness of Indonesian culture and the natural wealth of Indonesia's environment. Natural wealth and ethnic and cultural diversity are the main components of Indonesian tourism. In the 2020 Tourism Development Policy in Indonesia from the Ministry of Tourism, it is conveyed that Indonesia is a maritime country and is the country with the largest archipelago in the world, consisting of 17,504 islands, 300 indigenous ethnic groups, and unique cultural diversity as well as natural, cultural and special interest attractions. Very large. Seeing the potential for Indonesia's extraordinary natural wealth and cultural diversity, the government places the tourism sector as one of the priority sectors in Indonesia's development in 2022.

The tourism industry is an industry that cannot stand alone. The tourism industry consists of various products such as travel agents, accommodation, restaurants, bars, transportation companies, souvenir shops, and different products from companies related to tourism. Tourism is a variety of activities supported by various facilities and services provided by the community, businessmen, and the government (Ismayanti, 2010). In Law Number 10 of 2009 concerning Tourism, Tourist Attraction is anything that has uniqueness, beauty, and value in the form of the diversity of natural, cultural, and man-made assets that are the target or destination of tourist visits. Tourist Attractions are divided into Natural Tourism Attractions, Artificial Tourism Attractions, and culture (Ministry of Tourism, 2016; Indrianto et al., 2022). According to Suwanto (2004), a tourist attraction is a potential that drives the presence of tourists to a destination, consisting of a Natural Tourism Attraction Business, Cultural Tourism Attraction, and Business Special Interest Tourism Attraction (Ismayanti 2010). Interest is the driving force that causes a person to pay attention to other people or objects. Interest is a motivation to engage in activities one likes Schiffman & Kanuk (2007), which will impact increasing market share. 3 (three) factors can arouse someone's interest, namely internal motivation, social motive, and emotional aspects.

Changes in the current trend of world tourism have given rise to a new concept known as eco-tourism or eco-tourism, expressed as the concept of sustainable and environmentally sound utilization of natural resources through tourism (Bachri, 2004). According to Gurung (2010), eco-tourism is one of the mechanisms of a sustainable development system (sustainable development) that can harmonize the functions of natural resources with human activities and development through biodiversity as an object and tourist attraction, namely nature tourism. Tourists' interest in visiting is ecological-based tourism, such as conservation-based nature tourism. Eco-tourism, like tourism, has two crucial meanings, namely, as behavior and as an industry. Behavior is the attitude of tourism actors toward what should be done in developing tourism in natural areas. One of the most prominent eco-tourism is Sindu Dwarawati Turtle Conservation. Sindu Dwarawati Turtle Conservation is a turtle conservation program conducted in Sindu, an island in the province of East Nusa Tenggara, Indonesia. This program aims to protect and increase the island's turtle population and public awareness about the importance of turtle conservation. Some of the activities carried out in this program include monitoring and protecting turtle nests, hatchery maintenance, and educational and outreach activities about turtle conservation. At present, the public's interest in visiting eco-tourism is high. This also follows the statement because eco-tourism's attractiveness differs from other tourist destinations. According to (Sawena et al., 2010), a tourist attraction called a tourism object is a potential that drives the presence of tourists to a destination. A tourist destination area (DTW) is where all tourism activities can be carried out with all facilities and attractions available for tourists.

Furthermore, the main elements that must receive attention apart from the object of tourist attraction are tourism infrastructure, tourism facilities, management or infrastructure, and society or environment. Eco-tourism tourist attraction offers trips or some of these activities carried out temporarily to enjoy the uniqueness and beauty of nature, such as in national parks, forest parks, flora, and fauna. All natural tourist attraction businesses use nature as a tourism

potential, such as exploiting the climate, natural scenery, unique flora, and certain natural phenomena (Suwardjoko et al., 2007).

Not only is the attractiveness of eco-tourism, one of the reasons that increase the interest of tourists to visit eco-tourism the awareness and understanding of tourists about the environment. Environmental awareness is an action or attitude directed at understanding the importance of a healthy, clean environment, and so on. Awareness in the living environment can be seen in a person's behavior and actions in circumstances where a person feels free from pressure (Amos, 2008). At the same time, environmental knowledge is a person's basic knowledge about something that can be done to protect the environment. Good environmental knowledge will also have an impact on good human behavior as well. Lee & Klassen (2008) explained that environmental concern refers to the level of individual emotional involvement in environmental issues, which is an individual's affective response to environmental protection. Research conducted by Kim & Choi (2005) revealed that consumers who have a high sense of concern for the environment are more likely to buy products or visit places that are environmentally friendly or in the form of conservation than those who are less concerned about environmental issues. Environmental knowledge can also improve individual environmental behavior. Knowledge about the environment can significantly influence pro-environmental behavior, which shows commitment and efforts to protect the environment. Several studies show that individuals who better understand environmental concepts and the impact of human activities on the environment are more likely to take pro-environmental actions.

Knowledge of the environment can help individuals understand the impact of their actions on the environment and encourage them to take more environmentally friendly steps and support things that protect the environment and its contents. This could include reducing plastic use, reducing carbon emissions, or increasing energy efficiency. In addition, knowledge about the environment can also help individuals understand the implications of broader environmental issues, such as climate change or habitat degradation, and make more informed decisions regarding product selection or selecting leaders who share the same vision in environmental conservation. In general, knowledge about the environment can help individuals to understand the consequences of their actions and provide encouragement to take pro-environmental actions. But it also requires awareness and commitment from individuals to continue to behave pro-environmentally. This is, of course, also in line with the Ministry of Environment and Forestry, the Ministry of Tourism and Creative Economy, and the Ministry (2020), which explains that the government will focus on this type of tourism and apply the 3C strategy, namely Community, Commodity, and Conservation for human healing to develop it.

As a tourism industry, the government, private, and community must jointly develop a mechanism for developing eco-tourism to provide economic, physical, social and cultural benefits and help the local community (Oktavio & Indrianto, 2019). Therefore, this study focuses on the influence of environmental awareness, tourist attraction, and environmental knowledge on environmental behavior, and intention to visit Sindu Dwarawati Turtle Conservation as a type of eco-tourism in fauna conservation.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Environmental Awareness

Environmental awareness is awareness or attention to environmental problems and how to protect and maintain the environment. This includes attention to issues such as pollution, global warming, and ecosystem damage and actions that can be taken to address them. It also has an understanding of how individuals can make life choices that are more environmentally friendly.

According to experts, environmental awareness is an understanding of environmental problems and how to overcome them. This includes understanding how humans affect the environment and the impact of human actions on the environment. This means that people with high environmental awareness tend to carry out positive environmental behaviors, such as adequately reducing waste, saving water and energy, and reducing plastic use. This is because people with high environmental awareness are more likely to understand the impact of human activities on the environment and are more sensitive to environmental problems. Thus, heightened environmental awareness can influence a person to carry out positive environmental behavior, assisting in efforts to protect the environment.

H₁: Environment Awareness has a significant effect on Environment Behavior

Environmental Knowledge

Knowledge about the environment and issues that occur in their environment will give a person a higher environmental sensitivity, giving rise to the desire to act. With environmental sensitivity, it will appear that someone will also be more enthusiastic about carrying out actions to save the environment so that the issues can be resolved (Tamar et al., 2021). According to Laroche et al. (2001), environmental knowledge can be defined as the ability of an individual to understand symbols, concepts, and behavior patterns related to the environment. Tai Yi Yu (2017) states that a person's knowledge of a matter will influence the formation of an intention to act in that person. One of them is knowledge about the environment, and its issues will affect a person's desire to do things that can contribute to efforts to save the environment.

Environmental knowledge influences environmental behavior, where environmental knowledge affects a person's actions. This means that individuals with good environmental knowledge tend to carry out positive environmental behavior, such as reducing, and disposing of waste properly, saving water and energy, reducing the use of plastic and tend to participate in activities related to the environment, such as cleaning activities. Environment or well-managed eco-tourism activities.

H₂: Environment Knowledge has a significant effect on Environment Behavior

Tourist Attraction

According to Widari (2015); Ismoyo (2021), tourist attraction is a critical component of the tourism system where there is a relationship in attracting visitors to specific tourist destinations. According to the Law of the Republic of Indonesia Number 10 of 2009, tourist attraction can be explained as anything that has uniqueness, convenience, and value in the form of diversity,

natural wealth, culture, and man-made products that are targeted or visited by tourists (Main, 2017).

According to Richards, (2002), the attractiveness of tourist destinations consists of natural tourist attractions, which include land landscapes, oceanic landscapes, beaches, climate, historic architecture, monuments, history and folklore, religion and art, theatre, music. , dances (dance) that exist in a destination.

H₃: Tourist Attraction has a significant effect on Environment Behavior

Environment Behaviour

According to Axelrod and Lehman (1993:153) environmental behavior is an action to contribute to environmental sustainability and conservation. Environmental behavior is a behavior or activity that contributes to and positively impacts the preservation of the environment, earth systems, and natural resources. Environmental behavior is an action taken by a person or group related to environmental protection. Interest in visiting eco-tourism is a person's desire to travel to a place intended to enjoy and study the natural environment and carry out activities related to the environment (Novianti et al., 2022). Positive environmental behavior can increase a person's interest in visiting eco-tourism because they feel that eco-tourism is a suitable place to carry out activities related to environmental protection. People with positive environmental behavior are more likely to seek information about eco-tourism with good environmental quality and is well managed.

H₄: Environment behavior has a significant effect on the Intention to Visit

Intention to Visit

According to Peter and Oslen (2000) intention is an activity that involves specific behavior to achieve a goal. Intention to visit refers to the possibility or willingness of individuals to visit a particular destination in the future. It is a measure of an individual's intention or desire to travel to a specific place and is often used in research on tourism and travel behavior. Chen et al. (2014) define visit intention as a willingness to visit a tourist destination. Tourists see a particular goal triggered by internal and external information such as destinations and social media. Intention to visit (visit intention) is the final consumer decision-making process. This consumer decision-making process begins with the emergence of a need for a product or brand (need arousal), followed by consumer information processing (Consumer Information Processing). Furthermore, consumers will evaluate the product or brand. The results of this evaluation eventually led to an intention to visit (Sholikhah, 2018).

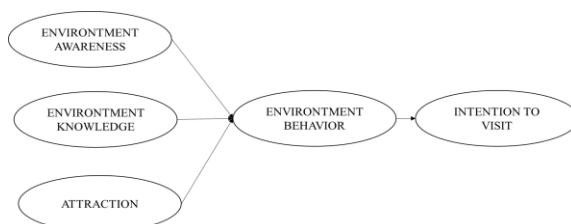


Figure 1: Research Model

RESEARCH METHOD

This study focuses on determining the effect of intention to visit Sindu Dwarawati Turtle in Bali by using the variables environment awareness, environmental knowledge, tourist attraction and environmental behavior. This study uses a quantitative approach, namely research that focuses on testing hypotheses using statistical analysis tools. The population in this study were tourists visiting the Sindu Dwarawati Turtle Conservation. The data collection technique used in this study used a survey method by distributing questionnaires. The number of samples in this study were 200 tourists and data analysis using SmartPLS 3.0 using inner model and outer model analysis which includes Convergent Validity, AVE, Composite Reliability and Cronbach's Alpha tests and hypothesis testing.

RESULTS

Convergent Validity

Convergent validity analysis is a test used to measure whether or not an indicator is valid (Ghozali, 2016). According to Hair Jr. et al., (2017) the indicator can be valid if it can have a value > 0.6 .

Table 1: Convergent Validity

Variables	Indicator	Outer Loading	Criteria
Environment Awareness	EA 1	0.727	Valid
	EA 2	0.874	Valid
	EA 3	0.877	Valid
	EA 4	0.812	Valid
	EA 5	0.700	Valid
Environment Knowledge	EK1	0.633	Valid
	EK2	0.860	Valid
	EK3	0.877	Valid
	EK4	0.829	Valid
Attraction	AT1	0.690	Valid
	AT 2	0.888	Valid
	AT3	0.679	Valid
	AT4	0.864	Valid
Environment Behavior	EB1	0.712	Valid
	EB2	0.827	Valid
	EB3	0.814	Valid
	EB4	0.781	Valid
	EB5	0.774	Valid
Intention to Visit	IV1	0.859	Valid
	IV2	0.895	Valid
	IV3	0.898	Valid
	IV4	0.804	Valid
	IV5	0.822	Valid

Average Variance Extracted (AVE)

The measurement of the AVE value can be used to compare each construct with the correlation between other constructs in the model. The AVE value must have a value > 0.5 (Ghozali & Latan, 2014).

Table 2: AVE

Variable	Average Variance Extracted (AVE)
Environment Awareness	0.642
Environment Knowledge	0.650
Attraction	0.618
Environment Behavior	0.612
Intention to Visit	0.733

Composite Reliability and Cronbach's Alpha

Composite reliability evaluation and Cronbach's alpha can help test reliability. Based on (Hair et al., 2014), data with a combined reliability value of > 0.7 have high reliability, while Cronbach's alpha is expected to be > 0.6.

Table 3: Composite Reliability dan Cronbach's Alpha

Variable	Reliability	Cronbach's Alpha
Environment Awareness	0.899	0.857
Environment Knowledge	0.880	0.813
Attraction	0.864	0.790
Environment Behavior	0.887	0.841
Intention to Visit	0.932	0.908

Hypothesis Testing

The test results include a direct effect. The sign (→) indicates the direction of influence between one variable on another variable. Here are the results of the hypothesis testing.

Table 4: Hypothesis Testing

Paths	Original Sample (O)	P Values
Environment Awareness → Environment Behavior	0.221	0.000
Environment knowledge → Environment Behavior	0.073	0.000
Attraction → Environment Behavior	0.782	0.000
Environment Behavior → Intention to Visit	0.568	0.005

DISCUSSION

Environment Awareness has a significant effect on Environment Behavior

Environmental awareness is awareness or attention to environmental problems and how to protect and maintain the environment. Environmental awareness is understanding and awareness of environmental issues, while environmental behavior is individual or community behavior in influencing and treating the environment. The relationship between the two is that the higher a person's awareness of environmental issues, the more likely they are to practice good behavior and care for the environment. Therefore, environmental awareness is critical to shape individual environmental behavior.

The results of this study explain that environmental awareness has a significant positive relationship to environmental behavior with a p-value of 0.000, meaning that the higher environmental awareness, the higher a person's environmental behavior.

This is, of course, supported by the research of Mkumbachi et al., (2020), which explains that environmental awareness that exists in a person can shape a person's behavior to take better care of the surrounding environment. This is also in line with the research by Shen & Wang, (2022), Ningrum (2018), and Shen et al (2022), which explain that there is a significant positive relationship between environmental awareness and environmental behavior.

Environment Knowledge has a significant effect on Environment Behavior

Environmental knowledge is knowledge about the environment and environmental problems. Tai Yi Yu (2017) states that a person's knowledge of a matter will influence the formation of an intention to act in that person. Meanwhile, environmental behavior is the behavior of individuals or communities in influencing and treating the environment. The relationship between the two is that the better a person understands environmental issues, the more likely they are to practice good behavior and care for the environment. Therefore, environmental knowledge is essential to form good environmental behavior.

The results of this study indicate that environmental knowledge has a significant positive effect on environmental behavior with a p-value of 0.000, which means that the higher the environment knowledge, the higher the environment behavior of a person.

This is supported by Supangkat et al., (2021), Canada et al (2021), Tamar et al., (2021), who explain that environmental knowledge has a significant positive relationship with environmental behavior.

Tourist Attraction has a significant effect on Environment Behavior

According to Widari (2015); Ismoyo (2021), tourist attraction is a critical component of the tourism system where there is a relationship in attracting visitors to specific tourist destinations. A tourist attraction is a tourist object or an exciting place to visit. At the same time, environmental behavior is the behavior of individuals or communities in influencing and treating the environment. The relationship between the two is that the existence of a tourist attraction can influence tourist behavior towards the environment. Suppose a tourist object has

good programs and strategies in protecting the environment. In that case, tourists who come to the thing will be influenced and practice good behavior and care for the environment. Therefore, tourist attractions can play an essential role in shaping good environmental behavior.

This study's results explain a significant positive relationship between tourist attraction and environmental behavior with p-value of 0.000. Meaning that the higher the tourist attraction towards eco-tourism, the higher the environmental behavior. This is supported in research Shadrina (2022), which has explained that there is a positive relationship between tourist attraction and behavior.

Environment behavior has a significant effect on the Intention to Visit

According to Axelrod and Lehman (1993:153) environmental behavior is an action to contribute to environmental sustainability and conservation. Environmental behavior is a behavior or activity that contributes to and positively impacts the preservation of the environment, earth systems, and natural resources. Environmental behavior is individual or community behavior in influencing and treating the environment. At the same time, one's intention to visit eco-tourism is to visit nature tourism that focuses on environmental conservation and maintenance.

This study's results explain a significant positive relationship between environmental behavior and intention to visit with a p p-value of 0.005. This means that the higher the environmental behavior in a person, the higher a person's desire to visit eco-tourism.

The relationship between the two is that behavior that cares for the environment will influence a person's intention to visit natural attractions oriented towards conservation and maintenance of the environment, such as eco-tourism. Someone who has good behavior and cares for the environment will most likely be interested in visiting natural attractions with good programs and strategies for protecting the environment. Therefore, environmental behavior can influence the intention to visit eco-tourism sites. This follows Prakoso (2020), Pahrudin (2021) which explain a positive and significant relationship between environmental behavior and intention to visit.

CONCLUSION

From the results of the study, it can be concluded that:

1. Environmental awareness has a significant positive effect on environmental behavior with a p-value of 0.000
2. Environmental knowledge has a significant positive effect on environmental behavior with a p-value of 0.000
3. The tourist attraction has a significant positive influence on environmental behavior with a p-value of 0.000
4. Environment behavior has a significant positive effect on the intention to visit with a p-

value of 0.005.

Limitations and Further Study Recommendation

Regardless of the existing findings, this study certainly has several limitations that open up space for further research. First, because the sample of this study only includes visitors from several major cities in Indonesia, caution should be exercised if these findings are generalized to other geographic areas, especially different countries. As a result, future research may analyze samples from more diverse geographic areas. Second, this study is based solely on self-reported data. Some respondents may provide biased responses. Although the instruments used in this study have a high level of reliability and scientific validity, bias can still lead to measurement errors. Therefore, further research can use other variables such as satisfaction and revisit intention.

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