



I-SMART

*International Seminar and Conference
on Management, Research, and Transformation*

ANALYZING THE INFLUENCE OF GREEN MARKETING ACTIVITIES ON TOURIST INTENTION THROUGH ECO-FRIENDLY ATTITUDE IN SUSTAINABLE DESTINATION

Muhamad Imron Rifai

Faculty of Economics and Business, Siliwangi University, Tasikmalaya, Indonesia
223402189@student.unsil.ac.id

Abstract. This study examines the influence of green marketing on tourists' intentions to visit sustainable destinations, focusing on the roles of eco-friendly attitudes and trust in green destinations. The increasing awareness of environmental issues has prompted the tourism sector to implement green marketing to encourage sustainable travel behaviors. Nonetheless, there is a paucity of research on how these marketing strategies affect travel intentions through psychological and trust-related factors. A quantitative-explanatory methodology was employed, gathering data from 250 Indonesian tourists who had visited eco-friendly destinations. Data collection utilized a 10-point bipolar scale, with analysis conducted via Covariance-Based Structural Equation Modeling (CB-SEM). Results indicate that green marketing positively affects eco-friendly attitudes and enhances trust in sustainable destinations among tourists. The mediating factors partially convey the influence of green marketing on travel intentions, suggesting the importance of emotional and cognitive factors in fostering sustainable travel behavior. Theoretically, this research enhances the comprehension of the connections between green marketing and sustainable tourism intentions. Practically, it offers insights for destination managers and policymakers to develop more effective, trust-focused, and value-oriented green communication strategies.

Keywords; Green marketing, eco-friendly attitude, green destination trust, tourist intention, sustainable tourism.

1. Introduction

Awareness of the importance of protecting the environment has become a major issue around the world over the past two decades. Climate change, the energy crisis, and ecosystem degradation have increasingly pressured various industrial sectors to adopt environmentally responsible practices. As one of the world's largest economic sectors, tourism also faces these challenges. While tourism contributes significantly to local economic development, it simultaneously places considerable pressure on natural resources and environmental sustainability. On the one hand, tourism growth provides positive benefits for the local economy, but on the other hand, it also puts pressure on natural resources and the environment (Segarra et al., 2024). This situation has led to the emergence of a new concept, namely sustainable tourism, which emphasises a balance between economic, social and environmental interests.

One strategic way to achieve sustainable tourism is through green marketing. This concept refers to companies' efforts to develop, communicate, and promote environmentally friendly services or products (Parwej, 2024). In the context of tourist attractions, green marketing not only serves as a promotional tool but also as a form of social responsibility to raise tourists' awareness of the importance of protecting the environment. By conveying green messages, tourist destinations try to shape positive perceptions and encourage tourists to engage in responsible behaviour while travelling.

Several previous studies have shown that green marketing activities have an influence on the formation of eco-friendly attitudes. Previous research has found that effective green marketing communication can foster awareness and positive attitudes among tourists towards sustainability values (Azevedo et al., 2024). However, other studies have shown inconsistent results, where the influence of green marketing on eco-friendly attitudes tends to be weak when tourists perceive green messages as purely commercial strategies (Ummar et al., 2023). This inconsistency indicates that the influence of green marketing on eco-friendly attitudes still requires further testing, especially in the context of diverse tourist behaviour such as in Indonesia.

Furthermore, an eco-friendly attitude is believed to not only shape tourists' perceptions of environmental issues, but also form the basis for the emergence of trust in green destinations. Tourists' trust in green destinations is formed when they assess that the destination consistently implements sustainable practices, rather than merely greenwashing (Alyahia et al., 2024). However, Tarigan (2022) research found that even though tourists have a positive attitude towards environmental issues, this does not necessarily translate into a high level of trust in the destination. These findings show that the relationship between eco-friendly attitudes and green destination trust is not yet fully understood empirically, especially in the context of a developing tourism market.

Furthermore, green destination trust is believed to be an important factor in shaping tourist intention. Tourists who trust a destination's commitment to sustainability tend to have a higher interest in visiting and participating in responsible tourism practices (Ali & Hassan, 2023). However, several studies indicate that this trust does not always directly influence visitation intentions but rather through other variables such as satisfaction or destination image. This inconsistency suggests that the role of green destination trust in bridging the influence of green marketing on tourist intention still requires empirical clarification.

Based on previous research, there is still a theoretical and empirical gap in understanding how green marketing influences tourists' intentions to visit sustainable destinations through the mechanisms of attitude and trust. Most previous studies have focused on developed countries, while research on tourists in developing countries such as Indonesia is still limited. In fact, Indonesia has great potential in developing green destinations, but still faces challenges in building tourist trust and awareness of sustainability practices.

Therefore, this study aims to analyse the influence of green marketing on tourists' intentions to visit sustainable destinations, considering the mediating role of eco-friendly attitudes and green destination trust. This study is expected to broaden the understanding of the psychological mechanisms behind tourist decisions in the context of green tourism. Practically, the results of this study also contribute to destination managers and policy makers in designing more effective, credible, and trust-oriented green communication and promotion strategies that are oriented towards sustainability values.

2. Method

This study uses a quantitative approach with an explanatory design to test the causal relationship between variables in the conceptual model. This approach was chosen because it is in line with the research objective, which seeks to explain the effect of green marketing on tourist intention by considering the mediating role of eco-friendly attitude and green destination trust. The explanatory design allows for the testing of hypotheses

derived from theory and previous research findings through empirically measured structural model analysis (Bentler, 1988).

The research population includes Indonesian domestic tourists who have visited sustainable tourist destinations. Sustainable tourist destinations in this study refer to sites that apply basic sustainability practices such as waste management, resource conservation, and environmentally responsible facilities. The sampling technique used purposive sampling with the criteria of respondents being at least eighteen years old and having visited a sustainable destination at least once in the past year. This research model consists of sixteen observation indicators, four endogenous latent variables, and fourteen hypothetical paths. Based on the calculation of the number of estimated parameters, a total of 40 parameters $((16 \times 2) + 5 + 3)$ were obtained. The minimum recommended sample size is five times the number of parameters, or 200 respondents. To anticipate the possibility of invalid or incomplete data, this study targets a minimum of 250 respondents to ensure the reliability of the model and improve the accuracy of parameter estimation.

The research instrument was designed in the form of a structured questionnaire consisting of demographic data and statements regarding the research variables. Each indicator was measured using a ten-point bipolar scale developed from the Semantic Differential Scale (Memmedova & Ertuna, 2024), with a range of values from one to ten. A low score indicates disagreement, while a high score indicates a strong level of agreement with the statement. The use of an even scale is intended to reduce the tendency of respondents to choose the middle answer (Menold, 2023).

Data collection was conducted online through Google Forms distributed via various social media platforms to reach respondents according to the research criteria. Data analysis was performed using Covariance-Based Structural Equation Modelling (CB-SEM) with the assistance of IBM SPSS Statistics 27.0 and IBM SPSS AMOS 22 software. The analysis was conducted in two stages, namely testing the measurement model to assess the validity and reliability of the construct, and testing the structural model to examine the causal relationships and mediating effects between latent variables. The CB-SEM approach was chosen because it is capable of testing direct and indirect relationships simultaneously and assessing model suitability through various Goodness of Fit indices (Haji-Othman et al., 2024).

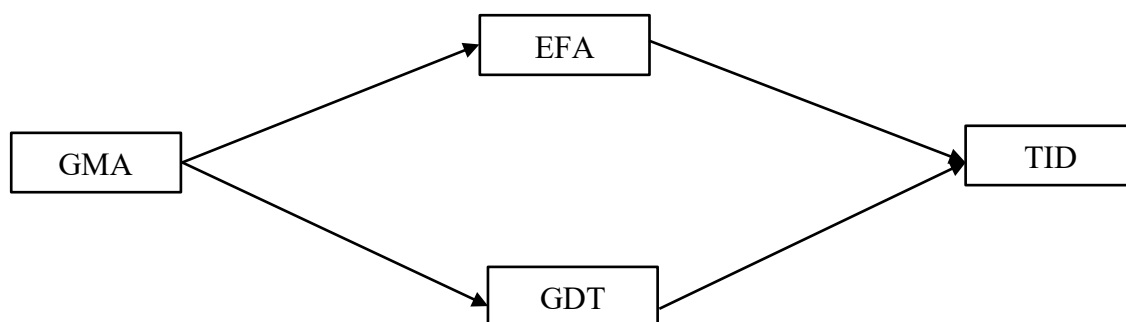


Fig 1. Research Model

Table 1. *Characteristics of Respondents*

Characteristics	Attribute	Total	%
Gender	Male	94	37,6
Gender	Female	156	62,4
Age	<18 years	8	3,2
Age	18–25 years	146	58,4

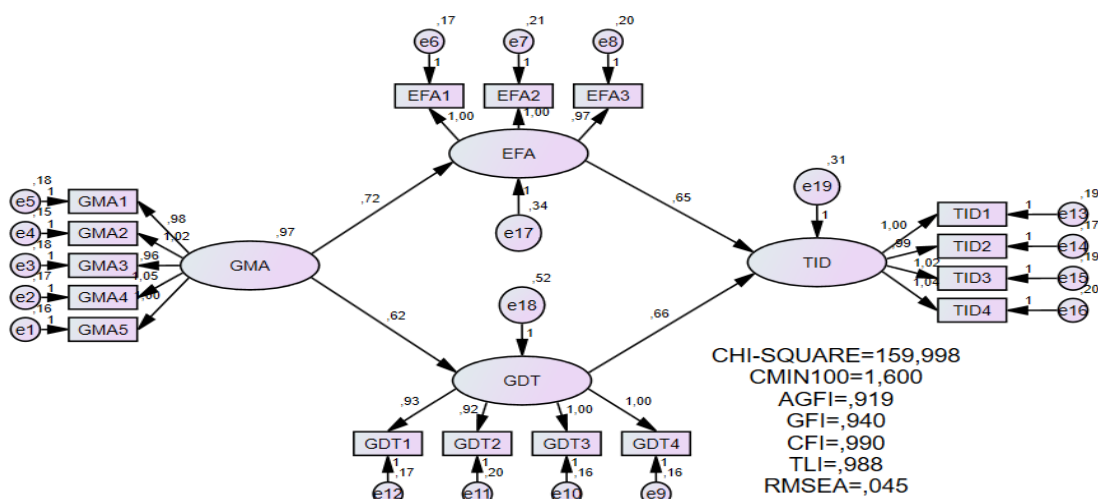
Analyzing the Influence of Green Marketing Activities on Tourist Intention Through Eco-Friendly Attitude in Sustainable Destination

Characteristics	Attribute	Total	%
Age	25–34 years	62	24,8
Age	>35 years	34	13,6
Frequency of traveling for leisure in the past year	1–2 times	92	36,8
	3–4 times	116	46,4
	>4 times	42	16,8
Have you ever visited a tourist attraction that cares about the environment	Yes	250	10
	No	0	0
TOTAL		250	100
Characteristics	Attribute	Total	Total

The 250 data samples show that most respondents are women aged 18–33 who belong to Generation Z and early millennials. The majority of them have traveled 3–4 times in the past year, indicating a high level of participation in tourism activities.

This study uses covariance-based Structural Equation Modeling (SEM) as the analysis method using AMOS software. The analysis process begins with the construction of a previously developed conceptual model, which forms the basis for the research hypotheses. After that, the collected data will be examined to ensure that no data is missing and to verify that the data meets the criteria required for SEM analysis. After that, validity and reliability tests were conducted to ensure that the measurement items used could accurately represent the variables in this study and had a high level of consistency. Once validity and reliability were assured, the model was tested to ensure that it was appropriate or fit (Nur Aulia Fahada et al., 2021).

Before conducting structural model testing, assumption testing was performed to ensure the suitability of the data for the analysis method used. The normality test results showed a multivariate kurtosis value of -0.332 , indicating that the data were normally distributed in a multivariate manner. In addition, the highest Mahalanobis distance value of 31.825 was still below the critical limit of 39.252 , so it can be concluded that there were no significant multivariate outliers. All indicators in the model also have a loading factor value above 0.8 , which means that all constructs have met the criteria for adequate validity and reliability (Azry et al., 2021). Thus, the data in this study has met the basic assumptions of SEM and is suitable for use in structural model analysis.



Source: Research Result, 2025.

Fig 2. Model

Figure 2 illustrates the structural model developed in this study, which includes four main latent constructs: Green Marketing Activities (GMA), Eco-Friendly Attitude (EFA), Green Destination Trust (GDT), and Tourist Intention Destination (TID). The model also presents the standardized factor loadings for each indicator and the relationships among the latent variables. Additionally, the goodness-of-fit indices displayed in the figure demonstrate that the model achieves an acceptable fit, indicating that the proposed theoretical framework is empirically supported.

Table 2. Godness Of Fit (GOF)

<i>Goodness of Fit</i>	<i>Analysis Results</i>	<i>Cut of Value</i>	<i>Model Evaluation</i>
<i>Chi-Square</i>	159,998	Small expectations	Marjinal Fit
<i>CMIN/DF</i>	1.600	< 2.000	Fit
<i>AGFI</i>	0.919	> 0.90	Fit
<i>GFI</i>	0.940	> 0.90	Fit
<i>TLI</i>	0.990	> 0.95	Fit
<i>CFI</i>	0.988	> 0.95	Fit
<i>RMSEA</i>	0.045	< 0.80	Fit

Source: Research Result, 2025

Table 2 presents the goodness-of-fit indices used to evaluate the overall fit of the structural equation model. The results demonstrate that the model meets the recommended cutoff values, indicating an acceptable level of fit between the proposed theoretical framework and the empirical data. Therefore, the model can be considered appropriate for further hypothesis testing and interpretation.

Table 3. Direct Hypotesis Testing

<i>Parameters</i>	<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>P</i>
EFA<GMA	,723	,044	16.253	0,000
GDT<GMA	,621	,050	12.477	0,000
TID<EFA	,652	,052	12.498	0,000
TID<GDT	,656	,050	13.154	0,000

Source: Research Result, 2025

Based on the results of the direct hypothesis testing presented in Table 3, all relationships among the variables show C.R. values greater than 1.96 and a significance level (p-value) of 0.000. These results indicate that all proposed hypotheses in this research model are statistically significant and therefore supported.

Table 4. Indirect Hypotesis Testing

<i>Parameters</i>	<i>Estimate</i>	<i>Lower</i>	<i>Upper</i>	<i>P</i>
GMA>EFA>TID	,473	,374	,560	,003
GMA>GDT>TID	,407	,312	,707	,002

Source: Research Result, 2025.

Based on the results in Table 4, the indirect effects are statistically significant, confirming that both EFA and GDT mediate the relationship between GMA and TID with estimates of 0.473 (p=0.003) and 0.407 (p=0.002), respectively. This indicates that the influence of GMA on TID is effectively transmitted through these mediating variables.

Analyzing the Influence of Green Marketing Activities on Tourist Intention Through Eco-Friendly Attitude in Sustainable Destination

Table 5. Measurement, Loadings, CR, and VE. Model 1

No	Questionnaire Statements	Construct	Indicator	Loading Factor	CR	VE
1	Destination promotion emphasizes sustainability messages.	<i>Green Marketing Activities</i>	GMA1	0.856	0.928	0.710
2	Destination promotion emphasizes environmental responsibility.		GMA2	0.879		
3	Destinations offer environmentally friendly educational activities.		GMA3	0.871		
4	Tourist participation in green activities is facilitated.		GMA4	0.842		
5	Marketing activities support sustainable tourism behavior.		GMA5	0.818		
6	Recognizing the importance of protecting the environment while traveling.	<i>Eco-Friendly Attitude</i>	EFA1	0.872	0.915	0.725
7	Intending to preserve the environment while traveling.		EFA2	0.868		
8	Choosing destinations with environmentally friendly practices.		EFA3	0.837		
9	Destinations can be trusted to protect the environment	<i>Green Destination Trust</i>	GDT1	0.872	0.934	0.743
10	Destination sustainability information is reliable.		GDT2	0.886		
11	Destinations are committed to environmental responsibility.		GDT3	0.894		
12	Travelers believe destinations maintain ecological balance.		GDT4	0.861		
13	Intend to revisit sustainable destinations.	<i>Tourist Intention Destinatin</i>	TID1	0.864	0.926	0.754
14	Choose eco-friendly destinations for future trips.		TID2	0.877		
15	Recommend sustainable destinations to friends.		TID3	0.889		
16	Encourage others to travel to eco-friendly destinations.		TID4	0.855		

Source: Research Result, 2025

3. Results

After the SEM test, the validity and reliability tests were conducted. Validity measures the extent to which the instrument defines the concept, while reliability measures consistency. Based on Table 4, all indicators have factor loadings > 0.40, accurately representing the construct. For reliability, the variance extracted (VE) value must be > 0.50 and the construct reliability (CR) must be > 0.70. The analysis results show that all VEs exceed 0.50 and CRs exceed 0.70. This study was conducted on 250 respondents. The characteristics of the respondents were divided into several groups, ranging from gender, age, and frequency of travelling in the past year. The characteristics of the respondents selected in the study are presented in Table 1. The results show that all paths between variables in the structural model are statistically significant. Green Marketing has a positive effect on Eco-friendly Attitude ($\beta = 0.723$; $p = 0.000$) and Green Destination Trust ($\beta = 0.621$; $p = 0.000$). Furthermore, Eco-friendly Attitude ($\beta = 0.652$; $p = 0.000$) and Green Destination Trust ($\beta = 0.656$; $p = 0.000$) have a strong effect on Tourist Intention to Visit Sustainable Destination. Thus, all research hypotheses are accepted and the conceptual model of the study is empirically confirmed.

Analyzing the Influence of Green Marketing Activities on Tourist Intention Through Eco-Friendly Attitude in Sustainable Destination

The research model also shows an excellent level of goodness of fit (CFI = 0.996; TLI = 0.995; GFI = 0.952; RMSEA = 0.030), which means that the relationships between variables in the model have been empirically confirmed. These findings enrich the green tourism marketing literature by providing empirical evidence that trust and environmentally friendly attitudes serve as a psychological bridge between green marketing activities and tourists' intentions to behave sustainably

4. Discussion

Furthermore, the results of the mediation effect analysis show that Eco-friendly Attitude and Green Destination Trust play an important role as mediators in the relationship between Green Marketing and Tourist Intention. The mediation path (GMA>EFA>TID) has an estimated value of 0.473 ($p = 0.003$), while (GMA>GDT>TID) has an estimate of 0.407 ($p = 0.002$). These two significant paths confirm that the implementation of green marketing strategies not only has a direct effect but also an indirect effect through the formation of tourist attitudes and trust toward sustainable destinations.

Theoretically, these findings support the Theory of Planned, (Ajzen, 1991) which explains that attitudes and beliefs are the main factors that determine a person's behavioral intentions. When tourists are exposed to marketing messages that are consistent with sustainability values, they form positive attitudes towards environmentally friendly practices and trust destinations that demonstrate a real commitment to nature conservation. These results are in line with Bašan (2024) research, which found that authentic sustainability communication increases trust perceptions and strengthens tourists' behavioral intentions toward green destinations.

From a practical perspective, the results of this study emphasize the importance for destination managers and tourism policymakers to develop green communication strategies that are not only informative but also build credibility and emotional closeness with tourists. Efforts such as transparency in sustainability practices, tourist involvement in environmentally friendly activities, and consistency between promotional messages and the destination's actual actions are strategic steps to strengthen trust and increase tourists' intentions to visit sustainable destinations. Thus, this study provides empirical contributions as well as practical implications for the development of green tourism that is oriented towards values, trust, and long-term sustainability.

From a practical perspective, the results of this study confirm that destination managers and tourism policymakers need to implement green communication strategies that are not only informative, but also capable of building credibility, trust, and emotional closeness with tourists. Transparency regarding sustainability practices, consistency between promotional messages and the destination's actual actions, and the active involvement of tourists in environmentally friendly activities are key elements in strengthening the perception of the destination's reliability in terms of sustainability values. Through this approach, destinations not only serve as tourist attractions but also as educational agents that foster environmental awareness and sustainable behavior among tourists.

5. Conclusion

This study concludes that green marketing activities play a crucial role in shaping tourist intentions to visit sustainable destinations, both directly and indirectly through eco-friendly attitudes and green destination trust. The empirical results confirm that when

destination managers effectively communicate their sustainability efforts, it fosters a positive attitude and deepens trust among tourists, which in turn drives their intention to visit. These findings validate the importance of integrating psychological factors such as attitude and trust into green marketing strategies. Practically, destination managers should focus not only on promoting green attributes but also on building credibility and engaging tourists emotionally to ensure the long-term success of sustainable tourism initiatives.

6. Limitation

This study has several limitations that need to be considered in interpreting the results. First, the research data was collected through a questionnaire using a self-reported survey method, so there may be perception bias or subjectivity on the part of respondents in assessing attitudes and intentions toward sustainable behavior. Second, the research sample was limited to Indonesian tourists who had visited sustainable destinations, so generalizing the results to the international tourism context needs to be done with caution. Third, the research model only focuses on four main constructs, namely Green Marketing, Eco-friendly Attitude, Green Destination Trust, and Tourist Intention, without considering other variables such as perceived value or environmental knowledge that may also influence tourist behavior. Furthermore, the cross-sectional approach used does not allow for observation of changes in tourist behavior over time. Therefore, future research is recommended to use a longitudinal approach and involve additional variables to broaden the understanding of the psychological mechanisms and behavior of tourists in the context of sustainable tourism.

7. Future Research

Future research is expected to broaden its scope by involving more diverse geographical and demographic contexts, such as international tourists or local communities in various types of sustainable destinations. Further studies could also integrate new variables such as perceived authenticity, environmental knowledge, or destination image to enrich the conceptual model in explaining sustainable tourism behavior. In addition, a longitudinal approach is recommended to observe the dynamics of changes in tourists' attitudes, beliefs, and intentions over time, thereby providing a more in-depth picture of the stability of sustainable behavior. Future research can also utilize a mixed methods approach by combining quantitative analysis and qualitative interviews to further explore the emotional and motivational dimensions behind tourists' decisions in choosing green destinations. Thus, future research results are expected to strengthen the theoretical basis and provide more comprehensive practical recommendations for the development of green marketing strategies and sustainable destination management.

Reference

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ali, M., & Hassan, M. (2023). Green management practices and trust for green behavioral intentions and mediation of ethical leadership: An attribution theory perspective in tourism. *International Journal of Contemporary Hospitality Management*, 35(9), 3193–3215. <https://doi.org/10.1108/IJCHM-04-2022-0506>
- Alyahia, M., Azazz, A. M. S., Fayyad, S., Elshaer, I. A., & Mohammad, A. A. A. (2024).

- Greenwashing Behavior in Hotels Industry: The Role of Green Transparency and Green Authenticity. *Sustainability* (Switzerland), 16(3). <https://doi.org/10.3390/su16031050>
- Azevedo, C., Roxo, M. T., & Brandão, A. (2024). *Sustainable Tourism e-Communication Impact on Tourism Behavior BT - Marketing and Smart Technologies* (J. L. Reis, M. Del Rio Araujo, L. P. Reis, & J. P. M. dos Santos (eds.); pp. 559–581). Springer Nature Singapore.
- Azry, M., Malik, A., Mustapha, M. F., Sobri, N. M., & Fatihah, N. (2021). *Optimal Reliability and Validity of Measurement Model in Confirmatory Factor Analysis : Different Likert Point Scale Experiment*. 11(1), 105–112.
- Başan, L. (2024). The influence of sustainability communication on perceived product and service sustainability and trust in DMO. *International Journal of Technology Management & Sustainable Development*, 23(3), 275–298. https://doi.org/https://doi.org/10.1386/tmsd_00093_1
- Bentler, P. M. (1988). *Causal Modeling via Structural Equation Systems BT - Handbook of Multivariate Experimental Psychology* (J. R. Nesselroade & R. B. Cattell (eds.); pp. 317–335). Springer US. https://doi.org/10.1007/978-1-4613-0893-5_9
- Haji-Othman, Y., Sheh Yusuff, M. S., & Md Hussain, M. N. (2024). Data Analysis Using Partial Least Squares Structural Equation Modeling (PLS-SEM) in Conducting Quantitative Research. *International Journal of Academic Research in Business and Social Sciences*, 14(10), 2380–2388. <https://doi.org/10.6007/ijarbss/v14-i10/23364>
- Memmedova, K., & Ertuna, B. (2024). Development of a fuzzy Likert scales to measure variables in social sciences. *Information Sciences*, 654, 119792. <https://doi.org/https://doi.org/10.1016/j.ins.2023.119792>
- Menold, N. (2023). Verbalization of Rating Scales Taking Account of Their Polarity. *Field Methods*, 35(4), 378–391. <https://doi.org/10.1177/1525822X231151314>
- Nur Aulia Fahada, B. M., Wan Hashridz Rizal, B. W. A. B., & Mohammad Zulfakhairi, B. M. (2021). Measurement model for Pahang Portal Mart acceptance scale instrument Measurement model for Pahang Portal Mart acceptance scale instrument. *Journal of Physics: Conference Series*, 1874. <https://doi.org/10.1088/1742-6596/1874/1/012054>
- Parwej, S. (2024). *GREEN MARKETING: A MEANS FOR SUSTAINABLE DEVELOPMENT* Shoaib Parwej Assistant Professor , Department of Management ,. 1–8. <https://doi.org/10.55041/ISJEM01903>
- Segarra, E., Miguel, L., Brito, Y., & López, C. (2024). *The Impact of Tourism on Islands : A Sustainability and Conservation Analysis*. 07(02), 1–7.
- Tarigan, M., Ekasari, A., & Pratomo, L. (2022). Antecedents and Consequence of Environmental Attitude: A study of Intention to Visit Sustainable Tourism Destination. *Proceedings of the 3rd International Conference of Business, Accounting, and Economics*, 1, 10–11. <https://doi.org/10.4108/eai.10-8-2022.2320926>
- Ummar, R., Shaheen, K., Bashir, I., Ul Haq, J., & Bonn, M. A. (2023). Green Social Media Campaigns: Influencing Consumers' Attitudes and Behaviors. *Sustainability*

Analyzing the Influence of Green Marketing Activities on Tourist Intention Through Eco-Friendly Attitude in Sustainable Destination

(Switzerland), 15(17). <https://doi.org/10.3390/su151712932>