



The Influence of Sustainability Practices and Sustainable Marketing on VI in Tourism Villages: The Role of Attitudes, Subjective Norms, and Perceived Behavioral Control in the Formation of Perceived Sustainable Marketing

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ABSTRACT

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This study examines the influence of environmental perception (PE) on Perceived Sustainable Marketing (SM) and tourists' visit intentions in rural tourism destinations. Sustainable marketing plays an important role in enhancing destination attractiveness, although tourists' responses remain diverse. This study employed Structural Equation Modeling–Partial Least Squares (SEM-PLS) using data from 256 tourists visiting tourism villages in Magelang Regency, Indonesia. The analyzed variables included PE, Trust in Environmental Practices (TEP), Social Impact Perception (SIP), Attitude (AT), Subjective Norm (SN), Perceived Behavioral Control (PBC), SM, and Visit Intention (VI). The results indicated that PE positively and significantly influenced TEP ($\beta = 0.700$), SIP ($\beta = 0.666$), AT ($\beta = 0.736$), SN ($\beta = 0.577$), and PBC ($\beta = 0.653$). Furthermore, TEP ($\beta = 0.173$), AT ($\beta = 0.311$), SN ($\beta = 0.202$), and PBC ($\beta = 0.185$) significantly influenced SM, whereas SIP had no significant effect on SM ($\beta = 0.011$, $p > 0.05$). Moreover, SM positively influenced VI ($\beta = 0.882$, $p < 0.000$). These findings demonstrate that strengthening environmental perceptions can improve sustainable marketing and increase tourists' VI, providing practical guidance for tourism village managers in developing sustainability-oriented marketing strategies.

1. INTRODUCTION

Sustainable marketing integrates social, economic, and environmental aspects to create long-term value without compromising future generations [1], managing social and environmental impacts [2], and promoting environmentally and socially friendly products [3]. This ensures sustainable business growth [4] and supports efficient natural resource management in the tourism sector [5], while emphasizing transparency and social responsibility [6, 7]. The strategy includes integrating environmental issues into production, pricing, promotion, and distribution [8], as well as enhancing community welfare [9]. In the fashion industry, sustainable marketing reduces environmental impacts and builds brand image that drives the purchase of sustainable products [10]. The main focus is the creation of long-term value through social and ethical responsibility [11-13], and supporting sustainability policies in food security [14-16]. Under globalization, companies must align strategies with government policies and technological progress [17-19].

In the tourism industry, especially in tourism villages, sustainable marketing plays a significant role in attracting tourists through promoting sustainability principles including social, economic and environmental elements [20].

Sustainable marketing has a goal to maintain relationships with consumers and communities in the long term without creating a negative impact on environment [16]. Sustainable marketing as perceived from the tourism villages goes beyond responsibility towards environmental, economic and social aspects where the newly formed appeal attracts tourists who prioritize sustainability and enhance its relationship with the destination [20].

Within the context of sustainable tourism marketing, tourists' perceptions of the environment may shape their Trust in Environmental Practices (TEP), Social Impact Perception (SIP), Attitude (AT), Subjective Norms (SN), and Perceived Behavioral Control (PBC). These factors subsequently influence tourists' perceptions of sustainable marketing, which in turn affect their intention to visit sustainable tourism destinations. Further, the SN, that reflect how social norm influence an individual's behavior also contribute toward visitors' attitudes toward sustainable marketing. Perceived control over behavior (tourists' views on whether it is easy to decide to visit sustainable destinations), also positively influences this relationship. This suggests that both intrinsic factors (attitude and perception to sustainability) and extrinsic factors (social norms and PBC) play a role in the formation of visitors' intentions towards sustainable tourism destinations.

Although this study adopts the Theory of Planned Behavior (TPB) as its primary theoretical foundation, the proposed model extends the original TPB framework by positioning Perceived Sustainable Marketing (SM) as a mediating construct. In the original TPB, AT, SN, and PBC directly influence Behavioral Intention. However, in the context of sustainable tourism villages, tourists tend to evaluate sustainability-related marketing practices and activities before forming VI. Therefore, SM is conceptualized as a cognitive-evaluative construct that translates tourists' psychological predispositions into behavioral intentions.

Positive attitudes toward sustainability, supportive social norms, and stronger PBC are expected to enhance tourists' perceptions of sustainable marketing, which in turn enhances their intention to visit sustainable tourism villages. Furthermore, TEP and SIP are included as additional antecedents because tourists' trust in environmental initiatives and perceived community benefits tend to strengthen their evaluations of sustainable marketing activities.

In this study, SM is positioned as a mediating construct within the extended TPB framework, which links sustainability practices and tourists' psychological factors with Visit Intention (VI). Instead of directly influencing VI as proposed in the original TPB, AT, SN, and PBC are expected to shape tourists' perceptions of sustainable marketing activities, which then influence their intention to visit sustainable tourism villages. Thus, VI represents the outcome variable reflecting tourists' behavioral intentions towards sustainable tourism destinations.

This study will be conducted in Magelang Regency as a part of the central Java region which has natural scenery and has opportunities to develop sustainable tourism villages. Tourism villages in this area not only generate added value for the local economy but also prioritize environmental and social sustainability. Thus, Magelang Regency becomes the appropriate locus for studying the effect of sustainable marketing on tourist VI by taking into account social,

economic and environmental sustainability that is implemented in local interest tourism village.

This study develops a causal chain explaining how Perceived Environment (PE) influences TEP, SIP, AT, SN, and PBC. Furthermore, these five constructs influence SM, which ultimately shapes tourists' VI towards sustainable tourism villages.

Nevertheless, sustainable marketing is becoming increasingly important; yet few consumers are conscious of it or act in a way that matches it. Therefore, more studies are needed to determine the specific sustainability activities that consumers value and how this may affect their intentions to visit ecological tourism destinations [21]. The evaluation of the consumers regarding performance of sustainable marketing, including environmental, social and economic aspects has a great impact on perceptions of customer equity and marketing strategies in companies [21]. Since visiting intention of tourists to select village-to-visit in local economic sustainability marketing is also strongly influenced by sustainable tourism [20].

Although the relationship between sustainability practices and VI has been extensively researched, there is still limited research explaining the psychological mechanisms underlying this relationship. Previous studies have examined the influence of sustainability practices on tourist behavior, however, limited attention has been given to the psychological mechanisms through which sustainability practices shape VI. In particular, the role of SM as a mediating construct linking sustainability practices and tourists' behavioral intentions remains underexplored, especially in the context of tourism villages. Therefore, this study proposes an integrated model combining sustainability practices and the Theory of Planned Behavior constructs to explain the formation of VI through SM.

Accordingly, the research agenda and research problems addressed in this paper are presented in Figure 1.

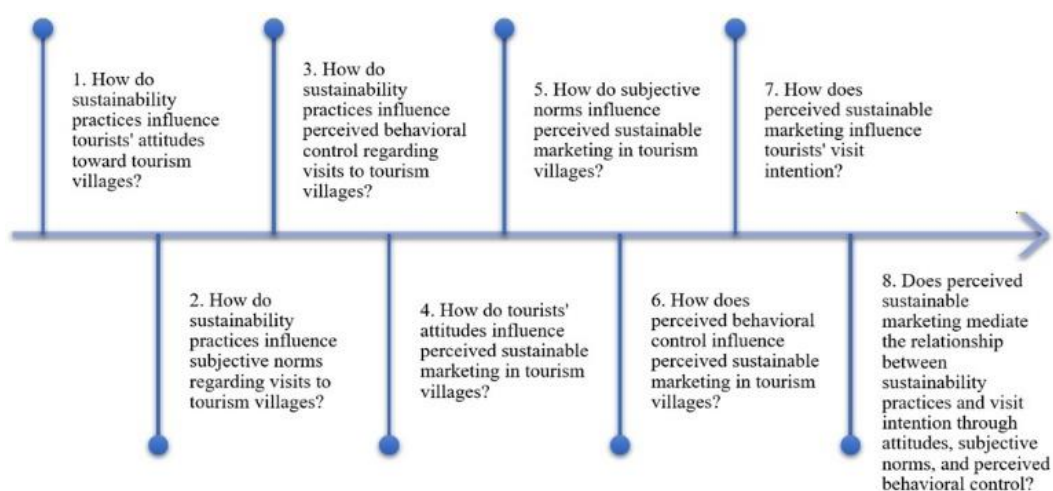


Figure 1. Research problem formulation

Figure 1 summarizes the research agenda through eight research questions. The first three questions examine the effects of sustainability practices on tourists' attitudes, SN, and PBC regarding visits to tourism villages. The fourth, fifth, and sixth questions investigate how these three psychological factors influence SM. The seventh question examines the effect of SM on tourists' visit intentions. Finally, the eighth

question assesses the mediating role of the relationship between sustainability practices and VI through AT, SN, and PBC.

Theoretically, in the context of this study, it is estimated that this research will provide a deeper understanding of how sustainable marketing related to tourism villages affects tourists' VI, thereby having a greater impact on the

sustainability of the destination place in Magelang Regency.

The main theoretical contribution of this research is integrating the sustainability perspective and the Theory of Planned Behavior into a single model that explains the mechanisms of tourist VI formation. The developed model positions SM as a mediating variable linking sustainability practices and tourist psychological factors with VI as the outcome of the study. Thus, this research provides a more comprehensive understanding of the process of forming VI at sustainable tourism destinations.

The problem-solving method in this research examines how sustainability practices and sustainable marketing influence the intention to visit tourism villages by persuasion of perception (AT, SN, PBC) towards perceptions of the implementation of sustainable marketing it-self (SM). This study employs a path model to examine the relationships between these variables and to determine how sustainability practices and sustainable marketing strategies can influence tourists' visit intentions to tourism villages. The results are anticipated to contribute to an understanding of the factors influencing tourists' perceptions of sustainability and to advising on how to enhance STVM.

Research on sustainable tourism marketing in villages typically focuses on how tourists perceive sustainability practices and marketing strategies. The value of this study lies in its investigation of the impact of sustainability practices and sustainable marketing on tourists' intention to visit, considering the AT, SN, and PBC that shape their perception of sustainable marketing. Moreover, this research also incorporates various social and psychological factors that influence tourists' decision-making when selecting sustainable tourism destinations, offering new insights into creating effective marketing strategies for the tourism village.

2. METHODOLOGY

The study's population is made up of visitors to tourism villages in Magelang Regency, with an emphasis on those that use sustainable marketing and sustainability practices. Magelang Regency was selected as the research locus because it has strong potential for developing sustainability-based tourism and is part of the National Tourism Strategic Area (KSPN). The sample comprises 256 respondents, determined using the G*Power application (5 predictors, power 0.99, α 0.01, effect size f^2 0.15), with purposive sampling technique. Respondent criteria include tourists who have visited tourist villages in Magelang Regency and are at least 17 years old, so that they are considered capable of providing assessments of sustainability practices and destination marketing activities.

This study employs a quantitative approach and Structural Equation Modeling (SEM) to analyze the relationships among variables. SEM-PLS was chosen because this research involves several latent constructs, mediating relationships, and is oriented towards developing a predictive model in the context of sustainable tourism. The analysis was performed using SmartPLS 4 software, which is appropriate for prediction-oriented research involving multiple latent variables and mediation relationships. The analysis was conducted in two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model).

Data were collected through a questionnaire measuring sustainability practices, sustainable marketing, AT, SN, PBC,

and SM as the dependent variable. The research instrument was tested for validity and reliability, and the data were collected using a Likert Scale consisting of items with the following response options: strongly disagree, disagree, neutral, agree, and strongly agree.

In addition to administering the questionnaire, the researchers conducted direct field observations during the data collection process in the selected tourism villages. The observations were intended to obtain a general understanding of the implementation of sustainability practices, including environmental management, waste handling, conservation activities, and community participation. These observations were not analyzed as a separate qualitative dataset but were used to support the interpretation of the quantitative findings obtained through the SEM-PLS analysis.

The construct measurements in this study were adapted from various previous studies that have been tested for validity and reliability. The constructs of AT, SN, and PBC were adapted from the Theory of Planned Behavior developed by Ajzen (1991). Meanwhile, the constructs of PE, TEP, SIP, SM, and VI were adapted from previous studies on sustainable tourism and sustainable marketing. All indicators were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

Evaluation of the measurement model was conducted by testing internal reliability using Cronbach's Alpha and Composite Reliability (CR), convergent validity using Average Variance Extracted (AVE), indicator reliability using outer loading values, discriminant validity using the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT), and multicollinearity using Variance Inflation Factor (VIF). To ensure that each construct measures a different concept and does not experience conceptual overlap, discriminant validity was evaluated specifically on the PE, TEP, and SM constructs using the Fornell-Larcker Criterion and HTMT.

Outer loading values greater than 0.70 and HTMT values below the recommended threshold were considered indicative of satisfactory reliability and discriminant validity. Furthermore, the structural model was evaluated through the path coefficient value, t-statistic value, p-value, coefficient of determination (R^2), and predictive relevance (Q^2). The significance of the structural relationships was assessed using the bootstrapping procedure with 5,000 bootstrap subsamples. In addition, mediation analysis was performed by examining the indirect effects and total effects to evaluate the mediating role of SM.

The definitions of the variables in this study are as follows. SM is defined as tourists' perceptions of the credibility, authenticity, and consistency of marketing messages communicating a destination's sustainable practices. In this study, SM is positioned as a mediating variable linking sustainability practices and psychological factors with tourists' VIs. Conceptually, this construct encompasses the dimensions of credibility, authenticity, and consistency of sustainability messages received by tourists.

TEP is defined as the level of confidence tourists have that the environmental sustainability practices implemented by a tourism village are actually implemented and have a positive impact on the environment. This construct focuses on trust in the actual implementation of environmental practices, not on how those practices are communicated through marketing activities. TEP dimensions include the credibility of environmental practices, environmental commitment, and

consistency of sustainability implementation.

PBC represents tourists' views on how easy it is to access sustainable information and experiences, along with their belief that their involvement helps with environmental preservation. SN describes the perceived social duty, pressure, and approval to support sustainable tourism destinations. AT represents tourists' preferences and confidence in the authenticity of sustainable marketing and its effect on their decisions to visit.

PE refers specifically to tourists' assessments of the quality of a destination's physical and ecological environment, such as cleanliness, environmental conservation, waste management, and natural resource preservation. This definition is limited to environmental aspects to avoid overlap with social constructs. Conceptually, PE comprises the dimensions of physical environmental quality, environmental conservation, waste management, and natural resource preservation.

SIP reflects tourists' views on the social benefits of tourism villages, such as job creation, improved welfare, and community involvement. The SIP dimensions include economic benefits for the community, preservation of local culture, and community participation in tourism development. Finally, VI is defined as a tourist's desire or plan to visit or revisit a tourism village that implements sustainability principles and is positioned as the final dependent variable in this study.

Three main factors influence how sustainable marketing is perceived in tourist villages: visitor attitudes, social impact, and TEP. While social impact indicates advantages for nearby communities, trust guarantees confidence in genuine sustainability practices. These perceptions are converted into behavioral intentions by visitor attitudes, which are influenced by individual values. In addition, SN and PBC, which are the main components of the TPB, also play a role in shaping tourists' perceptions of sustainable marketing.

In this research model, PE is positioned as a tourist's evaluation of the destination's environmental conditions, while TEP represents the level of trust in the implementation of environmental sustainability practices carried out by tourism village managers. SM reflects tourists' perceptions of the credibility and authenticity of the destination's sustainability marketing communications. Thus, these three constructs have distinct conceptual focuses, minimizing the potential for overlap between variables in the research model.

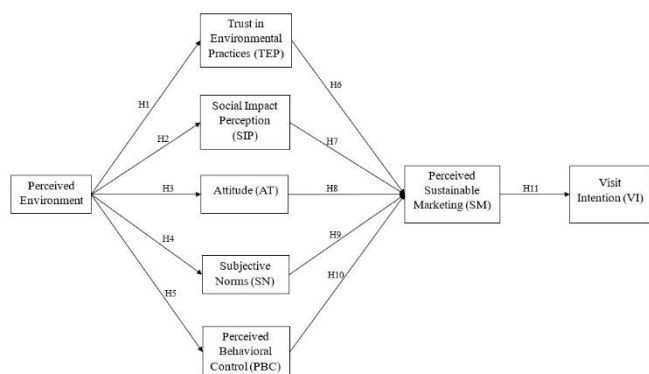


Figure 2. Research model framework

Figure 2 shows the causal relationship flow consisting of PE as an exogenous variable that influences TEP, SIP, AT, SN, PBC, and SM. Furthermore, TEP, SIP, AT, SN, and PBC influence SM, while SM influences VI. Thus, SM acts as a

mediating mechanism that bridges the influence of sustainable practices on tourists' VIs.

3. RESULT

Magelang Regency is one of the strategic regions in Central Java Province with a comparative advantage in the tourism sector. Supported by the presence of Borobudur Temple as a national and international tourism icon, the region has become one of the main destinations for both domestic and international tourists. In addition to cultural and historical attractions, Magelang Regency also offers a variety of natural, religious, educational, and special interest tourism, spanning mountainous areas, rural villages, and urban centers.

The tourism sector contributes significantly to the regional economy, particularly in job creation, community income enhancement, and MSME development. Data show that the number of tourist visits in Magelang Regency reached 5.06 million in 2019, then dropped drastically to 1.16 million in 2020 due to the COVID-19 pandemic. The figure gradually recovered to around 3.4 million in 2023 but declined again to 2.5 million by October 2024. During the 2025 Eid holiday, there was a 19% increase compared to the previous year, with a total of 223,111 tourists recorded.

Another indicator reflecting tourism dynamics is the hotel room occupancy rate, which reached 33.6% in April 2024, up from 20.05% in the previous month. This indicates a recovery in demand for accommodation services in line with improving tourist mobility. However, structural issues with human resource management are the driving force behind this expansion in the tourism industry. Because there are so many seasonal and informal workers, including tour guides, hotel staff, service personnel, and supporting business owners, high employee turnover is a major problem. Job instability, low pay, no social security, and few opportunities for professional advancement are all contributing factors to turnover. These factors have an impact on the overall sustainability of the tourism industry as well as operational effectiveness and service quality.

This study uses the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach to analyze the model of sustainable tourism behavior. The eight primary components of the model are VI, PBC, SM, AT, SN, PE, TEP, and SIP. Before testing the structural relationships between constructs in the research model, an evaluation of the measurement model is first carried out to ensure that each construct has met the reliability and validity criteria so that it is suitable for use in structural model analysis.

3.1 Measurement model evaluation

Before testing the hypotheses, this study first evaluated the measurement model (outer model) through reliability, convergent validity, discriminant validity, and multicollinearity tests. This step is crucial to ensure that each construct used meets the measurement criteria in SEM-PLS.

As presented in Table 1, all constructs have Cronbach's Alpha values above 0.70 and Composite Reliability values above 0.70. Furthermore, the Average Variance Extracted (AVE) values for all constructs are above 0.50. Thus, all constructs are deemed reliable and meet convergent validity.

Table 2 presents the outer loading values of all measurement items. The results show that all indicators have outer loading

values above the recommended threshold of 0.70, indicating that each indicator adequately represents its corresponding latent construct. Therefore, all measurement items satisfy the indicator reliability requirement and are retained for further structural model analysis.

Table 1. Reliability and convergent validity test results

Construct	Cronbach's Alpha	Composite Reliability	AVE
AT	0,983	0,985	0,845
PBC	0,982	0,984	0,833
PE	0,992	0,992	0,879
SIP	0,936	0,959	0,886
SM	0,983	0,985	0,844
SN	0,985	0,986	0,857
TEP	0,927	0,954	0,873
VI	0,982	0,984	0,859

Source: Processed by the author.

Table 2. Outer loading of measurement items

Indicator & Construct	Outer Loadings	Indicator & Construct	Outer Loadings
Attitude		Social Impact Perception	
AT1 ← AT	0,933	SIP1 ← SIP	0,948
AT10 ← AT	0,922	SIP2 ← SIP	0,93
AT11 ← AT	0,909	SIP3 ← SIP	0,946
AT12 ← AT	0,919	Perceived Sustainable Marketing	
AT2 ← AT	0,919	SM1 ← SM	0,946
AT3 ← AT	0,926	SM10 ← SM	0,907
AT4 ← AT	0,925	SM11 ← SM	0,886
AT5 ← AT	0,905	SM12 ← SM	0,959
AT6 ← AT	0,932	SM2 ← SM	0,892
AT7 ← AT	0,916	SM3 ← SM	0,947
AT8 ← AT	0,906	SM4 ← SM	0,92

Indicator & Construct	Outer Loadings	Indicator & Construct	Outer Loadings
AT9 ← AT	0,92	SM5 ← SM	0,876
Perceived Behavioral Control		SM6 ← SM	0,94
BC1 ← BC	0,91	SM7 ← SM	0,94
BC10 ← BC	0,919	SM8 ← SM	0,863
BC11 ← BC	0,902	SM9 ← SM	0,941
BC12 ← BC	0,924	Subjective Norm	
BC2 ← BC	0,912	SN1 ← SN	0,945
BC3 ← BC	0,945	SN10 ← SN	0,944
BC4 ← BC	0,912	SN11 ← SN	0,895
BC5 ← BC	0,886	SN12 ← SN	0,915
BC6 ← BC	0,928	SN2 ← SN	0,91
BC7 ← BC	0,904	SN3 ← SN	0,94
BC8 ← BC	0,88	SN4 ← SN	0,946
BC9 ← BC	0,925	SN5 ← SN	0,903
Perceived Environment		SN6 ← SN	0,937
PE1 ← PE	0,936	SN7 ← SN	0,948
PE10 ← PE	0,943	SN8 ← SN	0,902
PE11 ← PE	0,939	SN9 ← SN	0,921
PE12 ← PE	0,953	Trust in Environmental Practices	
PE13 ← PE	0,913	TEP1 ← TEP	0,94
PE14 ← PE	0,925	TEP2 ← TEP	0,911
PE15 ← PE	0,942	TEP3 ← TEP	0,952
PE16 ← PE	0,942	Visit Intention	
PE17 ← PE	0,925	VI1 ← VI	0,953
PE18 ← PE	0,941	VI10 ← VI	0,965
PE2 ← PE	0,94	VI2 ← VI	0,922
PE3 ← PE	0,952	VI3 ← VI	0,889
PE4 ← PE	0,923	VI4 ← VI	0,945
PE5 ← PE	0,907	VI5 ← VI	0,916
PE6 ← PE	0,954	VI6 ← VI	0,898
PE7 ← PE	0,933	VI7 ← VI	0,958
PE8 ← PE	0,95	VI8 ← VI	0,925
PE9 ← PE	0,956	VI9 ← VI	0,893

Source: Processed by the author.

Table 3. Discriminant validity test results (Fornell-Larcker criterion)

	AT	PBC	PE	SIP	SM	SN	TEP	VI
AT	0,919							
PBC	0,776	0,912						
PE	0,736	0,653	0,938					
SIP	0,757	0,765	0,666	0,941				
SM	0,729	0,7	0,601	0,655	0,919			
SN	0,658	0,651	0,577	0,654	0,652	0,926		
TEP	0,772	0,778	0,7	0,786	0,703	0,685	0,934	
VI	0,673	0,679	0,607	0,654	0,882	0,595	0,697	0,927

Source: Processed by the author.

Table 4. Discriminant validity test results (HTMT criterion)

	AT	BC	PE	SIP	SM	SN	TEP	VI
AT								
BC	0,790							
PE	0,745	0,659						
SIP	0,791	0,797	0,690					
SM	0,735	0,705	0,600	0,676				
SN	0,670	0,659	0,583	0,679	0,656			
TEP	0,807	0,814	0,729	0,844	0,726	0,716		
VI	0,685	0,691	0,616	0,685	0,895	0,602	0,729	

Source: Processed by the author.

The discriminant validity results based on the Fornell–Larcker criterion are presented in Table 3. The square root of

the AVE for each construct is greater than its correlations with the other constructs. These results indicate that each construct

has good discriminant validity, thus preventing measurement overlap between research variables, including PE, TEP, and SM.

The HTMT criterion was also used to further assess discriminant validity. As shown in Table 4, all HTMT values are below the recommended threshold of 0.90, indicating that each construct is empirically distinct and does not exhibit conceptual overlap. These findings confirm that the discriminant validity requirements are satisfactorily met.

Finally, the multicollinearity test results presented in Table 5 show that the Variance Inflation Factor (VIF) values range from 1.000 to 3.733. Since all values are below the maximum threshold of 5.00, the research model does not indicate any multicollinearity problems.

Table 5. Multicollinearity test results (VIF)

Variable	VIF
AT → SM	3.357
PBC → SM	3.436
PE → AT	1.000
PE → PBC	1.000
PE → SIP	1.000
PE → SN	1.000
PE → TEP	1.000
SIP → SM	3.370
SM → VI	1.000
SN → SM	2.131
TEP → SM	3.733

Source: Processed by the author.

Table 6. Results of the coefficient of determination (R^2) test

Endogenous Construct	R^2	Category
Attitude (AT)	0,542	Moderate
Perceived Behavioral Control (PBC)	0,426	Moderate
Social Impact Perception (SIP)	0,444	Moderate
SM	0,616	Moderate
Subjective Norm (SN)	0,333	Moderate
Trust in Environmental Practices (TEP)	0,491	Moderate
Visit Intention (VI)	0,778	Strong

Source: Processed by the author.

3.2 Structural model evaluation

The quality of the structural model was evaluated using the coefficient of determination (R^2), predictive relevance (Q^2), and Standardized Root Mean Square Residual (SRMR). This evaluation aimed to assess the model's ability to explain endogenous variables, its predictive ability, and its overall level of model fit.

The R^2 value indicates the proportion of variation in the endogenous construct that can be explained by the exogenous constructs in the research model. Based on Table 6, the R^2 value for SM of 0.616 indicates that 61.6% of the variation in SM can be explained by TEP, SIP, AT, SN, and PBC. Meanwhile, the R^2 value for VI of 0.778 indicates that 77.8% of the variation in tourists' VI can be explained by SM. Overall, the R^2 value obtained shows that the model has explanatory power that is in the moderate to strong category.

The Q^2 value is used to evaluate the model's predictive relevance. According to Table 7, all endogenous constructs have Q^2 values greater than zero, ranging from 0.283 to 0.662. These results indicate that the model has good predictive ability in explaining the endogenous variables studied. The highest Q^2 value is found for the VI construct (0.662),

indicating that the model has excellent predictive ability in explaining tourists' visit intentions towards sustainable tourism villages.

Next, model fit was evaluated using the Standardized Root Mean Square Residual (SRMR) value. According to Table 8, the SRMR value for the saturated model was 0.062, which is below the recommended limit of 0.08. This result indicates that the model has a good fit and is able to adequately represent the relationships between constructs. However, the SRMR value for the estimated model, at 0.152, is still above the recommended limit of 0.08. Nevertheless, in the SEM-PLS approach, model evaluation focuses more on predictive ability, reliability, construct validity, and the significance of relationships between variables. Therefore, this research model remains suitable for hypothesis testing because it meets the criteria for reliability, validity, and good predictive ability.

Table 7. Predictive relevance (Q^2) test results

Endogenous Construct	Q^2	Category
Attitude (AT)	0,456	Big Predictive Relevance
Perceived Behavioral Control (PBC)	0,351	Big Predictive Relevance
Social Impact Perception (SIP)	0,39	Big Predictive Relevance
Perceived Sustainable Marketing (SM)	0,512	Big Predictive Relevance
Subjective Norm (SN)	0,283	Big Predictive Relevance
Trust in Environmental Practices (TEP)	0,425	Big Predictive Relevance
Visit Intention (VI)	0,662	Big Predictive Relevance

Source: Processed by the author.

Table 8. Model goodness-of-fit (SRMR) test results

Model Component	SRMR Value	Criteria
Saturated Model	0,062	Fit
Estimated Model	0,152	

Source: Processed by the author.

3.3 Hypothesis testing

Hypothesis testing was conducted by examining the path coefficients, t-statistics, and p-values obtained from the bootstrapping procedure with 5,000 bootstrap subsamples. The proposed hypotheses were considered supported when the p-value was less than 0.05.

According to Table 9, the majority of the model's hypotheses are accepted when the p-value is less than 0.05, the T-statistic is greater than 1.96, and the coefficients are positive. The variables AT, PBC, SN, and TEP are proven to have a significant effect on SM. In addition, PE demonstrates significant influence on five variables simultaneously, reinforcing its position as the main exogenous variable in shaping tourist perceptions and intentions. However, one hypothesis is rejected, namely the relationship between SIP and SM, as indicated by a p-value of 0.893 and a T-statistic of 0.134. This result suggests that perceptions of social impact do not play a sufficient role in shaping tourists' perception of sustainable marketing.

The mediation analysis was conducted to examine the indirect effects among the proposed constructs through SM. As presented in Table 10, most indirect relationships were

statistically significant. Environmental perception (PE) had significant indirect effects on SM through AT ($\beta = 0.229$, $p < 0.001$), SN ($\beta = 0.116$, $p = 0.002$), PBC ($\beta = 0.121$, $p = 0.006$), and TEP ($\beta = 0.121$, $p = 0.006$). Furthermore, PE also exerted significant sequential indirect effects on VI through TEP–SM ($\beta = 0.107$, $p = 0.007$), AT–SM ($\beta = 0.202$, $p < 0.001$), SN–SM ($\beta = 0.103$, $p = 0.002$), and PBC–SM ($\beta = 0.107$, $p = 0.006$). In addition, AT, SN, PBC, and TEP significantly influenced VI through SM, with indirect effect coefficients of

0.274, 0.178, 0.163, and 0.153, respectively ($p < 0.05$). However, the indirect effect of PE on SM through SIP ($\beta = 0.007$, $p = 0.894$), the indirect effect of SIP on VI through SM ($\beta = 0.009$, $p = 0.893$), and the sequential indirect effect of PE on VI through SIP and SM ($\beta = 0.006$, $p = 0.894$) were not significant. These findings support the mediating role of SM in linking environmental and psychological factors with tourists' VI, except for the mediation pathway involving SIP.

Table 9. Structural model results: Direct effects

Hypothesis	Coefficient	T Statistics	P Values	Decision
Perceived Environment → Trust in Environmental Practices (H1)	0.700	17.643	0.000	Accepted
Perceived Environment → Social Impact Perception (H2)	0.666	17.508	0.000	Accepted
Perceived Environment → Attitude (H3)	0.736	22.633	0.000	Accepted
Perceived Environment → Subjective Norm (H4)	0.577	11.952	0.000	Accepted
Perceived Environment → Perceived Behavioral Control (H5)	0.653	15.732	0.000	Accepted
Trust in Environmental Practices → Perceived Sustainable Marketing (H6)	0.173	2.684	0.007	Accepted
Social Impact Perception → Perceived Sustainable Marketing (H7)	0.011	0.134	0.893	Rejected
Attitude → Perceived Sustainable Marketing (H8)	0.311	5.105	0.000	Accepted
Subjective Norm → Perceived Sustainable Marketing (H9)	0.202	3.333	0.001	Accepted
Perceived Behavioral Control → Perceived Sustainable Marketing (H10)	0.185	2.706	0.007	Accepted
Perceived Sustainable Marketing → Visit Intention (H11)	0.882	57.317	0.000	Accepted

Source: Processed by the author.

Table 10. Structural model results: Indirect effects

	Coefficient	T Statistics	P Values	Decision
PE → SN → SM	0,116	3,130	0,002	Accepted
AT → SM → VI	0,274	5,053	0,000	Accepted
PE → SIP → SM	0,007	0,134	0,894	Rejected
BC → SM → VI	0,163	2,708	0,007	Accepted
PE → BC → SM	0,121	2,753	0,006	Accepted
PE → AT → SM	0,229	5,047	0,000	Accepted
SIP → SM → VI	0,009	0,134	0,893	Rejected
PE → TEP → SM → VI	0,107	2,721	0,007	Accepted
SN → SM → VI	0,178	3,323	0,001	Accepted
PE → SN → SM → VI	0,103	3,112	0,002	Accepted
TEP → SM → VI	0,153	2,674	0,008	Accepted
PE → SIP → SM → VI	0,006	0,133	0,894	Rejected
PE → BC → SM → VI	0,107	2,753	0,006	Accepted
PE → AT → SM → VI	0,202	4,986	0,000	Accepted
PE → TEP → SM	0,121	2,732	0,006	Accepted

Source: Processed by the author.

Table 11. Structural model results: Total effects

	Coefficient	T Statistics	P Values	Decision
AT → SM	0,311	5,105	0,000	Accepted
AT → VI	0,274	5,053	0,000	Accepted
BC → SM	0,185	2,706	0,007	Accepted
BC → VI	0,163	2,708	0,007	Accepted
PE → AT	0,736	22,633	0,000	Accepted
PE → BC	0,653	15,732	0,000	Accepted
PE → SIP	0,666	17,508	0,000	Accepted
PE → SM	0,594	19,245	0,000	Accepted
PE → SN	0,577	11,952	0,000	Accepted
PE → TEP	0,700	17,643	0,000	Accepted
PE → VI	0,524	17,263	0,000	Accepted
SIP → SM	0,011	0,134	0,893	Rejected
SIP → VI	0,009	0,134	0,893	Rejected
SM → VI	0,882	57,317	0,000	Accepted
SN → SM	0,202	3,333	0,001	Accepted
SN → VI	0,178	3,323	0,001	Accepted
TEP → SM	0,173	2,684	0,007	Accepted
TEP → VI	0,153	2,674	0,008	Accepted

Source: Processed by the author.

The total effects analysis was performed to assess the overall influence of each construct by combining both direct and indirect effects. As presented in Table 11, PE exhibited significant total effects on SM ($\beta = 0.594$, $p < 0.001$) and VI ($\beta = 0.524$, $p < 0.001$), indicating that PE substantially contributes to tourists' perceptions of sustainable marketing and their intention to visit sustainable tourism villages. Likewise, AT, PBC, SN, and TEP showed significant total effects on both SM and VI ($p < 0.05$), demonstrating their overall contribution to strengthening tourists' intention to visit. In contrast, SIP did not exhibit significant total effects on either SM ($\beta = 0.011$, $p = 0.893$) or VI ($\beta = 0.009$, $p = 0.893$). Among all relationships, SM had the strongest total effect on VI ($\beta = 0.882$, $p < 0.001$), emphasizing its central role in explaining tourists' behavioral intentions toward sustainable tourism villages. Overall, these findings indicate that the combined direct and indirect influences among the constructs reinforce the importance of SM in the proposed structural model.

4. DISCUSSION

4.1 Effect of Perceived Environment on Trust in Environmental Practices

Based on Table 9, the analysis shows that PE has a positive and significant effect on TEP, with a coefficient of 0.700, t -statistic 17.643, and p -value 0.000 (< 0.05). This indicates that the more positive tourists' perceptions of the physical, ecological, and environmental governance conditions in tourism villages, the higher their trust in the sustainability practices implemented by destination managers.

Theoretically, this finding supports the trust-based approach in sustainability communication as proposed by Papista and Krystallis [22], which explained that consumer trust is formed by the fit between claimed sustainability messages and verifiable evidence on site. In tourism, elements such as nature conservation, eco-friendly architecture, and waste and energy management serve as tangible indicators that strengthen trust in destination sustainability. Research by Chen and Tung [23], Han et al. [24], Kim and Han [25], Paul et al. [26], and Zhang and Dong [27] further supported the idea that trust in green tourism practices is primarily based on favorable opinions of environmental quality.

In this study, PE is specifically defined as tourists' perceptions of the quality of a destination's physical and ecological environment, such as cleanliness, environmental conservation, waste management, and natural resource preservation. Therefore, this construct does not include the social and economic benefits received by local communities, as these aspects are represented separately by the SIP construct. This separation is important to ensure clear conceptual boundaries between constructs in the research model.

When visitors see tangible sustainability practices firsthand, they develop trust, according to field data from tourism villages throughout Magelang Regency. Participation in TPS 3R waste management, green space use, water conservation education, and active community involvement in environmental stewardship are all examples of this. Visitors are persuaded that sustainability principles are not just catchphrases but are actually put into practice through activities like composting, planting trees, and leading

educational tours.

These findings suggest that PE plays an initial foundation in building TEP. The higher the environmental quality perceived by tourists, the greater their confidence that the sustainability activities communicated by a destination are not merely promotional strategies but are actually implemented. Therefore, PE is a crucial factor influencing tourists' TEP, which ultimately shapes their perceptions of the destination's sustainable marketing practices.

Thus, PE reflects not only a rational appraisal of destination conditions but also triggers the formation of tourist TEP. Such trust arises when positive perceptions are accompanied by concrete evidence and direct participation. Maintaining environmental integrity and quality in tourism villages is therefore a strategic step to reinforce tourist trust in the sustainability commitments of destination managers.

4.2 Effect of Perceived Environment on Social Impact Perception

Based on Table 9, the analysis shows that PE has a positive and significant effect on SIP, with a coefficient of 0.666, t -statistic 17.508, and p -value 0.000 (< 0.05). This indicates that the more positive tourists' perceptions of a destination's environmental aspects, the stronger their belief that their presence contributes positively to local communities.

Theoretically, this is consistent with the Theory of Planned Behavior [28], which stated that perceptions of external conditions such as the environment can shape beliefs about the social consequences of an action. Here, PE acts as an external factor that triggers positive evaluation of the social impacts of tourism activities. Paul et al. [26] noted that perceived environmental quality can influence commitment to social sustainability. Han et al. [24] argued that tourists' perceptions of a destination's environmental quality contribute to their evaluations of social impacts, including community participation and cultural preservation. Studies by Nguyen et al. [29], Tilikidou [30], and Yadav and Pathak [31] also supported the argument that PE encourages socially responsible tourism behavior.

In this study, PE and SIP are positioned as two distinct yet interrelated constructs. PE focuses on tourists' perceptions of the physical and ecological quality of a destination, while SIP represents tourists' perceptions of the social benefits received by local communities, such as improved well-being, job creation, cultural preservation, and community participation in tourism activities. The research findings indicate that positive environmental perceptions contribute to a better perception of a destination's social impact. In other words, good environmental quality can signal to tourists that a destination is managed responsibly, not only in environmental aspects but also in providing benefits to local communities.

Field conditions support these findings. Tourists visiting tourism villages in Magelang acknowledge the active role of local communities in environmental conservation and sustainable land use. Some villages implement spatial zoning that integrates tourism with productive areas such as agriculture and forestry. Visitors observe activities such as creating biopores, converting waste into compost, building natural footpaths from stone and bamboo, and harvesting rainwater for daily needs. Many voluntarily join tree planting, spring restoration, and organic farming training. These experiences reinforce the belief that visits generate tangible social and ecological benefits.

These results indicate that tourists tend to associate good environmental quality with a destination's ability to generate social benefits. When the environment appears to be well-maintained and sustainably managed, tourists perceive that local communities also benefit from tourism activities. In other words, environmental perceptions serve as an early indicator that helps tourists evaluate the social impact of tourism destination management.

Accordingly, PE becomes a key trigger for positive perceptions of the social impacts of tourism visits. These findings reinforce the argument that successful environmental management not only generates ecological benefits but also enhances tourists' belief that tourism positively contributes to local communities. Therefore, maintaining the environmental quality of a destination is a crucial strategy for strengthening tourists' perceptions of the social benefits generated by sustainable tourism villages.

4.3 Effect of Perceived Environment on Attitude

Based on Table 9, the analysis shows that PE has a positive and significant effect on AT, with a coefficient of 0.736, t-statistic 22.633, and p-value 0.000 (< 0.05). This indicates that the more positive tourists' perceptions of environmental aspects such as cleanliness, greenness, spatial comfort, and ecological governance, the more favorable their attitudes toward the destination's sustainability values.

Theoretically, this aligns with the Theory of Planned Behavior [28], which asserts that attitudes are formed by evaluations of anticipated outcomes. When tourists see well-managed, sustainability-oriented environments, their attitudes toward sustainable practices become more open and supportive. Perceptions of physical environmental elements function as stimuli that shape positive affect and evaluations of sustainability.

AT represents tourists' positive or negative evaluations of sustainability practices implemented in tourist villages. Research findings indicate that PE is a crucial factor shaping tourists' attitudes toward sustainability. Good environmental quality provides positive experiences for tourists, thus fostering a more supportive attitude toward a destination's sustainability efforts. Thus, tourists' attitudes develop through an evaluation of the environmental conditions they observe and experience during their visit.

Prior studies reinforce this finding. Vermeir and Verbeke [32] showed that perceived environmental conditions significantly enhance pro-environmental attitudes. Han et al. [24] found that perceptions of cleanliness and landscape harmony contribute to positive attitudes toward eco-friendly behavior. Paul et al. [26] and Zhang and Dong [27] reported that high-quality environmental experiences strengthen attitudes toward sustainable marketing. Papista and Krystallis [22] noted that authentic environmental attributes aligned with ecological values amplify positive attitude evaluations toward sustainable destination images.

Empirically, tourism villages in Magelang demonstrate that visitors quickly form positive attitudes when they encounter clean, natural, aesthetically organized settings with minimal visual and noise pollution. Litter-free public areas, natural drainage, preserved local vegetation, and footpaths made from eco-friendly materials create pleasant experiences from the outset. Even before promotional explanations, visitors sense that they are in a sustainability-minded place. This shows that perceived environmental quality strongly contributes to

attitudes that support sustainable tourism.

This finding is also important in explaining the mechanisms of the research model. PE does not directly shape tourists' VIs, but rather first forms a positive attitude toward sustainability. This attitude then contributes to the formation of SM, which in turn influences VI. Thus, attitude acts as a psychological mechanism that bridges the influence of environmental quality on tourists' responses to sustainable marketing.

The results of this study strengthen the argument that environmental quality is a strategic factor in developing tourists' positive attitudes toward sustainability. The better the environment perceived by tourists, the more likely they are to support and appreciate the sustainable practices implemented by the tourist destination. Therefore, tourism village managers need to consistently maintain environmental quality because a well-maintained environment not only enhances the destination's attractiveness but also fosters positive attitudes that support the success of sustainable marketing.

4.4 Effect of Perceived Environment on Subjective Norm

Based on Table 9, the analysis shows that PE has a positive and significant effect on SN, with a coefficient of 0.577, t-statistic 11.952, and p-value 0.000 (< 0.05). This indicates that positive perceptions of environmental quality and management strengthen the belief that sustainable tourism behavior is socially supported by important others.

Theoretically, this supports the Theory of Planned Behavior [28], which states that SN are formed by perceived social pressure or expectations from significant others. In a collectivist culture such as Indonesia, social influence strongly shapes attitudes and behavior. When a destination shows strong environmental commitment, visitors tend to perceive eco-friendly behavior as a social expectation from respected groups such as family, community, or peers.

SN in this study represents tourists' perceptions of social support that encourages them to engage in sustainable tourism activities. Research findings indicate that positive environmental perceptions can strengthen tourists' SN. A clean, well-maintained, and sustainably managed environment signals that sustainable practices have become part of the values and behaviors accepted by destination stakeholders. Therefore, environmental quality not only influences tourists' assessments of ecological aspects but also shapes their perceptions of social expectations to support sustainable tourism.

Supporting evidence includes Lee et al. [33], who showed that exposure to environmental practices at destinations increases social norms supporting eco-friendly behavior. Zhang and Dong [27] emphasized that social expectations are formed through observing pro-environmental behavior around individuals. Lee and Jan [34] found that perceptions of destination environmental commitment internalize the norm that sustainable behavior is part of societal values. Bolderdijk et al. [35] and Ham and Weiler [36] also showed that educational and visual elements of destination sustainability strengthen perceived social norms encouraging responsible tourism.

In Magelang's tourism villages, visitors arriving in groups such as families, students, or communities tend to align with prevailing environmental values. Observing visitors who follow cleanliness rules, use personal utensils, buy local products, or join environmental education programs creates a social atmosphere that reinforces shared norms.

Recommendations from community leaders, teachers, or opinion leaders also drive choices for sustainable destinations. These social expectations are important in shaping SN that encourage ethical and responsible travel behavior.

These findings demonstrated that PE plays a role in helping tourists identify prevailing social norms at a destination. The more positive tourists' perceptions of environmental quality, the stronger their belief that behaviors that support sustainability receive social support from their surroundings. These results align with the Theory of Planned Behavior framework, which positions SN as a crucial psychological factor in shaping individual behavioral responses.

Furthermore, in this research model, SN do not directly influence VI but rather primarily influence SM. This suggests that social support for sustainability helps shape tourists' perceptions of the credibility and relevance of a destination's sustainable marketing. Thus, SN serve as a psychological mechanism that bridges the influence of environmental perceptions on tourists' evaluations of sustainable marketing.

Therefore, good environmental quality not only enhances the ecological attractiveness of a destination but also strengthens social norms that support sustainable tourism behavior. These findings confirm that successful environmental management can yield psychological benefits in the form of the formation of SN, which ultimately support the effectiveness of sustainable marketing and increase tourist return intentions.

4.5 Effect of Perceived Environment on Perceived Behavioral Control

Based on Table 9, the analysis shows that PE has a positive and significant effect on PBC, with a coefficient of 0.653, *t*-statistic 15.732, and *p*-value 0.000 (< 0.05). This indicates that positive perceptions of village environmental conditions strengthen individuals' beliefs that eco-friendly actions are easy to perform. When destinations provide enabling facilities such as sorted waste bins, pedestrian-friendly paths, and educational signage, sustainable actions become more psychologically and practically accessible.

Theoretically, this reinforces the Theory of Planned Behavior [28], which posited that PBC reflects an individual's perception of the ease or difficulty of performing a behavior. The greater an individual's perception that resources, facilities, and opportunities are available, the higher the perceived level of behavioral control. In the context of this research, good environmental quality serves as an external factor that signals to tourists that sustainable behavior is easily feasible and supported by the destination.

PBC in this study is defined as tourists' beliefs about their ability and ease of participating in tourism activities that support sustainability, including accessing information, utilizing environmentally friendly facilities, and contributing to environmental conservation efforts. The results of the study indicate that environmental perceptions play a role in shaping tourists' PBC. A well-managed environment, supported by adequate facilities and visible sustainability practices, can increase tourists' confidence in their ability to engage in behaviors that support sustainability. Thus, environmental quality not only enhances comfort during a visit but also strengthens tourists' perceptions of their ability to participate in sustainable tourism activities.

Prior studies support this. Chen and Tung [23] showed that sustainable facilities and environmental education strengthen

perceived ability to engage in eco-friendly practices. Han and Hyun [37] found that physical facilities such as sorted bins, information signs, and green infrastructure strengthen tourists' confidence to act. Gao et al. [38] and Lee and Jan [34] showed that concrete environmental support increases perceived capability and control for sustainable behavior.

In Magelang's tourism villages, many visitors feel more confident engaging in conservation when supportive facilities and programs are available. Villages provide interpretive trails with educational boards, separated waste bins, eco-toilets, and participatory activities such as composting workshops, waste management training, natural farming, and tree planting. Access to these facilities strengthens the belief that sustainable actions are easy, enjoyable, and fully supported.

These findings indicate that PE plays a significant role in enhancing tourists' PBC. The more positive the perceived environmental quality, the greater the tourists' confidence in their ability to participate in sustainable tourism activities. These results reinforce the TPB framework, which positions PBC as a key determinant in shaping individual behavioral responses.

Furthermore, in this research model, PBC is not directly directed at VI, but rather first influences SM. This finding indicates that tourists who perceive they have the ability and opportunity to participate in sustainable practices tend to provide more positive assessments of sustainable marketing activities undertaken by destinations. Thus, PBC serves as a psychological mechanism that bridges the influence of environmental perceptions on perceptions of sustainable marketing.

Therefore, good environmental quality not only provides ecological and aesthetic benefits but also increases tourists' confidence that they can actively engage in sustainable tourism activities. These findings confirm that providing facilities and infrastructure that support sustainability is an important strategy for strengthening tourists' PBC and supporting the effectiveness of sustainable marketing in tourism villages.

4.6 Effect of Trust in Environmental Practices on Perceived Sustainable Marketing

Based on Table 9, TEP has a positive and significant effect on SM, with a coefficient of 0.173, *t*-statistic 2.684, and *p*-value 0.007 (< 0.05). This indicates that trust in a village's environmental practices shapes perceptions that its marketing communications are authentic, aligned with reality, and consistently reflect sustainability principles.

Theoretically, this aligns with experiential marketing [39], which explained that brand value is formed through direct experience and coherence between marketing claims and on-site reality. In sustainable destinations, TEP becomes the foundation for judging marketing messages as reflective of reality rather than rhetoric. When sustainability practices are visible and experienced, promotional messages are more positively received.

TEP and SM are two distinct but interrelated constructs. TEP represents the level of confidence tourists have that a destination truly implements environmental sustainability practices, while SM reflects tourists' perceptions of the credibility, honesty, and authenticity of marketing communications that highlight sustainability aspects. Research shows that trust in sustainability practices plays a significant role in shaping positive perceptions of sustainable

marketing. When tourists believe that a destination truly implements sustainability efforts, they tend to view the marketing messages as more credible and trustworthy. Therefore, TEP is an important foundation for building positive perceptions of sustainable marketing by a tourist destination.

Supporting studies include Lam [40] on how trust in environmental commitment increased positive responses to green messaging, especially for services with emotional and ethical value. Loureiro [41] showed that perceived authenticity and environmental sustainability shape brand value and loyalty, particularly in eco-tourism contexts. Pine and Gilmore [42] argued that authentic experiences consistent with expectations create strong perceptions of destination integrity. Park and Yoon [43] and Ryu and Han [44] also found that trust in ethical integrity significantly affects assessments of marketing communication quality and honesty.

In Magelang's tourism villages, trust grows when visitors witness concrete sustainability such as waste sorting, use of local materials, renewable energy, and community involvement in eco-education. When these experiences match promotional content on social media, brochures, or information boards, marketing is perceived as more credible. Some visitors even report stronger recommendation intent because they believe that what is promoted is genuinely practiced. This reinforces the view that marketing functions as authentic communication that builds loyalty and advocacy.

These findings suggest that the success of sustainable marketing is determined not only by the quality of the message delivered, but also by the level of trust tourists have in the underlying sustainability practices. The higher the TEP, the more likely tourists are to view marketing activities as an accurate representation of the destination's condition.

Furthermore, in this research model, SM acts as a mediating variable linking sustainability practices with VI. Therefore, the influence of TEP on SM indicates that TEP is an important mechanism that helps translate sustainability implementation into positive tourist responses to marketing communications, ultimately driving VI.

Thus, TEP is a crucial foundation for building positive perceptions of sustainable marketing. This finding strengthens the argument that tourist destinations need to ensure a congruence between their sustainability claims and the practices actually implemented on the ground so that marketing communications are perceived as authentic, credible, and capable of increasing tourist interest in visiting.

4.7 Effect of Social Impact Perception on Perceived Sustainable Marketing

Based on Table 9, SIP does not have a significant effect on SM, with a coefficient of 0.011, *t*-statistic 0.134, and *p*-value 0.893 (> 0.05). This suggests that beliefs about social contributions such as community empowerment, cultural preservation, or improved quality of life are not sufficient to shape positive perceptions of sustainability-oriented marketing.

Theoretically, this relates to the intention-behavior gap within the Theory of Planned Behavior [28], where normative or abstract perceptions do not necessarily translate into positive evaluations, especially without direct experiences, involvement, or personally salient relevance.

These results clarify the conceptual distinction between SIP and SM. SIP represents tourists' perceptions of the social

benefits received by local communities, while SM reflects tourists' perceptions of the credibility, honesty, and authenticity of marketing communications that address sustainability. Therefore, although tourists perceive that a tourist village provides social benefits to the community, this assessment does not automatically improve their perceptions of the quality of the destination's sustainable marketing.

Prior research supports this view, Carrington et al. [45] showed that even socially oriented consumers remain skeptical of marketing claims without concrete evidence. Gupta and Ogden [46] and Vermeir and Verbeke [47] noted that green marketing effectiveness depends on perceived consistency and transparency. Bray et al. [48] emphasized that perceptions of social impact do not always directly contribute to trust in marketing strategies when messages are seen as symbolic or repetitive. Gupta and Ogden [46] further argued that credibility depends on consistency and lived experience.

Field observations in Magelang show similar patterns. Although visitors appreciate programs such as MSME development, local arts, and community-based services, many do not link these experiences directly to marketing messages. Social information is viewed as generic across destinations, offering little differentiation. Without intensive interaction or clear on-site evidence, the persuasive power of social claims to shape perceptions of sustainable marketing is weak.

These findings indicate that tourists tend to evaluate concrete and directly observable sustainability practices, such as environmental cleanliness, nature conservation, and waste management, more than social benefits, which are generally indirect and require more in-depth understanding. This situation means that perceptions of social impacts have not yet played a significant role in shaping tourists' perceptions of sustainable marketing.

The results of this study also provide important implications for the development of research models. The insignificant effect of SIP on SM indicates that each sustainability dimension does not always contribute equally to shaping tourists' perceptions of sustainable marketing. Tourists appear to be more responsive to factors related to direct experience and personal beliefs, such as TEP, AT, SN, and PBC, which have been shown to have a significant influence on SM.

Thus, although social impact remains a crucial component of sustainable tourism development, the results of this study indicate that social benefits are not yet a primary consideration for tourists in evaluating a destination's sustainable marketing. Therefore, tourism village managers need to communicate the resulting social benefits in a more tangible, measurable, and easily understood way for tourists. Providing information about tourism's contribution to improving community welfare, creating jobs, preserving local culture, and empowering communities is expected to raise tourists' awareness of the resulting social impacts and strengthen their positive perception of the destination's sustainable marketing practices.

4.8 Effect of Attitude on Perceived Sustainable Marketing

Based on Table 9, AT has a positive and significant effect on SM, with a coefficient of 0.311, *t*-statistic 5.105, and *p*-value 0.000 (< 0.05). This indicates that positive attitudes toward sustainability values strengthen perceptions that a village's marketing strategy is authentic and credible.

Theoretically, this is consistent with the Theory of Planned Behavior [28], which positions attitude as a key determinant of evaluation and acceptance of related information or actions.

When sustainability is seen as important and worthy of support, promotional messages emphasizing sustainability are more readily accepted and perceived as meaningful, increasing trust in destination communications.

AT in this study represents tourists' positive evaluation of the sustainability values and practices implemented by a tourist destination, while SM describes tourists' perceptions of the credibility, honesty, and authenticity of marketing communications that emphasize sustainability aspects. The results of the study indicate that a positive attitude toward sustainability plays a significant role in shaping tourists' perceptions of sustainable marketing. Tourists who have a positive assessment of sustainability efforts tend to be more receptive and trusting of marketing messages that communicate the destination's commitment to environmental, social, and economic aspects. Thus, attitude toward sustainability is one of the psychological factors that encourages the formation of a more positive perception of sustainable marketing carried out by tourist destinations.

Supporting studies include Vermeir and Verbeke [47], Auger and Devinney [49], and Young et al. [50], which showed that pro-environmental orientations elevate evaluations of eco-centric promotion. Papista and Krystallis [22] highlighted the role of affect in linking pro-sustainability attitudes to marketing responses. Nguyen et al. [29] showed that ecological attitudes significantly influence trust in sustainability-based campaigns and foster loyalty to ethical destinations.

Empirical evidence in Magelang indicates that visitors who care about environmental and social issues are more attracted to promotional content showing conservation efforts, community involvement, and sustainable resource use. Messages across brochures, social media, and guide narratives are convincing when aligned with personal values. Many visitors report that preference for sustainability-oriented destinations is a primary reason for choosing and recommending a place, showing that positive attitudes strengthen perceptions of marketing integrity and effectiveness.

The results of the study also show that AT is the strongest predictor in shaping SM compared to TEP, SN, and PBC. This is indicated by the path coefficient value of $\beta = 0.311$, which is the highest value among all variables that influence SM. These findings indicate that internal factors related to evaluation, beliefs, and personal assessments of sustainability have a more dominant role in shaping tourists' perceptions of sustainable marketing compared to social factors or factors related to behavioral control. In other words, the more positive tourists' attitudes toward sustainability, the more positive their perceptions of sustainable marketing activities carried out by tourist destinations.

These findings reinforce the modified Theory of Planned Behavior used in this study. In this research model, attitudes do not directly lead to VI, but first influence SM. Thus, SM acts as a mediating mechanism that translates tourists' positive attitudes toward sustainability into more positive responses to destination marketing communications, ultimately increasing tourists' VIs.

Therefore, positive attitudes toward sustainability are a crucial factor in shaping tourists' perceptions of sustainable marketing. The higher tourists' support for sustainability values, the more likely they are to perceive marketing activities as authentic, credible, and aligned with the destination's practices. These findings suggest that the success

of sustainable marketing depends not only on the quality of the message delivered but also on tourists' pre-existing attitudes toward sustainability.

4.9 Effect of Subjective Norm on Perceived Sustainable Marketing

Based on Table 9, SN has a positive and significant effect on SM, with a coefficient of 0.202, t-statistic 3.333, and p-value 0.001 (< 0.05). This indicates that social encouragement from family, communities, and role models strengthens perceptions that a village's marketing strategy genuinely reflects collectively supported sustainability principles.

Theoretically, this supports the Theory of Planned Behavior [28], where SN is a main component influencing intentions and evaluations. When social signals favor sustainable destinations, acceptance of sustainability-focused marketing becomes stronger. Perceiving sustainability as part of social norms enhances the credibility and authenticity of marketing messages.

SN and SM are two distinct but interrelated constructs. SN reflects tourists' perceptions of social support, expectations, or pressure to engage in sustainable tourism behavior, while SM reflects tourists' perceptions of the credibility, honesty, and authenticity of marketing communications that address sustainability. The study's findings indicate that SN play a role in shaping tourists' perceptions of sustainable marketing. Social support from family, friends, the community, and reference groups can influence how tourists interpret and evaluate marketing messages delivered by destinations. Therefore, the stronger the social support for sustainable practices, the more positive tourists' perceptions of sustainable marketing activities conducted by destinations.

Supporting studies including Papista and Krystallis [22], Han et al. [24], Vermeir and Verbeke [32], and Xu et al. [51] showed significant social norm effects in green consumption. When social norms encourage collective sustainable practices, trust in sustainability messages, particularly in promotional media, tends to increase.

In Magelang's tourism villages, visit decisions are often shaped by recommendations from teachers, community leaders, or family members who care about environmental issues. Marketing content disseminated via social media, brochures, or guide narratives is more readily accepted when aligned with community values. Visitors also actively share sustainability content within their networks, reinforcing perceived integrity and honesty of the destination's marketing.

The results of this study indicate that social norms function as a social validation mechanism for marketing messages received by tourists. When tourists perceive that their social environment supports sustainable practices, they tend to perceive marketing messages that emphasize sustainability as more credible, relevant, and trustworthy. Conversely, if social support for sustainability is low, the effectiveness of sustainable marketing communications is potentially reduced.

These findings also strengthen the modified Theory of Planned Behavior model used in this study. Unlike the classic TPB model, which generally links SN directly to behavioral intention, this study demonstrates that the influence of social norms is first translated into SM. Thus, SM functions as a mediating variable that bridges the influence of social norms on VI. These results provide a theoretical contribution by demonstrating that perceptions of sustainable marketing are an important mechanism linking TPB psychological factors to

tourists' VIs.

Therefore, SN is a contributing factor in shaping tourists' perceptions of sustainable marketing. The stronger the social support for sustainable practices, the more likely tourists are to perceive destination marketing activities as authentic, credible, and aligned with prevailing societal values. These findings indicate that the success of sustainable marketing depends not only on the quality of the message delivered but also on the social support developed within the tourist community.

4.10 Effect of Perceived Behavioral Control on Perceived Sustainable Marketing

Based on Table 9, PBC has a positive and significant effect on SM, with a coefficient of 0.185, t-statistic 2.706, and p-value 0.007 (< 0.05). This indicates that confidence in the ability to engage in sustainable actions enhances perceptions of the validity, authenticity, and effectiveness of sustainability-oriented marketing.

Theoretically, this supports the Theory of Planned Behavior [28], which places PBC as an important cognitive factor in shaping intentions and evaluations. When individuals feel capable of adopting eco-friendly behaviors such as low-emission transport, participation in educational programs, or avoiding single-use plastics, sustainability-based marketing is perceived as relevant and actionable.

PBC and SM are two distinct but interrelated constructs. PBC reflects tourists' beliefs about their ability and ease of engaging in behaviors that support sustainability, while SM represents tourists' perceptions of the credibility, honesty, and authenticity of marketing communications that communicate sustainable practices. The results of this study indicate that PBC plays a role in shaping tourists' perceptions of sustainable marketing. Tourists who perceive they have the ability, resources, and opportunity to participate in sustainable tourism activities are more likely to accept and appreciate marketing messages that emphasize sustainability. Therefore, the higher the level of behavioral control tourists perceive, the more positive their perceptions of sustainable marketing implemented by a tourist destination.

Supporting studies including Han et al. [24], Paul et al. [26], and Vermeir and Verbeke [32], showed that perceived ease and capability increase the effectiveness and credibility of sustainability communications in tourism.

Field observations in Magelang show that perceived control is strongly influenced by facility provision and direct experiences. Natural walkways, sorted bins, composting toilets, and conservation signage guide tourists toward positive environmental actions. Activities such as natural farming workshops, waste management training, and tree adoption create real participation opportunities. Ease of access to these facilities shapes the perception that sustainable actions are possible, simple, and enjoyable. Marketing that highlights these features is perceived as credible rather than symbolic.

These findings indicate that the perceived ability to undertake sustainable actions is a contributing factor in shaping perceptions of sustainable marketing. The higher the level of behavioral control tourists perceive, the more likely they are to perceive sustainability marketing messages as relevant, realistic, and aligned with their experiences at the destination.

These results also strengthen the modified TPB model used in this study. Unlike the classic TPB, which generally links

PBC directly to behavioral intentions, this study shows that the influence of PBC is first translated into SM. Thus, SM acts as a mediating variable, bridging the influence of PBC on VI. These findings indicate that perceptions of sustainable marketing are an important mechanism linking tourists' beliefs about their abilities to their decisions to visit sustainable tourism destinations.

Therefore, PBC is one of the psychological factors that plays a role in shaping tourists' perceptions of sustainable marketing. The higher tourists' belief that they are capable of participating in sustainable activities, the more likely they are to perceive destination marketing as authentic, credible, and aligned with practices implemented in the field. These findings suggest that the success of sustainable marketing depends not only on the quality of the message delivered but also on the destination's ability to create conditions that enable tourists to actively participate in sustainability practices.

4.11 Effect of Perceived Sustainable Marketing on Visit Intention

Based on Table 9, SM has a positive and significant effect on VI, with a coefficient of 0.882, t-statistic 57.317, and p-value 0.000 (< 0.05). This indicates that perceptions of credibility, relevance, and authenticity of sustainability messages increase the desire to visit. Marketing communications that are perceived as honest and aligned with real practices create emotional and cognitive resonance that supports intention formation.

Theoretically, this aligns with perceived value in destination marketing [52] and experiential marketing [39], which argue that perceived value communicated through marketing affects attitudes and behavioral decisions. In sustainable tourism, messages with social, ethical, and ecological content are more readily accepted when deemed authentic and consistent with expectations. Consistency between narrative and on-site reality strengthens the belief that visiting offers value beyond recreation.

The results of this study also clarify the position of the constructs in the research model. VI is the ultimate dependent variable, while SM functions as a mediating variable that bridges the influence of PE, TEP, SIP, AT, SN, and PBC on tourists' VIs. Thus, the main objective of the research model is to explain the formation of VI through the mechanism of perceptions of sustainable marketing.

Supporting studies [53-57] showed that trust, SN, and perceived control shape attitudes toward green destinations and increase VI.

Empirical evidence in Magelang confirms this pattern. Visit decisions are influenced by sustainability images formed through social media, promotional videos, and recommendations from environmental communities. Marketing is seen as credible when reinforced by on-site evidence such as community participation, eco-friendly practices, and preserved natural settings. Many visitors choose destinations to participate in conservation and support local sustainable economies. This shows that sustainable marketing not only shapes image but also acts as a key driver of actual VI.

The very high path coefficient value ($\beta = 0.882$) indicates that SM is the most dominant predictor in explaining VI. Compared with other structural relationships in the research model, the influence of SM on VI is the strongest. This finding indicates that the successful implementation of sustainability

practices alone is not enough to increase tourists' interest in visiting if these practices are not effectively communicated through credible, authentic, and easily understood marketing activities. In other words, tourists' positive perceptions of sustainable marketing are a key factor that translates various destination sustainability practices into higher VIs.

These findings provide an important theoretical contribution by demonstrating that perceptions of sustainable marketing are a central mechanism in explaining how environmental, social, and psychological factors influence tourists' VIs. In other words, tourists not only assess sustainability based on the practices implemented by a destination, but also on how those practices are communicated and perceived through marketing activities.

Thus, SM is proven to be a key factor in increasing tourists' VIs. The higher tourists' perceptions of the credibility, authenticity, and consistency of sustainable marketing, the more likely they are to visit a tourist village that implements sustainable principles. These findings confirm that sustainable marketing is not just a communication tool, but also a strategic mechanism capable of transforming tourists' perceptions into concrete VI.

5. CONCLUSIONS

This study shows that visitors' trust in managers' environmental practices is greatly influenced by their impressions of clean, well-maintained destination environments. Cleanliness, conservation, and well-maintained ecosystems are examples of positive physical and ecological experiences that boost visitors' trust in the sincerity of sustainability initiatives. In addition to promoting pro-environmental sentiments, these views also reinforce social norms and perceived ability, which motivate travelers to adopt eco-friendly practices. Additionally, marketing strategies that highlight social, ethical, and environmental responsibility are more effective when there is trust in sustainability practices, which in turn increases tourists' intention to visit.

The findings further reveal that tourists' attitudes, SN, and PBC contribute to the formation of SM, indicating that both environmental perceptions and psychological factors play important roles in shaping tourists' evaluations of sustainability-oriented marketing activities. Furthermore, SM emerges as the key mechanism through which sustainability-related perceptions are translated into tourists' intention to visit tourism villages.

The results add to the body of literature by combining behavioral ability, social influence, and PE into a thorough framework that explains how travelers react to sustainable tourism marketing. From a theoretical perspective, this study extends the Theory of Planned Behavior by positioning SM as a mediating construct that links sustainability-related perceptions and psychological factors with VI. This finding provides a more comprehensive explanation of how tourists develop behavioral intentions toward sustainable tourism destinations. The study offers practical suggestions for local governments and managers of tourist villages, such as enhancing ecological infrastructure, promoting sustainability credentials to increase credibility, implementing community engagement programs, implementing experiential eco-educational activities, using affective marketing strategies, and communicating openly.

The findings also suggest that destination managers should

focus not only on implementing sustainability practices but also on communicating them effectively through credible, authentic, and transparent marketing messages to strengthen tourists' perceptions and encourage visitation.

Notwithstanding these revelations, the study has drawbacks. The fact that the majority of the data were collected from tourist villages may have limited the data's applicability to other kinds of places or cultural settings. Future studies might examine how digital engagement can support travelers' pro-environmental intentions, cross-cultural comparisons, and the long-term impacts of sustainability marketing. The mechanism behind trust and behavioral intention may also become clearer by looking at how visitors' past environmental knowledge and in-situ experiences interact. In summary, this study highlights the significance of genuine, effectively conveyed, and experience-based sustainability practices in influencing travelers' attitudes and behavioral intentions, offering insightful advice for theory development and destination management.

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