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## 1 Effects of Sustainability on Wom Intention, and Revisit Intention: Environmental Awareness as a Moderator

### 1. Introduction

This study aims to examine the Effect of Sustainability on Word of Mouth (WOM) Intention, and Revisit Intention: Environmental Awareness as a Moderator. Consumer behavior is a study that learns about the process of purchasing decisions for a product, including the process that form and accompany it in order to meet customer satisfaction. The importance of understanding consumer behavior encourages experts to undertake increasingly in-depth studies so that consumer behavior theory advances along with consumer dynamics. Research continues to be conducted to find, prove, and reconstruct the theory of consumer behavior.

Consumer behavior predictions are important to review to determine trends in consumer behavior. The theory underlying the prediction of interest and consumer behavior was triggered by Fishbein and Ajzen (1975), known as Theory of Reasoned Action (TRA). A person's behavior can be predicted through components of attitude in a comprehensive structure. TRA predicts consumer behavior through understanding attitudes. Fishbein and Ajzen (1975) argue that intention to behave, which is a direct antecedent to behavior, is a

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3 function of important information or beliefs about the possibility of carrying out certain  
4 behaviors and will cause certain results. Therefore, the intention/interest in behavior gets a lot  
5 of attention from experts. Individual intention to conduct behavior is a combination of  
6 attitudes toward behavior and subjective norms. Individual attitudes towards behavior  
7 include: behavioral beliefs, evaluations of behavioral results, subjective norms, normative  
8 beliefs, and motivation to comply. If consumers feel that the results of doing a certain  
9 behavior are positive, the consumer will have a positive attitude to conduct that behavior in  
10 the future.

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13 Critics toward the Theory of Reasoned Action lies on the aspect of predictive accuracy  
14 and this is a basic theoretical gap. Product quality perceived by consumers at the time of  
15 repurchase can be decreased compared to previous purchases in which one of them caused by  
16 managerial aspects. The TRA theory which states that consumer interest as a predictor of  
17 repetitive behavior requires certainty that product quality does not decrease. A tourist will  
18 have an interest in revisiting and will actually visit the place again if they believe that the  
19 destination quality is always well maintained or even progressing.

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22 Critics of the theory can be found in the case of decreasing quality of tourist  
23 destinations that are not insightful to sustainability. Inappropriate tourism activities will  
24 exploit resources that actually cause environmental damage and fading values of the local  
25 community thereby reducing tourism attractiveness. The behavior of tourists not only sees the  
26 conditions of tourist destinations but also appreciates the efforts made to maintain the quality  
27 of life.

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29 The sustainability approach to tourism should focus on optimizing the use of local  
30 assets and on the other hand aligning current and future needs of stakeholders, while ensuring  
31 high experience and satisfaction for tourists (UNEP and UNWTO, 2005). The statement from  
32 UNEP and UNWTO shows that sustainability will have implications for tourist satisfaction.  
33 Research that tests sustainability from the perspective of tourist perceptions is still very  
34 limited. Iniesta-Bonillo et al. (2016) examined the effect of perceived sustainability on  
35 satisfaction on tourists in Spain. The results showed that perceived sustainability had a  
36 significant effect on satisfaction. This indicates that better sustainability in tourist destinations  
37 will build tourist satisfaction. The dimensions used to measure perceived sustainability are  
38 economic sustainability, cultural sustainability, and environmental sustainability.

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41 Environmental awareness plays an important role in maintaining the existence of a  
42 tourist destination (Mobley et al., 2010). Mihalic (2016) has explained the importance of  
43 tourist environmental awareness for the future of tourist destinations. This can be interpreted  
44 that tourists who are aware of environment will take sides and choose tourist destinations that  
45 do environmental conservation well. Tourist who have a high level of environmental  
46 awareness will have a high sensitivity and sense of caring and appreciate every effort made to  
47 preserve the environment, including tourism destinations. Therefore, attitudes and interests in  
48 tourist behavior are not only determined by their perception or evaluation of the sustainability  
49 of the destination, but also determined by their level of awareness of the environment. This  
50 could mean that the tourist environmental awareness will strengthen or weaken the  
51 relationship between sustainability and satisfaction, trust, WOM intention, and revisit  
52 intention.

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55 Research on environmental awareness as an independent variable on intention behavior  
56 has been carried out (Gao, Mattil, and Lee, 2016). Lee et al. (2017) said that tourists have  
57 different levels of environmental awareness, different recreational experiences, different  
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3 ideas, different preferences, and different behaviors in response to specific situations.  
4 Specific destination conditions will be addressed differently by tourists through different  
5 environmental awareness. Environmental awareness and specific environmental experiences  
6 of tourists will determine the attitude towards a destination and their behavior. The  
7 perception, attitude, and behavior of tourists will determine the future of tourist destinations.  
8 So far, no research has been conducted using environmental awareness as a moderator  
9 variable that used to strengthen or weaken the relationship between tourist perceptions  
10 towards behavior attitudes and interests.

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13 Based on the description above, it shows that the study of consumer behavior in the  
14 tourism sector has been widely carried out, but the study of TRA which associated with  
15 environmental issues is still limited. Sustainability has not received enough attention in the  
16 study of TRA tourism, even though the issue of the environment has reached global scale.  
17 Sustainability studies are still limited to studies of government policies or destination  
18 managers. Perceived sustainability is very important to be analyzed more deeply because it is  
19 related to aspects of certainty that tourist destinations will have the same quality for the future  
20 and affect the interest in tourist behavior. Sustainability studies which are associated with  
21 destination quality from the viewpoint of tourists who have been associated with TRA have  
22 never been conducted before.

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25 Based on a study towards the results of previous studies related, research gaps were  
26 found, namely: Firstly, destination sustainability research from the perspective of tourists has  
27 not been conducted until the behavior intention. Research which connect destination  
28 sustainability with Word of Mouth intention and revisit intention have not been found yet.  
29 Word of Mouth intention and revisit intention provide a clearer picture than behavioral  
30 intention so that this study focuses on Word of Mouth intention and revisit intention  
31 variables. Secondly, research has not been found on environmental awareness in relation to  
32 the sustainability variable and behavior intention. The studies that have been carried out only  
33 focus on the effect of environmental awareness on the behavior intention (Gao, Mattil, and  
34 Lee, 2016) and research has not yet linked it to sustainability.

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37 This research will be conducted in the field of tourism. Tourism studies are still needed  
38 to add scientific repertoire while also add benefits to life. The Indonesian government  
39 develops the tourism sector to increase government revenues and increase people's income.  
40 One of the tourist destinations in Indonesia is Bali. Bali is a major tourist destination in  
41 Indonesia because the number of tourist visits in Bali is the largest compared to other  
42 provinces in Indonesia as stated by the Head of the BPS Province of Bali  
43 (travel.kompas.com/read/11). Bali has lots and various tourism objects. Data from the Bali  
44 Tourism Office (2018) record shows that 132 tourism objects are managed according to the  
45 principle of one island management. The large number of tourist attractions in Bali does not  
46 allow tourists to visit the whole island at a time so it is possible for tourists to revisit the  
47 island next time (revisit intention).

## 52 **2. Literature Review**

### 53 **2.1. Sustainability**

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55 Iniesta-Bonillo (2016) defines sustainable tourism as a tourism that satisfies the visiting  
56 tourists and the demands of the local community, as well as protecting and improving future  
57 opportunities. The study by Iniesta-Bonillo (2016) examined sustainable tourism based on the  
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perspective of the tourists, therefore, it used the term perceived sustainability. This research adopts the definition of perceived sustainability from Iniesta-Bonillo (2016).

This research measures sustainable tourism based on the perspective of the tourists as one of the stakeholders. The dimension of sustainable tourism used in this research refers to the dimension used by Iniesta-Bonillo (2016) that includes environmental sustainability, economic sustainability, and economic sustainability. The reason for not using institutional dimension as stated by Cottrell, Vaske, and Roemer (2013) is the relevance to the characteristic of this research. Furthermore, the political, managerial, and governmental dimensions as argued by Bramwell *et al.*, (1996) are also not used so that the research will be more focused on the attempts of conservation of nature, social culture, and economy.

## 2.2. WOM Intention

The information of Word of Mouth is very important for entrepreneurs of services and tourism because it maintains the sustainability of their companies (Litvin *et al.*, 2008). Hawkinset *et al.*, (2010) argued that WOM is an informal transition regarding ideas, comments, opinion, and information between two persons wherein neither of them are marketers.

Basically, the definition of customers WOM generally applies to tourism WOM. WOM for tourism is more specific about the customers' characteristics and objects being discussed. According to Riduan *et al.*, (2015), Tourism Word of Mouth (WOMPar – Word of Mouth *Pariwisata*) is a non-commercial communication conducted by actual tourists toward the potential tourists regarding their experiences of certain products, services, destinations, or tourist organization.

## 2.3. Revisit Intention

Revisit intention is tourists' willingness to revisit the same destination in the future (Hume *et al.*, 2007; Ryu *et al.*, 2010; Som *et al.*, 2011). It is an important behavioral intention (Jani and Hwang, 2011). Revisit intention is a result of the evaluation of values experienced by the visitors and also their satisfaction. The satisfaction will constitute loyalty, committed customer, re-purchase interests, or brand transfer.

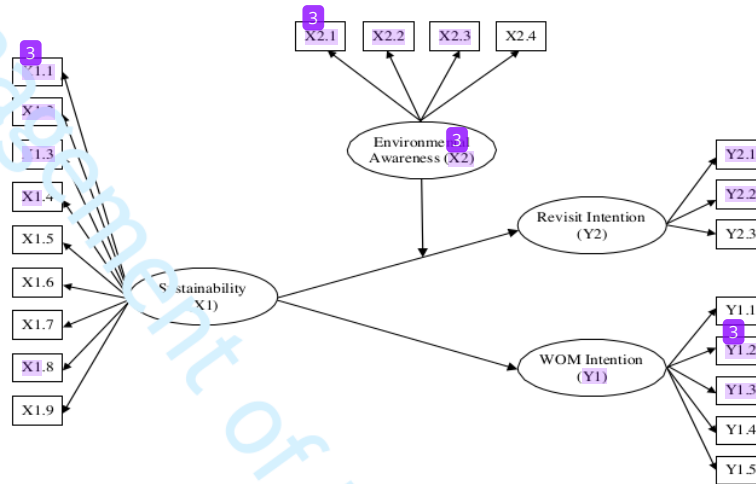
The measurement of revisit intention has been developed by Abubakar *et al.*, (2017) comprises of three scales, including intend to revisit, likely will revisit, and would like to visit more often. Besides, Huang and Hsu (2009) developed four scales of measurement, including intend to revisit, plan to revisit, desire to revisit, and probably will revisit.

## 2.4. Environmental Awareness

Tourist environmental awareness can be defined as a tourists' perspective on the importance of maintaining the environment for better lives. The environmental awareness is aimed with an understanding of the importance of environment and attitude to stand by the attempts to conserve the environment.

Environmental awareness is admitted by the majority of scientists across the globe as an essential factor (Mobley *et al.*, 2010). Studies regarding environmental awareness toward tourism have been conducted. A study by Gao, Mattilab, and Lee (2016) showed that environmental awareness influences behavioral intention. Yuxian and Linsheng (2017) developed a dimension of environmental awareness that includes the dimensions of environmental knowledge and environmental attitude. Environmental knowledge refers to the

level of tourists' comprehension of the importance of conserving the environment, meanwhile, environmental attitude refers to the partisanship of the tourists toward the attempts that have been done to sustain the environment (pro-environmental). Here is the measurement model of this research.



**Picture 1. Structural Model**

Validity and reliability tests of this research instrument were conducted to guarantee the quality of the data acquired through questionnaires. The validity test was conducted to acknowledge the validity of the instrument (questionnaire) that was designed to collect or record data. The reliability test was conducted to investigate the stability and consistency of the instrument used, which was a questionnaire.

### 3. Conceptual Framework

The research paradigm used is behavioral intention which consists of WOM intention and revisit intention which can be influenced by sustainability, environmental awareness, etc. The conceptual framework built in this study expected to describe the research conducted to test and analyze the effect of sustainability on WOM intention and revisit intention. This research was also conducted to test and analyze environmental awareness as a moderator of the effect of sustainability on revisit intention.

#### 3.1. Effect of Sustainability on WOM Intention

Tourist valuation towards sustainability in a destination will provide its own experience. Tourists compare this experience with previous experiences related to sustainability efforts. Based on this experience, tourists will behave accordingly (Eusebio and Vieira, 2013; Ozdemir et al., 2012; Sun et al., 2013). As explained in the Theory of Reasoned Action, interest in behaving is shaped by consumer's judgment or perception. The form of interest in their behavior is the desire to recommend to others through word of mouth communication. So far, no research has been found that tests the relationship between sustainability and WOM intention.

Logical/rational relations between sustainability and WOM intention can be explained that if tourists have a positive impression on the sustainability of tourist destinations, they will have an interest in telling positive things to others. Tourist will provide recommendations to others if they believe that the quality of destinations will always be maintained through

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3 good sustainability efforts. Conversely, if tourists feel that sustainability is not good, they will  
4 hesitate to recommend to others because they are concerned that the quality of the destination  
5 will decrease.  
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### 7 8 **3.2. Effect of Sustainability on Revisit Intention**

9 UNEP and UNWTO (2005) stated that the use of local assets for tourist destinations not  
10 only satisfy current needs but also have to aligned with long-term needs. Sustainability  
11 development is an effort to guard local assets not only to be enjoyed today but also to be  
12 enjoyed in the future. Silva et al. (2017) noted that sustainability in tourist destinations must  
13 have a long-term economic impact. One of the long-term economic impacts is the number of  
14 tourists visiting. Travelers will visit again if they feel that the tourist destination will always  
15 be maintained. Sustainable tourism development not only satisfies the presence of tourists  
16 and satisfies momentary demands but also have to protect and increase future opportunities  
17 (Iniesta-Bonillo, 2016). Tourist's revisit intention can be interpreted as a future opportunity.  
18 Therefore, the sustainability felt by tourists when visiting a tourist destination will trigger  
19 their interest to visit again because they believe that the quality of the destination will always  
20 be maintained.  
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22 Theory of Reasoned Action explains that interest in behavior formed by consumer  
23 judgment or perception. Their form of interest in behavior is the desire to revisit tourist  
24 destinations. Stakeholder theory (Colombo & Delmastro, 2002) also emphasizes that tourists  
25 as part of stakeholders not only care about the consumption of their experiences in tourist  
26 attractions, but they also care about handling environmental sustainability, socio-cultural, and  
27 economic benefits that affect their satisfaction and trust when visiting and the intention of  
28 future tourist visits. Thus, the rating of tourists on sustainability affects revisit intention.  
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30 So far, no research has examined the effect of sustainability on revisit intention.  
31 Logical/rational relations between sustainability and revisit intention can be explained as  
32 follows: if tourists have a positive impression on the sustainability of tourism destinations  
33 that have been done then they will have an interest to visit again because they believe that the  
34 quality of destinations will still well maintained in the future. Tourists do not hesitate or  
35 worry that the quality of the destination will decrease in the future.  
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### 42 **3.3. Environmental Awareness Moderating the Effects of Sustainability on Revisit** 43 **Intention**

44 Lee et al. (2017) stated that environmental awareness is one's view of the importance of  
45 protecting the environment for a better life. The level of tourist awareness towards the  
46 environment varies (Lee et al. (2017). Theoretical explanation which stated that  
47 environmental awareness will strengthen or weaken the relationship between sustainability  
48 and satisfaction, trust, WOM intention, and revisit intention are as follows:  
49

50 Lee et al. (2017) explained that environmental awareness is one of the individual  
51 characteristics. Travelers have different levels of environmental awareness, different  
52 recreational experiences, different ideas, different preferences, and different behaviors in  
53 responding to specific situations. Environmental awareness and specific environmental  
54 experiences of tourists will guide their attitudes, interests, and behavior towards a destination.  
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56 Attitudes are shown through satisfaction and trust, while their interests are shown in WOM  
57 intention and revisit intention. Travelers who have a high level of environmental awareness  
58 will appreciate tourism destinations that are environmentally friendly and will have  
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3 implications for satisfaction, trust, increased <sup>1</sup>WOM intention, and revisit intention. Therefore,  
4 environmental awareness is a moderator variable that strengthens the relationship between  
5 sustainability and revisit intention.  
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7 Model of consumer behavior Hawkins et al. (2010) and Pearce (2005) explained that  
8 attitudes, interests, and consumer behavior are affected by individual influences which  
9 include knowledge, experience, personality, values, and lifestyle. The experience and value  
10 of tourists will shape their attitude, interest, and behavior. Tourist experience refers to rating  
11 on tourist destinations including tourist perceptions on sustainability aspects. Value refers to  
12 values that are believed by tourists to form a norm that will affect tourist behavior. Fishbein  
13 and Ajzen (1975) stated that subjective norms are assumed as function from the belief that  
14 certain individuals approve or refuse to do certain behavior. Subjective norms form an  
15 intention to behave in a certain way. Environmental awareness is nothing but a value which  
16 someone believes in relation to the environment (koivković, 2016). Based on the description  
17 above, it shows that environmental awareness will strengthen the relationship between  
18 sustainability and satisfaction, trust, WOM intention, and revisit intention.  
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20  
21 Mihalic (2016) has explained that tourist environmental awareness is very important to  
22 maintain the future of tourist destinations. This can be interpreted that tourists who are aware  
23 of environment will take sides and choose tourist destinations that do environmental  
24 conservation well. Tourists with high level of environmental awareness will have a high  
25 sensitivity and sense of caring and appreciate every effort made to preserve the environment,  
26 including tourism destinations. In contrast, tourists with low level of environmental  
27 awareness do not have sensitivity in appreciating conservation efforts. Therefore, attitudes  
28 and interests in tourist behavior are not only determined by their perception or evaluation of  
29 the sustainability of the destination, but also determined by their level of awareness of the  
30 environment. It can be said that the tourist environmental awareness will either strengthen or  
31 weaken the relationship between sustainability and satisfaction, trust, WOM intention, and  
32 revisit intention.  
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35 Antimova et al. (2012) explain the rational model used in assessing pro-environment  
36 behavior from Riordan & Jones (2007). The core of the model explained that environmental  
37 knowledge generates environmental awareness, also known as environmental attitudes that  
38 will produce pro-environmental behavior. The norm activation theory (Feigin et al., 2018)  
39 also explained that values, norms, or personality will lead to pro-environment interests and  
40 behavior. Pro-environmental interests and behavior can be in the form of pro-environment  
41 purchases (Thersenen, 1999), recycling (Johnson et al., 2004), and choice of travel modes  
42 (Hunecke et al., 2001). In the context of this research, sustainability will trigger attitudes and  
43 interests in pro-environment behavior that are reinforced by environmental awareness.  
44 Tourists with high environmental awareness and have felt good sustainability will have  
45 stronger attitudes and interests in pro-environment behavior indicated by a higher interest to  
46 choose the same destination in the future.  
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49 Based on the above description, the rational/logical relationship between environmental  
50 awareness and sustainability of revisit intention, it can be said that environmental awareness  
51 of a tourist will affect their sensitivity to any environmental conservation efforts (natural,  
52 socio-cultural, economic). This sensitivity will have some impacts on the formation of their  
53 attitudes and interests in tourist destinations. Travelers who have visited a destination will be  
54 able to clearly describe the sustainability dimension of the destination they are visiting. Based  
55 on the level of environmental awareness they have, their description of sustainability will  
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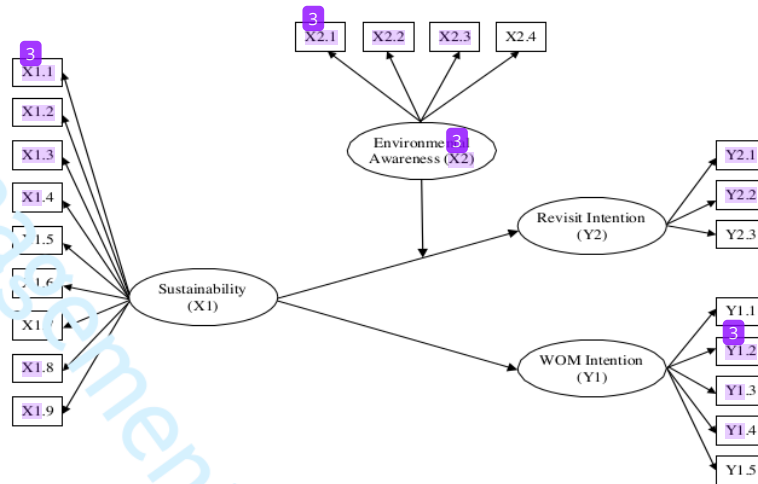
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3 affect satisfaction, trust, WOM intention, and revisit intention. Travelers who have a high  
4 level of environmental awareness will appreciate sustainability efforts, while tourists with  
5 low level of environmental awareness tend to be less appreciative. Thus, the environmental  
6 awareness of tourists will strengthen the relationship/influence of sustainability on revisit  
7 intention.  
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#### 11 4. Research Methodology

12 The population in this study was foreign tourists visiting Bali. The unit of analysis of  
13 this study was an individual foreign tourist. The sample of this study was a portion of foreign  
14 tourists visiting Bali. The characteristics of the target population in this study are: 1)  
15 Respondents were foreign tourists visiting and staying in Bali for at least 3 days, considering  
16 that many tourist objects in Bali and the average tourist visit in Bali is 3.04 days (BPS, 2017).  
17 Respondents were expected to have knowledge and experience in accordance with Bali's  
18 tourism objects. Hence, they can provide accurate information. The reason for choosing  
19 foreign tourists as respondents in this study was because they usually come from various  
20 countries with high variability in the variable assessment of this study. 2) The age of the  
21 respondents was at least 18 years with the reason that the respondents in the adult category so  
22 that they can provide accurate results. 3) Respondents have visited natural attractions and  
23 cultural tourism objects in Bali. This is related to the indicators of sustainability and  
24 destination quality variables. Hence, respondents can provide a comprehensive assessment.  
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26 Based on data released by the BPS of Bali Province (2018), it is found that the  
27 number of tourists visiting Bali in 2017 was 5,697,739 tourists. It was assumed that the  
28 growth in 2018 will reach 20%, and then the estimated number of foreign tourists in 2018  
29 will be 6,837,287 people. Referring to the calculation table of the minimum number of  
30 samples issued by Krejcie and Morgan (1970), a minimum sample size of 364 people was  
31 determined. The difficulty in compiling a sampling framework has caused this study to be  
32 unable to use random sampling techniques. This study uses nonprobability sampling with  
33 purposive sampling technique. Purposive sampling is the determination of samples based on  
34 certain criteria found by researchers in the field (Sekaran, 2006).  
35

36 In this study, the inferential statistic was used to test the sample data on the effect of  
37 sustainability on WOM intention, and revisit intention. The statistical tool used is WarpPLS  
38 (Warp-Partial Least Square) with the following consideration: (1) This study used a model of  
39 reflective indicators and formative indicators. Hence, PLS is more appropriately applied. This  
40 is consistent with the explanation by Ghozali (2008) which states that PLS can accommodate  
41 reflective and formative indicator models. (2) This study constructs a structural model by  
42 including the variable environmental awareness as a moderator variable which is predicted to  
43 strengthen or weaken the relationship between sustainability and revisit intention. The  
44 position of environmental awareness as a moderator variable has never been studied before  
45 and the theoretical basis is not strong enough. PLS is a powerful analytical method because it  
46 can be used either as a confirmation theory (hypothesis testing) and to build relationships that  
47 have no theoretical foundation or for testing propositions (Solimun, 2008). Here is the  
48 measurement model of this research.  
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**Picture 2. Structural Model**

Validity and reliability tests of this research instrument were conducted to guarantee the quality of the data acquired through questionnaires. The validity test was conducted to acknowledge the validity of the instrument (questionnaire) that was designed to collect or record data. The reliability test was conducted to investigate the stability and consistency of the instrument used, which was a questionnaire.

**5. Analysis of Results and Discussion**

**5.1. Results of Instrument Validity and Reliability Tests**

The calculation result using the SPSS tool as seen in Table 1 shows that the correlation coefficient of all items of question are more than 0.30. It can be interpreted that all items of question is proven to be valid to use as a tool of data collection. Besides, the result of analysis using the same program also shows that the research instrument used is reliable because the Cronbach's Alpha value in each variable used in this research is beyond 0.6.

**Table 1. Result of Instrument Validity Test**

Variable	Indicator	Correlation Coefficient	Cronbach's Alpha
Sustainability	The level of pollution	0.780	0.874
	The level of smells	0.449	
	Crowd levels	0.743	
	Values of its historical heritage: monuments and museums	0.785	
	Values of its cultural heritage: festivities and traditions	0.808	
	Local cultural authenticity	0.641	
	Making investments to attract tourists	0.801	
	Has good basic infrastructures	0.658	
	The tourist services at the destination provide good value for money	0.653	
Environmental Awareness	Studying aspects related to environmental conservation	0.695	0.784
	Keeping up with information and news regarding environmental conservation	0.856	
	Pro-environmental	0.776	
	Respecting attempts of environmental conservation	0.809	

Variable	Indicator	Correlation Coefficient	Cronbach's Alpha
WOM Intention	Intention to share the experience (Mention encounter)	0.685	0.866
	Intention to talk about Bali compared to other destinations (Talk more than other)	0.683	
	Intention to talk the positive aspects (say good things)	0.879	
	Proud to tell others	0.904	
	Intention to recommend to others (Recommended to others)	0.858	
Revisit Intention	Intend to revisit	0.768	0.727
	Likely will revisit	0.811	
	Plan to revisit	0.842	

This study uses WarpPLS as a data analysis tool and hypothesis testing using the t-test. The decision rules for testing hypotheses are as follows:  $p$  value  $\leq 0.05$  (alpha 5%) means significant, whereas if  $p$  value  $> 0.05$  means insignificant. Table 2 presents the results of testing the hypothesis of this study.

**Table 2. Hypothesis Testing Results**

No.	Relations between variables (Dependent Variable → Independent Variable)		Coefficient	p-value	Description	Hypothesis Decision
1.	<i>Sustainability</i>	<i>WOM Intention</i>	0.477	<0.001	Significant	Accepted
2.	<i>Sustainability</i>	<i>Revisit Intention</i>	0.142	0.002	Significant	Accepted
3.	<i>Environmental Awareness</i>	<i>Sustainability * Revisit Intention</i>	0.264	<0.001	Significant	Accepted

## 5.2. Effect of Sustainability on WOM Intention

The results of the WarpPLS analysis show that Sustainability has a significant effect on WOM Intention as evidenced by the  $p$ -value of  $<0.001$ , which means less than 0.05. Thus, the Hypothesis 1 which states "Sustainability has a significant effect on WOM Intention" can be supported. The path coefficient of 0.477 is positive which means that Sustainability has a positive influence on WOM Intention. Higher the perception of foreign tourists in the sustainability assessment will increase the WOM Intention of foreign tourists. Contrarily, lower perception of foreign tourists on sustainability assessment will lower the WOM Intention of foreign tourists.

The results of this study support the Theory of Reasoned Action (Fishbein and Ajzen, 1975) which suggests that perception shapes interest in behavior. In the context of this study, perceptions were manifested in the form of perceived sustainability. Meanwhile, the interest in behaving was indicated by WOM Intention. When foreign tourists perceive a destination as having good sustainability, they will be interested in recommending the destination to others. The results of this study are also consistent with the opinions of Eusebio and Vieira (2013), Ozdemir et al. (2012), dan Sun et al. (2013)) who state that previous experiences are related to sustainability tourist efforts in behaving. WOM Intention is very important in maintaining the survival of a destination because WOM intention predicts WOM behavior.

Based on the results of this study, sustainability efforts must be increased to increase the desire of tourists to do WOM. The average score of the WOM Intention variable still shows not optimal. Thus, the context of competition is a weakness that must be corrected.

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3 Improvement efforts are carried out by increasing the assessment of sustainability indicators.  
4 Among the 9 (nine) sustainability indicators, if it is seen from the value of the load factor, the  
5 preservation of cultural heritage (values of its cultural heritage: festivals and traditions) has  
6 the most important role in shaping the perception of sustainability. Therefore, managers of  
7 tourist destinations really need to show their sincerity in preserving cultural heritage by  
8 holding various festivals and fostering ancestral traditions.  
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### 10 11 **5.3. Effects of Sustainability on Revisit Intention**

12 The results of the WarpPLS analysis show that Sustainability has a significant effect  
13 on Revisit Intention as evidenced by the p-value of 0.005 which means less than 0.05.  
14 Hypothesis 2 stating "Sustainability has a significant effect on Revisit Intention" can be  
15 supported. The path coefficient of 0.142 is positive which means that Sustainability has a  
16 positive influence on Revisit Intention. Higher perception of foreign tourists in the  
17 sustainability assessment will increase the Revisit Intention of foreign tourists. Contrarily,  
18 lower perception of foreign tourists in sustainability assessment will lower the Revisit  
19 Intention of foreign tourists.  
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21 The results of this study support the Theory of Reasoned Action (Fishbein and Ajzen,  
22 1975) which suggests that perception shapes interest in behavior. In the context of this study,  
23 perceptions were manifested in the form of perceived sustainability, while interest in  
24 behaving was indicated by Revisit Intention. When foreign tourists perceive a destination as  
25 having good sustainability, they will be interested in visiting again at another time. The  
26 results of this study also support Stakeholder theory (Colombo & Delmastro, 2002) which  
27 emphasizes that tourists as part of stakeholders, not only care about the consumption of their  
28 experiences in tourist attractions, but they also care about handling environmental  
29 sustainability, socio-cultural, and economic benefits that affect satisfaction and their trust  
30 when visiting as well as the intention to visit in the tourist attraction in the future. Thus, the  
31 rating of tourists on sustainability affects revisit intention.  
32

33 Nyamboga et al. (2017) revealed that sustainability in tourist destinations must have a  
34 long-term economic impact. One of the long-term economic impacts is the number of tourists  
35 visiting in the future. Tourists are interested in revisiting if they feel that the tourist  
36 destination will always be well maintained. Sustainable tourism development not only  
37 satisfies momentary interests, but must also protect and increase future opportunities (Iniesta-  
38 Bonillo, 2016). Based on the results of this study, revisit intention can be improved through  
39 better management of sustainability aspects which include natural sustainability, cultural  
40 preservation, and providing economic benefits to all stakeholders.  
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### 43 44 45 **5.4. Environmental Awareness Moderating the Effects of Sustainability on Revisit 46 Intention**

47 The results of the WarpPLS analysis show that Environmental Awareness  
48 significantly moderates the effect of Sustainability on Revisit Intention as evidenced by the p-  
49 value of <0.001 which means less than 0.05. Thus, Hypothesis 3 which states "Environmental  
50 Awareness Moderating the Effect of Sustainability on Revisit Intention" can be supported.  
51 The path coefficient of 0.264 is positive which means that Environmental Awareness  
52 strengthens the effect of Sustainability on Revisit Intention. The higher the Environmental  
53 Awareness of foreign tourists visiting Bali, the stronger the influence of Sustainability on  
54 Revisit Intention. Contrarily, lower Environmental Awareness of foreign tourists visiting Bali  
55 will lower the effect of Sustainability on Revisit Intention.  
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57 The results of this study support Lee et al. (2017) which revealed that environmental  
58 awareness is one of the individual characteristics. Travelers have different levels of  
59 environmental awareness, different recreational experiences, ideas, preferences, and  
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3 behaviors in responding to specific situations. Environmental Awareness Moderating the  
4 Effects of Sustainability on Revisit Intention The attitude was shown through perceived  
5 sustainability, while their interest was shown in the revisit intention. Travelers who have a  
6 high level of environmental awareness will value tourism destinations that are  
7 environmentally friendly and have implications for satisfaction, trust, increased WOM  
8 intention, and revisit intention. Therefore, environmental awareness is a moderator variable  
9 that strengthens the relationship between sustainability and revisits intention.  
10

11 The results of this study also support the consumer behavior model of Hawkins et al.  
12 (2010) and Pearce (2005) which explain that attitudes, interests, and consumer behavior are  
13 influenced by individual influences which include knowledge, experience, personality,  
14 values, and lifestyle. The experience and value of tourists will shape the attitudes, interests,  
15 and behavior of tourists. Tourist experience refers to rating tourists on tourist destinations  
16 including tourist perceptions on sustainability aspects. Value refers to values that are believed  
17 by tourists to form a norm that will affect tourist behavior. Fishbein and Ajzen (1975) in the  
18 Theory of Reasoned Action states that subjective norms are assumed to function from the  
19 belief that certain individuals approve or refuse to behave. Subjective norms form an  
20 intention to behave in a certain way. Environmental awareness is nothing but the values one  
21 believes in relation to the environment (koivković, 2016). Thus, environmental awareness  
22 strengthens the relationship between sustainability and revisit intention.  
23

24 The results of this study are consistent with the arguments of Mihalic (2016) who  
25 have explained the environmental awareness of tourists is very important to maintain the  
26 future of tourist destinations. This can be interpreted that tourists who are aware of the  
27 environment will take sides and choose tourist destinations that do environmental  
28 conservation well. Travelers who have a high level of environmental awareness will have a  
29 high sensitivity and sense of caring and appreciate every effort made to preserve the  
30 environment, including tourism destinations. In contrast, tourists who have a low level of  
31 environmental awareness do not have sensitivity in appreciating escape efforts. Therefore,  
32 attitudes and interests in tourist behavior are not only determined by their perception or  
33 evaluation of the sustainability of the destination but also determined by their level of  
34 awareness of the environment. Thus, tourist environmental awareness strengthens the  
35 relationship between sustainability and revisit intention.  
36

37 The results of this study are also consistent with the opinion of Antimova et al. (2012)  
38 which explains the rational model used in assessing pro-environment behavior from Riordan  
39 & Jones (2007). Knowledge of the environment produces environmental awareness which is  
40 also called environmental attitudes that will produce pro-environmental behavior. The norm  
41 activation theory (Feigin et al., 2018) also explains that values, norms, or personality will  
42 encourage pro-environment interests and behavior. Pro-environmental interests and behavior  
43 can be in the form of pro-environment purchases (Thersenen, 1999), recycling (Johnson et  
44 al., 2004), and choice of travel modes (Hunecke et al., 2001). (1998). In the context of this  
45 research, sustainability encourages attitudes and interests in pro-environment behavior which  
46 is reinforced by environmental awareness. Tourists who have high environmental awareness  
47 and have felt good sustainability at a destination will have stronger attitudes and interests in  
48 pro-environment that are indicated by higher interest in returning to the same destination in  
49 the future.  
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51 The results of this study show a logical argument that a tourist's environmental  
52 awareness influences his sensitivity to any environmental conservation efforts (natural, socio-  
53 cultural, economic). This sensitivity will have an impact on the formation of their attitudes  
54 and interests in tourist destinations. Tourists who have visited (post-visit) a destination will  
55 be able to clearly describe the sustainability dimension of the destination they are visiting.  
56 Based on the level of environmental awareness they have, their description of sustainability  
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4 will affect revisit intention. Travelers who have a high level of environmental awareness will  
5 appreciate sustainability efforts, while tourists who have a low level of environmental  
6 awareness tend to have a lower appreciation. Thus, the environmental awareness of tourists  
7 reinforces the influence of sustainability on revisit intention.

8 The results of this study indicate that the average score of Environmental Awareness  
9 includes a very high category. This can be interpreted that on average foreign tourists visiting  
10 Bali from various countries have a very high level of environmental awareness. Meanwhile,  
11 they consider Sustainability in Bali as a very good category. But the average score of Revisit  
12 Intention is still in the high category. In the context of competition, conditions like this have  
13 not been completely ideal. Therefore, considering the environmental awareness of foreign  
14 tourists is very high, the thing that must be done is to improve sustainability performance so  
15 that foreign tourists give a higher rating on sustainability aspects in Bali. Thus, their interest  
16 in visiting Bali again in the future is even higher. Destination managers must be aware that  
17 with easier access to information, knowledge about the environment is getting higher which  
18 will lead to higher environmental awareness. Tourists destinations that have poor  
19 sustainability management will be increasingly abandoned by foreign tourists and even  
20 further worsen the image of the destination which can ultimately harm all stakeholders.  
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#### 24 **5.5. Research Contributions**

25 This research provides theoretical contributions and practical contributions in  
26 accordance with the benefits of research that has been formulated in the introductory chapter.  
27 Theoretical contribution is a contribution related to the development of the theory of  
28 consumer behavior, specifically relating to the relationship between variables in the research  
29 model. Practical contributions related to tourism service product strategies and policies that  
30 encourage foreign tourists will create WOM Intention and Revisit Intention in the future.  
31

32 This theoretical contribution is based on the conceptual framework and research  
33 hypotheses compiled using various theories and previous research findings which are then  
34 tested in the field and analyzed in depth using scientific method rules. Based on the results of  
35 the analysis of this study can be described the theoretical contribution as follows: (1) The  
36 results of the study provide empirical evidence and broaden the scope of Theory Reasoned  
37 Action theory as well as reconstruct the Theory Reasoned Action model that is associated  
38 with Sustainability, Environmental Awareness, WOM Intention, and Revisit Intention. The  
39 relationship between these variables can be used to develop an integrated model of  
40 antecedent factors that affect WOM Intention and Revisit Intention. (2) The results of the  
41 study provide empirical evidence and broaden the scope of Stakeholder Theory theory  
42 proposed by Colombo & Delmastro (2002) related to the role of foreign tourists as one of the  
43 tourism stakeholders involved in assessing sustainability (natural, socio-cultural and  
44 economic environment) and influencing attitudes and their interest in the same destination.  
45 The attitude and interest of foreign tourists at the destination determines the future of the  
46 destination so that all stakeholders are expected to realize the importance of preserving the  
47 environment, socio-cultural, and economic benefits for stakeholders. The results of this study  
48 provide new findings related to the direct relationship between research variables. Two new  
49 findings which are direct relationships between variables include: (1) Sustainability has a  
50 significant effect on WOM Intention, (2) Sustainability has a significant effect on Revisit  
51 Intention, (3) Environmental Awareness has significantly moderated the effect of  
52 Sustainability on Revisit Intention. This new finding is important in understanding the  
53 attitudes and interests of foreign tourist behavior related to Perceived Sustainability.  
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57 Some of the findings of this study are expected to provide practical contributions to  
58 the Destination Marketing Organization (DMO) and the government that handles managing  
59 destinations, especially destinations in Bali and destinations in other places that have the  
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3 same characteristics. Here are some practical contributions from the results of this research  
4 for DMO: The results of this study indicate that Sustainability has a significant effect on  
5 WOM Intention, and Revisit Intention. This shows that Sustainability is very important in  
6 shaping the attitudes and interests of foreign tourists. The attitude and interest of foreign  
7 tourists towards the destination determines the future of the destination through WOM and  
8 Revisit. The tourism marketing strategy is not only intended for temporary interests but must  
9 ensure that future interests are also fulfilled. Sustainability that includes environmental  
10 sustainability, cultural sustainability, and economic sustainability must be ensured to get the  
11 best rating from foreign tourists. The DMO must expose concrete steps and efforts that have  
12 been made to maintain environmental quality, the authenticity of the local culture, and the  
13 economic benefits of tourism for the surrounding community and tourists. A distinctive  
14 feature of Bali as a destination that relies on natural and cultural appeal is further highlighted  
15 by increasing cultural events such as cultural festivals and providing interesting experiences  
16 for foreign tourists to interact directly with local communities to get to know the traditions  
17 that develop in the community.

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20 WOM Intention is formed by Sustainability. WOM Intention is very important in  
21 determining the future of the destination. Through positive-WOM, the destination image will  
22 be lifted and increase the number of tourist visits. Information from tourists who have visited  
23 is more credible and efficient compared to information from marketers. DMO needs to  
24 develop a strategy in order to increase the interest of tourists to do positive-WOM. For  
25 example is by providing a suggestion box or a free communication channel to provide  
26 convenience to foreign tourists criticizing and advising. Foreign tourists feel valued when  
27 they are involved in improving Bali destinations. Besides that, this method will reduce the  
28 interest of foreign tourists to convey negative things through other people. They will only  
29 convey positive things to others, while negative things are conveyed to the DMO.

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32 The findings of this study are also expected to provide a practical contribution to the  
33 government in managing destinations, especially destinations in Bali. The results of this study  
34 indicate that Sustainability plays an important role in determining the attitudes and interests  
35 of tourists to do WOM and revisit. This finding can be used as a consideration and foundation  
36 for the government as a regulator and administrator related to efforts to preserve the natural  
37 environment, socio-cultural, and economic contributions to stakeholders. The government  
38 must firmly uphold the Regional Regulations that have been issued in protecting Bali's  
39 tourist attraction as a destination that relies on natural beauty and social culture. Regional  
40 planning must be directed at improving people's welfare without damaging or ignoring the  
41 preservation of nature and culture. For example, the construction of hotels, inns and business  
42 centers should not reduce the natural and cultural appeal that develops in local communities.  
43 When the natural attraction is damaged and cultural values have begun to fade, there is no  
44 reason for foreign tourists to visit Bali. The government together with local communities,  
45 entrepreneurs, and non-governmental organizations must have the same vision and mission in  
46 developing Bali tourism.

#### 50 5.6. Research Limitations

51  
52 This research has been designed with reference to theoretical support, empirical  
53 support, logical studies, and carried out according to the rules of scientific research methods  
54 but of course, there are some limitations in this study. The limitations of this study are  
55 presented as a reference for subsequent research to produce better research. Some limitations  
56 of this study are as follows: (1) Respondents of this study showed that most respondents  
57 were young, including generation Y. This research uses WOM Intention as one of the  
58 variables, while generation Y is familiar with the internet or social media. The use of e-WOM  
59 variables Intention in subsequent studies is likely to more accurately describe the interests of  
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3 generation Y behavior. (2) This study is cross-sectional in that the study was carried out over  
4 a period of time so that it cannot generalize for all time. Subsequent research is expected to  
5 be able to use longitudinal research so that important changes can occur and can be  
6 generalized more accurately. (3) The results of this study indicate the characteristics of  
7 respondents who are diverse. This study does not consider the characteristics of foreign  
8 tourists in the research model so that it cannot be known the influence of the characteristics of  
9 foreign tourists in influencing the relationship between the variables of this study. Future  
10 studies can include the characteristics of foreign tourists as control variables in the research  
11 model.

## 12 13 14 15 **6. Conclusions and recommendations**

16 Some research conclusions: (1) Sustainability has a significant effect on WOM  
17 Intention, meaning that WOM Intention of foreign tourists is influenced by their perceptions  
18 of Sustainability. Positive relationships are shown in both variables so that it can be said that  
19 the higher the perception of Sustainability, the higher the interest of foreign tourists to do  
20 WOM. The results of this study support the Theory of Reasoned Action from Fishbein and  
21 Ajzen (1975), Ozdemir et al. (2012), Eusebio and Vieira (2013), Sun et al. (2013), and Silva  
22 et al. (2017). The results of this study are one of the new findings in this study. (2)  
23 Sustainability has a significant effect on Revisit Intention, meaning that their perception of  
24 Sustainability affects Revisit Intention. The positive relationship is shown in both variables  
25 so that it can be said that the higher the perception of Sustainability, the higher the interest of  
26 foreign tourists to revisit the destination. The results of this study support the Theory of  
27 Reasoned Action from Fishbein and Ajzen (1975), Stakeholder Theory from Colombo &  
28 Delmastro (2002), and statements from UNEP and UNWTO (2005). The results of this study  
29 are one of the new findings in this study. (3) Environmental Awareness significantly  
30 moderates the effect of Sustainability on Revisit Intention, meaning that Environmental  
31 Awareness strengthens the effect of Sustainability on Revisit Intention. The results of this  
32 study support Fishbein and Ajzen (1975), Hawkins et al. (2010), Pearce (2005), Mihalic  
33 (2016), Lee et al. (2017), Antimova et al. (2012), Riordan & Jones (2007), and Feigin et al.  
34 (2018). The results of this study are one of the new findings in this study.

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38 Some suggestions for future research: (1) Subsequent research can develop a research  
39 model by including the characteristics of foreign tourists as control variables. For example is  
40 the age of foreign tourists, including the baby boomers, generation X, and generation Y. (2)  
41 Further research can change the WOM Intention variable with e-WOM Intention, considering  
42 that currently, the means of communication via the internet is wide open in almost all parts of  
43 the world.

44  
45 Some suggestions for government and other stakeholders: (1) Sustainability has been  
46 shown to have a significant effect on WOM's attitudes and interests and interest in revisiting.  
47 Based on the results of this study, tourism managers (DMO) can make Sustainability one of  
48 the strengths in marketing strategies because Bali has unique characteristics in preserving  
49 natural beauty, culture, and economic benefits. (2) Given the importance of Sustainability, the  
50 Sustainability indicator which is considered to be improved is the level of pollution.  
51 Destination managers along with the government and surrounding communities should work  
52 together to avoid pollution such as waste pollution, air pollution, noise pollution, and water  
53 pollution. The occurrence of a lot of garbage on the beach shows that sea water pollution is  
54 still considered high so that it will reduce the comfort of foreign tourists. The community  
55 must realize the importance of disposing of garbage in its place and the government  
56 facilitates recycling of waste so that it does not damage the image of Bali as an  
57 environmentally friendly destination.



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