



The Influence of Environmental Belief on Intention to Visit Ecological Site Through Ecotourism Attitude

Banowati Azelia Putri Yuliawan^{1*}, Bagja Waluya¹ & Shandra Rama Panji Wulung¹

¹ Universitas Pendidikan Indonesia

Keywords:

Environmental belief, Ecotourism attitude, Intention to visit ecological site, Ciletuh-Palabuhanratu UNESCO Global Geopark.

Abstract.

This study aims to determine the effect of environmental beliefs on the intention to visit ecological site through ecotourism attitude. The location of this research was conducted in Ciletuh-Palabuhanratu UGGp. In this study, the exogenous variable used were environmental beliefs with ecotourism attitude as the mediating variable and intention to visit ecotourism as the endogenous variable. The type of this research uses descriptive and verification with explanatory research methods. The sampling technique used was purposive sampling, amounting to 460 respondents. The data analysis technique in this study used Structural Equating Modeling (SEM). The results of this study indicate that the description of environmental belief, ecotourism attitude, and intention to visit ecotourism are in a fairly good category. The findings in this study suggest that environmental belief variables indirectly influence the intention to visit visit ecological through ecotourism attitude. The research recommend both of tourists and Ciletuh-Palabuhanratu UGGp to increase environmental belief and ecotourism attitudes in order to create positive tourist visiting intentions.

Kata Kunci:

Keyakinan lingkungan, Sikap ekowisata, Niat mengunjungi lokasi ekowisata, UNESCO Global Geopark Ciletuh-Palabuhanratu.

Abstrak.

Penelitian ini bertujuan untuk mengetahui pengaruh environmental belief terhadap niat berkunjung ke ekowisata melalui ecotourism attitude. Lokasi penelitian ini dilakukan di Ciletuh-Palabuhanratu UGG. Pada penelitian ini, variabel eksogen yang digunakan adalah environmental belief dengan ecotourism attitude sebagai variabel mediasi dan niat berkunjung ke ekowisata sebagai variabel endogen. Jenis penelitian ini adalah deskriptif dan verifikatif dengan metode explanatory research. Teknik sampling yang digunakan adalah purposive sampling yang berjumlah 460 responden. Teknik analisis data pada penelitian ini menggunakan Structural Equation Modeling (SEM). Hasil penelitian ini menunjukkan bahwa gambaran environmental belief, ecotourism attitude, dan niat berkunjung ke ekowisata berada pada kategori cukup baik. Temuan pada penelitian ini mengemukakan bahwa variabel environmental belief secara tidak langsung memengaruhi niat berkunjung ke lokasi ekowisata melalui ecotourism attitude. Sehingga peneliti merekomendasikan baik untuk wisatawan dan pihak Ciletuh-Palabuhanratu UGGp untuk meningkatkan environmental belief dan ecotourism attitude agar menciptakan niat berkunjung wisatawan yang positif.

* Corresponding author.

E-mail addresses: azeljuliawan@gmail.com (Banowati Azelia Putri Yuliawan).

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1. Introduction

The decline in tourists' intention to visit a tourist destination was evident during the COVID-19 pandemic (Bascha et al., 2021). During a pandemic, tourists tend to choose to travel in their respective domiciles compared to having to travel out of town or abroad (Wolff et al., 2019). Perceived travel risks during a pandemic are one of the reasons why domestic and international tourists have different

travel intentions and behaviors (Lepp & Gibson, 2003; Reisinger & Mavondo, 2005). The choice of tourist destinations and the behavior of tourists will likely be influenced by their concerns about health risks or the possibility of infectious diseases (Chinazzi et al., 2020). Tourists' concerns also occur during the COVID-19 pandemic, where many tourists' feel afraid to travel (Beck & Hensher, 2020; Wen et al., 2021) where this causes tourists' intentions to travel during the COVID-19 outbreak to continue to change even more leading to cancellation of travel plans (Neuburger & Egger, 2021).

Based on the Central Bureau of Statistics, the number of domestic tourist trips by provinces in Indonesia from 2019-2021 has fluctuated. In 2019, the number of domestic tourists who were traveling was 722.158.733 tourists. As a result of the COVID-19 pandemic that occurred in 2020, there was a decrease of 28.9% with the number of tourists. Fluctuations in the number of domestic tourists also occurred in West Java Province. In 2019, 64.610.106 domestic tourists visited West Java Province, however, a 43% decrease occurred in 2020 due to the COVID-19 pandemic. Sukabumi Regency, West Java is one of the regencies in West Java Province which has also experienced a decrease in the number of tourists during the COVID-19. In 2020 the number of domestic tourists visiting Sukabumi Regency had increased compared to the previous year, however, in 2021 the number of domestic tourist visits to Sukabumi Regency decreased again due to the pandemic. One of the tourist attractions in Sukabumi Regency, namely Ciletuh-Palabuhanratu UGGP, also experienced fluctuations in the number of tourists.

The increase in the tourist visit rate in 2021 is feared to be the trigger for a revenge travel, which is tourist activity carried out by visitors after the COVID-19 pandemic after months of staying at home and not travelling (Zaman et al., 2021). Revenge travel can lead the tourism industry towards overtourism (Antariksa et al., 2022). Overtourism can raise concerns about the impact on the environment in tourist attraction areas (Capocchi et al., 2019). The high number of tourists visiting tourist attractions but not accompanied by environmental awareness will have an impact on waste which makes tourist objects dirty, looks untreated and can damage existing flora and fauna (Nofriya et al., 2019; Ni Wayan Anggreni, 2021). One way to avoid overtourism in nature tourism and to overcome environmental problems that occur in tourist destinations is to become environmentally responsible tourists (Jiang et al., 2022).

This study used environmental belief as an exogenous variable because, based on previous studies, it was believed that environmental belief was the first step before tourists decided to go into natural tourism (Kimmel, 1999; Waylen et al., 2009). Meanwhile, the ecotourism attitude is used as a mediation between environmental belief and the intention of visiting ecotourism because tourists with environmental beliefs can improve their positive attitude towards the environment (Chiu et al., 2014) so that it could later form a responsible attitude for the surrounding environment (Hultman et al., 2015).

2. Literature Review and Hypothesis

2.1. *Intention to Visit Ecological Site*

Intention can be interpreted as a tourist's interest in a tourist destination that has its own unique and attractive features (Cahyanti & Anjaningrum, 2018). In the tourism industry, the intention is often associated with tourists' desire to visit a destination (Chen et al., 2014). The intention of visiting ecotourism was first mentioned in a journal written by (Ballantine & Eagles, 1994). The intention of visiting ecological site can also be interpreted as the interest of a tourist to visit and engage in ecotourism in the near future (Hultman et al., 2015; Pham & Khanh, 2020).

Based on the understanding of some experts, this study refers to the definition proposed by (Hultman et al., 2015; Cahyanti & Anjaningrum, 2018; Pham & Khanh, 2020) stated that the intention of visiting ecotourism is the interest of prospective tourists to an ecotourism that has its own unique and attractive features and desires to visit the ecotourism. This research will use the indicators presented by (Phillips & Jang, 2007; Hosany et al., 2020) consisting of push factors, pull factors, and prestige and status motivations. These three indicators are considered to affect the intention of visiting tourists to a tourist destination and can help understand the factors that have the most impact on one's intention to choose a tourist destination (Pratminingsih, 2014; Nguyen et al., 2021).

2.2. *Ecotourism Attitude*

Attitude is the tendency of a person to respond positively or negatively to an idea, object, person or situation (Jafari & Scott, 2014). In the tourism industry, attitude is interpreted as a tourist's tendency towards tourist destinations and services they get when visiting these destinations with perception of tourism products and destination attributes as their basis (Pereira et al., 2019). Ecotourism attitude can be explained as a tourist's psychological tendency toward the environment that can lead to positive or negative evaluation (Milfont & Duckitt, 2010). Another sense of ecotourism attitude can be interpreted as the attitude of tourists who are excited, appreciate, participate and have sensitivity when visiting an ecological tourism (Thi Khanh & Phong, 2020). Another term used to explain ecotourism attitude is environmental attitude. (Gifford & Sussman, 2012) suggests that the environmental attitude is a person's concern about the environment and thus creates a sense of concern for the environment. Research related to the environmental attitude began in the 1970s. Researchers continued to research the environmental attitude year after year until major developments related to the environmental attitude began in early 1990.

This research will explain the concept of ecotourism attitude or in other terms known as environmental attitude using definitions from (Gifford & Sussman, 2012) and (Thi Khanh & Phong, 2020). Environmental attitude is the fear of an individual who is concerned with the environment and thus causes concern for the surrounding environment (Gifford & Sussman, 2012). The attitude of tourists who are excited, appreciating, participating and have sensitivity when visiting an ecological tour can also be considered as ecotourism attitude (Thi Khanh & Phong, 2020).

Indicators used in ecotourism variable attitude are recycling plans, buying reusable items, turning off appliances, and going paperless (Zhang & Lei, 2012). These four activities are a form of efforts to raise environmental awareness that anyone who is willing to preserve and preserve the earth (Paradewari et al., 2018). Other indicators are adventurous activities, get in touch with nature, challenging activities, experiential silence and rest (Cini et al., 2015) which are part of activities that can be done while in nature and their effects can be felt by ourselves.

2.3. *Environmental Belief*

Belief is an individual's attitude toward something that is done based on certain knowledge (Zhu et al., 2021). Environmental belief represents one's belief in protection of the environment. Research on the environmental belief has been carried out since mid-1970 to the present day. Environmental belief is believed to be the way a person performs an action in the form of supporting or not supporting the environment. (Stern et al., 1999) suggests that environmental belief is a reflection of a person's beliefs about their relationship and nature. Environmental belief can be interpreted as a combination of a person's awareness of the consequences and their involvement with the environment (Horvat & Smrekar, 2017).

In the ecotourism context, environmental belief will make tourists have an environmentally responsible attitude where tourists will follow the regulations and norms that apply in the area (Puhakka, 2011). Ecotourism includes tourism activities related to the environment and promotes nature conservation. Based on experts' understanding of the environmental belief in this study, it refers to the definition of (Stern et al., 1999; Zhu et al., 2021) which states that environmental belief is a reflection of a person's beliefs about their relationship and nature based on their knowledge.

On this study the indicators to be used are altruistic, egoistical, hedonic and biopspherical (Horvat & Smrekar, 2017), where the four indicators can affect a person on their beliefs and behavior. Other indicators to be used are objective knowledge and subjective knowledge (Sharma, 2015; Despotović et al., 2021) which are evaluated as knowledge of environmental issues and know possible solutions to their problem solving (Despotović et al., 2021).

2.4. Hypothesis

Based on the explanation of this study, there are several premises that can support the application of the research hypothesis:

1. Research conducted by (To et al., 2015) shows that environmental belief is positively influenced by ecotourism attitude, which also affects the intention of visiting ecological site.
2. Research conducted by (Thi Khanh & Phong, 2020) identified that environmental belief had a direct and indirect positive effect on ecotourism attitude.
3. Research carried out by (Lu et al., 2014; Hultman et al., 2015; Sanassee et al., 2021) suggested that ecotourism attitude had a positive effect on the intention of visiting ecological site.

Another premise to support this research is the Value-Belief-Norm theory. The theory states that pro-environmental belief can be a mediator that affects pro-environmental behavior (Hiratsuka et al., 2018). The theory proposed by Icek Ajzen and Martin Fishbein, the Theory of Planned Behavior, can also serve as a premise for supporting this study. The Theory of Planned Behavior suggests that one's intentions are triggered by attitude.

Michael E. Bratman revealed a Simple Intention theory in which one of them is an intention-belief principle. Bratman argued that there was an important relationship between intention and belief. Broadly speaking the intention-belief principal explains that if a person intends to do something, he or she is convinced that he or she should do the activity (Bratman, 2018). Based on the premise presented, the hypothesis to be proposed in this study is as follows:

1. Environmental belief has a significant effect on the ecotourism attitude.
2. Environmental belief has a significant effect on the variables of intention to visit the ecological site.
3. The ecotourism attitude variable has a significant effect on the variable of intention to visit the ecological site.
4. Environmental belief has a significant effect on the intention of visiting ecological site through ecotourism.

3. Methodology

3.1. Research Method

The types of research used are descriptive and verifiable research. In this study, descriptive research aims to provide an overview of the relationship between environmental belief, ecotourism attitude, and intention to visit ecological site. Verificative research was used to test the correctness of the

environmental belief influence on the intention of visiting the ecotourism Ciletuh-Palabuhanratu UG GP through ecotourism attitude. Based on explanations of descriptive and verifiable research, the method used in this study is explanatory research. Explanatory research is one of the research methods whose primary purpose is to clarify or prove the relationship between two aspects of a phenomenon (Kumar, 2011). This method was carried out through the collection of information obtained from questionnaires distributed with the aim of obtaining sample opinions on the research being conducted (K. N. Malhotra et al., 2017).

3.2. Type and Source of Data

This study is divided into two types of data sources: primary data and secondary data. Primary data is data collected directly by researchers aimed at solving research problems. The primary data source for this study was obtained from questionnaires distributed to respondents who met the criteria, while secondary data were data obtained and collected by researchers already available from existing sources. Secondary data sources in this study are from the study of literature, articles, e-books, journals and other credible data sources (Sekaran & Bougie, 2016; Malhotra et al., 2017).

3.3. Population and Sample

A population is a collection of research subjects that can include a group of people, events, and interesting things that are considered to have information that is being sought and needed by researchers (N. Malhotra & Birks, 2015; Kurniawan & Puspitaningtyas, 2016). Based on the explanation of the population, the population in this study was taken from the number of tourist visits to Sukabumi Regency, West Java in 2021 as many as 565,545 tourists.

Samples are part of a population that is judged to be representative for the study conducted (Sekaran & Bougie, 2016). Samples of the population must be able to represent or represent the population. Results obtained when using representative samples have the ability to generalize to populations so that samples must be accurate and precise. This study used Generation Z and Family Group as samples with 230 respondents each.

3.4. Structural Equation Modeling (SEM)

SEM is used as a verification data analysis technique that serves to examine the influence of environmental beliefs on the intention of visiting ecological site through ecotourism. SEM is a statistical technique used to test causal models and to illustrate the relationship between variables under study (Sarwono, 2010; Thakkar, 2020). This technique is a combination of factor analysis and multiple regression analysis (James, 2020). A number of reasons why this study uses SEM as a data analysis technique are that the use of SEM can be done to analyze a series of relationships simultaneously and statistically efficiently and can aid researchers in testing their theoretical models, the use of confirmatory factor analysis can reduce measurement errors, and has difficult data handling capabilities (Bahri & Zamzam, 2015).

4. Finding and Analysis

4.1. Demographic characteristic of respondents

The questionnaire was shared with 460 respondents online via google form. Further details on the demographic characteristics of respondents are shown in Table 1 below.

Table 1. Demographic characteristic of respondentns (N=460)

Category	Frequency
Type of Sample	
Generation Z	230
Family Group	230
Gender	
Male	122
Female	338
Age	
17-20 years old	95
21-25 years old	211
26-30 years old	71
31-35 years old	23
36-40 years old	21
>40 years old	39
Marriage Status	
Unmarried	230
Married (not having children)	146
Married (already having children)	84
Domicile	
Bogor	32
Jakarta	128
Garut	5
Sukabumi	6
Bandung	62
Other city...	227
Last Education	
Junior High School/High School/Other equivalent education	207
Diploma	31
Bachelor Degree	196
Master Degree	26
Doctoral Degree	0
Job	
Student/College Student	246
Public or Private Employee	121
Entrepreneur	67
Other...	26
Monthly Income	
≤ Rp 2.000.000	245
Rp 2.100.000 - Rp 3.000.000	47
Rp 3.100.000 - Rp 4.000.000	45
Rp 4.100.000 - Rp 5.000.000	31
≥ Rp 5.000.000	92

The results of the respondents' demographic descriptive analysis showed 122 respondents (26.5%) were male and 338 respondents (73.5%) were female. Respondents made up of various age ranges with the highest age group being 21-25 years old as many as 211 respondents. Of the 460 respondents, as many as 230 respondents were unmarried (50%), 146 married but had no children (31.5%) and 84 married and already had children (18.5%). When viewed based on the city of residence, 227 respondents came from other domiciles that were not mentioned in questionnaires such as DIY and Cirebon. The last level of education for the highest respondents was Junior High School/High School/Other equivalent education as many as 207 respondents (45%). Most of the respondents were students/students with 246 respondents. The highest monthly income was at ≤ Rp 2.000.000 as many as 245 respondents (53.3%).

4.2. Respondents' Experience

The experience of 460 respondents was related to their visit to ecological site. Further information on respondents' experiences is given in Table 2 below.

Table 2. Respondents' Experience (N=460)

Category	Frequency
Motivation on Visiting Ecological Site	
Hobby	48
Vacation	404
Work	3
Other motivation...	5
Last Time Visited Ecological Site	
1-4 weeks ago	137
>2 months ago	245
>3 years ago	78
Frequency Of Visits To Ecological Site	
1 time	33
2 times	76
3 times	70
>4 times	281
Fellow Visits to Ecological Site	
Couple	73
Family/Relatives	266
Friends	114
Alone	7
Joined a package tours	0
Source of Information about Ecotourism	
Friends/Family Recommendation	184
Social Media	287
Other...	9
Average Expenditure During Visiting Ecological Site	
≤ Rp 500.000	174
Rp 1.000.000 - Rp 1.500.000	153
Rp 2.000.000 – Rp 2.500.000	70
Rp. 3.000.000 – Rp 3.500.000	24
≥ Rp 4.000.000	39

Based on the visit motivation, 404 respondents (87.8%) visited ecological site for vacation. 245 respondents (53.3%) last visited ecological site more than 2 months ago. A total of 281 respondents have visited ecological site more than 4 times. Most respondents visited ecological site for reasons of its natural beauty, natural coolness, and uniqueness. Other reasons such as ecotourism tend to be cheaper than other types of tourism, proper tourist attractions with families, and far from urban crowds. When visiting the ecological site, 266 respondents (57.8%) visited with their family. Based on information sources, 287 respondents (58%) received information on ecotourism through social media, 184 respondents (40%) received information on ecotourism from friend/family recommendations, and 9 other respondents (2%) received information on ecotourism through websites, workplace institutions, and books. As many as 174 respondents (37.8%) spent ≤ Rp 500.000 when visiting ecotourism. Based on their visit to Ciletuh-Palabuhanratu all the 460 respondents (100%) has never been to the geopark.

4.3. SEM Assessment, Analysis and Hypothesis Results

The questionnaire was shared with 460 respondents online via google form. Further details on the demographic characteristics. This study had a sample of 460 respondents with 230 respondents being Generation Z and another 230 respondents being family groups. Data will be considered

normally distributed if the skewness value is between -2.58 to +2.58 (Santoso, 2015). The critical ratio of multivariate in this study is 2.370 so that it can be interpreted that the data at this assessment have normal distributed data. The data outlier value in this study is based on the value of the mahalanobis distance, which is obtained by a value of 13.550 with the nearest distance of 0.017. The value of mahalanobis distance in this study is 229,214, both of which are still below 229,214 so it can be said that the research data used are not multivariate outliers.

In this study there was no multicollinearity because there was no correlation value of 1 or 00.90. This study used a loading factor of 0.40 based on recommendations from (Hair et al., 2019). The model specifications for this study are presented in Figure 1 below.

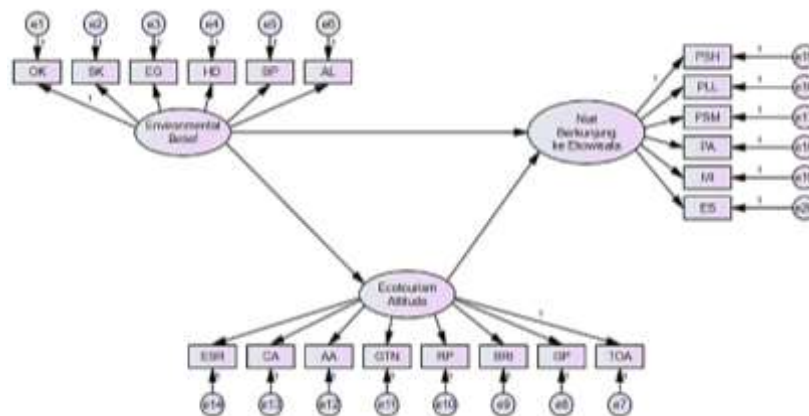


Figure 1. Model Specifications

The next step is to test each variable. The first variable test is performed on the exogenous environmental belief construct as shown in Figure 2 below.

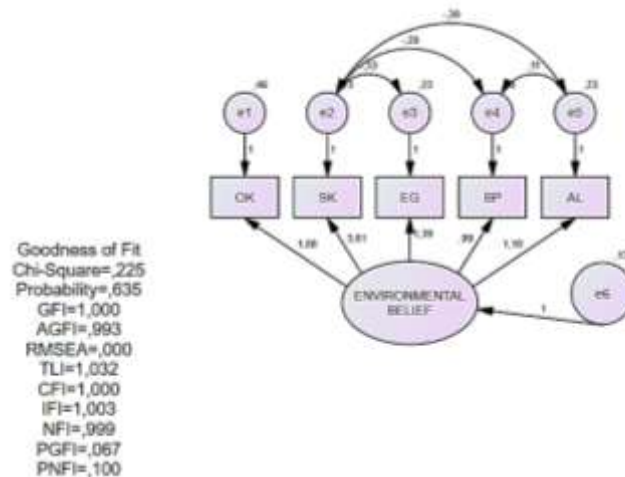


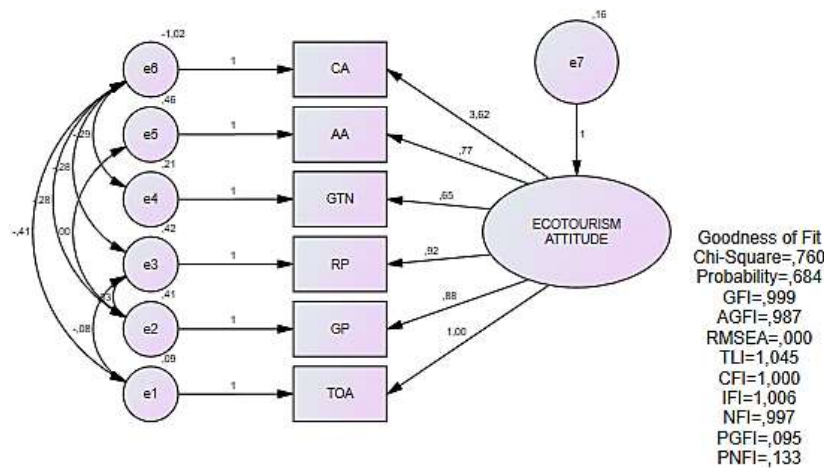
Figure 2. Exogenous Environmental Belief Construct

After testing there are 5 qualified indicators, namely OK (Objective Knowledge), SK (Subjective Knowledge), EG (Egoistic), BP (Biospheric) and AL (Altruistic). It is known that the P-value = $0.635 > 0.05$, the GFI value = $1,000 \geq 0.90$, the AGFI value = $0.993 \geq 0.90$, the RMSEA value = $0.000 \leq 0.08$, the TLI value = $1.032 \geq 0.90$, the CFI value = $1,000 \geq 0.90$, the IFI value = $1,003 \geq 0.90$, the NFI value = $0,999 \geq 0.90$, the PGFI value = $0,067$ ($PGFI < GFI$), the PNFI value = $0,100$ and with the Construct Reliability (C.R) value is 0,8 and Average Variance Extract (AVE) is 0,5. It can be said that the constructive model after modification is a valid model.

Table 3. Validity and Reliability of Environmental Belief

		Estimate						
		RW	SRW	S.E.	C.R.	P	C.R.	AVE
OK ←	ENVIRONMENTAL_BELIEF	1,000	0,472					
SK ←	ENVIRONMENTAL_BELIEF	3,012	1,058	0,962	3,130	0,002		
EG ←	ENVIRONMENTAL_BELIEF	1,390	0,728	0,307	4,531	***	0,8	0,5
BP ←	ENVIRONMENTAL_BELIEF	0,986	0,5682	0,227	4,350	***		
AL ←	ENVIRONMENTAL_BELIEF	1,101	0,643	0,237	4,644	***		

Measurements of the construction mediation ecotourism attitude are presented in Figure 3 showing the mediation model form and goodness of fit for the following variables.

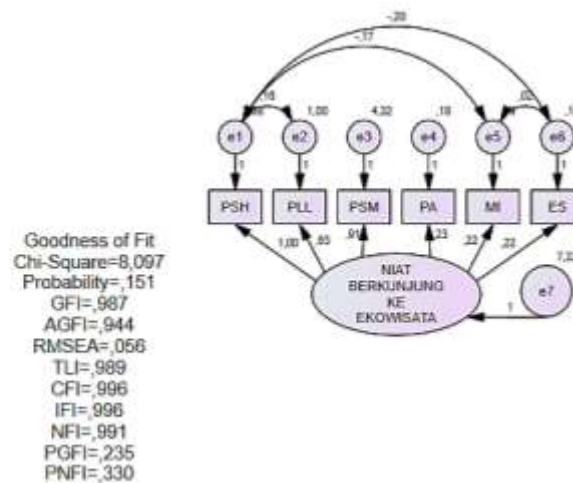
**Figure 3.** Mediation Ecotourism Attitude Construct

Based on Figure 3 above, there are 6 indicators that meet the requirements, namely Turning Off Appliances (TOA), Going Paperless (GP), Recycling Plans (RP), Getting in Touch with Nature (GTN), Adventurous Activities (AA) and Challenging Activities (CA). This model can be said to be fit because it has P-values= 0,684 > 0,05, the GFI value = 0,999 ≥ 0,90, the AGFI values = 0,987 ≥ 0,90, the RMSEA value = 0,000 ≤ 0,08, the TLI value = 1,045 ≥ 0,90, the CFI value = 1,000 ≥ 0,90, the IFI value = 1,006 ≥ 0,90, the NFI value = 0,997 ≥ 0,90, the PGFI value = 0,095 (PGFI < GFI), the PNFI value = 0,133. the CR value obtained was 0.9 and the AVE value was 0.7.

The final construct test was conducted on endogenous variables, namely the variable of intention to visit the ecotourism, consisting of six indicators which are Push Factors (PSH), Pull Factors (PLL), Prestige and Status Motivations (PSM), Photos and Artworks (PA), Memorable Items (MI), and Experience Sharing (ES). Endogenous construction testing of visiting ecotourism is provided in Figure 4 below.

Table 4. Validity and Reliability of Ecotourism Attitude

		Estimate						
		RW	SRW	S.E.	C.R.	P	C.R.	AVE
TOA ←	ECOTOURISM_ATTITUDE	1,000	0,800					
GP ←	ECOTOURISM_ATTITUDE	0,883	0,480	0,221	3,992	***		
RP ←	ECOTOURISM_ATTITUDE	0,917	0,490	0,243	3,780	***	0,9	0,7
GTN ←	ECOTOURISM_ATTITUDE	0,652	0,491	0,153	4,250	***		
AA ←	ECOTOURISM_ATTITUDE	0,769	0,411	0,202	3,800	***		
CA ←	ECOTOURISM_ATTITUDE	3,624	1,403	0,719	5,042	***		

**Figure 4.** Endogenous Intention to Visit Ecotourism Construct

Based on Figure 4 above, it is known that the P-value = 0,151 > 0,05, the GFI value = 0,987 ≥ 0,90, the AGFI value = 0,944 ≥ 0,90, the RMSEA value = 0,056 ≤ 0,08, the TLI value = 0,989 ≥ 0,90, the CFI value = 0,996 ≥ 0,90, the IFI value = 0,996 ≥ 0,90, the NFI value = 0,991 ≥ 0,90, the PGFI value = 0,235 (PGFI < GFI), the PNFI value = 0,330, the C.R value = 0,9 and the AVE value = 0,7, it can be said that the endogenous construct of the intention to visit ecotourism is considered fit because it meets the requirements.

Table 5. Validity and Reliability of Intention to Visit Ecotourism

		Estimate						
		RW	SRW	S.E.	C.R.	P	C.R.	AVE
PSH ←	INTENTION_TO_VISIT_ECOTOURISM	1,000	0,858					
PLL ←	INTENTION_TO_VISIT_ECOTOURISM	0,629	0,861	0,040	15,785	***		
PSM ←	INTENTION_TO_VISIT_ECOTOURISM	0,912	0,763	0,076	11,992	***	0,9	0,7
PA ←	INTENTION_TO_VISIT_ECOTOURISM	0,228	0,820	0,017	13,139	***		
MI ←	INTENTION_TO_VISIT_ECOTOURISM	0,223	0,811	0,018	12,134	***		
ES ←	INTENTION_TO_VISIT_ECOTOURISM	0,221	0,828	0,018	12,244	***		

The next stage is structural model compatibility with inter-variable relationships. Structural model compatibility is provided in Figure 5 below.

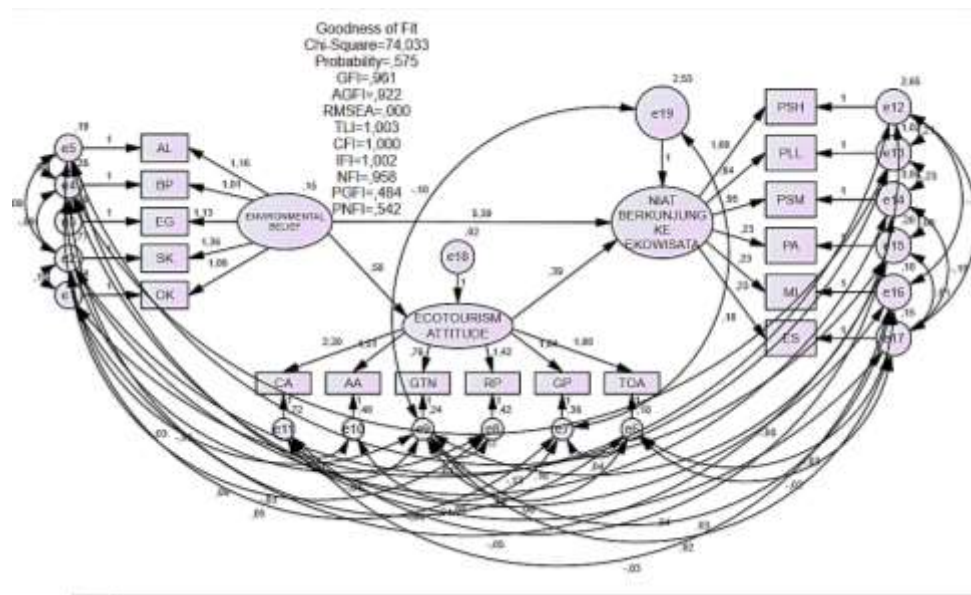


Figure 5. The Structural Model of Environmental Belief on Intention to Visit Ecotourism Through Ecotourism Attitude

The parameter estimation values of each variable are shown in the following table.

Table 6. Estimation Result of Environmental Belief on Intention to Visit Ecotourism Through Ecotourism Attitude Parameter Model

Model	Estimate					
	RW	SRW	S.E.	C.R.	P	
Ecotourism Attitude ← Environmental Belief	0,582	0,869	0,119	4,875	***	
Intention to Visit Ecotourism ← Environmental Belief	5,297	0,769	2,106	2,516	0,012	
Intention to Visit Ecotourism ← Ecotourism Attitude	0,387	0,038	3,027	0,128	0,898	
Average	2,089	0,559	1,751	2,506		

Based on table above, it is well known that factor loading values on standardized regression weights that relate environmental belief variables to ecotourism and environmental beliefs with intent to visit ecotourism are above 0.40, and that the factor loading values of the environmental belief are above 0.40. except for the relationship of ecotourism variables in forming the intention of visiting ecotourism with values below 0.40. If its reviewed by the goodness of fit model this study is said to be fit because it meets all the requirements.

Hypothesis testing in this study used a t-value with a significance level of 5% (0.05) and a degree of freedom of n (samples). The t-value used in this study was critical ratio (CR) ≥ 1.96 or probability (P) ≤ 0.05 . The criteria for acceptance or rejection of the hypothesis in this study are that if the CR value is ≥ 1.96 or P ≤ 0.05 , then H0 is rejected (the hypothesis of the study is accepted).

The Hypotesis of the Influence of Environmental Belief on Ecotourism Attitude

Based on the hypothesis test analysis of data processing on IBM AMOS 24 for Windows, C.R. on the Environmental Belief variable on Ecotourism Attitude is 4.875 means that there is a relationship between Environmental Belief and Ecotourism Attitude because of the C.R. ≥ 1.96 . When viewed from probability, the probability value shows a sign (**) meaning that the P value is ≤ 0.05 meaning

that there is a significant influence from the Environmental Belief on Ecotourism Attitude. This supported H0 rejection of the hypothesis.

The Hypotesis of the Influence of Environmental Belief on Intention to Visit Ecotourism

The test results show that the C.R. value in the Environmental Belief variable on Intention to Visit Ecotourism is 2,516, this C.R. value is ≥ 1.96 so that it can be said that there is a positive relationship between the variables. The probability value shows 0.01, this value is less than 0.05 which means that Environmental Belief influence on Intentions to Visit Ecotourism can be considered significant. This supported H0 rejection so that the hypothesis of an Environmental Belief influence on the Intention to Visit Ecotourism was accepted. true. In other words, type II errors occur when H0 is accepted where H0 should be rejected (Anshori & Iswati, 2019; Syafriandi et al., 2021)

The Hypotesis of the Influence of Ecotourism Attitude on Intention to Visit Ecotourism

The hypothesis test of the effect of Ecotourism Attitude on the Intention to Visit Ecotourism shows a C.R. of 0.128 where this value ≤ 1.96 means that there is no relation between Ecotourism Attitude on the Intention to Visit Ecotourism. The probability value indicates a number of 0.898 which means P-value is ≥ 0.05 , meaning that there is no significant influence of Ecotourism Attitude on the Intention to Visit Ecotourism. Thus, the statement H0 was accepted, meaning that the hypothesis of the influence of Ecotourism Attitude on Intention to Visit Ecotourism was rejected. Based on the type of hypothesis rejection error, this hypothesis is included in the type II error, which is also called as negative error, which is the error of rejecting an alternative hypothesis in which the alternative hypothesis is true. In other words, type II errors occur when H0 is accepted where H0 should be rejected (Anshori & Iswati, 2019; Syafriandi et al., 2021).

The Hypotesis of the Influence of Environmental Belief on Intention to Visit Ecotourism Through Ecotourism Attitude

The results of the hypothesis of the Influence of Environmental Belief on Intention to Visit Ecotourism Through Ecotourism Attitude are shown in Table 7 below.

Table 6. Estimation Result of Environmental Belief on Intention to Visit Ecotourism Through Ecotourism Attitude Parameter Model

Variables	Direct Influence		Indirect Influence		Total Influence	
	Envi. Belief	Ecotourism Attitude	Envi. Belief	Ecotourism Attitude	Envi. Belief	Ecotourism Attitude
Ecotourism Attitude	0,869	-	-	-	0,869	-
Intention to Visit Ecotourism	0,769	0,038	0,033	-	0,802	0,038

The results of the fourth hypothesis are based on indirect effects obtained from calculations using IBM SPSS AMOS 24 for Windows. Based on the results of calculating the indirect influence of Environmental Belief on Intention to Visit Ecotourism through Ecotourism Attitude is 0,033.

5. Conclusion

Based on the description of the results of the research conducted through descriptive analysis and hypothesis testing and assumptions, an overview of the intention to visit ecotourism can be seen through push factors indicators, pull factors, prestige and status motivations, photos and artworks, memorable items, and experience sharing. The variable of intention to visit ecotourism is in the high category. This shows that the intention of visiting the Ciletuh-Palabuhanratu ecotourism UGGP was highly evaluated.

An overview of the environmental belief can be seen from five indicators consisting of objective knowledge, subjective knowledge, egotistical, biospheric, and altruistic. Environmental belief variables are in the high category indicating that the environmental belief assessment is high. Additionally, an overview of ecotourism attitudes can be seen from six indicators consisting of turning off appliances, going paperless, recycling plans, get in touch with nature, adventurous activities, and challenging activities. The ecotourism attitude variable is in a very high category. This indicates that ecotourism is receiving very high assessment from respondents.

Environmental belief has a positive and significant effect on the ecotourism attitude as evidenced by the t-statistics value of 4.875 where it is greater than 1.967 and significant on alpha. This means that H0 is rejected, meaning there is a significant influence between environmental beliefs on ecotourism attitude. Furthermore, environmental belief has a positive and significant effect on the intention to visit ecotourism as evidenced by the t-statistics value of 2,516, where it is greater than 1.967 with a P-value of 0.01. This meant that H0 was rejected and the research hypothesis was accepted.

Ecotourism attitude has a negative and insignificant effect on the intention to visit ecotourism as evidenced by a t-statistics value of 0.128, where it is less than 1.967 and significant at alpha 0.898, this value is greater than 0.005. This means that H0 is accepted, meaning there is no effect between ecotourism and ecotourism on the intention of visiting ecotourism. Beside of that, environmental belief has an indirect effect on the intention to visit ecotourism through ecotourism attitude. This is evidenced by the standardized indirect effect of environmental relief on the intention to visit the ecotourism by 0.033.

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