TOURISM DESTINATION: THE ROLE OF BEACH TOURISM EXPERIENCE AFFECT GREEN CONSUMPTION ON PARANGTRITIS BEACH YOGYAKARTA

A THESIS

Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Department

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YOGYAKARTA

2023

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Yogyakarta, April 22, 2024

Author

Bhimantara Haba Asy-Syidiqie

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A <u>BACHELOR DEGREE</u> THESIS

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Defended before the Board of Examiners
on April 22, 2024 and Declared Acceptable

Board of Examiners

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Presented as Partial Fulfillment of the Requirements
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Approved for Final Thesis Exam
Yogyakarta, 3 March 2024

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Approved for Final Thesis Exam
Yogyakarta, 21 March 2024

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UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2024

ACKNOWLEDGEMENTS

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِيْمِ

Assalamualaikum Wr. Wb.

Alhamdulillahi rabbil'alamin, all praises belong to Allah SWT, who has given us life filled with challenges in a bundle of beautiful results and grateful blessings. In this opportunity, the author allows to finish this thesis with the tittle ― tourism destination: the role of beach tourism experience affect green consumption on Parangtritis beach Yogyakarta‖. This thesis writing is one of the requirements to finish the study and to get an undergraduate degree in Marketing Study, Department of Management, Faculty of Economics, Universitas Islam Indonesia.

The author realizes that the fulfillment of this thesis could not be separated from the support of many people. Therefore, in this occasion the author would like to thank for guidance, supervision, advice, and any other support which have been very influential in the success of this thesis. The author would like to give thanks to:

1. Allah SWT for all His grace and guidance. Everything in this world and *akhirat* belongs to Him and to Him we shall return.

2. Prophet Muhammad SAW for being such a great figure for his *ummah*.

9. Furthermore, for the people who have contributed to this success that might not be mentioned one by one. Thank you for giving me support, help, and pray for all this time so that I can finish this thesis.

Last but not least, the author realizes that this thesis is still far from perfect. Consequently, the author appreciates any suggestions and recommendations to improve this thesis. Hopefully, this research can be beneficial for the readers and may be useful for the management study, especiallyin marketing study.

Wassalamualaikum Wr. Wb.

Yogyakarta, November 21ˢᵗ, 2023

Bhimantara Haba Asy-Syidiqie

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ABSTRACT

Beach has become a part of tourism experience and it is one of the most important motivators for tourism. In order to attract tourists to visit, a beach should have a favorable image. Furthermore, nature and environmental awareness by tourists in a beach destination are also considered to be very important to influence the spread of positive green consumption towards a beach destination. However, in the context of tourist destinations, these concepts have never been empirically investigated. Therefore, the aim of this research is to extend the theoretical concepts and evaluates the empirical evidence of the relationship between tourism experience, connectedness to nature, and environmental awareness towards green consumption. The results drawn from a sampleof 226 domestic tourists in Yogyakarta, show that tourism experience, connectedness to nature and environmental awareness has a significant influence on green consumption. Furthermore, this study reveals that the development of a beach in a tourism destination is only possible if the beach is simultaneously developed into an attractive destination.

Keywords: *beach, destination, tourism, experience, nature, environmental, green consumption*

DESTINASI PARIWISATA: PERAN PENGALAMAN WISATA PANTAI MEMPENGARUHI KONSUMSI HIJAU DI PANTAI PARANGTRITIS YOGYAKARTA

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ABSTRAK

Pantai telah menjadi bagian dari pengalaman pariwisata dan merupakan salah satu motivator terpenting bagi pariwisata. Untuk menarik wisatawan datang berkunjung, suatu pantai harus mempunyai citra yang baik. Selain itu, kesadaran alam dan lingkungan oleh wisatawan di suatu destinasi pantai juga dinilai sangat penting untuk mempengaruhi penyebaran konsumsi hijau yang positif terhadap suatu destinasi pantai. Namun dalam konteks destinasi wisata, konsep-konsep tersebut belum pernah diteliti secara empiris. Oleh karena itu, tujuan penelitian ini adalah untuk memperluas konsep teoritis dan mengevaluasi bukti empiris hubungan antara pengalaman wisata, keterhubungan dengan alam, kesadaran lingkungan terhadap konsumsi ramah lingkungan. Hasil yang diambil dari sampel 226 wisatawan domestik di Yogyakarta menunjukkan bahwa pengalaman wisata, keterhubungan dengan alam, dan kesadaran lingkungan mempunyai pengaruh yang signifikan terhadap konsumsi ramah lingkungan. Lebih lanjut penelitian ini mengungkapkan bahwa pengembangan suatu pantai dalam suatu destinasi pariwisata hanya mungkin terjadi jika pantai tersebut secara bersamaan dikembangkan menjadi destinasi yang menarik.

Kata kunci: *pantai, tujuan, pariwisata, pengalaman, alam, lingkungan, konsumsi hijau*

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia boasts an extensive coastline adorned with expansive sandy beaches, spanning over 81,000 km along coastal regions that hold great potential for sustainable development. Numerous municipalities currently leverage these coastal areas as primary hubs for various activities, given their multifaceted possibilities. It is also applied in many provinces as well. There is potential for impresive rural tourism development. The progression of such initiatives raises various questions and concerns within these coastal regions (Musadun et al., 2023). For now, the tourism market for Parangtritis Beach is still dominated by domestic tourists. This is reflected in the number of domestic tourists, which is about 200 times more than foreign tourists each year. This makes it clear that there is still a lot to work on and improve the connectedness to nature. Parangtritis Beach has great environment awareness compared to other similar tourist destinations nearby, such as Wediombo Beach and Drini Beach. Moreover, the Parangtritis area is located in the middle of other tourist attractions and is easily accessible (Swinyo, Slamet Idris, 2001). Therefore, the development of Parangtritis tourism is aimed at organizing tourist areas and as representative tourist areas by emphasizing the potential of the area, so that the quality of tourist objects and the quality of the surrounding environment can be improved. It is intended as an attempt to develop green consumption. The development of this tourism area should also be carried out as a comprehensive tourism area arrangement that combines several existing interests so that each activity can be carried out properly and support each other. The development of marine tourism probably takes many forms, including tourism

based on natural beauty, tourism based on maritime culture and traditions, and tourism based on activities such as surfing and fishing.

Although the tourism sector is currently at a standstill due to the COVID-19 pandemic, efforts can be made to revive marine tourism. One way is to harness the creativity of millennials (Arif Maulana, 2021). Indonesia is thus an archipelago nation of 17,506 islands, 81,000 km of beaches and 5. 8 million km2 of sea, with exceptional marine and fishing potential that is almost unparalleled. This potential should provide a suitable source of livelihood for the communities that use it as a source of livelihood. However, in reality, their quality of life is still very different from that of people who exploit the potential of nature as a resource. Tourism remains relatively unaffected by the volatile global economic situation (Sasrawan Mananda, 2015). Sector Development Tourism can provide opportunities and opportunities to work for the community, both formal and informal. Therefore, the tourism sector is very likely to become the country's main product (World Tourism Organization, 2001).

Devy (2017) explained tourism as a set of related elements consisting of tourists, tourist destinations, travel, and industry that make up tourism activities. Definition of non-travel tourism. Tourism as a destination to visit something that has great attraction in the form of a place, object or natural form and is intended to provide recreation to someone (Sari, 2015). Tourism has the potential to boost the economy. However, it is one of the activities that is highly vulnerable to various changes, constraints, safety and comfort conditions. Therefore, maximizing the positive impact of the tourism sector requires serious management that covers various aspects (holistic) (Bernard Hasibuan & Ninin Gusudini, 2022). On the other hand, with the development of tourism economy, the regional tourism economy is

highly dependent on the number of visiting tourists (Mandala, Kusbandrijo & Soesiantoro, 2021).

Governments are responsible for the development of tourism and have at least four things to do, namely, regional planning, construction of important facilities and tourism support, tourism policy formulation, and regulation formulation and enforcement (Nugraha, 2021). The destination community also plays an important role in the development and sustainability of the destination. This will be a special attraction for travelers. The role of government is essentially to provide infrastructure (not just physical form), expand various facilities, coordinate and regulate activities between government agencies and foreign private entities (Idris et al., 2019). The role of the community in this case can be the tourism entity or the residents living near the tourist destination, and the presence of people in the tourist destination also helps to meet tourism needs. For example, as a tourist guide, as an environmental protection measure, as an information provider, and as a rescue worker in the event of trouble at a tourist spot or a disaster or accident at a tourist spot.

Theoretically, with respect to tourist loyalty in destination marketing, there is little research in the tourism literature on the antecedents of tourist loyalty in the context of coastal tourism. In the tourism literature, experienced service quality, perceived value, destination image, and satisfaction have been described as important factors influencing tourist loyalty to beach and island destinations (Sanpickle, 2018). However, in most of these studies, attitude is used as a broader concept that is fundamentally different from the concept of attitude toward behavior (Lobb et al., 2007). For example, a person likes beef (object attitude), but he buys beef depending on his nutritional needs (behavioral attitude). Due to the lack of

attention to attitudes as a behavioral concept, the tourism literature lacks empirical evidence on the antecedents and consequences of attitudes on behavior. Furthermore, there are several studies in the tourism literature showing that tourists' attitudes mediate between perceived service quality and behavioral intentions (Shahijan et al. al., 2015). However, the influence of beach on customer attitudes has not been investigated in the tourism literature. Furthermore, the influence of beach image on customer attitude has been discussed in several consumer behavior and tourism studies (Deng and Li, 2014), it always exists. Lack of empirical knowledge about customer attitudes. The association between failure and failure remains an issue, especially in beach tourism.

Travelers who feel comfortable and happy after a trip are likely to experience feelings of joy and contentment. According to (Asmelash and Kumar 2019), dissatisfied customers are likely to feel irritated and dissatisfied after the trip. Tourist satisfaction is as important as memorable rural tourism experience. The role of tourist expectations is important because beach satisfaction can benefit environment awareness and green consumption (Shamsudin et al. 2020). Travel that meets customer expectations contributes to a positive memorable rural tourism experience. Tourists can share their experiences and recommend destinations to their family, friends, and social networks (Huang and Crotts, 2019). They later express their satisfaction by recommending the destination to other potential tourists. (Hassan and Shamsudin, 2019) state that the higher the tourist satisfaction, the more likely they are to return. Tourist satisfaction largely depends on environment awareness and connectedness to nature. The higher the level of awareness, the less likely the tourist will be satisfied. Today's customers may be different from those of the past (Sukiman et al. 2013).

1.2 Research Problems

As we can see on the above background of research, it can be determined that several research questions which is arise in this observation. The research issue formulation is as follows:

1. Does experiential education in rural tourism influence the unforgettable experience in rural tourism?

2. Does the aesthetics of the rural tourism experience influence the memory of the rural tourism experience?

3. Does an enjoyable rural tourism experience influence the memorable nature of a rural tourism experience?

4. Does escaping a rural tourism experience affect the memorable nature of a rural tourism experience?

5. Do memorable rural tourism experience influence connectedness to nature?

6. Does a memorable rural tourism experience influence environmental awareness?

7. Does a connectedness to nature influence environmental awareness?

8. Does connectedness to nature influence green consumption?

9. Does environmental awareness influence green consumption?

1.3   Limitations of the Study

Due to several considerations, this study has several limitation possibilities. The limitations of the study is follows.

1. This study only includes Indonesian tourists who experienced Parangtritis Beach in Yogyakarta.

1.4   Problem Formulation

As we can see on the formulation of the problems above, the analyst has found objectives of this study. The targets of this experimentation are as follows:

1. To demonstrate which providing an agrarian travel involvement can influence meaningful agrarian tourism travel involvement.

2. To establish that the aesthetics of rural tourism experiences can influence memorable village tourism experiences.

3. To prove that experiential entertainment in rural tourism can influence unforgettable experiences in rural tourism.

4. To demonstrate that escape from rural tourism experiences can influence memorable rural tourism experiences.

5. Evidence that unforgettable experiences in rural tourism can influence connection with nature.

6. Evidence that rural immersive tourism experiences can influence environmental awareness.

7. Evidence that connection to nature can influence environmental awareness.

8. Evidence that a connection to nature can influence green consumption.

9. Evidence that environmental awareness can influence green consumption.

1.5   Research Contributions

1.5.1 Theoretical Benefits

Based on the conception of the issues above, the researcher achieves the objectives of this study. The manifesto of this research is

follows:

To observe the connection between beach tourism experiences and green consumption preferences.

1.5.2 Practical Benefit

The findings of this research could help introducing culinary and souvenir businesses at Parangtritis Beach, opening new jobs in the tourism sector, prospering the lives of people around the coast general, and promoting local community culture to other areas.

1.6 Writing System

This work consists of five chapters. A systematic detailed explanation for writing this work is provided below.

Chapter I: INTRODUCTION

This phase describes the history of this study, the conception of the investigation problem, the bar of this study, the policy of this study, theoretical and practical gain of the study, and the structure of study.

Chapter II: LITERATURE REVIEW

This phase provides an overview of each mobile used in this study, including education, aesthetics, entertainment, escape, unforgettable rural tourism experiences, connection with nature, environmental awareness, and green consumption. This phase also contains details of the conclusions beginning from each variable and the research plan.

Chapter III: RESEARCH METHODOLOGY

This branch describes the arrangements used in this study and also describes the population, sample, sampling techniques, research variables, and test methods used in this study.

Chapter IV: DATA ANALYSIS AND DISCUSSION

This phase presents evidence analysis and argument of results based on demographic calculations using analytical concepts. This phase also provides a clarification of the study based on current theory.

Chapter V: CONCLUSIONS AND RECOMMENDATIONS

This phase contains the completions regarding the consequences of the research investigation conducted. Additionally, this chapter also highlights the limitations of the conducted research. This will be very useful for further research.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

Rural tourism had been regarded as an effective means of overcoming the social and economic challenges confronting rural areas associated with the depression of traditional agrarian industries over a hundred years (Chen et al., 2023).

Regional development planning can be defined in many ways. According to World Bank, regional development relates to a process of growth, renewal, and improvement (Gunawijaya et al., 2023). While Tosun and Jenkins (1996) stated that regional planning is an effort to plan for regions in a country that the best potential location of industry is guaranteed and economic gap among regions may be minimized. The main focus of regional planning is to solve the problems of the regions and to embed their plans into the national development plan of a country (Gunawijaya et al., 2023).

In recent times, there has been an increasing global interest in beach tourism destinations as a favored choice for vacations (Phillips and House, 2009). Likewise, this trend is growing in popularity among tourists in the South Asia region (Tinus and Indrianto, n.d.). The amount of greenhouse gases (GHG) in the atmosphere is increasing, which is leading to golobal climate change. The main anthropogenic driver of GHG emissions is fossil fuel combustion (Steen, n.d.). Among them, the electricity system accounted for more than 42% of fuel-led emissions worldwide in 2014 alone (OCDE and International Energy Agency, n.d.). In China, electricity is predominantly generated from thermal power plants;

this high proportion is reflected in the fact that the power sector accounted for more than 48% of CO_2 emissions derived from fossil fuel combustion in 2014 (OCDE and International Energy Agency, n.d.). Thus, China has pledged not to allow its carbon emissions to go beyond their 2030 projection by reducing emissions intensity by 60–65% from 2005 to 2030. Accordingly, the power sector plays a critical role in achieving this goal, increasing the urgency to promote energy conservation and emission reduction in this sector. Analysis on the driving factors that may affect CO_2 emissions from the power sector may benefit policy formulation regarding energy conservation and emission reduction issues (Ma, Du, and Xie, 2019). Green consumption is an independent practice that includes adopting an environmentally friendly approach to consumption. In fact, it is an important way to reduce global pressure on inconclusive issues (Li, 2020). Environmentally friendly decrease has become a major concern for governments, businesses and purchaser in recent years (Reddy et al., 2023). Bounteous stringent inconclusive protection measures degrading behavior, as has been recognized, originate from tourism activities and development (Pickel-Chevalier and Ketut, 2016).

Despite the mentioned growing interest in sustainable entrepreneurial ecosystems (EEs), the need of rural tourism businesses to cooperate and the increasing awareness of the potential of lifestyle entrepreneurs in providing particularly interesting and innovative businesses, their role in contributing to sustainable EEs has been largely neglected (Cunha, Kastenholz, and Carneiro, 2020).

Certainly, travelers actively pursue captivating, distinctive, and unforgettable experiences within specific destinations. These preferences are influenced by their motivations, past travel encounters, the perceived image of the

destination, and associated expectations. Additionally, concrete on-site behaviors and strategies for navigating the environment, along with adaptation to the unique travel context and unforeseen circumstances, further shape their overall travel experience (Dagustani et al., 2018)

2.1.1 Motivation: rural tourism experience

The tourism sector plays a vital role in fueling Indonesia's economic growth, with a consistent upward trend in its contribution, as highlighted by Subandi (2011). The growth of this industry hinges on the interplay between demand and supply. Notably, emerging travel trends underscore a widespread focus on authentic tourism experiences. Both tourists and consumers are increasingly drawn to genuine travel experiences that reflect real ways of life, incorporating active and guided forms of entertainment (Subandi, 2011).

Indonesia's tourism policy aligns with these trends, actively promoting the establishment of tourist villages. The Ministry of Tourism and Creative Economy has implemented policies to foster village tourism programs in line with this evolving landscape. In line with global perspectives, the United Nations World Tourism Organization (UNWTO) emphasizes the substantial socio-economic contributions and community empowerment that can result from the development of cultural tourism and partnerships between tourism and culture (Jaelani et al., 2023)

The process of establishing nature-based tourism typically involves three primary phases: planning, implementation, and evaluation [4]. During the planning stage, a crucial initial step is to evaluate the existing physical conditions of the intended tourism destinations [5]. This assessment, combined with additional data on social, economic, legal, and other relevant

factors, enhances the development of more practical and well-founded planning [6]. The focus on physical assessment proves especially valuable in prioritizing the development of amenities, such as infrastructure and facilities, essential for supporting tourism activities (Hakim, 2008).

As the global population expands, the escalating demand for services and goods poses a significant threat to the current and future well-being of the planet. Various sustainability challenges, including climate change, particulate matter, responsible resource utilization, freshwater eutrophication, and human toxicity, loom large. The environmental impact of an average citizen is primarily influenced by factors such as food consumption, housing, heating, and transportation, with the latter driven by the increasing reliance on private automobiles among the expanding middle class.

Conversely, there is a noticeable shift in consumer behavior towards adopting environmentally friendly consumption practices. A third of consumers express willingness to pay a premium for sustainable products. This signals a growing trend, and businesses should proactively prepare for sustainability to evolve from being an exception to become the standard in the future (Alamsyah, Alhadey, and Muhammed, n.d.). All of this, in turn, feeds into, for example, the OECD (2006) calling for a 'new paradigm' for rural development policy (Kastenholz and Figueiredo, 2014). The academic examination of the spiritual aspect in modern tourism has been a longstanding focus, with scholars primarily adopting two key analytical perspectives. One perspective delves into what is commonly referred to as religious tourism, defined as the travel motivated either partially or entirely by religious reasons. Emphasizing the enduring significance of pilgrimage

as one of the earliest forms of tourism, a substantial portion of this body of literature is situated within the well-established 'tourist as pilgrim' framework. Within this framework, scholars investigate the parallels and differences between contemporary religious tourism and traditional pilgrimage (Sharpley and Jepson, 2011).

Tourists typically view rural areas as distinct from urban destinations. In order to attract visitors, a rural destination needs to offer a sense of freedom, opportunities for relaxation, and the chance to participate in outdoor activities that connect tourists with nature. These elements align with the motives identified in rural tourism research. The primary objective of the rural tourism experience should be to fulfill the diverse needs of visitors seeking unique and meaningful experiences. This poses a significant challenge for the planning and management of rural tourism development. To deliver high-quality experiences, it is crucial to comprehend the motivations, expectations, perceptions, and meanings associated with this subjective experience among different types of tourists. The creation and co-creation of the rural tourism experience involve multiple stakeholders, such as tourists, the local community, and tourism service providers. Tourists play a central role in shaping their experience, actively engaging in the process well before their travel by gathering information and envisioning the array of services available at the destination. Notably, the active participation of rural tourists is indispensable for the existence and success of rural tourism (Lane, 2009).

2.1.2 Impressive rural tourism experience

In recent times, rural tourism has emerged as a crucial avenue for implementing China's Rural Revitalization Strategy, with traditional

villages assuming a significant role as key rural tourism destinations. The challenge lies in enhancing the appeal of traditional rural tourism and addressing the growing experiential demands of rural tourists to ensure the sustainable development of traditional rural tourism and contribute to rural rejuvenation. This has become a pressing concern for stakeholders involved in traditional rural tourism. Particularly within the context of intensifying competition among rural tourism destinations, the cultivation of loyal tourists has become a central issue for these destinations. In light of these considerations, this paper posits assumptions regarding the emotional efforts undertaken by practitioners in rural tourism (Gao and Wu, 2017).

Rural tourism serves as a platform that brings together individuals from diverse cultural backgrounds, lifestyles, and nations, fostering interaction and expanding their knowledge and experiences. This form of tourism not only generates numerous job opportunities for the local community but also enriches the social, cultural, and educational perspectives of the stakeholders involved. Rural tourism functions as a tool for rural development, aiming to boost productivity, increase income, and create lasting advantages for villagers. The scope of rural tourism encompasses various forms and is pursued for a range of reasons. It represents an innovative approach to stimulate and revitalize economic growth in rural areas, especially where traditional agriculture faces challenges. This approach contributes to transforming dispersed marginal agricultural areas into hubs for adventure tourism or cultural tourism. Moreover, rural tourism plays a crucial role in conserving local resources, which are often threatened by the homogenizing effects of globalization (Nurhadi, Sumarti, Dharmawan, and Damanhuri, 2022).

Various expressions of tourism reconnect visitors with nature, their roots, authenticity, and fundamental living values. This broad concept is increasingly recognized globally under the umbrella term of rural tourism. Rural tourism encompasses more than just vacations in rural settings; it includes a spectrum of tourist activities occurring in these areas. Consequently, "rural tourism provides a chance for diverse segments of the local community to engage in the advancement of tourism development in rural areas" (Winia, Ginaya, Mudana, Krisna, and Widana, 2019). Therefore, this study proposes the following hypothesis:

H1a. Education of rural tourism experience positively influences memorable rural-based tourism experiences.

H1b. Esthetics of rural tourism experience positively influences memorable rural-based tourism experiences.

H1c. Entertainment of rural tourism experience positively influences memorable rural-based tourism experiences.

H1d. Escapism of rural tourism experience positively influences memorable rural-based tourism experiences.

2.2 Connectedness to nature

In recent decades, the literature on conservation has increasingly emphasized the significance of human-nature relationships, advocating for the reconnection of people with nature to promote conservation outcomes and

sustainable transformations. Scholars have explored human connections with nature through various definitions and frameworks, such as nature connectedness, environmental identity, inclusion with nature, nature relatedness, and human-nature connection or connectedness. While these constructs exhibit nuance, they share commonalities, often referring to a subjective and personal sense of interrelationship between humans and the natural world. This connection is typically considered relatively stable over time and encompasses thoughts, emotions, and behaviors (Ives et al., 2018).

Internationally, there is a widespread acknowledgment that cultivating stronger ties with nature provides a remedy for the interconnected challenges of environmental degradation, climate change, and human well-being issues. The calls for reestablishing the connection between humans and nature in order to address urgent nature and climate crises are increasing in both quantity and intensity. While many solutions will target more profound leverage points at the national and global levels, there is a simultaneous need for concerted efforts directed at individuals and communities to foster a closer connection to nature and create conducive environments for flourishing (Beery et al., 2023).

H2. Memorable rural tourism experience has positive influence on connectedness to nature

2.3 Environmental awareness

Humanity is grappling with numerous environmental challenges due to changes in the Earth. Identifies four primary environmental issues: climate change, air pollution, water availability and quality, and land-use change. Among these, climate change poses a significant global threat. Despite this,

there is a lack of awareness among many individuals, and some fail to recognize the human impact on Earth's climate, as noted by Cicerone and Nurse (Montt, Fraga, and Harsdorff, 2018). Yani and Susanto (2019) conducted research on the effectiveness of using assignments in IAD (IKD) courses, specifically focusing on the use of Mind Mapping assignments, which successfully heightened student enthusiasm for learning. While existing research has explored the outcomes of students' reflections through content analysis, such studies are currently lacking. Therefore, this research aims to contribute by offering an alternative assignment format and methodological approach for analysis. The primary objective is to demonstrate that engaging assignments can enhance self-awareness and lead to positive transformations. The study involves students reflecting on their assignment experiences, and the analysis of these reflections serves as the evidential basis, employing the Content Analysis method within the framework of Sign Vehicle Analysis (Cavilla, 2017).

Most research exploring the positive impacts of interactions with natural environments, as opposed to urban ones, is situated within the realm of "restorative environments research" (Hartig, 2011). Scholars in this field primarily investigate nature's ability to restore depleted cognitive (Joye and Dewitte, 2018). Notably, the natural environments typically presented to participants in restoration experiments or the settings in which they are immersed are often relatively ordinary natural landscapes. These may include gardens, parks, waterfronts, or similar types of nature that are considered to be only mildly captivating (Berg, Koole, and Wulp, 2003). The choice of ordinary nature as stimulus material is generally driven by the fact that such environments induce low arousal, thereby supporting the restoration process (Hartig, 2011).

H3. Memorable rural-based tourism experiences positively influence environmental awareness.

H4. Connectedness to nature positively influences environmental awareness.

2.4 Response: green consumption

The adoption of green consumption has seen an increase not only in developed countries but also in emerging economies. Green consumers are individuals who participate in actions that enhance social and environmental outcomes while contributing to consumer well-being. Green consumption involves making choices that align with environmental conservation, aiming to benefit both current and future generations. This concept places the responsibility on consumers to address environmental issues by embracing eco-friendly behaviors, such as using organic products, clean and renewable energy sources, and supporting businesses with minimal environmental impact (Nekmahmud, Ramkissoon, and Fekete-Farkas, 2022)

Green consumption involves adopting behaviors that alleviate environmental impact, such as opting for vehicles with lower energy consumption, utilizing public transportation, conserving water, and endorsing the recycling of product packaging. Since the inception of the green consumption concept, it has evolved continuously, necessitating research to elucidate its characteristics. Furthermore, green consumption is intricate and all-encompassing, demanding a more systematic approach to behavior. Clearly defined characteristics of green consumption aid in discerning various green consumption behaviors, facilitating better guidance for individuals to engage in environmentally friendly consumption (Li, 2020b).

Various factors significantly influence consumer behaviors, with print media, electronic media, and social media playing pivotal roles in shaping

purchasing intentions. Social media, in particular, employs eco-labeling and eco-branding strategies to foster and cultivate green purchasing intentions, ultimately influencing green consumption behaviors among end-users. The pervasive presence of social media in people's lives, especially among millennials, is undeniable, with the average individual spending approximately 6 hours a day on these platforms. Consequently, there is a growing consensus that the impact of social media on influencing green consumption behaviors, especially among millennials, requires empirical investigation. Social media has evolved into a significant platform for information exchange, idea sharing, and content creation. Its transformative impact is particularly noteworthy in how customers and businesses, especially those involved in selling green products, communicate. This transformation has enabled customers to have more interactive and engaging shopping experiences (R., 2021).

Therefore, the following hypothesis is proposed.

H5. Connectedness to nature has a positive influence on green consumption.

H6. Environmental awareness has a positive influence on green consumption.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of Study

This study relies on quantitative methods to test the correlations between the constructs mentioned in the previous chapter. The purpose of this study is to measure attitudes, behaviors, and other identified variables and to generalize the results to a larger population sample. Researchers investigated the relationship between rural tourism experience, environmental awareness, connectedness to nature, and green consumption. The results of this study will help analyze the variables used in this study and show the relationships between them. Additionally, the results of this study provide a better understanding of the spread of positive word of mouth at shopping destinations. Primary data was collected through a questionnaire survey. In this study, he also uses a 6-point Likert scale as a detailed rating scale to evaluate data from her 226 respondents who experienced Parangtritis Beach in Yogyakarta, Indonesia.

3.2 Population and Sample

A population is a group of people who share at least one similarity in a particular characteristic. A sample, on the other hand, is the number of characteristics of a particular population that is used to estimate the characteristics of an unknown population (M. and Azila, 2013). As mentioned earlier, this study focuses on domestic travelers. Therefore, target sampling was chosen as the sampling method. According to Zikmund et al. (2009), purposive sampling is a sampling method that selects a sample based on an individual assessment of some relevant characteristics of the sample members. The population of this study consisted of Indonesians who had experienced Parangtritis Beach in Yogyakarta,

Indonesia.

As for the sampling method, this study uses a quantitative method with google form question. The sample of this study included his 226 respondents. Sample size determination was based on structural equation modeling (SEM) specifications. According to Ferdinand (2006), SEM requires a sample size that is 5 to 10 times the number of observations for each estimated parameter or index used.

3.3 Data Collection Method

This study uses primary data collected directly from first-hand experience. According to Zikmund et al., (2009) primary data is data collected directly from research subjects. The study collected data by distributing questionnaires to 226 respondents. However, there are 226 valid data points. Data will be distributed directly to respondents through an online survey via Google Forms. On the other hand, the type of questions used in surveys are closed questions.

This study uses a targeted data collection method by giving a questionare respondents who have experienced Parangtritis Beach in Yogyakarta. The variables used in this study are rural tourism experience, environmental awareness, connectedness to nature, and green consumption as independent variables. Unforgettable rural tourism experiences, Nature connection and awareness of the environment are the influencing factors and green consumption as the outcome variable. To measure these variables, this study used a 6-point Likert scale with a range of (1) "strongly disagree" and (6) "strongly agree." An example is:

Information:

1 = strongly disagree

2 = don't agree

3 = somewhat disagree

4 = somewhat agree

5 = agree

6 = strongly agree

3.4 Operational Definition and Measurement of Variable

3.4.1 Independent Variable

1. Education

This variable is measured by the following indicators as follows:

a) The experience of traveling to Parangtritis Beach made me learn more about the environment.

b) I learned a lot from visiting Parangtritis Beach.

c) The experience of visiting Parangtritis Beach stimulated my curiosity to learn new things.

d) Visiting Parangtritis Beach is a real learning experience.

e) Visiting Parangtritis Beach taught me to understand the environment.

f) Visiting Parangtritis Beach increased my skills in caring for the environment.

2. Esthetics

This variable is measured by the following indicators as follows:

a) I feel harmony with nature from traveling to Parangtritis Beach.

b) Being at the beach makes me happy.

c) My recent country trip was very interesting.

d) Tourism managers at Parangtritis Beach prioritize details in services such as security, parking and cleanliness.

e) Tourism management at Parangtritis Beach is able to pamper my taste for nature.

3. Entertainment

This variable is measured by the following indicators as follows:

a) The activities of local residents are quite entertaining to watch, such as surfing.

b) I really enjoy seeing the daily activities of local residents.

c) The activities of local residents are really entertaining to fill my tourist time here.

d) Observing the activities of local residents is quite enjoyable.

4. Escapism

This variable is measured by the following indicators as follows:

a) I really felt like I was traveling far from everyday life by traveling to Parangtritis Beach.

b) I was able to forget my daily routine while traveling to Parangtritis Beach.

c) I felt like I was living in a different time while traveling to Parangtritis Beach.

d) I felt like I was living in a different place while traveling to Parangtritis Beach.

3.4.2 Intervening Variable

Memorable rural-based tourism experiences (MRBTES)

1. Hedonism

This variable is measured by the following indicators as follows:

a) I was very impressed with this Parangtritis Beach experience.

b) The tourist activities at Parangtritis Beach really spoiled me with the variety of activities.

c) I really enjoyed the experience of traveling to Parangtritis Beach.

d) I feel happy with the experience of traveling to Parangtritis Beach.

2. Novelty

This variable is measured by the following indicators as follows:

a) The experience of traveling to Parangtritis Beach is one of the interesting experiences of a lifetime.

b) The experience of traveling to Parangtritis Beach is unique.

c) The experience of traveling to Parangtritis Beach is different from the previous one.

d) I got a new experience from traveling to Parangtritis Beach.

3. Local culture

This variable is measured by the following indicators as follows:

a) I have a good impression of the local people at Parangtritis Beach.

b) I was closely involved with local culture during my visit to Parangtritis Beach.

c) The local people around Parangtritis Beach are friendly.

4. Refreshment

This variable is measured by the following indicators as follows:

a) This tourist experience at Parangtritis Beach offers freedom.

b) I enjoyed the feeling of freedom while traveling to Parangtritis Beach.

c) I had a refreshing beach tourism experience.

d) I had a self-revitalizing experience by visiting Parangtritis Beach.

5. Meaningfulness

This variable is measured by the following indicators as follows:

a) I feel like I am doing something meaningful in traveling to Parangtritis Beach.

b) I feel that I am doing something important in traveling to Parangtritis Beach.

c) I learned about myself while traveling to Parangtritis Beach.

6. Involvement

This variable is measured by the following indicators as follows:

a) Parangtritis Beach is one of the places I really want to visit for natural tourism.

b) I enjoyed the activities that I really wanted to do at Parangtritis Beach.

c) I am interested in the main activities of Parangtritis Beach.

7. Knowledge

This variable is measured by the following indicators as follows:

a) I had the opportunity to explore while traveling to Parangtritis Beach.

b) I gained new knowledge by traveling to Parangtritis Beach.

c) I had the opportunity to learn a new culture while traveling to Parangtritis Beach.

8. Connectedness to nature (CTN)

This variable is measured by the following indicators as follows:

a) I sometimes feel like I can be one with nature where I am.

b) When I am in nature, I think of it as part of that natural community.

c) I recognize and appreciate the intelligence of the wild creatures that live in this environment.

d) When I think about my life, I imagine myself being part of a larger cyclical process of life.

e) I can feel a close relationship with animals and plants.

f) I feel as if the Earth belongs to me and vice versa.

g) I fully understand that all my actions will have an impact on the natural environment.

9. Environmental awareness (EA)

This variable is measured by the following indicators as follows:

a) I have concerns about the sustainability of this natural environment.

b) To achieve sustainable development, people must live in harmony with nature.

c) Natural balance is very fragile and easily damaged.

d) I am willing to control my consumption to preserve sustainable nature.

3.4.3 Dependent Variable

1. Green consumption

This variable is measured by the following indicators as follows:

a) I will purchase green products for personal use.

b) I am willing to purchase green products for personal use.

c) I will make an effort to purchase green products.

CHAPTER IV

DATA ANALYSIS AND DISCUSSIONS

This chapter describes the data analysis of this study. The study was conducted using a paper-based questionnaire and an online questionnaire. The number of respondents who participated in this study was 226. Therefore, this study uses the collected 226 useful data.

The results of the research analysis are presented through descriptive analysis of respondent characteristics, descriptive analysis of responses, description of validity and reliability tests, normality tests, outliers, goodness of fit measurements, and model hypothesis testing. This study uses structural equation modeling (SEM) as a data analysis tool. More specifically, PLS was used to analyze the collected data. As already mentioned, 226 questionnaires were collected.

Details of the questionnaire are provided in the appendix. The population of this study consists of domestic tourists or Indonesians aged 15 to 55 who are visiting Yogyakarta or have visited Yogyakarta in the past five years. The sampling method in this study was non-probability random sampling using pragmatic techniques.

4.1 Statistics Descriptive

This section describes the descriptive data of the respondents obtained from the survey. Descriptive data is presented to confirm the profile of the research data and its relationship with the variables used in this study.

4.1.1 Respondents' Classification Based on Gender

In this classification, respondents are differentiated by gender. The

table below shows the frequency and percentage for each gender.

Table 4.1

Respondents' Classification Based on Gender

No.	Gender	Number (Person)	Percentage
1	Male	117	52%
2	Female	109	48%
Total		**226**	**100**

Source: Primary Data (Computed), 2023

This section describes the descriptive data of the respondents obtained from the survey. Descriptive data is presented to confirm the profile of the research data and its relationship with the variables used in this study. In this classification, respondents are differentiated by gender. The table below shows the frequency and percentage for each gender.

4.1.2 Respondents' Classification Based on Age

On respondents' classification based on age, respondents are classified as follows:

Table 4.2

Respondents' Classification Based on Age

No.	Age	Number (Person)	Percentage
1	< 20 years	15	7%
2	20 – 29 years	67	30%
3	30 – 39 years	57	25%

4	> 39 years	87	38%
Total		**226**	**100**

From the table above, we can see that the majority of respondents in this study were over 39 years of age, or approximately 38. 5%. Meanwhile, 7% of those surveyed are <20>39 years old. The respondents of this study were divided into four levels based on their level of education.

4.1.3 Respondents' Classification Based on Educational Levels

The following table shows the frequency and percentage for each education level:

Table 4.3

Respondents' Classification Based on Educational Levels

No.	Educational Levels	Number (Person)	Percentage
1	<High school	40	18%
2	High school	79	35%
3	Bachelor/Diploma	70	31%
4	Post Graduate	37	16%
Total		**226**	**100**

From Table 4. 3, it can be seen that the majority of the respondents in this study are 9 respondents or 35% have a university degree. The second highest number of respondents were those with a bachelor's degree/diploma,

with a total of 70 or 31% of respondents. There were 37 graduate student respondents, or 16%. Finally, at the bottom are respondents with an education level below high school, with a total of 40 respondents or 18%. This data shows that the majority of domestic travelers already have a bachelor's or graduate degree.

4.1.4 Respondents' Classification Based on Monthly Expenses

In this classification, the respondents of this study were divided into four different categories. See the table below for details on each category.

Table 4.4

Respondents' Classification Based on Monthly Expenses

No.	Monthly Expenses	Number (Person)	Percentage
1	< Rp 2.000.000	25	11%
2	Rp2.000.001 – Rp 5.000.000	99	44%
3	Rp5.000.001 – Rp 10.000.000	57	25%
4	> Rp 10.000.000	45	20%
	Total	**226**	**100**

Source: Primary Data (Computed), 2023

Based on Table 4.4, it can be seen that the majority of the respondents who contributed to this study are those who spent between 2,000,001 IDR and 5,000,000 IDR per month. Additionally, researchers found respondents whose monthly expenses were less than her IDR 2,000,000. The data shows that the highest number of respondents spend more than 2,000,001 to 5,000,000 IDR per month.

4.2. Descriptive Analysis

To determine the evaluation criteria of the respondents, a descriptive analysis was conducted and the mean scores were aggregated. The calculation of the average score value interval can be determined using the following formula:

Lowest perceived value = 1

Highest perceived value = 6

$$\text{Interval} = \frac{6-1}{5} = 1$$

With the detail interval as follows:

Rating Range	Information
1,00–1,83	Strongly Disagree
1,84–2,66	Don't agree
2,67–3,49	Somewhat Disagree
3,50–4,32	Somewhat Agree
4,33–5,15	Agree
5,16–6,00	Strongly agree
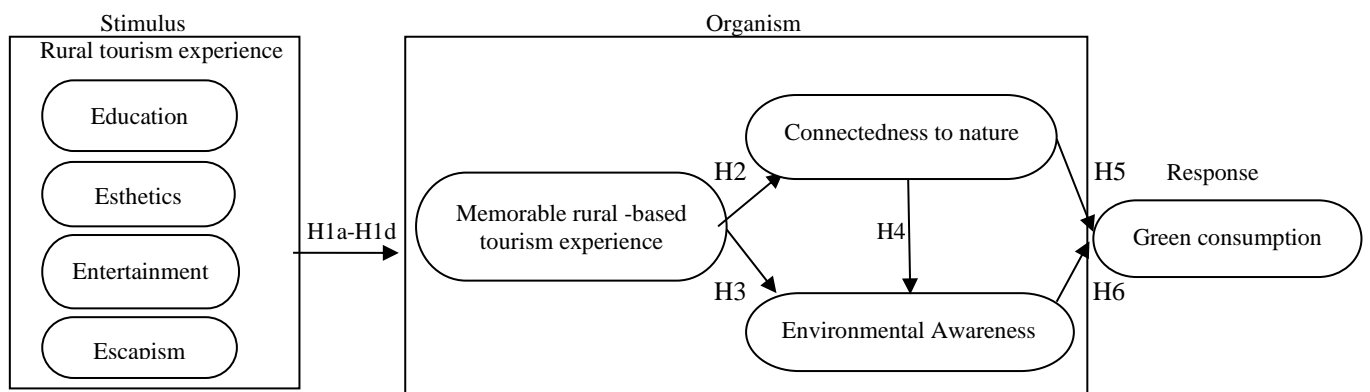
4.2.1 Connectedness to Nature (CTN)

The results of the descriptive analysis of the target images are shown in Table 4. 11 as follows.

Table 4.11

Descriptive Analysis of Connectedness to Nature (CTN)

No.	Attributes of Connectedness to Nature (CTN)	Mean	Category
1	The experience of traveling to Parangtritis Beach made me learn more about the environment.	4.86	Valid
2	I learned a lot from visiting Parangtritis Beach.	4.71	Valid
3	The experience of visiting Parangtritis Beach stimulated my curiosity to learn new things.	4.82	Valid
4	Visiting Parangtritis Beach is a real learning experience.	4.80	Valid
5	Visiting Parangtritis Beach taught me to understand the environment.	4.77	Valid
6	Visiting Parangtritis Beach increased my skills in caring for the environment.	4.39	Valid
7	Visiting Parangtritis Beach increased my skills in caring for the environment.	5.04	Valid
	Mean	**4.77**	Valid

Based on Table 4. 11, it can be seen that the average rating of the destination image index of the 226 domestic tourists surveyed is 4. 77. Among the seven destination image indicators, the last indicator, namely Yogyakarta, has interesting tourist attractions and has the highest mean value of 5. 04, which falls into the medium category. The indicators with the lowest mean are the sixth indicator, Yogyakarta is safe and secure‖ and Yogyakarta has beautiful scenery and natural attractions‖ with 4.77 value respectively and are considered as valid. Therefore, the result indicated that the respondents' perception toward destination image is fair or neutral.

4.2.2 Environmental Awareness (EA)

The result of descriptive analysis of Environmental Awareness can be seen in the Table 4.12 as follow:

Table 4.12

Descriptive Analysis of Environmental Awareness

No.	Attributes of Connectedness to Nature (CTN)	Mean	Category
1	I have concerns about the sustainability of this natural environment.	5.00	Valid
2	To achieve sustainable development, people must live in harmony with nature.	5.10	Valid
3	Natural balance is very fragile and easily damaged.	5.11	Valid
4	I am willing to control my consumption to preserve sustainable nature.	4.98	Valid
Mean		**504.7**	Valid

Based on the descriptive analysis in Table 4. 12 above, it can be seen that the average valuation of the 226 respondents can be classified as fair value. Furthermore, the highest mean value among the 14 indicators for this variable is his third indicator, "The balance of nature is very fragile and easily upset," with a mean value of 5. 11, which can be said to be fair or neutral. Meanwhile, the fourth indicator "I am willing to control my consumption to preserve sustainable nature", is the lowest mean with the valueof 4.98 which is still considered as fair. Hence, from the result, it can be seen that the respondents' perception toward environmental awareness is valid or neutral.

4.2.3 Green Consumption (GP)

The results of the descriptive analysis of green consumption are shown in Table 4. 13 as follows:

Table 4.13

Descriptive Analysis of Green Consumption

No.	Attributes of Green Consumption	Mean	Category
1	I will buy environmentally friendly products for personal use.	4.90	Valid
2	I am willing to purchase environmentally friendly products for personal use.	4.95	Valid
3	I will always try to buy environmentally friendly products.	4.96	Valid
Mean		**4.93**	Valid

Source: Primary Data (Computed), 2023

From the Table 4.13, it is shown that the average assessment

of 226 respondents of green consumption variable is 4.93 and is considered as good. The highest mean of this indicator is the last indicator which is ― I will always try to buy environmentally friendly products‖, with the mean of 4.96. On the other hand, the first indicator "I buy environmentally friendly products for my own use" has the lowest mean value of 4. 90 and is classified as good. From this, it can be concluded that the respondents' evaluation of environmentally friendly consumption is good.

4.2.3.1 Memorable Tourism Experience (MTE)

The results of the descriptive analysis of unforgettable tourism experiences are shown in Table 4. 14 as follows:

Table 4.14

Descriptive Memorable Tourism Experience

No.	Memorable Tourism Experience	Mean	Category
1	The experience of traveling to Parangtritis Beach made me learn more about the environment.	4.89	Valid
2	I learned a lot from visiting Parangtritis Beach.	4.73	Valid
3	The experience of visiting Parangtritis Beach stimulated my curiosity to learn new things.	4.72	Valid
4	Visiting Parangtritis Beach is a real learning experience.	4.79	Valid
5	Visiting Parangtritis Beach taught me to understand the environment.	4.63	Valid

6	Visiting Parangtritis Beach increased my skills in caring for the environment.	4.72	Valid
7	I feel harmony with nature from traveling to Parangtritis Beach.	4.75	Valid
	Mean	**4.74**	Valid

Source: Primary Data (Computed), 2023

From Table 4. 14, the results of the descriptive analysis of the variable "Memorable Tourism Experience" show that the average rating of the 226 respondents is 4. 74, which indicates a good classification. The highest mean value of this variable is the first indicator "The experience of traveling to Parangtritis Beach has made me more familiar with the surrounding environment" with a mean of 4. 89, which is classified as good. On the other hand, the fifth indicator "I was able to understand the environment by visiting Parangtritis Beach" has the lowest mean value of 4. 63, which is classified as good.

4.2.3.2
Rural Tourism Experience (RTA)

From these results, it can be concluded that the respondents' perception of memorable tourism experiences is good. The results of the descriptive analysis of Rural Tourism Experience (RTA) are shown in Table 4. 15 as follows:

Table 4.15

Descriptive Analysis of Rural Tourism Experience (RTA)

49

No.	Attributes of Rural Tourism Experience (RTA)	Mean	Category
1	Being at the beach makes me happy.	4.36	Valid
2	My recent country trip was very interesting.	4.85	Valid
3	Tourism managers at Parangtritis Beach prioritize details in services such as security, parking and cleanliness.	4.71	Valid
4	Tourism management at Parangtritis Beach is able to pamper my taste for nature.	4.76	Valid

No.	Attributes of Rural Tourism Experience (RTA)	Mean	Category
4	Tourism management at Parangtritis Beach is able to pamper my taste for nature.	4.76	Valid
Mean		**4.67**	Valid

Source: Primary Data (Computed), 2023

From the results obtained, the Rural Tourism Experience (RTA) variable received an average rating of 4. 67 from 226 respondents and was classified as good. The second indicator, ``My last overseas trip was very interesting,'' had the highest average value of 4. 85 and was rated as good. The first indicator has the lowest mean value of 4. 36, but it is still relatively good. It can be concluded that the respondents' perception towards rural tourism experience (RTA) is good.

4.3 Reliability and Validity Analysis

Reliability and validity analysis were conducted to find out whether the

research instruments have met the criteria of valid and reliable or not. Testing the validity of the measurement model was carried out by testing convergent validity (outer loading and Average Variance Extracted or AVE) and discriminant validity (Fornell-Larcker Criterion and Heterotrait-monotrait or HTMT) (Henseler et al., 2014). The acceptance criteria for outer loading and AVE are > 0.5 (Hair et al., 2019, p. 151), while for HTMT it must be greater than 0.85 (Henseler et al., 2015) and the discriminant validity of the Fornell-Larcker Criterion requires a square root value AVE must be greater than the correlation value between variables (Fornell and Larcker, 1981).

The results obtained from the validity and reliability tests can be seen in the following picture:
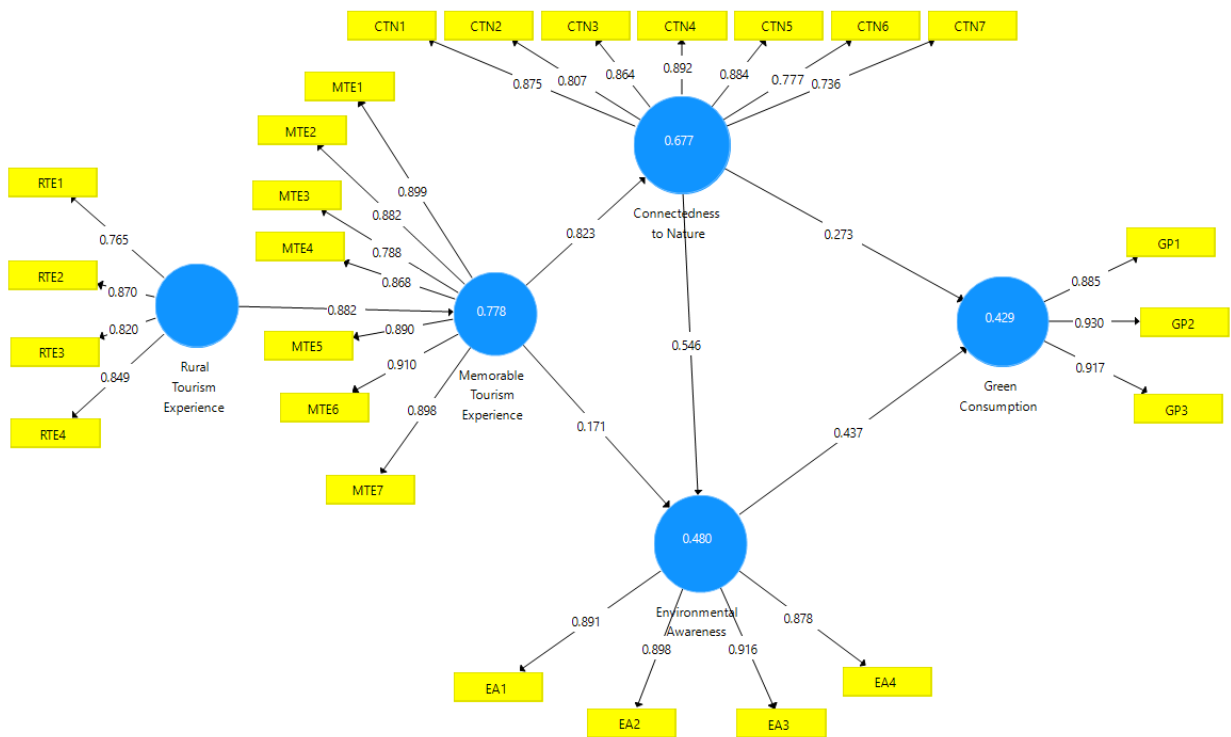
Tabel 3. Outer Loading dan Average Variance Extracted (AVE)

Variabel	Items	Outer Loading	AVE
Connectedness to Nature (CTN)	CTN1	0.875	0.677
	CTN2	0.807	
	CTN3	0.864	
	CTN4	0.892	
	CTN5	0.884	
	CTN6	0.777	
	CTN7	0.736	
Environmental Awareness (EA)	EA1	0.891	0.802
	EA2	0.898	
	EA3	0.916	
	EA4	0.878	
Green Consumption (GP)	GP1	0.885	0.829
	GP2	0.930	
	GP3	0.917	
Memorable Tourism Experience (MTE)	MTE1	0.899	0.769
	MTE2	0.882	
	MTE3	0.788	
	MTE4	0.868	
	MTE5	0.890	
	MTE6	0.910	
	MTE7	0.898	
Rural Tourism Experience (RTA)	RTE1	0.765	0.684
	RTE2	0.870	
	RTE3	0.820	

Table 3 shows that all variable items have values that meet the criteria, namely in the range 0.736 to 0.930. The results of measuring the AVE values presented in Table 3 show that all variables meet the desired criteria, namely being above 0.50 (Hair et al., 2019) with AVE values in the range 0.677 to 0.829. By fulfilling the criteria in the AVE test, it indicates that all variables are declared convergently valid.

Table 4. Discriminant Validity Test

Fornel-Larcker Criterion						Heterotrait-monotrait (HTMT)				
	CTN	EA	GP	MTE	RTA		CTN	EA	GP	MTE
CTN	0.823					CTN				
EA	0.686	0.896				EA	0.737			
GP	0.573	0.624	0.911			GP	0.623	0.684		
MTE	0.803	0.620	0.563	0.877		MTE	0.782	0.663	0.611	
RTA	0.735	0.540	0.534	0.852	0.827	RTA	0.834	0.608	0.613	0.780

Discriminant validity is the ability of a variable to differentiate itself from other research variables in the measurement model used for research. In Fornell-Larcker Criterion Table 4, we can see

that all square root AVE values for each variable are greater than the correlation values between variables. In HTMT Table 4, it shows that all values exceed the acceptance criteria of 0.85. By achieving the acceptance criteria in these two tests, all variables can be declared discriminately valid.

After conducting convergent validity and discriminant validity tests, proceed with reliability tests, reliability test parameters are based on Cronbach's Alpha and Composite Reliability (CR) values. The acceptance criteria for both tests is it must be greater than 0.6 (Hair et al., 2021, p. 80; Janssens et al., 2008; Nunnally, 1975).

Structural Model Testing (Inner Model)

Testing of the structural model (Inner Model) was carried out using collinearity tests, path coefficient tests, coefficient of determination tests and Q-Square. To test the model, a bootstrapping technique was used with 500 subsamples. The following is an image of the bootstrapping test results.
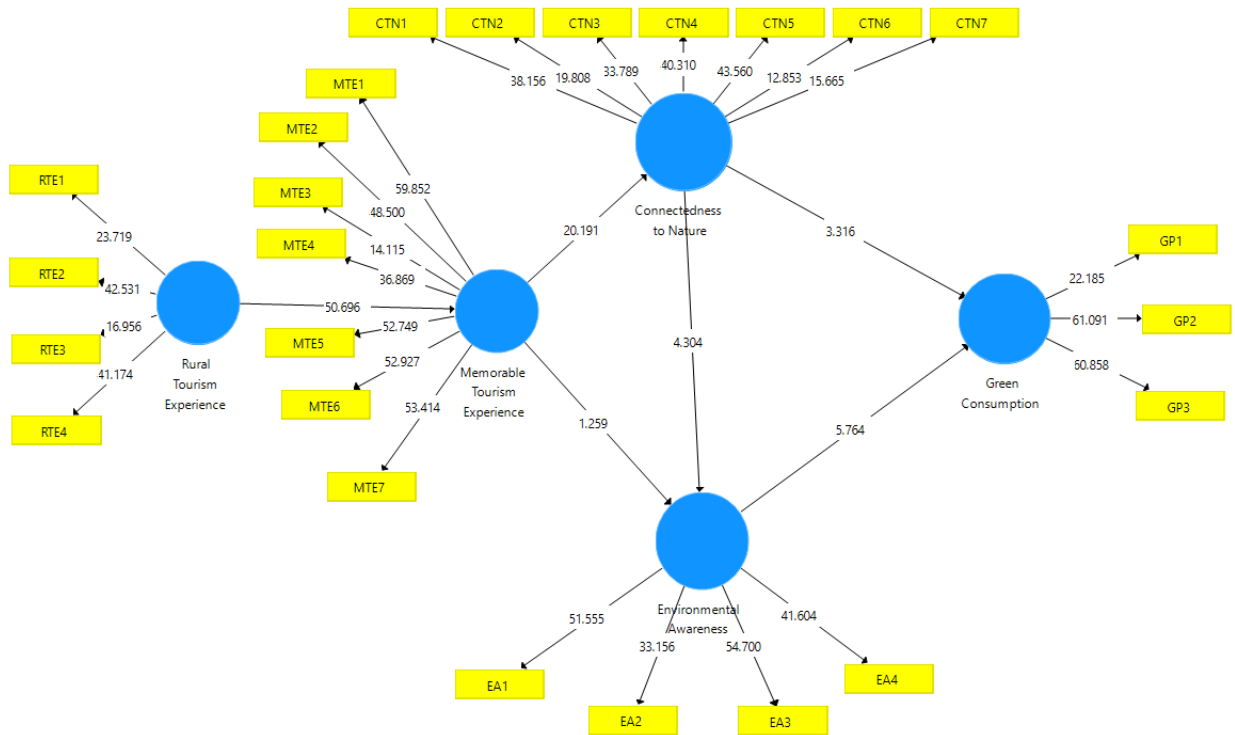
Figure 2. Bootstrapping Test Results

Collinearity testing refers to the degree of relationship between two or more variables in a measurement model. High collinearity can interfere with or affect the interpretation of analysis results and the reliability of the research model. The collinearity test was carried out using the Variance Infation Factor (VIF) value (Hair et al., 2021). The acceptance criteria for VIF is < 5.

The tes results can be seen from Table 6 below.

Table 6. VIF Collinearity Test

	Variance Infation Factor				
	CTN	EA	GP	MTE	RTA
CTN		3.093	1.890		
EA			1.890		
GP					
MTE	1.000	3.093			

RTA				1.000	

Based on the test results presented in table 6, it is known that there are no symptoms of critical collinearity. This is because the VIF value for the research variable is smaller than 5. For example, the VIF value between Connectedness to nature (CTN) and Environmental Awareness (EA) is 3,093 < 5.

To find out how much ability the independent variable has in explaining the dependent variable, the R-Square coefficient of determination test is used. The results of the coefficient of determination test can be seen in Table 7 below.

Table 7. R-Square Determination Coefficient Test

Variable	R-Square	R-Square Adjusted
Connected to Nature	0.677	0.675
Environmental Awareness	0.480	0.476
Green Consumption	0.429	0.424
Memorable Tourism Experience	0.778	0.777

The results of the coefficient of determination test using R-Square in Table 7 show that all exogenous research variables are able to explain endogenous variables. This is because the R-Square value produced for all variables is included in the moderate category (0.3 ($0.33 < R2 < 0.67$). The R-Square value for the Connected to Nature variable is 0.677, meaning that it can be explained by the independent variable Memorable Tourism Experience of 67.7 %. This means

that there are 32.3% other factors outside this research that can explain the Connected to Nature variable. The R-Square value for the Environmental Awareness variable is 0.480, meaning that it can be explained by the independent variables Memorable Tourism Experience and Connected to Nature at 48.0%. This means that there are 52% of other factors outside this research can explain the Environmental Awareness variable. The R-Square value for the Green Consumption variable is 0.429, meaning that it can be explained by the independent variables Environmental Awareness and Connected to Nature at 42.9%. It shows that there are 57.1% other factors outside.

This research can explain the Green Consumption variable. The R-Square value for the Memorable Tourism Experience variable is 0.778, meaning that it can be explained by the independent variable Rural Tourism Experience of 77.8%. It implies that there are 22.2% other factors outside this research that can explain the Memorable Tourism Experience variable.

Next, the Q-Square test is used to determine the predictive relevance of endogenous constructs predicted by the constructs that influence them.

Table 8. Q-Square Test

Variable	Q-Square Value
Connected to Nature	0.450
Environmental Awareness	0.373
Green Consumption	0.349
Memorable Tourism Experience	0.593

Based on the test results in Table 8, it can be seen that the Q2 values of all endogenous

variables, including connection with nature, environmental awareness, green consumption, and memorable tourism experience, are greater than or equal to 0. This means that all endogenous variables can be declared as predictor variables. The Connected to Nature variable ($Q2 = 0.450$) was predicted by Memorable Tourism Experience at 45.0%. The Environmental Awareness variable ($Q2 = 0.373$) was predicted by Memorable Tourism Experience and Connected to Nature at 37.3%. The Green Consumption variable ($Q2 = 0.349$) was predicted by Environmental Awareness and Connected to Nature at 34.9%. Then the Memorable Tourism Experience variable ($Q2 = 0.593$) was predicted by Rural Tourism Experience at 59.3%.

After carrying out the coefficient of determination and Q-Square tests, proceed with the path coefficient test. The path coefficient refers to the direction of the variable relationship which is indicated by the β value. The direction of the relationship between variables can be said to be positive or negative depending on the direction of the hypothesized variable and compared with the path coefficient value between -1 to +1. Hypothesis testing is carried out by considering the t-statistics value and P-Value. The research hypothesis is accepted if the T-statistics value is greater than 1.9708. Furthermore, the hypothesis is declared significant if the p-value is less than 0.05. The results of the research hypothesis test can be seen in Table 9 below.

Table 9. Hypothesis Testing

Hypothesis	β	Standard Deviation	T-Statistics	P-Values
RTE → MTE	0.882	0.017	50.696	0.000
MTE → CTN	0.823	0.041	20.191	0.000

MTE → EA	0.171	0.136	1.259	0.209
CTN → EA	0.546	0.127	4.304	0.000
CTN → GP	0.273	0.082	3.316	0.001
EA → GP	0.437	0.076	5.764	0.000

Table 9 shows the values from the path coefficient test results to determine whether the hypothesis is accepted or not. From the results of this test, one hypothesis was rejected, namely the relationship between memorable tourism experience and environmental awareness. For an explanation of the test results, see the following description.

1. The results of the hypothesis of the relationship between Rural Tourism Experience (β = 0.882; t-statistics = 50.696 > 1.9708; p-value = 0.000 < 0.05) on Memorable Tourism Experience are declared acceptable with significant results (H1). Therefore, it is known that Rural Tourism Experience has a positive and significant effect on Memorable Tourism Experience.

2. The results of the hypothesis of the relationship between Memorable Tourism Experience (β = 0.823; t-statistics = 20.191 > 1.9708; p-value = 0.000 < 0.05) on Connected to Nature are declared acceptable with significant results (H2). Therefore, it is known that Memorable Tourism Experience has a positive and significant effect on Connected to Nature.

3. The results of the hypothesis of the relationship between Memorable Tourism Experience (β = 0.171; t-statistics = 1.259 < 1.9708; p-value = 0.209 > 0.05) on Environmental Awareness were declared rejected with insignificant results (H3). This means that Memorable Tourism Experience has no influence on Environmental Awareness.

4. The results of the hypothesis of the relationship between Connected to Nature (β = 0.546; t-statistics = 4.304 > 1.9708; p-value = 0.000 < 0.05) on Environmental Awareness are

declared acceptable with significant results (H4). Therefore, it is known that Connected to Nature has a positive and significant effect on Environmental Awareness.

5. The results of the hypothesis of the relationship between Connected to Nature ($\beta = 0.273$; t-statistics = $3.316 > 1.9708$; p-value = $0.001 < 0.05$) on Green Consumption are declared acceptable with significant results (H5). Therefore, it is known that Connected to Nature has a positive and significant effect on Green Consumption.

6. The results of the hypothesis of the relationship between Environmental Awareness ($\beta = 0.437$; t-statistics = $5.764 > 1.9708$; p-value = $0.000 < 0.05$) on Green Consumption are declared acceptable with significant results (H6). Therefore, it is known that Connected to Nature has a positive and significant effect on Green Consumption.

4.4 Result Discussion

4.4.1 The Influence of Rural Tourism Experience on Memorable Tourism Experience Destination Image on Perceived Quality

The result of this study proved that the rural tourism experience of beach destination has a positive and significant effect on tourists' memorable tourism experience of the destination. The result shows that the more favorable the rural tourism experience, the higher the memorable tourism experience by tourists. Moreover, the lower the rural tourism experience toward beach destination, the lower the memorable tourism experience by tourists. From this study, it indicates that by having the experience of a safe and secure beach, this influencesthe character of the seller in Yogyakarta in which they serve the tourists in honest manner so that the tourists will trust them.

Therefore, the tourists can enjoy the beach without having tonworry about being lied by the seller.

Rural will impact on memorable experience. Tangible image can be increased by improving infrastructure. Intangible rural can be increased by educating the shop owners for excellent memorable services. Similarly, the local people may also support the tourism industry by being more open to tourists, willing to understand foreign language, participating in clean environment and involving moreon tourism development program. When visitors are satisfied with the memorable of shopping time in a beach as well as having positive rural experience to the destination, visitors would happily share their experiences to others.

This According to Larsen (2007), tourist experience is a "very complex psychological phenomenon that is centered on and originated with the individual visitor." Elands & Lengkeek (2000) while citing Cohen (1979) have suggested that tourists assume that there is some novel experience available "out there" that is distinct from routine life experiences, an experience that provides meaning and significance to the trip and thus assists the tourist in breaking free from routine life and becoming refreshed. This phenomenological perspective views the tourist experience as something more intangible and pleasurable than simply traveling to the place. This vision of the tourist experience enables tourists to relate with an idealized, imagined world (Cohen, 1979; Elands & Lengkeek, 2000). Elands & Lengkeek (2000) suggested that the tourist experience can take on a variety of forms, including "amusement" (something enjoyable and temporary; entertainment in a familiar context), "change" (relaxation and escape from daily life routines, stress, or monotony), "interest" (quest for

knowledge, experiencing novelty, and variety), "rapture" (enchantment/ecstasy, discovering one's self, taking challenges, experiencing the unexpected). In this direction, the tourist experience at a rural place is always contingent on the traveler's major experiencing modality (M. and Azila, 2013).

4.4.2 The Influence of Memorable Tourism Experience on Connectedness to Nature

The result of this study proved that the memorable tourism experience of beach destination has a positive and significant effect on connectedness to nature of the beach. The result showed that the more favorable the memorable tourism experience, the higher the connectedness to nature by tourists. Moreover, the lower the memorable tourism experience toward shopping destination, the lower the connectedness to nature by tourists. From this study, it indicated that by having the memorable of a safe and secure beach, it will influence the tourists to feel relax in enjoying their beach trips without having to worry. Other than that, if a beach has the connectedness to nature to visit and has a pleasant climate" it will influence the tourists to enjoy more their shopping trips in a destination and it will also give tourists pleasure.

A memorable travel experience, especially in rural tourism, is about activities outside of daily habits. In general, urban residents rarely see and experience rural activities by themselves. However, with rural tourism, tourists are given various kinds of activities that ultimately give their value in tourists' minds. Cultural factors and the involvement of local communities that are integrated with social interaction in rural areas are essential values in the development of MTE, which affect satisfaction and word of mouth

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(Rajaratnam et al., 2015; Yu et al., 2019). Some researchers found that affective feelings, cognitive evaluation, and new events also strengthen memorable tourism experiences. However, the affective aspect contributes more because it is directly related to tourists' feelings and emotions (Kim et al., 2012). Likewise, in essence, cognitive thinking helps to elaborate on tourists' feelings and confirm each other to form a positive attitude about a destination. Based on the explanation above, the following hypothesis is proposed (Nugraha, Suryaningsih, and Cahyanti, 2021).

Based on the evidence shown above, it can be concluded that the memorable tourism experience directly affects the connectedness to nature among tourists. Hence, this study implied that memorable tourism experience plays an important role in the connectedness to nature by tourists.

4.4.3 The Influence of Memorable Tourism Experience on Environmental Awareness

The result of this study proved that the memorable tourism experience of beach destination has a positive and significant effect on environmental awareness of the beach destination. The result showed that the more favorable the memorable tourism experience, the higher the environmental awareness spread by tourist tourists. Moreover, the lower the memorable tourism experience toward beach destination, the lower the environmental awareness spread by tourists. From this study, it indicated that if a beach has a memorable of experience and if the tourism is in line with the actual performance, it will influence the tourists to spread positive environmental awareness. Environmental awareness could generate a cost-effective solution in reaching potential tourists because they tend to believe in

recommendations by fellow tourists toward a beach destination.

According to the previous research, the concept of MTE can be applied to other types of tourism, such as nature-based tourism. Additional research is needed to understand how tourists interact with national parks and other protected sites in settings outside of developed economies. The need for additional research that tests the scale of MTE in different environments has also been highlighted. According to Kirillova et al., visitors' engagement and perception of a destination's surroundings, in general, may have an impact on their satisfaction with the overall travel experience. As the original seven MTE dimensions may not be applicable in these contexts, and especially in the context of memorable nature-based tourism experiences (MNBTE), some recent studies also highlight the need to identify additional decisive antecedents that influence tourists' MTE. Studies examining memorable experiences in nature-based tourism context through various research constructs, including the impact of MTE on travel intentions (revisit, recommend, and share the experience), are scarce (Obradović et al., 2023)

4.4.4 The Influence of Connectedness to Nature on Environmental Awareness

The result of this study proved that connectedness to nature has a positive and significant effect on environmental awareness of the beach destination. The result showed that the greater the level of connectedness to nature by tourists, the higher the environmental awareness. Moreover, thelesser the level of connectedness to nature by tourists, the lower the environmental awareness. From this study, it indicated that if the seller in the beach are polite and friendly, it will influence the tourists to enjoy their shopping trip.

In otherwords, if the tourists have a good impression toward the seller at the first place in the way they serve the tourists, it will make them feel good and could enjoy their shopping trip.

Connectedness to nature has multiple benefits to humans and the environment. Some of the benefits to humans include happiness (Capaldi et al., 2014), mindfulness (Huynh and Torquati, 2019), positive moods (Mayer et al., 2009), emotional and psychological well-being (Huynh and Torquati, 2019; Nisbet et al., 2011; Windhorst and Williams, 2015), better health (Frumkin, 2001; Kaplan, 2001), etc. Individuals having a strong connectedness to nature exhibit various environmentally friendly behaviors, like saving electricity, engagement with nature, etc. (Nisbet et al., 2009; Tam, 2013; Tang and Chang, 2011). It could also lead to sustainable lifestyles (Sulphey and Faisal, 2021).

4.4.5 The Influence of Connectedness to Nature on Green Consumption

The result of this study proved that connectedness to nature by tourists during shopping has a positive and significant effect on the green consumption. The result showed that the greater the level of connectedness to nature by tourists, the higher the level of probability of the spread of green consumption. Moreover, the lesser the level of connectedness to nature by tourists, the lower the level of probability of the spread of green consumption. From this study, it indicated that if the shopkeepers in a beach destination provide a good connection with nature, it will influence the tourists to spread green consumption. On the other hand, if the tourists provide a bad connection to nature in a beach destination, they tend to spread a negative.

Green consumption about the destination which will reduce the potential number of tourists to visit the beach destination. Self-expansion theory suggests that one of people's primary motivations is to expand themselves by developing relationships with others. In this theoretical perspective, previous studies have found that people tend to rate their relationships more positively when they feel that the relationship provides opportunities for self-expansion. In this study, we propose an interactive effect of people's preference for green color and exposure to nature on their psychological connection with nature. Green is a powerful and evocative metaphor for the natural world, as nature is typically colored with green. Individuals who have frequent and immersive exposure experiences with nature tend to develop a profound connection between nature and the color green in their minds. We propose that people's preference for green color is positively correlated with their expanded connection with nature if they have been exposed to natural environments sufficiently. Further, we propose such an interactive effect of spills over to people's environmental behavior, such as sustainable consumption behavior, considering the substantial body of evidence that demonstrated the positive effect of nature connectedness and sustainable behavior (Sun and Wu, 2023).

4.4.6 The Influence of Environmental Awareness on Green Consumption

The result of this study proved that environmental awareness by tourists during shopping has a positive and significant effect on the spread of green consumption toward shopping destination. The result showed that the greater the level of environmental awareness by tourists, the higher the level of probability of the spread of green consumption. Moreover, the lesser the level of environmental awareness by tourists, the lower the level of probability of the spread of green consumption. From this study, it indicated that if the product purchased in a shopping destination has a high environmental awareness, it will influence the tourists to spread positive green consumption toward the beach destination.

The environmental awareness of consumers poses a positive impact on their values and beliefs with respect to environmental support and practices. This awareness corresponds to the behavior of a consumer aiming to reduce environmental degradation by making eco-friendly purchases, saving energy, and making a selective collection of wastes (Naz, et.al, 2020). According to Eren & Yaqub (2015) in their study, it is found that respondent awareness and sensitivity, and environmental issues and conceptual knowledge about the protection of resources were arise. Green Behavior is associated with pro-environmental behavior that minimizes harm to the environment through minimizing the use of energy, reducing waste, conserving water, refraining from buying goods perceived to be hazardous to the environment, etc. (Mishal et.al, 2017). In order to reduce the unfavorable environmental effects initiated by more products and services,

Simo, et.al, (2016) affirmed that green practices are important, along with competitive technologies and competitively valued products. Also, in terms of modifying the individual patterns of consumption, it is essential and crucial to consider that this conduct will be the product of cognitive, emotional, and motivational processes, and that it will be influenced and even conditioned by a number of circumstantial elements that can be classified into two domains: psychological and environmental (Figueroa-García, et.al, 2018). Therefore, the findings conclude that environmental awareness does have a direct impact on green behavior but if somebody has greater well-being then they will be more likely to participate in green behaviors (Yudistya Wardhana).

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

This study investigates the beach tourism experience that influences green consumption in Parangtiritis Beach Bantul, Yogyakarta, and examines the impact of rural tourism experience, memorable tourism experience, connection with nature, environmental awareness, and green consumption. We built a more comprehensive model that takes consumption into account. Structural relationships among all variables in the study were tested using survey data. The study sample consists of Indonesians who are visiting Yogyakarta or have visited Yogyakarta in the past five years. This study provided empirical evidence for the beach tourism industry, especially Parangtritis Beach in Yogyakarta. This study yielded important results regarding the influence of environmental awareness on rural tourism experiences, memorable tourism experiences, connection with nature, and green consumption.

Based on the results of data analysis, all six hypotheses proposed in this study are accepted. It can be concluded that rural tourism experience, memorable tourism experience, connection with nature and environmental awareness have a significant influence on green consumption. This study shows that Yogyakarta has a good and booming tourism industry among domestic tourists.

Yogyakarta is a tourist-friendly city with a strong Javanese culture and many historical sites. This gives Yogyakarta city government the advantage of focusing on developing other aspects instead of developing Yogyakarta's image as a tourist city. Tourists tend not to focus on spreading green consumption in terms of the quality and value of services they perceive at the destination. In fact, tourists are more interested in spreading positive things about a destination's image as long

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as the overall reality of the destination matches their expectations.

5.2 Research Limitations

This study is far from perfect. Regarding limits, the following considerations exist:

1. This research sample may not yet be representative of all tourists visiting Parangtritis Beach in Yogyakarta.

2. This study does not guarantee the same results if the model is tested on different locations in Parangtritis beaches, as different beach locations may have different characteristics.

5.3 Recommendations

For further empirical research, it is first proposed that the dimensions of rural tourism experience, memorable tourism experience, connection with nature, environmental awareness, and green consumption could be further investigated. These aspects provide details about which elements of tourism quality and value can better explain green consumption in beach destinations. Second, future studies may explore different research frameworks. Change the research framework to find other potentially better models to explain rural tourism experiences, unforgettable tourism experiences, connection with nature, environmental awareness, and green consumption to the tourism industry. Finally, the researcher suggests for future research to study different target groups, for example, the cooking sector, the pool sector, and other entertainment sectors. In terms of managerial implications, the findings of this study can help managers develop more effective strategies and policies in the tourism sector, especially in the tourism destination sector.

People who visit beaches as tourists have different motivations than locals. Purchases by tourists are considered to have low price elasticity. Tourism agencies

and governments need to consider the detailed aspects that constitute tourism and green consumption. It is difficult to change the image that customers have in their heads. Furthermore, the quality of a consumer's beach can vary widely, so controlling all elements of the quality of the service provided should be a priority. Therefore, tourism managers and governments need to be very flexible in responding the changes in the tourism industry. Furthermore, relying solely on the quality of tourism is not enough to remain competitive. Therefore, all tourism stakeholders must take responsibility for maintaining shopping opportunities, favorable shopping environments and prices, and building a positive image among visitors. Overall, tourism investments and program activities need to be carefully managed according to tourism objectives and ever-changing tourism market demands. After all, satisfied customers spread the good stuff.

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APPENDIX

THE TABLES OF RESPONDENTS' CHARACTERISTICS AND CLASSFIFICATION

Respondent	Amount	Percentage
Gender		
Male	117	52%
Female	109	48%
Age		
< 20 Years	15	7%
20 – 29 Years	67	30%
30 – 39 Years	57	25%
> 39 Years	87	38%
Last Education		
Junior High School	40	18%
Senior High School	79	35%
Bachelor	70	31%
Masters	37	16%
Expenses		
≤ Rp 2.000.000		
Rp 2.000.001 – Rp	25	11%
5.000.000	99	44%
Rp 5.000.001 – Rp	57	25%
10.000.000	45	20%
> Rp 10.000.000		
Job		
Civil Servants	57	25%
Self-Employed	20	9%
Students	92	41%
Private Employees	40	18%
Not Working/Housewife	17	8%

Variable	Items	Mean	SD	Detail
Connectedness to Nature (CTN)	CTN1	4.86	0.963	Valid
	CTN2	4.71	1.081	Valid
	CTN3	4.82	1.013	Valid
	CTN4	4.80	1.085	Valid
	CTN5	4.77	1.007	Valid
	CTN6	4.39	1.264	Valid
	CTN7	5.04	0.951	Valid
Environmental Awareness (EA)	EA1	5.00	0.964	Valid
	EA2	5.10	0.874	Valid
	EA3	5.11	0.890	Valid
	EA4	4.98	0.914	Valid
Green Consumption (GP)	GP1	4.90	0.963	Valid
	GP2	4.95	0.878	Valid
	GP3	4.96	0.918	Valid
Memorable Tourism Experience (MTE)	MTE1	4.89	0.887	Valid
	MTE2	4.73	0.870	Valid
	MTE3	4.72	0.881	Valid
	MTE4	4.79	0.856	Valid
	MTE5	4.63	0.972	Valid
	MTE6	4.72	0.934	Valid
	MTE7	4.75	0.933	Valid

THE RESULTS OF THE FULL MODEL