

Understanding Pro-environmental Behaviour on Green Tourism: Impacted by Destination Social Responsibility and Green Trust as an Intervening Variabel

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Abstract

Tourist destinations have an essential role in the form of social responsibility to create environmentally friendly behavior for tourists who visit them. This research aims to examine the influence of destination social responsibility and green trust on tourists' pro-environment in green tourism. This research also identifies the mediating role of green trust between destination social responsibility and tourists' pro-environment in green tourism. The study used a purposive sampling of 200 tourists who visited green tourism destinations in Malang, East Java, Indonesia. Data analysis checks a statistical model using the SmartPLS 4 program for the structural-partial least squares (SEM-PLS). The results show that destination social responsibility and green continue to influence tourists' pro-environment, and destination social responsibility influences green trust. Green trust mediates the influence of Destination social responsibility on tourists' pro-environment. The results of this research provide implications for the importance of DSR's role in increasing tourists' green trust perceptions, which will lead to the formation of pro-environment behavior in the green tourism destinations they visit.

1. Introduction

Studies on tourism destinations have highlighted the significance of corporate social responsibility (CSR) in the effort to establish a more sustainable tourism milieu. The development of cultural and environmental resources, which must be created and managed to produce a more sustainable tourism environment, has become more important to tourism destinations in order to achieve this. Employing socially conscious activities at a tourist site is one way that sustainable tourism managers can foster a more sustainable tourism environment (Nasr et al., 2022). Green tourism, also known as ecotourism or sustainable tourism, focuses on promoting responsible travel practices that benefit the environment, local communities, and economies. This type of tourism emphasizes conservation, education, traveler responsibility, and active community participation. Green tourism represents a shift towards a more sustainable and responsible way of traveling that benefits everyone involved, from the environment to local communities and travelers themselves. Pro-environmental behavior (PEB) is the process by which people try to reduce the adverse effects of their actions on the environment. This includes the effects of tourism and lodging on the environment (Hossain et al., 2022).

The idea of green tourism is closely related to current travel trends for international travelers. The market will be dominated by travel options that are kind to the environment, genuine cultural experiences (also known

as cultural immersion), and wellness or self-care travel. It is impossible to disentangle this prediction from past performance. Activities in 2023 will prioritize the experiencing element. Compared to 2019, there was a more than 10% rise in nature and culinary tourism. Additionally, tourists seek out unusual experiences. In comparison to 2019, their expenditure on this area will rise by 65% in 2023 (Kompas.id., 2023)

Previous research shows that destination social responsibility influences pro-environmental behavior (Zhi et al. 2022; Nashr et al., 2022). Destination Social Responsibility (DSR) is a contemporary concept that describes a tourism destination's corporate-level social responsibility initiatives (Agapito et al., 2022). Since the DSR approach is connected to the sustainable and responsible tourism paradigm, it helps improve the implementation of tourism and promotes tourist sustainability. A tourist destination's social responsibility initiatives will influence visitors' environmental behavior, particularly those who travel to eco-friendly locations, also called "green tourism." Visitors must have faith in the eco-friendly measures taken by eco-friendly tourism locations to promote more eco-friendly behavior. Numerous studies on how destination social responsibility affects green trust support this (Hassan & Soliman, 2020; Wisandiko & Indarwati, 2021; Palacios-Florencio et al., 2018). When tourists visit these eco-friendly tourist places, their perception of the destination's social responsibility initiatives might boost their green trust. According to Chen (2010), a consumer's readiness to depend on a brand because they believe it can have an excellent environmental impact is known as green trust.

Shah et al. (2023) Green trust play a positive and vital role in leading to purchase sustainable appliances. green trust fully mediate the relationship between attitude and PBC to intention to buy EEAs (Energy-efficient equipment appliances). Asif et al. (2023) green trust is significantly and positively related to Purchase Intentions in an emerging economy's context. Previous research on the relationship between trust and tourism behavior found that trust plays a major mediating role in this relationship (Ma et al., 2013). Similar to Su et al. (2020), destination trust acted as a partial mediating factor in the link between intention to visit and DSR motive attribution. According to Tourigny et al. (2023), in the marketing and service sectors, trust mediates corporate social responsibility. The aforementioned conclusion was corroborated by Su et al. (2017), who discovered that locals place a high value on the DSR initiatives carried out in their own neighborhoods. This, in turn, boosts residents' place identification, increases their trust in the destination management organization, and advances destination development. (Hassan & Soliman, 2020), who discovered that trust acts as a mediator in the association between revisit intention and destination reputation. This demonstrates that a destination's greater reputation can boost tourists' sense of trust and motivate them to act sustainably when visiting green tourism locations.

The primary aim of this research is to examine the relationship between green trust and social responsibility objectives and pro-environmental customer behavior. It looks at how green trust is mediated within the suggested framework for pro-environmental conduct.

2. Literature Review

2.1 Destination Social Responsibility on Pro-environment Behaviour Green Tourism

According to Su and Huang (2018), destination social responsibility is a collective concept that focuses interest groups' attempts to act in a way that is socially responsible as perceived by the local populace. Active destination social responsibility (DSR) in tourism gives travelers more influence to encourage environmentally conscious travel (Zhi et al. 2022). In a similar vein, Nashr et al. (2022) discovered that communities around destinations exhibit more ecologically friendly behavior when they take on destination social responsibility.

2.2 Destination Social Responsibility on Green Trust

This is supported by a large body of research on the relationship between destination social responsibility and green trust (Hassan & Soliman, 2020; Wisandiko & Indarwati, 2021; Palacios-Florencio et al., 2018). Travelers' impression of the destination's social responsibility initiatives may improve when they visit these environmentally friendly tourism spots, increasing their green trust.

2.3 Green Trust on Pro-environment Behaviour Green Tourism

Amin and Tarun (2020) stated the fundamental factor that may affect long-term customers' buying intentions, behavior, and consumption is green trust, also known as energy-saving trust. Green trust has a major role in driving real behaviors by influencing consumers' attitudes and intentions towards purchasing environmentally friendly tourism. Previous Study Green trust has been found to be the most significant determinant of pro-environmental behavior in prior research (Nekmahmud & Fekete-Farkas, 2020; Hossain et al., 2022). According to Wasaya et al. (2021), consumers' attitudes and purchasing intentions towards environmentally friendly products are greatly influenced by their green beliefs, which ultimately serve as a guide for real conduct.

2.4 Green Trust Mediated Destination Social Responsibility on Pro-environment Behaviour Green Tourism

According to Waris et al. (2024), green consumer citizenship behavior in the tourism sector is significantly influenced by green trust. According to earlier research, internal corporate social responsibility and green customer behavior are mediated by green trust (Jaaron et al., 2024). Chuah et al. (2020) discovered that in the airline business, self-cause mediates the link between corporate social responsibility-brand fit and customer behavior toward sustainable involvement. The inclusion of Green Trust strengthens this mediation effect. The study's findings showed that environmental corporate social responsibility initiatives and green customers' civic behavior are somewhat mediated by green trust and customer-company identification (Waris et al., 2024). From the explanation of the influence between the DSR, GT and PEB variables, the conceptual framework is illustrated in Figure. 1.

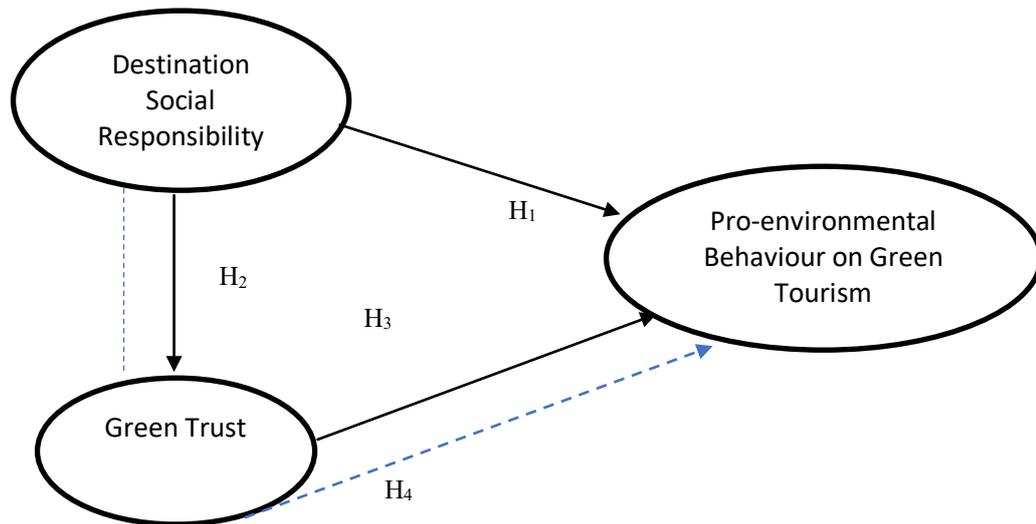


Fig. 1 Conceptual frameworks

H₁ Destination Social Responsibility influences Pro-environmental Behavior on Green Tourism

H₂ Destination Social Responsibility influences Green Trust

H₃ Green Trust influences Pro-environmental Behavior on Green Tourism

H₄ Destination Social Responsibility influences Pro-environmental Behavior on Green Tourism through Green Trust

3. Method

In this study, there are 3 variables used, namely destination social responsibility, green trust, pro-environmental behavior in green tourism based on these variables, then the Instruments are determined. Eight factors that were modified by Lee et al. (2021) and Su et al. (2018) are used to measure destination social responsibility. Adapted from Choi et al. (2015), five indicators are used to measure the green trust variable. Meanwhile, Van der Werff & Steg (2016) modified four indicators are used to quantify pro-environment behavior in green tourism.

The population in this study are tourists who visit green tourism destinations or who are or have visited Malang City. The sample in this research used purposive sampling with the criteria of Gen Z, who live in Malang and have used Sharia bank services that implement green banking. The questionnaire was spread over three months, from January to March 2024, and 200 respondents participated. After the data were collected, they were tested for validity and reliability. The results of the collected questionnaires were processed using descriptive and quantitative analysis tools using SEM (Structural Equation Model) analysis techniques.

4. Result

4.1 Demographic Characteristics of Respondents

The respondents' profiles are examined in Table 1. Respondents to this questionnaire varied widely in terms of their age, gender, employment status, and whether or not they were sharia banking clients. as seen in the following table:

Table 1 Description of respondents

	Frequency	Percentage
Gender		
Male	84	42%
Female	116	58%
Age		
15-25	196	98%
26-35	4	2%
Occupation		
Students	187	93.5%
Self-employed	6	3%
Private employees	7	3.5%
expenses/month		
<1.000.000	137	68.5%
1.000.000-3.000.000	63	31.5%
green tourism visits		
1-3 Visits	126	63%
3-5 Visits	41	20.5%
>5 Visits	33	16.5%

4.2 Convergent Validity

Convergent validity evaluates an indicator's suitability as a useful tool. The loading factor value demonstrates this. If the loading factor value is greater than 0.7, the indicator is deemed genuine (Hair et al. 2019). The indicator is the strongest/most significant measure that reflects the pertinent latent variable, according to the loading factor with the highest value. Each indicator or item's weight as a gauge of each construct is displayed by the loading factor value. When an indicator has a high loading factor, it indicates that the dominating variable is being measured by the indicator. The results of the measurement model assessment are presented in Figure 2 and Table 2.

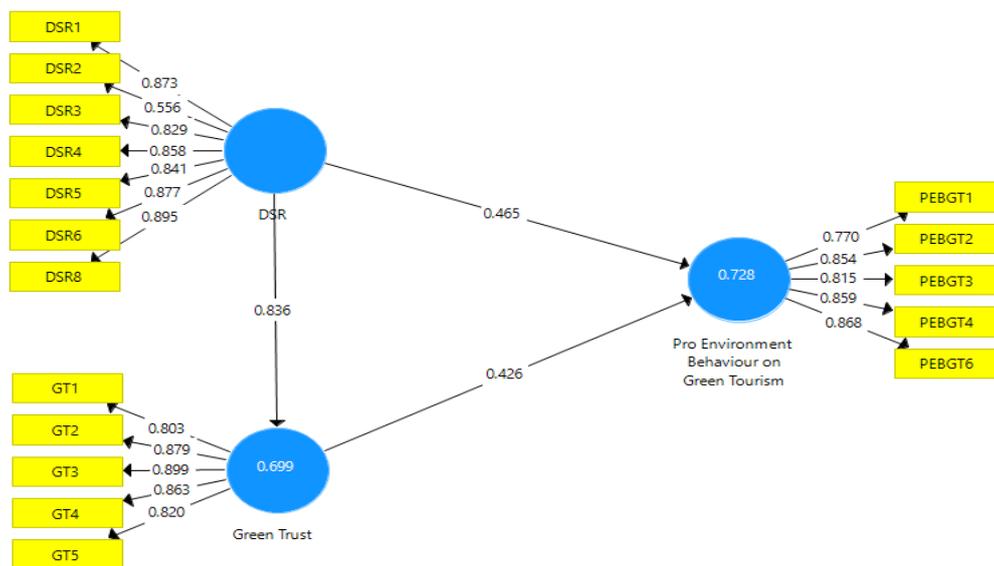


Fig. 2 Measurement model assessment

Table 2 *Convergent validity*

Constructs	Items	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Destination Social Responsibility	DSR1	0.873	0.919	0.936	0.682
	DSR2	0.556			
	DSR3	0.829			
	DSR4	0.858			
	DSR5	0.841			
	DSR6	0.877			
	DSR8	0.895			
	GT1	0.803			
Green Trust	GT2	0.879	0.909	0.930	0.728
	GT3	0.899			
	GT4	0.863			
	GT5	0.820			
	PEBGT1	0.770			
Pro-environmental Behaviour on Green Tourism	PEBGT2	0.854	0.891	0.919	0.696
	PEBGT3	0.815			
	PEBGT4	0.859			
	PEBGT6	0.868			

Table 2's outer loading results after elimination demonstrate that every indicator item has a data value of 0.7. Consequently, following removal, every item can clarify that every sign can serve as a standard for measurement in the subsequent analysis phase. Good reliability is defined as having Cronbach's alpha and composite reliability ratings over 0.5 (Hair et al. 2019).

A variable is deemed legitimate if the AVE value is more than 0.5, which shows that the measures of the variable are significantly associated. It is evident from the preceding table that every variable has an AVE value greater than 0.5. Since all variables comply with the criteria, it may be concluded that they are all valid

4.3 Discriminant Validity

The discriminant test is then assessed. In other words, the degree to which the empirical component deviates from the rest of the structural model is evaluated. In Table 3, discriminant validity is displayed. It is evident from the statistical findings that there isn't a strong association between the factors and the discriminant validity. The study's findings indicate that the Fornell-Larcker Criterion ratio does not exceed 0.90.

Table 3 *Fornell-Larcker criterion*

	DSR	Green Trust	Pro-Environment Behaviour on Green Tourism
DSR	0,826		
Green Trust	0,836	0,853	
Pro-Environment Behaviour on Green Tourism	0,820	0,814	0,834

4.4 Predictive Relevance of the Model

To evaluate the quality of the inner model, one must be able to predict the endogenous construct. The two main measures utilized to assess the inner model were the coefficient of determination (R²) and the cross-validated redundancy (Q²). The R² value, which is shown in Table 5, indicated how well the model fit the data (Hair et al., 2019). The result of R² and F² validates the fit model in Table 4.

Table 4 *R square*

	R Square	R Square Adjusted
Green Trust	0,699	0,697
Pro-Environment Behaviour on Green Tourism	0,728	0,725

Based on Table 4, it can be seen that the R-Square value for green trust variable is 0.699, which means the green trust variable is explained by destination social responsibility with a percentage of 69.9%, which means it is included in the substantial category. The R-Square value on the pro-environment behaviour on green tourism variable explained by destination social responsibility, and green trust is 0.728 or 72.8%, which means it is included in the substantial category.

Table 5 *F square*

	DSR	Green Trust	Pro-Environment Behaviour on Green Tourism
DSR	2,320		0,239
Green Trust			0,200
Pro-Environment Behaviour on Green Tourism			

Based on table 5 shows that the contribution of destination social responsibility (DSR) to green trust (GT) is 2,320, which is a value included in the medium category (>0.15). Meanwhile, the contribution of destination social responsibility (DSR) to pro-environment behaviour on green tourism (PEBGT) is 0.239, which is a value included in the medium category (>0.15). The contribution of destination social responsibility (DSR) to green trust (GT) is 0.200, which is included in the medium category (>0.15).

4.5 Structural Model Testing (Inner Model)

The four hypotheses that follow are all accepted: H1 Destination Social Responsibility influences Pro-environmental Behavior on Green Tourism; H2 Destination Social Responsibility influences Green Trust; H3 Green Trust influences Pro-environmental Behavior on Green Tourism; and H4 Green Trust mediates Destination Social Responsibility towards Pro-environmental Behaviour on Green Tourism. These results are obtained from structural equation modeling, as shown in Figure 3 and Table 6.

Table 6 *Path analysis*

Hypothesis	Hypothesis effect	Path coefficients	T statistics	P value	Decision
H1 DSR → PEBGT	Destination Social Responsibility to Pro-environmental Behaviour on Green Tourism	0,465	4.930	0.000	Suported
H2 DSR → GT	Destination Social Responsibility to Green Trust	0,836	33.279	0.000	Suported
H3 GT → PEBGT	Green Trust to Pro-environmental Behaviour on Green Tourism	0,426	4.770	0.000	Suported
H4 DSR → GT → PEBGT	Destination Social Responsibility to Pro-environmental Behaviour on Green	0,356	4.985	0.000	Suported

 Tourism through Green Trust

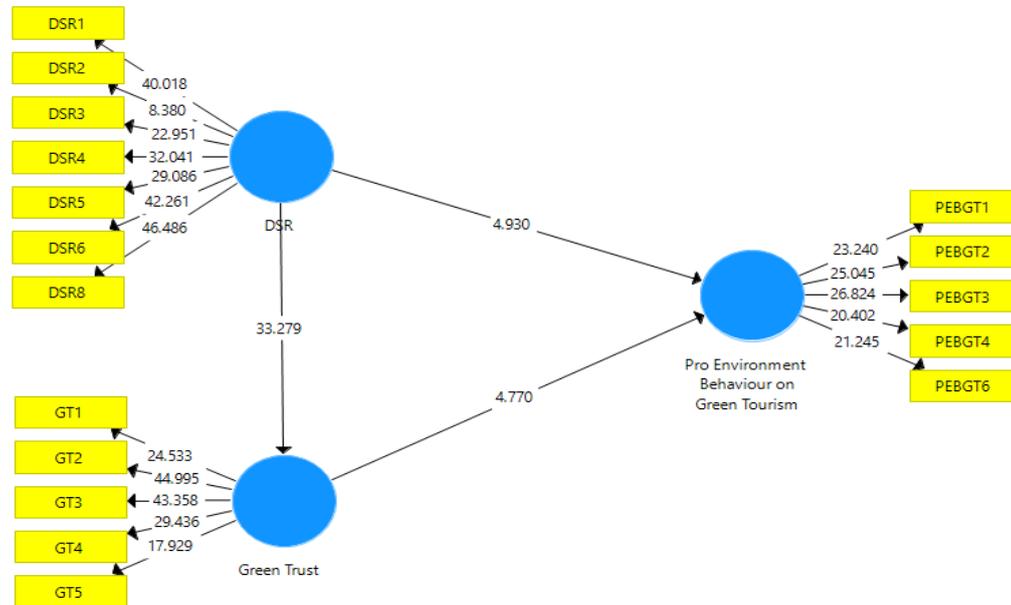


Fig. 3 Structural model assessment

For the first hypothesis, destination social responsibility (DSR) influences Pro-environmental Behavior on Green Tourism (PEBGT), showing that the path coefficient score is 0.465 and the t-statistic is $4.930 > 1.96$. and P value $0.000 < 0.05$ so that H1 is accepted. These results show that destination social responsibility influences pro-environmental behaviour in green tourism.

For the second hypothesis, destination social responsibility (DSR) affects green trust (GT), showing that the path coefficient score is 0.836 and the t-statistic is $33.279 > 1.96$. and P value $0.000 < 0.05$ so that H2 is accepted. These results indicate that destination social responsibility affects green trust.

For the third hypothesis, green trust (GT) influences Pro-environmental Behavior on Green Tourism (PEBGT), showing that the path coefficient score is 0.426 and the t-statistic is $4.770 > 1.96$. and P value $0.000 < 0.05$ so that H3 is accepted. These results indicate that green trust towards Pro-environmental Behavior in Green Tourism.

For the fourth hypothesis, green trust (GT) mediates destination social responsibility (DSR) on Pro-environmental Behavior on Green Tourism (PEBGT), showing that the path coefficient score is 0.356 and the t-statistic is $4.985 > 1.96$. and P value $0.000 < 0.05$ so that H4 is accepted. These results indicate that green trust mediates destination social responsibility on Pro-environmental Behavior in Green Tourism.

5. Discussion and Implication

The first hypothesis test shows that destination social responsibility influences the pro-environment behavior of tourists who visit green tourism. The better tourists perceive responsible practices carried out by stakeholders at tourist destinations, the more impact it will have on tourists' pro-environmental behavior. Tourists have a positive perception that tourist destination stakeholders can solve social problems in an environmentally friendly environment. The results of this study support Zhi et al. (2022), as well as the research findings of Nashr et al. (2022). Communities around destinations exhibit more ecologically friendly behavior when they take on destination social responsibility.

The second hypothesis shows that tourists' positive perceptions of the destination's social responsibility initiatives can increase green trust, manifested in the willingness to rely on a product, service, or brand based on faith or hope obtained from its credibility, goodness, and ability to protect the environment. The results of this research support the findings of Wisandiko & Indarwati (2021). Destination social responsibility increases green trust. Likewise, the results of this study support Jaroon et al. (2023) that internal and external CSR positively impact Green Trust.

The third hypothesis shows that the better the green trust of tourists visiting tourist destinations will increase their pro-environmental behavior, manifested by actions to reduce or minimize environmental damage to the natural tourist destinations they visit. The results of this research support Hossain et al. (2022). Green trust is the most significant determinant of pro-environmental behavior.

The fourth hypothesis in this research also shows that green trust can mediate destination social responsibility on tourists' pro-environmental behavior. Given how rare these contacts are in hospitality, this study makes a substantial addition (Hu et al., 2020). The mediation effect analysis was performed to find out which latent variable had the strongest or weakest association. Our findings showed that the data corroborated Green Trust's mediating role between DSR and PEB tourism. The results of this study support the previous findings of Waris et al. (2024) and the research findings of Jaaron et al. (2024).

The findings of this research provide implications: (1) **For Destination Managers:** Establishing and preserving Green Trust is essential. Building this trust can be facilitated by open communication about green projects and their real effects. It's also critical to make sure that the green practices are genuine and verified. (2) **Enhancing Perceived DSR:** It is imperative for destinations to proactively adopt socially responsible practices and make sure that their efforts are evident to visitors. This could entail community participation initiatives, collaborations with environmental organizations, and certification programs (3) **Tourist Behavior:** Travelers are more inclined to take part in pro-environment activities themselves when they believe a location is dedicated to sustainability and believe it to be socially responsible. This establishes a positive feedback loop that draws more eco-aware tourists and strengthens the destination's green reputation. (4) **Marketing and Communication:** Promoting social responsibility and environmental principles in marketing materials helps draw eco-aware travelers. Educating visitors on how to support sustainability while they are there can help promote environmentally friendly actions (5) **Policy Implications:** By establishing guidelines for DSR and offering incentives to travel locations to implement and uphold sustainable practices, policymakers may encourage green tourism. Enhancing Green Trust among tourists can also be accomplished by policies that support accountability and openness in green efforts. In general, the correlation among Green Trust, Destination Social Responsibility, and environmentally conscious conduct emphasizes how crucial it is for the tourism industry to have a sincere dedication to sustainability. It draws attention to how travelers' activities are shaped by perceived responsibility and trust, which eventually leads to more environmentally friendly travel habits.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Author Contribution

All authors confirm contribution to the paper. All authors reviewed the results and approved the final version of the manuscript.

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