

GREEN ENDORSER'S ROLE TO STRENGTHEN REVISIT INTENTION OF THE GREEN TOURISM

ABSTRACT: This research analyzes the moderating role of Green Endorser in strengthening the green tourists' Attitude toward the intention to revisit green tourism due to Green Environmental Concerns and Green Service Quality. The quantitative research design was applicable to address the research objective by distributing the questionnaires and interviewing the 360 respondents of Indonesia Beach Tourism (from the beach of Kelingking, Bali; Nusa Dua, Bali; Pandawa, Bali; Selong Belanak, Bali; Atuh, Bali; Melasti, Bali; Gili Meno, Lombok; Tanjung Aan, Lombok; Tanjung Tinggi, Bangka Belitung; Lengkuas, Bangka Belitung, based on Travelers Choice Awards (2019), but 322 usable data with purposive sampling technique were analyzed by Structural Equation Modelling (SEM), based on LISREL application 8.80. The results show that Green Endorser plays a vital role in strengthening the effect of tourists' attitudes on intention to revisit the tourism, based green concept. The results imply that the higher the positive attitudes, the higher the revisit intention to tourism due to the higher Green Environmental Concern and Green Service Quality offers. Also, the positive Environmental concerns affect the positive strength of Green Service Quality offerings. The research novelty represents that the Green Service Quality of tourism is the most crucial strategy offered to build a higher positive attitude of tourists so that it could develop tourist intention behavior to the extent Theory of Reason Action.

1. Introduction

Sustainable Green Tourism nowadays is a trending issue to overcome global warming happening in the world. Therefore, this issue has been a new research agenda shortly (Schönherr, Peters, & Kuščer, 2023), primarily to maintain the green environment as the effect of green tourism development by serving the green tourist needs. However, not all tourists have the exact needs. Some are aware of the green environment, but some are not. The most important thing for them is new comfortable experiences and cozy conditions. Tourists (Riadi, 2015) are unaware of the beach tourism environment. They come to the beach by ruining the beach ecosystem and wasting littering (Aprilia, 2017), making the diversity index value of phytoplankton and macro zoobenthos decline (Puspasari, Hartati, & Anggawangsa, 2018). This represents that the tourists do not concerns about green environments. Therefore, it needs green endorsers to induce the tourists' concern about green tourism.

Green endorsers are the ones who have public credibility to encourage tourists' attitudes to be concerned about green tourism to protect against global warming. Endorsers motivate 80% of consumers to consume things (Wicaksono & Yunitasari, 2018). Furthermore, Van der Veen and Song (2014) stated that Endorsers affect society by strengthening the positive Attitude and creating positive, intentional behavior. Knoll and Matthes (2017) found that the effect of

Attitude toward a behavior is substantial if the relevant moderating role, such as Green Endorsers, must be examined. So, Green Endorsers are necessary to induce visit intention toward green tourism by creating a positive attitude so that the tourists play a role in protecting the natural beauty of tourism and being sustainable green tourism forever. Tourists' Attitude toward sustainable green tourism needs the extent theory of tourism marketing (Al-Omari, Alomari, & Aljwarneh, 2020) to give a resolution commitment toward negative social and environmental impact, especially in beach tourism (Hasan et al., 2020; Ikhtiyangung & Radyanto, 2020).

In addition, Merli et al. (2019) said that the green service quality and preservation of green tourism are determinant success factors in achieving sustainable green tourism performance (Semeoshenkova & Newton, 2015). Sustainable green tourism performance is a challenge. However, for most, the green endorsers need to play around in strengthening the tourists' Attitude to develop the tourists' intention to visit the beach green tourism through green tourism concerns and green service quality.

Huang and Liu (2017) stated that Environmental Concerns supported by the significant behavior of tourists are the challenge of green tourism development. Meanwhile, the tourism industry (Wondirad, 2019) needs to improve the service quality offering through

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environmental concerns, as Gummesson's opinion (1994), that green service quality needs to be examined to extend green tourism marketing. Moreover, Ramseook-Munhurrin et al. (2018) agreed that green service quality research needs more attention shortly. Jiang and Gao (2019) found that green service quality could improve positive tourists' Attitudes. However, the low awareness of tourists exists because they thought green practices would decrease the operational cost (Manaktola & Jauhari, 2007). In line with this, the research aims to examine the moderating role of green endorsers as the novelty of this research in the effect of green tourists' attitudes on revisiting intentions toward green tourism due to Green Environmental Concern and Green Service Quality. Also, it analyzes the influence of Green Environmental Concerns on Green Service Quality.

2. Literature Review Theory of Reasoned Action (TRA)

Referring to the "Theory of Reasoned Action/TRA" (Fishbein & Ajzen, 1975), a person makes rational decisions based on the information received, and the determinant of the decision comes from a person's behavior, namely intention as a cognitive representation of readiness to act. TRA (Fishbein & Ajzen, 2011) is a value expectancy model stating that behavior follows naturally individual beliefs. Xiao (2020) revealed that the belief as a person's normative or behavioral outcome expectations. The person's belief forms trust so that it will create the Action bringing about the desired result.

TRA explains how consumers lead to particular buying behavior (Ajzen, 1980). TRA confirms that attitudes towards purchases and subjective norms are the factors that underlie the behavior performed. Lutz (1991) revealed that measuring a person's Attitude in behavior is necessary.

Moreover, Lee and Chow (2020) illustrate TRA as a social psychological model that explains attitudes, intentions, and behavior. Hence, this study adopts TRA to predict tourist attitudes. The Attitude of the tourist will result in an intention to visit the beach tourism. This argument is supported by Xiao (2020) that TRA is a model to predict individual behavioral intentions due to Attitude.

In short, TRA demonstrated that belief and subjective norms are the strongest predictors of Attitude. Belief in this study is Environmental Concern, and the subjective norm is green service quality. So, the tourist's green Attitude is formed because of the person's belief and subjective norm by having an attitude of environmental concern and green service quality to preserve the coastal or beach environment.

Source Credibility Theory

Source Credibility Theory (Hovland & Weiss, 1953) describes the people or recipients as more likely to be persuaded when the source presents itself as credible. This study confirms that credible sources tend to create the desired impact on audiences.

On the same note, McCroskey, Hamilton, and Weiner (1974) stated that communicators with high credibility tend to have respect, and their words are more readily accepted. Based on Communication theory, the message's recipient associates the source's credibility with the communicator's preferred character or ethos that radiates the recipient's knowledge, moral standards, and goodwill.

Credibility refers to one's perception of the truthfulness and a piece of information. The recipient's willingness needs the truth and substance of the information (Eisend, 2006). Thus, this research adopts source credibility theory to explain the role of green endorsers as a moderating variable of the relationship between green Attitude and intention to revisit.

Green Marketing and Green Tourism

Marketing with a broad scope has contributed to a proper exchange between economy and ecology, ultimately maintaining customer retention and long-term customer relationships (Kumar, 2016). Therefore, green marketing is needed.

Devi Juwaheer, Pudaruth, and Monique Emmanuelle Noyaux (2012) stated that green marketing, introduced by Lazer (1969), has been a topic of academic research for three decades. Green marketing (Lazer, 1969) is a social marketing dimension that addresses the availability of limited environmental resources, the environmental impact of conventional marketing, and the greening of various aspects of traditional marketing. However, Chin, Chin, and Wong (2018) suggest that green marketing is a holistic approach that involves anticipating, identifying, and fulfilling customer requirements ecologically sustainably through the optimal and effective use of natural resources to benefit society and the organization.

Green marketing is a necessary prerequisite for the functioning of green tourism (MS & Bangsawan, 2019). Green marketing and green tourism are interdependent and have mutually beneficial impacts. Meler and Ham (2012) including the Republic of Croatia, need to develop a new model of tourism that should be based also on so-called alternative tourism. Alternative

tourism is a generic concept encompassing various forms of tourism, such as eco-, soft, responsible, appropriate, small-scale, sustainable and, finally, green tourism. These are mostly defensive, nature-oriented, i.e. environmentally responsible forms of tourism. Green tourism is the phenomenon of people away from their usual habitat in pursuit of leisure activities in the countryside. The paper will first explicate sustainable tourism and then alternative forms of tourism, defining in particular the place and role of green tourism in relation to sustainable tourism and ecotourism. For green tourism to be successful it is essential to undertake adequate marketing efforts. This purpose is best achieved through the so-called green marketing. Seen as a strategy, green marketing implies cooperation between suppliers and sellers, partners as well as rivals, in order to achieve environmentally sustainable development throughout the entire value chain, while at the same time, it internally calls for the cooperation of all business functions in finding the best possible solutions for two major guiding principles: profit and long-term, positive contributions to the environment (society and the natural surroundingstate that green marketing represents a marketing variant implemented in green tourism. The role of green marketing in green tourism is mainly from the knowledge of environmental awareness, ways of attracting and increasing this awareness, and its operationalization concerning relevant environmentally oriented behavior. Environmentally oriented behavior refers to the choice of destination, type of tourism, and behavior while a person lives and travels to tourist destinations.

The critical message of going green should be conveyed to customers through sales promotion, direct marketing, public relations, and advertising. Advertising has become the most widely used for projecting green business prospects. Green advertising can publicize a product, justify its features and price (Peattie, 1999). In this research, the author adopts the green marketing concept to explain green endorsers as part of advertising and green service quality as part of the product.

Green tourism denotes eco-friendly tourism but has a different focus and meaning. Often these claims use less accepted terms or standard definitions, or exaggerated language to dispel the emptiness of the claims being made (National Consumer Council, 1996). Green tourism tells customers that the holiday destination they are going to is beautiful and pure. Green tourism related to environmental concerns is widely used to label nature holidays as exotic destinations (Wight, 1994). Green tourism signals that

tourism operations in the area are not damaging to the environment (Font & Tribe, 2001). Green Tourism is the subject of how the tourists do not damage the environment surrounding the tourism area.

Green tourism (Furqan, Som, & Hussin, 2010) is an essential component of sustainable green tourism, defined as "travel to destinations where flora, fauna and cultural heritage are the main attraction." Later, it broadened to include eco-friendly travel to destinations where climate impacts are minimized to respect and conserve natural resources and adapting programs to fit the context of natural resources (Graci & Dodds, 2008; Ploeger-Lyons & Butler, 2022). Green tourism is essential to encourage tourists to support natural and cultural aspects.

Environmental Concern

Environmental concern has developed over the last half-century and stimulated research in sociology (Van Liere & Dunlap, 1981), psychology (Schultz, 2001), political science (Guth et al., 1995), anthropology (Arcury & Christianson, 1990), and communications (Zhao, 2012). Definitions of environmental concern vary somewhat across the literature, but most researchers consistently use the term to refer to attitudes about environmental issues (Cruz, 2017). Schultz (2001) stated that environmental concern is the consequences of environmental problems for themselves and the biosphere. Fransson and Gärling (1999) mention environmental concern as an attitude towards one's behavior or the behavior of others with consequences for the environment. More people realize that natural resources are being eroded (Bassi, Gori, & Iseppi, 2019; Galli et al., 2020). Hou and Wu (2021) state that environmental awareness is an indicator that reflects one's awareness of environmental issues.

Chen and Tung (2014) subjective norms, and perceived behavioral control (i.e., the antecedents of the TPB model define environmental concern as a general attitude toward environmental protection, which is an essential determinant for making people change their behavior to be more environmentally friendly (Hansla et al., 2008). In addition, several previous studies have emphasized the importance of environmental awareness in predicting environmentally oriented behavior (Do Paco & Raposo, 2009; Kim & Han, 2010). Bamberg (2003) states that individual environmental concern is a general attitude and an indirect determinant of certain behaviors. One's environmental concern will impact certain behaviors through beliefs and attitudes in certain situations.

Hu, Parsa, and Self (2010) defines environmental concern as a person's awareness of environmental problems and willingness to contribute to solving them personally. This will lead to an individual's emotional level and personal commitment to environmental issues (Han & Hyun, 2018). Individuals with higher environmental concerns have shown more significant attitudes leading to higher intentions and subsequently resulting in a higher probability of carrying out green buying behavior (Chen & Tung, 2014). Jiang and Gao (2019) and Verma, Chandra, and Kumar (2019) state that Environmental concerns can affect the quality of green services and the green Attitude of tourists.

Green Service Quality

Service quality is generally defined as the discrepancy between customer perceptions and expectations (Bebko, 2000). Elzek, Gafaar, and Abdelsamie (2020) stated that service quality is the sum of the overall performance evaluations of products or services. In the tourism context, the service quality of a destination is believed to be one of the primary keys to tourist satisfaction and intention to revisit (Priporas et al., 2017; Ranjbarian & Pool, 2015). Likewise, consumers' positive perceptions of service quality increase attitudes toward purchases and behavioral intentions (Pan & Truong, 2018). Service quality can be the gap between customer expectations and perceptions during the service process, which is part of a continuous exchange and service business (Mugion et al., 2018).

Parasuraman, Berry, and Zeithaml (1991); Parasuraman, Zeithaml, and Berry (1988) proposed five dimensions of service quality (reliability, the ability to perform the promised service reliably and accurately; responsiveness, willingness to help customers and provide prompt service; physical evidence, physical facilities, equipment, and appearance of personnel; empathy, individual attention that the company gives to its customers; and assurance, knowledge, and courtesy of employees, ability to convey trust and confidence). Meanwhile, Oberoi and Hales (1990) describe quality using four dimensions: facilities, catering, price, and activity for a conference hotel. Tsaur, Chiu, and Huang (2002) investigated international hotel service quality and revealed eight dimensions: responsiveness, tangibles, dining service, location, reliability, empathy, reputation, and business service. Ekinici and Riley (2001) proposed seven dimensions: decoration, cleanliness, behavior, Attitude of staff, output quality, accessibility, timeliness, and reliability. Thus, there needs to be a consensus on the number of dimensions

or their applicability to all services (Albacete-Saez, Fuentes-Fuentes, & Lloréns-Montes, 2007).

Chan et al. (2016) define green service quality as service offerings that consider environmental impacts in the provision of tangible products and intangible services to satisfy consumer needs and reduce operating costs. However, the author will examine the quality of green services according to the research of Bastič and Gojčič (2012) a new component of hotel service quality. The findings revealed four dimensions of the eco-component: hotel staff's eco-behaviour; environmentally friendly and healthy equipment; efficient use of energy and water; and bio-food. Tourists also demonstrated a hierarchy of eco-dimensions, with the most important being hotel staff's eco-behaviour and the least important being bio-food. Tourists' expectations about the level of eco-dimensions differ significantly with respect to their income, nationality, and the hotel certification. However, no significant difference emerged in their expectations due to different educational levels. © 2011 Elsevier Ltd., "author": [{"dropping-particle": "", "family": "Bastič", "given": "Majda", "non-dropping-particle": "", "parse-names": false, "suffix": ""}, {"dropping-particle": "", "family": "Gojčič", "given": "Slavka", "non-dropping-particle": "", "parse-names": false, "suffix": ""}], "container-title": "International Journal of Hospitality Management", "id": "ITEM-1", "issue": "3", "issued": {"date-parts": [{"2012}], "page": "1012-1020", "title": "Measurement scale for eco-component of hotel service quality", "type": "article-journal", "volume": "31", "uris": [{"http://www.mendeley.com/documents/?uuid=89c25196-e9ce-4981-a494-e6f8e77d3d2b"}]}, "mendeley": {"formattedCitation": "(Bastič & Gojčič, 2012).

Green Attitude of Tourists

The concept of Attitude has received much attention from various fields, including business, psychology, and sociology (Byun & Jang, 2018). Yeon, Park, and Lee (2019) state that Attitude is the cause of the intention to do something. Cocolas et al. (2020) stated that Attitude is a fundamental construct in modern psychology.

Green attitudes concentrate on individual attitudes towards the environment that contribute to preserving the environment, protecting natural resources, or minimizing environmental degradation (Casaló & Escario, 2018). Environmental degradation is usually related to human behavior (Etty Indriani, 2020). Furthermore, Attitude has been identified as a significant predictor of environmental behavior (Ojo, Raman, & Downe, 2019).

Empirical studies on the relationship between green attitudes and buying behavior are inconclusive. Meanwhile, several studies reveal that a green attitude does not always lead to environmentally friendly actions (Casaló & Escario, 2018; Laroche, Bergeron, & Barbaro-Forleo, 2001); another study showed that the adoption of a green attitude is a necessary but not a sufficient driver for green buying behavior or pro-environmental Action (Zsóka et al., 2013). Several studies have shown that a green attitude is an essential predictor of pro-environmental behavior (Yadav & Pathak, 2016).

Intention to Visit Again

Lam and Hsu (2004) argue that the essence of the theory of reason Action is intention. Intention is considered the necessary motivation to engage in a particular behavior. Individual intention to perform specific actions or behavioral intentions concerning a given stimulus object in a given situation is a function of the individual's Attitude towards behavior and subjective norms (Fishbein, 1967).

Ajzen (1991) shows that a set of beliefs based on prior experience with the behavior or second-hand information about the behavior from acquaintances and friends and other factors will ultimately determine intentions. Then, Gupta, Dash, and Mishra (2019) stated that intention is described as individual behavior that is anticipated or planned in the future.

Intention to revisit is a significant research topic in tourism destinations and has been mentioned as an essential behavioral intention (Jani & Han, 2014). Tourist behavior includes destination choice, subsequent evaluation, and intention of future behavior (Chen & Tsai, 2007). Subsequent evaluation is about the value perceived by visitors and their satisfaction. In contrast, future behavioral intention refers to the willingness to revisit and recommend the same destination to others (Groening, Sarkis, & Zhu, 2018) to counteract consumer prioritization of self-interest and focus on the short-term vs. long-term.

Green Endorser

Companies use various tactics to influence the target audience and achieve the goals set in advertising. One of the most common tactics is the use of Endorsers. According to Wikipedia (2021), Endorse is part of a communication strategy or information delivery by word of mouth. Batra, Myers, and Aaker (1996) defined Endorser as a person who supports or shows the product and acts as a source of information to

influence the message's recipient, resulting from the perceived credibility or attractiveness. Thus, Endorsers are expected to increase the overall effectiveness of an advertisement (Pich, Armannsdottir, & Spry, 2018). Celebrities are most often used as endorsers because they can draw attention to advertising messages, increase positive evaluations, and ultimately influence attitudes and purchase intentions (Belch & Belch, 2010). However, Schouten, Janssen, and Verspaget (2021) suggest that celebrities are only sometimes perceived as very convincing or trustworthy as Endorser.

Blasche and Ketelaar (2015) define Green Endorser as promoting green values and consumption or goals. On the other hand, in a growing green industry (Berger, 2013), practitioners need an attractive advertising strategy for consumers who care about the environment. So, the purpose of this research requires green Endorser, which can direct people to care for the environment towards beach tourism. Therefore, the authors use green endorsers as one-of-a-kind endorsers and moderating variables based on Schimmelpfennig's opinion (2019).

The Effect of Environmental Concern on Green Service Quality

Hou and Wu (2021) suggest that environmental concern is an indicator that reflects environmental issues, also supported by Huang and Liu (2017) to develop green tourism. The green service quality is considered one of the breakthroughs that indirectly directs tourists to be pro-environment, so environmental concern is needed to support an environmentally friendly movement.

The findings by Jiang and Gao (2019) show that environmental concerns influence green hotel practices. Green service quality helps the management understand that green practices reduce energy consumption and prevent pollution and provide higher-quality products or services. Thus, environmental concerns can potentially affect the quality of green services.

In addition, several previous studies have emphasized the importance of environmental concern in predicting environmentally oriented behavior (Do Paco & Raposo, 2009; Kim & Han, 2010). Environmental concerns will have an impact on certain behaviors through beliefs and attitudes. Nonetheless, Han, Hsu, and Lee (2009) argue that environmental concern does not significantly affect environmental behavior due to different interpretations of environmental concern. From this description, the hypothesis can be formulated as follows:

H1: Environmental concern has a positive effect on the quality of green services

The Effect of Environmental Concern on Tourists' Green Attitudes

Environmental concern is an attitude toward environmental problems in general or specifically (Newman & Fernandes, 2016; Seow et al., 2020). Sapci and Considine (2014) concluded that someone who cares about the environment will have a greater tendency to have greener behavior. Individuals who have higher environmental concerns (Gifford & Nilsson, 2014) is to have a greater tendency to engage in pro-environmental activities such as recycling activities and environmental protection petitions. Visitors concerned about environmental issues experience guilt or psychological stress (Juvan & Dolnicar, 2014) when they do not follow up on these concerns in their attitudes and behavior.

Although consumers express concern for environmental issues, their behavior fails to reflect this (Rahman & Reynolds, 2016; Wang et al., 2020) "type": "article-journal", "volume": "52", "uris": ["http://www.mendeley.com/documents/?uuid=85a3ef56-ab82-4b49-b46d-1501b993d4d4"], {"id": "ITEM-2", "itemData": {"DOI": "10.1016/j.jclepro.2020.122046", "ISSN": "09596526", "abstract": "Factors promoting satisfaction and engagement with waste sorting were investigated. An extended theoretical model was established by integrating the theories of consumer satisfaction and customer engagement, rather than customer loyalty. Full replies to 672 valid questionnaires were obtained from respondents in 31 Chinese provinces. This paper explored how the perceived value of waste sorting, sorting facilities, income, age, and education affect waste sorting satisfaction. This paper also analyzed the effect of satisfaction on engagement in terms of enthusiasm, social interaction, and active participation by region and gender using multiple-group structural equation modeling (SEM). It represents an unresolved gap regarding the factors that influence consumers in choosing green tourism (Mohamad et al., 2014), as supported by the findings of Cerri, Testa, and Rizzi (2018) that there is a gap in the effect of environmental concern on consumer attitudes.

Concern for the environment is a general attitude and an indirect determinant of certain behaviors, as the research results by Yusof, Yahya, and Adam (2015), that environmental concern significantly influences how tourists evaluate green practices. Also, the research results by Rusyani, Lavuri, and Gunardi (2021) show that environmental concern influences tourists' green

attitudes. From this description, the hypothesis can be formulated as follows:

H2: Environmental concern has a positive effect on tourists' green attitudes

The Effect of Green Service Quality on Tourist Green Attitudes

Chan et al. (2016) revealed that services with a green concept could serve tourists with better service quality and can implement environmentally friendly services to address environmental problems. Furthermore, Hwang and Lyu (2020) argue that attitudes reflect a broader product or service evaluation.

Given the environmental problems that cause natural damage, it is, therefore, necessary to provide quality services with a green concept as one of the anticipations to prevent such damage to nature (Hsieh, 2012; Jones, Hillier, & Comfort, 2014). So, the arguments above show that green service quality can be interpreted as part of the concern for the environment (Yang et al., 2021).

Jiang and Gao (2019) stated that the quality of green services significantly impacts tourist attitudes towards green hotels so that they can predict consumer behavior intentions. Thus, it is concluded that green service quality has the potential to influence tourists' green attitudes. From this description, the hypothesis can be formulated as follows:

H3: The quality of green services has a positive effect on the green attitudes of tourists

The Influence of Tourists' Green Attitude on Revisit Intention

Tourist attitude is a reliable predictor of visiting intentions (Hsu & Huang, 2012). Most of the research applied the theory of planned behavior to confirm Attitude as a predictor of behavioral intention. In the tourism context, different empirical studies have confirmed the predictive power of tourist attitudes toward visit intentions (Hsu & Huang, 2012; Huang & Hsu, 2009).

Lee (2009) said that tourist attitude describes psychological tendencies expressed by positive or negative evaluations of tourists when engaging in certain behaviors. Tourist attitude consists of cognitive, affective, and behavioral components (Vincent & Thompson, 2002). Hultman, Kazemina, and Ghasemi (2015) revealed that Attitude precedes behavioral intention or the extent to which a person plans to act as a prominent determinant of actual behavior,

supported by Chen and Tung (2014) subjective norms, and perceived behavioral control (i.e., the antecedents of the TPB model, that the Attitude of tourists influences the intention to visit.

On the other hand, Lam and Hsu (2006) found no significant relationship between Attitude and behavioral intention. Lee (2009) argues that the diversity of tourism behavior can explain the conflicting empirical results. Nonetheless, intention as future behavior represents an individual's expectation of a particular behavior in a given setting and can be operationalized as a possibility to act (Fishbein & Ajzen, 1975).

Yadav and Pathak (2016) found that a green attitude is an essential predictor of pro-environmental behavior. The research results by Opatha and Kottawatta (2020) show that the green Attitude of tourists influences green work behavior. From this description, the hypothesis can be formulated as follows:

H4: The green Attitude of tourists has a positive effect on the intention to revisit

Green Endorser moderates the influence of tourists' green attitudes on repeat visit intentions.

Van der Veen and Song (2014) argue that Endorser will have an impact on society to strengthen positive attitudes and lead to positive behavioral intentions, also supported by the study of Schimmelpfennig (2019) that Endorser is a popular advertising strategy (Bergkvist

& Zhou, 2016; Pradhan, Duraipandian, & Sethi, 2016; Um, 2016) brand-celebrity, and user-brand personality congruence on brand attitude and brand purchase intention (BPI. Schimmelpfennig (2019) suggested that further research can broaden knowledge by researching different endorser types.

On the other hand, Shin, Kim, and Severt (2018) stated that Attitude does not directly influence individual intentions to perform certain behaviors but indirectly impacts goal-directed behavior models that support advertising activities. Meanwhile, Roy, Jain, and Rana (2013) revealed that attitudes generally represent individual brain frameworks that formulate views on the surrounding environment. Westover and Randle (2009) argued that Endorser's positive and negative effects on purchase intentions and attitudes have received a great deal of attention over the last few decades. Therefore, the authors argue that green endorsers can act as a moderator variable that moderates the relationship between tourists' green attitudes towards revisiting intention to beach tourism which will be further investigated in this study. From this description, the hypothesis can be formulated as follows:

H5: Green Endorser moderates the influence of tourists' green attitudes on revisit intentions

Referring to the theoretical framework and the hypothesis formulation, the research model is as follows.

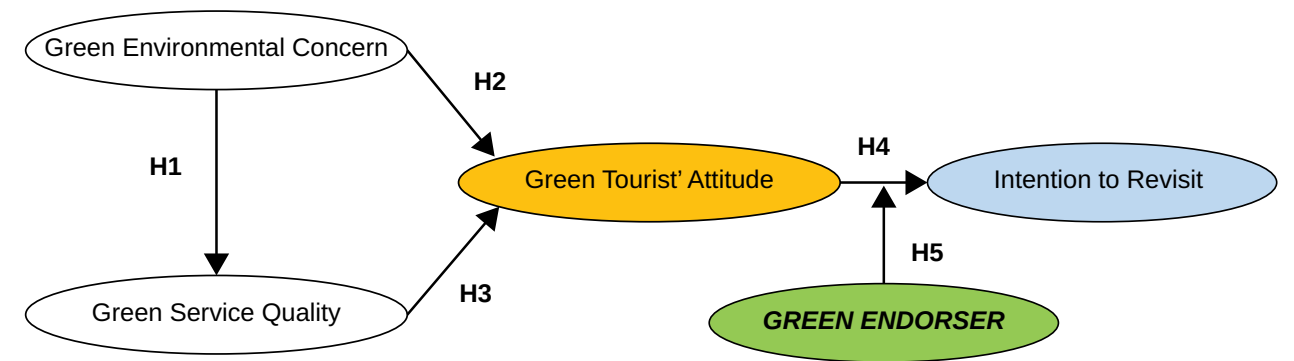


Figure 1. The Research Model of Green Endorser Role

3. Method

This research used the quantitative research design by developing and testing the hypothesis, as stated by Creswell (2014). Three hundred twenty-two usable data was used taken from the respondents who ever visited 10 Indonesia Beach Tourism (the beach of Kelingking, Bali; Nusa Dua, Bali; Pandawa, Bali;

Selong Belanak, Bali; Atuh, Bali; Melasti, Bali; Gili Meno, Lombok; Tanjung Aan, Lombok; Tanjung Tinggi, Bangka Belitung; Lengkuas, Bangka Belitung, based on Travelers Choice Awards (2019). The sampling technique of Purposive was used due to no exact database provision. The sample sizes referred to Kline (2005) stated that the minimal sample size if

using Structural Equation Modelling (SEM) Analysis is > 200. Klemelä (2018) said that the representative sample size is a minimum of 5 to 10 times the indicator number. The indicator number of this research is 37.

All measurements of the variables used the Likert scale and adopted the previous research instruments. The instruments of Green Environmental Concern adopted the measurements by He, Zhan, and Hu (2018), fulfilling the validity test by average variance extracted (AVE) of more than 0.70 and construct reliability (CR) test of more than 0.90. Green Service Quality measurements used Bastič and Gojčič (2012) a new component of hotel service quality. The findings revealed four dimensions of the eco-component: hotel staff's eco-behaviour; environmentally friendly and healthy equipment; efficient use of energy and water; and bio-food. Tourists also demonstrated a hierarchy of eco-dimensions, with the most important being hotel staff's eco-behaviour and the least important being bio-food. Tourists' expectations about the level of eco-dimensions differ significantly with respect to their income, nationality, and the hotel certification. However, no significant difference emerged in their expectations due to different educational levels. © 2011 Elsevier Ltd., "author": [{"dropping-particle": "", "family": "Bastič", "given": "Majda", "non-dropping-particle": "", "parse-names": false, "suffix": ""}], {"dropping-particle": "", "family": "Gojčič", "given": "S lavka", "non-dropping-particle": "", "parse-names": false, "suffix": ""}], "container-title": "International Journal of Hospitality Management", "id": "ITEM-1", "issue": "3", "issued": {"date-parts": [{"2012"}]}, "page": "1012-1020", "title": "Measurement scale for eco-component of hotel service quality", "type": "article-journal", "volume": "31", "uris": [{"http://www.mendeley.com/documents/?uuid=89c25196-e9ce-4981-a494-e6f8e77d3d2b"}]}, "mendeley": {"formattedCitation": "(Bastič & Gojčič, 2012 measurements, meeting the validity Test by AVE of more than 0.50 and CR test of more than 0.80. The measurements of Green Attitude used the measurements by Kautish and Sharma (2019)that is, the terminal and instrumental. The effects

of these value orientations on green attitude and green behavioral intentions for green products among young consumers in an emerging market against the backdrop of a value–attitude–behavior cognitive hierarchical framework has also been focused on in this study. Design/methodology/approach: The study espouses a hypo-deductive research design and the measures were conceptualized and advanced based on an inclusive review of the research studies conducted in the past. Anderson and Gerbing's two-step research approach was used for partial least square structural equation modeling to assess the measurement and structural models with SmartPLS (v 3.2.6, meeting AVE more than 0.70 and construct reliability (CR) more than 0.80. The measurements of Intention to Revisit adopted the measurements by Lee, Lee, and Lee (2014), meeting the validity test with an AVE of more than 0.70 and construct reliability (CR) of more than 0.70. Then, Green Endorser measurements used the measurements by Chin, Isa, and Alodin (2020)enhancing their purchase intention (PI, fulfilling the validity test with an AVE of more than 0.90 and construct reliability (CR) of more than 0.90.

4. Results

The results of the respondent profile show that women have the highest distribution at 57,1%, and the age of 17-27 years old is the highest distribution at 48,4%. The most significant respondents come from Lengkuas Beach, with 18,6%, and the least from Kelingking Beach, with 6,8%. On average, the respondents spend an extended visit of about IDR4 – 6 million in three days, not including accommodation and travel costs.

This research also applied validity and reliability test from all complete usable data (322), showing all the measurements are valid and reliable due to fulfilling the AVE of more than 0.50 and CR of more than 0.90. The model fit measurements are a good fit as a requirement to test the hypothesis based on the structural model results, as stated in Table 1.

Table 1. Model Fit Result

Overall Fit		Result	Standard Value	Conclusion
Absolute Fit Measure	χ ²	0.048	Expected lower than	Good Fit
	RMSEA	0.027	≤ 0,05	Good Fit
	GFI	0.96	≥ 0,90	Good Fit
Incremental Fit Measure	AGFI	0.93	≥ 0,90	Good Fit
	NFI	0.98	≥ 0,90	Good Fit
	CFI	0.99	≥ 0,90	Good Fit
Parsimonious Fit Measure	PNFI	0.59	≤ 0,90	Good Fit
	PGFI	0.52	≤ 1,00	Good Fit

Source: LISREL 8.80 Output Results, 2023

The structural model result shows that all hypotheses are significantly supported, based on the significant

value of less than 0.50 (α < 0.05), as shown in Table 2.

Table 2. Hypotheses Results

Hypothesis	Path Analysis			The Total Estimated Value	Hypothesis Decision
	Independent Variable	Effect	Dependent Variable		
H ₁	Green Environmental Concern	→	Green Service Quality	0.68	Supported
H ₂	Green Environmental Concern	→	Green Tourists' Attitude	0.17	Supported
H ₃	Green Service Quality	→	Green Tourists' Attitude	0.77	Supported
H ₄	Green Tourists' Attitude	→	Intention to Revisit	0.89	Supported
H ₅	Green Tourists' Attitude*Green Endorser	→	Intention to Revisit	0.14	Supported

Source: LISREL 8.80 Output Results, 2023

**5. Discussion
Green Environmental Concern Effect on Green Service Quality**

Examining Green Environmental Concern's effect on Green Service Quality is novelty research, proving a significant positive effect with a value of 68.0%. This result supports the results of Jiang and Gao (2019) regarding environmental concern for green practices with a value of 88,0%, even though it has different samples and research objects. This study uses beach tourists, while Jiang and Gao's research (2019) uses green hotel consumers. Jiang and Gao (2019) explains green service quality as part of the dimensions of green practices. Hence, environmental concern is significant in supporting environmentally friendly practices. The existence of environmental concerns can have an impact on Green Service Quality in Indonesian beach tourism.

This study provides theoretical implications of TRA. Future research needs to develop Green Environmental Concerns toward Green Service Quality in different research contexts, such as green hospitals.

The waste problem of plastic waste is a crucial problem threatening the world of national tourism, especially in coastal tourism areas, creating microplastics that can contaminate fish. If eaten by humans, it can cause health problems, including cancer. Therefore, concern for residents and tourists is the key to maintaining the beauty and preservation of natural tourist objects in Indonesia.

Those results imply that Beach Tourism Managers have carried out Green Service Quality by implementing waste management and environmental cleanups in the form of the latest innovations that seek to reduce plastic waste generation, aimed to maintain the purity, harmony, and balance of the environment, prevent pollution and environmental damage due to the generation of plastic waste, protect the ecosystem,

ensure public health, to ensure that future generations do not depend on the use of plastic.

Regarding environmentally friendly behavior, the respondents stated that employees working in the beach area have carried out environmentally friendly activities, such as providing trash bins around tourist visiting areas. Therefore, beach managers must direct employees to be more concerned about protecting the environment and cleanliness.

Green tourism is vital to be put forward by beach managers so that the beach environment will be preserved and clean to develop sustainable tourism. This is very good for the convenience of beach tourism visitors so that they can increase repeated visits. Thus, these findings have implications for the government to be able to make policies regarding environmental Concerns in coastal areas by prioritizing and utilizing Green Service Quality.

Green Environmental Concern Effect on Tourists' Green Attitudes

Green Environmental Concern significantly positively affects tourists' green attitudes by 17.0%. The result supports the research results by Rusyani et al. (2021); Hoang et al. (2020), revealing that a positive green attitude in the minds of the general public is essential to have good behavior toward the environment. This study uses beach tourists. However, Rusyani et al. (2021) use green consumers as respondents. Furthermore, this study used the Lisrel 8.8 program, while Rusyani et al.'s research (2021) used the SPSS program with a standardized coefficient value (β) of 34.0%.

This research adopts TRA (Fishbein & Ajzen, 1975; MS, 2020) to explain the role of environmental concern as a subjective norm, motivating each individual to do so. This research provides theoretical and methodological implications for future researchers

to examine Green Environmental Concern research on consumer Green Attitudes in different research objects, such as green hospitals. This research has the limitation of not including the role of culture, which significantly influences consumers' Green Attitudes, according to research by Larson and Kinsey (2019). Therefore, further research is suggested to examine other variables, such as "culture," which can influence consumers' Green Attitudes.

The research result indicates that tourists care about environmental issues, so they do not ignore them because the research shows that tourists still have low concern for the environment. Thus, this research has implications for beach tourism managers to provide environmental care education to tourists who want to visit the beach to help maintain the cleanliness and sustainability of the beach environment.

Lack of socialization about healthy living and the negative impact of waste, especially plastic waste, is one of the causes of the lack of public knowledge about waste. Ordinary people do not understand that throwing garbage into beach areas can bring disaster to the environment and other humans. The community also needs to fully understand that the government prohibits littering and has been regulated in regional and central regulations.

Growing a sense of care for the environment in individuals is challenging due to everyday cultural factors that influence a person's behavior. Therefore, the government needs to make policies that promote environmental preservation by implementing law empowerment. The beach manager must have the creativity to recycle waste in the beach area and can be unique to the beach so that it attracts tourists to have a green attitude.

Green Service Quality Effect on Tourist Green Attitudes

The quality of green services significantly positively affects tourists' green attitudes by 77.0%. This result represents the research novelty, supporting the research result by Jiang and Gao (2019). The results convey that green practices can be measured through three aspects: practices to improve the quality of green services, practices to prevent pollution, and practices to reduce energy consumption. However, this study adopts green service quality as an independent variable of tourists' green attitudes.

This research adopts TRA to explain green service quality as a subjective norm affecting consumer

attitudes. This study provides theoretical and methodological implications for future research to research the Green Service Quality Effect on the green Attitude of tourists in different research objects. Future research is also suggested to adopt a variable measurement of tourists' green attitudes different from these findings to generalize the findings.

Green Service Quality provides comfort and beauty for beach visitors because it offers various services with environmentally friendly practices to prevent global warming. Green service quality that is successfully applied to beach tourism will increase the green Attitude of tourists, thereby causing loyalty such as repeat visits and recommendations.

One of five items indicators based on the responds' respondents indicates that preserving the green environment is very important when visiting green/ environmentally friendly-based beach tourism. However, the respondent's descriptions of tourists' concern for the environment are still shallow, so it will also create a low positive green attitude.

Green Service Quality is the main factor for tourists to visit the beach. However, tourists felt that beach tourism adopted green service quality in beach areas. Hence, beach managers must provide green quality service to increase tourists' green attitudes.

Green Attitudes of Tourists Effect on Revisit Intentions

The tourist's green Attitude has a significant positive effect on the revisit intention by 89.0%, supporting the research results by Liao, Wu, and Pham (2020) that a green attitude influences buying behavior with a value of 12.0%. Also, it supports the research by Panda et al. (2020), which focused on buying green products in Cambodia, while this research focuses on beach tourists in Indonesia. Thus, consumers' intentions to revisit the beach depend on their environmental attitudes.

Yadav and Pathak's research result (2016) showed that a green attitude is an essential predictor of pro-environmental behavior by implementing the Theory of Planned Behavior (TPB). TPB explains that the individual's repeated intention drives human behavior (Abbasi, Yow, & Goh, 2020). However, these research findings provide conceptual implications, especially for extending TRA, that tourists' green attitudes can affect the intention to revisit beach tourism.

According to the interviews with the respondents, they still need to get information from the beach manager about environmental protection. In addition,

beach tourism often still needs a trash box for littering because it is far from the visitor's location. Therefore, beach managers should provide trash bins close to the location of visitors to make it easier for them to dispose of trash. Also, several tourists are reluctant to visit again due to not good environmental sustainability surrounding beach tourism.

The research results have implications for beach managers to preserve the coastal environment by supporting environmentally friendly practices in terms of facilities and services. Beach managers must educate the public about "green" or "environmentally friendly" in coastal areas to increase the green Attitude of tourists in terms of maintaining the cleanliness of the coastal environment. Beach managers must also play an active role in environmental sustainability and cleanliness by cleaning the beach area of fallen leaves and trash and providing green plants around the beach area so that it will affect tourist behavior to revisit beach tourism.

Green Endorser strengthens the influence of Travelers' Green Attitudes on Repeat Intentions.

The moderating effect is generated by looking at the interaction of the Green Endorser variable towards the tourists' Green Attitudes and Revisit Intention. The statistical test result shows that Green Endorser plays a moderating significant role in strengthening the effect of a green attitude on revisit intention.

Green Endorser supports green values and cares about the Green Environment. This finding is novelty research following the suggestions of Schimmelpfennig (2019); Knoll and Matthes (2017) that solid attitude and behavior effects occur when theoretically relevant moderator variables are included, such as endorsers, which can reinforce positive attitudes and lead to positive behavioral intentions.

The research results correspond to the source credibility theory that the effectiveness of messages an endorser communicates will depend on the Endorser's expertise, trustworthiness, and attractiveness as perceived by consumers (Ohanian, 1991)"type":"article-journal", "volume":"31"}, "uris":["http://www.mendeley.com/documents/?uuid=7500398e-c3e7-4d06-adbd-78e80f3c347d"]}], "mendeley":{"formattedCitation":"(Carl I Hovland & Weiss, 1953; McGuire, 1966; Ohanian, 1991. Thus, Green Endorser is a factor to induce a higher green attitude that can influence a person's behavior, such as revisiting intention toward tourism. Even though, referring to the interview results, the green environment care advertisements using Green Endorsers were less

physically attractive and informative. It means that beach managers should apply attractive endorsers and clear, informative messages content delivered. It implies that future research examines Green Endorser as the moderating effect on different research objects, such as green hotels, restaurants, and hospitals.

6. Conclusion, Limitation, and Future Research

Green Service Quality is the primary influence on the green Attitude of tourists by 77.0%, compared to Green Environmental Concern by 17.0%. Even though Green Environmental Concern has a higher effect on Green Quality Services by 68%, it means that Green Quality Services offered by beach tourism management are essential so that the tourists feel comfortable when they visit the destination. Meanwhile, the green Attitude of tourists has a significant positive impact on revisit intention with the highest effect value of 89.0%, contributed by the highest effect value of Green Service Quality. Therefore, this research model illustrates that Green Service Quality is the main key factor for tourists to revisit their intention to beach tourism.

This research adopts the Theory of Reasoned Action to explain the concept of Green Tourism which plays a role in strengthening green practice behavior. This study also combines Source Credibility Theory into the Theory of Reasoned Action. Source Credibility Theory was used to describe the moderating role of Green Endorser in the effect of Green Attitudes on revisiting intention toward Beach Tourism. However, this study has limitations by not including cultural variables and environmental knowledge, which can also act as independent variables or as the potential to be moderating effect. These findings suggest that future research needs to examine cultural variables and environmental knowledge to complete this research.

This research also adopts source credibility theory as the effectiveness of the message communicated by the Endorser to strengthen the tourists' behavior to revisit intention. Furthermore, this research was conducted on beach tourism using a purposive sampling technique. Future researchers can generalize this study by using different research objects and the simple or stratified sampling technique with gender or different generation.

These findings provide Government Policy implications to implement issue regulations related to Green Environmental Sustainability executed by beach managers and beach visitors. Also, the government policy must be applied regarding the National Tourism Development Master Plan, especially for Green Tourism

development in coastal tourism to preserve coastal areas and prevent natural disasters in Indonesia. It is hoped that the government can coordinate with beach managers in Indonesia to appeal to them to implement environmentally friendly practices in coastal areas and to make rules for beach visitors to protect the environmental damage.

Further implications for beach managers are to prioritize Green Service Quality by adopting green practices in coastal tourism areas, provide environmental care literacy so that the tourists can participate in maintaining the cleanliness and sustainability of the coastal environment, and evaluate Green Endorser used in attracting the attention and appealing to tourists by prioritizing high Green Environmental Concern.

Research on Green Service Quality and Green Attitudes of tourists still needs to be improved in the beach tourism context. Future research can expand research on Green Service Quality and Green Attitudes in different research contexts to extend the TRA theory. Regarding the limitation of the indicators used in this research, future research can use different indicators on the variables to provide new findings.

Moreover, tourists visit due to the uniqueness of Green Endorser and the Green Quality Service. Hence, beach managers need Green Endorser to have Green Expertise and skill in providing exciting and informative messages about the green environment to make tourists easier to build a positive image and trust toward Beach tourism and consequently could build revisit intention to beach tourism.

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