

GREEN TOURIST ANALYSIS IN KOTA TUA JAKARTA



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ABSTRACT

This study seeks to identify and examine the variables of attitude, subjective norms, and behavioral controls that influence green tourist behavior. Green tourists are those who consider eco-friendliness when visiting tourist attractions. The methodology utilized in this study is quantitative. The application Smart-PLS assisted with statistical data analysis using structural equation modeling (SEM-PLS). Respondents used up to 177 tourists who visited Kota Tua Jakarta within a specific period. The study's findings revealed that attitude, subjective norms, and behavioral controls all have a positive and significant influence on green tourist behavior. This study has some limitations, including a small number of respondents, a short questionnaire collection period, and the use of just a quantitative approach. Recommendations for additional research are made so that the green tourist theme can become knowledge to support sustainable tourism.

Keywords : Attitude; Subjective Norm; Behavioral Control; Green Tourist Behavior;
Kota Tua Jakarta

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INTRODUCTION

Tourism is regarded as a generator of economy and jobs and is one of the fastest-growing industries in addition to the service industry (UNWTO, 2019). However, in 2019-2022, the tourism industry was hit by the COVID-19 pandemic. Almost all tourist destinations in Indonesia and around the world have been forced to shut down to suppress the spread of the virus (Atmojo & Fridayani, 2021). Today, however, the tourism industry is beginning to rise and is trying to recover and increase the number of visitors of both foreign and domestic tourists (Zhang et al., 2023). It requires specific strategies from managers, governments, communities, and the wider public (Ji & Darnall, 2020).

The province of Jakarta has several top tourist destinations. According to sources from the Jakarta Provincial Tourism Service, eight of them are the Taman Impian Jaya Ancol, Taman Mini Indonesia Indah, Ragunan Zoo, National Monuments, National Museum, Mandala Satria Museum, Jakarta Historical Museum, and Kelapa Sunda Port located in Kota Tua Jakarta. Only Kota Tua Jakarta has been named one of the 10 priority tourist destinations designated by President Joko Widodo since 2015. It is intended to increase the visits of tourists from both the Netherlands and abroad to other areas spread throughout the territory of Indonesia. Even these 10 priority tourist destinations are dubbed "New Bali" in the hope of competing with the number of tourist visits to Bali Island. This is because the tourism industry can help create jobs, improve currency, reduce poverty rates, improve the standard of living of the people, and so on (M. S. A. Soliman, 2015). In fact, the tourism sector will have created 3.6 million jobs by 2022, while the contribution of gross domestic product (GDP) will reach 3.6% (Litha, 2022).

In addition, there is the issue of green tourism, which has recently been seen as a means of achieving sustainable tourism (Guo et al., 2019). Green tourism is a tourist activity that protects local surroundings and culture (Guo et al., 2019). Green tourism can be an emphasis on environmental conservation, or it can be other standards that do not always lead the environment (Kenyon, 2023). On the tour of Kota Tua Jakarta, being a tourist who promotes cultural sustainability is one of the reflections of the practice of green tourism.

A study conducted on consumers in the Depok region concluded that green consumer behaviour practices could not be implemented as respondents felt that eco-friendly practices required additional costs (Rahmawati, et al., 2022). Knowledge related to green consumer behaviour practices is also still low (Barbu et al., 2022). While other studies mention that the tourists of Kota Tua Jakarta are dominated by generation Z (Waskito, et al., 2022). Research conducted by Yi (2021) concludes that special education related to environmental and cultural preservation activities is needed for the young generation in the environment of schools and colleges. Research conducted by (Soliman, 2021) mentions that predicting the behaviour of tourists can use the Theory of Planned Behaviour developed by Ajzen (2020).

Based on the background, the primary focus of this research is the lack of previous studies on green tourist behaviour in Kota Tua Jakarta. The other purpose of this study is to determine the extent to which various factors influence green tourist behavior in Kota Tua Jakarta. Specifically, the research seeks to explore the impact of attitudes, subjective norms, and behavioral controls on the conduct of green tourists. Furthermore, this study aims to investigate the simultaneous effect of these three factors—attitudes, subjective norms, and behavioral controls—on shaping green tourist behavior in the area.

This research has the following benefits which provides a clear picture of green tourist behaviour in Kota Tua Jakarta from the perspective of the Theory of Planned Behaviour. This research can offer suggestions on eco-friendly tourism methods to

promote sustainable tourism. Stakeholders such as the Department of Tourism and Creative Economy of the Province of Jakarta, managers of the Kota Tua Jakarta, and other related services can use the recommendations of the research results.

LITERATURE REVIEW

Theory of Planned Behavior

Ajzen (1991) developed the theory of planned behaviour, which states that one can have the intention to buy based on attitude, subjective norms, and behavioural control (perceived behaviour control). Attitude is how one considers something that is beneficial or detrimental (Tornikoski & Maalaoui, 2019). For green consumers, their concern for the environment begins when environmental problems begin to worry them and affect them personally. Green consumer behaviour expresses attitudes through the purchase of more environmentally friendly products or the search for alternative products not currently in use (Nittala & Moturu, 2021).

According to Ajzen (1991), consumers perceive a subjective norm as the social pressure to act or refrain from acting, which stems from the influence of others such as family or relatives, friends, neighbours, or community figures, as quoted by Paul et al., (2016). Someone is motivated to do an environmentally friendly act after seeing someone else do it. Behaviour control refers to the degree of ease or difficulty associated with a particular behaviour. If one wants to care about the environment but doesn't know how to do it, then one won't be able to (Emekci, 2019).

According to Ajzen (2002), the Theory of Planned of Behaviour theory explained that human behaviour is based on three elements: behavioural belief, normative belief and control belief. Belief in the potential for alternative responses to behaviours is referred to as behavioural belief, normative belief refers to the belief in others' normative expectations, and control belief refers to the belief in the presence of control or control that can either inhibit or trigger behaviour. The combination of these three behaviours forms the intention of behaviour.

Green Tourist

Green tourism generally falls into three categories: (1) environmentally friendly tourism, which is associated with visitors who aim to reduce their ecological footprint; (2) nature-based tourism, which occurs in a relatively unaltered natural environment; and (3) ecosystems tourism, which concentrates on natural areas, emphasizes learning, and is sustainable (Gamidullaeva et al., 2022).

Eco-friendly tourism is a tourism practice that aims to minimize the negative impact on the natural and social environment, as well as contribute positively to the preservation of the local environment and culture (Leonidou et al., 2015). Eco-friendly tourism involves actions such as conservation of natural resources, efficient use of energy, waste reduction, recycling, and support for sustainable environmental initiatives. Tourists who participate in eco-friendly tourism strive to travel in a responsible way, paying attention to and respecting the environment they visit. They may choose environmentally friendly accommodations, use public or sustainable transportation, and participate in tourist activities that support the preservation of local nature and culture (Leonidou et al., 2015). Thus, eco-friendly tourism involves visitors' awareness, responsibility, and real action to minimize their ecological footprint during tourist trips, thereby supporting environmental sustainability and promoting awareness of the importance of nature conservation for future generations. There are some previous studies that are relevant to this one. Kalpikawati's (2018) quantitative research on green

hotels found that knowledge and attitudes significantly and positively influence the intention to stay in environmentally friendly hotels. Yuniati (2019) shows that predictors of environmentally friendly experiences, environmental concerns, hotel image, prices, and reference groups can effectively explain the main reasons tourists choose eco-friendly hotels. Research from Mehmood and Zhou (2023) concluded that pro-ecological attitudes significantly influence tourist behavior and motivation for adopting e-bikes.

METHODS

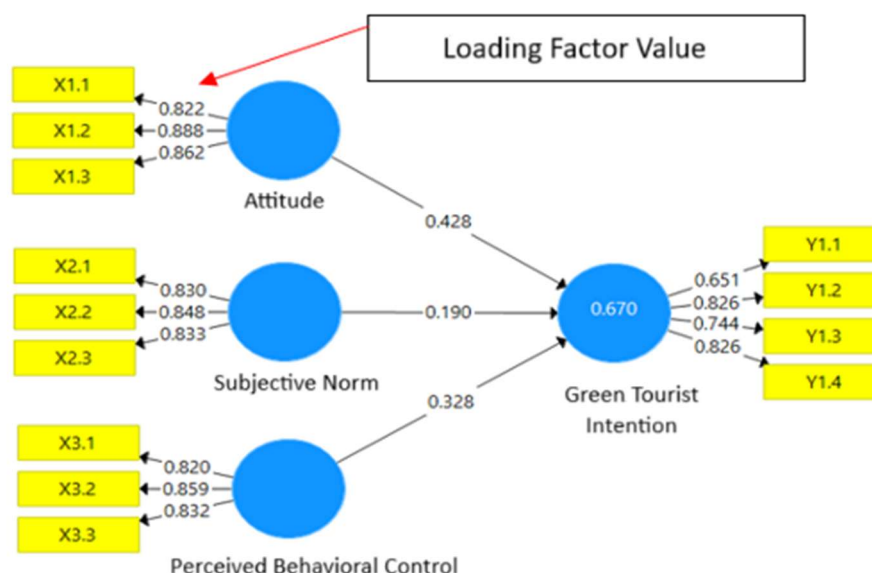
This research has a quantitative design, which is the collection of data through the dissemination of questionnaires, interviews, and observations carried out directly by the researcher (Cantrell & Lupinacci, 2007). The theory underpins in this study is the theory of planned behaviour, triggered by Ajzen, (1991, 2020). Attitude, subjective norms, and behavioral control can measure behavior, according to this theory. We gather primary data sources by distributing the questionnaire to 181 tourists in Jakarta's Old Town.

We use purposive sampling techniques for data collection (Cutler, 2018; Etikan, 2017). The data analysis technique uses structural equation modeling (SEM) (Hair et al., 2014) with the help of the SmartPLS application. Once the indicator is valid and reliable, the data analysis process is continued by evaluating the structural model through R-Square, path coefficient, and bootstrapping (Ghozali, 2014; Hair et al., 2014).

RESULT AND DISCUSSION

Data Analysis

The data used in this study came from the questionnaire distributed to 181 tourists from the Kota Tua. However, after the data was screened, only 177 were eligible for further processing with the help of the SmartPLS application. There is first an outer model validity and reliability test. This is done using the convergent validity, which can be seen in the following image as the value of the loading factor and the average variance extracted (AVE):



Source : SmartPLS, 2024

Figure 1
Convergent Validity

Each indicator generates a loading factor to measure the variable (Ghozali & Latan., 2015). The acceptable limit value is 0.6 (Hair et al., 2017). The image confirms that the entire load factor value is above 0.6, thereby declaring the entire indicator valid. Next, use the table below to determine the value of the average variance extracted (AVE):

Table 1
Average Variance Extracted

Variable	Cronbach's Alpha	Rho_A	Composite Reliability	AVE
Attitude	0,822	0,837	0,893	0,736
Subjective norm	0,788	0,793	0,875	0,701
Behavior Control	0,787	0,789	0,876	0,701
Green Tourist Behavior	0,762	0,775	0,849	0,586

Source : Researchers processed data, 2024

Based on table 1, the entire AVE value exceeds the 0.5 limit, indicating the validity and reliability of the overall variable. The path coefficient value is then used to determine the direction of the relationship.

The next step involves examining the level of significance using the t-statistic, a method known as bootstrapping, and analyzing the path coefficient value of the resulting data.

Table 2
Bootstrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Behavioral Control -> Green Tourist Behavior	0,328	0,331	0,076	4,298	0,000
Subjective Norm -> Green Tourist Behavior	0,190	0,190	0,083	2,285	0,023
Attitude -> Green Tourist Behavior	0,428	0,426	0,081	5,277	0,000

Source : Researchers processed data, 2024

According to Hair et al. (2017), the t-statistic value must be above 1.96. In table 2, the entire t-statistic value is above 1.96. In the above table, we have also gathered data on the magnitude of influence between variables to solve the problem formula, based on the original sample values. It is known that the attitude variable has an influence of 0.428, or 42.8%, on the green tourist behavior variable. Subjective norms have an impact of 0.190, or 19%, on green tourists' behavior. Next, we perform a variant analysis (R²) or determination test. We obtain the known value of R² at 0.670. This suggests that 67% of the entire variable influences green tourist behavior, with other variables not studied in this study accounting for the remaining 33%.

Discussion

The study concluded that the attitude variable has a positive and significant influence on green tourist behaviour (42.8%). We measure the attitude variable using the following indicators: (1) visiting an eco-friendly tourist destination is beneficial; (2) exploring Kota Tua Jakarta enhances the travel experience; and (3) experiencing joy when contributing to environmental preservation while traveling. Most respondents agreed that the attitude of eco-friendliness brought their lives to a better place. Research by Kalpikawati, (2018)

and Maulina, Rahmawati, et al., (2022) confirms that attitudes can significantly and positively influence interest in engaging in eco-friendly activities.

The data analysis also found that the variable of subjective norms had a positive and significant influence on green tourist behaviour of 19%. We measured this variable using three indicators: (1) the people closest to us supported visiting eco-friendly tourist destinations; (2) we felt it was important to follow their advice to visit eco-friendly tourist destinations; and (3) we frequently heard about the importance of eco-friendly tourism from the media and the community. The average respondent agreed but only had 19% influence, and this is still considered weak (Hair et al., 2017).

Further data findings concluded that behavioural control variables have a positive and significant influence on green tourist interests (32.8%). According to Hair et al. (2017) the figure is weak. We measure this variable using three indicators: (1) it feels easy to find information about eco-friendly tourist destinations in Jakarta; (2) it has the resources (time and money) to visit such destinations; and (3) it believes it can overcome the challenges or obstacles that may arise when visiting eco-friendly tourism destinations. Maulina, Rahmawati, et al. (2022) and Nadiya & Ishak, (2022) concluded that behavioural control can influence eco-friendly behaviour.

CONCLUSION AND SUGGESTIONS

The study's findings indicate that the entire set of attitude variables, subjective norms, and behavioral controls have a positive and significant influence on the green tourist's behavior. This indicates that tourists in Kota Tua Jakarta are interested in protecting the environment and behaving eco-friendly when visiting other tourist destinations. Administrators of the Kota Tua Jakarta, the government of the special district of Jakarta, and stakeholders in managing the eco-friendly tourist destination can use the results of this research as input materials.

There are some limitations to this study, such as: (1) the limited time frame for distributing the questionnaire hinders its generalization; (2) the solely quantitative approach restricts the question to the respondent and provides answers, preventing the researcher from delving deeper into the indicators employed. Further research using a mixed approach could delve deeper into green tourism interests. We can also conduct research on the green tourist behavior variable at other tourist destinations in Jakarta and other cities. We should extend the period and leverage the holidays to include a larger number of tourists as sample respondents.

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