DOMESTIC TOURISTS' REVISIT INTENTION TO MANGROVE TOURISM IN JAKARTA: A THEORY OF PLANNED BEHAVIOR APPROACH

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ABSTRACT

This study aims to analyze the factors influencing the revisit intention of domestic tourists to mangrove tourism destinations in the Jakarta area using the Theory of Planned Behavior (TPB) approach. The main focus is directed toward the influence of environmental knowledge, environmental advertising, and moral norms on tourists' attitudes, as well as the impact of these attitudes on revisit intention. This study utilizes a quantitative method, employing a cross-sectional survey approach involving 361 respondents who have visited mangrove tourism areas in Jakarta. The sampling technique used is purposive sampling, while data analysis is conducted using the Structural Equation Modeling (SEM) method with the assistance of AMOS software.

Keywords: *Green Marketing; Environmental Knowledge; Environmental Advertisement; Moral Norms; Attitude; Revisit Intention*

Received : 14-07-2025
Revised : 14-12-2025
Approved : 19-02-2026
Published : 02-03-2026

INTRODUCTION

Awareness of the importance of environmental conservation has compelled the tourism sector to be more proactive in implementing sustainability principles (Hanafiah et al., 2025a). Tourist behavior has also shifted from hedonistic consumption toward a preference for destinations with high ecological and social value (Ali et al., 2023). This aligns with the growing concern for sustainability, as reflected in tourists' desire to contribute to environmental preservation through more responsible destination choices (Ibnou-Laaroussi et al., 2020).

One form of sustainable tourism that is gaining traction is mangrove ecotourism, which not only offers recreational experiences but also serves as a means of education and environmental conservation (Nguyen-Viet, 2022). In urban areas such as Jakarta, mangrove areas like Taman Wisata Alam Angke Kapuk and Ekowisata Marunda hold significant ecological value by absorbing carbon and reducing coastal abrasion (Hanafiah et al., 2025a). However, despite their high ecological value, tourists' revisit intention to these destinations remains relatively low (Verma & Chandra, 2018).

This phenomenon indicates the presence of a green attitude–behavior gap, which refers to the discrepancy between tourists' positive attitudes toward sustainability values and their actual behavior in supporting environmentally conscious destinations (Jiang & Gao, 2019). This suggests that deeper psychological factors need to be understood in order to bridge this gap.

Previous studies have identified several psychological factors that influence tourist behavior, such as environmental knowledge, environmental advertising, and moral norms (Tang et al., 2022). These three factors have the potential to shape tourists' attitudes toward sustainable destinations. Within the framework of the Theory of Planned. Behavior (TPB), attitude serves as a key determinant that bridges external factors with behavioral intention, including revisit intention (Ajzen, 1991a).

The studies by Hanafiah et al., (2025) and Senooane and Mkhize, (2025) highlight that attitude plays a crucial mediating role in shaping the intention to revisit green hotels or destinations. Meanwhile, Gulati et al., (2025), in the context of sustainable hotels, also emphasize that environmental knowledge has an indirect influence on revisit intention through green attitude, but does not have a significant direct effect without this mediation. Referring to these findings, it becomes essential to investigate how the three main variables environmental knowledge, environmental advertising, and moral norms contribute to shaping tourists' attitudes, and how these attitudes, in turn, influence revisit intention toward mangrove ecotourism destinations.

Therefore, this study aims to analyze the influence of environmental knowledge, environmental advertising, and moral norms on tourists' attitudes, and how these attitudes affect their revisit intention. This research is expected to provide a theoretical contribution by refining and contextualizing the Theory of Planned Behavior (TPB) within the domain of green tourism. Additionally, it seeks to offer practical recommendations for destination managers in developing more effective and environmentally oriented promotional strategies

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

The Theory of Planned Behavior (TPB) developed by Ajzen (1991) posits that behavioral intention is the primary predictor of an individual's actual behavior, and this intention is shaped by three key components: attitude, subjective norms, and perceived behavioral control. In the context of sustainable tourism, TPB has been widely used to understand tourists' decision-making in selecting and visiting environmentally friendly destinations

(Hanafiah et al., 2025). Attitude toward the destination serves as a central point in bridging psychological factors with revisit intention.

Environmental knowledge refers to an individual's understanding of ecological issues, ecosystem functions, and the impact of human activities on the environment (Liao et al., 2020). A study by Gulati et al., (2025) found that tourists with a high level of environmental knowledge tend to develop positive attitudes toward eco-friendly hotels. However, the influence of this knowledge on revisit intention is indirect, occurring through the formation of a green attitude. This highlights the importance of attitude as a mediating factor in explaining how knowledge is translated into the intention to revisit.

Environmental advertising is a form of communication designed to convey messages through print, digital, or social media with the aim of increasing awareness and participation in environmentally friendly activities (Adamovich et al., 2021). Hanafiah et al., (2025) noted that promotional campaigns emphasizing the ecological benefits of a destination can build a green image and foster positive tourist attitudes, which in turn encourage revisit intention.

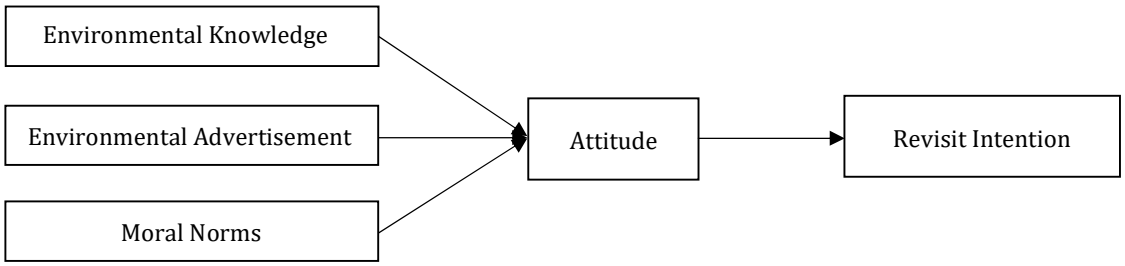
Moral norms are an individual's internal beliefs about what is right or wrong and can serve as a strong motivator for pro-environmental behavior (Schwartz, 1977). In the context of green tourism, moral norms can motivate tourists to act in environmentally responsible ways not merely due to external pressures but because they feel a personal "obligation" to do so (Han & Yoon, 2015). A study by Senooane & Mkhize, (2025) indicates that moral norms play a crucial role in shaping tourists' attitudes toward sustainable destinations.

Attitude is an individual's positive or negative evaluation of an object or behavior (Ajzen, 1991a). In the context of tourism, attitude is shaped by perceptions of the value, benefits, and responsibility associated with a destination (Han & Yoon, 2015). Several studies have identified attitude as a critical mediating variable between psychological factors such as knowledge, advertising, and norms, and revisit intention (Gulati et al., 2025a). A positive attitude increases the likelihood that tourists will return to the same destination in the future.

Revisit intention is an indicator of tourist loyalty and serves as a key objective in sustainable destination development strategies. Studies have shown that revisit intention is influenced by prior experiences, attitudes, and perceptions of a destination's sustainability (Ali et al., 2023) . In the context of ecotourism, this intention is strongly shaped by previous experiences, positive attitudes, educational value, and moral identification with the destination's environmental mission (Chung, 2020).

Research Framework

The research framework employed in this study is as follows:



Source: Adapted from Gulati et al., 2025; Hanafiah et al., 2025; Senooane & Mkhize, 2025

Figure 1
Research Framework Model

Hypotheses

This study adopts the framework of the Theory of Planned Behavior (TPB) to explain tourists' intention to revisit mangrove ecotourism destinations. Within the TPB framework, attitude toward the behavior serves as a central component that mediates the influence of psychological factors on behavioral intention (Ajzen, 1991). Based on the theoretical foundation and findings from previous studies, the hypotheses in this research are formulated as follows:

Environmental Knowledge

Environmental knowledge is a crucial aspect in shaping tourists' awareness of the importance of preserving natural ecosystems such as mangrove forests (Naparin & Karsudjono, 2025). The greater an individual's understanding of the ecological benefits of a destination, the more likely they are to develop a positive attitude toward environmental conservation (Rainear & Christensen, 2022). This is because adequate knowledge encourages tourists to appreciate the educational value and ecological functions of their visit. Therefore, the following hypothesis is proposed:

H1: Environmental Knowledge has a positive influence on tourists' attitudes toward mangrove destination.

Environmental Advertisement

Environmental advertising plays a vital role in conveying sustainability messages to tourists through engaging and accessible media (Adamovich et al., 2021). When advertising messages emphasize the ecological values of a destination, tourists are more likely to develop positive attitudes toward environmentally conscious visits (Liao et al., 2020). The study by Hanafiah et al., (2025) highlighted that environmental advertising can foster a strong green attitude. Therefore, the following hypothesis is proposed:

H2: Environmental Advertisement has a positive influence on tourists' attitudes toward mangrove destination.

Moral Norms

Moral norms reflect tourists' personal values in judging whether an action toward the environment is considered right or wrong (Canova et al., 2023). When tourists feel a moral responsibility toward environmental conservation, they tend to exhibit more positive attitudes toward conservation-based destinations (Han & Yoon, 2015). The study by Senooane and Mkhize (2025) further supports that moral norms can influence the development of positive attitudes toward sustainable destinations. Therefore, the following hypothesis is proposed:

H3: Moral Norms has a positive influence on tourists' attitudes toward mangrove destination.

Attitude

A positive attitude toward environmentally based tourism has been shown to be one of the key factors driving tourists' intention to revisit (Chung, 2020). According to Ajzen (1991), attitude is a direct predictor of behavioral intention within the TPB framework. When tourists experience emotional, educational, and ecological benefits from a destination, they tend to develop a stronger commitment to return (Hanafiah et al., 2025a). This attitude not only reflects an appreciation of the travel experience but also serves as a foundation for loyalty toward eco-friendly destinations (Verma & Chandra, 2018). Therefore, the following hypothesis is proposed:

H4: Attitude has a positive influence on tourists' Revisit Intention to mangrove destinations.

METHOD

This type of study employs a quantitative approach through a cross-sectional survey. Quantitative research is a scientific approach conducted systematically to understand a phenomenon by breaking down each of its elements and explaining the causal relationships among them (Fadilla et al., 2022). This approach is based on theoretical frameworks and mathematical models relevant to the research topic. In this context, the explanatory survey method and cross-sectional design are commonly used to explain causal relationships between variables within a specific period of time (Sofya et al., 2024). Data collection was conducted using a survey approach by obtaining primary data through an online questionnaire using Google Form and distributed via social media platforms such as WhatsApp, Instagram, and X.

The sampling technique used is purposive sampling, with specific criteria tailored to the specific objectives of the study and the diverse characteristics of mangrove tourists (Prior et al., 2020). This method allows researchers to deliberately select respondents based on certain considerations (Tongco, 2007), namely those who are deemed to have relevant experience or knowledge of the tourism object being studied. This technique is considered effective because it is practical, fast, and efficient in reaching the target group that aligns with the research needs (Hair et al., 2019).

The respondents involved were domestic tourists who had previously visited mangrove forest tourism areas in the Jakarta region, such as Taman Wisata Alam Mangrove Pantai Indah Kapuk, Hutan Mangrove Muara Angke, Kawasan Ekowisata Mangrove Kamal Muara, Suaka Margasatwa Angke Kapuk, and Taman Mangrove Marunda. There are five variable that will be measured using several indicators that were adapted and adjusted from previous studies. The measurement was conducted using a five-point Likert scale. The relationships among the variables in the framework were tested to determine both the direct and indirect effects on tourists' revisit intention.

In accordance with the recommendations for covariance-based SEM analysis, a minimum sample size of 200 respondents was required to ensure adequate statistical power and unbiased parameter estimates and the resulting data were analyzed using Structural Equation Modeling (SEM) with the assistance of SPSS-AMOS software (Ali Memon et al., 2020). The data obtained are cross-sectional in nature, as they were collected during a specific period of time. Prior to further analysis, validity and reliability tests were conducted to ensure that the instruments used were capable of measuring the variables accurately and consistently.

RESULTS AND DISCUSSION

Data Analysis

The collected data from 361 respondents was then analyzed using Analysis of Moment Structures (AMOS) software to evaluate the proposed correlations among the variables. There were 361 samples in the research population, and sample validity was tested using a minimum factor loading value of 0.50.

Result of Validity Testing

Validity testing was conducted by examining the factor loading values of each indicator. The minimum acceptable factor loading value is ≥ 0.40. Table 1 shows that indicators with values below this threshold are considered less valid and were not included in the subsequent model testing (Hair et al., 2019).

Table 1
Results of Validity Testing, Descriptive Statistics

	Indicator	Factor Loading	Conclusion	Std. Deviation	Mean
Variable: Environmental Knowledge (EK)					
EK1	I am quite familiar with the mangrove forest tourism in Jakarta.	0.700	Valid	0.998	4.195
EK2	I understand the ecological and social benefits of mangrove forest tourism in Jakarta.	0.736	Valid	0.852	4.315
EK3	I understand the role of mangrove forest tourism in environmental conservation.	0.801	Valid	0.768	4.400
Variable: Environmental Advertisement (EA)					
EA1	I like advertisements or promotional content for mangrove forest tourism that raises the issue of environmental conservation.	0.894	Valid	0.880	4.285
EA2	I like information or campaigns that show that mangrove forest tourism is environmentally friendly.	0.708	Valid	0.852	4.290
EA3	I feel that advertising or promotion regarding mangrove forest tourism is very important in influencing the decision to visit.	0.807	Valid	0.817	4.385
Variable: Moral Norms (MN)					
MN1	I feel I have a moral obligation to preserve the mangrove forest area.	0.824	Valid	0.809	4.430
MN2	Preserving mangrove forests is in accordance with my life principles.	0.717	Valid	0.833	4.340

	Indicator	Factor Loading	Conclusion	Std. Deviation	Mean
MN3	I feel responsible for helping to protect the mangrove forest environment.	0.852	Valid	0.814	4.370
MN4	My personal values drive me to support the preservation of mangrove forests.	0.886	Valid	0.790	4.425
Variable: Attitude (A)					
A1	For me, visiting mangrove forests while traveling is a fun activity.	0.792	Valid	0.862	4.335
A2	Traveling to an area like this is a good choice in my opinion.	0.855	Valid	0.849	4.330
A3	I feel proud because my visit can support environmental conservation.	0.807	Valid	0.761	4.470
A4	I am interested in learning more about mangroves and their environment during my visit.	0.775	Valid	0.815	4.340
A5	Visiting a place like this makes me feel closer to nature.	0.680	Valid	0.837	4.405
A6	I support the development of tourism that maintains nature like this area.	0.745	Valid	0.707	4.495
A7	I prefer to travel to mangrove forest areas compared to other tourist destinations.	0.863	Valid	1.093	4.035
Variable: Revisit Intention (RI)					
RI1	I want to visit the mangrove forest area in Jakarta again.	0.898	Valid	0.920	4.270
RI2	I would recommend this place to friends and family.	0.832	Valid	0.880	4.340
RI3	I would recommend this place to friends and family.	0.764	Valid	1.022	4.145

Source: Data Analyzed, 2025

The three measurement indicators used to assess the Environmental Advertisement variable are considered valid, as each indicator EA1, EA2, and EA3 demonstrates factor loading values of 0.894, 0.708, and 0.807, this loading factor value exceeding 0.40. These results indicate that the construct is appropriately represented and meets the standards for construct validity, as supported by the outcomes of the factor analysis.

The construct of the Moral Norms variable was measured using four indicators all yielded a valid results. The loading factors for MN1, MN2, MN3, and MN4 with individual values of 0.824, 0.717, 0.852, and 0.886, all surpass the acceptable minimum 0.40, these indicators are considered both statistically valid and conceptually appropriate for measuring the construct.

The findings indicate that all seven indicators measuring the Attitude construct are valid, with each item demonstrating a factor loading above 0.40. Specifically, the loading values 0.792, 0.855, 0.807, 0.775, 0.680, 0.745, 0.863, showing consistent contributions for A1, A2, A3, A4, A5, A6, and A7. This outcome confirms that the construct has been accurately represented and meets the required standards for construct validity, as supported by the results of the factor analysis.

Validity testing for the Revisit Intention construct confirms that all three indicators are valid, as each item RI1, RI2, and RI3 demonstrates strong factor loadings of 0.898, 0.832, and 0.764, respectively. These values exceed the minimum acceptable level of 0.40, indicating that the indicators are appropriate and reliable in representing the construct. The results support the adequacy of these items in measuring revisit intention within the proposed model.

Descriptive Statistics Analysis

In addition to validity and reliability testing, descriptive statistics were also conducted to provide a preliminary overview of respondent perceptions toward each measurement indicator. The descriptive analysis includes the calculation of mean and standard deviation (SD) for each indicator across the five variables: Environmental Knowledge (EK), Environmental Advertisement (EA), Moral Norms (MN), Attitude (A), and Revisit Intention (RI).

The results show that all indicators exhibit high mean values, ranging from 4.195 to 4.400, which fall within the "strongly agree" category based on a 5-point Likert scale. This implies that respondents generally expressed a high level of agreement with statements promoting environmental awareness and support for mangrove tourism. Additionally, the standard deviation values were below 1.00, indicating that responses were relatively consistent across the sample. This low variation suggests a shared understanding or perception among respondents toward each construct.

These findings provide further support for the measurement model's reliability and affirm that the indicators used in the study are not only valid and reliable, but also well-understood and interpreted consistently by respondents.

Result of Reliability Testing

Reliability testing was conducted using the Cronbach's Alpha value, where a set of questions is considered reliable if it has a value of ≥ 0.70 (Ghozali, 2016). This value indicates that the indicators within the construct are consistent in measuring the same concept.

The result of reliability testing shown in Table 2, indicate that all variables examined in this study meet the required reliability standards, as shown by the Cronbach's Alpha values. A more detailed review of each variable shows that Environmental Knowledge had a Cronbach's Alpha of 0.776 ≥ 0.70, Environmental Advertisement showed 0.799 ≥ 0.70, Moral Norms was measured at 0.904 ≥ 0.70, Attitude had 0.775 ≥ 0.70, and Revisit Intention showed a value of 0.895 ≥ 0.70. The Cronbach's Alpha of each variable values are higher than the widely accepted minimum of 0.70, it can be concluded that the sets of indicators used to measure each variable reflect acceptable levels of internal consistency and can be considered reliable.

Table 2
Results of Reliability Testing

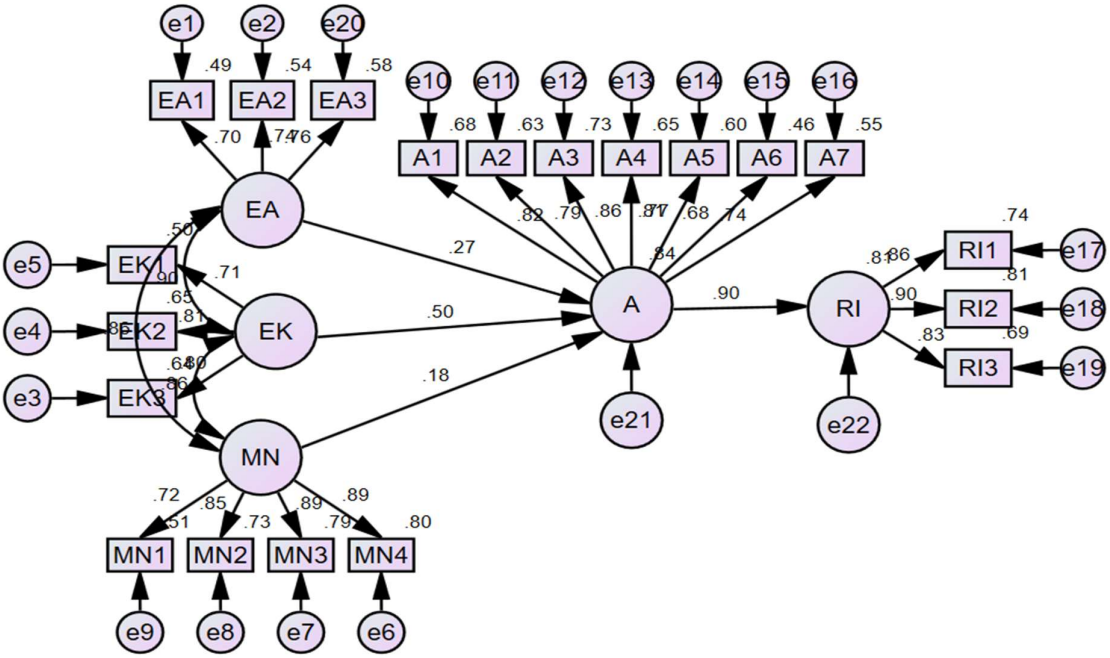
Indicator	Cronbach's Alpha	Conclusion
EK	0.776	Reliable
EA	0.799	Reliable
MN	0.904	Reliable
A	0.775	Reliable
RI	0.895	Reliable

Source: Data Analyzed, 2025

The Composite Reliability (CR) analysis also shows that each variable reached values above 0.70. These results support the findings from the Cronbach's Alpha test and strengthen the quality of the measurement model used in this study.

Goodness of Fit

The model fit evaluation is an important early stage that needs to be done before continuing to hypothesis testing using the SEM approach. This assessment is shown in Figure 2, as part of the complete structural model analysis.



Source: Data Analyzed, 2025

Figure 2
Structural Equation Model (SEM) Research Model

The results of the model fit evaluation are presented in Table 3. Based on the information shown, out of the eight model fit criteria assessed, the Chi-Square criterion indicates a Poor Fit category, while two criteria the GFI and NFI, indicate the Marginal Fit category. The remaining five criteria, the RMSEA, IFI, TLI, CFI, and CMIN/DF, indicate the acceptable standards and a good model fit. Given that the majority of the model fit indicators meet the required thresholds, the structural model is considered acceptable, and the hypothesis testing can therefore be conducted.

Table 3
Model Fit Testing Indicators

Type Measurement	Measurement	Model Fit Decision	Results Processed	Decision
Absolute fit Measures	Chi–square	Low Chi Square	420,433	
	p–value Chi–square	≥ 0,05	0,001	Poor fit
	GFI	≥ 0,90	0,833	Marginal fit
	RMSEA	≥ 0,50	0,039	Marginal fit
	NFI	≥ 0,08	0,875	Marginal fit
	IFI	≥ 0,90	0,920	Good fit
	TLI	≥ 0,90	0,906	Good fit
	CFI	≥ 0,90	0,919	Good fit
	CMIN/DF	Between 1 to 5	2,579	Model fit

Source: Data Analyzed, 2025

Hypothesis testing is a statistical procedure used to evaluate whether the proposed relationships among variables in a structural model are supported by empirical evidence (Mohamed et al., 2018). The primary objective is to determine whether observed causal relationships can be generalized to the broader population or have merely occurred by chance (Kock, 2018). The decision to accept or reject a hypothesis depends on the p-value, with values less than 0.05 typically indicating that the observed relationship is unlikely to have occurred due to random sampling variation and thus providing evidence of statistical significance (Hair et al., 2019).

The empirical results of the hypothesis testing are presented in Table 4, which reports the estimated path coefficients, standard errors, critical ratios, p-values, and the conclusion for each proposed hypothesis. Table 4 provides an overview of which relationships in the structural model are statistically supported and which are not, serving as the basis for the subsequent interpretation of the research findings.

Table 4
Hypothesis Testing of the Research

Hypothesis	Relationship Between Variables	Estimate	S.E.	C.R.	p–value	Conclusion
H1	EK → A	0.501	0.214	2.341	0.007	Supported
H2	EA → A	0.272	0.214	1.271	0.138	Not supported
H3	MN → A	0.180	0.117	1.538	0.124	Not supported
H4	A → RI	0.900	0.077	11.688	0.000	Supported

Source: Data Analyzed, 2025

Hypothesis 1

The result shows in Table 4, that environmental knowledge (EK) has a significant positive effect on attitude (A), with with a path coefficient of 0.501 and a p-value of 0.007 < 0.05. This finding indicates that tourists with greater environmental knowledge tend to develop more favorable attitudes toward mangrove ecotourism destinations. Therefore, H1 is supported.

This result aligns with the Theory of Planned Behavior (TPB), which posits that cognitive factors serve as important antecedents to attitude formation (Ajzen, 1991). Previous studies in the ecotourism context have similarly demonstrated that

environmental knowledge (EK) positively influences tourist attitudes (Naparin & Karsudjono, 2025; Tang et al., 2022). However, the magnitude of this effect (β = 0.501) suggests that knowledge alone may not be sufficient without complementary experiential or emotional engagement, warranting further investigation into moderating factors such as direct conservation involvement or interpretive program quality.

Hypothesis 2

The result shows in Table 4, hat environmental advertising (EA) does not significantly influence attitude (A), with a path coefficient of 0.272 (p = 0.138 > 0.05). Although the direction of the relationship is positive, the effect fails to reach statistical significance. Therefore, H2 is not supported.

This finding diverges from some prior research suggesting that green marketing communication can shape consumer attitudes (Sanjaya et al., 2024). Within the TPB framework, while external information can influence behavioral beliefs, it must first be internalized and evaluated by the individual before attitude change occurs (Ajzen, 1991). The non-significant result may reflect either inadequate exposure to environmental advertising among the sampled tourists or a disconnect between promotional messages and the authentic values or concerns held by the audience.

Hypothesis 3

The result shows in Table 4, that moral norms (MN) do not significantly affect attitude (A), with a path coefficient of 0.180 (p = 0.124 > 0.05). This suggests that the sense of moral obligation felt by tourists does not meaningfully shape their attitudes in this particular context. Therefore, H3 is not supported.

This results contrasts with several studies that have identified moral norms as a significant predictor of pro-environmental attitudes and behaviors (Wang et al., 2022; Wu et al., 2020). Within the TPB framework, moral norms are theorized to represent internalized ethical standards that guide attitude formation and behavioral intentions (Ajzen, 1991b; Conner & Armitage, 1988).

Hypothesis 4

The result shows in Table 4, that attitude (A) has a significant positive effect on revisit intention (RI), with a path coefficient of 0.900 (p = 0.000 < 0.05). This finding confirms that tourists who hold favorable attitudes toward mangrove ecotourism destinations are substantially more likely to intend to return. Therefore, H4 is supported.

This result is entirely consistent with the core proposition of the TPB which identifies attitude as one of the primary determinants of behavioral intention (Ajzen, 1991). Numerous empirical studies across various tourism contexts have similarly documented the strong predictive power of attitude on revisit intention (Han, 2015; Quintal et al., 2010). This finding reinforces the importance of cultivating positive visitor experiences and perceptions as a strategic priority for destination managers seeking to enhance tourist loyalty and long-term sustainability. However, given the cross-sectional design of this study, longitudinal research would be valuable to confirm whether favorable attitudes indeed translate into actual revisit behavior over time, rather than merely expressed intentions.

CONCLUSION AND SUGGESTION

This study shows that environmental knowledge is a significant factor in shaping positive tourist attitudes toward mangrove ecotourism destinations. In other words, the more

knowledgeable tourists are about environmental issues, the more likely they are to develop supportive attitudes toward ecotourism. However, environmental advertising and moral norms were not found to have a significant influence on tourists' attitudes in this study. This suggests that environmental promotional messages and a sense of moral obligation are not yet strong enough to directly alter tourist attitudes, particularly in the context and sample used in this study.

In contrast, tourist attitude was proven to have a significant positive effect on revisit intention. This indicates that tourists who have positive perceptions and experiences with mangrove destinations are more likely to be committed to returning in the future. Overall, tourist attitude serves as a crucial mediating variable, bridging the effect of environmental knowledge on revisit intention. These findings reinforce the framework of the Theory of Planned Behavior (TPB), which emphasizes the central role of attitude as a predictor of behavioral intention.

Although this study provides a significant contribution to the understanding of revisit intention among tourists to mangrove ecotourism destinations, there are several limitations that should be acknowledged. The research design is cross-sectional in nature, which means that the relationships between variables can only be interpreted as associations rather than causal links. Future studies are recommended to adopt a longitudinal approach to gain a deeper understanding of the dynamics between attitude and revisit intention over time.

Given these findings, several additional variables warrant further investigation to comprehensively explain revisit intention in the mangrove ecotourism context. First, destination image and perceived value emerge as potentially important constructs, as tourists' overall impressions of a destination and their assessment of what they receive relative to costs may independently influence their decision to revisit. Second, satisfaction and place attachment deserve attention, as these emotional and psychological connections to a destination are established predictors of repeat visitation behavior in ecotourism literature. Third, environmental concerns and conservation awareness, which are distinct from general environmental knowledge may directly stimulate behavioral commitment when tourists perceive their personal actions as meaningful contributions to ecosystem preservation.

The inclusion of these variables is warranted because they address gaps left by the current findings. While environmental knowledge did not translate directly into attitude change through advertising or moral norms in this study, incorporating satisfaction and destination image could reveal whether positive experiential outcomes generate the attitudinal shifts necessary for revisit intention. Additionally, examining place attachment would clarify whether emotional bonding with mangrove ecosystems operates as an alternative pathway to behavioral commitment, particularly relevant given the growing emphasis on conservation-oriented tourism. These complementary variables would provide a more holistic understanding of the mechanisms driving ecotourism revisit behavior and inform more targeted management strategies for sustainable destination development.

Managerial Implication

The findings of this study offer several important managerial implications for sustainable mangrove ecotourism destination management. First, managers should prioritize environmental education and interpretive programs, as this study confirms that environmental knowledge significantly shapes tourists' attitudes toward conservation. Initiatives such as guided conservation tours, interpretive signage explaining mangrove

ecological functions, and hands-on restoration activities provide practical opportunities to deepen visitor understanding and foster supportive attitudes.

Second, while environmental advertising did not demonstrate a direct effect on attitudes in this research, marketing strategies should be reconsidered and enhanced to create more meaningful connections with potential visitors. Rather than relying solely on information-based messaging, managers are encouraged to develop emotionally compelling narratives that resonate with cultural values and leverage interactive digital platforms for greater engagement and impact.

Third, although moral norms showed limited direct influence, managers should recognize that fostering environmental responsibility remains valuable through alternative mechanisms. By integrating conservation participation into the visitor experience such as involving tourists in mangrove restoration, wildlife monitoring, or waste management activities, destinations can cultivate intrinsic environmental commitment while simultaneously enriching the overall experience quality.

Most importantly, since tourist attitudes demonstrate a strong positive effect on revisit intention, creating consistently positive and memorable experiences should be central to operational priorities. This encompasses not only the quality of environmental education but also service delivery, facility conditions, and staff engagement. Given that attitude serves as a crucial mediator between knowledge and behavioral intention, every touchpoint in the visitor journey should reinforce positive perceptions and deepen emotional connections to the destination. Such a comprehensive approach transforms mangrove ecotourism from transactional visits into meaningful experiences that motivate long-term commitment and repeat visitation, ultimately supporting both business sustainability and conservation objectives.

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