

ANALYSIS OF GREEN TOURISM MARKETING IN ENHANCING TRUST AND VISIT INTENTION TOWARD SUSTAINABLE TOURISM DESTINATIONS

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Abstract

This study aims to analyze the influence of Green Tourism Marketing on Tourist Trust and Tourist Visit Interest toward sustainable tourism destinations. The research was conducted at Ir. H. Djuanda Grand Forest Park, Bandung Regency, using a quantitative approach and analyzed through the SmartPLS 4.0 software. The results show that Green Tourism Marketing has a significant positive effect on Tourist Trust (original sample = 0.601; $P < 0.05$), indicating that environmentally friendly marketing strategies can enhance tourists' confidence in the destination's sustainability commitment. Furthermore, Green Tourism Marketing has a significant effect on Tourist Visit Interest (original sample = 0.463; $P < 0.05$), showing that the application of green marketing strategies can attract tourists to visit sustainable destinations. The study also reveals that Tourist Trust significantly influences Tourist Visit Interest (original sample = 0.397; $P < 0.05$). In addition, Green Tourism Marketing indirectly affects Tourist Visit Interest through Tourist Trust (original sample = 0.238; $P = 0.035 < 0.05$), meaning that trust acts as a mediating variable that strengthens the relationship between marketing strategies and tourists' behavioral intentions. The findings highlight that green tourism marketing not only improves tourists' trust but also increases their willingness to visit environmentally responsible destinations.

Keywords: green tourism marketing, sustainable tourism, tourist trust, visit intention

A. INTRODUCTION

The shift in tourist consumption patterns towards greater environmental consciousness has become a significant phenomenon in the tourism industry. As awareness of the negative impacts of human activities on the environment increases, tourists are now more inclined to seek destinations that not only offer unique experiences but also prioritize sustainability principles (Heatubun & Rahaded, 2024). The concept of sustainable tourism has emerged as a response to these challenges, aiming to integrate environmental conservation, local community welfare, and economic sustainability.

Green tourism marketing has become a crucial instrument in supporting the development of sustainable tourism destinations. Through this marketing strategy, destinations can build an image as an environmentally responsible tourist attraction while

attracting tourists with high environmental awareness (Ikhtiangung & Utami, 2020). Effective implementation of green tourism marketing can help enhance tourist trust in a destination's commitment to applying sustainability principles, known as green trust (Reggina Wike Anjani, 2023).

Tourist trust is an essential element in creating long-term relationships between destinations and tourists. This trust also influences tourists' visit intention, which refers to their willingness to choose products or services that support environmental sustainability (Putri, 2023). In the tourism context, green purchase intention can be interpreted as tourists' decisions to visit destinations that practice sustainability (Afriani, 2024). Therefore, understanding how green tourism marketing can build green trust and enhance green purchase intention represents a crucial step in sustainable tourism development.

Nevertheless, challenges in implementing green tourism marketing cannot be overlooked. Factors such as information credibility, marketing message consistency, and tourist experiences influence the success of this strategy (Khairi et al., 2024). There remains limited comprehensive research analyzing the relationship between green tourism marketing, green trust, and green purchase intention within the sustainable tourism context.

This research aims to analyze how green tourism marketing influences tourist trust and purchase intentions in sustainable tourism destinations. By exploring the relationships between these variables, the study's findings are expected to provide insights for destination managers in developing effective marketing strategies while supporting sustainability agendas in the tourism sector. The research was conducted at Ir. H. Djuanda Grand Forest Park located in Bandung Regency.

B. RESEARCH METHOD

This study adopts a quantitative approach with the specific objective of systematically analyzing the relationships between research variables. Through the collection of structured and standardized numerical data, it enables objective measurement and relevant statistical analysis to identify patterns, test hypotheses, and draw conclusions whose generalizability is supported by data. Data collection was carried out through the distribution of questionnaires to selected respondents to obtain measurable primary data related to the research variables, which will subsequently be analyzed using SMART PLS 4.0 software. This software was chosen due to its capability in analyzing variance-based structural equation models, effectively testing complex causal relationships between latent and manifest variables. Furthermore, it accommodates varying sample sizes and data that may not be normally distributed, thus expected to provide a profound and comprehensive understanding of the strength and direction of variable relationships based on meticulous and tested statistical analysis (Rahadi, 2023).

Research Model

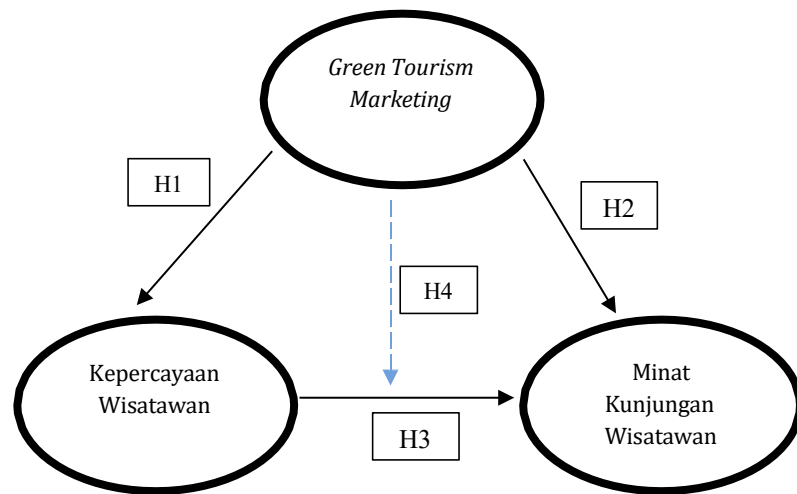


Figure 1. Research Model

C. FINDINGS AND DISCUSSION

Table 1. Respondents' Characteristics

Characteristic		Frequency	Percentage
Age	<25 years	41	41%
	26-35 years	42	42%
	Others ≥36 years	17	17%
Gender	Male	37	37%
	Female	63	63%
Visit Frequency	1 time	38	38%
	2-3 times	53	53%
	More than 3 times	9	9%

Based on Table 1, the respondents' characteristics show that the majority are aged between 26–35 years with a percentage of 42%, followed by respondents aged under 25 years at 41%, and those aged 36 years and above at 17%. In terms of gender, most respondents are female, totaling 63 individuals (63%), while male respondents account for 37 individuals (37%). Furthermore, regarding visit frequency, the majority of respondents have visited the destination 2–3 times with a percentage of 53%, followed by those who have visited once at 38%, and those who have visited more than three times at 9%.

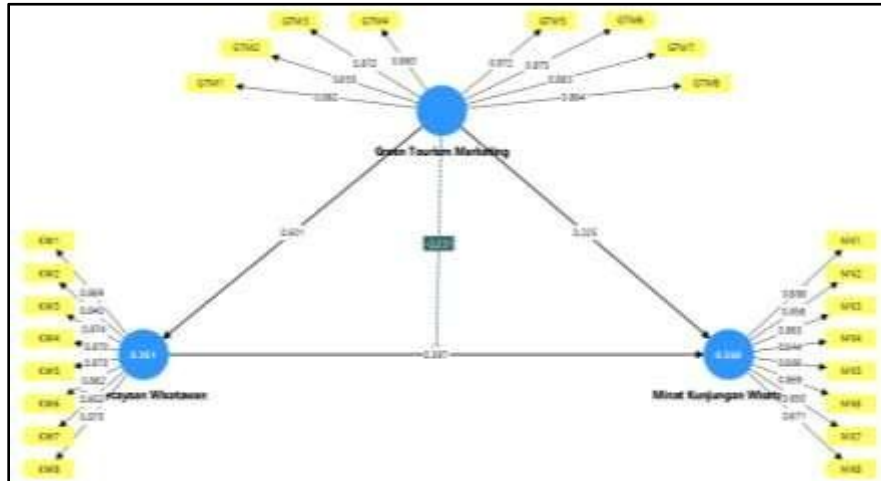


Figure 2. Outer Model

Convergent Validity Test and AVE

Table 1. Outer Loading Value

	Green Tourism Marketing	Kepercayaan Wisatawan	Misiat Kepercayaan Wisatawan	Green Tourism Marketing
KW1				0.883
KW2				0.877
KW3				0.855
KW4				0.849
KW5				0.863
KW6				0.858
KW7				0.850
KW8				0.844
GTM1	0.852			
GTM2	0.855			
GTM3	0.871			
GTM4	0.860			
GTM5	0.871			
GTM6	0.873			
GTM7	0.883			
GTM8	0.864			
MW1			0.881	
MW2			0.840	
MW3			0.874	
MW4			0.879	
MW5			0.871	
MW6			0.852	
MW7			0.851	
MW8			0.879	
Green Tourism Marketing				0.523

Based on the data presented in Table 2, it is known that each indicator has an outer loading value greater than 0.7, namely for the indicators of Green Tourism Marketing, Tourist Trust, and Tourist Visit Intention. The minimum acceptable value for outer loading is 0.7, or 0.6 for exploratory research. In addition, the AVE (Average Variance Extracted) value should be greater than 0.5. The validity test results for several variables can be described as follows.

1. The **Green Tourism Marketing** indicator, referred to as **GTM**, consists of GTM1, GTM2, GTM3, GTM4, GTM5, GTM6, GTM7, and GTM8. The outer loading values of all these indicators are greater than 0.7. Based on these data, it can be concluded that the Green Tourism Marketing indicators are valid.
2. The **Tourist Trust** indicator, referred to as **KW**, consists of KW1, KW2, KW3, KW4, KW5, KW6, KW7, and KW8. The outer loading values of all these indicators are greater than 0.7. Based on these data, it can be concluded that the Tourist Trust indicators are valid.

- The **Tourist Visit Intention** indicator, referred to as **MKW**, consists of MKW1, MKW2, MKW3, MKW4, MKW5, MKW6, MKW7, and MKW8. The outer loading values of all these indicators are greater than 0.7. Based on these data, it can be concluded that the Tourist Visit Intention indicators are valid.

Discriminant Validity

Table 2. Discriminant Validity

	Green Tourism Marketing	Kepercayaan Wisatawan	Minat Kunjungan Wisat...	Green Tourism Marketi...
Green Tourism Marketing				
Kepercayaan Wisatawan	0.622			
Minat Kunjungan Wisatawan	0.617	0.663		
Green Tourism Marketing & Kepercayaan ...	0.424	0.332	0.553	

Table 2 shows that the construct variables have sufficient discriminant validity. The method used is by comparing the loading value of the target construct, which should be higher than the loading values of other constructs. Based on the data used the Fornell-Larcker criteria table the diagonal values for each variable are higher than the correlations with other latent variables. This indicates that the discriminant validity test is valid.

Test of the Coefficient of Determination

Table 3. R-Square Test

	R-square	R-square adjusted
Kepercayaan Wisatawan	0.361	0.355
Minat Kunjungan Wisata...	0.560	0.546

The coefficient of determination (R^2) is a parameter used to assess the degree of linearity between independent and dependent variables in a regression analysis. The R^2 value indicates how much of the variation in the dependent variable can be explained by the independent variable. The closer the value is to 1, the stronger the linear relationship between the two variables. In the context of instrument testing, such as the Atomic Absorption Spectrophotometer (AAS), the R^2 value is used to evaluate how well the relationship between the standard solution concentration and absorbance is represented. An R^2 value that approaches or equals 1 indicates that the instrument has excellent linearity and reliable measurement performance, as almost all variations in absorbance are explained by changes in the standard solution concentration (Sugito & Marliyana, 2021). Based on the data, the R- Square value for Tourist Trust is 0.361, indicating a moderate level of accuracy, while the R- Square value for Tourist Visit Interest is 0.560, which also falls into the category of moderate accuracy.

Reliability Test

Table 4. Reliability Test

	Cronbach's alpha	Composite reliability (r...	Composite reliability (r...	Average variance extrac...
Green Tourism Marketing	0.953	0.956	0.951	0.753
Kepercayaan Wisatawan	0.952	0.954	0.959	0.747
Minat Kunjungan Wisata...	0.951	0.954	0.959	0.746

Reliability testing is a procedure used to measure the level of consistency or dependability of a research instrument in producing data. This test assesses the extent to

which the indicators within a construct yield consistent results when measurements are repeated. In analysis using SmartPLS, reliability is evaluated through two main measures: Cronbach's Alpha, which indicates the internal consistency among indicators within a construct, and Composite Reliability (CR), which reflects the overall reliability of the construct more accurately. A construct is considered reliable if the values of Cronbach's Alpha and Composite Reliability are greater than 0.70, meaning that the indicators within the construct are consistent in measuring the same variable (Azizah, 2025).

Based on the results of the reliability test shown in the table, all variables in this study demonstrate very good values for Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). The Green Tourism Marketing variable has a Cronbach's Alpha value of 0.953, a Composite Reliability value of 0.956, and an AVE value of 0.753. The Tourist Trust variable shows a Cronbach's Alpha value of 0.952, a Composite Reliability value of 0.954, and an AVE value of 0.747. Meanwhile, the Tourist Visit Interest variable has a Cronbach's Alpha value of 0.951, a Composite Reliability value of 0.954, and an AVE value of 0.746.

All Cronbach's Alpha and Composite Reliability values exceed the minimum threshold of 0.70, indicating that all constructs in the model have high reliability or good internal consistency among their indicators. Furthermore, the AVE values for all constructs are greater than 0.50, showing that each variable possesses good convergent validity, as it can explain more than 50% of the variance of its indicators. Therefore, it can be concluded that all indicators used in this study are reliable and valid in measuring their respective constructs. **Hypothesis Testing**

Table 5. Coefficient Testing and Direct Effect Testing of the Structural Model

	Original sample (O)	Sample mean (M)	Standard deviation (ST...)	T statistics (O/STDEV)	P values
Green Tourism Marketing → Kepercayaan ...	0.601	0.612	0.114	5.260	0.000
Green Tourism Marketing → Minat ...	0.463	0.494	0.113	4.095	0.000
Green Tourism Marketing → Kepercayaan ...	-0.231	-0.219	0.074	3.112	0.002
Kepercayaan Wisatawan → Minat Kelangka...	0.397	0.425	0.123	3.232	0.001

Based on the data analysis results from the path coefficients to examine the direct effect testing, the following conclusions can be drawn:

1. Green Tourism Marketing → Tourist Trust
The original sample value is 0.601 (positive) with a P value of 0.000 < 0.05, indicating a significant relationship between Green Tourism Marketing and Tourist Trust. Therefore, the first hypothesis is accepted.
2. Green Tourism Marketing → Tourist Visit Interest
The original sample value is 0.463 (positive) with a P value of 0.000 < 0.05, showing that Green Tourism Marketing has a significant effect on Tourist Visit Interest. Hence, the second hypothesis is accepted.
3. Tourist Trust → Tourist Visit Interest
The original sample value is 0.397 (positive) with a P value of 0.001 < 0.05, indicating that Tourist Trust significantly influences Tourist Visit Interest. Therefore, the fourth hypothesis is accepted.

Table 6. Coefficient Testing and Indirect Effect Testing of the Structural Model (Indirect Effect)

	Original sample (O)	Sample mean (M)	Standard deviation (ST...)	T statistics (O/STDEV)	P values
Green Tourism Marketing → Kepercayaan ...	0.238	0.265	0.113	2.112	0.035

4. Green Tourism Marketing × Tourist Trust → Tourist Visit Interest

The original sample value is -0.231 (negative) with a P value of $0.002 < 0.05$, meaning that the interaction effect between Green Tourism Marketing and Tourist Trust on Tourist Visit Interest is significant but negative. Thus, the third hypothesis is accepted, as a significant effect is observed.

Discussion

1. Green Tourism Marketing has a significant effect on Tourist Trust

Based on the research results, it was found that Green Tourism Marketing has a significant effect on Tourist Trust. The findings show an original sample value of 0.601 with a P value of $0.000 < 0.05$, indicating that the relationship is significant. This demonstrates that green tourism marketing strategies, which emphasize environmentally friendly practices, have a strong influence on increasing tourists' level of trust. According to Syarif & Elmas (2019), several components of green tourism marketing that can foster tourist trust include: (1) prioritizing conservation and maintaining the quality of nature and the physical environment to ensure ecosystem health and sustainability, (2) strengthening the local economy by supporting community-based enterprises around the destination, (3) valuing and respecting local cultural diversity to ensure cultural sustainability, and (4) enhancing tourists' positive experiences during their visits.

2. Green Tourism Marketing has a significant effect on Tourist Visit Interest

Based on the analysis results, Green Tourism Marketing also has a significant effect on Tourist Visit Interest, with an original sample value of 0.463 and a P value of $0.000 < 0.05$. This indicates that green tourism-based marketing strategies implemented by destinations can effectively attract tourists' interest to visit. According to Riadi et al., (2023), tourists' visit interest is influenced by their perceptions of safety and the environmental responsibility of the destination they visit. In this context, destinations that apply the principles of green tourism marketing strive to preserve the environment, minimize negative impacts on nature, and provide tourists with a sense of safety and security toward the flora and fauna surrounding the tourist area.

3. Tourist Trust has a significant effect on Tourist Visit Interest

Based on the test results, Tourist Trust has a significant effect on Tourist Visit Interest, with an original sample value of 0.397 and a P value of $0.001 < 0.05$. This means that the higher the level of tourist trust in a destination, the greater their interest in visiting. Trust becomes an important factor shaping tourists' decisions, as it reflects their confidence in the quality of services, safety, and reputation of the destination. This finding is consistent with the study by Listyorini & Hakim (2023), which explains that trust has a positive influence on visit interest the greater the tourists' trust in a destination, the higher their intention to engage in tourism visits.

4. Green Tourism Marketing has a significant indirect effect on Tourist Visit Interest through Tourist Trust

Based on the results of the indirect effect testing in the structural model, the original sample value was 0.238, with a T statistic of 2.112 and a P value of $0.035 < 0.05$. These results indicate that Green Tourism Marketing has a significant indirect effect on Tourist Visit Interest through Tourist Trust as a mediating variable.

This finding is consistent with the study by Mulyanto et al., (2023), which stated that green products and green promotions have a significant influence on the intention to visit, where green marketing strategies play an important role in increasing tourists' visit intention through positive perceptions of environmentally friendly practices.

In other words, the implementation of green tourism marketing strategies not only has a direct impact on visit interest but also enhances tourists' trust first, which in turn encourages them to have a higher intention to visit. This reinforces the view that trust is an essential element in building long-term relationships between tourist destinations and visitors (Mulyanto et al., 2023).

D. CONCLUSION

This study concludes that Green Tourism Marketing plays a crucial role in enhancing both Tourist Trust and Tourist Visit Interest toward sustainable tourism destinations. The results show that Green Tourism Marketing has a significant positive influence on Tourist Trust (original sample

= 0.601; $P < 0.05$), indicating that environmentally friendly marketing strategies effectively build tourists' confidence in a destination's credibility and sustainability commitment. Furthermore, Green Tourism Marketing significantly affects Tourist Visit Interest (original sample = 0.463; $P < 0.05$), proving that tourists are more interested in visiting destinations that consistently implement green practices.

Tourist Trust also significantly influences Tourist Visit Interest (original sample = 0.397; $P < 0.05$), meaning that higher trust levels lead to stronger intentions to visit. Moreover, the indirect effect analysis reveals that Green Tourism Marketing indirectly and significantly affects Tourist Visit Interest through Tourist Trust (original sample = 0.238; $P = 0.035 < 0.05$). This confirms that trust serves as a mediating variable that strengthens the relationship between marketing strategies and tourist behavior.

Overall, the findings highlight that implementing Green Tourism Marketing not only increases tourists' trust but also enhances their intention to visit environmentally responsible destinations. Therefore, destination managers are encouraged to develop green marketing strategies that emphasize sustainability, transparency, and community involvement to build long-term relationships and support the realization of sustainable tourism development.

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