How Mountain Tourism Affects Green Consumption in Mount Bromo Through the Lens of Memorable Mountain Tourism Experiences

Thesis Research

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Kind Regards

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ABSTRACT

The purpose of this research is to investigate the connection between Mountain Tourism Affecting Green Consumption in Mount Bromo Through the Lens of Memorable Mountain Tourism Experiences. The respondents of this study were the local people of Indonesia who have visited Mountain Bromo with a minimum age of 17th years old. The data information for this study was gathered via an online questionnaire that was created using Google Forms and completed by 225 participants. The collected data was then analyzed using the Structural Equation Modelling technique via Smart-PLS. According to the study findings, an improved mountain tourism experience can augment the propensity for green consumption in Bromo. Simultaneously, the research highlights the criticality of memorable mountain-based tourism experiences, a profound connectedness with nature, and amplified environmental awareness. These elements are identified to serve as comprehensive mediators in the perpetual association between mountain tourism experience and green consumption. These findings emphasize the potential of mountain tourism as a catalyst for promoting sustainable consumption practices.

Keywords: Rural Tourism experience, Green Consumption, Memorable Tourism Experience, Connected to Nature, Environmental Awareness.

ABSTRACT

Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara Wisata Gunung yang Mempengaruhi Konsumsi Ramah Lingkungan di Gunung Bromo Melalui Lensa Pengalaman Wisata Gunung yang Berkesan. Responden penelitian ini adalah masyarakat lokal Indonesia yang pernah mengunjungi Gunung Bromo dengan usia minimal 17 tahun. Informasi data untuk penelitian ini dikumpulkan melalui kuesioner online yang dibuat menggunakan Google Forms dan diisi oleh 225 peserta. Data yang terkumpul kemudian dianalisis menggunakan teknik Structural Equation Modeling melalui Smart-PLS. Berdasarkan temuan penelitian, pengalaman wisata pegunungan yang lebih baik dapat meningkatkan kecenderungan konsumsi ramah lingkungan di Bromo. Pada saat yang sama, penelitian ini menyoroti pentingnya pengalaman wisata pegunungan yang mengesankan, keterhubungan yang mendalam dengan alam, dan penguatan kesadaran lingkungan. Elemen-elemen ini diidentifikasi berfungsi sebagai mediator komprehensif dalam hubungan abadi antara pengalaman wisata pegunungan dan konsumsi ramah lingkungan. Temuan-temuan ini menekankan potensi wisata pegunungan sebagai katalis untuk mempromosikan praktik konsumsi berkelanjutan.

Kata Kunci: Pengalaman Pariwisata Pedesaan**,** Konsumsi Ramah Lingkungan, Pengalaman Wisata Gunung yang Berkesan, Terkoneksi dengan Alam, Kesadaran Lingkungan.

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CHAPTER I
INTRODUCTION

1.1 Background

Rural tourism is an important force and an indispensable mechanism for the economic improvement of rural areas in many countries (Zeng et al., 2022). Su et al. (2019) mentioned that Rural Tourism could potentially boost the sales of local agricultural products, raise awareness about these products, and offer job opportunities for the excess workforce in the agricultural sector. The rural residents enhance tourism by offering services such as accommodation and local goods, attracting city tourists with a farming lifestyle. This tourism is combined with agriculture benefits the rural community, forming a basis for integrating both for rural sustainability. Such rural tourism strengthens local economies and brings social change by harmonizing diverse economic activities. Zielinski et al. (2020) stated that in developing countries, individuals often benefit from a foundational understanding of tourism concepts, giving them an advantage in tourism development. However, for rural communities in developing nations, tourism is a relatively new occurrence that disrupts their traditional knowledge and worldview. These communities also grapple with the risk of losing cultural autonomy due to the introduction of activities that may not align with local customs.

The consideration about environmental awareness is important because the future of tourism is expected to be full of challenges due to significant global issues such as surpassing ecological boundaries, climate change worldwide, and socio-cultural conflicts arising from economic structures that will push stakeholders intention

towards increasing environmental awareness efforts that leads to offer Sustainable tourism has the potential to increase sustainability, justice, and equality (Higgins-Desbiolles, 2020). In creating memorable tourism experience the visitors should be considered as essential stakeholders in developing sustainable tourism since what happened, and feedback gives insightful data for improving the visitor experience and sustainable tourism implementation that could create memorable tourism experience (Rasoolimanesh et al., 2020). The study conducted in Taiwan by Luo et al. (2018) found that wellness tourism activities in rural or mountain areas boosted both physical and mental health, leaving individuals feeling re-energized and more energetic. These benefits enhanced work performance, promoted family harmony, and encouraged active social participation.

Understanding environmental awareness, as illustrated in the research by Kousar et al. (2022), is integral to education as it fosters a heightened dedication to preserving the Earth and ensuring its sustainability for future generations. Awareness of the environment is paramount for safeguarding the well-being and safety of both humans and all other life forms on our planet. According to the study conducted by Huang et al. (2020), changes in external environmental regulations play a crucial role in enhancing environmentally friendly innovation capabilities. These regulatory shifts present both opportunities and challenges. In instances where environmental awareness is low, exploratory learning and advanced applied learning exert a more significant influence on enhancing environmentally friendly innovation capabilities than basic applied learning.It is critical to plan and promote ourism purposefully and sustainably by seeking solutions between society's

environmental, economic, and social goal. According to Streimikiene et al. (2021), authorities responsible for sustainable tourism development must prioritize maintaining a high level of visitor satisfaction by catering to their needs and providing significant experiences. Moreover, they should focus on raising public awareness of sustainability, which includes promoting environmental consciousness and green products to visitors. Building on this notion, the study on memorable experiences by Akkuş & Güllüce (2016) highlights that rural tourism extends beyond just sightseeing; it entails immersing oneself in diverse cultures and seeking adventure, particularly in authentic settings that offer connections with nature, history, and local traditions. Destinations are actively striving to offer memorable experiences that align with tourists' desire for full engagement.

According to research conducted by Whitburn et al. (2020), fostering a connection to nature can lead to pro-environmental behavior. Strengthening this bond with nature holds the potential to enhance the engagement of rural or mountain visitors in environmental movements and conservation initiatives. Moreover, findings from Pritchard et al. (2020) indicates a slight positive correlation between Nature Connectedness and well-being, suggesting that individuals who feel connected to nature are more likely to thrive and exhibit good psychological health. Additionally, insights from the study on Green Consumption by Zeynalova & Namazova (2022) suggest that the presence of trusted green products can stimulate green consumption, especially considering the high level of consumer trust in well-established green products. Encouraging a shift in consumer attitudes towards the fairer use of environmentally friendly products emerges as a pivotal factor in

promoting sustainable consumption and increasing the adoption of green products.. The research from Emekci, (2019) also mentioned that sustainability of green products plays a crucial role in shaping individuals' perceptions of green products in their everyday lives, their interest in and concern for environmental issues, and their purchasing behaviour. It is important to motivate customers to adopt eco-friendly habits like green consumption. The transformation of consumers into those who are aware of the environment requires their recognition, understanding their unique characteristics, and formulating suitable strategies (Zeynalova & Namazova, 2022).

The popularity of mountain tourism or rural tourism has increased in recent years. Travelers are looking for unique experiences amidst natural majestic landscapes. Mountains have long been considered a source of inspiration, adventure, and natural beauty, attracting tourists from all over the world, mountain Bromo itself is one of the natural reserves in Indonesia, making it an attractive destination for those wishing to visit. In 2022, a total of 5.29 million people is expected to visit nature tourism in preserved areas in Indonesia, this figure is made up of 5.1 million domestic tourists and 189,000 foreign tourists (Kementerian Lingkungan Hidup dan Kehutanan, 2023). Regarding the growth of mountain tourism, the ecological environment and resources are crucial. The allure of visiting places is considerably reduced by both our ignorance and our obvious disrespect for the environment. The competitiveness of mountain tourism destinations may be maintained, and sustainable mountain tourism growth can be achieved by enhancing and protecting the natural environment and ecosystems (Hu et al., 2021).

The study by Giachino et al. (2020) found that millennials choose mountain locations as vacation destinations based on six primary motivations: ecology and wildlife, food and beverage, sport, rest, economical convenience in a fashionable setting. Nature and wildlife, leisure and quiet, eating native foods, and participating in sports were all demonstrated to be popular among millennials.. A study by Fishman (2005) stated that environment appears to be an effective approach for enhancing local environmental awareness. This study aligns with an ecological perspective on childhood, emphasizing that children thrive when their community (family, teachers, peers, environment) is stable and secure, enabling them to connect with and apply environmental knowledge to their surroundings.

In Mount Bromo, visitor satisfaction has a favourable and significant influence on visitors' behavioral intentions. In East Java, Mount Bromo itself is already a well-known tourist destination. Based on how well tourist attraction’s function, tourist satisfaction is a measure of customer satisfaction. It’s because visitors compare expectations with the services provided by tourist destinations and the hospitality, visitors are also pleased with both the quality of these elements. Since it has a favorable effect on the long-term sustainability of a business, customer satisfaction is the ultimate target we pursue while marketing and selling goods and services (Deyana Cindy & Evitasari, 2023).

In previous research conducted by Chen et al. (2023) about rural tourism in China, the link was examined between tourists' experiences and their subsequent intentions to engage in green consumption. The rural tourism visits acted as a stimulus,

creating memorable experiences based on rural settings, fostering a sense of connection to nature, and heightening environmental awareness.

This research developed from previous studies in the context of mountain Bromo tourism experiences located in East Java, Indonesia. The aim was to examine the relationship between visits to Mount Bromo and environmentally friendly consumption mediated by memorable mountain-based tourism experiences, connectedness with nature, and environmental awareness.

1.2 Problem Formulation

Based on the background of the problem above, the problems in the research can be formulated as follows:

- Does the mountain tourism experience (Education, Esthetics, Entertainment, Escapism) influence on Memorable mountain-based Tourism experience?
- Does Memorable mountain-based Tourism experience influence on Connected to Nature?
- Does Memorable mountain-based Tourism experience influence on Environmental Awareness?
- Does Connected to Nature influence on Environmental Awareness?
- Does Connected to Nature influence on Green Consumption?
- Does Environmental Awareness influence on Green Consumption?

1.3 Study Objective

Following the problems posed in this study, the objectives of this study are:

- To Explore and analyze the connection between mountain tourism experiences (Education, Esthetics, Entertainment, Escapism) on Memorable mountain-based Tourism experiences.
- To Explore and analyze the connection between Memorable mountain-based Tourism Experience on Connected to Nature.
- To Explore and analyze the connection between Memorable mountain-based Tourism experience on Environmental Awarenessh.
- To Explore and analyze the connection between Connected to Nature on Environmental Awareness.
- To Explore and analyze the connection between Connected to Nature on Green Consumption.
- To Explore and analyze the connection between Environmental Awareness on Green Consumption.

1.4 Research Benefits

The results of this research are expected to bring some research benefits that could be implemented:

- It contributes to the existing body of knowledge on sustainable tourism and provides valuable insights to tourism planners.
- policymakers and local communities for Mount Bromo and similar destinations around the world.
- A better understanding of the factors influencing green consumption will make it possible to develop interventions and initiatives that encourage responsible tourism behavior, thereby promoting the conservation of

natural resources and improving the overall health of mountain tourism as well as improving sustainability.

CHAPTER II
LITERATURE REVIEW

2.1 Theoretical Foundations

The concept of Stimulus, Organism, and Response (S-O-R), developed by Mehrabian & Russell (1974), is utilized as a theoretical foundation for research into consumer behavior. According to the S-O-R structure, a person's environment can influence his or her thoughts and feelings, which in turn leads to a specific behavior. The study's author hypothesized that exposure to environmental stimuli (S) could alter an individual's biochemistry, prompting either an approach or avoidance response. An individual's affective and internal emotional state (O) is influenced by and responsive to the nature of the external stimulus received (S). The person's actual behavior (R) will be influenced by the mental construct of the emotional state (O). Studies focusing on semantic variations have demonstrated that human evaluations of various types of stimuli might be divided into roughly three categories: evaluation, activity, and potency.

2.2 The Main Research Model

The five main factors that have been examined here are 1. a mountain tourist experience (education, aesthetics, entertainment, escapism); 2. a memorable tourism experience; 3. a connection to nature; 4. environmental consciousness; 5. green consumption; These factors were re-created from from the study conducted by Chen et al (2023) on the effects of rural tourism on environmentally responsible purchasing habits. The object has undergone some alterations, most notably a shift

in focus from rural to mountain tourism and a shift in location from a rural place in China to a mountain in Indonesia.

Variable Definitions

2.2.1 Rural Tourism Experience

According to a study conducted by Rosalina et al. (2021) Rural tourism refers to tourism that occurs in areas within a destination that have rural characteristics such as traditional, local, authentic, and agricultural. Here, tourists can immerse themselves physically or psychologically in the unique experiences these places offer. Another researcher describes rural tourism or mountain tourism as a range of activities that take advantage of the region's natural attributes, such as mountain cycling, hill hiking, and mountaineering (Sharpley & Jepson, 2011).

In a study conducted in Croatia by Cegur Radović et al. (2021), it was mentioned that three out of the four dimensions of the camping tourism experience have a significant and positive effect on tourist satisfaction and loyalty. These dimensions are education, escapism, and aesthetics. However, entertainment does not have a significant impact. This research analyzes the influence of these dimensions on camping tourist satisfaction. The results of multiple regression analysis confirm the positive and statistically significant influence of escapism, aesthetics, and entertainment on tourism experiences. Among them, the aesthetic dimension has the greatest influence on the satisfaction of camping tourists. Research from Song et al. (2015) revealed that emotional value is influenced by esthetic, escape, and entertainment experience, while functional value is influenced by escape,

entertainment, and educational experience. Esthetic experiences seem to be more closely tied to either functional or emotional value, rather than influencing both at once. This suggests that if you want to emphasize the visual appeal, it might be more effective to target either the practical or emotional aspects, depending on your specific goals.

2.2.2 Memorable mountain-based tourism experience

According to a study conducted by Tung & Ritchie, (2011) the term of Memorable tourism experience is defined as a significant experience that is recalled and reinterpreted when narrating a specific travel event including the realization of intentions or accounts of unexpected amounts during the journey that surpass the tourists' prearranged plans. Another research conducted by Cho (2022) mentioned that Memorable experience refer to those that highlight significant personal development, surprising findings, and amusing interactions with locals, fellow tourists, and tourism professionals. These experiences, retained in long-term memory, contribute to strengthening the bond between tourists and their destination. In tourist destinations, unique and memorable experiences are sought by visitors, resulting in satisfaction and support for these locations (Wong et al., 2019).

2.2.3 Connected to Nature

According to study conducted by Mackay & Schmitt (2019) nature connection is defined as the personal feeling of unity with nature, where unity implies a blending of oneself with nature. Another research conducted by Häyrinen and Pynnönen (2020) mentioned that connected to nature can be discribe as the manner in which

individuals or communities understand and interpret the natural world and their surrounding environment. Connection to the nature refer to the person that tend to be more actively involved in environmental actions. this connection appears to be common across various demographics and cultures (Whitburn et al., 2020).

2.2.4 Environmental Awareness

Environmental awareness, as described by Kousar et al. (2022), is characterized by a person's understanding of the natural world and the behaviors that either preserve or damage it. This awareness of the environment is crucial for the wellbeing and safety of humans and all other life forms on Earth. Another study conducted by do Paço and Raposo (2009) is also mentioned that Environmental awareness can be defined as the intensity of feelings, the extent of understanding, and the willingness to modify actions in relation to the environment.

2.2.5 Green consumption

According to research by do Paço and Raposo (2009), the concept of green consumption describes as the act of purchasing products that are energy-efficient, cause less pollution, are environmentally friendly, recyclable, and biodegradable, as well as those whose packaging has a lesser environmental impact. In the definition mentioned by Duroy (2005), green consumption is characterized by the purchase of environmentally friendly products and a willingness to pay extra to protect the environment, highlighting the connection between humans and nature in terms of their purchasing choices.

2.3 Conceptual Framework of the Study

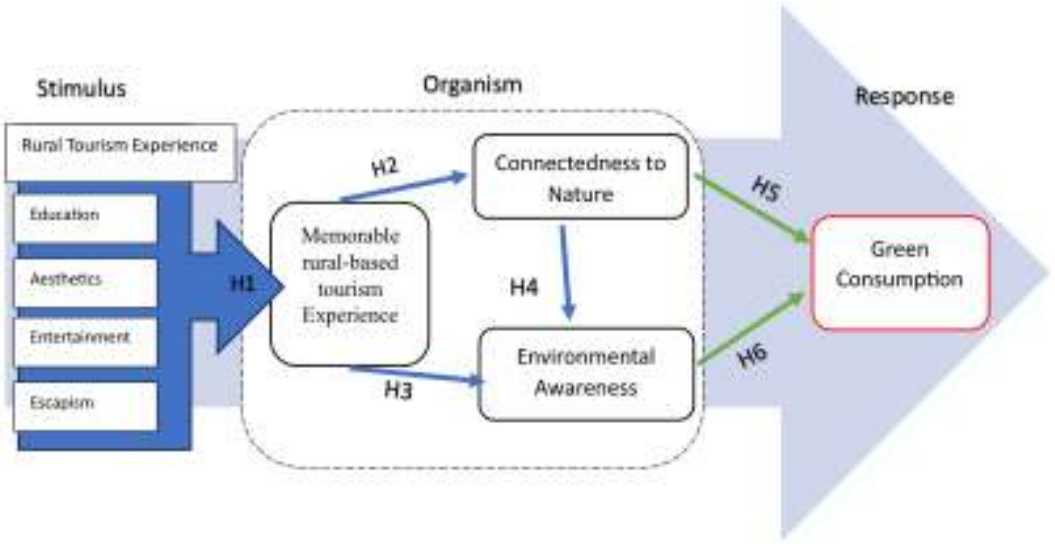


Figure 2.1 Conceptual framework inspired by research (Chen, et,.al, 2023)

2. 4 Hypothesis Development

In this study, we will methodically explain each of the six hypotheses in a sequential manner. Each hypothesis will be discussed in detail, providing a comprehensive understanding of the subject matter.

2.4.1 Rural Tourism Experience toward memorable tourism experience

The study conducted by Lebrun et al., (2021) examined how visitors of five key dimensions: education, esthetics, entertainment, escapism, and physical activity experiences have influenced the degree of visitor immersion and absorption and the level of engagement, impacting visitor arousal and memory. The research demonstrated that the rural environment significantly influenced the memorability and interest of visitors' encounters. Notably, a divergence was observed in the actual experiences of visitors between the two locations, with the extraordinary company-driven park emphasizing education and escapism, while the typical co-driven

situation highlighted education and physical exercise. In the "Tourism Experiences" theory proposed by Amherst & Jurowski (2009), it is observed that tourists engaged in aesthetic activities also tend to participate in educational ones, considering the necessity for strategies to be adapted by DMOs to accommodate diverse preferences.

In the research by Zeng & Li (2021), it is noted that the value derived from experiences significantly influences behavioral intentions across various tourism sectors, with satisfaction playing a crucial mediating role. Additionally, tourist satisfaction directly impacts their willingness to revisit and recommend, with economic and cognitive values being pivotal in determining satisfaction levels. Allocation of resources towards ecological protection and medical services can enhance tourists' well-being, while economic value, achieved through reasonable prices and value for money, is essential for a high-quality experience. Perceptions formed by visitors' cognition influence their behavioral intentions, highlighting the intricate relationship between cognition, satisfaction, and behavioral intentions in the tourism industry.

In the research by Lee et al. (2021), emphasis is placed on the significance of entertainment, education, and escapism experiences in shaping the functional value of cultural/heritage sites, thereby influencing visitors' positive attitudes. It is recommended that destination managers enhance the experiential qualities of these sites to ensure value for money, through measures such as introducing cultural programs and special events. In the study by Folmer et al. (2019), experiences in mountain biking are cherished for the social bonds they create, fostering new

friendships, deepening existing relationships, and facilitating interactions with other bikers and strangers. The challenge of cycling in Tibet is characterized not by physical strength or cycling skills, but by perseverance, tenacity, and a goal-oriented mindset, requiring strong self-belief and resilience. This suggests that travel may not only be an escape from daily routine or an opportunity to immerse oneself in different cultures, but also a transformative experience that prepares individuals to better handle life's everyday challenges. As individuals gain more memorable travel experience, they progress on their travel career ladder, demanding travel experiences that enhance their knowledge, skills, attitudes, and behaviors.

Hypothesis 1 (H1): Rural Tourism Experience has a significantly positive effect on Memorable Mountain-based Tourism Experience.

2.4.2 Memorable Mountain-based Tourism Experience Toward Connectedness to Nature.

In the research by Akkuş & Güllüce (2016), it was found that memorable tourism experiences significantly and positively impact destination competitiveness factors, with particular emphasis on the entertainment dimension. These experiences are perceived by tourists to provide a competitive advantage in climate, culture, and various activities, including natural beauty, historical attractions, traditional activities, outdoor pursuits, and sports. In the study by Wu et al. (2022), the psychological and emotional mechanisms of environmentally responsible behaviors (ERBs) based on tourist memorable experiences are explored. Thus, designing mountain landscapes with entertainment, aesthetic, and educational

aspects can create memorable experiences that encourage tourists to connect with nature and engage in environmental protection activities.

Hypothesis 2 (H2): Memorable Mountain-based Tourism Experience has a significantly positive effect on Connectedness to Nature.

2.4.3 Memorable Mountain-based Tourism Experience Toward Environmental Awareness.

Integrating various elements of mountain landscape design creates memorable experiences for tourists. These encounters foster environmental consciousness and promote conservation (Wu et al., 2022). Chandralal & Valenzuela (2013) found nine factors influencing Memorable Tourism Experiences (MTEs) through content analysis. Eight factors are cognitive, including meaningfulness and social interactions, while the ninth is affective, involving emotions like happiness and excitement. These encounters foster environmental awareness of natural environment and sustainability.

As noted by Pung et al. (2020), encouraging experiences at amazing natural sites and highlighting local lifestyle elements, such as traditions and food, can raise awareness of destination uniqueness. Meetings with local residents, facilitated by peer-to-peer tour guiding, along with engagement in flow activities, are suggested to heighten tourists' awareness of their personal experiences. Reviewing the characteristics and purposes of items and souvenirs, and maintaining connections between hosts and guests through social media, may support this shift in attitudes.

In research by Wong et al. (2019), it was said that tourists seek unique, memorable experiences in tourist destinations, leading to satisfaction and support for these locations. Additionally, as mentioned by Akkuş & Güllüce (2016), memorable tourism experiences significantly enhance a destination's overall competitiveness, particularly by positively influencing factors such as entertainment and pricing, with substantial impact across all aspects of competitiveness.

Hypothesis 3 (H3): Memorable Mountain-based Tourism Experience has a significantly positive effect on environmental awareness.

2.4.4 Connectedness to Nature Toward Environmental Awareness.

According to the study from Whitburn et al., (2020) people who have a stronger bond with nature tend to be more involved. This connection is consistent across different genders, locations, and age groups. A deep sense of connection to nature affects how people interact with it, which can lead to heightened environmental awareness and contribute to the preservation of biodiversity. The positive correlation between a sense of connection to nature and engaging in pro-environmental behavior is universally observed, extending across various demographic factors such as age, gender, and nationality, as indicated in the study by (Mackay & Schmitt, 2019). Meta-analyses of both correlational and experimental studies highlight nature connection as a potential catalyst for environmental protection efforts.

Hypothesis 4 (H4): Connected to nature has a significantly positive effect on Environmental awareness.

2.4.5 Connectedness to Nature Toward Green Consumption.

The purpose of environmental tourism, as stated by Vespestad & Lindberg (2011), is to create meaning through active engagement in outdoor activities. Relational factors are crucial in both the development and consumption of nature-based experiences, requiring consumer participation for understanding. Cultural indicators play a fundamental role in provider-customer interactions. Green consumption is influenced by consumers' history, cultural context, and local culture. Nature-based experiences center around specific rivers or mountains, benefiting from a romantic focus that supports travelers' demand for authenticity and natural settings. In Green Consumption research by Zeynalova & Namazova (2022), it is noted that superior quality of organic products is valued by customers who prioritize product details. Additionally, consumption can be enhanced by reputable organic brands, benefiting from the significant trust placed in established brands by consumers.

Hypothesis 5 (H5): Connected to Nature has a significantly positive effect on Green Consumption.

2.4.6 Environmental Awareness Toward Green Consumption.

The study by Bonadonna et al. (2017) highlights Millennials' heightened sensitivity to consuming sustainable products, indicating a substantial level of preparedness and awareness concerning sustainability. Additionally, Gong et al. (2022) found that parents' green consumption values can influence similar values in their early adolescent children through responsible environmental consumption behavior, with a strong parent-child bond amplifying this effect. In the study by Mazhenova et al.

(2016), it was found that tourists' environmental awareness significantly influences their attitudes and purchasing behaviors, with those exhibiting high awareness more willing to engage in green practices within the hotel and tourism sector. Providing information about environmental policies is essential for increasing this awareness. As demand for sustainable tourism and green accommodation rises, businesses must adapt. Therefore, incorporating tourists' environmental awareness into future development management strategies is crucial.

Hypothesis 6 (H6): Environmental awareness has a significantly positive effect on Green Consumption.

CHAPTER III
RESEARCH METHOD

3.1 Research Design

This study used quantitative methods to examine. This research aims to reveal the prospective mechanisms through which tourism might promote sustainable behaviors by examining the connection between mountain tourism experiences and green consumption behavior. The utilization of primary data in this research underscores its reliance on firsthand experiences, as the data were directly obtained from the research subjects themselves and not sourced from any other origin. According to the definition by William G. Zikmund (2009), primary data refers to information collected directly from the research object, emphasizing the direct interaction between the researchers and the subjects in data collection. For this investigation, the data were collected by administering online questionnaires, which were sent to at least 225 respondents. The online questionnaires created with Google Forms were used to conduct the direct distribution of the data to the responders.

3.2 Population & Sample

The population in this research is people who have ever visited Bromo Mountain located in east Java. The sample selection was carried out based on the purposive sampling method, namely selecting the number of Indonesian people that ever visited the Bromo Mountain tourism destination with a minimum age 17^{th} of the respondents.

3.3 Data Collection Method

Primary data will be the type of data used in this study. It is information that is directly obtained from the sample using a measurement tool to obtain associated data. A questionnaire that will be distributed to 225 or more respondents will be used for data gathering. The study's factors served as the foundation for the questionnaire.

3.4 Operational Definition and Variable Measurement

3.4.1 Rural Tourism Experience (Education, Esthetics, Entertainment, and Escapism)

Rosalina et al. (2021) defined rural tourism as encompassing tourism activities occurring in regions within a destination characterized by rural features, including traditional customs, local culture, authenticity, and agriculture. Building upon this definition, Sharpley & Jepson (2011) described rural or mountain tourism as a spectrum of activities that leverage the natural attributes of the region, such as mountain cycling, hill hiking, and mountaineering, to enhance the tourist experience. In this research, rural tourism experiences are operationalized through visitors' encounters during a visit to Mount Bromo, using indicators adapted from Cho (2022), as illustrated in Table 3.1 below:

I had an intimate encounter with the authentic local traditions.
I had the opportunity to experience genuine local villages and markets firsthand.
I had the opportunity to deeply engage in various cultural ceremonies.
I paid a visit to genuine local eateries and food establishments.

It provided me with a chance to immerse myself in the everyday experiences of the local people.

3.4.2 Memorable tourism experience

A “Memorable tourism experience” refers to a noteworthy event from a trip that is remembered and recalled. This includes not only the fulfilment of planned activities but also unexpected occurrences that exceed what the tourists had initially anticipated for the journey (Tung & Ritchie, 2011).

In this research, memorable tourism experiences are operationalized through visitors' experiences during a visit to Mount Bromo, using indicators adapted from Cho (2022), as showed in Table 3.2 below:

It is memorable because it was a first visit to Mount Bromo.
It is memorable because it was a once-in-a-lifetime experience.
It is memorable because it was a very different experience.
It is memorable because it was a unique experience.

3.4.3 Connected to Nature

According to Mackay & Schmitt (2019), the connection to nature is defined as an individual's personal sensation of being one with nature, where this sense of oneness implies a fusion of oneself with the natural environment. Whitburn et al. (2020) further suggest that individuals who possess a strong bond with nature are often more proactive in protecting the natural environment. Additionally, Häyrinen &

Pynnönen (2020) describe being connected to nature as the manner in which or communities understand and interpret the natural world and their surrounding environment. In this research, connectedness to nature is operationalized through the experience of visitors during their visit to Mount Bromo, using indicators adapted from Chen et al. (2023), as showed in Table 3.3 below:

I frequently experience a feeling of unity with the environment that surrounds me.
I perceive the environment as a society to which I belong.
I acknowledge and value the intellect of different life forms.
When I contemplate my existence, I envision myself as a component of a broader cyclical life process.
I frequently experience a sense of connection with flora and fauna.
I feel a mutual ownership between myself and the earth.
I am profoundly aware of the impact my behaviors have on the environment.

3.4.4 Environmental Awareness

Environmental awareness, as defined by Kousar et al. (2022), maintains an individual's understanding of the natural environment and their actions aimed at its conservation. Furthermore, (do Paço & Raposo, 2009) characterizes environmental awareness as encompassing the intensity of emotions, depth of understanding, and readiness to adjust behaviors concerning the environment. In this research, operationalizing environmental awareness involves assessing the impact of a visit to Mount Bromo on individuals' environmental consciousness. This assessment

utilizes indicators adapted from Chen et al. (2023), as illustrated in the Table 3.4 below:

I am deeply concerned about the state of our planet's environment.
I believe that for sustainable progress, it is essential for humans to coexist peacefully with the natural world.
Nature's equilibrium is extremely fragile and can be disturbed with ease.
I am prepared to control my consumption habits to contribute to sustainable development.

3.4.5 Green Consumption

According to Paço & Raposo (2009), green consumption entails purchasing products that are more energy-saving, less contaminating, eco-friendly, reusable, and decomposable, as well as selecting items with packaging that causes minimal harm to the environment. Building on this concept, Duroy (2005) defines green consumption as the act of buying environmentally friendly products and being willing to pay extra to protect the environment, emphasizing the connection between humans and nature in their purchasing decisions. In this research, green consumption is operationalized as the intention to purchase environmentally friendly products following a visit to Mount Bromo, using indicators adapted from Chen et al. (2023), as showed in Table 3.5 below:

I am planning to buy eco-friendly items for my own use.
I am open to buying eco-friendly items for my personal needs.

I will strive to buy eco-friendly products.

3.5 Data Analysis Technique

The data analysis technique used in this study was Structural Equation Modelling by Smart PLS.

3.5.1 The Demographic or Type of Characteristics of the Respondents Used in the Research:

The research focuses on a demographic consisting of Indonesian individuals aged 17 and above, including both males and females and with educational backgrounds spanning from elementary school to Ph.D. holders. Participants are characterized by monthly expenditures starting at less than 1.5 million rupiah until more than 10 million rupiah. The professions represented are diverse and include students, civil servants, private employees, entrepreneurs, housewives, and others. The frequency of visits ranges from once to twice or more.

3.5.2 Descriptive Analysis

Descriptive analysis is utilized to describe the attributes and responses of study participants for each examined construct or variable. The outcomes of this analysis are practically utilized to discern patterns in the participants' responses concerning the state of each research construct or variable (Haryono, 2017).

3.5.3 Structural Equation Model Analysis

Structural Equation Modelling (SEM) offers a more holistic approach to data analysis. Unlike path analysis and multiple regression, which analyze interval data

based on the aggregate score of variables, Structural Equation Modelling (SEM) simultaneously examines each component of the proposed equation model. This method could address the limitations of earlier multivariate techniques such as path analysis and multiple regression. Current software tools like SMART-PLS can be utilized for data processing in Structural Equation Modelling research (Haryono, 2017).

- Reliability

  Reliability refers to the degree of consistency among indicators of a particular construct. When reliability is high, it implies that the measurements from the individual indicators align well with each other. A reliability score of 0.70 or higher is generally considered satisfactory, whereas a score of 0.70 or lower can be deemed acceptable for research in its preliminary stages (Haryono, 2017).

- Validity

  Validity refers to how accurately an indicator measures its intended construct. In addition to construct reliability, variance extracted is another measure of reliability. It is suggested that the value for variance extracted should be 0.50 or higher (Haryono, 2017).

$$\text{Construct Reliability} = \frac{(\sum \text{std. loading})^2}{(\sum \text{std loading})^2 + \sum \text{ej}}$$

$$\text{Variance Extracted} = \frac{\sum \text{std loading}^2}{\sum \text{std loading}^2 + \sum \text{ej}}$$

- The Goodness of Fit Index (GFI)

  The Goodness of Fit Index (GFI) is a measure that varies between 0, indicating poor fit, and 1, indicating perfect fit. A GFI value greater than 0.90 is considered a good fit, whereas a GFI value between 0.80 and 0.90 is typically seen as a marginal fit (Haryono, 2017).

- Average Variance Extracted (AVE).

  The Average Variance Extracted (AVE) value is a measure that reflects the extent of variation or diversity that a latent construct can encompass from its manifest variables. The higher the AVE value, the more comprehensive the representation of the manifest variables within the latent construct. An AVE value of 0.5 or more is considered a good indicator of convergent validity, signifying that the latent variable can account for more than half of the variance of its indicators on average. The AVE value is calculated by dividing the sum of the squared loading factors by the error (Haryono, 2017).

3.6 Pilot Test

The analytical methods used in this study are based on the Social Science Statistical Package (SPSS). View data tables easily and quickly. Also, the interpretation of the results is relatively easy to navigate and understand. It provides fast and reliable answers, is dynamic, has useful tables, and graphs, and is Useful for quantitative and qualitative data moreover for the questioner research. Testing the validity and reliability of research equipment or questionnaires is necessary to obtain valid and reliable data. Distributed the survey online to over 40 respondents (pilot test).

According to Zikmund et al (2015), validity tests indicate the extent to which a metric can measure what it should measure. Results can be considered valid if the total correlation of the corrected items exceeds 0.30. Reliability testing indicates the degree to which measurement results are relatively consistent when run repeatedly. Results can be considered reliable if the Cronbach α value is greater than 0.60 (Zikmund et al, 2015).

The information gathered from participants was subsequently examined to measure its validity and reliability considering the limitations outlined earlier. The number of statements in the questionnaires was measured in the following table:

Table 3.6 pilot test

INDICATOR	CORRECTED ITEM-TOTAL CORRELATION	CRONCBANCH ALPHA	MINIMAL SCORE	STATUS
EDUCATION EXPERIENCE		0,910	0.6	RELIABLE

The experience of traveling to Mount Bromo made me learn more about the environment.	0,756		0.5	
I learned a lot from visiting Mount Bromo.	0,836		0.5	
The experience of visiting Mount Bromo stimulated my curiosity to learn new things.	0,682		0.5	
Visiting Mount Bromo is a real learning experience.	0,839		0.5	
Visiting Mount Bromo taught me to understand the environment.	0,716		0.5	
Visiting Mount Bromo increased my skills in caring for the environment.	0,673		0.5	
Esthetics		0,898	0.6	RELIABLE
I feel harmony with nature from traveling to Mount Bromo.	0,890		0.5	
Being in a mountainous location already makes me happy.	0,597		0.5	
The recent management of Mount Bromo tourism is very interesting.	0,725		0.5	
Tourism managers at Mount Bromo prioritize details in services such as security, parking and cleanliness.	0,890		0.5	
Tourism management on Mount Bromo is able to pamper my taste for nature.	0,643		0.5	
Entertainment		0,836	0.6	RELIABLE
The activities of local residents are quite entertaining to watch, such as growing vegetables, selling, horse riding, etc.	0,659		0.5	
I really enjoyed seeing the daily activities of local residents.	0,520		0.5	
The activities of local residents are really entertaining to fill tourist time here.	0,757		0.5	
Observing the busyness of Bromo's local residents is quite a pleasure in itself.	0,751		0.5	
Escapism		0,844	0.6	RELIABLE

I really escaped from the reality of my life during a recent tour of Mount Bromo.	0,598		0.5	
I was able to forget about my daily routine during my recent Mount Bromo tour.	0,825		0.5	
I felt like I was living in a different time during this tour of Mount Bromo.	0,690		0.5	
I felt like I was living in a different place while traveling to Mount Bromo.	0,617		0.5	
Memorable Mountain-based tourism experience		0,905	0.6	RELIABLE
I was very impressed with the experience of traveling to Mount Bromo.	0,735		0.5	
This tourist activity on Mount Bromo really spoiled me with its variety of activities.	0,901		0.5	
I really enjoyed the experience of traveling to Mount Bromo.	0,865		0.5	
I feel happy with the experience of traveling to Mount Bromo.	0,693		0.5	
Novelty		0,886	0.6	RELIABLE
The experience of traveling to Mount Bromo is one of the most interesting experiences of a lifetime.	0,870		0.5	
The experience of traveling to Mount Bromo is unique.	0,699		0.5	
The experience of traveling to Mount Bromo is different from the previous one.	0,755		0.5	
I got a new experience from traveling to Mount Bromo.	0,696		0.5	
Local culture		0,762	0.6	RELIABLE
I have a good impression of the local people at Mount Bromo.	0,651		0.5	
I was closely involved with local culture during my visit to Mount Bromo.	0,576		0.5	
The local people around Mount Bromo are friendly.	0,554		0.5	
Refreshment		0,894	0.6	RELIABLE
This tourist experience on Mount Bromo offers freedom.	0,790		0.5	

I enjoyed the feeling of freedom while traveling on Mount Bromo.	0,762		0.5	
I had a refreshing mountain tourism experience.	0,801		0.5	
I had a self-revitalizing experience by visiting Mount Bromo.	0,726		0.5	
Meaningfulness		0,796	0.6	RELIABLE
I feel like I did something meaningful in traveling to Mount Bromo.	0,642		0.5	
I feel like I am doing something important in traveling to Mount Bromo.	0,691		0.5	
I learned about myself during this trip to Mount Bromo.	0,594		0.5	
Involvement		0,900	0.6	RELIABLE
Mount Bromo is one of the places I really want to visit for natural tourism.	0,873		0.5	
I enjoyed the activities that I really wanted to do on Mount Bromo.	0,708		0.5	
I am interested in the main activity of climbing Mount Bromo.	0,832		0.5	
Knowledge		0,917	0.6	RELIABLE
I had the opportunity to explore while touring Mount Bromo.	0,918		0.5	
I gained new knowledge by traveling to Mount Bromo.	0,829		0.5	
I had the opportunity to learn a new culture while traveling to Mount Bromo.	0,756		0.5	
Connected to Nature		0,915	0.6	RELIABLE
I sometimes feel like I can be one with nature where I am.	0,765		0.5	
When I am in nature, I think of it as part of that natural community.	0,742		0.5	
I recognize and appreciate the intelligence of the wild creatures that live in this environment.	0,727		0.5	
When I think about my life, I imagine myself being part of a larger cyclical process of life.	0,844		0.5	
I can feel a close connection with animals and plants.	0,682		0.5	

I feel as if the Earth is mine and vice versa.	0,741		0.5	
I fully understand that all my actions will have an impact on the natural environment.	0,687		0.5	
Enviromental Awareness		0,920	0.6	RELIABLE
I have concerns about the sustainability of this natural environment.	0,827		0.5	
To achieve sustainable development, people must live in harmony with nature.	0,838		0.5	
Natural balance is very fragile and easily damaged.	0,941		0.5	
I am willing to control my consumption to maintain sustainable nature.	0,673		0.5	
Green Consumption		0,865	0.6	RELIABLE
I will buy environmentally friendly products for personal use.	0,751		0.5	
I am willing to purchase environmentally friendly products for personal use.	0,723		0.5	
I will always try to buy environmentally friendly products.	0,764		0.5	

CHAPTER IV

DATA ANALYSIS & DISCUSSION

4.1 Descriptive Analysis of Respondent Profiles

The following are the results of data analysis for respondents involved in the research, which are categorized based on gender, age, highest level of education, monthly expenses, type of work, and frequency of visits to Mount Bromo.

4.1.1 Classification of Respondents Based on Gender

Based on the sample data obtained, the classification of respondents based on gender is summarized in Table 4.1 below.

No	Gender	Amount	Percentage
1	Male	143	63,6%
2	Female	82	36,4%
Total		225	100.0%

Table 4.1 Classification of Respondents Based on Gender

Table 4.1 shows that the majority of respondents in this study are men. The total number of male respondents is 143 people with a percentage of 63.6%. Meanwhile, there are 82 female respondents with a percentage of 36.4% of all respondents. Thus, this shows that there are more male respondents than females when visiting Mount Bromo.

4.1.2 Classification of Respondents Based on Age

Based on the sample data obtained, the classification of respondents based on age is summarized in Table 4.2 below.

No	Age	Amount	Percentage
1	17 – 25	96	42,7%

2	26 – 35	84	37,3%
3	36 – 45	18	8,0%
4	More than 45 years old	27	12,0%
Total		225	100%

Table 4.2 Classification of Respondents Based on Age

Table 4.2 shows that in the age category, the largest number of respondents are respondents aged 17 – 25 years with 96 respondents (42.7%), followed by those aged 26 – 35 years with 84 respondents (37.3%), aged over 45 years with 27 respondents (12.0%) and aged 36 - 45 years are 18 respondents (8.0%). Thus, the majority of visitors to Mount Bromo are respondents aged 17 - 25 years.

4.1.3 Classification of Respondents Based on Last Education

Based on the sample data obtained, the classification of respondents based on their latest education is summarized in Table 4.3 below.

No	Last education	Amount	Percentage
1	Elementary-middle school	3	1,3%
2	High School/Equivalent	77	34,2%
3	Diploma/Bachelor	123	54,7%
4	Masters	21	9,3%
5	PhD/Equivalent	1	0,4%
Total		225	100%

Table 4.3 Classification of Respondents Based on Last Education

In Table 4.3, it is known that of the respondents involved in the research for the last education category, the majority of respondents had a diploma/bachelor's education background as many as 123 people (54.7%), followed by high school/equivalent with 77 people (34.2%), Masters as many

as 21 people (9.3%), SD-SMP as many as 3 people (1.3%) and Doctorate as many as 1 person (0.4%). Based on this data, it is known that the majority of visitors to Mount Bromo are respondents with a Diploma/Bachelor's educational background.

4.1.4 Classification of Respondents Based on Monthly Expenditures

Based on the sample data obtained, the classification of respondents based on monthly expenditure is summarized in Table 4.4 below.

No	Expenditures Per Month	Amount	Percentage
1	Less than Rp 1.500.000, -	53	23,6%
2	Rp 1.500.000, - Rp 3.000.000, -	87	38,7%
3	Rp 3.000.000, - Rp 5.000.000, -	50	22,2%
4	Rp. 5.000.00 – Rp 10.000.000, -	33	14,7%
5	More than Rp 10.000.000, -	2	0,8%
Total		225	100%

Table 4.4 Classification of Respondents Based on Monthly Expenditures

Based on Table 4.4, it is known that in the monthly expenditure category, the largest number of respondents had a monthly expenditure of IDR 1,500,000,- IDR 3,000,000,- as many as 87 people (38.7%%), followed by less than IDR 1,500,000,- as many as 53 people (23.6%), Rp. 3,000,000,- Rp. 5,000,000,- as many as 50 people (22.2%), Rp. 5,000.00 – IDR 10,000,000,- as many as 33 people (14.7%) and at least 2 people (0.8%) had expenses of more than IDR 10,000,000.- . Based on the data obtained, it is known that the majority of visitors to Mount Bromo have a monthly expenditure of IDR 1,500,000,- IDR 3,000,000,-.

4.1.5 Classification of Respondents Based on Type of Work

Based on the sample data obtained, the classification of respondents based on type of work is summarized in Table 4.5 below.

No	Type of Work	Amount	Percentage

1	Civil Servants /Military/Police	18	8,0%
2	Self-employed/Entrepreneur	58	25,8%
3	University Student	47	20,9%
4	Private employees	66	29,3%
5	Not yet working	12	5,3%
6	Housewife	9	4,0%
7	Others	15	6,7%
Total		225	100%

Table 4.5 Classification of Respondents Based on Type of Work

Based on the data obtained summarized in Table 4.5, it is known that in the type of work category, the majority of respondents are private employees with 66 people (29.3%), followed by self-employed people with 58 people (25.8%), 47 students (students). 20.9%), PNS/TNI/POLRI 18 people (8.0%), 12 people not yet working (5.3%), 9 people (4.0%) housewives and the remaining 15 people (6.7%) are respondents who have jobs such as teaching assistants, freelancers, teachers, psychologists and retirees. From this data it is known that the majority of respondents who came to Mount Bromo had jobs as private employees.

4.1.6 Classification of Respondents Based on Frequency of Visits

Based on the sample data obtained, the classification of respondents based on frequency of visits is summarized in Table 4.6 below.

No	Frequency of Visits	Amount	percentage
1	Once	130	57,8%
2	Twice	56	24,9%
3	More Than twice	39	17,3%
Total		225	100%

Table 4.6 Classification of Respondents Based on Frequency of Visits

Based on the data obtained in Table 4.6, it is known that in the frequency of visits category, the largest number of respondents are

respondents with a frequency of visiting once totaling 130 people (57.8%), followed by visiting twice as many as 56 people (24.9%) and respondents with more than two visits as many as 39 people (17.3%). From these data it is known that the majority of respondents who come to Mount Bromo have a frequency of visiting once.

4.2 Descriptive Analysis of Research Variables

Descriptive analysis of research variables is based on the average of the assessments given by respondents on each research variable item, including mountain tourism experience, memorable tourism experience, connectedness to nature, environmental awareness and green consumption. Respondent assessment classifications are categorized into several assessment ranges.

Lowest score: 1

Highest score: 6

$$Interval = \frac{(Highest\ Score - Lowest\ Score)}{Number\ of\ Classes}$$

$$Interval = \frac{(6-1)}{6}$$

$$Interval = 0{,}833$$

In this way, a descriptive class interval is obtained from the range of assessments for this research variable as shown in Table 4.7 below.

Rating Range	Information
1,00–1,83	Strongly Disagree
1,84–2,66	Don't agree
2,67–3,49	Somewhat Disagree
3,50–4,32	Somewhat Agree
4,33–5,15	Agree

5,16–6,00	Strongly agree

Table 4.7 Descriptive Scale Rating Range

4.2.1 Mountain Tourism Experience Variable

The results of the descriptive analysis of the Mountain Tourism Experience variable are shown in Table 4.8 below.

Code	Items	Mean	Information
RTE1	Education Experience	5,05	Agree
RTE2	Esthetics	5,02	Agree
RTE3	Entertainment	4,92	Agree
RTE4	Escapism	4,91	Agree
Average		4,97	Agree

Table 4.8 Descriptive Analysis of the Mountain Tourism Experience Variable

Based on Table 4.8, it can be seen that respondents in this study generally agreed with all the question items in the mountain tourism experience variable. This is shown by the total average of the mountain tourism experience variable being 4.97 and this value is in the agreed category (interval 4.33–5.15). Of these items, RTE1 is the item with the highest average score of 5.05.

4.2.2 Memorable Tourism Experience Variable

The results of the descriptive analysis of the Memorable Tourism Experience variable are shown in Table 4.9 below.

Code	Question Items	Mean	Information
MTE1	I was very impressed with the experience of traveling to Mount Bromo.	5,09	Agree

MTE2	This tourist activity on Mount Bromo really spoiled me with its variety of activities.	4,99	Agree
MTE3	I really enjoyed the experience of traveling to Mount Bromo.	4,83	Agree
MTE4	I feel happy with the experience of traveling to Mount Bromo.	5,00	Agree
MTE5	The experience of traveling to Mount Bromo is one of the most interesting experiences of a lifetime.	4,93	Agree
MTE6	I have a good impression of the local people at Mount Bromo.	4,96	Agree
MTE7	I had a refreshing mountain tourism experience.	4,97	Agree
Average		4,97	Agree

Table 4.9 Descriptive Analysis of the Memorable Tourism Experience Variable

Based on Table 4.9, it can be seen that respondents in this study generally agreed with all the question items in the Memorable Tourism Experience variable. This is indicated by the total average of the Memorable Tourism Experience variable being 4.97 and this value is in the agree category (interval 4.33–5.15). Of these items, MTE1 is the item with the highest average score of 5.09.

4.2.3 Variables Connectednees to Nature

The results of the descriptive analysis of the Connectedness to Nature variable are shown in Table 4.10 below.

Code	Question Items	Mean	Information
CTN1	I sometimes feel like I can be one with nature where I am	4,96	Agree
CTN2	When I am in nature, I think of it as part of that natural community	4,92	Agree
CTN3	I recognize and appreciate the intelligence of the wild creatures that live in this environment	4,94	Agree
CTN4	When I think about my life, I imagine myself being part of the	4,87	Agree

	cyclical process of life		
CTN5	I can feel a close connection with animals and plants	4,62	Agree
CTN6	I feel as if the Earth is mine and vice versa	5,08	Agree
CTN7	I fully understand that all my actions will have an impact on the natural environment	5,03	Agree
Average		4,92	Agree

Table 4.10 Descriptive Analysis of Variables Connected to Nature

Based on Table 4.10, respondents in this study generally agreed with all question items in the Connectedness to Nature variable. This is indicated by the total average of the Connectedness to Nature variable being 4.92 and this value is in the agreed category (interval 4.33–5.15). Of these items, CTN6 (I feel as if the Earth is mine and vice versa) is the item with the highest average score of 5.08.

4.2.4 Environmental Awareness Variable

The results of the descriptive analysis of the Environmental Awareness variable are shown in Table 4.11 below.

Code	Question Items	Mean	Information
EA1	I have concerns about the	5,12	Agree

	sustainability of this natural environment		
EA2	To achieve sustainable development, people must live in harmony with nature	5,10	Agree
EA3	Natural balance is very fragile and easily damaged	5,04	Agree
EA4	I am willing to control my consumption to maintain sustainable nature	5,04	Agree
Average		5,09	Agree

Table 4.11 Descriptive Analysis of Environmental Awareness Variables

Based on Table 4.11, respondents in this study generally agreed with all question items in the Environmental Awareness variable. This is indicated by the total average of the Environmental Awareness variable of 5.09 and this value is included in the agreed category (interval 4.33–5.15). Of these items, EA1 (I have concerns about the sustainability of this natural environment) is the item with the highest average score of 5.12.

4.2.5 Green Consumption Variable

The results of the descriptive analysis of the Green Consumption variable are shown in Table 4.12 below.

Code	Question Items	Mean	Information

GP1	I will buy environmentally friendly products for personal use	5,04	Agree
GP2	I am willing to purchase environmentally friendly products for personal use	5,00	Agree
GP3	I will always try to buy environmentally friendly products	4,99	Agree
Average		5,01	Agree

Table 4.12 Descriptive Analysis of Green Consumption Variables

Based on Table 4.12, respondents in this study generally agreed with all question items in the Green Consumption variable. This is indicated by the total average of the Green Consumption variable being 5.01 and this value is included in the agree category (interval 4.33–5.15). Of these items, GP1 (I will buy environmentally friendly products for personal use) is the item with the highest average score of 5.04.

4.3 Measurement Model Testing (Outer Model)

Testing of the measurement model was carried out using validity and reliability tests. The results of this test will be described as follows.

4.3.1 Validity Test Results

Validity testing of the measurement model was carried out by testing the convergent validity and discriminant validity of the construct measurement items. The presentation of the validity test results is explained as follows.

4.3.1.1 Convergent Validity Test Results

The results of the convergent validity test are shown in Figure 4.1 below.

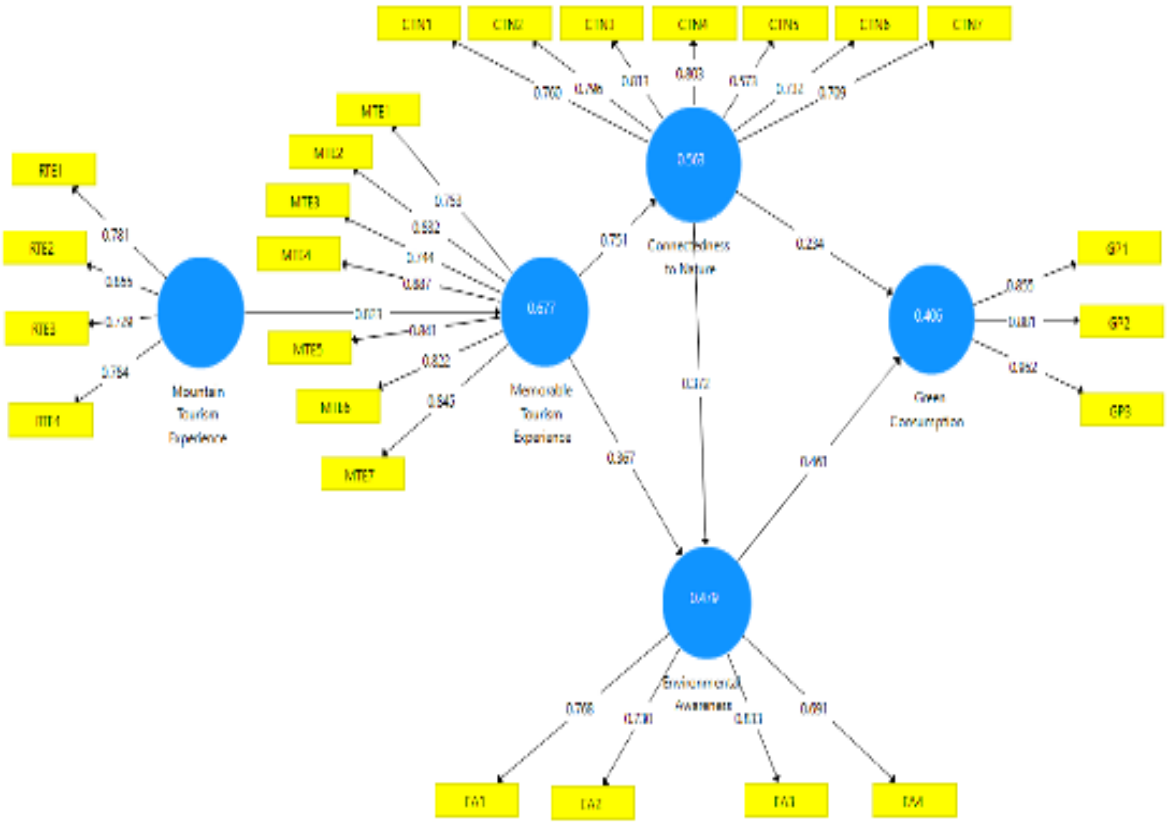


Figure 4.1 Outer Measurement Model

Meanwhile, data from the convergent validity test results which have been processed in the form of outer loading are shown in Table 4.13 below.

Variable	Items	Outer Loading
Connectedness to Nature (CTN)	CTN1	0,760
	CTN2	0,796
	CTN3	0,813
	CTN4	0,803
	CTN5	0,573

	CTN6	0,732
	CTN7	0,709
Environmental Awareness (EA)	EA1	0,768
	EA2	0,730
	EA3	0,833
	EA4	0,691
Green Consumption (GP)	GP1	0,855
	GP2	0,881
	GP3	0,952
Memorable Tourism Experience (MTE)	MTE1	0,753
	MTE2	0,832
	MTE3	0,744
	MTE4	0,887
	MTE5	0,841
	MTE6	0,822
	MTE7	0,845
Mountain Tourism Experience (RTA)	RTE1	0,781
	RTE2	0,855
	RTE3	0,729
	RTE4	0,784

Table 4.13 Outer Loading of Convergent Validity Test

Table 4.13 shows that all variable items have values that meet the criteria, which is more than 0.50 (Hair et al., 2019). Therefore, the results of

this research can be declared valid. For example, items in the Memorable Tourism Experience (MTE) variable have values in the range of 0.744 to 0.887. Meanwhile, the Green Consumption (GP) variable has a value range of 0.855 to 0.952. Thus, from the values listed in Table 4.13 it can be concluded that all variables in this study are declared valid.

Furthermore, the results of measuring the Average Variance Extracted (AVE) value are shown in Table 4.14 below.

Variable	AVE
Connectedness to Nature (CTN)	0,555
Environmental Awareness (EA)	0,573
Green Consumption (GP)	0,805
Memorable Tourism Experience (MTE)	0,671
Mountain Tourism Experience (RTA)	0,622

Table 4.14 AVE Value Measurement Results

The results of measuring the AVE value in Table 4.14 show that all variables in this study meet the criteria with a value above 0.50 (Hulland, 1999; Hair et al., 2019). This means that the AVE test results indicate that all variables are declared valid. For example, the variables Connectedness to Nature (CTN) and Environmental Awareness (EA) have AVE values above 0.50. Meanwhile, the Memorable Tourism Experience (MTE), Green Consumption (GP), and Mountain Tourism Experience (RTA) variables have AVE values above 0.60. Thus, the results of the convergent validity test which refers to the measurement of the AVE value show that all variables in this study are declared convergently valid.

4.3.1.2 Discriminant Validity Test Results

The discriminant validity test parameters are based on the square root AVE value and HTMT value. The results of measuring the Fornell-Larcker Criterion values are shown in Table 4.15 below.

Fornel-Larcker Criterion					
	CTN	EA	GP	MTE	RTA
CTN	0,745				
EA	0,648	0,757			
GP	0,532	0,612	0,897		
MTE	0,716	0,647	0,442	0,819	
RTA	0,675	0,629	0,413	0,803	0,789

Table 4.15 Fornell-Larcker Criterion for Discriminant Validity Test

Table 4.15 shows the square root AVE value in the Fornell-Larcker Criterion. The square root AVE value for each variable has a greater result than the value of the variable below it. This indicates good results based on the measurement criteria of Fornell & Larcker (1981). For example, the environmental awareness variable (0.757) has a greater value than the green consumption variable (0.612) which is below it, and so on. Thus, all variables are declared discriminant valid in this test.

Next, the discriminant validity test based on the Heterotrait-Monotrait ratio (HTMT) parameter is shown in Table 4.16 below.

Heterotrait-monotrait (HTMT)				
	CTN	EA	GP	MTE

CTN				
EA	0,782			
GP	0,608	0,707		
MTE	0,833	0,776	0,489	
RTA	0,804	0,817	0,494	0,620

Table 4.16 Monotrait Heterorait Test Results

Based on Table 4.16, all variables have HTMT values below 0.85 (Henseler et al., 2015). This means that the results of this test are accepted. Thus, all variables in this research can be declared discriminant valid.

4.3.2 Reliability Test Results

The reliability test parameters in this study are based on Cronbach alpha and Composite Reliability (CR) values which are greater than 0.6 so that the variable can be said to be reliable (Hair et al., 2021). The results of the variable reliability test in the outer model can be seen in Table 4.17 below.

Variable	Cronbach's Alpha	Composite Reliability
Connectedness to Nature	0,864	0,896
Environmental Awareness	0,753	0,842
Green Consumption	0,877	0,925
Memorable Tourism Experience	0,917	0,934
Mountain Tourism Experience	0,797	0,868

Table 4.17 Variable Reliability Test results

Table 4.17 shows that all variables have Cronbach's Alpha and Composite Reliability (CR) values of more than 0.6 or meet the criteria used in this research. This means that the results of this test are accepted. The higher the Cronbach's alpha and composite reliability values indicate a high level of reliability. For example, the Memorable Tourism Experience intention variable has a Cronbach's alpha and composite reliability value above 0.9. Thus, it can be concluded that all variables are declared reliable.

4.4 Structural Model Testing (Inner Model)

Structural model testing was carried out using collinearity tests, path coefficient tests, coefficient of determination tests, and Q-square. The bootstrapping image in structural model testing can be seen in Figure 4.2 below.

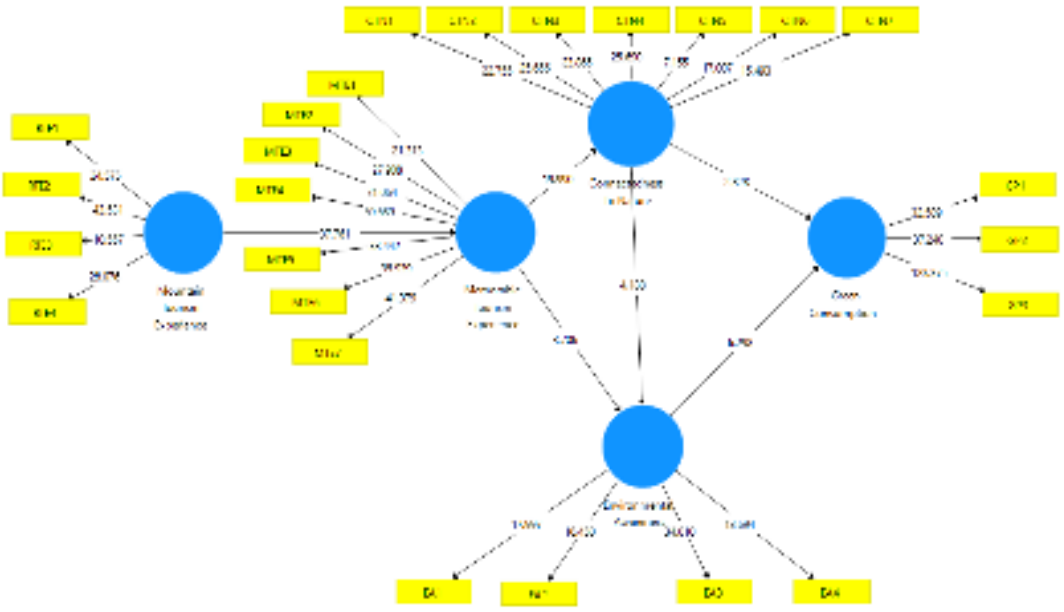


Figure 4.2 Bootstrapping Structural Model Test

4.4.1 Collinearity Test Results

The collinearity test is based on the results of the variance inflation factor (VIF) value (Hair et al., 2021). The results of the collinearity test can be seen in Table 4.18 below.

Variance Inflation Factor					
	CTN	EA	GP	MTE	RTA
CTN		2,290	1,724		
EA			1,724		
GP					
MTE	1,000	2,290			
RTA				1.,00	

Table 4.18 Collinearity Test Results

Based on Table 4.18, the results of this research's collinearity test do not indicate the existence of a critical multicollinearity problem. This is because the variance inflation factor (VIF) value for all variables is no more than 5 (VIF < 5). For example, the variable connected to nature with environmental awareness (2.290), the variable environmental awareness with green consumption (1.724), and so on. Thus, these results state that there is no problematic multicollinearity between the research variables.

4.4.2 Coefficient of Determination Test Results

The coefficient of determination test uses R-square which indicates how much the independent variable is able to explain the dependent variable. The results of the coefficient of determination test can be seen in Table 4.19 below.

Variable	R-Square	R-Square Adjusted
Connected to Nature	0,563	0,561
Environmental Awareness	0,479	0,474
Green Consumption	0,406	0,401

Memorable Tourism Experience	0,677	0,675

Table 4.19 Coefficient of Determination Test Results (R-Square)

Based on Table 4.20, the results of the coefficient of determination test using R-Square show that all the endogenous variables in this research can be explained well by the exogenous variables. This is indicated by the R-Square value of the four endogenous variables exceeding 0.330 and being in the moderate category ($0.33 < R2 < 0.67$). The R-Square value for the Connected to Nature variable is 0.563, proposing that it can be explained by the independent variable Memorable Tourism Experience of 56.3%. This means that there are 43.7% other factors outside this research that can explain the Connected to Nature variable. The R-Square value for the Environmental Awareness variable is 0.479, indicating that it can be explained by the independent variables Memorable Tourism Experience and Connected to Nature at 47.9%. This means that there are 52.1% other factors outside this research that can explain the Environmental Awareness variable.

The R-Square value for the Green Consumption variable is 0.406, meaning that it can be explained by the independent variables Environmental Awareness and Connected to Nature at 40.6%. This means that there are 59.4% other factors outside this research that can explain the Green Consumption variable. The R-Square value for the Memorable Tourism Experience variable is 0.677, indicating that it can be explained by the independent variable Mountain Tourism Experience at 67.7%. This means that there are 32.3% other factors outside this research that can explain the Memorable Tourism Experience variable.

4.4.3 Q-Square Test Results

Q-Square testing is used to determine the predictive relevance of endogenous constructs predicted by the constructs that influence them. The results of the Q-Square test can be seen in Table 4.20 below.

Variable	Q-Square ($\boldsymbol{Q^2}$) predict
Connected to Nature	0,304
Environmental Awareness	0,266
Green Consumption	0,316
Memorable Tourism Experience	0,449

Table. 20 Q-Sqaure Test Results

Based on the test results in Table 4.20, it can be seen that all endogenous variables including Connected to Nature, Environmental Awareness, Green Consumption and Memorable Tourism Experience have Q2 values ≥ 0. This means that all endogenous variables can be declared predictive. The Connected to Nature variable (Q2 = 0.304) was predicted by Memorable Tourism Experience at 30.4%. The Environmental Awareness variable (Q2 = 0.266) was predicted by Memorable Tourism Experience and Connected to Nature at 26.6%. The Green Consumption variable (Q2 = 0.316) was predicted by Environmental Awareness and Connected to Nature at 31.6%. Then the Memorable Tourism Experience variable (Q2 = 0.449) was predicted by Mountain Tourism Experience at 44.9%.

4.4.4 Path Coefficient Test Results (Path Coefficient)

The path coefficient refers to the direction of the variable relationship which is indicated by the β value. The direction of the relationship between variables can be said to be positive or negative depending on the direction of the hypothesized variable and compared with the path coefficient value between -1 to +1. Hypothesis testing is carried out by considering the t-statistics value and P-Value. The research hypothesis is accepted if the T-statistics value is greater than 1.9708. Furthermore, the

hypothesis is declared significant if the p-value is less than 0.05. The results of the research hypothesis test can be seen in Table 21 below.

Hipotesis	β	Standard Deviation	T-Statistics	P-Values	Conclusion
RTE → MTE	0,823	0,021	38,378	0,000	H1 is accepted and significant
MTE → CTN	0,751	0,037	20,321	0,000	H2 is accepted and significant
MTE → EA	0,367	0,093	3,942	0,000	H3 is accepted and significant
CTN → EA	0,372	0,088	4,212	0,000	H4 is accepted and significant
CTN → GP	0,234	0,087	2,681	0,008	H5 is accepted and significant
EA → GP	0,461	0,073	6,350	0,000	H6 is accepted and significant

Table. 21 Research Hypothesis Testing Results

Furthermore, the results of hypothesis testing in Table 4.21 show that all directly related hypotheses are declared accepted and significant. Apart from that, the direction of the relationship for all hypotheses is stated to be positive with a value of β that is more than zero. The explanation of the results of hypothesis testing for variable relationships is explained as follows.

1. The results of the hypothesis of the relationship between Mountain Tourism Experience (β = 0.823; t-statistics = 38.378 > 1.9708; p-value = 0.000 < 0.05) on Memorable Tourism Experience are declared acceptable with significant results (H1). Therefore, it is known that the Mountain Tourism Experience has a positive and significant effect on the Memorable Tourism Experience.

2. The results of the hypothesis of the relationship between Memorable Tourism Experience (β = 0.751; t-statistics = 20.321 > 1.9708; p-value = 0.000 < 0.05) on Connected to Nature are confirmed acceptable with significant results (H2). Therefore, it is known that Memorable Tourism Experience has a positive and significant effect on Connected to Nature.

3. The results of the hypothesis of the relationship between Memorable Tourism Experience (β = 0.367; t-statistics = 3.942 < 1.9708; p-value = 0.000 > 0.05) on Environmental Awareness are confirmed acceptable with significant results (H3). This means that Memorable Tourism Experience has a significant positive influence on Environmental Awareness.

4. The results of the hypothesis of the relationship between Connected to Nature (β = 0.372; t-statistics = 4.212 > 1.9708; p-value = 0.000 < 0.05) on Environmental Awareness are declared acceptable with significant results (H4). Therefore, it is known that Connected to Nature has a positive and significant effect on Environmental Awareness.

5. The results of the hypothesis of the relationship between Connected to Nature (β = 0.234; t-statistics = 2.681 > 1.9708; p-value = 0.008 < 0.05) on Green Consumption are stated acceptable with significant results (H5). Therefore, it is known that Connected to Nature has a positive and significant effect on Green Consumption.

6. The results of the hypothesis of the relationship between Environmental Awareness (β = 0.461; t-statistics = 6.350 > 1.9708; p-value = 0.000 < 0.05) on Green Consumption are confirmed acceptable with significant results (H6). Therefore, it is known that Connected to Nature has a positive and significant effect on Green Consumption.

7. The strongest hypothesis upholds that rural tourism experiences contribute to memorable tourism experiences, with a T statistic of 38.378 and a P value of 0.000, indicating confirmed acceptability and significance. This implies that respondents, largely aged between 17 and 25, who are predominantly fond of natural and adventurous tourism, are highly inclined towards rural tourism experiences, which consequently foster memorable experiences.

8. The least hypothesis regarding being connected to nature toward green consumption is favored, as indicated by a high T statistic of 2.681 and a low P value of 0.008, demonstrating both acceptability and significance. This implies that respondents are inclined towards consuming fewer eco-friendly products due to their low purchasing power.

4.5 Discussion

The study aims to explore the impact of visiting Mount Bromo on environmentally friendly consumption, focusing on mediating variables such as memorable tourism experience, connection to nature, and environmental awareness. The first findings revealed that the rural tourism experience at Mount Bromo has a positive and significant effect on creating memorable experiences for visitors. This aligns with research by Lebrun et al. (2021), which emphasizes the role of visitor immersion, absorption, and engagement in rural tourism and modern tourism, ultimately influencing visitor arousal and memory. In summary, rural tourism significantly contributes to the memorability and interest of visitors' encounters at this captivating destination rather than modern tourism. Zeng & Li (2021) also agree about that statement to enhance the positive memorable experience of rural tourism on tourists, allocating additional resources to ecological and environmental protection is crucial. These efforts not only contribute to the well-being of tourists but also foster a sustainable and memorable experience for visitors at destinations like Mount Bromo.

The second findings revealed that memorable tourism experience has a positive significant effect on connected to nature for mountain bromo visitors. This aligns with research from Akkuş and Güllüce (2016), it was discovered that memorable tourism experiences have a positive and significant impact on various factors related to tourism competitiveness. These experiences are particularly associated with a strong connection to nature. Tourists perceive them as providing a competitive edge in terms of culture, natural beauty, and outdoor especially tourism place like mountain bromo. Wu et al. (2022) agree about that statement the design of mountain landscapes can offer memorable experiences for tourists. These experiences not only foster a deeper connection to nature but also protect nature.

Third findings revealed that memorable tourism experience has a positive significant effect on environmental awareness for mountain bromo visitors. This aligns with research from . Wu et al. (2022) integrating various elements of mountain landscape design creates memorable experiences for tourists. These encounters foster environmental awareness. Pung et al. (2020) agree about that statement raising the possibility of memorable experiences, which could be affected through peer-to-peer tour guiding and raising tourists' awareness towards their personal experiences through flow activities.

Fourth findings revealed that connected to nature has a positive significant effect on environmental awareness for mountain bromo visitors. This aligns with research from Whitburn et al. (2020) a deep sense of connection to nature affects how people interact with it, which can lead to heightened environmental awareness and contribute to the preservation of biodiversity. Mackay & Schmitt (2019) Agree

about that statement and highlight nature connection as a potential catalyst for environmental protection efforts. Fifth findings revealed that connection to nature has a positive significant effect on green consumption for mountain bromo visitors. This finding aligns with research from Vespestad & Lindberg (2011) green consumption is influenced by the historical and cultural context of the consumers as well as by local culture and connection to nature in the location of consumption. Zeynalova & Namazova (2022) agree about that statement customers who prioritize elements like product details and sense connection to nature tend to value the superior quality of organic products. Furthermore, the presence of reputable organic brands can enhance green consumption, given the significant trust consumers place in established brands.

Sixth findings revealed that environmental awareness has a positive significant effect on green consumption for mountain bromo visitors. This finding aligns with research from Bonadonna et al. (2017) environmental awareness concerning sustainability the study confirms that Millennials' conduct in this study demonstrated a heightened sensitivity to consuming sustainable products. Gong et al. (2022) agree about that statement parents who have environmental awareness tend to educate their children to consume green products and are more likely to implement green consumption in the family.

CHAPTER V

CONCLUSIONS & RECOMMENDATIONS

5.1 Conclusion

The conclusions and recommendations were reached after analyzing data collected from 225 Mount Bromo travellers via questionnaires in the title of "How mountain tourism affect green consumption in Mount Bromo through the lens of memorable mountain tourism experiences". The conclusion and discussion might indicate that:

1. Mountain Tourism Experience (Education, Esthetics, Entertainment, Escapism) has a significant positive effect on Memorable Mountain-based Tourism Experience. This is evidenced by the estimated parameter value of 0.000 confirms this. The presented shows that the P value is below 0.05.

2. Memorable Mountain-based Tourism Experience has a significant positive effect on Connectedness to Nature. This is evidenced by the estimated parameter value of 0.000 confirms this. The presented shows that the P value is below 0.05.

3. Memorable Mountain-based Tourism Experience has a significant positive effect on environmental awareness. This is evidenced by the estimated parameter value of 0.000 confirms this. The presented shows that the P value is below 0.05.

4. Connected to nature has a significant positive effect on Environmental awareness. This is evidenced by the estimated parameter value of 0.000 confirms this. The presented shows that the P value is below 0.05.

5. Connected to Nature has a significant positive effect on Green Consumption. This is evidenced by the estimated parameter value of 0.008 confirms this. The presented shows that the P value is below 0.05.

6. Environmental awareness has a significant positive effect on Green Consumption. This is evidenced by the estimated parameter value of 0.000 confirms this. The presented shows that the P value is below 0.05.

7. The strongest hypothesis asserts that rural tourism experiences significantly enhance memorable tourism encounters, supported by a high T statistic of 38.378 and an extremely low P value of 0.000, confirming both acceptability and significance. This implies that respondents, primarily aged between 17 and 25 and with a strong preference for natural and adventurous tourism, exhibit a high inclination towards rural tourism experiences, which in turn contribute significantly to creating memorable experiences.

8. The hypothesis linking the connection with nature with green consumption, although it is the smallest among all, is supported by a T statistic of 2.681 and a P value of 0.008, which shows that this hypothesis is acceptable and significant. This shows that respondents tend to consider purchasing fewer environmentally friendly products due to low purchasing power. This is in line with the classification of respondents based on monthly expenditure which states that the majority of respondents came from the expenditure group of less than 1.5 million rupiah to 3 million rupiah.

5.2 Recommendation

The findings and suggestions appear directly from this in-depth study, providing ideas for plans or actions based on the research that can be given as managerial implications to the Bromo tourism administrator, Businesses, and related parties.

- The administrators of Mount Bromo National Park must prioritize the park's sustainability. As environmental awareness among tourists increases, it becomes imperative for the park's management to implement and enforce stricter regulations. These measures will enhance the sustainability of Mount Bromo and ensure its preservation for future generations.
- Businesses around Mount Bromo, including guesthouses, local shops, food shops, etc, could begin to offer eco-friendly products and services. This is in response to the growing environmental consciousness among visitors to Bromo, who believe in the importance of preserving and protecting the surrounding environment.

5.3 Limitation

This research encountered several limitations. First, this research is limited by no limit on the year visitors visited Mount Bromo to respondents who last visited Mount Bromo. This is important considering the possible conditions and policies on Mount Bromo evolved since their last visit and the suggestion for the next researcher could make some specific of the year for the respondents that visited Mount Bromo. Second, the limitations of this study are marked by the lack of distinct criteria for different seasons, such as the wet and dry seasons. This is crucial as each season presents unique conditions and challenges.

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ATTACHMENT

Research Questionnaire

KUESIONER PENELITIAN " How does mountain tourism affect green consumption in Mount Bromo through the lens of memorable mountain tourism experiences, having linked to nature, and being aware of the environment?"

Assalamualaikum Wr. Wb.

Perkenalkan saya Achmad Salsabil, mahasiswa jurusan Manajemen Program Internasional, Fakultas Bisnis dan Ekonomika, Universitas Islam Indonesia. Saat ini saya sedang melaksanakan penelitian guna melengkapi tugas akhir. Tujuan penelitian ini adalah untuk mengetahui pengaruh konsumsi ramah lingkungan terhadap kunjungan wisata ke gunung bromo.

Apabila Anda memenuhi kriteria berikut:
1. Warga negara indonesia
2. Minimal usia 17 tahun
3. Pernah berkunjung ke gunung bromo

Saya memohon kesediaan Anda untuk meluangkan waktu sekitar 3-5 menit untuk mengisi survei penelitian ini. Seluruh data yang Anda berikan pada penelitian ini akan dijaga kerahasiaannya.

Terima kasih atas kesediaan anda dalam mengisi survei penelitian ini. Semoga Anda selalu diberikan kesehatan & rizki yang lancar aamiin.

Wassalamualaikum Wr. Wb.

1. Jenis Kelamin *

   Mark only one oval.

   - ◯ laki-laki
   - ◯ Perempuan

2. Usia *

   Mark only one oval.

   - ◯ 17 sampai 25 tahun
   - ◯ 26 sampai 35 tahun
   - ◯ 36 sampai 45 tahun
   - ◯ Lebih dari 45 tahun

3. Pendidikan terakhir *

   Mark only one oval.

   - ◯ SD – SMP
   - ◯ SMA/Sederajat
   - ◯ Diploma/Sarjana
   - ◯ Magister
   - ◯ Other: _____

4. Pengeluaran rata-rata Anda per bulan *

Mark only one oval.

- ◯ a. Kurang dari Rp 1.500.000,-
- ◯ b. Rp 1.500.000,- Rp 3.000.000,-
- ◯ c. Rp 3.000.000,- Rp 5.000.000,-
- ◯ d. Rp. 5.000.00 – RP 10.000.000
- ◯ Other: _____

5. Pekerjaan Anda *

Mark only one oval.

- ◯ PNS/TNI/POLRI
- ◯ Wiraswasta
- ◯ Mahasiswa / pelajar
- ◯ Pegawai Swasta
- ◯ Belum bekerja
- ◯ Ibu rumah tangga
- ◯ Other: _____

6. Kota/Kabupaten tempat tinggal anda sekarang *

_____

Pengalaman Informasi

Pernyataan berikut ini berkaitan dengan pengalaman, keluhan & kesan Bapak/Ibu/Saudara/I rasakan selama
berwisata di gunung bromo.

7. Berapa kali pernah berkunjung di Gunung Bromo ? *

Check all that apply.

- [ ] Sekali
- [ ] Dua Kali
- [ ] Lebih dari dua kali

8. Hal yang paling unik & istimewa di Gunung Bromo *

_____

_____

_____

_____

_____

9. Sebutkan alasan Anda berwisata di obyek alam terbuka seperti Gunung Bromo? * (boleh mengisi lebih dari satu)

Check all that apply.

- [ ] Kesehatan mental (mengurangi stress)
- [ ] Kesehatan fisik
- [ ] Tugas sekolah/kuliah
- [ ] Bagian dari pekerjaan kantor
- [ ] Mencari ilmu
- [ ] Mencari hiburan
- [ ] Other: _____

10. Apa yang masih perlu diperbaiki dari destinasi wisata Gunung Bromo ini? (Boleh memilih lebih dari satu) *

Check all that apply.

- [ ] Keamanan
- [ ] Akomodasi
- [ ] Transportasi
- [ ] Kebersihan lingkungan
- [ ] Parkir
- [ ] Sarana Publik
- [ ] Ketersediaan shopping sayur/suvenir/oleh-oleh
- [ ] Other: _____

(Pengalaman wisata alam & aspek pendidikan)

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

11. Pengalaman berwisata di Gunung Bromo membuat saya lebih belajar mengenal lingkungan. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

12. Saya belajar banyak dari mengunjungi Gunung Bromo. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

13. Pengalaman mengunjungi Gunung Bromo merangsang rasa ingin tahu saya untuk mempelajari hal-hal baru. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

14. Mengunjungi Gunung Bromo adalah pengalaman belajar yang nyata. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

15. Mengunjungi Gunung Bromo mendidik saya memahami lingkungan. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

16. Mengunjungi Gunung Bromo menambah keterampilan saya peduli terhadap lingkungan. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

Aspek Estetika

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

17. Saya merasakan harmoni dengan alam dari berwisata di Gunung Bromo. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

18. Berada di lokasi pegunungan sudah membuatku senang. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

19. Pengelolaan wisata gunung bromo baru-baru ini sangat menarik. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

20. Pengelola pariwisata di Gunung Bromo cukup mengedepankan hal-hal detail dalam layanan seperti keamanan, parkir maupun kebersihan. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

21. Pengelolaan wisata di Gunung Bromo mampu memanjakan selera saya terhadap alam. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

Aspek Hiburan

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

22. Aktivitas warga lokal cukup menghibur untuk ditonton seperti misal bertanam sayur, berjualan, berkuda dll. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

23. Saya sangat menikmati melihat aktivitas sehari-hari warga lokal. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

24. Aktivitas warga lokal benar-benar menghibur untuk mengisi waktu wisata disini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

25. Mengamati kesibukan warga lokal bromo cukup memberikan kesenangan tersendiri. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

Melepaskan Diri

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

26. Saya benar-benar melarikan diri dari kenyataan kehidupan saya selama wisata di gunung bromo baru-baru ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

27. Saya bisa melupakan tentang rutinitas harian saya selama wisata gunung bromo baru-baru ini *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

28. Saya merasa seperti tinggal di waktu yang berbeda selama berwisata di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

29. Saya merasa seperti tinggal di tempat yang berbeda selama berwisata di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

Pengalaman wisata gunung yang berkesan

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

30. Saya sangat terkesan dengan pengalaman berwisata di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

31. Aktivitas wisata di Gunung Bromo ini cukup memanjakan saya dengan ragam kegiatannya. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

32. Saya sangat menikmati pengalaman berwisata di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

33. Saya merasa bahagia dengan pengalaman berwisata di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

Kebaruan

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

34. Pengalaman berwisata di Gunung Bromo ini adalah salah satu dari pengalaman menarik seumur hidup. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

35. Pengalaman berwisata di Gunung Bromo ini unik. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

36. Pengalaman berwisata di Gunung Bromo ini berbeda dari yang sebelumnya. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

37. Saya mendapatkan pengalaman baru dari berwisata di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

Budaya Lokal

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

38. Saya memiliki kesan yang baik tentang orang-orang lokal di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

39. Saya terlibat dekat dengan budaya lokal selama kunjungan saya di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

40. Orang-orang lokal di sektar Gunung Bromo ramah. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

Penyegaran/Refreshing

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

41. Pengalaman wisata di Gunung Bromo ini menawarkan kebebasan. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

42. Saya menikmati nuansa kebebasan selama berwisata di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

43. Saya mendapatkan pengalaman wisata pegunungan yang menyegarkan. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

44. Saya mendapatkan pengalaman revitalisasi diri dengan mengunjungi Gunung Bromo ini.. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

kebermaknaan

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

45. Saya merasa melakukan sesuatu yang berarti dalam berwisata di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

46. Saya merasa melakukan hal penting dalam berwisata di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

47. Saya belajar tentang diri saya sendiri selama berwisata di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

keterlibatan

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

48. Gunung Bromo ini salah satu tempat yang sangat ingin saya kunjungi dalam wisata alam. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

49. Saya menikmati kegiatan yang memangt ingin saya lakukan di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

50. Saya tertarik dengan kegiatan utama dari mendaki Gunung Bromo ini *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

pengetahuan

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

51. Saya berkesempatan untuk mengeksplorasi saat berwisata di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

52. Saya mendapatkan pengetahuan baru dengan berwisata di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

53. Saya berkesempatan belajar budaya baru selama berwisata di Gunung Bromo ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

Keterikatan dengan alam

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

54. Saya kadang merasa bisa menyatu dengan alam dimana saya berada. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

55. Saat saya ditengah alam, saya memikirkannya sebagai bagian dari komunitas alam tersebut. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

56. Saya mengenali dan menghargai kecerdasan yang dimiliki mahluk-mahluk liar yang hidup disekitar lingkungan ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

57. Ketika saya memikirkan hidup saya, saya membayangkan diri saya menjadi bagian dari proses siklus kehidupan yang lebih besar. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

58. Saya bisa merasakan kedekatan hubungan dengan hewan dan tumbuhan. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

59. Saya merasa seolah-olah Bumi milik saya dan sebaliknya. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

60. Saya sangat memahami bahwa segala tindakan saya akan berdampak pada lingkungan alam. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

Kesadaran Lingkungan

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

61. Saya memiliki kekahaawatiran tentang keberlanjutan lingkungan alam ini. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

62. Untuk mencapai pembangunan berkelanjutan, orang harus hidup selaras dengan alam. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

63. Keseimbangan alam sangat rentan dan mudah rusak. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

64. Saya bersedia mengontrol konsumsi saya untuk menjaga kelestarian alam berkelanjutan. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

Konsumsi Ramah Lingkungan

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

- 1. Sangat Tidak Setuju (STS)
- 2. Tidak Setuju (TS)
- 3. Agak Tidak Setuju (ATS)
- 4. Agak Setuju (AS)
- 5. Setuju (S)
- 6. Sangat Setuju (SS)

65. Saya akan membeli produk ramah lingkungan untuk penggunaan pribadi. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

66. Saya bersedia membeli produk ramah lingkungan untuk penggunaan pribadi. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

67. Saya akan selalu berusaha untuk membeli produk ramah lingkungan. *

Mark only one oval.

1	2	3	4	5	6
◯	◯	◯	◯	◯	◯

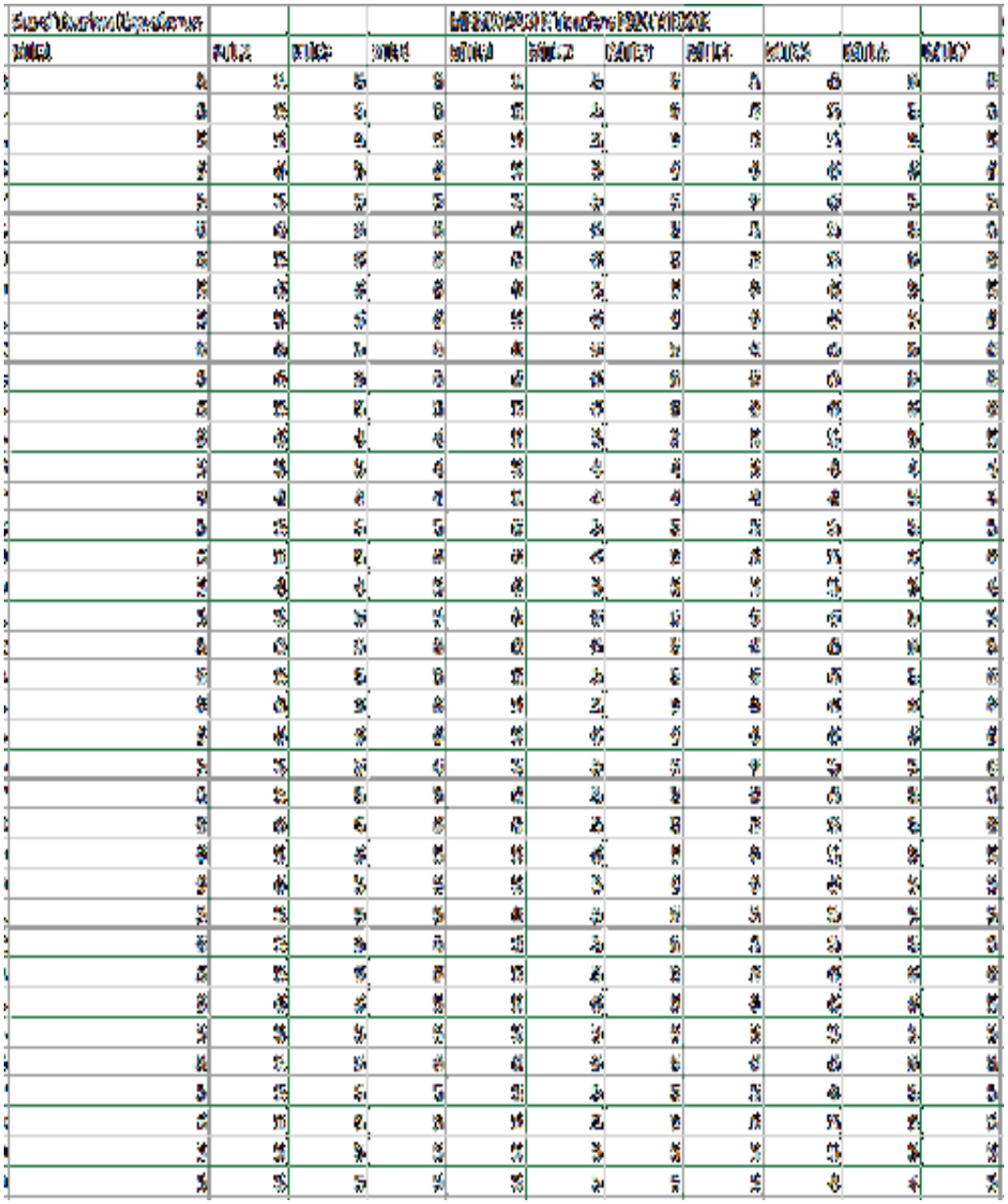
Appendix 2

Rural Tourism Experience				MEMORABLE Tourism EXPERIENCE						
RTE1	RTE2	RTE3	RTE4	MTE1	MTE2	MTE3	MTE4	MTE5	MTE6	MTE7
4	4	4	4	4	4	4	4	4	4	4
4	5	5	5	5	5	4	4	4	4	4
5	5	4	5	5	5	5	0	5	4	0
5	5	4	5	5	4	5	4	5	4	4
0	0	0	5	0	5	5	5	5	4	4
4	4	5	4	5	4	5	4	5	5	4
4	5	4	4	4	5	4	5	4	5	5
4	5	5	5	4	4	5	4	4	4	5
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	4	4
0	0	0	0	0	0	0	0	0	0	0
4	5	5	4	5	4	4	4	4	4	5
4	4	4	4	4	4	4	4	5	4	4
5	5	5	0	5	5	5	0	5	5	5
0	0	0	5	0	0	0	0	0	0	0
5	5	5	5	5	5	4	5	5	5	5
0	0	0	5	0	0	0	0	0	5	0
0	0	0	0	0	5	5	0	0	0	0
4	5	4	5	5	5	5	5	5	4	5
5	5	5	4	5	5	5	4	4	5	5
5	5	5	5	5	5	5	5	5	5	5
0	5	4	5	5	0	5	0	0	5	5
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5
0	0	5	5	0	0	5	5	0	0	0
0	5	5	4	4	4	4	4	4	4	4
5	5	4	5	5	5	5	5	5	4	5
0	0	0	0	0	5	5	0	5	0	0
5	4	4	5	5	4	4	5	4	4	4
5	5	4	4	5	5	4	5	5	5	5
0	0	0	0	0	0	0	0	0	0	0
5	5	4	0	0	0	5	0	0	0	0
5	0	5	0	0	0	0	0	0	0	0
5	5	5	5	5	5	5	5	4	5	5
5	5	5	4	5	5	5	5	5	5	5
5	5	4	4	5	5	4	5	4	5	5
0	5	0	5	0	0	4	0	5	0	5
0	0	0	0	0	0	5	0	5	5	0

Rural Tourism Experience				MEMORABLE Tourism EXPERIENCE						
RTE1	RTE2	RTE3	RTE4	MTE1	MTE2	MTE3	MTE4	MTE5	MTE6	MTE7
5	5	5	4	5	5	4	5	4	5	5
5	5	6	6	6	5	5	5	5	5	5
6	6	5	5	5	5	5	6	6	6	5
5	5	5	5	5	5	5	5	5	5	5
6	5	6	6	6	6	5	6	6	6	6
5	5	5	5	6	6	5	6	5	5	5
4	5	5	6	6	5	4	6	5	6	5
5	5	5	5	5	6	5	5	5	5	5
5	5	5	5	5	5	5	5	5	4	5
4	5	5	4	5	5	5	5	5	5	5
4	4	5	4	5	5	4	5	5	5	5
6	5	4	5	6	5	4	5	4	6	5
5	5	5	4	5	4	4	5	4	5	5
5	5	4	5	5	5	4	5	4	5	5
4	4	4	5	4	4	5	4	5	5	4
5	5	5	5	6	5	5	6	5	5	5
6	6	6	6	6	6	6	6	5	6	6
5	5	5	5	5	5	5	5	5	5	5
4	5	4	6	6	5	4	6	5	6	5
5	5	5	5	5	5	5	5	5	5	5
6	5	5	5	6	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5
5	4	5	4	4	4	4	4	4	5	5
4	4	4	6	6	4	4	4	4	5	5
5	5	2	5	5	5	3	4	5	5	4
6	6	6	6	5	6	5	6	5	6	6
5	5	5	6	6	6	5	6	5	6	6
6	6	6	6	6	5	5	6	5	5	5
5	4	5	3	4	5	5	5	5	5	5
5	4	5	4	4	4	3	3	3	4	3
4	5	4	5	5	5	4	5	5	5	4
5	5	5	4	5	5	5	5	5	5	5
4	5	5	5	5	6	4	5	4	4	4
5	6	5	5	5	4	5	5	5	5	5
5	5	5	5	5	5	5	5	4	4	4
5	5	5	5	5	5	5	5	4	5	5
6	5	6	5	6	5	5	6	5	5	5
6	5	6	6	6	5	5	5	5	5	5

Rural Tourism Experience				MEMORABLE Tourism EXPERIENCE						
RTE1	RTE2	RTE3	RTE4	MTE1	MTE2	MTE3	MTE4	MTE5	MTE6	MTE7
5	4	5	4	5	5	4	4	5	4	5
6	5	6	5	6	5	5	6	5	5	5
5	5	6	6	6	5	5	6	5	6	5
4	4	5	5	5	5	4	4	4	4	3
6	5	4	5	6	6	5	5	5	4	5
5	5	5	4	5	5	4	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6
6	5	6	5	5	5	5	6	4	4	6
4	5	4	4	4	4	4	4	3	4	4
6	6	5	5	6	5	5	5	5	6	5
5	5	5	5	5	5	5	5	5	5	5
6	5	5	5	5	5	5	5	5	5	5
5	5	5	6	6	6	5	6	6	6	6
5	5	5	5	5	5	5	4	4	4	4
5	5	3	5	6	6	5	5	5	5	5
6	6	6	5	6	6	4	5	4	6	6
6	6	6	5	6	6	5	6	6	6	6
5	5	5	5	5	5	5	5	5	5	5
5	4	5	4	5	5	4	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5
5	5	5	6	5	5	5	5	4	5	5
6	5	4	5	5	5	4	5	5	4	5
4	5	5	5	5	5	4	5	5	5	4
5	5	5	6	6	5	6	5	5	4	5
6	6	6	5	6	5	6	6	6	6	6
5	4	4	4	5	5	5	5	4	4	5
5	5	4	4	5	6	4	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5
5	6	6	6	6	6	6	6	6	6	6
4	5	4	4	4	4	3	4	4	4	3
6	6	5	5	5	5	5	5	5	6	5
4	4	5	5	6	5	5	5	4	4	5
5	5	5	5	5	4	5	5	6	5	5
6	5	5	5	5	5	5	5	5	5	6
5	5	5	5	5	5	6	6	5	5	6
6	6	6	6	6	6	6	6	6	6	6
5	5	5	6	6	6	6	5	6	6	5
4	5	5	4	5	4	4	4	4	4	4

Rural Tourism Experience				MEMORABLE Tourism EXPERIENCE							
RTE1	RTE2	RTE3	RTE4	MTE1	MTE2	MTE3	MTE4	MTE5	MTE6	MTE7	
5	5	4	5	5	5	4	5	5	5	5	
5	5	4	3	5	5	4	4	4	4	4	
5	5	5	5	6	5	4	5	5	5	5	
5	6	5	6	6	5	5	5	5	5	5	
5	5	5	5	5	5	5	5	5	5	5	
5	5	4	5	6	6	6	5	5	5	4	
5	5	5	5	6	6	5	5	6	6	5	
4	5	4	4	4	4	4	4	4	4	4	
5	5	5	5	5	5	4	4	5	4	5	
6	5	5	5	5	5	6	5	5	5	5	
5	5	6	5	5	5	5	5	5	5	5	
5	5	5	5	5	5	4	5	4	4	4	
5	6	1	6	6	6	6	6	6	5	5	
6	5	5	4	6	6	4	6	6	5	5	
5	5	5	5	5	5	4	5	5	5	5	
5	4	5	5	5	5	4	5	5	5	5	
5	5	6	5	6	5	5	5	5	5	5	
5	5	6	6	5	6	6	6	5	5	6	
5	4	4	4	4	4	4	4	4	4	4	
4	4	4	4	4	4	4	4	4	4	4	
4	4	4	4	4	4	4	4	4	4	4	
4	4	4	4	4	4	4	4	4	4	4	
4	4	4	4	4	4	4	4	4	4	4	
5	5	5	5	5	5	5	5	5	5	5	
6	6	6	6	6	6	6	6	6	6	6	
4	4	4	4	4	4	4	4	4	4	4	
5	5	5	5	5	5	5	5	5	5	5	
5	5	5	5	5	5	5	5	5	5	5	
5	5	5	5	5	5	5	5	5	5	5	
5	5	5	5	5	5	5	5	5	5	5	
6	5	5	4	5	5	4	4	5	5	4	
5	5	5	5	5	5	5	5	5	5	5	
5	5	5	5	5	5	5	5	5	5	5	
5	5	5	5	5	5	5	5	5	5	5	
5	5	5	5	5	5	5	5	4	5	5	
5	5	5	5	5	5	5	5	5	5	5	
5	5	6	4	6	6	4	5	5	4	5	
5	5	5	5	5	4	5	4	3	4	4	



Rural Tourism Experience				MEMORABLE Tourism EXPERIENCE						
RTE1	RTE2	RTE3	RTE4	MTE1	MTE2	MTE3	MTE4	MTE5	MTE6	MTE7
5	5	6	6	6	6	5	6	6	6	5
5	5	5	5	5	5	5	5	5	5	5
4	4	5	5	5	5	4	5	5	5	4
5	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4
5	4	4	4	4	4	4	4	4	4	4
6	6	6	6	6	6	5	6	5	6	5
5	5	5	5	5	5	5	5	5	5	5
5	5	6	6	6	6	5	6	6	6	5
4	4	5	5	5	5	4	5	5	5	4
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	4	5	5
5	5	5	5	5	5	5	5	4	4	5
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	4	5
4	4	5	5	5	5	5	5	5	4	5
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	6	5
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	4	5	5
4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	4	4	5
5	5	5	5	5	5	5	5	5	5	5
4	4	5	5	5	5	4	5	5	5	4
4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	4	5
6	6	6	6	5	6	6	6	6	6	6
5	5	6	6	5	5	5	6	5	5	5

CONNECTEDNESS TO NATURE							ENVIRONMENTAL AWARENESS				GREEN CONSUMPTION		
CTN1	CTN2	CTN3	CTN4	CTN5	CTN6	CTN7	EA1	EA2	EA3	EA4	GP1	GP2	GP3
4	4	4	4	4	4	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	5	5	5
5	5	5	5	5	6	6	6	6	6	5	5	6	6
6	4	4	4	5	4	4	4	4	4	6	6	6	6
4	4	4	4	4	4	4	6	4	4	4	4	4	4
4	4	3	4	4	4	5	5	5	3	5	3	5	4
5	5	5	5	4	5	5	5	5	5	5	5	5	5
4	4	4	4	4	5	4	4	5	4	4	4	5	5
5	5	5	5	3	6	3	5	5	5	4	4	4	4
5	5	3	3	3	5	3	5	3	5	5	5	5	5
6	6	5	5	5	6	5	6	6	6	6	6	6	6
3	3	4	3	3	4	4	5	5	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4
6	6	6	6	6	6	6	6	6	6	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6	6	6
5	5	5	5	5	6	6	6	6	6	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6	6	6
5	5	6	6	6	5	6	6	6	6	5	4	3	3
4	4	5	5	4	4	4	5	5	5	5	4	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	4	6	5	6	6	6	6	6	6	6
4	2	5	4	5	5	5	5	5	5	5	5	5	5
5	3	5	3	3	5	5	5	5	4	4	4	4	4
6	6	3	6	3	6	5	5	5	5	5	5	5	5
4	5	4	4	4	4	6	6	6	6	6	6	6	6
5	5	5	5	5	5	5	5	5	5	5	5	3	3
6	6	6	6	6	6	6	6	6	6	6	6	6	6
4	4	4	4	4	5	5	5	5	5	5	5	5	5
4	4	5	5	5	5	5	6	6	6	6	4	5	4
6	6	6	6	6	6	6	6	6	6	6	5	6	6
6	6	6	6	6	6	6	6	6	6	6	6	6	6
6	5	6	6	1	6	6	6	5	6	6	6	6	6
5	5	4	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	5	4	4	4	5	5	5	5	5	5	5	5
4	5	5	3	1	6	6	6	6	6	5	5	6	6
6	6	6	6	6	6	6	6	6	6	6	6	6	6

CONNECTEDNESS TO NATURE							ENVIRONMENTAL AWARENESS				GREEN CONSUMPTION		
CTN1	CTN2	CTN3	CTN4	CTN5	CTN6	CTN7	EA1	EA2	EA3	EA4	GP1	GP2	GP3
5	5	5	4	2	5	5	5	4	5	5	5	5	5
5	5	5	5	4	4	5	6	6	6	5	5	4	4
6	5	5	6	5	6	5	6	6	6	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5
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5	6	6	6	6	5	5	6	5	6	4	5	6	6
6	5	6	5	4	4	5	5	5	5	4	4	4	4
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5	5	5	5	4	5	5	5	5	5	5	5	5	5
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5	5	5	5	5	5	5	5	5	5	5	5	5	5
6	6	5	4	3	6	4	4	4	5	5	6	6	6
5	5	5	5	5	5	4	5	4	5	5	5	5	5
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4	4	4	4	4	4	4	4	4	4	4	4	4	4
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6	4	6	6	6	6	6	5	5	6	6	6	6	6
4	6	5	4	4	5	5	5	6	6	6	6	5	5
5	6	6	6	1	6	6	4	5	6	5	6	6	6
5	5	5	5	5	5	4	4	4	4	4	5	5	5
4	4	4	2	2	5	5	5	5	5	5	5	5	5
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3	3	2	2	2	2	2	5	5	4	3	2	2	2
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5	5	5	5	5	5	5	5	5	5	5	4	5	5
6	5	5	5	2	5	5	6	5	5	5	5	5	5
5	5	5	5	4	5	5	5	5	5	5	5	5	5

CONNECTEDNESS TO NATURE							ENVIRONMENTAL AWARENESS				GREEN CONSUMPTION		
CTN1	CTN2	CTN3	CTN4	CTN5	CTN6	CTN7	EA1	EA2	EA3	EA4	GP1	GP2	GP3
5	5	5	5	5	5	5	5	5	5	5	5	5	5
6	6	5	5	6	5	5	5	6	5	5	6	5	5
5	2	3	3	3	3	4	6	6	5	6	6	6	6
2	2	5	2	2	6	5	5	5	6	4	4	4	4
5	5	5	5	5	6	6	6	6	6	5	5	5	5
5	5	5	5	3	5	5	5	4	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6	6	6
6	6	6	6	4	6	4	6	4	6	4	4	4	4
3	3	4	3	3	4	4	5	5	5	5	5	5	5
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CONNECTEDNESS TO NATURE							ENVIRONMENTAL AWARENESS				GREEN CONSUMPTION		
CTN1	CTN2	CTN3	CTN4	CTN5	CTN6	CTN7	EA1	EA2	EA3	EA4	GP1	GP2	GP3
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CONNECTEDNESS TO NATURE							ENVIRONMENTAL AWARENESS				GREEN CONSUMPTION		
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CONNECTEDNESS TO NATURE							ENVIRONMENTAL AWARENESS				GREEN CONSUMPTION		
CTN1	CTN2	CTN3	CTN4	CTN5	CTN6	CTN7	EA1	EA2	EA3	EA4	GP1	GP2	GP3
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Appendix 3

	JK				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[illegible]	143	[illegible]	[illegible]	[illegible]
	[illegible]	82	[illegible]	[illegible]	[illegible]
	Total	225	[illegible]	[illegible]	

	Usia				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 sampai 25 tahun	96	42,7	42,7	42,7
	26 sampai 35 tahun	64	[illegible]	[illegible]	[illegible]
	36 sampai 45 tahun	18	[illegible]	[illegible]	[illegible]
	Lebih dari 45 tahun	27	12,0	12,0	[illegible]
	Total	225	[illegible]	[illegible]	

	Pendidikan				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma/Sarjana	123	54,7	54,7	54,7
	Lainnya	1	0,4	,4	55,1
	Negeri	21	[illegible]	[illegible]	[illegible]
	SD – SMP	3	1,3	1,3	[illegible]
	[illegible]	77	[illegible]	[illegible]	[illegible]
	Total	225	[illegible]	[illegible]	

[illegible]

		Frequency	Percent	Valid Percent	Cumulative Percent
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	Total	[illegible]	[illegible]	[illegible]	

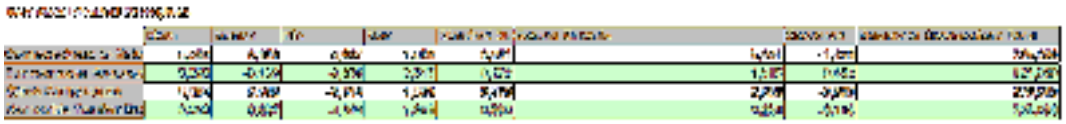
Pekerjaan

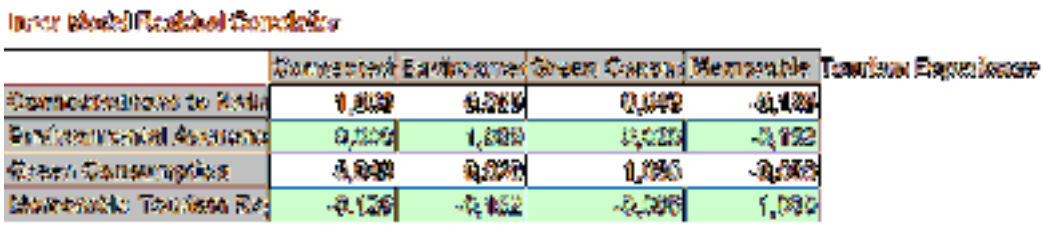
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	admin	1	0,4	,4	,4
	Asisten dosen	1	0,4	,4	,9
	Belum bekerja	12	5,3	5,3	6,2
	Bisnis	1	0,4	,4	6,7
	Dosen	2	0,9	,9	7,6
	entrepreneur	1	0,4	,4	8,0
	freelance	1	0,4	,4	8,4
	Freelance	1	0,4	,4	8,9
	Guru	5	2,2	2,2	11,1
	Ibu rumah tangga	9	4,0	4,0	15,1
	Kepala Madrasah/Guru	1	0,4	,4	15,6
	magang law firm	1	0,4	,4	16,0
	Mahasiswa / pelajar	46	20,4	20,4	36,4
	Pegawai Swasta	65	28,9	28,9	65,3
	Pengajar	1	0,4	,4	65,8
	Pensiunan	1	0,4	,4	66,2
	PNS/TNI/POLRI	18	8,0	8,0	74,2
	Psikolog	1	0,4	,4	74,7
	Reseller	1	0,4	,4	75,1
	Tenaga Kontrak	1	0,4	,4	75,6
	Wiraswasta	55	24,4	24,4	100,0
	Total	225	100,0	100,0	

Frekuensi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		12	5,1	5,1	5,1
	Dua Kali	56	24,9%	23.6	28.7
	Lebih dari dua kali	39	17,3%	16.5	45.1
	Sekali	129	57,3%	54.4	99.6
	Sekali, Lebih dari dua kali	1	0,4%	.4	100.0
	Total	225	100.0	100.0	
		225			

Appendix 4





Quality Criteria

R Square

	R Square	R Square Adjusted
Connectedness to Natu	0,563	0,561
Environmental Awarene	0,479	0,474
Green Consumption	0,406	0,401
Memorable Tourism Exp	0,677	0,675

f Square

	Connected	Environmer	Green Consur	Memorable	Rural Tourism Experience
Connectedness to Natu		0,116	0,053		
Environmental Awarene			0,207		
Green Consumption					
Memorable Tourism Exp	1,290	0,113			
Rural Tourism Experien				2,093	

Construct Reliability and Validity

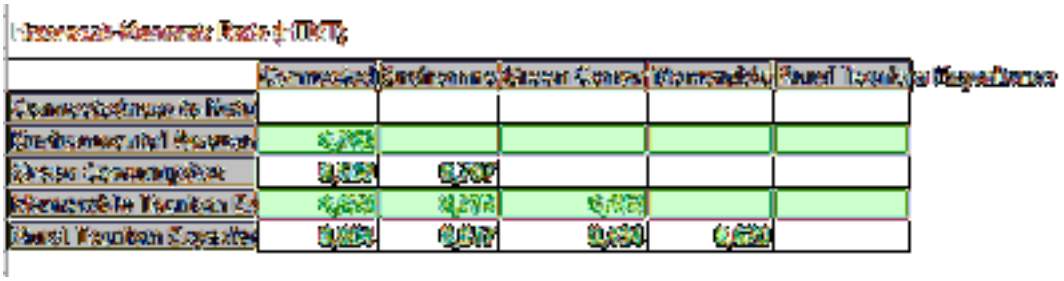
	Cronbach's	rho_A	Composite Re	Average Variance Extracted (AVE)
Connectedness to Natu	0,864	0,871	0,896	0,555
Environmental Awarene	0,753	0,755	0,842	0,573
Green Consumption	0,877	0,877	0,925	0,805
Memorable Tourism Exp	0,917	0,922	0,934	0,671
Rural Tourism Experien	0,797	0,806	0,868	0,622

Fornell - Larcker Criterion

	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]				
[illegible]	[illegible]	[illegible]			
[illegible]	[illegible]	[illegible]	[illegible]		
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Cross Loadings

	Connected	Environme	Green Consur	Memorable	Rural Tourism Experience
CTN1	0,760	0,406	0,412	0,645	0,555
CTN2	0,796	0,460	0,336	0,659	0,568
CTN3	0,813	0,459	0,388	0,570	0,503
CTN4	0,803	0,461	0,479	0,555	0,547
CTN5	0,573	0,325	0,289	0,386	0,306
CTN6	0,732	0,596	0,400	0,586	0,535
CTN7	0,709	0,622	0,447	0,475	0,457
EA1	0,470	0,768	0,274	0,515	0,525
EA2	0,432	0,730	0,369	0,456	0,497
EA3	0,533	0,833	0,392	0,581	0,564
EA4	0,502	0,691	0,713	0,410	0,345
GP1	0,481	0,576	0,855	0,464	0,433
GP2	0,488	0,529	0,881	0,336	0,295
GP3	0,460	0,538	0,952	0,384	0,379
MTE1	0,449	0,527	0,300	0,753	0,665
MTE2	0,560	0,517	0,330	0,832	0,649
MTE3	0,563	0,400	0,340	0,744	0,648
MTE4	0,667	0,573	0,366	0,887	0,737
MTE5	0,659	0,567	0,354	0,841	0,627
MTE6	0,639	0,545	0,402	0,822	0,668
MTE7	0,733	0,563	0,431	0,845	0,717
RTE1	0,570	0,494	0,377	0,604	0,781
RTE2	0,571	0,563	0,334	0,689	0,855
RTE3	0,460	0,413	0,293	0,548	0,729
RTE4	0,524	0,502	0,304	0,730	0,784

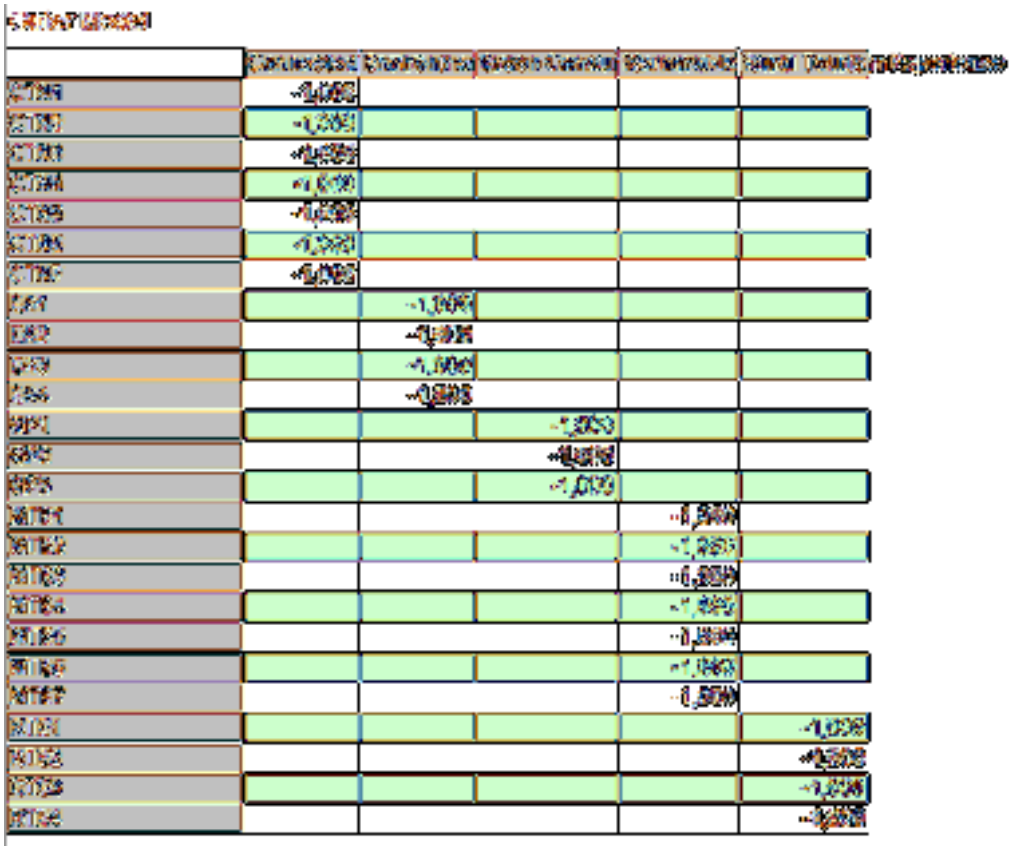


Outer VIF Values

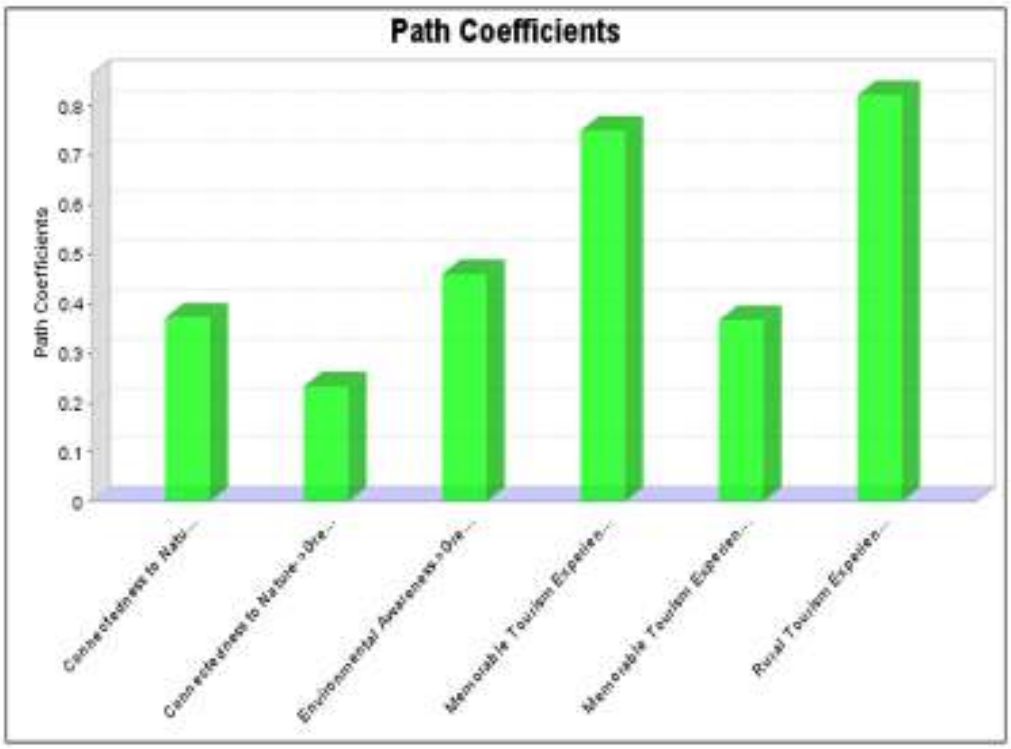
	VIF
CTN1	1,954
CTN2	2,388
CTN3	2,425
CTN4	2,259
CTN5	1,428
CTN6	1,824
CTN7	1,855
EA1	2,095
EA2	1,441
EA3	2,237
EA4	1,173
GP1	2,227
GP2	3,327
GP3	5,045
MTE1	2,086
MTE2	2,668
MTE3	1,973
MTE4	3,376
MTE5	2,726
MTE6	2,537
MTE7	2,805
RTE1	1,907
RTE2	2,213
RTE3	1,470
RTE4	1,578

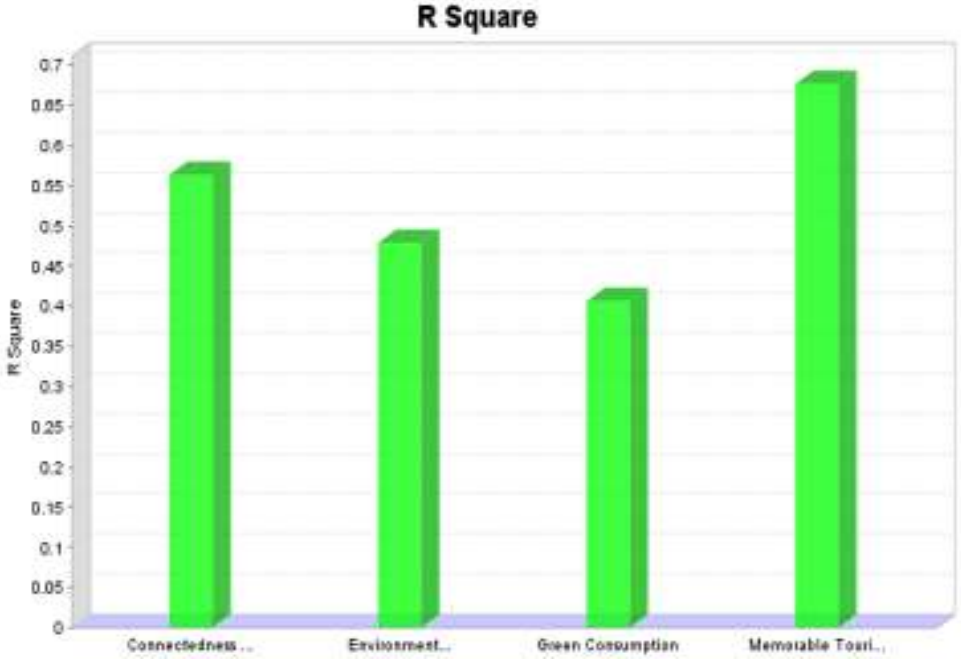
Inner Model

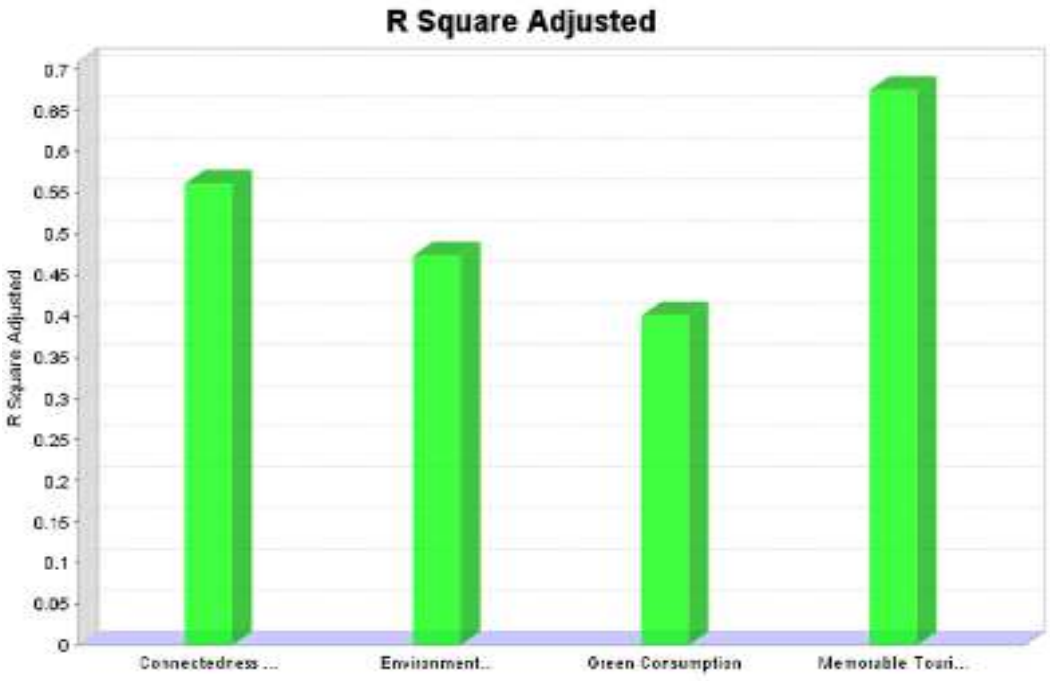
	Connected	Environme	Green Consur	Memorable	Rural Tourism Experience
Connectedness to Natu		1,000	1,000		
Environmental Awarene			1,000		
Green Consumption					
Memorable Tourism Ex	1,000	1,000			
Rural Tourism Experien				1,000	

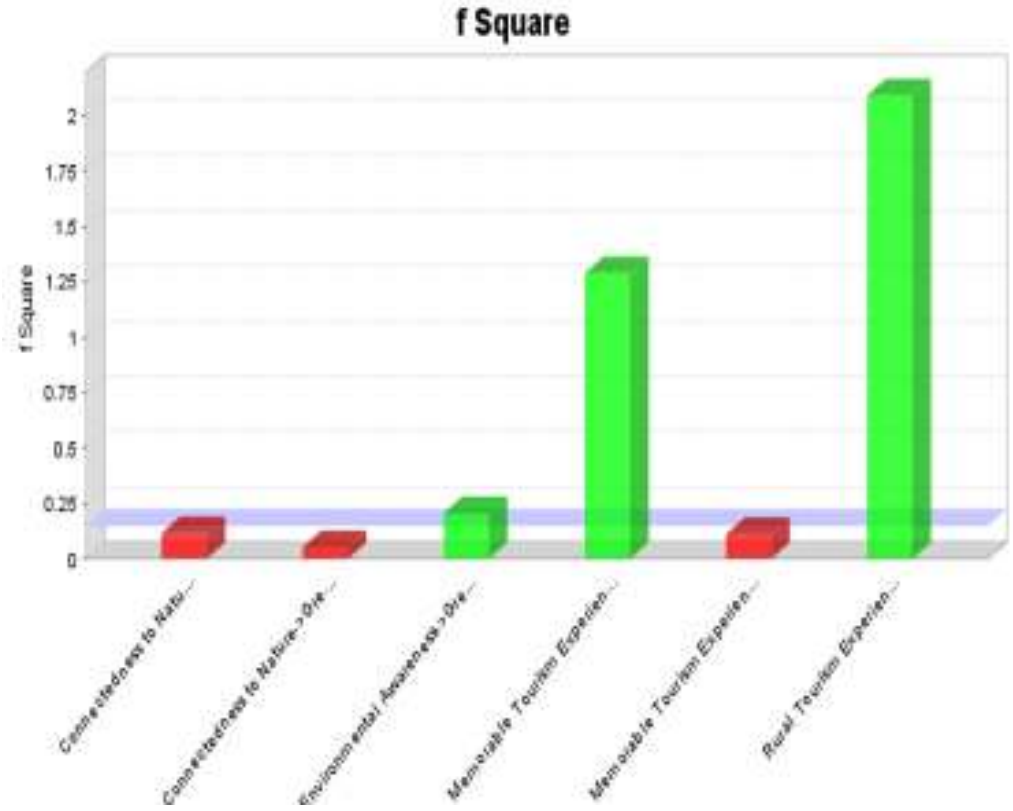


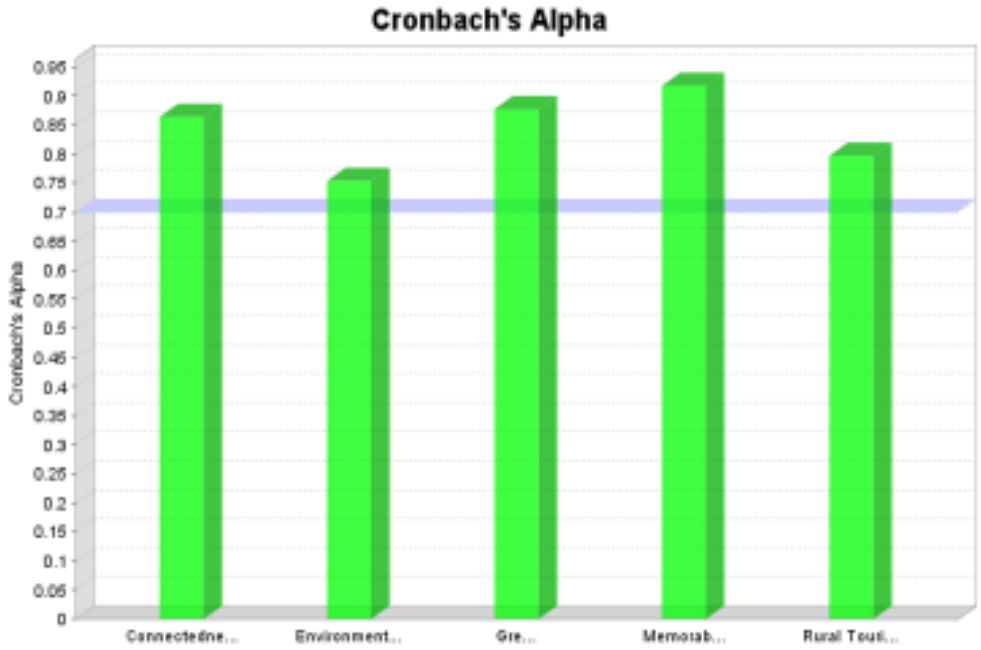
Appendix 5

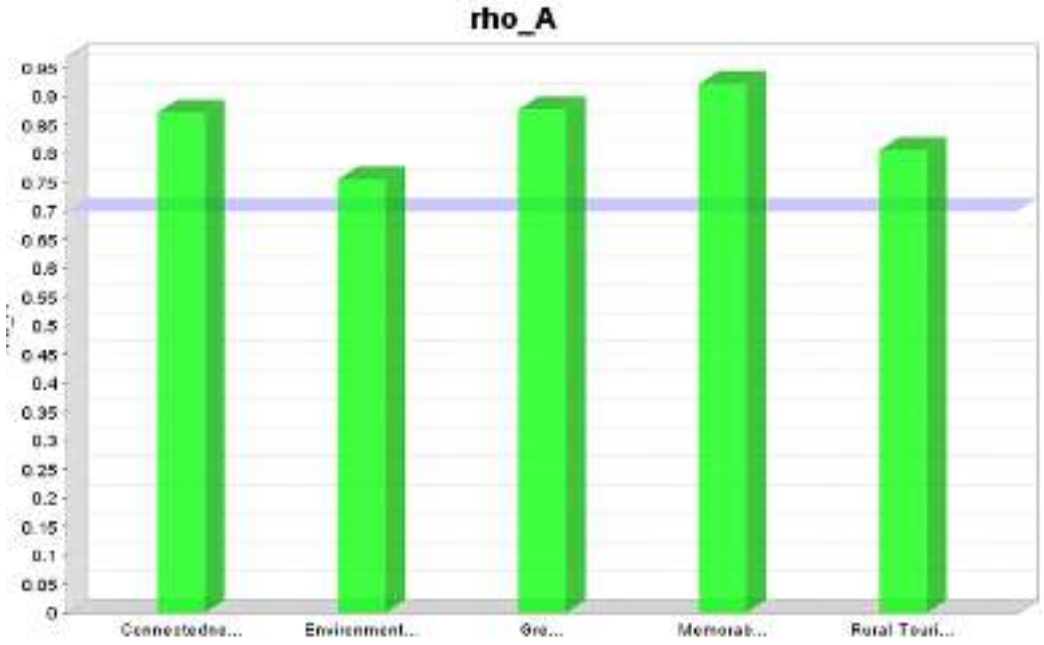

Path Coefficients
Path Coefficients
0.8
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0
Connectedness to Natu...
Connectedness to Nature -> Dre...
Environmental Awareness -> Dre...
Memorable Tourism Experien...
Memorable Tourism Experien...
Rural Tourism Experien...

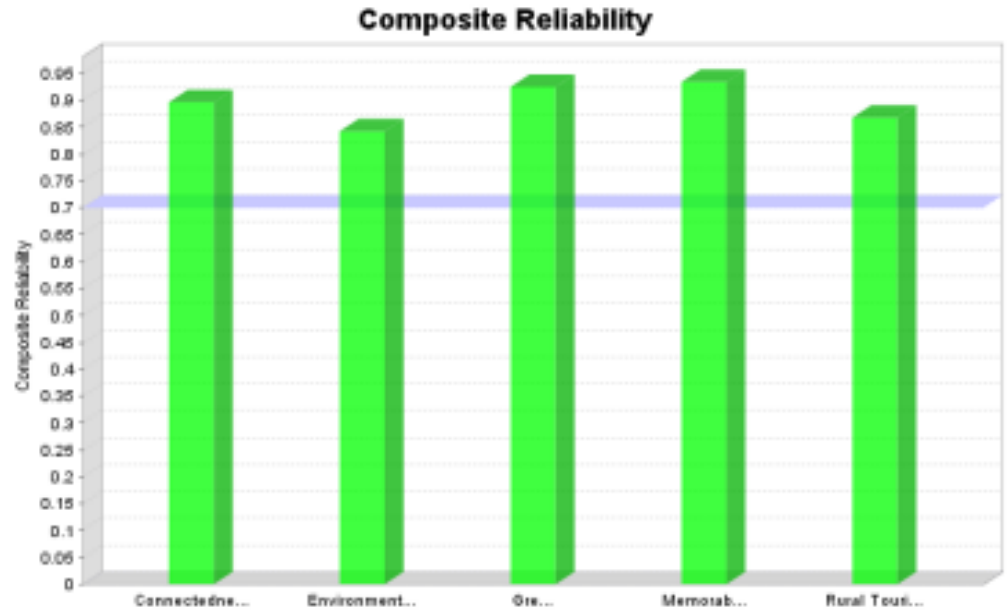

R Square
R Square
0.7
0.65
0.6
0.55
0.5
0.45
0.4
0.35
0.3
0.25
0.2
0.15
0.1
0.05
0
Connectedness ...
Environment...
Green Consumption
Memorable Touri...

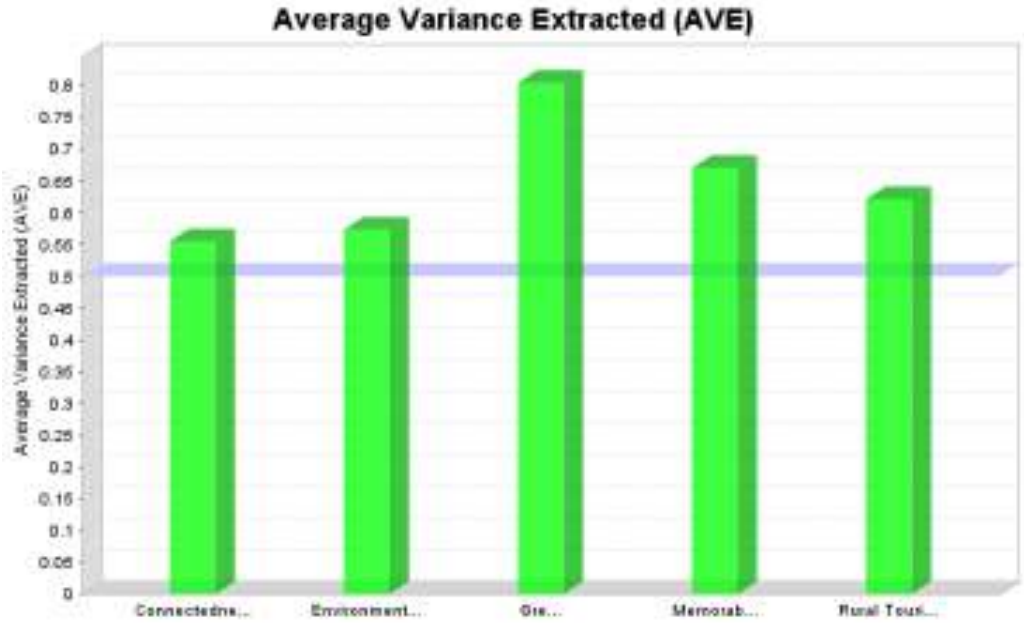

R Square Adjusted
R Square Adjusted
0.7
0.65
0.6
0.55
0.5
0.45
0.4
0.35
0.3
0.25
0.2
0.15
0.1
0.05
0
Connectedness ...
Environment...
Green Consumption
Memorable Touri...

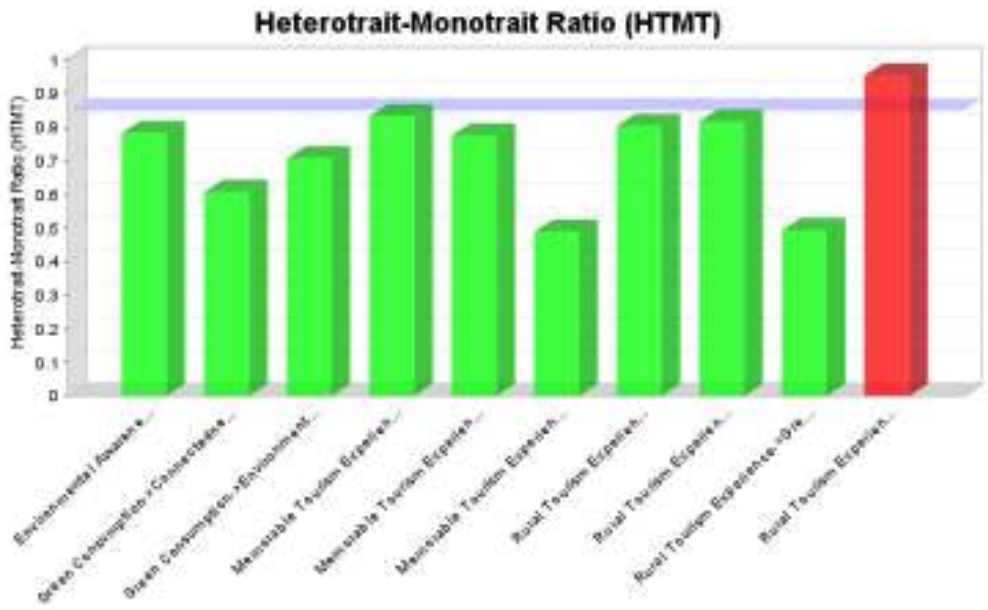

f Square
f Square
2
1.75
1.5
1.25
1
0.75
0.5
0.25
0
Connectedness to Natu...
Connectedness to Nature -> Gre...
Environmental Awareness -> Gre...
Memorable Tourism Experien...
Memorable Tourism Experien...
Rural Tourism Experien...


Cronbach's Alpha
Cronbach's Alpha
0.95
0.9
0.85
0.8
0.75
0.7
0.65
0.6
0.55
0.5
0.45
0.4
0.35
0.3
0.25
0.2
0.15
0.1
0.05
0
Connectedne...
Environment...
Gre...
Memorab...
Rural Touri...

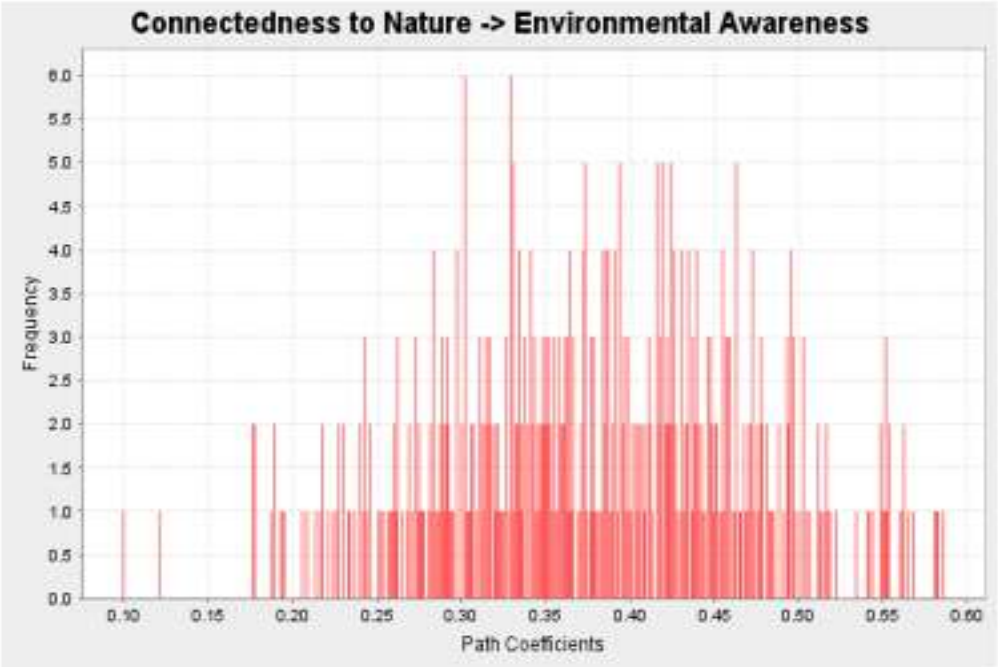

rho_A
0.95
0.9
0.85
0.8
0.75
0.7
0.65
0.6
0.55
0.5
0.45
0.4
0.35
0.3
0.25
0.2
0.15
0.1
0.05
0
Connectedne...
Environment...
Gre...
Memorab...
Rural Touri...

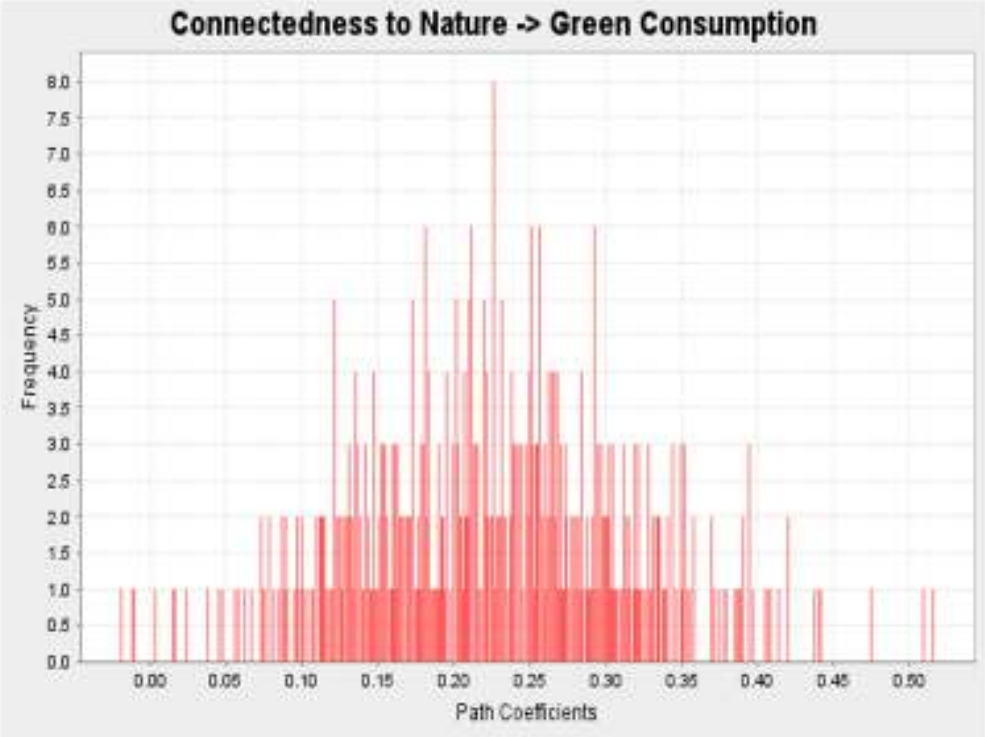

Composite Reliability
Composite Reliability
0.95
0.9
0.85
0.8
0.75
0.7
0.65
0.6
0.55
0.5
0.45
0.4
0.35
0.3
0.25
0.2
0.15
0.1
0.05
0
Connectedne...
Environment...
Gre...
Memorab...
Rural Touri...

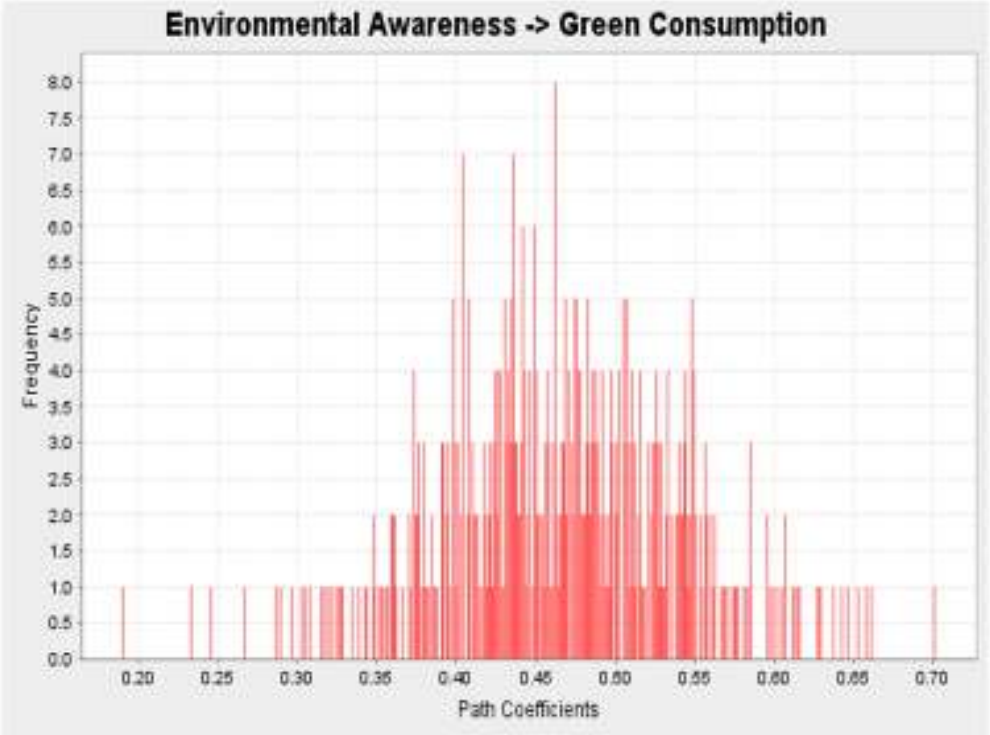

Average Variance Extracted (AVE)
Average Variance Extracted (AVE)
0.8
0.75
0.7
0.65
0.6
0.55
0.5
0.45
0.4
0.35
0.3
0.25
0.2
0.15
0.1
0.05
0
Connectedne...
Environment...
Gre...
Memorab...
Rural Touri...

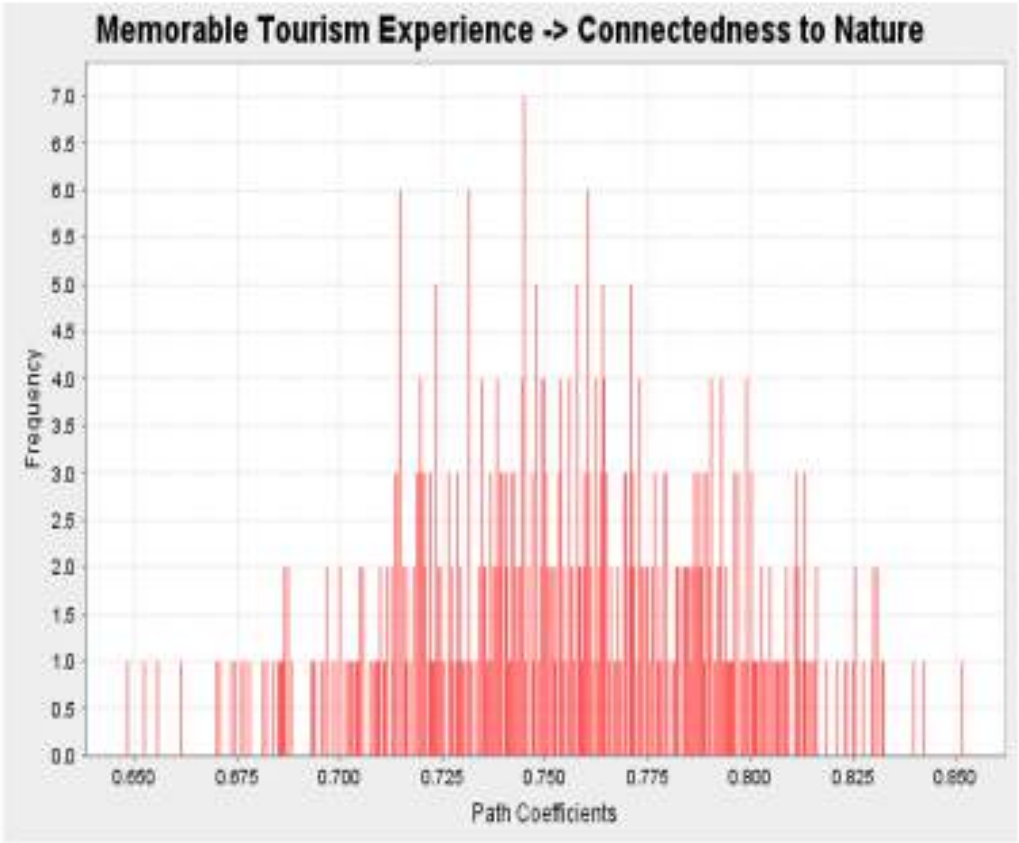

Heterotrait-Monotrait Ratio (HTMT)
Heterotrait-Monotrait Ratio (HTMT)
1
0.9
0.8
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0
Environmental Awarene...
Green Consumption > Consciousne...
Green Consumption > Environment...
Memorable Tourism Experien...
Memorable Tourism Experien...
Memorable Tourism Experien...
Rural Tourism Experien...
Rural Tourism Experien...
Rural Tourism Experience > Cre...
Rural Tourism Experien...

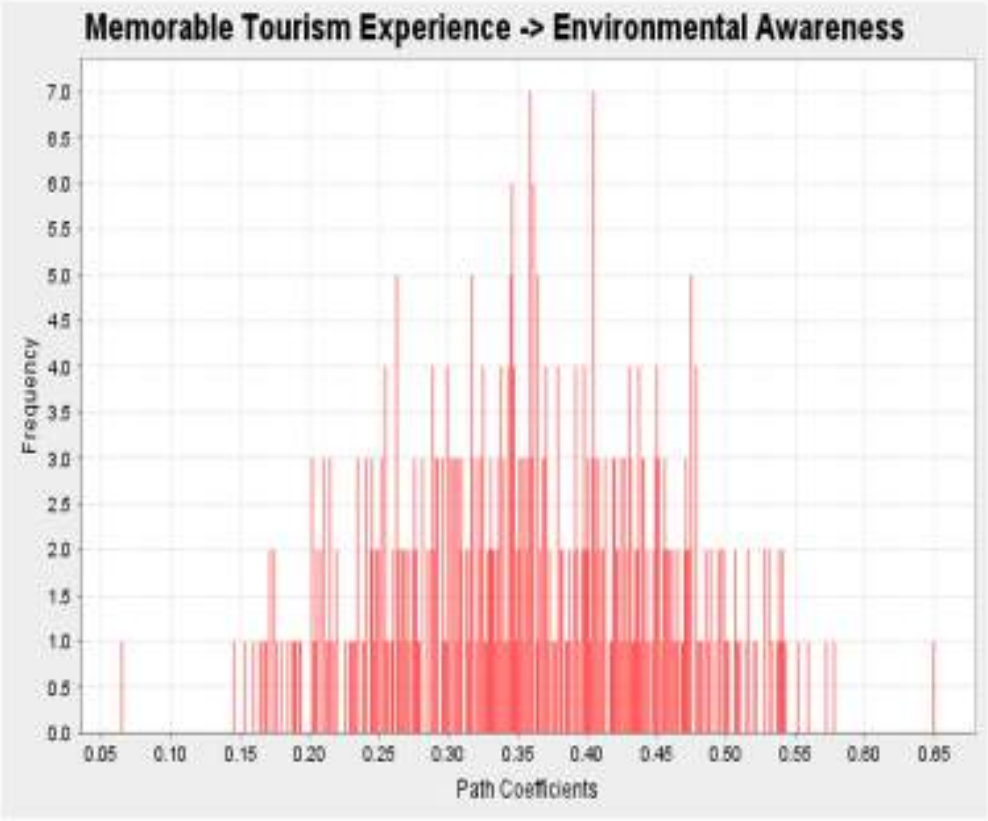
Appendix 6

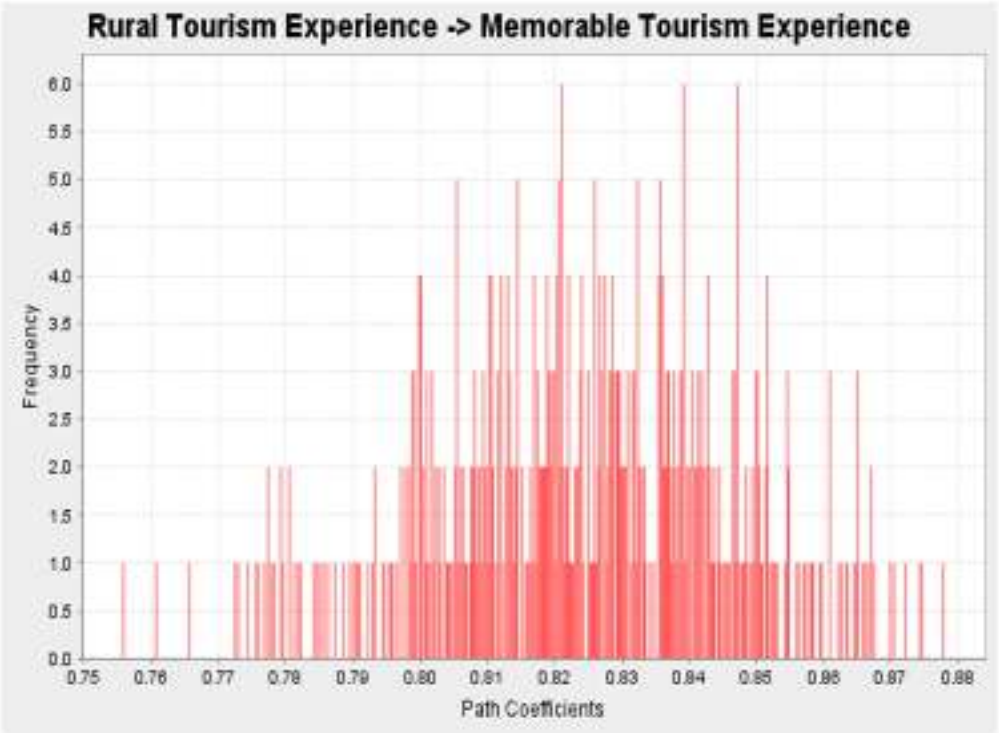

Connectedness to Nature -> Environmental Awareness
Frequency
Path Coefficients

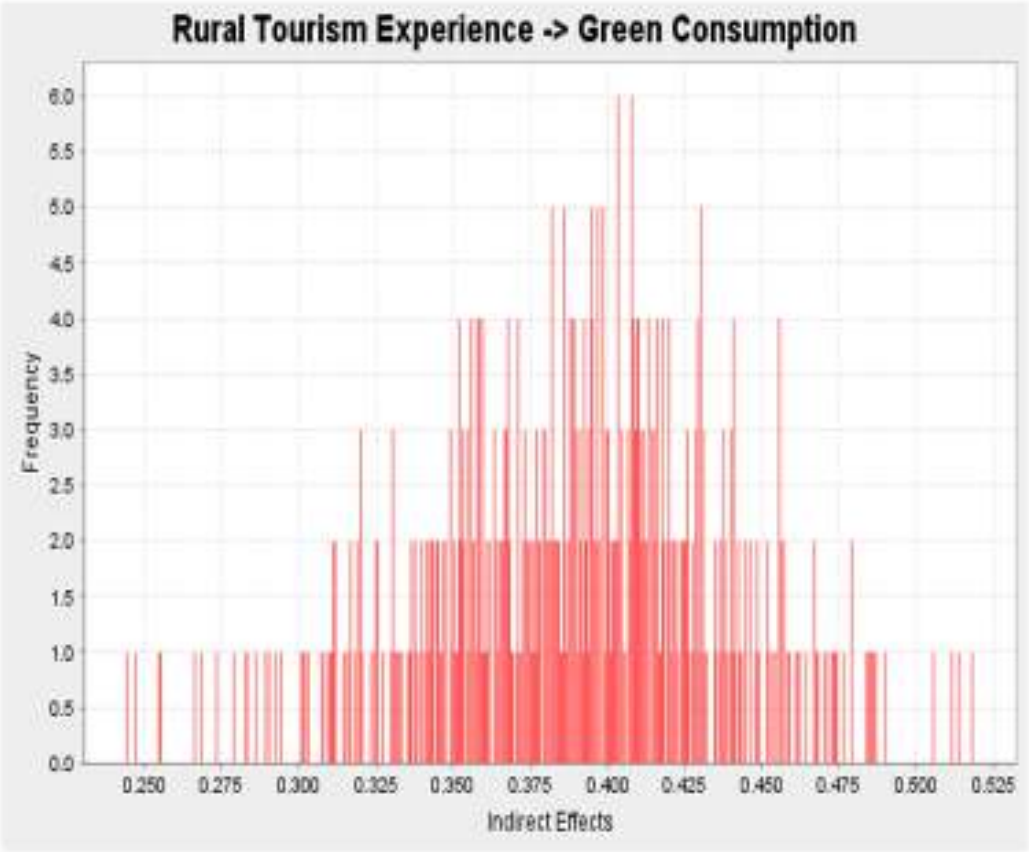

Connectedness to Nature -> Green Consumption
Frequency
Path Coefficients


Environmental Awareness -> Green Consumption
Frequency
Path Coefficients
0.0
0.5
1.0
1.5
2.0
2.5
3.0
3.5
4.0
4.5
5.0
5.5
6.0
6.5
7.0
7.5
8.0
0.20
0.25
0.30
0.35
0.40
0.45
0.50
0.55
0.60
0.65
0.70


Memorable Tourism Experience -> Connectedness to Nature
Frequency
Path Coefficients
0.0
0.5
1.0
1.5
2.0
2.5
3.0
3.5
4.0
4.5
5.0
5.5
6.0
6.5
7.0
0.650
0.675
0.700
0.725
0.750
0.775
0.800
0.825
0.850


Memorable Tourism Experience -> Environmental Awareness
Frequency
Path Coefficients


Rural Tourism Experience -> Memorable Tourism Experience
Frequency
Path Coefficients


Rural Tourism Experience -> Green Consumption
Frequency
6.0
5.5
5.0
4.5
4.0
3.5
3.0
2.5
2.0
1.5
1.0
0.5
0.0
0.250
0.275
0.300
0.325
0.350
0.375
0.400
0.425
0.450
0.475
0.500
0.525
Indirect Effects