

## TOWARDS SUSTAINABLE VOLCANO TOURISM: UNDERSTANDING VISIT INTENTIONS AT MOUNT ANAK KRAKATAU THROUGH DESTINATION CREDIBILITY AND ENVIRONMENTAL MOTIVATION

Usep SUHUD\* 

Faculty of Economics, Universitas Negeri Jakarta, Jakarta, Indonesia, e-mail: usuhud@unj.ac.id

Mamoon ALLAN 

Faculty of Archaeology and Tourism, University of Jordan, Amman, Jordan, e-mail: m.allan@ju.edu.jo

Wong Chee HOO 

Faculty of Business and Communications, INTI International University, Nilai, Malaysia, e-mail: cheehoo.wong@newinti.edu.my

Hafizh FITRIANNA 

Faculty of Economics, Universitas Negeri Yogyakarta, Yogyakarta, Indonesia, e-mail: hafizh.fitrianna@uny.ac.id

Vitradesie NOEKENT 

Faculty of Economics, Universitas Negeri Semarang, Semarang, Indonesia, e-mail: vitradesienoekent@mail.unnes.ac.id

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**Abstract:** This study aims to analyse the elements that affect people's intention to visit Mount Anak Krakatauthrough focusing on the influence of destination publicity, destination credibility, and environmental motivation in the context of volcano tourism. This study involves 225 tourists who were selected using a convenient sample procedure. The data underwent rigorous examination by exploratory factor analysis, confirmatory factor analysis, and structural equation modelling. The research results are as follows: The initial hypothesis demonstrated that a destination's sustainability significantly impacts its credibility. Whilst the second hypothesis confirmed that the sustainability of a destination substantially affects environmental motivation. The third hypothesis supported the notion that the credibility of a destination has a significant influence on environmental motivation. The fourth hypothesis established that the credibility of a destination has a considerable effect on visit intention. Lastly, the fifth hypothesis affirmed that environmental motivation significantly impacts visit intention. Taken together, these findings enhance the comprehension of volcano tourism, destination marketing, and consumer behaviour.

**Keywords:** sustainable tourism, destination marketing, consumer behaviour, Anak Krakatau, volcano tourism, environmental motivation

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### INTRODUCTION

Volcano tourism, a distinctive and educational tourism type, entails visiting locations with active or dormant volcanoes and immersing oneself in outstanding natural phenomena. This form of tourism entices learners to destinations such as the Ijen Crater in Indonesia, famous for its remarkable blue fire and the world's largest acidic lake. These unique features serve as significant points of interest (Berutu et al., 2023). Researchers examine volcano tourism in Central and South America, emphasised as a considerable tourist attraction. Managing volcano tourism is essential to shaping visitors' experiences (Gavilanes Montoya et al., 2021). This specialised segment of the tourism industry is a component of the wider ecotourism or geotourism industry found in both developing and developed nations around the globe. As people who visit Mount Semeru have shown, it involves tourists actively climbing and experiencing high elevations (Putra et al., 2023). Volcano tourism refers to visiting locations with active volcanoes or geothermal activity for physical and spiritual activities. Local communities and regional governments consider it an achievable way to yield revenue (Suhud and Allan, 2022). Volcano tourism involves more than just visiting active volcanoes. It also includes studying and observing the ongoing volcanic and hydrothermal processes. In addition, it incorporates excursions to locations of extinct volcanoes, attracting people interested in the geological history of these areas (Erfurt, 2022). The various facets of volcanic tourism exemplify its allure to a broad spectrum of people searching for distinctive and captivating natural encounters.

The extensive research on tourist behaviour related to volcano tourism has yielded significant findings, which delve into various factors influencing tourists' decisions to visit and revisit volcanic sites, are of utmost importance to academic researchers, destination management organisations, and tourism marketing professionals. This research can include these

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\* Corresponding author

main themes: destination image, perceived value, tourist satisfaction, motivation and restrictions, and external effects such as media and government response. The portrayal of a specific location, such as the majestic view of Mount Ijen or the unique cultural experience at Tangkuban Perahu National Park, has a crucial role in influencing how tourists perceive and tend to visit this place. Research has shown that a favourable perception of a travel place, such as the perception of a destination as a safe and adventurous place, has a notable effect on tourists' likelihood to visit again (Suhud et al., 2021; Suhud and Allan, 2024). Research conducted on such locations has demonstrated that the perception of a destination has a favourable impact on tourists' self-congruity, sensation-seeking behaviours, and perceived value. It, in turn, influences their propensity to visit the location (Suhud et al., 2021; Suhud and Allan, 2024). In addition, perceived value, which refers to the total evaluation of the benefits gained compared to the costs incurred, is a pivotal factor in determining tourists' likelihood to return. The image that these destinations project significantly impacts how valuable people perceive Kawah Putih and Mount Anak Krakatau to be. It, in turn, can substantially impact tourists' emotional connection to the location and their likelihood of returning henceforth (Suhud et al., 2023; Suhud and Allan, 2022).

Furthermore, tourist satisfaction, determined by their experiences and the extent to which their expectations are satisfied, is significant in predicting whether they will re-visit. Tourist satisfaction, destination image, and perceived value are important factors that influence the intention to revisit Tangkuban Perahu National Park for volcanic tourism (Suhud et al., 2021).

Motivational elements such as the need for novelty and adventure and limitations like perceived risks and accessibility concerns significantly influence tourists' decisions to visit volcanic sites. In their study, Suhud and Allan, 2019 found a positive correlation between motivation and the willingness to journey a volcano and a negative impact of limitations on this willingness. These findings underscore the potential of effective marketing tactics to highlight motivational factors and alleviate limitations, thereby boosting tourist visits. Media coverage and government response are crucial external variables that affect travellers' intentions. Studies conducted on Taal Volcano in the Philippines and Mount Semeru in Indonesia have shown that the media significantly impacts people's likelihood of revisiting these areas, especially following volcanic eruptions. Effective government responses, particularly in disaster management and communication, can pivotally restore tourists' trust and encourage them to adopt safe tourism practices. It underscores the responsibility and urgency for government and media professionals to ensure accurate and timely information dissemination.

Gaining insight into how tourists perceive safety and manage risks is vital, particularly for areas susceptible to natural disasters. In line with research on Mount Aso in Japan, knowledge of past damage and on-site information significantly impact tourists' safety-seeking behaviours. It highlights the importance of effective risk communication and disaster preparedness measures in creating a safe and attractive tourism environment (Sasaki et al., 2022).

Research on tourist behaviour in the context of volcano tourism has made significant progress. However, tourists need more research on destination sustainability, credibility, and environmental motivation. Berutu et al. (2023), Gavilanes Montoya et al. (2021), Putra et al. (2023), Suhud and Allan (2022), and Erfurt (2022) have conducted studies but they rarely address this gap. There are various important reasons for considering these three criteria as indicators of the intention to revisit sites like Mount Anak Krakatau. Destination sustainability is critical for the long-term sustainability of tourism at sites such as Mount Anak Krakatau (Berutu et al., 2023). Managers and stakeholders can ensure the preservation of unique natural resources for future generations by considering environmental, social, and economic sustainability. Furthermore, the credibility of a location has a pivotal role in shaping tourists' judgements regarding safety, dependability, and the overall quality of their trip at places such as Mount Anak Krakatau (Gavilanes Montoya et al., 2021). Tourists are more inclined to feel at ease and motivated to return when they have confidence in the reliability of the information, they have received about the destination. Furthermore, environmental motivation has significance as many tourists express heightened awareness regarding matters of the environment and aspire to actively contribute to preserving nature throughout their travels (Putra et al., 2023). Destination managers can establish programmes that en environmental awareness and contribute to nature conservation efforts by assessing the influence of environmental motivation on the revisit intention.

Mount Anak Krakatau, situated in the Sunda Strait between the islands of Java and Sumatra, Indonesia, is a notable geological landmark and popular tourist attraction. This island was formed after the destructive eruption of Mount Krakatoa in 1883 and continues to display volcanic activity. It is therefore an intriguing destination for scientific research and adventure tourism (Ningtyas et al., 2022; Sari and Samsuri, 2020; Syamsidik et al., 2020). tourism activities at Mount Anak Krakatau provide exceptional opportunities for visitors fascinated by the allure of natural aesthetics and geological features. Commonly pursued activities include hiking, snorkelling, scuba diving, and camping. The island offers breathtaking vistas of the volcanic crater and nearby coastlines, drawing in individuals who crave thrilling experiences and awe-inspiring natural phenomena (Suhud and Allan, 2022). Mount Anak Krakatau is an outstanding destination where natural history, adventure tourism, and continuous geological processes converge, providing visitors with a dynamic and instructive experience. The island's distinct attributes and endless volcanic activity make it an ideal field for geologists to conduct research and an attractive destination for nature fans (Inayah et al., 2024; Mahbub et al., 2023; Riskianingrum and Yogaswara, 2022).

## LITERATURE REVIEW

### Destination Sustainability

The notion of destination sustainability involves a range of ideas and techniques. We can see this in the varied scholarly positions offered in the referenced publications. For instance, for example, Artal-Tur et al. (2020) extensively study ecological, social, cultural, and economic resource management in various tourism destinations, and their study highlights the need for long-term sustainability and improvement. Their primary objective is to foster sustainable tourism development that yields economic advantages and reviews social, cultural, and environmental repercussions for tourism

operations. In addition, Hu et al. (2022) advocate for promoting voluntary pro-environmental actions among local citizens. Their perspective further highlights reducing adverse environmental effects and persuading eco-friendly behaviours among residents, thereby facilitating the sustainable growth of tourism. Gong et al. (2019) stress the importance of implementing the triple-bottom-line sustainability framework at the destination or regional level, and highlight the need for comprehensive planning, management, and regulation to achieve sustainable development.

Jørgensen (2023) offers valuable insights into measuring and improving the sustainability of tourist destinations, and advocates the operation of indicators, certifications, and indexes. These will assess and evaluate the sustainability performance of these destinations. This strategy aims to promote sustainable operations in tourism destinations, considering their environmental, social, and economic implications, thereby fostering a more sustainable tourism industry. Finally, Moliner-tena et al. (2021) stress the achievement of 'equilibrium in destination sustainability endeavours, and these refer to a balanced approach that considers economic, socio-cultural, and environmental aspects. Their viewpoint promotes enduring and environmentally friendly strategies in managing destinations, such as sustainable use of natural resources, fostering local economic growth, and considering local populations' social and cultural dimensions. The researchers contend that the sustainability of a site is crucial in providing visitors with memorable tourism experiences.

### **Destination Sustainability and Destination Credibility**

Despite its vastness, the academic literature has not extensively delved into the engaging relationship between destination sustainability and destination credibility. This is due in part to the lack of research on this unique topic. However, the diverse perspectives of different scholars offer valuable insights into the potential influence of sustainability activities on credibility in several scenarios. Kapitan et al. (2019) underscore the crucial link between sustainability and credibility, particularly in sustainability certification and compliance with environmental standards. Their research highlights the vital role of sustainability credibility, encompassing factors such as accreditation by esteemed organisations like ISO, participation in sustainable business networks, and adherence to government regulations. Elsewhere, Braam and Peeters (2018) stress the influence of sustainability on the reliability of business performance information disclosed in sustainability reports. Advocates argue that organisations demonstrating robust sustainability performance are more likely to have their sustainability reports verified by external entities, thereby enhancing stakeholders' trust in the reliability of the disclosed data and ultimately bolstering corporate reputation. Mao et al. (2018) explore the impact of sustainability on credibility by developing a Food Trading System with Consortium Blockchain (FTSCON) in a unique context. This system studies to influence blockchain technology to establish a transparent and trustworthy food trade environment, thereby enhancing confidence and credibility in food transactions. Furthermore, Farooq and De Villiers (2019) study the influence of sustainability assurance on enhancing the credibility of sustainability reporting. Their research reveals that third-party sustainability assurance positively affects how consumers perceive the authenticity of sustainability reports. It underscores the importance of independent verification in building trust in sustainability disclosures.

Finally, Sander et al., 2021 study the impact of sustainability advertising on credibility, particularly about environmental and social sustainability, and suggest that environmental sustainability has a more pronounced effect on advertising credibility than social sustainability. Moreover, sustainability advertising plays a role in shaping consumer perceptions of brand and advertising credibility, highlighting the practical implications of these findings for businesses.

### **Destination Sustainability and Environmental Motivation**

The current literature on the influence of destination sustainability on environmental motivation is inadequate due to the lack of research in this area. This deficit is mainly due to the lack of comprehensive studies investigating different dimensions of destination sustainability and their impact on environmental motivation. Insights from different scholarly perspectives can help fill this gap and clarify the possible connections between sustainability initiatives and environment motivation. Enqvist et al. (2018) emphasise the correlation between sustainability and motivation, specifically in the context of stewardship, and show that people or groups' inclination to participate in sustainable behaviours might be affected by their values, interests, or attitudes towards the environment and sustainability. These values, interests, or attitudes could include a sense of responsibility towards the environment, a desire for a healthier lifestyle, or a belief in the importance of sustainable development. Furthermore, other factors, including economic, social, and psychological aspects, frequently influence individuals' motivation to engage in sustainable behaviours. In addition, Rezvani et al. (2018) explore the influence of sustainability on customer motivation, specifically concerning sustainable products. Although corporations have been producing and promoting sustainable products, public acceptance of these products continues to be slow. Understanding the fundamental motives influencing customer acceptance or resistance towards sustainable products, such as price, perceived quality, or social norms, is essential for advancing sustainable consumption activities. Dodds et al. (2022) delve into the transformative potential of sustainable practices on festival motivation, and suggest that internal and external influences significantly shape festivals' adoption of sustainable practices. Values, charity, rules, and social pressure are important factors because these drive to carry out sustainable measures by festivals. Moreover, it can further increase festivals' incentive to implement sustainable measures due to their recognition of the internal advantages associated with sustainability, such as cost reduction. It underscores the inspiring potential of sustainability to reshape even the most traditional events.

Furthermore, Haldar (2019) examines the pivotal role of sustainable entrepreneurship in fostering a positive environmental impact. Sustainable-oriented entrepreneurs strive to create novel products and services. These positively influence the environment, improve quality of life, and seek to achieve social benefits and maximise profit. It highlights the hopeful prospect of sustainable entrepreneurship as a catalyst for positive change. Finally, Oka and Darmayanti (2020)

examine the substantial influence of sustainable tourism development on the inclination of residents to endorse the advancement of tourism villages. Implementing sustainable tourism practices, such as ecotourism and community-based tourism, helps fully utilise tourism villages' growth opportunities. It emphasises the importance of raising awareness about environmental sustainability to encourage local communities to back tourism development efforts.

The following theories, derived from prior research, are proposed for inquiry.

**H1** – Destination sustainability will have a significant impact on destination credibility.

**H2** – Destination sustainability will have a significant impact on environmental motivation.

### **Destination Credibility**

Jiménez-Barreto et al., 2020 defines destination credibility as the level of online trust a destination brand possesses. More specifically, this trust, influenced by user experiences on the destination platform, is crucial in shaping customers' perceptions, attachments, and satisfaction with that destination. As a relational construct evaluated through internal subjective experiences, destination credibility can pivotally play in the tourism industry.

According to Rather et al. (2020), destination credibility refers to the trust and confidence that customers have in the reliability and capability of a tourism destination to fulfil its promises consistently. This trust can significantly influence brand identification by customers and strengthen their emotional connection with the destination.

Molinillo et al. (2022) provide a different perspective on destination credibility as they define it as the perceived level of trust that tourists have in the reliability of a destination brand after visiting it. This belief evaluates tourists' prior information compared to their perceptions after direct experience. Perceived trust is critical as it can influence the future behaviour of individuals, such as their decision to make repeat visits or recommend the destination. This perspective adds another layer to our understanding of destination credibility, highlighting its multi-faceted nature and practical implications for destination branding and marketing strategies. Pelet and Ettis (2022) shed light on another aspect of destination credibility, they therefore define it as the level of consumer trust in the final destination of an advertisement, whether it directs consumers to a brand's Facebook page or the brand's main website. This trust is not arbitrary but relies on consumers' assessment of the relationship between the advertisement and their experiences. It also depends on the degree to which they believe in the message and the advertising media. This perspective underscores the role of consumer trust in shaping destination credibility, thereby providing a clearer understanding of the concept and introducing a fresh angle to the ongoing discourse on this topic. Japutra and Keni (2020) define destination credibility as the belief that destination management is willing and capable of fulfilling its promises regarding a specific destination. In other words, destination credibility reflects how much tourists trust a destination to deliver the promised experience.

### **Destination Credibility and Environmental Motivation**

While there is a dearth of extensive research on the influence of a destination's credibility on environmental protection motivation, a few studies have provided significant insights from various perspectives. For instance, Kamel (2020) delves into the impact of celebrities' reputations in green advertising on the motivation of Egyptian Millennials to adopt environmentally friendly behaviour. This study underscores the importance of trust and credibility in celebrities' communication of environmental messages to Millennials, potentially inspiring them to adopt more eco-friendly behaviours, particularly in tourist destinations. The endorsement of celebrities in advertising can profoundly shape consumers' perceptions and intentions to purchase, even in the field of environmentally friendly behaviour. Therefore, celebrities' credibility can wield a substantial influence on the motivation of Millennials to adopt more favourable environmental behaviours, particularly when disseminating these messages through green commercials featuring celebrities.

Insch's (2011) examines the influence of credibility on motivation among various stakeholders, including travellers, tourism operators, local communities, and destination promoters, towards green destination brands. Stakeholders are more likely to support and implement environmental commitments when they trust the reputation of green destination brands. Conversely, a lack of trust or failure to meet commitments associated with environmentally friendly destination brands can dampen stakeholder motivation and potentially harm the destination's reputation. It underscores the practical implications of our research because it highlights the importance of credibility in motivating stakeholders to support and engage in environmentally friendly practices in the tourism sector. Moreover, Khalid et al. (2020) brings out the role of educational institutions' credibility in Malaysia as a determinant of international students' motivation to choose Malaysia as a study destination. The credibility of educational institutions in Malaysia is a crucial factor in shaping students' decision to select Malaysia as a study destination, instilling confidence in the quality of education they will receive. Froment et al. (2022) delve into the direct correlation between trustworthy teaching faculty (credibility *docente*) and students' academic motivation. The research findings suggest that students who perceive university teachers as trustworthy, evidenced by their professional profiles, are more academically driven. It implies that the trustworthiness of teachers can influence students' academic motivation. Froment et al. (2021) also found that the credibility of teachers positively impacts students' academic motivation. Furthermore, the academic drive of students has a significant impact on ratings of teaching effectiveness. Hence, this study can infer that the trustworthiness of the teacher influences student motivation, which in turn affects their teaching ratings.

### **Destination Credibility and Visit Intention**

While numerous studies have explored the link between destination credibility and travel intention, our research stands out for its unique perspective and comprehensive approach, filling a gap in the existing body of knowledge. Yılmazdoğan et al., 2021 stress the substantial role of Instagram influencers' legitimacy in shaping travel decisions, and highlight the

importance of trustworthiness, an essential aspect of credibility, in influencing travel intentions, particularly among social media users. Alsheikh et al. (2021) unearthed a crucial insight that the reliability of a source has a considerable impact on tourists' behavioural intentions. This finding directly has implications for the tourism industry, as it underscores the importance of credible information sources and the quality of e-WOM, such as user comments, experiences, and opinions on social media, in shaping tourists' intentions to visit destinations. Moreover, the quality of arguments and the legitimacy of the information source significantly influence the connection between e-WOM and plans to visit. Shang and Luo, 2021 examine the positive impact of endorser credibility on tourists' intentions to visit, and provides a deeper understanding of the factors influencing tourists' attitudes towards a destination and highlights the potential benefits of trustworthy endorsers.

Their findings suggest that such endorsers can enhance the probability of prospective tourists developing parasocial ties with them, thereby influencing tourists' emotional connection to the place. This insight can inspire tourism professionals to leverage the power of credible endorsers to enhance tourists' emotional connection to a destination. Substantially, the research by Kumail et al. (2022) stress the pivotal role of credibility in shaping the authenticity of a destination brand. This finding has significant implications for tourism marketing and management because it highlights the need to build and maintain trust among potential tourists. Therefore, it influences their decision to visit various tourist places.

In this study, Chen et al. (2014) establish the influence of the legitimacy of travel blog content on travellers' behavioural intentions to visit particular tourist sites. Their research suggests that the perceived reliability of material presented in travel blogs has a beneficial impact on travellers' inclination to follow the recommendations provided in those blogs. Hence, the degree of reliance on travel blog information can impact travellers' inclination to visit the tourist sites mentioned in the blogs. In addition, Qiu et al. (2023) demonstrate that the reliability of information sources from destinations impacts intention. Their research suggests that the level of trust in information sources from destinations can impact tourists' attitudes and behavioural intentions towards the destination, particularly concerning responsible environmental behaviour. The level of trust in the information tourists receive can influence their views of the destination, their sense of relationship with the destination and their emotional bond. As a result, this can affect their responsible environmental behaviour.

The following theories, derived from prior investigations, are offered for examination.

**H3** – Destination credibility will have a significant impact on environmental motivation.

**H4** – Destination credibility will have a significant impact on visit intention.

### **Environmental Motivation**

Understanding of individuals' engagement in pro-environmental behaviours across different contexts is significantly enhanced by the concept of environmental motivation, as evidenced by prior research. Environmental motivation, as defined by Legault (2023), refers to an inherent inclination that compels individuals to participate in ecologically responsible actions motivated by personal objectives to safeguard and maintain the natural environment. This innate motivation is vital, as it is unaffected by external incentives but driven by internal principles and convictions. Similarly, Flores and Jansson (2022) emphasise that environmental motivation incorporates various variables, such as the consciousness of the environment, the aspiration to minimise adverse environmental effects, and favourable assessments of environmentally friendly items. These findings indicate that persons strongly inclined towards issues of the environment are more inclined to encompass environmentally-friendly inventions and endorse sustainable behaviours, driven by their profound and inherent concern for the environment. Further examination of environmental motivation uncovers its complex and diverse characteristics. Ojo (2023) classifies environmental motivation into autonomous and controlled motivations. Personal interests and values fuel autonomous motivation. In contrast, external factors like social approbation or the need to avoid fines influence controlled motivation. This differentiation emphasises the significance of cultivating self-driven motivation for sustained involvement in pro-environmental behaviours. On the other hand, a study by Moulay and Ujang (2021) extends this idea when applied to the use of public parks. They observe that environmental motivation encompasses not only the aspiration for natural aesthetics, clean air, and a sense of being connected to nature but also influences the activities of park visitors. In addition, Sharpe et al. (2022) highlight the presence of environmental motivation in the workplace. Their views and internal norms drive employees to engage in pro-environmental actions without requiring external rewards intrinsically. These studies collectively demonstrate the various uses of environmental motivation and its essential role in encouraging sustainable behaviours in different contexts.

### **Environmental Motivation and Visit Intention**

Researchers have not yet thoroughly examined the influence of environmental motivation on the desire to visit, specifically in specialised areas like volcano tourism. Suhud et al. (2021) emphasise the substantial impact of motivation on intention and highlight how motivation influences the perception of a location, subsequently affecting the desire to visit. This relationship emphasises the significance of comprehending the several types of incentives that influence visitor behaviour. Prior research conducted by Gkargavouzi et al. (2019) and Wang et al. (2020) highlights the substantial influence of both internal and external motivations on individuals' inclination to undertake environmentally friendly actions, such as green consumption and waste reduction. These findings indicate that comparable motivational factors may influence people's intentions to visit environmental tourism sites. Furthermore, the precise influence of environmental motivation on the intention to visit is critical since it corresponds to broader patterns identified in consumer behaviour studies. Choi and Johnson (2019) show that environmental and hedonic motives significantly impact the desire to buy environmentally friendly products, and indicate that consumers are increasingly inclined towards sustainability. Similarly, the studies conducted by Fan et al. (2019) and Suhud (2013) suggest that incentives linked to environmental protection and personal values have a strong influence on behavioural intention. These insights are crucial for volcano tourism because the distinctive environmental setting can enhance tourists'

knowledge and commitment to sustainability. Therefore, investigating environmental motivation affecting the intention to visit in this context can provide valuable insights for destination marketing strategies and the advancement of sustainable tourism practices, as indicated by previous research (Flores and Jansson, 2022; Ojo, 2023; Moulay and Ujang, 2021; Sharpe et al., 2022). The subsequent theories, derived from prior investigations, are suggested for examination.

**H5** – Environmental motivation will have a significant impact on visit intention.

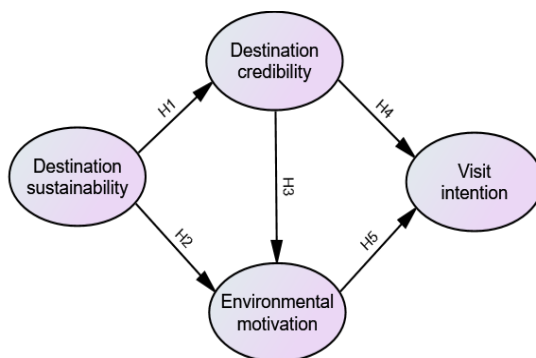


Figure 1. The theoretical framework

Figure 1 presents a theoretical framework showcasing the complex connections among destination sustainability, credibility, environmental motivation, and visit intention. This model suggests the substantial impact of destination sustainability on environmental motivation and destination credibility. These findings indicate that sustainable practices and characteristics of a resort improve its perceived trustworthiness and inspire tourists to be more environmentally aware. Furthermore, the research results closely connect the credibility of a place to the incentive for environmental conservation.

It means that destinations that are considered credible are more likely to encourage tourists to have a stronger awareness sense of the environment and engage in responsible behaviours. Also, the credibility of the location and the drive to protect the environment closely link the intention to come. It highlights the significance of these characteristics in influencing tourists' choices to visit environmentally sensitive and sustainably managed places, such as volcano tourism sites. This paradigm emphasises the interrelatedness of sustainability, credibility, motivation, and behavioural aims within the context of tourism.

**METHODS**

**Measures**

The factors in this study were measured using indicators modified from previous research. Destination sustainability was evaluated by indicators adapted from Martín-Miguel et al. (2020). Furthermore, the study's framework was significantly influenced by destination credibility, as determined by the metrics described in Chen et al. (2013). The evaluation of environmental motivation, a crucial factor in comprehending individuals' ecologically conscious behaviours, was conducted using the insights presented by Bruyere and Rappe (2007) and Suhud, 2015.

The study also evaluated the intention of visits by using indicators derived from the research of Kim et al. (2009) and Su et al. (2022) to understand visitors' predisposition towards visiting particular sites. They assessed the indicators using a 6-point Likert-type scale, with one (1) representing "strongly disagree" and six (6) representing "strongly agree".

**Data Analysis Methods**

The quantitative data in this study underwent four critical steps of analysis. Firstly, the validity of the data was assessed through exploratory factor analysis (EFA) using SPSS version 29. It deems an indicator valid if it exhibits a factor loading of 0.4 or higher, indicating a strong relationship with its underlying construct. Secondly, the reliability of the data was evaluated by examining Cronbach's alpha coefficient, conducted using SPSS version 29. It considers a construct reliable if it achieves a Cronbach's alpha score of 0.7 or above. It signifies internal consistency among its constituent items. The third step involved testing the average variance extracted (AVE) to assess the convergent validity of the measurement model, and it deems a minimum AVE score of 0.5 or higher acceptable, indicating that the variance captured by the construct's indicators exceeded the measurement error. Fourthly, the authors conducted a second validity assessment using confirmatory factor analysis (CFA) implemented in AMOS version 29. Although this article did not explicitly present the results of CFA, it served as an additional validation step to confirm the structure and relationships proposed in the theoretical model. Finally, this study implemented hypothesis testing using structural equation modelling (SEM) in AMOS version 29. It considers a hypothesis supported if it achieves a critical ratio (CR) value of 1.96 or greater, indicating a significant relationship between the variables. Table 1 presents criteria for a fitted model.

Table 1. Criteria for a fitted model

Fit measure	Good fit indices	Sources
Probability	0.05 < p ≤ 1.00	Schermelleh-Engel et al. (2003)
X <sup>2</sup> /DF	0 ≤ X <sup>2</sup> /DF ≤ 2.00	Tabachnick et al. (2007)
CFI	0.95 ≤ CFI ≤ 1.00	Hu and Bentler (1995)
RMSEA	0 ≤ RMSEA ≤ 0.05	Browne and Cudeck (1992)

## RESULTS

### Participants

The profile of participants in this study, as seen in Table 2, reflects a predominantly female composition, constituting 90.7% of the total sample, while males accounted for 9.3%. Regarding age distribution, the majority fell within the 21-25 age group, comprising 67.6% of the participants, followed by those aged 17-20 years old, accounting for 28.9%. A small proportion represented older age categories, with only 2.2% aged 26-29 and 0.4% each for 30-34, 35-39, and 50 years and above. In terms of education, the highest percentage held a high school qualification (60.0%), followed by undergraduate degrees (31.6%), while postgraduate and diploma holders represented smaller proportions at 0.9% and 3.1%, respectively.

Table 2. Profile of participants

Profile		Frequency	Percent
Sex	Male	21	9.3
	Female	204	90.7
	Total	225	100.0
Group of Age	17-20	65	28.9
	21-25	152	67.6
	26-29	5	2.2
	30-34	1	0.4
	35-39	1	0.4
	50 and older	1	0.4
	Level of Education Has Been	Less than high school	10
	Diploma	7	3.1
	Postgraduate	2	0.9
	Undergraduate	71	31.6
	High school	135	60.0
Occupational Status	Employed	47	20.9
	Unemployed	166	73.8
	Self-employed	12	5.3
Marital Status	Unmarried	220	97.8
	Married	5	2.2
Experience Visiting Mount Bromo	No	184	81.8
	Yes	41	18.2

Table 3. Results of data validity and reliability tests

	Variables and Indicators	Factor loadings	Average variance extracted	Cronbach's Alpha
	Destination Credibility		0.836	0.951
Dc4	Mount Krakatau reminds me of someone who delivered what he promised.	0.898		
Dc2	Mount Krakatau reminds me of someone who can deliver what he promises.	0.895		
Dc1	Mount Krakatau reminds me of someone who is competent and knows what he is doing.	0.847		
Dc3	Mount Krakatau reminds me of someone who can provide clear, organized and experienced information.	0.842		
Dc5	Mount Krakatau reminds me of someone with a name I can trust.	0.841		
	Destination Sustainability		0.789	0.909
Ds3	Management of Mount Krakatau will pay attention to the interests of visitors.	0.880		
Ds2	Management of Mount Krakatau will support the goal of preserving Mount Krakatau.	0.831		
Ds4	Management of Mount Krakatau will support the sustainability of Mount Krakatau tourism.	0.801		
Ds1	Management of Mount Krakatau will provide good services to the community.	0.716		
	Destination Publicity		0.684	0.844
Dp3	I often find news about Mount Krakatau on social media.	0.884		
Dp5	I often hear people talking about Mount Krakatau.	0.854		
Dp1	I often find news about Mount Krakatau on news portals.	0.836		
Dp6	News about Mount Krakatau that people talk about is positive and beneficial for Mount Krakatau.	0.456		
	Environmental Motivation		0.677	0.840
Em2	Visiting Mount Krakatau will allow me to help the environment there.	0.841		
Em1	Visiting Mount Krakatau will allow me to do something essential for the environment there.	0.790		
Em4	Visiting Mount Krakatau will allow me to develop something sustainable there.	0.719		
Em3	I have concern for the environment.	0.647		
	Visit Intention		0.781	0.906
Vi3	I plan to travel to Mount Krakatau if everything is as I hope.	0.894		
Vi5	I want to visit Mount Krakatau.	0.858		
Vi1	I hope to visit Mount Krakatau in the future.	0.826		
Vi4	In the next 12 months, I hope to visit Mount Krakatau.	0.794		

Furthermore, the occupational status of the participants varied, with the majority being unemployed (73.8%), followed by those employed (20.9%) and self-employed individuals (5.3%). Additionally, the marital status of the

respondents indicated that the majority were unmarried (97.8%), while only a minor percentage were married (2.2%). Lastly, concerning experience visiting Mount Bromo, the data revealed that a significant portion of the participants (81.8%) had not visited Mount Bromo, while 18.2% reported having prior experience visiting the destination. Overall, this demographic profile provides insights into the characteristics of the participants involved in the study, which may have implications for the interpretation and generalization of the research findings.

**Data Validity, AVE, and Reliability Tests**

Table 3 presents the results of data validity and reliability tests for various constructs related to Mount Krakatau tourism. The authors conducted these tests to ensure the robustness and accuracy of the measurement model used in the study. For the construct of Destination Credibility, all indicators exhibited strong factor loadings ranging from 0.836 to 0.898, surpassing the recommended threshold of 0.4. Additionally, the construct achieved a high Average Variance Extracted (AVE) score of 0.951, indicating convergent validity. The Cronbach’s Alpha coefficient for Destination Credibility was also satisfactory at 0.951, demonstrating high internal consistency among the indicators.

Similarly, the construct of Destination Sustainability demonstrated strong factor loadings ranging from 0.716 to 0.880, meeting the validity criterion. The AVE score for this construct was 0.909, signifying adequate convergent validity. The Cronbach’s Alpha coefficient for Destination Sustainability was 0.909, indicating high reliability.

For the construct of Destination Publicity, three out of four indicators displayed substantial factor loadings ranging from 0.836 to 0.884, meeting the validity criterion. However, one indicator fell below the threshold, with a factor loading of 0.456, which may warrant further investigation. Nonetheless, the AVE score for Destination Publicity was 0.844, indicating acceptable convergent validity. The Cronbach’s Alpha coefficient for this construct was 0.844, demonstrating satisfactory reliability. The construct of Environmental Motivation exhibited strong factor loadings ranging from 0.647 to 0.841, meeting the validity criterion. The AVE score for this construct was 0.840, indicating adequate convergent validity. The Cronbach’s Alpha coefficient for Environmental Motivation was 0.840, suggesting high internal consistency. Lastly, the construct of Visit Intention demonstrated strong factor loadings ranging from 0.794 to 0.894, surpassing the validity threshold. The AVE score for Visit Intention was 0.906, indicating acceptable convergent validity. The Cronbach’s Alpha coefficient for this construct was quite high at 0.906.

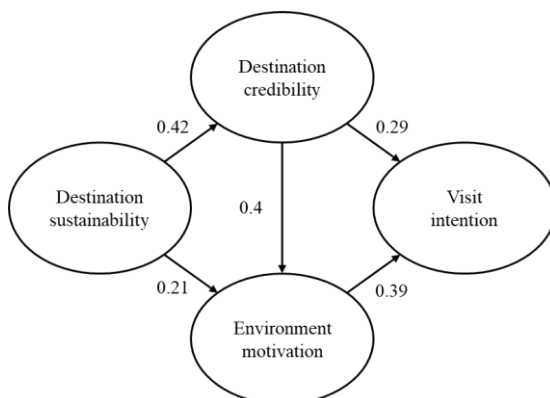


Figure 2. Structural model of the hypotheses testing

**Hypotheses Testing**

Figure 2 presents the structural model illustrating the relationships between variables examined in the hypotheses. The model’s fit indices are as follows: the probability score is 0.240, indicating a reasonable fit within the acceptable range of  $0.05 < p \leq 1.00$ ; the CMIN/DF score is 1.170, falling within the recommended range of  $0 \leq CMIN/DF \leq 2.00$ , indicating a satisfactory fit between the model and the data; the CFI score is 0.997, surpassing the threshold of 0.95, indicating an excellent fit of the model to the data; and the RMSEA score is 0.028, which falls within the acceptable range of  $0 \leq RMSEA \leq 0.05$ , suggesting a good fit of the model to the data with minimal error.

The outcomes of the hypotheses testing, as summarized in Table 4, shed light on the relationships between various constructs within the context of destination perception and environmental motivation. Hypothesis 1 investigated the relationship between destination sustainability and destination credibility. The substantial Critical Ratio (C.R.) value of 5.832 attests to a significant association between these constructs, leading to the acceptance of this hypothesis, and it further implies that a destination’s sustainability efforts positively contribute to its perceived credibility among visitors. Similarly, Hypothesis 2 explored the impact of destination sustainability on environmental motivation.

Table 4. Results of hypotheses tests

Hypotheses	Paths	C.R.	P	Results
H1	Destination sustainability > Destination credibility	5.832	***	Accepted
H2	Destination sustainability > Environmental motivation	2.787	0.005	Accepted
H3	Destination credibility > Environmental motivation	5.343	***	Accepted
H4	Destination credibility > Visit intention	3.762	***	Accepted
H5	Environmental motivation > Visit intention	4.717	***	Accepted



With a C.R. value of 2.787 and a p-value of 0.005, this study accepts this hypothesis. It suggests that destinations with solid sustainability practices foster greater environmental motivation among tourists. Moving to Hypothesis 3, which examined the relationship between destination credibility and environmental motivation, a noteworthy C.R. value of 5.343 indicates a significant positive association between these variables, leading to the acceptance of this hypothesis. It implies that destinations perceived as credible are more likely to inspire environmental motivation among visitors. Hypothesis 4 focused on the relationship between destination credibility and visit intention. The substantial C.R. value of 3.762 supports a significant positive relationship between these constructs, leading to the acceptance of this hypothesis. It suggests that destinations perceived as credible are more likely to attract visit intentions from tourists.

Finally, Hypothesis 5 investigated the impact of environmental motivation on visit intention. The notable C.R. value of 4.717 indicates a significant positive relationship between these constructs, leading to the acceptance of this hypothesis. It implies that tourists with higher environmental motivation are likelier to express visit intentions towards a destination.

## DISCUSSION

The results of this study demonstrate a notable influence of destination sustainability on destination credibility, aligning with prior studies undertaken by Kapitan et al. (2019), Braam and Peeters (2018), and Mao et al. (2018), which emphasise the significance of implementing sustainable measures. It will improve the perceived credibility of tourist attractions, specifically in the context of volcanic tourism. Many factors can attach to the correlation between destination sustainability and destination credibility. Most notably, tourists increasingly champion sustainability and environmentally beneficial practices in their holiday destination choice. Their preference for destinations demonstrates a commitment to environmental protection, conservation initiatives, and responsible tourism and is a significant driver of destination credibility.

Furthermore, destination sustainability programmes frequently encompass open and apparent communication and active involvement with many stakeholders, such as tourists, local communities, and environmental organisations. Transparent communication promotes trust and confidence among tourists, resulting in high perceived trustworthiness of the place. In addition, sustainable destinations are not just about environmental protection but also about community empowerment. They allocate resources to enhancing infrastructure, implementing environmental protection initiatives, and promoting community empowerment programmes. These collective efforts not only increase the desirability and allure of the destination but also foster a sense of trust and esteem among tourists, thereby enhancing their legitimacy.

The results of this study demonstrate a clear influence of destination sustainability on environmental motivation. These are consistent with prior studies conducted by Enqvist et al. (2018), Rezvani et al. (2018), and Dodds et al. (2022), which highlight the significant impact of sustainable practices on tourists' inclination to participate in environmentally conscious actions in volcano tourism environments. Perceived authenticity can be attached to the favourable correlation between destination sustainability and environmental motivation. Sustainable destinations frequently advocate for genuine and engaging experiences that connect tourists, the natural environment, and local culture. Consequently, tourists may cultivate a more profound admiration for the environment and an increased obligation towards its conservation.

Also, destination sustainability projects frequently incorporate educational programmes, eco-friendly activities, and conservation endeavours to promote awareness about environmental concerns. These programmes can probably motivate tourists to embrace more ecologically conscious behaviours while visiting and in their day-to-day activities. For instance, travellers are likely to show greater interest in undertaking eco-tours, adopting waste reduction measures, or backing local conservation initiatives when visiting sustainable places such as Mount Krakatau. Moreover, visitors are progressively searching for significant and satisfying travel experiences that correspond with their values and convictions. Sustainable places allow tourists to contribute to environmental protection and sustainability initiatives actively, increasing their sense of purpose and satisfaction. The feeling of personal fulfilment can be a powerful incentive for tourists to embrace environmentally conscious behaviours and endorse sustainable tourism practices.

The research results of this study demonstrate a substantial influence of destination credibility on environmental motivation. These support prior investigations of Kamel (2020), Insch (2011), and Khalid et al. (2020). It implies that what tourists perceive as a place's trustworthiness is crucial in influencing their desire to participate in ecologically friendly actions while visiting volcano tourism sites like Mount Krakatau. The influence of trust and reliability can be attached to the positive correlation between destination credibility and environmental motivation.

Tourists who view a destination as credible are more inclined to trust the facts and messages the destination communicates regarding its environmental initiatives and sustainability efforts. This trust cultivates a feeling of certainty and conviction among tourists. Moreover, it leads to an expanded drive to engage in environmentally conscientious activities and endorse conservation initiatives while visiting.

Furthermore, involving in honest communication and showcasing a sincere dedication to environmental care can strengthen credibility. Destinations that effectively convey their sustainability objectives, substantiate their environmental accomplishments and actively communicate transparently with tourists are more likely to be seen as credible. Tourists are more likely to have confidence in destinations that exhibit accountability, honesty, and integrity in their sustainability efforts, enhancing their willingness to participate in environmental conservation.

The research results of this study reveal that the credibility of the destination strongly influences the intention of visitors to visit Mount Krakatau. This conclusion supports previous research conducted by Yılmazdoğan et al., 2021, Alsheikh et al. (2021) and Shang and Luo, 2021. This statement highlights the importance of perceived trustworthiness in influencing tourists' willingness to visit volcanic tourism areas such as Mount Krakatau. It may attribute the observed correlation between

destination credibility and visit intention to the impact of trust and confidence. Tourists who view a destination as credible are more inclined to trust the information, advice, and assurances supplied by the destination about elements such as safety, quality of experience, and authenticity of attractions. Establishing this trust fosters a feeling of certainty and assurance among tourists, resulting in an increased inclination to visit the area.

Moreover, the place's legitimacy can enhance travellers' impressions of the overall appeal and allure of Mount Krakatau as a tourist destination. A reputable venue is regarded as dependable, genuine, and trustworthy, which increases its attractiveness and charm to prospective tourists. Tourists are more likely to choose reputable venues because they believe their expectations will be satisfied and they will have a satisfactory and rewarding experience during their visit.

The confirmation of the fifth hypothesis shows the substantial influence of environmental motivation on the intention to visit Mount Anak Krakatau and is consistent with the previous research conducted by Suhud et al. (2021), Gkargkavouzi et al. (2019), and Wang et al. (2022). This finding highlights the significance of environmental factors in shaping tourists' decisions to visit volcano tourism locations. According to this study's research findings, environmental motivation influences the views and intentions of individuals towards sustainable tourism practices significantly. It includes their readiness to participate in ecologically responsible behaviours. The validation of this hypothesis emphasises the need for tourism stakeholders to incorporate sustainable practices and environmental education initiatives into volcano tourism destinations. It will promote a stronger sense of environmentally friendly responsibility among visitors and support the conservation efforts of ecologically delicate areas such as Mount Anak Krakatau.

## CONCLUSION

This study is unique in its focus on Mount Krakatau and examines the determinants influencing tourists' intentions to visit this specific volcano. The research fills a gap in the scholarly literature, which has a limited focus on studying visitor intentions in the context of volcano tourism. It uses destination sustainability, destination credibility, and environmental motivation as factors. The confirmed idea that destination sustainability has a major impact on destination credibility is a significant finding. These results suggest that tourists perceive sites implementing sustainable practices as more trustworthy, likely due to the positive reputation associated with sustainability initiatives. In addition, the study revealed that destination sustainability significantly influences the level of environmental enthusiasm among tourists, indicating that tourists are more likely to engage in eco-friendly actions when visiting areas prioritising sustainability projects.

Furthermore, the influence of destination credibility on environmental motivation was substantial. These findings suggest that tourists' views on the trustworthiness of a place impact their willingness to participate in environmentally conscious actions while visiting. Moreover, the study revealed that a destination's trustworthiness considerably impacts travellers' intentions to attend. It highlights the significance of creating and upholding a trustworthy reputation for locations to attract and retain travellers. Finally, it discovered that environmental motivation significantly impacts tourists' inclination to visit. These findings indicate that tourists with a stronger inclination to the environment are more inclined to plan a visit to Mount Krakatau. This study enhances the current body of research by conducting a practical investigation into the connections among destination sustainability, destination credibility, environmental motivation, and tourists' plans to visit in the context of volcanic tourism, with an essential emphasis on Mount Krakatau. The findings affirm the substantial influence of destination sustainability on destination credibility. These findings indicate that tourists view places with sustainable practices as more trustworthy. These support the theoretical viewpoint that sustainable activities improve the reputation and credibility of destinations (Kapitan et al., 2019).

The study also highlights the substantial impact of destination sustainability on the level of environmental motivation among tourists. This discovery contributes to the theoretical comprehension of how sustainable destination management might promote environmentally conscientious behaviour among tourists, as proposed by Enqvist et al. (2018). The statement highlights the significance of incorporating sustainability concepts into destination planning and management to motivate tourists to participate in environmentally friendly activities while visiting.

Furthermore, the study demonstrates the substantial influence of destination credibility on environmental motivation. This discovery is consistent with theoretical frameworks that highlight the significance of location credibility in influencing tourists' perceptions and behaviours (Insch, 2011). The statement highlights the implication of developing and upholding a trustworthy reputation for locations because it encourages tourists to embrace environmentally sustainable behaviours. In addition, the study affirms the substantial impacts of destination credibility and environmental motivation on tourists' plans to visit. This study reinforces the significance of credibility and incentive elements in shaping visitors' behavioural intentions, therefore adding to the existing theoretical knowledge (Yılmazdoğan et al., 2021; Kamel, 2020). This statement highlights the interdependence of destination characteristics, visitor desires, and travel intentions in volcano tourism.

This study's research results provide vital knowledge for destination managers and stakeholders obligated to manage volcanic tourism at Mount Krakatau and other similar sites. First and foremost, recognising destination sustainability as a crucial factor in establishing destination credibility highlights the significance of incorporating sustainable practices into destination management plans. To strengthen the legitimacy of a destination and attract environmentally concerned tourists, destination administrators should put first sustainability initiatives, including conservation efforts, waste management programmes, and community engagement projects.

Furthermore, acknowledging the substantial impact of destination credibility on environmental motivation implies that destination administrators should highlight to establish and upkeep a favourable reputation for the destination. It can be fulfilled by employing transparent communication, actively involving stakeholders, and consistently following sustainable practices. Managers can effectively encourage tourists to behave in an environmentally responsible way during their trips

by improving the credibility of the place. In addition, recognising the influence of environmental motivation on travel intentions emphasises the significance of advocating for sustainable tourist experiences and activities at Mount Krakatau. Destination managers can create and market sustainable tours. These tours' activities centred around nature and educational programmes to attract tourists who seek meaningful and environmentally responsible travel experiences.

Although this study has made crucial discoveries and contributions, it is important to recognise certain limits. Initially, the research exclusively concentrated on the context of Mount Krakatau and volcanic tourism, perhaps restricting the applicability of the results to other tourist locations or environments. Subsequent research endeavours may investigate diverse categories of tourist locations to attain a more all-encompassing comprehension of the interconnections among destination sustainability, credibility, environmental motivation, and visit intentions. Furthermore, the study included self-reported data from tourists. Otherwise, response bias and social desirability effects can influence the data. Using objective metrics or observational data in future research could validate the findings and mitigate frequent method bias.

Furthermore, the study utilised a cross-sectional research methodology, constraining the capacity to demonstrate causal correlations between variables. In future studies, it would be beneficial to employ longitudinal or experimental designs to evaluate the causal impact of destination sustainability, credibility, and environmental incentive more accurately on visit intentions over a while. Furthermore, assessing factors such as a location's sustainability, reputation, and motivation for environmentally friendly practices may not fully encompass the intricate nature of these concepts. Future research should utilise more extensive and verified measuring scales to improve the reliability and validity of the findings.

In order to overcome the limitations described earlier and build upon the findings obtained in this study, the authors accommodate various recommendations for future research. Researchers could undertake comparative studies across various volcano tourism sites to analyse the differences in the connections between destination sustainability, credibility, environmental motivation, and visit intentions. It could offer significant perspectives on the contextual elements that impact tourist behaviour and techniques for managing destinations. Moreover, future research endeavours could utilise mixed-methods methodologies, integrating quantitative surveys with qualitative interviews or observations, to better comprehend tourists' perspectives, motives, and behaviours in volcano tourism environments. It could assist in identifying subtle aspects and mechanisms that influence tourists' decision-making and destination preferences.

Finally, it suggests that researchers should perform longitudinal studies to examine the enduring impacts of destination sustainability initiatives, credibility-building endeavours, and environmental education programmes on tourist behaviour and destination performance. It has the potential to offer beneficial perspectives on the long-term sustainability and resilience of volcano tourism locations. Finally, researchers could investigate the impact of destination governance, stakeholder engagement, and policy interventions on promoting sustainable tourism development and improving tourist experiences in volcano tourism destinations. We could use this information to develop efficient plans and activities to reduce environmental effects, conserve natural resources, and promote socio-economic advantages for local populations.

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