

## DRIVERS OF GREEN CONSUMPTION AMONG TOURISTS IN BALI: INSIGHTS FROM THE THEORY OF PLANNED BEHAVIOR

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**Citation:** Muna, N., Subawa, N.S., & Martini, I.A.O. (2025). Drivers of green consumption among tourists in Bali: Insights from the theory of planned behavior. *Geojournal of Tourism and Geosites*, 62(4), 2086–2095. <https://doi.org/10.30892/gtg.62408-1574>

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**Abstract:** This study addresses the existing gap in understanding the factors that influence green consumption behavior among tourists in Bali. It specifically investigates the relationship between green consumption attitudes and tourists' intentions to purchase green products, exploring how environmental concern quality and social influence mediate this relationship. By integrating the Theory of Planned Behavior (TPB) with the Balinese philosophy of Tri Hita Karana, the research offers a culturally relevant framework for sustainable tourism in Bali. Data were collected using purposive sampling, with 304 questionnaires distributed to both domestic and foreign tourists visiting Bali. The questionnaires were administered through Google Forms and manual methods to ensure broad participation. The collected data were analyzed using Structural Equation Modeling (SEM) with AMOS 23, focusing on the relationships between green consumption attitude, environmental concern quality, social influence, and green purchase intention. The findings reveal that green consumption attitude significantly affects both environmental concern quality and green purchase intention, confirming the importance of positive environmental attitudes in promoting sustainable behaviors. Environmental concern quality and social influence partially mediate the relationship between attitude and purchase intention, indicating a complex interaction of factors. However, green consumption attitude did not demonstrate a significant direct influence on social influence or green purchase intention without the mediating effects. These results underscore the interplay between personal attitudes, social factors, and environmental awareness in shaping tourists' intentions to purchase green products. The study highlights embedding local cultural values, particularly Tri Hita Karana's emphasis on harmony between humans, nature, and the divine, in promoting sustainable consumption. The insights provide valuable guidance for policymakers and tourism stakeholders aiming to advance sustainable tourism practices that honor both environmental protection and cultural heritage.

**Keywords:** green consumption attitude, environmental concern, social influence, green purchase intention, sustainable tourism, tri hitakarana, theory of planned behaviour

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### INTRODUCTION

The tourism industry is fundamental to Indonesia's economic growth, especially in Bali, renowned as a leading tourist destination. Bali, renowned for its breathtaking landscapes, extensive cultural legacy, and lively traditions, draws millions of tourists annually, substantially benefiting the local economy (Putri et al., 2023).

However, the resurgence of tourism following the COVID-19 pandemic has brought about a dramatic increase in visitor numbers, leading to heightened concerns regarding environmental sustainability and the preservation of Bali's unique ecosystems (Chapagain et al., 2022). The rapid expansion of tourism has resulted in various environmental challenges, including waste management issues, water scarcity, and the degradation of natural resources, which threaten both the environment and the cultural integrity of the Balinese people (Wiweka & Chevalier, 2022).

Sustainable tourism has arisen as a vital response to these difficulties, characterised as tourism that satisfies the requirements of current tourists and host regions while safeguarding and augmenting prospects for the future (Mazilu et al., 2024). This approach emphasizes the importance of minimizing environmental impacts, promoting conservation efforts, and ensuring that the local community benefit from tourism activities (Mihardja et al., 2023; Ribeiro et al., 2023; Rosalina et al., 2023). Sustainable tourism seeks not only to protect nature but also to cultivate environmental mindfulness among tourists (Hu et al., 2021). Green consumption is defined as the purchase of goods and services that contribute to environmental conservation as well as protection (Patwary et al., 2021). In addition to this definition, green consumption is a major aspect of sustainable tourism. It is essential to understand the factors that motivate the intentions of tourists to adopt green consumption behaviors to promote sustainable practices in the tourism industry (Chapagain et al., 2022).

Observations have been made by several studies that sustainable tourism development associates closely with the objectives of environmental and cultural conservation in Bali. A study concerning this topic showed that insufficient attention to sustainability in the tourist car hire industry could lead to significant environmental harm. Due to this reason,

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the Government of Bali has taken substantial steps to safeguard the environment of the island. This is performed by implementing a range of policies and promoting investigation on green product consumption as well as purchasing behavior. Studies by Mabkhot (2024), Moslehpour et al. (2022), and Pandey & Yadav (2023) discovered that sustainable consumption substantially influences the inclination to acquire eco-friendly products. On the other hand, research by Laheri et al. (2024) found on their research that environmental knowledge, product characteristics, perceived behavioral control, and subjective standards do not have any impact on people's intentions to purchase environmentally friendly products. A sustainable lifestyle does not sufficiently incentivize consumers to acquire eco-friendly items, even when influenced by the desire to save and tempered by environmental concern. Environmentally conscious individuals often fail to alter detrimental tourist practices; they prefer to justify their behaviors while recognizing their adverse effects (Kim et al., 2021), contributing to the accumulation of waste produced (Hu et al., 2021). Mancini et al. (2022) highlighted that waste and mass tourism may adversely affect the ecosystem, particularly via the use of items or services that lack ecological sustainability.

The Theory of Planned Behavior (TPB) serves as a foundational framework for this study. It assumes that individual conduct is driven by attitudes toward the behavior, subjective norms, and perceived behavioral control set forth by the individual (Tapera et al., 2020). TPB focuses on the consumption green purchasing behavior of consumers, it has been observed that green consumption attitude greatly increases the intention to purchase green consumption products, thus such attitudes need to be cultivated among consumers (Çavuşoğlu et al., 2020). Alongside green attitudes, subjective social norms or social expectations are also significant determinants of intention as individuals tend to follow what their peers and society expect them to do (Rakotoarisoa et al., 2021). Referring to Bali, the understanding of green consumption behaviors amongst tourists is framed culturally by Balinese philosophy of Tri Hita Karana. This teaches about human beings, nature, and the spiritual world, fostering a relationship between them all (Law et al., 2016; Wibisana & Dewi, 2023). “Palemahan” portion draws attention to ecological responsibility while “Pawongan” stresses social and community health. The spiritual aspect or “Parahyangan” motivates individuals to view the environment as a spirit and strive to keep the balance. This research aims to examine the relationships concerning, 1) the attitudes towards green consumption and 2) the distress of Balinese locals for the environment as the social factor with green purchasing intention of tourists on the island. To be more specific, this research focuses on how the positive attitude towards green consumption and self-environmental concern impact the intention of tourists to buy green products. The outcomes of the findings can be beneficial to the tourism industry and the policymakers towards developing strategies for sustainable tourism as well as educating the visitors towards responsible tourism. This research challenges the gap concerning the implementation of sustainable tourism practices in Bali, as the island faces increasing tourist arrivals and environmental deterioration. The relationship is essential to understand the factors that shape the intention to purchase eco-friendly goods among tourists. Following the discussion, the research improves the understanding of the determinants of green purchase intentions of tourists by incorporating TPB with the Tri Hita Karana philosophy, offering a holistic viewpoint. Fulfilling this objective is anticipated to provide added value in the discourse of sustainable tourism development in Bali by improving environmental stewardship among tourists.

Bali was chosen as the site for the research for a number of factors. First, it is a popular site of tourism with environmental concerns like water shortages and waste management problems (Sholeha & Sumarmi, 2025; Ziari & Mosleh, 2025). In addition, the distinctive culture, Tri Hita Karana, which accentuates the “Palemahan” (the cultural relationship with nature) and the importance of fellow humans (“Pawongan”) and the divine (“Parahyangan”) offers remarkable perspective in understanding green consumption (Anggana et al., 2022). This study, for example, attempts to show how these values combined with interest in the social environment influence the intention of tourists to purchase eco-friendly products and thereby, promote sustainable tourism in Bali.

## REVIEW OF LITERATURE

### **Theoretical Framework, and Hypothesis Development. Environmental Concern Quality (ECQ) and Social Influence (SCIF) from the perspective of the Theory of Planned Behaviour (TPB) and local wisdom of Tri Hita Karana**

TPB asserts that attitudes, subjective social norms, and perceived behavioral control change the intention of an individual to perform a behavior, including the objective to engage in green consumption (Tapera et al., 2020). Therefore, this study explores the role of environmental concern quality and social influence on green consumer behavior in Bali, attached to the TPB and Balinese philosophy of Tri Hita Karana. Environmental Concern Quality is a dimension of interest that describes the consciousness of a consumer toward environmental issues, “Palemahan”. Relating to the definition, this strongly impacts green purchasing behavior because environmentally responsible consumers actively request these products (Parker et al., 2022; Rusyani et al., 2021). Recent studies show that those with high environmental concern quality tend to adopt more green consumption practices due to personal values and social network, “Pawongan”. This includes peers, role models, and discussions about environmental issues that inspire pro-environmental choices (Rusyani et al., 2021).

Previous elements alongside the belief of an individual on an environmental concern “Parahyangan” shape the attitude and purchasing intentions toward green products (Rusyani et al., 2021). Understanding these factors in the framework of TPB and Tri Hita Karana, allows businesses to develop appropriate measures aimed at promoting green purchasing as well as improving sustainability in Bali (Lăzăroiu et al., 2020). These products are essential to meet the purchasing intentions of tourists, which require green consumption attitudes. The Balinese philosophy of Tri Hita Karana shows the importance of the attributes that deepen this view by improving concern quality and social influence (Tuncgenc et al., 2021). The philosophy offers a culturally grounded and holistic framework by improving environmental concerns as well as reinforcing social influences. This incorporated method shows the importance of promoting environmental awareness and proactive engagement to strengthen sustainable tourism attitudes in Bali.

### **Influence of Green Consumption Attitudes (GCA) on Green Purchase Intention (GPI)**

A green consumption attitude reflects the opinion of individuals on the use of products with conscious and environmental consideration. Individuals with a positive green consumption attitude purchase and use products deemed environmentally friendly because such actions are believed to aid in conserving the environment (Nguyen, 2023). This supports the Balinese philosophy of Tri Hita Karana, which highlights the relations between human beings and nature "Palemahan", social relationships, "Pawongan", and divinity "Parahyangan". Tri Hita Karana inspires ecology and sustainable development, which benefits individuals as well as nature simultaneously (Müller et al., 2023). TPB argues that the principal determinants of behavior such as the intention to buy a green product, are preceded by eco-positive sentiments, including attitudes toward green products (Chapagain et al., 2022; Chen et al., 2022; Rakotoarisoa et al., & Hartini, 2021). Therefore, an attitude toward positive green consumption can be viewed as an embodiment of "Parahyangan" as it reflects the recognition of a spiritual bond with the environment by an individual and a corresponding sense of responsibility to ensure protection.

Various research has observed a constructive relationship between the green consumption attitude and purchasing intention. The findings by (Rakotoarisoa et al., 2021), along with (Rosa & Jorgensen, 2021), showed that the attitude of consumers toward eco-friendly products played a significant role in shaping the intentions to participate in sustainable purchasing behaviors. This positive attitude is often rooted in consumers' awareness of the benefits associated with friendly consumption practices such as reducing natural resources, pollution, and environmental degradation (Kumar et al., 2023). The awareness is part of the "Palemahan" aspect of Tri Hita Karana which shows the relationship between people and nature. As the attitude of customers becomes more positive towards green products, the intention to purchase the items increases. The attitude shows a willingness to take active steps toward reducing harm to the environment. In addition, this intention can be amplified by "Pawongan," where social relations and shared community values promote environmental stewardship, which is secured in theory. Therefore the hypothesis is formulated:

**H1:** Green consumption attitude positively influences green purchase intention.

### **Green Consumption Attitude's (GCA) Effect on Social Influence (SCIF) and Environmental Concern Quality (ECQ)**

TPB shows that the attitude of an individual toward green consumption plays a major role in influencing green purchase intention and also in shaping social norms that support environmentally friendly behavior (Petkowicz et al., 2024). This corresponds with the Tri Hita Karana philosophy, which shows the interdependence of humanity with nature ("Palemahan"), interpersonal relationships ("Pawongan"), and the spiritual domain ("Parahyangan").

Positive attitudes toward green consumption can improve social influence, as individuals with high environmental awareness often shape the behavior of others, directly through conversation and action or indirectly through example (Ekawati et al., 2023). This reflects the "Pawongan" aspect of Tri Hita Karana, where individuals contribute to a harmonious social environment by inspiring and supporting each other in adopting sustainable practices.

Niu et al. (2023) showed how individuals with a good perception of environmentally friendly products tended to spread such attitudes in social circles. Strong social influence can also improve the commitment of an individual to continue behaving in an environmentally friendly manner, generating social support for green consumption. The combination of Pawongan with positive community influence and reinforcement further strengthens the community's Pawongan. Additionally, green consumption attitude has a significant impact on concern for the environment (Yaqub et al., 2023). Individuals whose natural resources are cherished by a country are more expected to cultivate stronger eco-friendly attitudes, as the damaged resources will leave a negative impact on future generations. Moderately respectful of the environment is considered an eco-friendly attitude because such individuals are more expected to access services and products that help alleviate environmental problems. Moreover, people with a strong green consumption attitude tend to care more about issues such as pollution, climate change, and the degradation of ecosystems (Ogiemwonyi et al., 2023).

The growing understanding and appreciation of the environment supports the "Palemahan" dimension of Tri Hita Karana, which focuses on the element of caring for nature. The positive attitude towards eco-friendly products and the concern for the environment is increasing (Tosun et al., 2023). These factors establish a connection between green consumption and the social responsibility of protecting the environment, which improves the motivation to purchase green products. The Parahyangan aspect is related to responsibility, which incorporates the role of the person due to the obligation to support the environment spiritually. Therefore, the attitude towards green consumption proceeds outside the social expectation influence and provides a deeper motivation to improve awareness as well as concern for the environment. Based on this description, the following hypothesis is formulated:

**H2:** Green consumption attitude positively influences social influence.

**H3:** Green consumption attitude positively influences environmental concern quality.

### **Social Influence (SCIF), Environmental Concern Quality (ECQ), and Green Purchase Intention (GPI)**

The role of social influence on green purchase intention has been analyzed based on the TPB framework, considering subjective norms and social expectations to be salient components that influence behavioral intentions (Tosun et al., 2023). This supports the Balinese philosophy of Tri Hita Karana that shows the relationship of people with nature, "Palemahan", other people, "Pawongan", and the transcendent dimension "Parahyangan". Social influence is described as the pressure individuals experience from the social circle, such as friends, relatives, or colleagues, to conform to socially accepted behaviors (Tuncgenc et al., 2021). Concerning eco-friendly consumption, individuals are frequently subject to social pressure to purchase eco-friendly products, as societal expectations increasingly favor such purchasing behavior. This tendency shows the "Pawongan" aspect of Tri Hita Karana, where social cohesion and

relationships move people towards more positive actions for society as well as the ecosystem. Purchasing decisions, driven by social influence, are critical in the context of pro-environmental behavior as social pressure from reference groups encourages consumers to conform to relevant green behavioral expectations (Lazaric et al., 2020).

Studies by (Chen et al., 2018), as well as (Hussain et al., 2020), strongly argued that social influence is a substantial factor influencing the intentions to purchase green products, particularly among individuals who increasingly appreciate the value of eco-sustainability. This behavior can be attributed to the concept of 'Palemahan', wherein individuals take responsibility for their actions, particularly concerning consumption and its environmental impact.

The quality of concern for the environment is an equally important factor for determining green purchase intention. Environmental responsibility as a dimension of social responsibility refers to the understanding and concern of an individual for global problems including climate change, pollution, and depletion of natural resources. This change in attitude inspires individuals to act responsibly in terms of purchasing behavior. The awareness and concern are expressed in the "Palemahan" part of Tri Hita Karana where it promotes a balanced relationship as well as improves care for the environment.

Nia et al. (2018) demonstrated that individuals with increased environmental concerns were more willing to purchase green products. On the other hand, those influenced by social normativity, such as through societal standards or role models, tended to develop a stronger purchase intention towards eco-friendly products. This influence is particularly evident in communities where collective awareness of sustainability is prevalent. The dual influence on pro-environmental behavior is shown by the relationship between "Palemahan" and "Pawongan". However, the influence can be from different perspectives, namely individually and collectively.

Paul et al. (2016) showed that as individuals became more conscious of ecological concerns, the intention to purchase sustainable products increased. The action signifies that environmental concern motivates consumers to consider the personal benefits of the products and the long-term impact on the environment. This sense of responsibility and consideration for the long-term consequences of consumption choices can also be associated with "Parahyangan". Relating to this discussion, individuals recognize a spiritual connection to the environment and inspire actions that promote balance as well as harmony. Based on this description, the following hypothesis is formulated:

**H4:** Social influence positively impacts green purchase intention.

**H5:** Environmental concern quality positively impacts green purchase intention.

#### **The Mediating Role of Social Influence (SCIF) and Environmental Concern Quality (ECQ) on Green Consumption Attitude (GCA) Toward Green Purchase Intention (GPI)**

Based on TPB, social norms or social influence play a major role in determining the behavioral intention of an individual (Ajzen, 1991a). This is consistent with the Balinese philosophy of Tri Hita Karana, which emphasizes the relation of human beings with nature ("Palemahan"), other human beings ("Pawongan"), and the divine ("Parahyangan"). Individuals who hold beliefs in green consumption are more expected to take actions that support these beliefs, perceiving there is a considerable level of support or social endorsement to adopt sustainable behaviors. This social support may emanate from family, friends, or the society at large who are advocates of sustainable practices and show the need for making environment-friendly purchases. The process captures the "Pawongan" part of Tri Hita Karana where community members promote individual participation for the common good and social cohesion. In support of this (Huang et al., 2022) reported increased green purchase intentions among consumers who were aware of the social responsibility norms inspiring environmentally friendly behavior.

The mediating role of environmental concern quality in the relationship between attitudes toward green consumption and green purchase intention reflects the extent to which individuals care for the environment. This concern plays a crucial role in promoting sustainable behavior, and it is consistent with "Palemahan," since people perceive that their consumption choices impact the environment and strive to live in harmony with nature. In addition, (Chen et al., 2018) and (Laksmawati et al., 2024) have identified social influence as a significant mediating factor. It reinforces the positive association between customers' attitudes toward green products and their intention to make a purchase. Individuals tend to follow standards due to the heightened social expectations, which makes them more inclined to purchase green products. As a result, social influence mediates the relationship by changing positive attitudes into intentions to act, encouraging individuals to act in accordance with social expectations. This social influence shows the relevance of "Pawongan" in promoting such sustainable actions.

Environmental concern quality also plays a significant mediating role in the relationship between green consumption attitude and green purchase intention. Individuals with strong pro-environmental perspective were generally more concerned about environmental problems, such as climate change, pollution, and resource degradation. These worries inspire them to behave in a manner that is more ecologically friendly with regard to the environment (Sheikh et al., 2023).

Environmental concern quality reflects not only cognitive awareness of environmental degradation but also emotional investment in preventing further damage (Borusiak et al., 2021; Leclercq-Machado et al., 2022). This emotional investment can be linked to "Parahyangan," where individuals feel a spiritual connection to the environment and a responsibility to protect it. According to Paul et al. (2016), subsequently seems more possibly that customers who are more concerned about the environment would transfer their eco-friendly opinions into actual buying choices, selecting items that are environmentally friendly renewable and have a low influence both positively and negatively on the environment.

This argument was supported by Zhang & Dong (2020), who determined that Environmental concern quality significantly increases the effect of green consumption attitude on purchase intent, as individuals with higher levels of concern for environmental issues are more committed to making ethical consumption choices. This concern acts as a psychological driver that amplifies the influence of green attitudes, ultimately encouraging consumers to prioritize green

products in their purchasing decisions. Thus, Environmental concern quality mediates the relationship by strengthening the connection between attitudes and intentions through increased awareness of environmental impacts, reflecting the "Palemahan" aspect of Tri Hita Karana. Therefore, the following hypothesis is formulated:

**H6:** social influence serves as mediator the influence of green consumption attitude on green purchase intention.

**H7:** Environmental concern quality serves as mediator the influence of green consumption attitude on green purchase intention

## RESEARCH AND METHODS

Figure 1 delineates the systematic framework of the research methodology adopted in this study. The flow chart encapsulates the comprehensive sequence of procedures beginning with the data collection phase, where primary data were gathered through structured questionnaires administered to both domestic and international tourists in Bali.

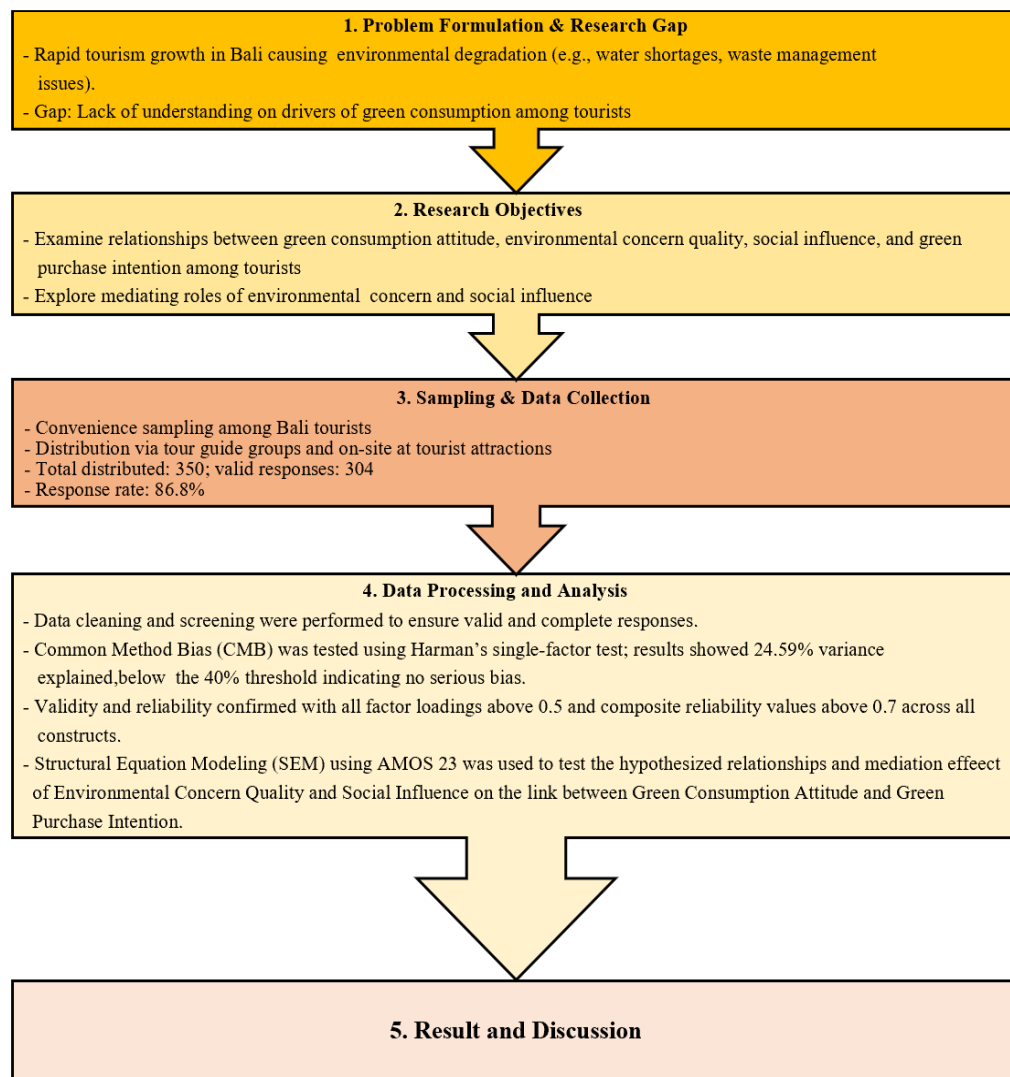


Figure 1. Flow Chart of Research Methods

### Data Collection and Sample

The data were collected using a purposive sampling technique targeting tourists who had visited Bali. This technique was employed to ensure that respondents possessed recent and pertinent experience with the destination, which is essential for accurately evaluating their green consumption attitudes and purchase intentions (Cresswell, 2014). The questionnaire was designed and administered through a mixed-mode approach to maximize participant responsiveness and inclusivity.

Specifically, the survey was disseminated both electronically via Google Forms and manually through printed questionnaires. The offline surveys were conducted at various prominent tourist sites across Bali, while the online questionnaires were distributed through tour guide groups, facilitating direct access to the target population comprising both domestic and international tourists. This dual distribution method allowed for the recruitment of respondents with firsthand and up-to-date experience of Bali, aligning with the study's objective to assess contemporary tourist behaviors and intentions regarding sustainable consumption (Van Quaquebeke et al., 2022).

A total of 350 questionnaires were distributed across these channels, yielding 304 fully completed responses suitable for subsequent analysis, resulting in a high effective response rate of 86.8% (van den Berg et al., 2011). The sample included a

diverse cohort of tourists, enhancing the representativeness of the data. Furthermore, the sample size of 304 exceeds the generally recommended minimum threshold of 200 for Structural Equation Modeling (SEM), thereby supporting the reliability and robustness of the model estimates (Wolf et al., 2013).

Overall, the combination of online and offline data collection methods, alongside leveraging tour guide networks, ensured comprehensive coverage and strong external validity for investigating the determinants of green consumption among tourists in Bali.

## RESULTS AND DISCUSSION

### Common Method Bias

In order to evaluate the probability of the common method bias (CMB) problem, the single-factor test developed by Harman (MacKenzie & Podsakoff, 2012; Podsakoff et al., 2003) was utilised. Considering that the study was designed to be cross-sectional, this was carried out. According to the findings of the analysis, there was no cause for concern regarding CMB because the variance explained by the primary component was equal to 24.59%, which is lower than the maximum permissible level of 40%.

### Validity and Reliability

A validated and reliable measurement tool was employed, with all factor loadings exceeding 0.5 and component reliabilities surpassing 0.7, ensuring the accurate and consistent measurement of the intended concepts.

Table 1. Validity and Reliability Test

Variables	Item	Factor Loading	Component Reliability	Information
Green Consumption Attitude (GCA), adapted from (Fauzi et al., 2024)	Extremely positive (GCA1)	0.647	0.731	Valid & Reliable
	Favorable (GCA2)	0.663		
	Desirable (GCA3)	0.616		
	Worth (GCA4)	0.616		
Social Influence (SCIF), adapted from (Alam et al., 2023)	Often go shopping with friend (SCIF1)	0.532	0.718	Valid & Reliable
	Share knowledge (SCIF2)	0.683		
	Follow purchase (SCIF4)	0.804		
	Strongly Committed (ECQ1)	0.695		
Environmental Concern Quality (ECQ), adapted from (Fauzi et al., 2022)	Shifted soon (ECQ2)	0.666	0.768	Valid & Reliable
	Less harmful (ECQ3)	0.795		
	Strongly Environmentally involved (ECQ4)	0.522		
	Intend to buy (GPI1)	0.938		
Green Purchase Intention (GPI), adapted from (Nekmahmud et al., 2022; Nguyen-Viet et al., 2024)	Will buy (GPI2)	0.521	0.807	Valid & Reliable
	Will recommend (GPI3)	0.795		

Model suitability testing was conducted using various goodness of fit criteria to assess the alignment of the SEM model with the data. Figure 1 shows the test results based on several goodness of fit indicators:

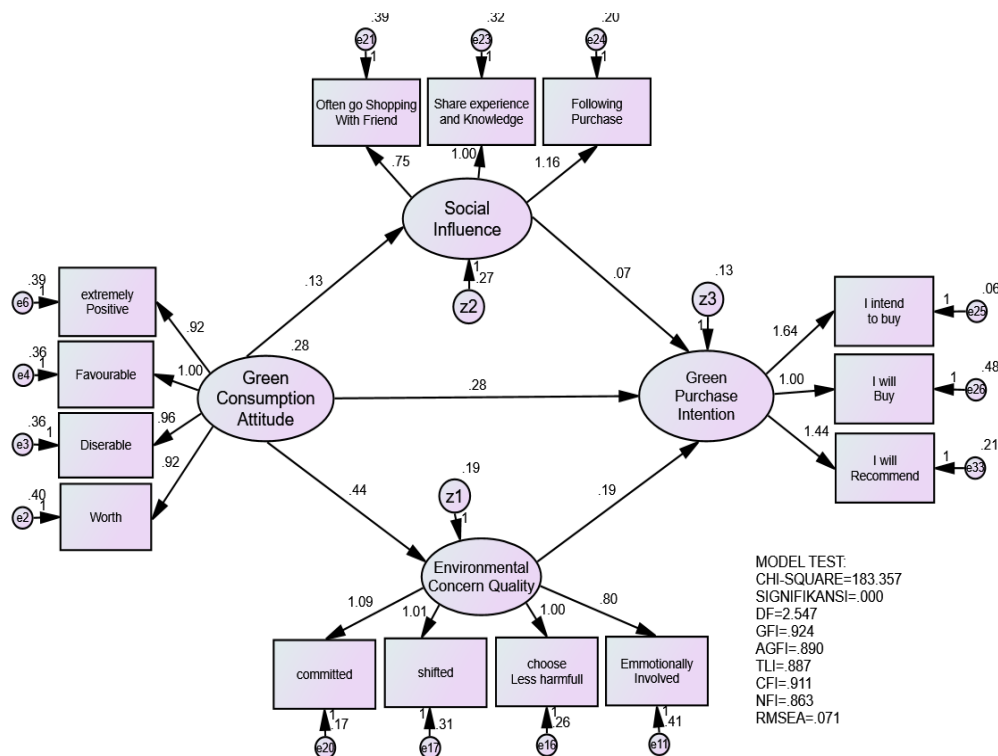


Figure 2. Goodness of Fit Model

Evaluating the goodness of fit model reveals a complex picture, with some indicators suggesting a good fit and others highlighting potential areas for improvement. The chi-square value of 183.357, with a significance level of 0.000, indicates a strong fit, highlighting a substantial difference between the observed data and the model's predictions. This aligns with Hair Jr et al. (2017), who emphasized the importance of a significant chi-square, especially when supported by other indices. Furthermore, the GFI (0.924) and the CFI (0.911) both exceed the 0.90 threshold, indicating that the model effectively captures the relationships within the data and acceptable fit.

However, indices like CMIN/DF (2.547), AGFI (0.890), TLI (0.887), and NFI (0.863) fall below the ideal levels, indicating a moderate fit and potential areas for refinement. Achieving a perfect fit across all indices is rare, and the importance of each can vary (Kline, 2016). Ultimately, the strong performance on key indices like chi-square, GFI, CFI, and RMSEA (0.071), combined with research from Byrne & St (2022), MacCallum et al. (1996); Kenny et al. (2015) supporting their reliability, provides compelling evidence for the model's overall goodness of fit.

Table 2. Hypothesis Test Results

			Estimate	S.E.	CR	P	Remark
SCIF	←	GCA	.126	.079	1.605	.109	Reject
ECQ	←	GCA	.436	.081	5.382	***	Accept
GPI	←	GCA	.275	.075	3.691	***	Accept
GPI	←	SCIF	.073	.054	1.338	.181	Reject
GPI	←	ECQ	.191	.070	2.734	.006	Accept

This analysis of factors influencing green consumption attitude and green purchase intention reveals a nuanced interplay of social and environmental influences. While social influence shows a weak, statistically insignificant connection to both green consumption attitude (estimate: 0.126, p-value: 0.109) and green purchase intention (estimate: 0.073, p-value: 0.181), this is consistent with recent research. For instance, Alam et al. (2023) and Matharu et al. (2020) examined consumer behavior in the sharing economy and found that social influence had a limited impact on pro-environmental choices, particularly when compared to factors like perceived environmental benefits and personal values.

In contrast, Environmental concern quality emerges as a powerful and significant predictor of both attitudes and intentions. The strong positive relationship with green consumption attitude (estimate: 0.436, p-value: \*\*\*) supports in lines with Fischer et al. (2021), who, in their study on sustainable consumption in emerging markets, highlighted the crucial role of environmental consciousness in shaping positive attitudes toward eco-friendly products. Furthermore, the significant influence of Environmental concern quality on green purchase intention (estimate: 0.191, p-value: 0.006) aligns with the research of Nguyen-Thi-Phuong et al. (2022) on green purchase behavior, which demonstrated a strong link between Environmental concern quality and consumers' willingness to purchase sustainable products. Finally, the strong link between green consumption attitude and green purchase intention (estimate: 0.275, p-value: \*\*\*) reinforces the idea that fostering positive attitudes toward green products can drive sustainable consumption, consistent with the TPB (Ajzen, 1991b), a theory still relevant in contemporary research on consumer behavior (Madden et al., 1992).

### Mediating Effect

This research in Bali examined the impact of green consumption attitude on green purchase intention mediated by social influence and environmental concern quality. Although green consumption attitude had a little positive influence on social influence, its impact on Environmental concern quality was much more pronounced, indicating that persons with pronounced green consumption inclinations are more predisposed to environmental concern, thus affecting their purchasing intentions Mabkhot (2024). These findings were consistent with previous research stressing the impact of personal factors, such as Environmental concern quality, on Pro-environmental behavior, particularly on sustainable purchasing decisions Niu et al. (2023). The effect of Environmental concern quality was significantly greater even though both social influence and Environmental concern quality positively impacted green purchase intention. This showed the major role of quality in moderating the relationship between green consumption attitude and green purchase intention, which supported the findings about the importance of environmental concern in predicting green purchase behavior. Following the discussion, social influence and Environmental concern quality were not affected by green consumption attitude. However, the green consumption attitude had a slight positive direct effect on green purchase intention. The result signified that individual with strong green consumption tended to make purchases more readily, regardless of social, environmental, or other considerations, and presetting factors. This originated from factors such as perceived product quality or personal satisfaction associated with sustainable decisions as shown in recent studies on green consumer behavior (Mabkhot, 2024; Prakash et al., 2024).

### DISCUSSION

Green consumption attitude positively and significantly correlated with concern for the environment even though it did not socially influence an individual. This showed that individuals with positive attitudes toward green consumption were more expected to show concern for the environment. The finding supported previous studies that focused on the relation of green consumption attitudes with environmental awareness. Following the discussion, the relationship between green consumption attitude and concern for the environment quality controlled the "Palemahan" aspect of Tri Hita Karana, a Balinese philosophical perspective of life. The process improved a relationship of balance between humans and nature by comparing the realization of rational understanding with affection towards the environment to actual protection of it.



Additionally, the attitude towards green consumption had a positive and direct effect on the intention to purchase green products, signifying that positive attitude led to the intention to buy green products. This showed that changing the attitudes of individuals positively might increase sustainable actions. The discussion could be explained better using TPB, centering on the foundational belief that individuals act based on personal reasoning.

Interestingly, Environmental concern quality played a more significant role than social influence in predicting green purchase intention, highlighting the importance of individual Environmental concern quality in driving green purchase behavior. This resonates with studies emphasizing the role of personal Environmental concern quality in shaping pro-environmental actions (Kumar et al., 2021; Li et al., 2021). It is also possible to understand this observation within the context of the TPB framework. Despite the fact that subjective norms, which are associated with "Pawongan," the social harmony aspect of Tri Hita Karana, are a component of the TPB, this analysis suggests that in this particular context, attitudes (which are influenced by "Palemahan") and perceived behavioural control (which may be influenced by "Parahyangan," the spiritual connection aspect of Tri Hita Karana) have a more significant impact on green purchase intention.

This study contributes to the understanding of green consumption by providing empirical evidence of the complex relationships between attitudes, social influence, concern for the environment, and purchase intentions within the context of tourism. The results possess practical significance for tourism stakeholders aiming to advance sustainable practices. By cultivating favourable attitudes towards sustainable consumerism and enhancing environmental knowledge, stakeholders might possibly influence visitors to make more ecologically responsible decisions. This can be achieved through targeted campaigns that highlight the benefits of green products, educational initiatives that deepen understanding of environmental issues, and by creating a supportive social environment ("Pawongan") that encourages sustainable practices.

**Author Contributions:** Conceptualization, N. M.; Methodology, N. M. and N. S. S.; Software, N. M. and N. S. S.; Validation, N.M. and N. S. S. and I. A. O. M. ; formal analysis, N.M. and N. S. S., Investigation, N.M. and I.A.O.M ; Data Curation, N.M. and N. S. S.; writing - original draft preparation, N.M.; writing - review and editing, N.M. and N.S.S. and I. A. O. M.; and A.Z; visualization, N.M. and I.A.O.M.; supervision, N.M. and I.A.O.M.; project administration, N.M. and N.S.S. All authors have read and agreed to the published version of the manuscript.

**Funding:** This study was fully funded by RISTEK DIKTI through Fundamental Research Program # 0667/E5/AL.04/2024.

**Institutional Review Board Statement:** Not applicable.

**Informed Consent Statement:** Not applicable.

**Data Availability Statement:** The authors do not have permission to share data. The researchers of the research project own no conflicting or overlapping interests regarding the article's completion and distribution.

**Acknowledgements:** The authors are grateful to domestic and foreigner tourist who took the time to fill out the survey and help with this study.

**Conflicts of Interest:** The authors declare no conflict of interest.

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