PURCHASE INTENTION MODEL FOR RURAL TOURISM

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Abstract : *The purpose of this paper is to examine and analyze the effect of green product, green place, environmental knowledge on purchase intention. Population this research is all visitors to Kerang Mas Beach. The total sample of this study was 112 people. Hypothesis testing and analysis using Structural Equation Modeling (SEM). The results of this study indicate that the effect of green place on purchase intention is not supported. However, the effect of green products on environmental knowledge, the effect of green place on environmental knowledge, the effect of environmental knowledge on purchase intention, and the effect of green products on purchase intention. This research will help rural tourism management to develop new marketing strategies to increase purchase intention, and also, will help researchers with further empirical investigations.*

Keywords*: Green Product, Green Place, Environmental Knowledge, Purchase Intention*

1. Introduction

Rural tourism or rural tourism is any form of tourism that favors remote locations, and provides benefits to the local economy by providing a tourism agenda and interaction between tourists and local residents (Bramwell, B., 1994). Therefore, rural tourism is one type of tourism that can create jobs, especially for local communities around tourist village destinations.
East Lampung Regency has a variety of nature-based rural tourism, one of which is Kerang Emas Beach. Kerang Emas Beach, located in Muara Gading Mas village, Labuhan Maringgai sub-district, East Lampung, is a tourist spot that is managed independently by Village managed business funds in Indonesia namely is Badan Usaha Milik Desa (BUMDES). The opening of the tourism object is able to create jobs and business opportunities, so that it is expected to be able to provide an increase in the economy of the local community. However, during the Covid-19 virus pandemic, tourist attractions were closed completely to prevent the spread of the corona virus. This has resulted in the people who work and sell there, losing their livelihoods and income.

During the new normal, the Kerang Mas Beach tourism object was re-opened. Visitors are starting to arrive, although not as much as before the pandemic. Therefore, the manager of tourist attractions must strive to market more actively with the aim of increasing public interest in visiting. The large number of visitors does have an impact on increasing the economy for the community, but on the other hand the large number of visitors without adequate environmental knowledge can cause environmental damage problems (Libriyanto, F., & Saputro, E. P. 2017).
The environmental damage is such as the amount of plastic waste that pollutes the beach, abrasion of sea water. In order to overcome these problems, it is necessary to change the marketing strategy

with a more environmentally friendly marketing strategy. Marketing that is not only aimed at making profits, but still caring about environmental sustainability is known as the concept of green marketing. The concept supports sustainable tourism which aims to minimize environmental and cultural damage, optimize visitor satisfaction, and maximize long-term economic growth for the region (Lane, B., 2005).

Green marketing is all activities designed with the aim of generating and facilitating all changes to meet human needs and desires, while minimizing the impact of environmental damage (Polonsky, M. 2008). The concept of Green marketing which later became a green marketing mix has components, among others; green product, price, place, and promotion. Green product is a product made from non-toxic and environmentally friendly, certified from a recognized organization (Kumar, P., & Ghodeswar, B. M. 2015). Green place in the field of environmentally friendly tourism is placing products in the right market, namely consumers who are aware of the environment (Ankit, G., & Mayur, R., 2013).

Environmental knowledge is an illustration of how much public awareness of the environment is related to the responsibility for sustainable development and environmental impacts, (Fryxell, G. E., & Lo, C. W., 2003). Visiting interest is assumed to be a purchase intention, namely a strong desire to buy (Basiya, R., & Rozak, H. A., 2012). This is based on indications of the same consumer behavior, before making a purchase, or visiting tourist attractions.

The effect of green marketing mix, environmental knowledge, on green purchase intention has been carried out by many previous researchers (Rahayu, et al. 2020; May et al. 2012; Ansar, Novera, 2013; Mahmoud et al. 2017; Guspul, A. 2018; Karunarathna, 2020). Wahid et al. (2017) conducted research in Penang Malaysia, examining consumer behavior in purchasing green products, which are associated with eco-brands, eco labels, trust to eco labels and eco-brands, as well as environmental advertising. The results of the study found that Eco-brand, trust to eco-label and eco-brand had a significant effect on purchase behavior. Meanwhile, environmental advertising and eco labels have no significant effect on purchase behavior.

Mei et al. (2012) examines the factors that influence consumer interest in buying green products in Malaysia. The factors studied include environmental knowledge, environmental attitude, government initiative, peer pressure, and eco-label. Research findings that environmental knowledge, environmental attitude, government initiative, peer pressure have a positive effect on purchase intention. However, eco-label has no significant effect on purchase intention.

This finding is supported Rahayu, et al. (2020) that environmental knowledge has a positive effect on purchase intention. The research conducted by Guspul takes place at Club Sehatway Wonosobo Indonesia. The results of the study found that green product, green price, green place, and green promotion had no effect on consumer buying interest. Only brand image has an effect on interest in buying herbalife products. However, contrary to the research results of Mahmoud, and Karunarathna, (2017) that green products have a positive effect on green purchase intention. This is an interesting finding to be studied further through research.

Based on this description, this study aims to examine and analyze the effect of green product, green place, environmental knowledge on purchase intention in rural tourism objects at Kerang Mas Beach, East Lampung. It is hoped that the research will provide benefits for the management of Kerang Mas Beach tourism, as well as for academics, especially adding to the repertoire of science and research in the future.

2. Literature Review And Hyphothesis
Green Marketing

Green marketing is all activities designed with the aim of generating and facilitating all changes to meet human needs and desires, while minimizing the impact of environmental damage (. Green marketing mix components are green product, price, place, and promotion. This study only examines the effect of green products and green places on purchase intention. In addition, it also tests environmental knowledge on purchase intention. The influence between these variables is presented as follows.

The Effect of The Green Product Toward Purchase Intention

Green products are products made from non-toxic and environmentally friendly, certified from recognized organizations (Polonsky, M., 2008). Green tourism is a green product that is part of Green Marketing activities which can be interpreted as packaged products to reduce the impact of environmental impacts caused by the production process (Albino, et al. 2009), while the practice of green tourism when used in the green tourism industry can be said to be green tourism (Lu,2013).

Wahid et al. (2017) conducted research in Penang Malaysia, regarding consumer behavior in purchasing green products, which is associated with eco-brands, eco labels, trust to eco labels and eco-brands, as well as environmental advertising. The results of the study found that Eco-brand, trust to eco-label and eco-brand had a significant effect on purchase behavior. Supported by Mahmoud, and Karunarathna, (2017) that green products have a positive effect on green purchase intention. In line with this research, Kartawinata, B. R., et al. (2020) also found that green products have a significant effect on green product purchase intention. This means that the more consumer knowledge of green products increases, the purchase intention will also increase. Based on these various opinions, hypothesis 1 can be built as follows.
H1 : Green Product Has Positive Effect on Purchase Intention

The Effect of The Green Product Toward Environmental Knowledge

Eco labels are part of green products, which can add added value to products and companies (Fuerst & Shimizu, 2016). A study on eco-label was conducted by Alamsyah, D et al. (2021) stated that eco-label is an important factor in influencing environmental knowledge. Another opinion, Rashid, (2009) states that consumers who understand the importance of eco-labels can increase environmental knowledge. Based on this description, hypothesis 2 is proposed as follows.
H2: Green Products Have a Positive Effect on Environmental Knowledge

The Effect of The Green Place Toward Environmental Knowledge

Green place in the field of environmentally friendly tourism is placing products in the right market, namely consumers who are aware of the environment, (Hashem, T. N., & Al-Rifai, N. A., 2011). The location of products and services in this case tourist attractions will affect customers because generally people do not want to go too far just to buy environmentally friendly products, but will choose locally available alternatives (Achola & Were, 2018). To build business sustainability and become cost competitive, companies must ensure that their distributors pay attention to the environment and establish green distribution strategies (Boztepe, 2012). Meanwhile, environmental knowledge is an illustration of how much public awareness about the environment is related to

responsibility for sustainable development and environmental impacts (Wahid, et al. 2011). Previous studies focused mainly on environmentally friendly areas so most consumers tend to make purchases in locations that have low pollution. Paramitra, S. E. (2015) Green marketing mix moderates environmental knowledge. Based on this explanation, hypothesis 3 can be proposed as follows.
H3 : Green Place Has Positive Effect on Environmental Knowledge

The Effect of The Green Place Toward Purchase Intention
Visiting interest is assumed to be a purchase intention, namely a strong desire to buy (Fryxell, G. E., & Lo, C. W., 2003). This is based on indications of the same consumer behavior, before making a purchase, or visiting tourist attractions. Mahmoud (2018); Mahmoud et al. (2017) examined the green marketing mix consisting of green products, green places, green promotions, and green prices on purchase intention. The results of this study indicate that green place has a positive effect on purchase intention. This means that an increase in green places will affect an increase in purchase intention. Based on this explanation, hypothesis 4 can be proposed as follows.
H4 : Green Place Has Positive Effect on Purchase Intention

The Effect of The Environmental Knowledge Toward Purchase Intention
Knowledge of ecology or the environment is the basic knowledge possessed by consumers about things that can be done to assist in environmental protection activities which are facilitated by behavioral commitments to buy green products, (Maichum et al., 2016, Attia & Farrag, 2017). Studies on the effect of environmental knowledge on purchase intention are based on various researchers, namely Patwary, A. K (2020); Azizan & Suki, (2013); Noor, N.A.M, et al., (2012); Puspitasari, et al. (2018); Rahman et al. (2019). Azizan & Suki, (2013) argue that environmental knowledge is the most important predictor in an effort to increase green purchase intention. This is supported by Noor, N.A.M, et al. Azizi et al., (2015); (2018); Rahman et al. (2019) that green purchase intention is largely determined by how much consumers know about the environment. Likewise with Rahayu, et al. (2020) that environmental knowledge can increase purchase intention. This explanation indicates that it is very important to understand the basic issues regarding environmental issues as an effort to influence consumers to make purchases of green products. Based on this description, hypothesis 5 can be built as follows.
H5: Environmental knowledge has a positive effect on purchase intention

Based on the description of previous research regarding the effect of green product, green place, environmental knowledge and purchase intention variables as well as hypotheses, a conceptual model can be built as follows.
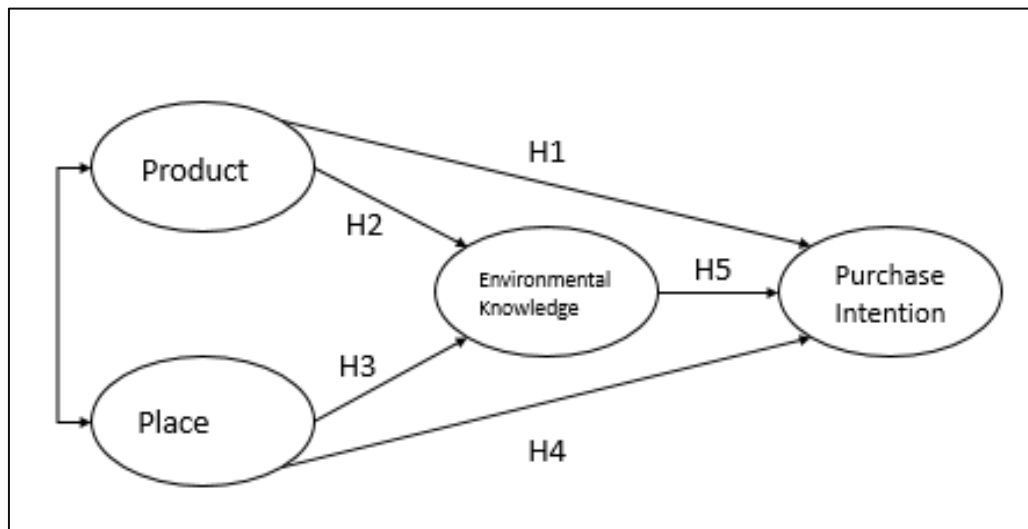
Figure 1. Model Conceptual dan Hypotheses

3. Research Methods
Population and Sample

The population of this study were all visitors to the Kerang Mas Beach tourism object, East Lampung. The sample is part or representative of the population that has the same characteristics and characteristics and meets the population under investigation (Sekaran, U., & Bougie, R. 2010). The sample of this study were some visitors to the Kerang Mas Beach tourism object, East Lampung. The number of samples is at least 100, this sample size refers to the sample adequacy requirements to be processed by SEM Analysis. The sampling technique in this study used a purposive sampling technique or purposive sampling. The criteria for being respondents in this study were male and female, at least 18 years old, had visited Kerang Mas Beach, East Lampung.

Total of 112 questionnaires were distributed by googleform, were collected and used for analysis. Characteristics of the sample based on the age of 17 to 55 years. Based on gender, there were 43 men and 69 women. Having the highest income level of respondents is 1-2 million per month. Meanwhile, the highest education level is high school graduates (45 people), 43 people are bachelors, 8 masters and 4 diplomas. All respondents are people who live in Lampung Province,

Operationalization Variable and Instruments Measurement

There are four variables in this research, namely green product, green place, environmental knowledge, and purchase intention. All variables were measured on a 5-point Likert scale, ranging from ''strongly disagree'' to ''stronegly agree''.

Green Product

Green product is a beach that is free from pollution, garbage, hazardous waste and does not damage nature. Green product is measured in 6 instruments, including (1) Kerang Mas Beach tourism using environmentally friendly tourist attractions, (2) this beach tourism in collaboration with local organizations and communities, (3) the beauty of this beach is well maintained, (4) this beach tourism free from air and water pollution, (5) this beach tourism provides organic and non-

organic waste bins, and (6) this beach tourism manages waste by recycling (Albino, et al. 2009; Lu, 2013).

Green Place

Green place in the field of eco-friendly tourism is placing products in the right market, namely consumers who are environmentally conscious. The green place instrument was modified from research (Ankit, G., & Mayur, R. 2013, Pushpanathan, A., & Silva, 2020) namely (1) the location of this beach is very strategic, (2) the beach location is easy to reach (3) the beauty this beach is still natural (4) the beach environment is still beautiful, and (5) the beach water is clean and clear.

Environment Knowledge

Environmental Knowledge is how much public awareness about the environment is related to responsibility for sustainable development and environmental impact. The instrument variable environmental knowledge consists of five, including (1) My knowledge about recycling is more than average, (2) I understand environmentally friendly terms and symbols (on product packaging), (3) I know how to choose environmentally friendly products, (4) I understand about environmental issues, and (5) the use of environmentally friendly products is important to reduce pollution. These instruments were modified from the research of Mohiuddin, et al. (2018).

Purchase Intention

Interest in visiting is assumed to be purchase intention, which is a strong desire to buy or visit tourist attractions. The purchase intention variable research instruments include, (1) I will visit environmentally friendly tourist attractions in the future, (2) I will look for more information about other environmentally friendly tourist attractions, (3) I decide to visit environmentally friendly tourist attractions , (4) I will visit again to eco-friendly tourist attractions. The instrument is a modified result of research by Taylor and Todd (1995), Chan (2001) Arslan and Zaman (2014), Basiya, R., & Rozak, H. A., (2012).

4. Result And Analysis
Instrument Test

Instrument test are validity test and reliability test. Validity test is conducted towards 4 main variables that are product, environment knowledge, place, and purchase intention. The value of the validity of the green product variable is above 0.7 so it is declared valid. The results of the validity test of the green promotion variable, all indicators have a value above 0.7, so it can be declared valid. The results of the green place variable validity test, there is one indicator that has a value below 0.7, while the other two indicators have a value above 0.7 so that the two indicators are declared valid. The indicator of the environmental knowledge variable has a value of 0.7 so that it is declared valid. Reliability test results show that the amount for green product is 0.790, green promotion is 0.839, green place is 0.822, environment knowledge is 0.575 and purchase intention is 0.790. Reliability test for all variables are over 0.5 so that all variables can be declared reliable.

Hypotheses Test

Hypothesis testing is carried out using the Structural Equation Modeling (SEM) statistical tool AMOS software version 21. The testing process is carried out in two stages, namely At the first step the researchers are testing the goodness-of fit of the model using basic criteria in SEM. The second steps is the hypothesis testing for causal relationships between variables using the criteria of Critical ratio (CR). Explanations for each analysis are as follows:

Analysis of Model's Goodness-of-Fit

The results of the goodness-of-fit model analysis are shown in Table 1. In this test the X^2 value the result shows a signification value that is higher than 0.05 with the amount of X^2 as much as 51.021 which shows us that the research model used fits. The Chi-square is sensitive to the size of the sample, which means other indicators are required to generate a certain justification about the model fit (Ghozali & Fuad, 2005). The other fit indices are: CMIN/DF (Chi-square divided by degree of freedom) = 1.343, TLI or Tucker Lewis Index = 0.965, CFI or Comparative Fit Index = 0.976, GFI or Goodness of Fit Index = 0.927, AGFI (Adjusted GFI) = 0.873, and Root Mean Square Error of Approximation (RMSEA) = 0.048. In general, the model submitted shows good compatibility level because only one index is marginal.

Table 1 : The Result of Model's Goodness-of-Fit

Goodness – of – fit Indices	Cut-off Value	Result	Model Evaluation
Chi-Square (x^2)	Expected to be small	51. 021	Fit
Probability (P)	≥ 0.05	0.77	Fit
CMIN/DF	≤ 2.00	1.343	Fit
GFI	≥ 0.90	0.927	Fit
AGFI	≥ 0.90	0.873	Marginal
TLI	≥ 0.90	0.965	Fit
CFI	≥ 0.90	0.976	Fit
RMSEA	≤ 0.08	0.057	Fit

Path Analysis

The results of the path analysis in Table 2. show that there are five paths of analysis, consisting of four paths of analysis that are significant because they have a P value of less than 5%, and one path analysis that is not significant. The four significant paths are the effect of green product on environmental knowledge, the effect of green place on environmental knowledge, the effect of green place on purchase intention, the effect of environmental knowledge on purchase intention, and the effect of green product on purchase intention. While one path is not significant, the effect of green place on purchase intention.

Table 2. The Result Analysis of Path

			Estimated	S.E.	C.R.	P
Environmental Knowledge	←	Green Product	.191	.084	2.278	.023
Environmental Knowledge	←	Green Place	.328	.121	2.710	.007
Purchase Intention	←	Green Place	.165	.151	1.091	.275
Purchase Intention	←	Environmental Knowledge	.702	.275	2.554	.011
Purchase Intention	←	Green Product	.212	.103	-2.052	.040

Figure 2 shows that the research conceptual model after being processed using SEM, has undergone changes. The changes are mainly from the number of indicators for each variable. The total indicator of the research variable is 19 indicators, but after testing or data processing there are six indicators that must be excluded from the analysis, because they have abnormal values or outlier.
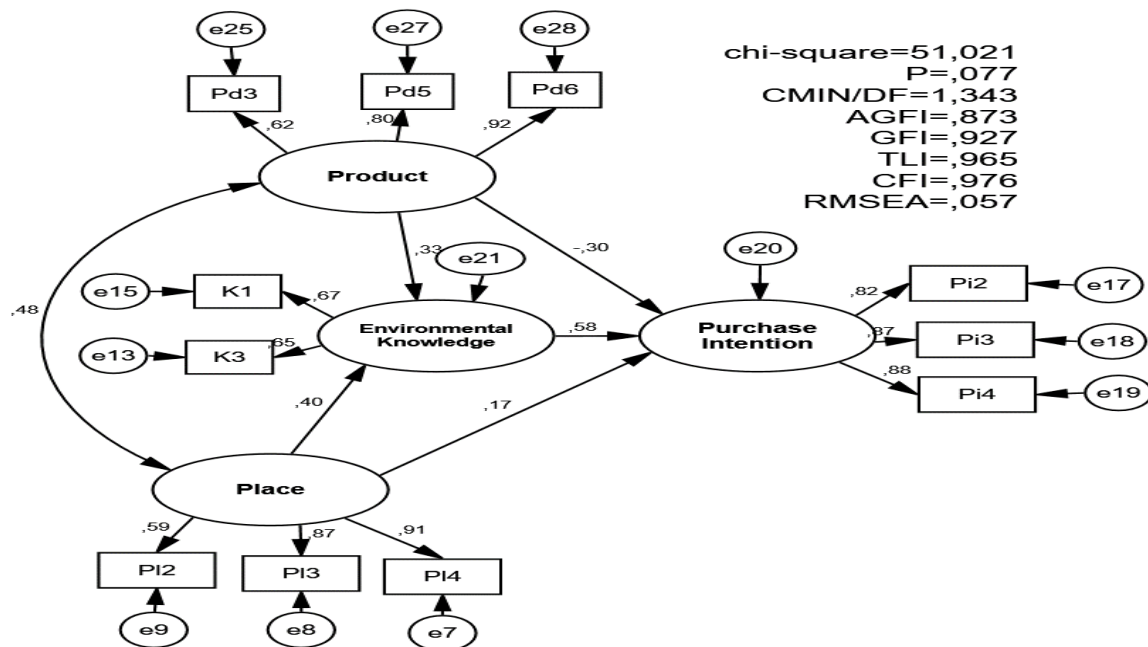

Figure 2. Research Conceptual Model After Analysis

Discussion
The effect of Green Product Toward Purchase Intention
The results of testing and analysis of the effect of green products on purchase intention obtained a CR value of 2.052 and a probability value (P) of 0.040. The CR value is greater than 1.96 and with a significance level of 5%. This value indicates that the green product has a positive and

significant effect on purchase intention. This can be interpreted as increasing green products, increasing purchase intention, so that hypothesis 1 is supported. The description indicates that managers of rural tourism sites must increase green products by increasing maintaining the beauty of the beach, preventing and protecting the beach from pollution, and managing beach cleanliness. The findings of this study support Mahmoud, and Karunarathna, (2017); Kartawinata, B. R., et al. (2020) that green products have a positive effect on green purchase intention.

The effect of Green Product Toward Environmental Knowledge

The results of testing and analysis of the effect of green products on environmental knowledge obtained a CR value of 2.278 and a probability value (P) of 0.023. This value indicates that the green product has a positive and significant effect on environmental knowledge. This can be interpreted as increasing green products, increasing environmental knowledge. Therefore hypothesis 2 is supported. The description indicates that managers of rural tourist attractions must strive to improve green products in order to increase environmental knowledge by increasing the use of green attractions, collaboration with local community organizations, maintaining natural beauty, preventing water and air pollution, providing organic and non-organic waste bins. This finding supports the opinion of Fuerst & Shimizu, 2016), Alamsyah, D et al. (2021) and Rashid, (2009).

The effect of Green Place Toward Environmental Knowledge

The results of testing and analysis of the effect of green place on environmental knowledge obtained a CR value of 2.710 and a probability value (P) of 0.007. The CR value is greater than 1.96 and with a significance level of 5%. This value indicates that the green place has a positive and significant effect on environmental knowledge. This can be interpreted as increasing green place, increasing environmental knowledge, so hypothesis 3 is supported. The description indicates that managers of rural tourist attractions must improve green places so that there is an increase in environmental knowledge by increasing access to tourist sites so that they are easily accessible, maintaining the natural beauty of the beach, and maintaining natural scenery. This study supports Paramitra, S. E. (2015) that green places can improve environmental knowledge.

The effect of Green Place Toward Purchase Intention

The results of testing and analysis of the effect of green place on environmental knowledge obtained a CR value of 1.091 and a probability value (P) of 0.275. The CR value is less than 1.96 and with a significance level of 5%. This value indicates that the green place has a positive and insignificant effect on environmental knowledge. It can be interpreted that an increase in green place cannot increase environmental knowledge, so hypothesis 4 is not supported. This description indicates that the manager of rural tourist attractions must review and look for other strategies to increase purchase intention. This finding contradicts the research of Mahmoud (2018); Mahmoud et al. (2017).

The effect of Environmental Knowledge Toward Purchase Intention

The results of testing and analysis of the effect of green place on environmental knowledge obtained a CR value of 2.554 and a probability value (P) of 0.011. The CR value is greater than 1.96 and with a significance level of 5%. This value indicates that environmental knowledge has a

positive and significant effect on purchase intention. This can be interpreted as increasing environmental knowledge, increasing purchase intention, so hypothesis 5 is supported. The description indicates that managers of rural tourist attractions must improve environmental knowledge by increasing knowledge about recycling, knowledge of choosing environmentally friendly tourist attractions. This study supports the research of Noor, N.A.M, et al. Azizi et al., (2015); (2018); Rahman et al. (2019); Rahayu, et al. (2020) that environmental knowledge can increase purchase intention.

5. Consclusion

Based on the results of the study showed that the green product has a positive and significant effect on environmental knowldge. The green place has a positive and significant effect on environmental knowldge. The green place has a positive and significant effect on purchase intention. The environmental knowledge has a positive and significant effect on purchase intetion, The green product has a positive and significant effect on purchase intention. The green place has a positive and not significant effect on purchase intention. Management of environmentally friendly tourist attractions and rural tourism must pay attention to green products, environmental knowledge and green places to increase tourist interest in visiting. Future research can re-examine the effect of green place and purchase intention. In addition, it tests and analyzes all elements of the 7P's green marketing mix, namely product, place, promotion, price, people, process, and physical assets.

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