

Fluence Green Business Behavior? Gorontalo Regency Religious Tourism Study

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Abstract

This research examines the variables influencing the performance of religious tourism managers in Bongo Village, Gorontalo Province, on Green Business Behavior in ecotourism. The variables used to measure the performance of tourism managers are attitudes towards Ecotourism Responsibility and Ecotourism Principles observed in the tourism site conditions. The assessment is conducted by visitors or tourists. The study employs probability sampling, and there were 155 respondents involved in the research. The analytical technique used in this study is path analysis to determine the relationships/effects between variables. It is concluded that the variable of Ecotourism Responsibility does not have a significant influence on Green Business Behavior. Similarly, the variable of Ecotourism Principles also does not affect Green Business Behavior.

Keywords: Green Business, Ecotourism, Bongo

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1. INTRODUCTION

Tourism development is one way to improve prosperity and social economy in a region. However, if the development is not handled properly, tourism will not have a positive impact on the local economy (Risman, 2016). Currently, the Ministry of Tourism and Creative Economy encourages all regions to develop environmentally and culturally conscious tourism, also known as ecotourism. This concept holds great promise as it can boost the regional economy and provide job opportunities. In 2021, the number of visitors to ecotourism destinations increased by 30%, even during the COVID-19 pandemic (Panto, 2022).

Given its significant potential, every province in Indonesia is striving to enhance ecotourism to attract domestic and international tourists. Gorontalo, which is known as the "serambi Madinah" (the verandah of Medina), is also improving its tourism sector. Several tourist attractions in Gorontalo are being developed as ecotourism and religious tourism sites, such as Bongo Village in Gorontalo Regency, which is the only religious tourism destination based on ecotourism. Despite receiving full attention from the Gorontalo

government, the number of tourist visits in Gorontalo has been declining. In 2018, there were 29,000 visitors, while in 2019, there were 12,300 visitors. The data for 2020 and 2021 were not accurately recorded due to the COVID-19 pandemic (Taharuddin, 2022).

A study conducted by Sentot Suciarto on the concept of greed business in ecotourism in Central Java explains that ecotourism-managed tourist attractions have a significant impact on increasing visits, both nationally and internationally. The green business concept in ecotourism is closely related to environmental preservation and the preservation of the surrounding social culture of tourist attractions (Athanasius, 2020).

Green business is a business concept that focuses on profitability while aiming to preserve the environment in business activities. Green business adopts the concept of the triple bottom line: ecological sustainability, socio-cultural sustainability, and economic sustainability/profit – emphasizing sustainable ecology, social culture, and economy (Heri Wijayanto, 2017).

Based on the above descriptions, research on the application of green business in ecotourism is crucial

to assess how tourism managers are developing their tourist attractions. Therefore, the researchers decided to conduct an in-depth study on the Implementation of Green Business in Ecotourism in Gorontalo Province: A Study on Religious Tourism. The specific tourist attraction investigated in this study is Bongo Village (a religious village tourism site).

Literatur Review

a. Ecotourism Responsibility

Ecotourism, also known as Aerowisata, is a tourism development model that involves responsible management of natural and preserved tourist destinations, allowing visitors to experience the beauty of nature while also supporting education and conservation efforts. It plays a vital role in the economic and socio-cultural aspects of the community. For example, it can contribute to increasing the income and knowledge of the local population.

To ensure the successful implementation of ecotourism, several essential guidelines must be known and followed by the stakeholders and managers involved. These guidelines include education, advocacy, monitoring, community involvement, and conservation. By adhering to these principles, ecotourism activities can lead to a relatively higher cost compared to other forms of tourism that do not adopt ecotourism practices. This is because the management mechanisms in ecotourism focus on maintaining the quantity and quality of services provided. The vision of ecotourism managers goes beyond solely seeking economic benefits; it also emphasizes the preservation of nature and conservation efforts (Athanasius, 2020).

b. Ecotourism Principles

In ecotourism, several ecological-friendly principles focus on developing tourism activities while managing and preventing the impacts caused by tourists. These principles involve adapting to the natural character and culture of the local community, generating income for the area, conserving the environment, promoting community participation, and continuously educating and inspiring the community to preserve tourism and maintain harmony with nature.

Meanwhile, according to the Indonesian Ecotourism Society (MEI), the principles of ecotourism include a strong commitment to

environmental preservation and responsibility. Development should be based on community consensus through consultation. Ecotourism must also bring benefits to the local community and respect their social, traditional, and religious values. Furthermore, it should comply with environmental and tourism laws and regulations (Athanasius, 2020).

c. Green Business Behavior

Green business is a business concept that aims to maintain environmental sustainability while still focusing on profit-oriented activities. It adheres to the triple bottom line concept, which encompasses ecological sustainability, socio-cultural sustainability, and economic sustainability/profit, emphasizing sustainable practices in the ecological, socio-cultural, and economic aspects of the business (Heri Wijayanto, 2017). Green business can be applied to various types of businesses, both large and small, in the service or product sectors.

The concept of green business includes nine key behaviors that are the focal points of green business (Mohamad Nur Utomo, 2021).

- 1) Reducing negative environmental effects
- 2) Offering eco-friendly products or services
- 3) Implementing waste reduction and reuse and recycling practices
- 4) Conserving energy usage
- 5) Improving productivity
- 6) Enhancing environmental performance
- 7) Providing transparent environmental information to the workforce
- 8) Involving stakeholders in environmental management decisions
- 9) Investing in social funding for environmental projects.

2. METHODOLOGY

This research adopts a quantitative research approach. In this approach, the researcher will measure the performance of religious tourism object management. To achieve this, the researcher will employ statistical analysis using the Structural Equation Modeling (SEM) method with the smart Partial Least Square 3 (PLS 3) tool (Creswell, 2020).

This study employs probability sampling. There are 155 respondents used in this research. The analysis technique used in this study is path analysis to determine the relationships/influences among variables. The independent variables are ecotourism

responsibility (TE) and ecotourism principles (PE), while the dependent variable is green business behavior (GB). The statistical testing stages are divided into three parts: the outer model test, the inner model test, and the multigroup analysis test. The outer model test involves three stages: Construct Reliability, Average Variance Extracted (AVE), and Discriminant Validity. The inner model test consists of three stages: Path Value, R-Square, and T-Test.

3. RESULT AND ANALYSIS

3.1. Result

3.1.1. Description of Ecotourism in Bongo Religious Village

Bongo Village is located in Batudaa Pantai Sub-district, Gorontalo Regency. In this religious tourism village, visitors can get a deeper understanding of the Gorontalo Kingdom. There are three religious tourism destinations in Bongo Village: the first is the Mesjid Walima Emas Bubohu (Gold Walima Mosque Bubohu), the second is Taman Wisata Alam Bubohu (Bubohu Nature Park), and the third is Pantai Dulanga (Dulanga Beach).

a. The Masjid Walima Emas Bubohu (Gold Walima Mosque Bubohu)

This mosque is situated atop a hill, offering a beautiful view of the Teluk Tomini sea. It was built by the Yayasan PKBM YOTAMA (PKBM YOTAMA Foundation) in 2007 and can accommodate less than 100 worshippers. Visitors often include local tourists who want to enjoy the panoramic view of the sea and mountains from the hilltop. Besides being a place of worship for visiting tourists, the mosque also hosts cultural activities such as dikili or walima celebrations, which last for a full night. This allows tourists to immerse themselves in these events. Such activities have become a regular annual agenda for the people of Bongo Village to preserve Islamic traditions.

b. Bubohu Nature Park

This place is dubbed the "natural boarding school" because it houses a variety of living creatures within the park. Additionally, it boasts rich fossil findings, which are potential artifacts left by the ancestors of the local community.

The park holds numerous historical artifacts that are ancestral legacies, including a 40x30 cm-sized Quran and other historical items. Due to the abundance of these historical artifacts, the park management has established a museum to

preserve and display these valuable items. The museum is strategically located during the nature park, allowing every visitor to explore and gain knowledge about the region's history.

In addition to the fascinating wooden fossils, the park is also frequently visited by many pigeons, further adding to its allure. The presence of these pigeons enhances the park's appeal and attraction.

The nature park is famously known as the Pusat Kegiatan Belajar (PKBM) YOTAMA, founded to provide assistance and support to the community in improving human resources. The foundation's objective is to create self-reliant communities, reducing dependency on government funds (APBD), and empowering them to establish their community-based institutions to boost the local economy.

c. Dulanga Beach

Dulanga Beach is a tourist destination that combines coastal and hillside attractions, allowing visitors to enjoy the stunning sea view from atop the hill. The beach itself was inspired by the local youth in 2014 and is managed by the community residing around the beach area. With the ongoing development of tourist centers in Gorontalo, Dulanga Beach continues to improve and enhance its facilities.

The available facilities include huts, chairs, round tables, and a stage for specific activities that visitors can utilize. These amenities make Dulanga Beach suitable for a holiday that incorporates outdoor activities. Additionally, visitors need not worry about electricity issues, as each hut is equipped with electrical facilities.

3.1.2. Respondents' Demographics

In this section, the demographics of the respondents obtained through the distribution of a Google Form over approximately one month are described. A total of 155 respondents were collected, spread across both inside and outside Gorontalo Province. The respondents' gender distribution shows that 33.5% were male and 66.5% were female. As for the age of the respondents, the majority fall in the 18-22 years age group, accounting for 69.7%. The 23-27 years age group represents 16.7%, and the 44-48 years age group constitutes 7.7%.

Regarding the distribution of respondents by province, the majority of respondents live in Gorontalo Province, 67.1% and 32.9% outside Gorontalo Province. Most of the respondents'

occupations were students at 73.5%. The following is a demographic table of respondents.

Table 1. Respondents' Demographics

Characteristics	Total
<i>Gender</i>	
Male	52
Female	103
<i>Occupation</i>	
Student	5
Police officer	3
Entrepreneur	3
Employee	7
University student	114
Homemaker	5
Teacher	2
Employee	6
<i>Origin Province</i>	
Gorontalo	104
Outside Gorontalo	51
<i>Age of Respondents</i>	
Age 18-22	108
Age 23-27	26
Age 28-33	5
Age 34-38	1
Age 39-43	3
Age 44-48	12

3.1.3. Outer Model Test

During the process of conducting the outer model test, three evaluation systems are employed: 1)

convergent validity is evaluated using loading factors and Average Variance Extracted (AVE), 2) discriminant validity is assessed by examining the square root of AVE values and the correlations between latent constructs, and 3) reliability test is performed by analyzing the values of Composite Reliability (CR) and Cronbach's alpha. The square root of AVE values is calculated to measure discriminant validity, while AVE and loading factors are used to gauge convergent validity (Wahyudi Rusli, 2023).

Reliability can serve as an indicator of convergent validity, as it can be measured by summing the squared factor loadings for each construct and the error variance terms (Hair et al., 2014). As depicted in Table 2, all items have loading factors greater than 0.70, with AVE scores exceeding 0.50. These findings signify that the items are free from convergent validity issues. Moreover, the Composite Reliability (CR) score is above 0.70, indicating that all constructs exhibit consistency and reliability (Hair et al., 2014).

Table 2. Test author model

Variable	Kode	Loadings	Cronbach's alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
<i>Ecotourism Responsibility (TE)</i>	TE.1	0.892	0.922	0.940	0.797
	TE.2	0.870			
	TE.3	0.873			
<i>Ecotourism Principles (PE)</i>	PE.1	0.928	0.833	0.898	0.747
	PE.2	0.923			
	PE.3	0.937			
<i>Green Business Behavior (GB)</i>	GB.1.1	0.813	0.922	0.896	0.684
	GB.1.2	0.826			
	GB.2	0.736			
	GB.3.1	0.772			
	GB.3.2	0.819			
	GB.4.1	0.791			
	GB.4.2	0.796			
	GB.5	0.844			

The table below provides information that the results of calculating the AVE square root on each diagonal of each construct show a higher value compared to the correlation with other constructs. This means that the AVE values for each construct

represent how much variance is explained by the indicators within that construct. Since the AVE values are greater than the correlations with other constructs, it can be concluded that there is sufficient evidence to support discriminant validity.

Table 3. Discriminant Validity

Variable	PE	TE	GB
Ecotourism Principles	0.93		
Ecotourism Responsibility	0.855	0.878	
Green Business Behavior	0.453	0.467	0.8

3.1.4. Model Structural Test (Inner Model)

The inner model test in Structural Equation Modeling - Partial Least Squares (SEM-PLS) uses a bootstrapping procedure to assess the model's significance level. T-value is utilized in bootstrapping to test hypotheses regarding the significance of path coefficients. A T-value of 1.96 indicates the critical threshold at a 5% significance level. This means that if the T-value of a path coefficient exceeds 1.96 (positive or negative), the relationship can be considered significant at a 5% level of significance ($p < 0.05$). Conversely, if the T-value is less than 1.96, the relationship is not considered significant at a 5% level. The results of the inner model test can be observed in Table 4.

Table 4. Inner Model Results

Path	T Statistics	P Values	Hipotesis
(PE) -> (GB)	1.224	0.222	Ditolak
(TE) -> (GB)	1.933	0.054	Ditolak

Based on Table 4, it is explained that if the Ecotourism Principles (PE) variable ($t\text{-stat } 1.224 < 1.96$ and $p\text{-values } 0.222 > 0.05$), then the hypothesis is rejected. Similarly, for the Ecotourism Responsibility (TE) variable ($t\text{-stat } 1.93 < 1.96$ and $p\text{-values } 0.054 > 0.05$), the hypothesis is rejected as well.

3.2. Discussion

This study assesses the variables that influence the performance of religious tourism managers in Bongo Village, Gorontalo Province, on Green Business Behavior in ecotourism. The variables used to measure the performance of tourism managers are the attitudes towards Ecotourism Responsibility and Ecotourism Principles as observed in the tourism conditions. The assessment is conducted by visitors or tourists.

The results of the hypothesis test indicate that the variable of Ecotourism Responsibility does not have a significant influence on Green Business Behavior. This suggests that the tourism managers are not fully maximizing their ecotourism responsibility. This finding is consistent with a previous study by Sapna Biby (2023), which also found that ecotourism

responsibility does not affect Green Business Behavior.

4. CONCLUSION

Based on the results and discussion above, it can be concluded that the ecotourism responsibility variable does not have a significant influence on Green Business Behavior. Similarly, the ecotourism principles variable also does not affect Green Business Behavior. Therefore, it can be inferred that the management of religious tourism in Bongo Village, Gorontalo Province, is not optimal or still lacking in implementing ecotourism responsibility and ecotourism principles, resulting in suboptimal implementation of Green Business Behavior in the tourism site.

This study has a limitation as it only uses two variables, namely Ecotourism Responsibility and Ecotourism Principles, to measure the level of Green Business Behavior implemented by tourism managers. Future research is expected to include additional theories or other models to provide a more comprehensive understanding of the factors influencing Green Business Behavior in the tourism industry. By incorporating more variables and models, researchers can gain deeper insights into the complexities of sustainable practices and contribute to the development of more effective strategies for promoting green initiatives in the tourism sector.

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