EXPLORING THE ROLE OF DIGITAL GREEN MARKETING CAMPAIGNS AND ENVIRONMENTAL BELIEFS IN SHAPING TOURIST BEHAVIOR AND REVISIT INTENTIONS IN ECOTOURISM

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ABSTRACT

Tourist behavior can have detrimental effects on eco-destinations, such as littering or starting fires. Digital green marketing campaigns and tourist beliefs, however, can influence visitor behavior. Using quantitative analysis, this study examines the role of digital green marketing campaigns and the visitors' beliefs about the environment on tourist pro-environmental behavior and their desire to revisit eco-destinations. The study was conducted by distributing an online survey to 306 respondents who have visited five ecotourism destinations in Indonesia. The acquired data was examined using the PLS-SEM (Partial Least Squares-Structural Equation Modeling) approach. The study found that digital green marketing campaign and tourists' beliefs about the environment positively impact tourists' environmental behavior and their desire to revisit eco-destinations. The tourism ecosystem, however, does not strengthen the relationship between tourist pro-environmental behavior and the revisit intention to eco-destinations. This study will add to the literature by examining the relationship between digital green marketing campaigns, visitors' environmental beliefs, pro-environmental behavior, tourism ecosystems, and revisiting intention to eco-destinations. The study will also provide Destination Marketing Organizations (DMOs) with specific recommendations to promote their eco-destinations, encouraging responsible travel and returning visits.

INTRODUCTION

Indonesia is renowned for its abundant biodiversity, encompassing a wide range of natural features, animal species, and plant life, and therefore boasts numerous exquisite locations that are regarded as natural marvels. Moreover, these natural areas are frequently utilized as viable destinations for the tourism industry, particularly for ecotourism. There is a growing trend among tourists to engage in ecotourism, as they are currently emphasizing environmental issues when visiting (Satrya et al., 2023). Multiple definitions exist for the term "ecotourism," such as the practice of traveling to natural places responsibly, with the aim of conserving the environment and enhancing the welfare of local communities (Shoo & Songorwa, 2013). Another definition is travel that preserves nature and local communities while minimizing its environmental impact. The success of ecotourism, then, depends on the careful and effective management of these resources.

Ecotourism destinations in Indonesia are also encountering problems in relation to environmental degradation (Siswanto & Moeljadi, 2015). The primary issue for eco-destinations is the behavior of tourists, as they frequently engage in reckless actions during their visits (Juvan & Dolnicar, 2014; Sultan et al., 2021). Tourist reckless behavior, such as pollution, waste, and forest fires, has numerous detrimental consequences (M. M. Khan et al., 2022). If an eco-destination undergoes degradation, tourists will refrain from revisiting the location. For instance, the number of tourists visiting Bunaken Marine Park in North Sulawesi has experienced a substantial decline of approximately 65% as a result of the park being inundated by waste (Ramadhan, 2014). According to a study carried out in South Africa, the presence of unclean and littered coastal areas will result in a 40% decrease in the influx of international tourists and a 60% decline in the number of local tourists interested in revisiting Cape Town (Balance et al., 2000).

Modifying tourist behavior is necessary to mitigate the adverse effects on the environment (Han et al., 2018; Scott et al., 2010), and various internal and external factors can influence tourist behavior. Internal factors are derived from the environmental beliefs of tourists, whereas external factors may arise from digital marketing campaigns conducted by Destination Management Organizations (DMOs). Thus, these factors must be thoroughly investigated to enable tourists to behave responsibly in eco-destinations.

In order to investigate the relationship between tourist pro-environmental behavior and the intention to revisit an eco-destination, as well as to understand the factors that drive such behavior, research is necessary. Moreover, researching the impact of the tourism ecosystem on the relationship between tourist pro-environmental behavior and their intention to revisit eco-destinations is also an intriguing area of research. The objective of this study is to examine the influence of a digital green marketing campaign and tourists' beliefs about the environment on their desire to revisit an eco-destination. The pro-environmental behaviors of tourists influence the relationship between these two factors. Furthermore, the tourism ecosystem is utilized as a moderating variable. The study's findings serve as a benchmark for destination management organizations (DMOs) when formulating their strategy within the tourism industry.

LITERATURE REVIEW

Digital Green Marketing Campaign

Companies typically exploit a blend of multimedia marketing communications as part of an integrated marketing communication strategy, which can have a direct or indirect impact on consumer behavior during the purchase process (Lane Keller, 2001; Sridhar et al., 2022). Companies utilize marketing communications by employing a variety of marketing channels that are customized for each individual, such as email, paid search ads, and catalogs, as well as mass media platforms like television and radio. Research conducted in multiple nations indicates a prevailing inclination to employ online marketing strategies in order to shape ecotourism behavior (Taufique, 2022). Social media is a popular marketing and communication tool utilized by businesses to directly engage with tourists and shape their decision-making process (Sheng, 2019; Taufique, 2022). Some studies have indicated that social media is utilized to promote responsible travel behavior and demonstrate the impact of sustainable actions on public awareness (Han et al., 2018; Sultan et al., 2021).

Tourist Environmental Belief

Environmental concerns have a widespread impact on various businesses and individuals globally (Majeed et al., 2022; Papadopoulos et al., 2010). Consumers are exhibiting a growing concern for the environment, leading to a shift in their behavioral patterns to actively promote environmental protection (Arbuthnot, 1977; Majeed et al., 2022). As a result, one of the examples of behavior that is highlighted is when consumers engage in activities with the intention of contributing to the improvement of the environment (Akhtar et al., 2021; Majeed et al., 2022). Tourists' belief in the environment refers to concern for environmental issues such as pollution, global warming, and other damage caused by chemicals (Kilbourne & Pickett, 2008; Seo & Kim, 2019). Individuals who demonstrate a high level of environmental belief are those who have a strong awareness and comprehension of the effects that their actions have on the conditions of the environment (Leonidou et al., 2022).

Tourist Pro-Environmental Behavior

According to the research that has been carried out, there is a wide variety of terminology that has been used to describe acts that are beneficial to the environment, including the term "pro-environmental behavior" (Han et al., 2018; L. Steg et al., 2013), "environmentally friendly behavior" (Dolnicar & Grün, 2009), "ecological behavior or conservation behavior" (Schultz et al., 2008). Additionally, certain researchers have provided other meanings. For example, environmentally friendly behavior refers to the intentional attempts made to reduce the negative impacts of one's actions on the natural environment (Kollmuss & Agyeman, 2002). Some academics have suggested that the motivation behind pro-environmental behavior might be linked to its influence or effect (Han et al., 2018; Linda Steg & Vlek, 2009), arguing that every human behavior inevitably affects the environment, with consequences that can be either damaging or beneficial. Within the context of tourism, pro-environmental tourist behaviors are specifically targeted at mitigating the adverse effects on the environment, enhancing environmental preservation and conservation endeavors, and refraining from causing harm to the biosphere and ecosystem of tourist destinations during tourist activities (Han et al., 2018; S. (Ally) Lee & Oh, 2014).

Tourism Ecosystem

The presence of ecosystems at the destination for tourists significantly impacts visitor arrival. These ecosystems can be characterized as tourism sites with distinct characteristics. Every tourism site possesses distinct attributes, including climate conditions, historical significance, sustainable value of nature, and convenient accessibility, which sets it apart from other tourist destinations (Albayrak & Caber, 2016; Sirakaya et al., 1996). Tourist destination attributes significantly influence travelers' satisfaction, perceptions, and post-purchase behavior (Albayrak & Caber, 2016; Bigné et al., 2001). The presence of an ecosystem in a destination for tourists can have an impact on the level of satisfaction experienced by consumers and their willingness to visit the destination.

Revisit Intention to Eco-Destination

According to the theory of planned behavior (TPB), individuals typically make rational judgments about specific behaviors by assessing the available information, with the crucial factor being the level of willingness to act (Ajzen, 2012; M. T. Lee et al., 2020). The intent underlying a behavior is determined by the likelihood that the action will result in the anticipated consequence, as well as the advantages and disadvantages associated with that outcome (M. T. Lee et al., 2020). Tourists who experience satisfaction when visiting a tourist site tend to have the desire to revisit that destination on different occasions. Within the context of tourism, tourists select destinations that possess characteristics capable of satisfying their needs (Stylos et al., 2017; Yu, 2022). According to research of the literature, tourists who demonstrate pro-environmental behavior and have a strong commitment to long-term environmental development goals will gain advantages from visiting natural tourist destinations (Shien et al., 2022).

HYPOTHESIS DEVELOPMENT

The preceding section examined the indicators employed in the model. This section discusses the correlation between each indicator in the specified model (see Figure 1).

Digital Green Marketing Campaign and Tourist Pro-Environmental Behavior

Marketing communications typically use a combination of verbal and non-verbal channels to convey information about the environment, with the aim of grabbing attention and shaping consumer behavior (Taufique, 2022). Digital marketing is a primary technique of marketing communication that has a significant effect on consumer behavior. Hence, digital marketing is extensively employed by many stakeholders to shape individuals' behavior. Studies have indicated that several stakeholders, including visitors, governments, the tourism industry, and communities, adopt digital marketing strategies to promote environmentally friendly travel behavior, including ecotourism behavior (M. F. Khan et al., 2022). Social media marketing is an increasingly popular technique in the domain of digital marketing. Social media marketing provides the ability to influence the behavior of tourists by enhancing the value of the brand and establishing trust (Upadhyay et al., 2022). In the business world, organizations utilize multimedia marketing communications to directly or indirectly impact consumer purchase behavior by providing information about the services and products they offer (Sridhar et al., 2022). Previous research has demonstrated that green advertising encourages pro-environmental behaviors, such as buying environmentally friendly items or advocating environmental policy (Kaur et al., 2021). Hence, the formulation of this hypothesis is as follows:

Hypothesis 1: Digital Green Marketing Campaigns have a positive effect on Tourist Pro-environmental Behavior

Digital Green Marketing Campaign and Revisit Intention to Eco-Destination

Companies commonly utilize marketing communications to shape consumer needs. As part of the company's marketing strategy, event marketing can be used to develop a consumer connection with the product or service brand (Setiawan et al., 2022). In the context of tourism, Ariyeni et al. (2020) found that green marketing initiatives can enhance tourists' desire to revisit Pariaman Beach. With respect to products, a study found that the green brand of Starbucks products positively influences customers' desire to repurchase (Wijaya et al., 2020). Furthermore,

event marketing also emphasizes the willingness of consumers to make a purchase or use a service and visit a specific area. Ensuring a consistent marketing communication strategy will increase the probability of repeat purchases by consumers (Butkouskaya et al., 2021). Additional studies have indicated that integrated marketing communication has the potential to impact consumer motivation, ultimately leading to increased purchase behavior (Kumar & Sadarangani, 2021). Within the context of sports, marketing communication strategies have been observed to exert an influence on an individual's desire to visit a sports facility in a particular location (Foster et al., 2020). Hence, the formulation of this hypothesis is as follows:

Hypothesis 2: Digital Green Marketing Campaigns have a positive effect on Revisit Intention to Eco-Destination

Tourist Environmental Belief and Tourist Pro-Environmental Behavior

Beliefs have a direct effect on behavior (Park et al., 2020). Belief and behavior are connected, with normative beliefs impacting a person's behavior (Jennings, 2019). Hwang & Lee (2018) showed that ecological belief has a positive impact on ecotourism behavior. Previous research in the environmental domain has demonstrated that consumer beliefs regarding environmental factors significantly impact consumer attitudes toward purchasing second-hand fashion items (Seo & Kim, 2019). In addition, travelers' belief in sustainability is recognized for having a positive impact on efforts to preserve the environment (Liobikienė et al., 2020). Hence, the formulation of this hypothesis is as follows:

Hypothesis 3: Tourist Environmental Belief has a positive effect on Tourist Pro-Environmental Behavior

Tourist Environmental Belief and Revisit Intention to Eco-Destination

An individual's beliefs have the ability to influence their desires. The consumer's belief might foster a desire for confidence in the initial stages (Aityoussef & Belhcen, 2022). Further research has shown that consumer belief has a positive and significant influence on consumer

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attitudes and intentions to purchase locally sourced-food items (Zhang et al., 2020). Values shape what people believe. Emotional values were identified as the most influential factor on tourist satisfaction and loyalty toward destinations for tourists (Sharma & Nayak, 2019), while another study also showed that tourists' values have significant impacts on their intention to visit (Subawa et al., 2023). Contrarily, alternative studies have indicated that customer belief negatively influences an individual's willingness to adopt renewable energies (Irfan et al., 2021). Hence, the formulation of this hypothesis is as follows:

Hypothesis 4: Tourist Environmental Belief has a positive effect on Revisit Intention to Eco-Destination

Tourist Pro-Environmental Behavior and Revisit Intention to Eco-Destination

An individual's behaviors may affect another person's desire to engage in a particular activity. An individual with a sufficient level of pro-environmental consciousness tends to revisit environmentally friendly locations (Yu, 2022). Research has shown that tourists' pro-environmental behaviors have a positive impact on their desire to travel to places that adhere to ecotourism standards (Shien et al., 2022). Another study also found that the psychological and behavioral factors of tourists have a significant impact on their desire to visit again (Kim, 2021). Tourist behavioral characteristics can be used to predict tourists' desire to revisit creative tourism locations (Singh & Nazki, 2019). In the context of food tourism, food enthusiasts who appreciate traveling for culinary experiences are also keen on attending food festivals (Chang et al., 2018). Contrarily, additional research has indicated that engaging in pro-environmental behaviors does not have a positive impact on an individual's desires (Vorobeva et al., 2022). Hence, the formulation of this hypothesis is as follows:

Hypothesis 5: Tourist Pro-Environmental Behavior has a positive effect on Revisit Intention to Eco-Destination

Tourism Ecosystem and Revisit Intention to Eco-Destination

The ecosystems in which people live can have an impact on their desires. University ecosystems, such as the environment and resources provided by universities, have a positive influence on individuals' views and desires to pursue entrepreneurship (Pelegrini & Moraes, 2022). Research has also confirmed that the entrepreneurial ecosystem has a positive effect on students' desire and motivation to become entrepreneurs, which may be achieved through engaging in entrepreneurial activities (Astuty et al., 2022). Within the context of tourism, the attributes of a tourist destination may influence the intention of tourists to revisit a previously visited music festival (Borges et al., 2021). E-reservations, the image of a destination, and memorable travel experiences all have had a significant effect on Generation Z's intentions to visit again (Ladystia et al., 2021). Another study showed that smart tourist destinations and the image of those destinations affect the desire of individuals to visit back (Sugandini et al., 2023). Hence, the formulation of this hypothesis is as follows:

Hypothesis 6: Tourism Ecosystems have a positive effect on revisiting Intention to Eco-Destination

Tourist Pro-Environmental Behavior, Tourism Ecosystem, and Revisit Intention to Eco-Destination

Tourists' judgment of the facilities and environments of a destination can impact their intention to visit or revisit the destination (Rahadi et al., 2021). Facilities in destinations for tourists include lodging, commercial centers, recreational activities, and infrastructure. Meanwhile, the conditions of destinations for tourists cover the natural environment, their uniqueness, and the prevailing weather. Additional factors, such as the accessibility of infrastructure (such as guidance services, access to highways leading to tourist destinations, and public transportation) and the quality of the environment (including cleanliness and natural attractions at tourist sites) also play a role in influencing tourists' willingness to participate in tourist activities (Yusuf et al., 2021). Destination image is one of the factors influencing visitor behavior. Hence, enhancing the image of tourist destinations plays an essential role in guiding behavior to increase the intention to revisit. The

destination image might influence visitor behavior. Improving the image of tourism destinations is essential in influencing the behavior of visitors and increasing their intentions to revisit (Giao et al., 2020). The destination's image will impact tourists' decisions when selecting a destination, assessing their upcoming visits, and their future travel desires (Budi Riyanto et al., 2022). Hence, the formulation of this hypothesis is as follows:

Hypothesis 7: Tourism Ecosystems strengthen the relationship between Tourist Pro-Environmental Behavior and Revisit Intention to Eco-Destination

Digital Green Marketing Campaign, Tourist Pro-environmental Behavior, and Revisit Intention to Eco-Destination

Previous research has shown a direct correlation between digital marketing and customers' inspired behavior and desire to participate in repeated product purchases or visit sports facilities at specific places (Butkouskaya et al., 2021; Foster et al., 2020; Kumar & Sadarangani, 2021; Setiawan et al., 2022). Further research also has indicated that digital marketing has a direct correlation with one's behavior. Research has demonstrated that digital marketing can affect individuals' actions and behaviors, particularly in the realm of sustainable tourism practices (ecotourism behavior) or product purchases (Sridhar et al., 2022; Taufique, 2022; Upadhyay et al., 2022). Those researchers aimed to develop a hypothetical indirect relationship between a digital green marketing campaign and the intention of tourists to revisit an eco-destination, and the tourists' pro-environmental behavior would mediate this relationship. Hence, the formulation of this hypothesis is as follows:

Hypothesis 8: Digital Green Marketing Campaigns have a positive effect on Revisit Intention to Eco-Destination mediated by Tourist Pro-Environmental Behavior

Tourist Environmental Belief, Tourist Pro-environmental Behavior, and Revisit Intention to Eco-Destination

Prior studies have established a causal link between an individual's belief system and their subsequent conduct, regardless of whether the relationship is positive or negative (Park et al., 2020; Seo & Kim, 2019; Yi & Jai, 2020). Additional research has further demonstrated the direct correlation between an individual's beliefs and their desire to take action by purchasing products or adopting renewable energy (Aityoussef & Belhcen, 2022; Irfan et al., 2021; Zhang et al., 2020). Those researchers aimed to investigate a potential indirect relationship between tourists' beliefs and their desire to revisit eco-destinations, and as such the tourists' pro-environmental actions were believed to have an impact on this relationship. Hence, the formulation of this hypothesis is as follows:

Hypothesis 9: Tourist Environmental Belief has a positive effect on Revisit Intention to Eco-Destination mediated by Tourist Pro-Environmental Behavior

METHODOLOGY

This study employed quantitative methodologies to investigate the correlation between digital green marketing campaigns, tourists' environmental beliefs, the tourism ecosystem, and their intention to revisit eco-destinations. It employed non-probability sampling, specifically utilizing judgment sampling, and used the Structural Equation Model (SEM) to analyze the obtained data. An online survey of domestic tourists who have visited one of the five eco-destinations within the past two years was used. These destinations included Bromo Tenggeru Semeru National Park (East Java Province), Dieng Highland (Central Java Province), Tangkuban Perahu Mountain (West Java Province), Ancol Beach (DKI Jakarta Province), and Parangtritis Beach (DI Yogyakarta Province). The survey was distributed beginning in early September 2023, and a total of 306 participants completed it. The survey was conducted using a Likert scale with a range of 5, ranging from (1) strongly disagree to (5) strongly agree.

According to Table 1 (Profile of Respondents), the survey found that 67.6% of respondents were male, while 32.4% were female. The most significant proportion of responses falls within the age range of 17-24 years (35.3%), followed by the age range of 25-34 years (26.5%), and then the age range of 35-44 years (20.6%). The majority of respondents are employed in the

private sector, at 35% of the total. Concerning monthly income, the data reveals that the majority of respondents earn less than 5 million IDR (59.2%). As for the area of residence, a significant proportion of participants (55.9%) reside in the Bandung region.

Table 1: Profile of Respondents

Details		N	Percentage (%)
Gender	Male	99	32,4
	Female	207	67,6
Age	<17 years old	3	1,0
	17-24 years old	108	35,3
	25-34 years old	81	26,5
	35-44 years old	63	20,6
	45-54 years old	51	16,7
Occupation	University Student	5	1,6
	Lecturer	22	7,2
	Teacher	13	4,2
	Housewife	30	9,8
	Private employee	107	35,0
	Civil Servant	34	11,1
	Student	42	13,7
	Police/Army	3	1,0
	Entrepreneur	33	10,8
	Others	17	5,6
Monthly Income	< 5 mio IDR	181	59,2
	5-19 mio IDR	108	35,3
	20-34 mio IDR	14	4,6
	> 50 mio IDR	3	1,0
Area of Residence	Greater Jakarta (Jabodetabek)	36	11,8
	Bandung	171	55,9
	Java (Outside Jabodetabek)	99	32,4

Source: Author's work.

RESULTS

Evaluating Measurement Model (Outer Model)

The purpose of this stage was to assess the validity and reliability of each indicator. It involved assessing convergent validity by examining factor loading values and evaluating discriminant validity using the Fornell-Lacker criterion and average variance extracted (AVE) values. Furthermore, the stage involved assessing the reliability of each indicator by examining the values of Cronbach Alpha (CA) and Composite Reliability (CR).

First. the purpose of verifying convergent validity is to determine if each indicator accurately depicts its corresponding variable. An indicator is considered valid if its factor loading is greater than 0.5 (Chin W, 1998). Figure 1 below reveals that all indicators were kept because their factor loading exceeded 0.5, implying that

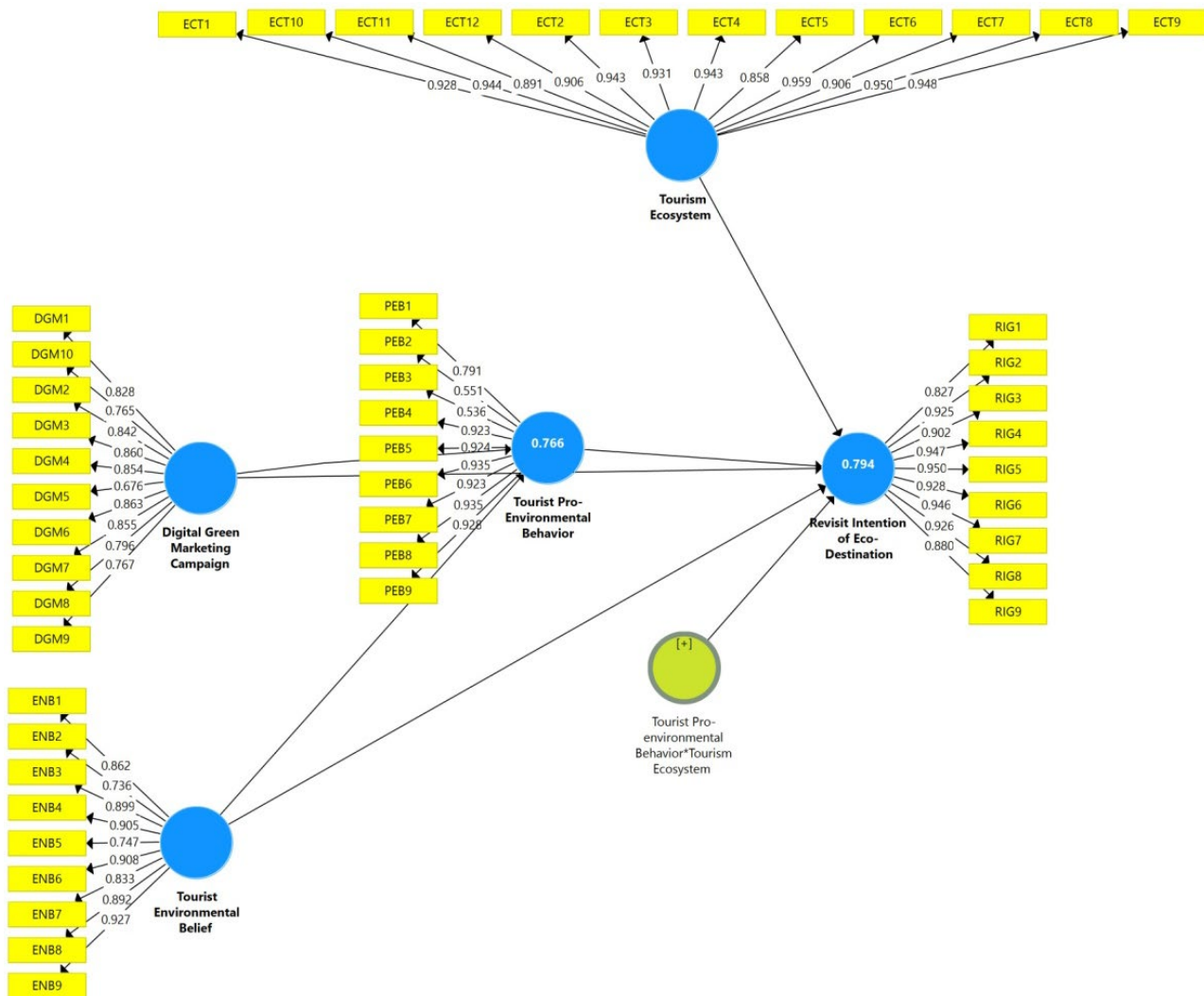all indicators possessed validity in assessing the variable in question.

Figure 1: Measurement Model Analysis
Source: Data Analysis using SmartPLS 3.0.

Second, the purpose of assessing discriminant validity is to verify that each latent variable is distinct from other variables. Fornell-Lacker criterion testing is a method that can be used to measure discriminant validity. For each variable to have acceptable discriminant validity, the square root of the average variance extracted (AVE) for each variable must be greater than the correlation value between that variable and the other variables in the model (Henseler et al., 2015). Table 2 displays the test results of the

Fornell-Larcker criterion And indicates that all variables have satisfied the requirements for discriminant validity.

Table 2: Test Results of Discriminant Validity based on Fornell Larcker Criterion

	Digital Green Marketing Campaign	Revisit Intention to Eco-Destination	Tourism Ecosystem	Tourist Environmental Belief	Tourist Pro-Environmental Behavior
Digital Green Marketing Campaign	0.813				
Revisit Intention to Eco-Destination	0.697	0.915			
Tourism Ecosystem	0.671	0.864	0.926		
Tourist Environmental Belief	0.700	0.801	0.864	0.859	
Tourist Pro-Environmental Behavior	0.74	0.868	0.907	0.852	0.842

Source: Data Analysis using SmartPLS 3.0.

Further, discriminant validity can be assessed by quantifying the average variance extracted (AVE). Discriminant validity is achieved when the average variance extracted (AVE) of each variable exceeds 0.5 (Verhoef et al., 2009). Table 3 displays the test results of discriminant validity using the Average Variance Extracted (AVE) method and indicates that the average variance extracted (AVE) for each variable exceeds 0.5. Therefore, all variables have fulfilled the criteria for discriminant validity.

Table 3: Test Results of Discriminant Validity based on AVE

Variable	Average Variance Extracted (AVE)	Remarks
Digital Green Marketing Campaign	0.660	Valid
Revisit Intention of Eco-Destination	0.838	Valid
Tourism Ecosystem	0.857	Valid
Tourist Environmental Belief	0.738	Valid
Tourist Pro-Environmental Behavior	0.709	Valid

Source: Data Analysis using SmartPLS 3.0.

Third, the goal of reliability testing is to assess the level of consistency among indicators in accurately portraying a specific variable. A questionnaire is considered reliable if the Cronbach's alpha (CA) value exceeds 0.70 or if the composite reliability (CR) value exceeds 0.70.(Joseph F. Hair et al., 2019; Leguina, 2015). Table 4 displays the outcomes of the reliability testing; both the CA and CR values exceed 0.7.

Thus, all variables have satisfied the criteria for reliability.

Table 4: Test Results of Reliability

Variabel	Cronbach's Alpha	Composite Reliability	Remarks
Digital Green Marketing Campaign	0.942	0.951	Reliable
Revisit Intention of Eco-Destination	0.976	0.979	Reliable
Tourism Ecosystem	0.985	0.986	Reliable
Tourist Environmental Belief	0.955	0.962	Reliable
Tourist Pro-Environmental Behavior	0.944	0.955	Reliable

Source: Data Analysis using SmartPLS 3.0.

Evaluating Structural Model (Inner Model)

The purpose of this stage was to verify the robustness and accuracy of the structural model by assessing its goodness of fit. In addition, this activity examined many parameters, including the Standardized Root Mean Square Residual (SMRM) model and the R-Square (R^2) value. The partial least squares (PLS) model is considered to have a satisfactory fit if the value of the standardized root mean square residual (SRMR) is less than or equal to 0.08. (Joseph F. Hair et al., 2019). Table 5 shows that the SRMR value is 0.074, which is below the threshold of 0.08, indicating that the model is suitable and can be advanced to hypothesis testing.

Table 5: Value of Standardized Root Mean Square Residual Model (SMRM)

	Model	Remarks
SRMR	0.074	Model Fit

Source: Data Analysis using SmartPLS 3.0.

The coefficient of determination, R-squared (R^2), indicates the accuracy of a predictive model. This value represents the cumulative impact of both the exogenous variable and the endogenous variable. The R^2 number ranges from 0 to 1. If the R^2 value is closer to 1, it indicates that the independent (exogenous) variable gives sufficient information to predict the dependent

(endogenous) variable accurately. If the R^2 value is closer to 0, it indicates that the independent variable has a limited ability to predict the dependent (endogenous) variable. A predictive model with a higher R^2 value (greater than 0.75) indicates a higher level of accuracy (Joe F. Hair et al., 2014). Table 6 indicates that the R^2 value for both endogenous variables exceeds 0.75, thus, the classification of the model's accuracy level is considered high.

Table 6: Value of R-Square (R^2)

Endogen Variable	R Square (R^2)	Classification
Tourist Pro-Environmental Behavior	0.766	Tinggi
Revisit Intention of Eco-Destination	0.794	Tinggi

Source: Data Analysis using SmartPLS 3.0.

Hypothesis Testing

The research model proposed in this study is depicted in Figure 2, while the findings of the completed hypothesis testing are presented in Table 7.
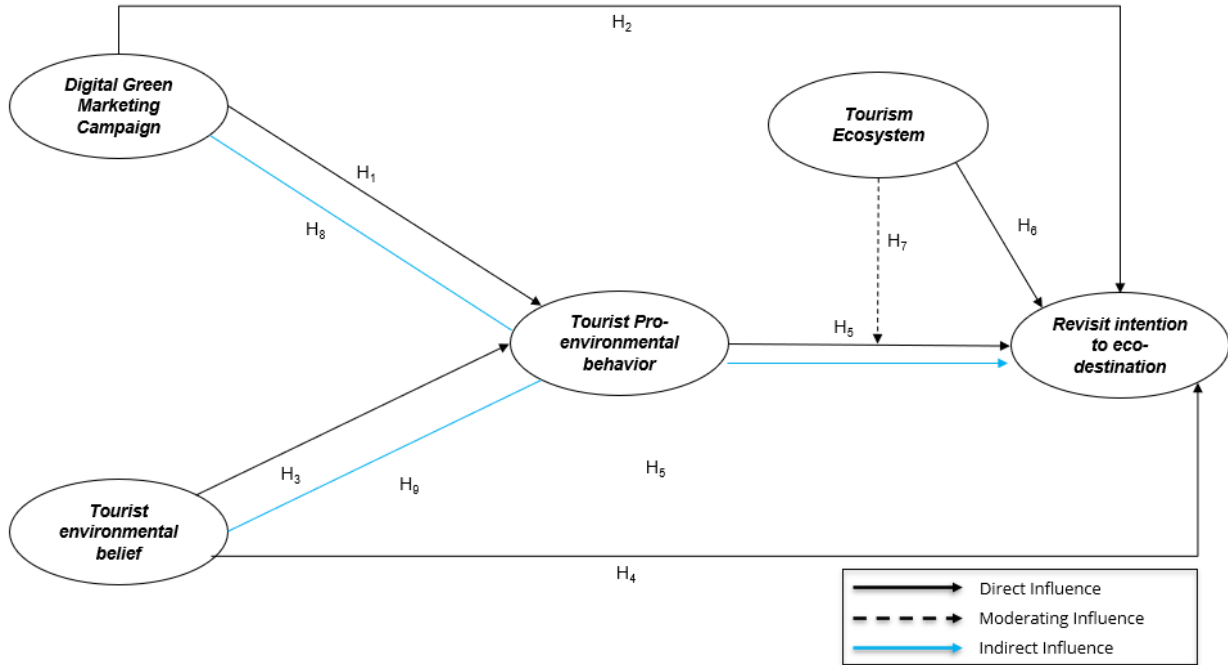
Figure 2: Research Model
Source: Author's Work.

Table 7: Hypothesis Testing Results

No	Hypothesis	Standardized Coefficient	T Statistics	P-Values	Conclusion
H1	Digital Green Marketing Campaigns have a positive effect on Tourist Pro-environmental Behavior	0.282	5.612	0.000*	Hypothesis accepted
H2	Digital Green Marketing Campaigns have a positive effect on Revisit Intention to Eco-Destination	0.112	3.096	0.001*	Hypothesis accepted
H3	Tourist Environmental Belief has a positive effect on Tourist Pro-Environmental Behavior	0.655	13.287	0.000*	Hypothesis accepted
H4	Tourist Environmental Belief has a positive effect on Revisit Intention to Eco-Destination	0.068	1.128	0.130	Hypothesis rejected
H5	Tourist Pro-Environmental Behavior has a positive effect on Revisit Intention to Eco-Destination	0.369	3.711	0.000*	Hypothesis accepted
H6	Tourism Ecosystems have a positive effect on Revisit Intention to Eco-Destination	0.413	4.513	0.000*	Hypothesis accepted

H7	Tourism Ecosystems strengthen the relationship between Tourist Pro-Environmental Behavior and Revisit Intention to Eco-Destination	0.011	0.621	0.268	Hypothesis rejected
H8	Digital Green Marketing Campaigns have a positive effect on Revisit Intention to Eco-Destination mediated by Tourist Pro-Environmental Behavior	0.104	2.789	0.003	Hypothesis accepted
H9	Tourist Environmental Belief has a positive effect on Revisit Intention to Eco-Destination mediated by Tourist Pro-Environmental Behavior	0.242	3.767	0.000	Hypothesis accepted

Source: Data Analysis using SmartPLS 3.0.

DISCUSSION

Several explanations based on Table 7 above are as follows:

H1: Digital Green Marketing Campaign has a positive effect on Tourist Pro-environmental Behavior

Table 7 supports hypothesis 1, indicating that a digital green marketing campaign has a positive effect on tourist pro-environmental behavior. This finding is consistent with other studies suggesting that social media marketing exerts an impact on consumer behavior by means of trust and brand equity (Upadhyay et al., 2022). Furthermore, another study demonstrated that the tourism industry employs digital marketing strategies to encourage ecotourism behavior among tourists. (M. M. Khan et al., 2022). Prior studies have explored the impact of marketing instruments, such as eco-labels and marketing communication, on consumer behavior (Sridhar et al., 2022; Taufique, 2022; Taufique et al., 2017).

H2: Digital Green Marketing Campaign has a positive effect on Revisit Intention to Eco-Destination

Table 7 supports hypothesis 2, indicating that a digital green marketing campaign has a positive effect on revisiting the intention to eco-destination. Previous research supports the idea that the utilization of integrated marketing communications (IMC) channels has an impact on customer repurchase intention. (Butkouskaya et al., 2021). Furthermore, additional studies demonstrated that personalized advertising has a substantial effect on purchase intention (Kumar & Sadarangani, 2021). Furthermore, internet marketing exerts a considerable impact on a desire to frequent sporting facilities (Foster et al., 2020).

H3: Tourist Environmental Belief has a positive effect on Tourist Pro-Environmental Behavior

Table 7 supports hypothesis 3, indicating that tourist environmental belief has a positive effect on tourist pro-environmental behavior. Consumer belief has been found to have a significant impact on the behavior of dumping electronic waste, which is consistent with an earlier study (Park et al., 2020). This belief also impacts buyer behavior when purchasing second-hand things (Seo & Kim, 2019). Furthermore, it has been demonstrated that holding environmental beliefs has a beneficial impact on efforts to preserve the environment (Liobikienė et al., 2020).

H4: Tourist Environmental Belief has a positive effect on Revisit Intention to Eco-Destination

Table 7 rejects hypothesis 4, indicating that tourist environmental belief has a positive effect on tourist pro-environmental behavior. The findings of this study differ from the research conducted (Aityoussef & Belhcen, 2022), which

demonstrates that customer beliefs can foster trust intentions in the first phase. Additional research further indicates that customer belief has a favorable influence on their desire to purchase locally sourced food (Zhang et al., 2020). Nevertheless, research indicates that consumer beliefs might actually have adverse impacts on an individual's intention to utilize renewable energy (Irfan et al., 2021). Consumer beliefs may sometimes hinder someone's intentions in the context of sustainability.

H5: Tourist Pro-Environmental Behavior has a positive effect on Revisit Intention to Eco-Destination

Table 7 supports hypothesis 5, indicating that tourist pro-environmental behavior has a positive effect on revisiting intention to an eco-destination. This finding is consistent with prior research indicating that tourists' pro-environmental behavior can positively influence their intention to revisit in the future (Shien et al., 2022). Furthermore, the adoption of pro-environmental behavior by tourists has a positive impact on their intention to revisit (M. T. Lee et al., 2020). For the hotel industry, research has demonstrated that when guests engage in pro-environmental behavior, it increases the likelihood of their returning to the hotel for another visit (Yu, 2022). This implies that if tourists demonstrate responsible behavior toward the environment, it will catalyze their return visits to these locations.

H6: Tourism Ecosystem has a positive effect on Revisit Intention to Eco-Destination

Table 7 supports hypothesis 6, indicating that the tourism ecosystem has a positive hypothesis on revisiting the intention to an eco-destination. This finding is consistent with prior research that demonstrated the positive effect of the university ecosystem on students' desire to pursue entrepreneurship (Astuty et al., 2022; Pelegrini & Moraes, 2022). Within the context of tourism, the likelihood of tourists returning to a music festival is influenced by the entire tourism ecosystem. (Borges et al., 2021).

H7: Tourism Ecosystem strengthens the relationship between Tourist Pro-Environmental Behavior and Revisit Intention to Eco-Destination

Table 7 rejects hypothesis 7, indicating that the tourism ecosystem strengthens the relationship between tourist pro-environmental behavior and revisit intention to an eco-destination. This is in contrast to a recent study that found that infrastructure, such as signs, accessibility, and public transit, as well as the environment, including cleanliness and scenery, also had an impact on tourists' desire to travel (Yusuf et al., 2021). Furthermore, the way tourists perceive the facilities and conditions of a destination for tourism might significantly impact their desire to visit or revisit that particular area. (Rahadi et al., 2021). Nevertheless, the findings of this study indicate that the tourism ecosystem does not influence tourists' intention to revisit it, provided that they take part in environmental conservation. The impact of the tourism ecosystem on the relationship between the tourist ecosystem and the intention to revisit may be dependent upon the effectiveness of the marketing campaign conducted by the destination management organization (DMO).

H8: Digital Green Marketing Campaign has a positive effect on Revisit Intention to Eco-Destination mediated by Tourist Pro-Environmental Behavior

Table 7 supports hypothesis 8, indicating that a digital green marketing campaign has a positive effect on revisiting intention to an eco-destination, mediated by tourist pro-environmental behavior. This finding is consistent with other research indicating that both digital green marketing campaigns and tourist pro-environmental behavior have an impact on the intention of tourists to revisit eco-destinations. (Butkouskaya et al., 2021; Foster et al., 2020; Kumar & Sadarangani, 2021; M. T. Lee et al., 2020; Setiawan et al., 2022; Shien et al., 2022; Yu, 2022).

H9: Tourist Environmental Belief has a positive effect on Revisit Intention to Eco-Destination mediated by Tourist Pro-Environmental Behavior

Table 7 supports hypothesis 9, indicating that tourist environmental belief has a positive effect on revisit intention to an eco-destination, mediated by tourist pro-environmental behavior. This finding is consistent with other research suggesting that tourists' awareness of environmental issues and their corresponding

solutions not only affects their pro-environmental behavior but also influences their desire to buy eco-friendly products (Bahja & Hancer, 2021). Furthermore, another study demonstrated that personal awareness regarding environmental issues significantly influences the development of pro-environmental behaviors, which in turn stimulates the desire of tourists to choose hotels that adhere to environmental standards (Fauzi et al., 2022).

IMPLICATION

This study provides empirical evidence in support of various theories, including the green marketing theory, the theory of planned behavior (TPB), and the commitment-trust theory. It supports the green marketing theory by employing a variable digital green marketing campaign as a component of it. The philosophy of green marketing aims not only to minimize environmental damage but also to attain sustainability. The study demonstrates that the digital green marketing campaign is a significant determinant in shaping pro-environmental behavior. Furthermore, it supports the theory of planned conduct (TPB), which explains the factors that influence an individual's behavior, and its findings demonstrate that the environmental beliefs held by tourists have a significant impact on their pro-environmental behaviors.

Additionally, tourists' pro-environmental behavior mediates the indirect impact of their environmental beliefs on their intention to return to eco-destinations. Additionally, this study offers more proof in favor of the commitment-trust theory, which contends that other stakeholders' commitment and efforts are what establish trust. The results of this study indicate that digital green marketing campaigns and the tourist ecosystem have an impact on the intention of revisiting eco-destinations.

Regarding practical implications, DMOs can effectively promote eco-destinations by leveraging popular social media platforms like Instagram, Facebook, Twitter, TikTok, and others. This is because digital green marketing campaigns have a significant impact on encouraging tourists to prioritize environmental conservation. DMOs can offer special rates in order to promote eco-destinations via social media, which is quite fascinating. Furthermore,

DMOs should also prioritize "storytelling communication" in their digital marketing campaigns to encourage repeat visits to eco-destinations. DMOs have the potential to create events that actively involve visitors in environmental preservation efforts. By doing so, they can encourage tourists to visit eco-destinations, as research has shown that tourists' pro-environmental behavior significantly influences their intention to revisit such destinations. Conducting market research is crucial for DMOs to uncover the underlying motivations behind tourist visits to specific eco-destinations; for instance, they could provide particular attractions that enhance tourists' enjoyment of the natural environment in eco-friendly destinations if their motivation is the desire to relax in natural settings.

CONCLUSION

The study finds that both digital green marketing campaigns and tourists' environmental beliefs have an impact on tourists' pro-environmental behavior. DMOs should implement an effective digital green marketing strategy in order to persuade tourists to actively protect the environment. Although digital green marketing campaigns have an impact on tourists' intention to revisit eco-destinations, tourists' environmental beliefs do not affect their intention to revisit. The study's findings indicate that when tourists engage in pro-environmental behavior, it increases their willingness to revisit an eco-destination. There is a direct correlation between tourists behaving in a pro-environmental manner and the likelihood of them returning to visit an eco-destination in the future. It is noteworthy that the tourist ecosystem has a positive impact on the intention to revisit eco-destinations.

Nevertheless, the tourism ecosystem does not impact the correlation between a tourist's pro-environmental behavior and their intention to revisit an eco-destination. Therefore, the DMO should prioritize a digital green marketing effort to raise awareness among tourists, encouraging them to act responsibly towards the environment. As a result, tourists will return to explore eco-destinations in the near future. The digital green marketing strategy indirectly influences the intention of tourists to revisit eco-destinations by promoting pro-environmental behavior. Furthermore, this phenomenon also

applies to the environmental beliefs held by tourists, which indirectly influence their intention to revisit eco-destinations by shaping their pro-environmental conduct. The results of this study are expected to provide advantages to destination management organizations in their efforts to promote eco-destinations.

This research has certain limitations that will be addressed in further research. The research specifically focused on domestic tourists who visit eco-destinations. Future studies could focus on foreign tourists visiting natural tourist locations. This research was conducted exclusively in certain regions of Java Island, such as Central Java, West Java, East Java, DKI Jakarta, and DI Yogyakarta. In future studies, it would be useful to expand the research scope to encompass not just the eco-destinations on Java Island but also those on neighboring islands such as Sumatra and Bali.

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