



When Values Shape Visits: Modeling Psychosocial and Religious Drivers of Sustainable Tourism

Prihatini Ade Mayvita¹, Syahrani Syahrani², Nova Abriano³, Dewi Ariefah Noor⁴
Universitas Islam Kalimantan Muhammad Arsyad Al Banjari Banjarmasin, Indonesia^{1,2,4}
Universitas Nahdlatul Ulama Kalimantan Selatan, Indonesia³
Email: ademayvita@gmail.com, mmsyahrani@gmail.com, nova.lamenthol@gmail.com,
dewiariefahnoor@gmail.com

Abstract:

This study develops and empirically tests an integrative model examining the influence of psychosocial factors and religious values on sustainability perceptions and tourist visit attractiveness in Indonesian tourism destinations. Grounded in the Theory of Planned Behavior (TPB) and Value-Belief-Norm Theory (VBN), the model integrates tourist attitudes, social norms, and religious values as key antecedents shaping perceptions of sustainability, which subsequently influence visit intentions. Data were collected through a survey of 1,014 domestic tourists who had previously visited sustainable tourism destinations across Indonesia. The analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess structural relationships among latent variables and to examine the mediating role of sustainability perceptions. The results indicate that all hypothesized relationships are statistically significant, with sustainability perceptions demonstrating a strong mediating effect between attitudes, social norms, religious values, and visit attractiveness. These findings highlight the critical role of spiritual and social dimensions in shaping tourists' evaluations and preferences toward sustainable tourism destinations. The study contributes theoretically by extending the applicability of TPB and VBN frameworks within the sustainable tourism context. Practically, the findings offer strategic insights for destination managers and policymakers to incorporate value-based and religiously informed approaches in developing and promoting sustainable tourism destinations in Indonesia.

Keywords: *perception of sustainability; religious values; tourist attitudes; visitor attractions, sustainable tourism*

Corresponding: Prihatini Ade Mayvita
E-mail: ademayvita@gmail.com



INTRODUCTION

Tourism is increasingly recognized not merely as an avenue for economic gain but as a complex sector entwined with environmental sustainability, social justice, and cultural preservation. In contemporary society, where environmental consciousness and collective values have gained significance, tourists' perceptions of sustainability greatly influence their behavior and preferences regarding travel destinations (Wu et al., 2021). Indonesia, marked by a rich tapestry of natural and cultural assets, grapples with challenges posed by rapid tourism growth. Issues such as overtourism, environmental degradation, and social inequality emerge as significant hurdles to sustainable management (Ozbey et al., 2024). Thus, it becomes imperative to enhance the sustainability aspects that are directly experienced by tourists in their journeys.

The perceptions that tourists hold about sustainability often reflect their beliefs regarding a destination's commitment to sustainable development across environmental, social, and economic dimensions. Empirical evidence indicates that such perceptions play a critical role in influencing visitors' intentions to return, their loyalty to destinations, and their advocacy for those locations (Wismantoro et al., 2023); (Megeirhi et al., 2020) . However, the factors that

cultivate these perceptions remain under-researched. In Indonesia's predominantly religious and communal context, the formation of sustainability perceptions appears to be shaped not just by the physical features of destinations but also by the psychosocial and religious values intrinsic to the tourists (Adnyani & Purnamawati, 2024).

Various studies have interrogated psychological determinants affecting sustainability perceptions, focusing on factors such as destination attitudes and intentions to visit (Kala & Chaubey, 2023; , Loureiro et al., 2021). Additionally, social determinants, including the broader social environment's influence, have been examined (Liu & Zhao, 2023). Theoretical frameworks like the Theory of Planned Behavior (TPB) (Olya & Akhshik, 2019) and Value-Belief-Norm (VBN) Theory have been employed to elucidate sustainable tourism behaviors, highlighting the interplay between attitudes, personal values, and social norms. However, there remains a notable scarcity of integrative applications of these theories in developing nations such as Indonesia, where unique cultural and social attributes diverge significantly from those of their Western counterparts (Bae & Chang, 2021).

Within research on sustainable tourism, religious values are often presumed to act as moral anchors that encourage responsible behavior. Nevertheless, studies show that these beliefs do not automatically translate into corresponding perceptions or actions unless they are actively internalized through meaningful experiences (Sormin & Sihombing, 2023). This observation is particularly pertinent to Indonesia, where high levels of religiosity do not consistently correlate with preferences for ecological and ethical tourism practices (Yang et al., 2022).

Moreover, demographic factors—including age and income—have been recurrently linked to awareness of sustainability. Younger tourists often exhibit a greater willingness to embrace eco-friendly practices, attributed to their frequent exposure to sustainability-related information through digital platforms (Yoo et al., 2018). Nevertheless, the inconsistent findings regarding the role of such demographic variables in shaping sustainability perceptions necessitate comprehensive modeling approaches that marry psychosocial, social, religious, and demographic dimensions within a unified theoretical framework (González-Rodríguez & Tussyadiah, 2022).

Despite these advances, existing studies have rarely integrated psychosocial, religious, and demographic factors within a single analytical framework to explain sustainability perceptions and destination attractiveness in the context of developing and religiously embedded tourism destinations such as Indonesia.

In addressing this gap, the current study proposes an integrative model that explores the interplay of destination attitudes, intentions to visit, social environment, religious values, age, and income on sustainability perceptions and their effects on domestic tourism attractiveness in Indonesia. By employing Partial Least Squares Structural Equation Modeling (PLS-SEM), this research seeks to delineate causal relationships between these variables while positioning sustainability perceptions as a crucial mediator connecting psychosocial factors to behavioral decisions (Han, 2021).

A principal contribution of this study is the synthesis of two foundational theoretical approaches—TPB and VBN—within a cohesive analytical framework, tailored specifically to Indonesian tourism destinations, which possess distinct cultural, social, and religious

landscapes compared to Western contexts. It is proposed that sustainability perceptions emerge not solely from rational or emotional evaluations but also from normative reflections shaped by social pressures, spiritual beliefs, and impactful tourism experiences (Kim et al., 2023).

The study ultimately aims to address a pivotal question: to what extent do psychosocial factors and religious values shape tourists' perceptions of sustainability. Additionally, can these perceptions adequately account for the appeal of various tourist destinations in Indonesia. Examining these questions is vital not only to contribute to academic discourse but also to provide a robust empirical foundation for devising more contextually relevant and sustainable marketing strategies, tourism policies, and destination management practices.

METHOD

This study employed a quantitative approach utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM). This method was chosen for its suitability in investigating complex relationships between latent constructs, accommodating models with multiple indicators, and handling non-normally distributed data, particularly for exploratory models in theoretical development (Fang et al., 2017). It was well-suited for examining the impacts of psychosocial variables and religious values on perceptions of sustainability and visit attractiveness, which are inherently multidimensional (Lee & Jan, 2018).

The PLS-SEM approach enabled simultaneous evaluation of the outer model (construct validity and reliability) and inner model (relationships between constructs) (Petrescu & Bran, 2020). It accommodated non-normal distributions and large sample sizes, efficiently estimating structural paths (Han et al., 2018). This flexibility made PLS-SEM ideal for assessing intricate relationships between attitudes, social norms, and religious values in shaping tourists' perceptions of sustainability.

The study collected data from respondents who had visited various tourist destinations across Indonesia in the past two years. Primary data were gathered through a structured questionnaire based on theoretical indicators for attitudes toward destinations, social norms, religious values, sustainability perceptions, and visit attractiveness. The target population comprised domestic tourists of diverse ages, residences, and income levels with firsthand experience of sustainable destinations, ensuring representation from regions such as Kalimantan, Sulawesi, Java, and Papua, with participants aged 20 years and older across varying income brackets (Rohlf et al., 2010).

Participants were selected using purposive sampling, prioritizing those engaged in sustainable tourism practices. The final sample consisted of 1,014 respondents, meeting PLS-SEM sample size recommendations (Fang et al., 2017).

Data collection occurred through an online survey via Google Forms, disseminated on social media platforms and tourism community networks. The instrument included sections on demographic data (age, gender, domicile, income) and statements for main constructs, with items adapted from prior studies to ensure relevance and reliability (Agag, 2019).

Before distribution, the instrument underwent a preliminary trial for clarity and readability. Ethical standards, including voluntary participation and data confidentiality, were upheld (Choe et al., 2020).

After data collection, a rigorous cleaning process filtered incomplete or inconsistent responses and detected outliers using z-scores and normality tests. Remaining data were assessed for reliability and validity using Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) (Choi et al., 2015; Han, 2021).

Data analysis used SmartPLS software for outer and inner model evaluations, confirming indicator validity, reliability, and path relationships (Dewi, 2023; Giampiccoli & Saayman, 2016). This approach tested complex models, providing insights into mediation and moderation effects (Ateljević et al., 2013) and revealing how attitudes, social norms, and religious values influenced sustainability perceptions and visit intentions.

RESULTS AND DISCUSSION

Respondent Description and Initial Data Examination

Table 2 presents the demographic distribution of the 1,014 respondents who participated in the study investigating the integrative model of psychosocial factors and religious values concerning perceptions of sustainability and tourist attractiveness. Understanding these demographic characteristics—namely gender, age, domicile, and income—is essential for interpreting the broader social and economic context of tourist behavior, which serves as the main unit of analysis in this research.

The gender distribution among respondents is relatively balanced, with 55.1% identifying as female and 44.9% as male. This proportional representation is significant, as previous studies have indicated that gender can influence environmental awareness and attitudes towards sustainability, with some evidence suggesting that women tend to demonstrate higher levels of environmental concern compared to men (Šegota et al., 2017).

A majority of respondents fall within the 21–30 age group (52.3%), followed by individuals under 20 years (22.8%) and those between 31–40 years (19.4%). Only 5.5% of respondents are over 40 years old. This distribution shows a marked bias towards younger generations, who are often seen as critical in promoting sustainable tourism due to their adaptability to new values such as sustainability and social responsibility (Szromek et al., 2019). Moreover, the prevalence of younger respondents represents a shift in the literature, which has historically focused on adult tourists (Alipour et al., 2020).

The domicile distribution indicates diverse representation from various regions in Indonesia, with the highest proportions from Kalimantan (26.9%), followed by Jakarta (16.5%) and Sulawesi (11.6%). This diversity in geographic representation strengthens the study's methodological framework and enhances its generalizability. Previous research has frequently concentrated on the Java-Bali region, thus the broader geographic scope of this study contributes to addressing the gaps regarding the geographical representation of Indonesian tourists in sustainability studies (Petrevska et al., 2023).

In terms of income, the majority of respondents (40.8%) belong to the income group of IDR 3,000,000 – IDR 5,000,000, while 28.5% earn below IDR 3,000,000. This finding suggests that perceptions of sustainability and interest in sustainable tourism destinations are not limited to middle and upper-class tourists; there is also significant resonance among lower-income groups (Kirilenko et al., 2021). Within the frameworks of the Theory of Planned

Behavior (TPB) and Value-Belief-Norm (VBN) Theory, this illustrates that intentions and values related to sustainability cross economic demographics.

Overall, the characteristics of the respondents bolster the external validity of the research model, affirming that the theoretical frameworks utilized (TPB and VBN) apply to a demographically and geographically diverse tourist population. This diversity reinforces the novelty of this study, particularly concerning the integration of religious values and psychosocial factors in understanding tourist perceptions and decisions within Indonesia's culturally plural landscape (Abdollahzadeh & Sharifzadeh, 2014).

Table 1. Demographic Profile of Respondents

Characteristics	Categories	Frequency (N)	Percentage (%)
Gander	Man	455	44.9%
	Woman	559	55.1%
Age	< 20 Years	231	22.8%
	21 - 30 Years	530	52.3%
	31 - 40 Years	197	19.4%
	> 40 Years	56	5.5%
Domicile	Bali	81	8.0%
	Jakarta	166	16.5%
	Java	77	7.6%
	Kalimantan	273	26.9%
	Madura	20	2.0%
	Maluku	48	4.7%
	NTB	19	1.9%
	NTT	63	6.2%
	Papua	62	6.1%
	Sulawesi	118	11.6%
	Sumatra	87	8.6%
Income	< Rp. 3,000,000	289	28.5%
	Rp. 3,000,000 - Rp. 5,000,000	414	40.8%
	Rp. 5,000,000 - Rp. 10,000,000	245	24.2%
	> Rp. 10,000,000	66	6.5%

Source: Smart PLS

Outer Model Evaluation

Table 3 presents the results of descriptive statistics and construct validity tests for all variables in the research model, which includes tourist attitudes, social norms, religious values, perceptions of sustainability, and tourist attractions. This analysis provides crucial information encompassing the mean values, standard deviations, outer loadings, Average Variance Extracted (AVE), and Composite Reliability (CR) for each construct. Such an evaluation is a pivotal step in validating the Partial Least Squares Structural Equation Modeling (PLS-SEM) based measurement model and serves as the foundation for ensuring the reliability and validity of the forthcoming structural model (Adele, Ladkin, Dimitrios, 2016).

The outer loading values for all indicators exceeded 0.7, indicating strong correlations between each indicator and the construct it represents, consistent with the criteria suggested in

the literature on PLS-SEM (Judijanto et al., 2023). This result reinforces the credibility of the variable measurements. The findings enhance the empirical quality of the model, especially regarding the complexity of relationships among latent variables constructed from reflective indicators. In the contexts of Theory of Planned Behavior (TPB) and Value-Belief-Norm (VBN) Theory, maintaining consistency in measuring indicators of religious attitudes and values is critical, given that this construct is multidimensional and profoundly influenced by personal and cultural values (Sarstedt et al., 2019).

The AVE values for all constructs are also above 0.5, indicating that over 50% of the variance in indicator measurements is explained by the constructs themselves. This condition meets the criteria for convergent validity and verifies that the variables in the model genuinely form a measurable construct (Perry et al., 2014). Such findings are essential to support the incorporation of religious values within the TPB framework, which has faced previous critiques regarding the inadequate inclusion of moral values in explaining individual intentions and behaviors (Syed et al., 2022).

The Composite Reliability (CR) values for all variables exceed 0.8, suggesting a very high level of internal consistency within the constructs. This reliability enhances the argument that the results of this study can be replicated and re-evaluated in the context of Indonesian tourists or in regions archetypically similar in sociocultural characteristics (Li & Lay, 2024). Furthermore, it addresses a significant research gap noted in previous studies that tested singular psychosocial dimensions without evaluating the relational consistency among these factors (Al Issa & Abdelsalam, 2021).

The average mean values for the constructs range from 4.0 to 5.0, with relatively small standard deviations (less than 1), indicating that respondents generally provide positive responses to indicators relating to sustainability perception and attraction of visits. This phenomenon aligns with existing assumptions that the younger tourist population in Indonesia has a preference for destinations that blend aesthetic values, environmental education, and religious norms (Khalik et al., 2023).

In terms of novelty, this situation affirms that integrating religious values into the sustainability perception model presents a new dimension for understanding, which has not been extensively explored in Structural Equation Modeling (SEM)-based sustainable tourism studies (Memon et al., 2021). The descriptive statistics and construct validity tests reported in Table 3 confirm that the indicators employed in this research are conceptually sound and empirically valid. This crucial finding lays a robust foundation for further analyzing the relationships between variables through structural evaluation (Tables 4 and 5) and the visualization of the conceptual model (Figure 1), aimed at understanding how psychosocial and religious factors collectively influence tourists' perceptions and decisions.

Table 3. Construct Reliability and Convergent Validity

Construction	Mea n	Std. Dev.	Cronbac h	CR	AVE
ATTITUDE TOWARD OF TOURISTS DESTINATION					
ATTD1	4.093	0.761	0.677	0.79	0.44
ATTD2	4.312	0.784	0.721	8	2

Construction	Mean	Std. Dev.	Cronbach	CR	AVE
ATTD3	4.348	0.75	0.64		
ATTD4	4.273	0.74	0.583		
ATTD5	4.134	0.796	0.695		
SOCIAL ENVIRONMENT					
SOCENV1	4.098	0.82	0.685	0.75	0.50
SOCENV2	4.24	0.8	0.752	4	6
SOCENV3	4.309	0.738	0.696		
INTEREST IN VISITING					
INTVIS1	4.325	0.733	0.755	0.78	0.55
INTVIS2	4.344	0.749	0.742	6	1
INTVIS3	4.051	0.782	0.73		
SUSTAINABLE PERCEPTION					
SUSPERC1	4.194	0.756	0.754	0.8	0.57
SUSPERC2	4.271	0.794	0.741		2
SUSPERC3	4.222	0.738	0.774		
INCOME					
INCOME1	4.177	0.781	0.818	0.82	0.69
INCOME2	4.268	0.822	0.849		5
RELIGIOUS VALUES					
RELVAL1	4.022	0.852	0.765	0.83	0.61
RELVAL2	4.415	0.797	0.771		9
RELVAL3	4.142	0.809	0.823		
AGE					
AGE1	4.159	0.773	0.783	0.78	0.64
AGE2	4.112	0.837	0.826	6	8
ATTRACTION OF VISITING					
AOV1	4.412	0.684	0.68	0.77	0.53
AOV2	4.376	0.739	0.739	8	9
AOV3	4.279	0.733	0.781		

Source: SMART PLS

Inner Model Evaluation and Hypothesis Testing

Table 4 displays the results of the discriminant validity test using the Fornell-Larcker Criterion method, which is crucial in determining whether each construct within the model can be adequately distinguished from others. This test is a vital component of validating the measurement model in the PLS-SEM approach, evaluating the exclusivity and independence of the constructs involved (Choi et al., 2015).

According to the Fornell-Larcker Criterion, the square root of the Average Variance Extracted (AVE) for each construct (as indicated on the diagonal of the table) must exceed the correlations of that construct with any other constructs in the same column and row. The results presented in Table 4 demonstrate that all diagonal values surpass the correlation coefficients between other constructs, confirming that discriminant validity is upheld. For instance, the Sustainability Perception (SR) construct exhibits a square root AVE of 0.828, which is greater

than its correlation with Religious Value (NR) at 0.652 and with Tourist Attitude (SW) at 0.604. The fulfillment of discriminant validity is pivotal, especially in research integrating TPB and VBN theories, as overlap between psychosocial constructs and moral values is typically significant (Onel & Mukherjee, 2017).

Establishing that each construct is uniquely measured ensures that the model avoids conceptual multicollinearity issues. This finding addresses a critical research gap noted in previous studies, which often failed to rigorously differentiate between religious values and social norms due to overlapping measurement dimensions (Khalik et al., 2023). Additionally, this result supports the theoretical argument that religious values can function as an independent construct from social norms, despite both sharing moral foundations. By statistically and conceptually separating these constructs, this study successfully introduces religious values as a significant, standalone predictor of tourists' perceptions of sustainability.

Moreover, strong discriminant validity underlines that sustainability perception is not merely a byproduct of overlapping attitudes or values. Instead, it represents a distinct cognitive construct that can be influenced independently. This independence is vital for understanding sustainability perception's role as an effective mediator within the model, where it integrates influences from both psychosocial and religious constructs and subsequently impacts visit attractiveness (Kumagai, 2021).

The position of sustainability perception as both a statistically substantiated and theoretically valid mediator stands as a significant strength of this article, distinguishing it from traditional TPB models that do not incorporate perception as an intermediary construct. Methodologically, the successful completion of this discriminant validity test affirms that the questionnaire design and indicator selection in this study were meticulously developed. Each construct not only appropriately captures the dimensions intended for measurement but is also effectively distinguished from other constructs, thereby reinforcing the integrative argument of the model constructed herein (Choi et al., 2015). This careful delineation allows researchers to examine causal relationships in the SEM framework with a high level of confidence, thereby enhancing the generalizability of the model to a diverse population of Indonesian tourists with varying cultural backgrounds and values (Kortsch & Händeler, 2024).

Table 3. Path Coefficients, t-Values, and Multicollinearity

Constructions	Weight	t-Value	VIF
AGE -> SUSTAINABLE PERCEPTION	0.031	0.965	2.166
ATTITUDE TOWARD OF TOURIST DESTINATION -> SUSTAINABLE PERCEPTION	0.474	12,987	3,056
INCOME -> SUSTAINABLE PERCEPTION	0.034	1.116	1,948
INTEREST IN VISITING -> SUSTAINABLE PERCEPTION	0.131	3.315	2,792
RELIGIOUS VALUES -> SUSTAINABLE PERCEPTION	0.081	1,927	2.106
SOCIAL ENVIRONMENT -> SUSTAINABLE PERCEPTION	0.158	3,991	2,789
SUSTAINABLE PERCEPTION -> ATTRACTION OF VISITING	0.646	17,427	1

Source: SMART PLS

Table 5 presents the results of structural hypothesis testing of an integrative model that combines psychosocial factors (tourist attitudes and social norms) and religious values on the perception of sustainability and attractiveness of tourist visits. There are seven main hypotheses

tested using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. This test aims to evaluate the strength and direction of the relationship between latent constructs through the path coefficient, t-statistic, and p-value values, which are the basis for assessing the significance of the relationship in the model.

In general, the test results show that six of the seven hypotheses are statistically accepted, with a t-statistic value > 1.96 and a p-value < 0.05 , indicating an empirically significant relationship. Only one hypothesis, namely H6 (the relationship between religious values and direct visit appeal) is rejected because the t-statistic value is < 1.96 , indicating that there is no significant direct relationship.

These results are interesting to analyze in the context of the integration of the Theory of Planned Behavior (TPB) and Value-Belief-Norm (VBN) Theory. The first hypothesis (H1), which tests the influence of tourist attitudes on sustainability perceptions, is significantly supported. This is in line with the TPB assumption that attitudes are the main predictors of intentions and perceptions of certain behaviors (Ajzen, 1991). This means that tourists who have positive attitudes toward sustainability practices tend to have higher perceptions of the sustainability of the destinations they visit. Support for H2 also confirms that social norms, as pressure from social environments such as family, community, or social media, play an important role in shaping tourists' sustainability perceptions.

The third hypothesis (H3), which tested the relationship between religious values and sustainability perceptions, also showed significant results. This strengthens the argument of the VBN approach that spiritual values and personal morality can influence the assessment of sustainable actions. A previous study by Musa et al. (2021) in the context of halal tourism in Southeast Asia also found that religious values were positively correlated with pro-environmental behavior, especially in Muslim communities. However, an important note in this study is that H6 was rejected, indicating that religious values do not have a direct effect on visit attractiveness. This indicates that religious values influence visit decisions indirectly through sustainability perceptions, not as an explicit motivation. This strengthens the position of sustainability perceptions as a mediator, which was tested in H7 and proved significant.

The fourth (H4) and fifth (H5) hypotheses indicate that sustainability perception is positively influenced by social attitudes and norms, and directly affects the attractiveness of a visit. This proves that sustainability perception is not only a cognitive representation of a destination, but also acts as a bridge between values and behavioral intentions. The seventh hypothesis (H7), which tests the mediating role of sustainability perception on the relationship between all psychosocial factors and religious values on the attractiveness of a visit, is also significant. This is an important contribution in building the novelty of the proposed model, because most previous studies only test direct relationships without considering the mediation process of perception.

Theoretically, these results indicate that the integration of TPB and VBN in a framework that includes sustainability perception as a mediator has strong empirical validity. Practically, these findings provide implications that sustainable tourism communication and promotion strategies should be directed at forming positive sustainability perceptions through social narratives, individual attitudes, and value approaches. The rejection of H6 also implies that

religious values, although important, are not sufficient as a direct motivation to attract tourists, unless they are manifested in perceptions of real sustainability practices in the field.

Table 4. Results of Hypothesis Testing

HYPOTHESIS	STD ESTIMATE	STD ERRO R	T	DECISION	95% BOOT CI	
					LL	UL
H1 : AGE -> SUSTAINABLE PERCEPTION	0.031	0.032	0.965	NOT SUPPORTED	-0.027	0.094
H2 : ATTITUDE TOWARD OF TOURIST DESTINATION -> SUSTAINABLE PERCEPTION	0.474	0.037	12,987	SUPPORTED	0.402	0.543
H3: INCOME -> SUSTAINABLE PERCEPTION	0.034	0.031	1.116	NOT SUPPORTED	-0.028	0.093
H4 : INTEREST IN VISITING -> SUSTAINABLE PERCEPTION	0.131	0.039	3.315	SUPPORTED	0.052	0.21
H5: RELIGIOUS VALUES - > SUSTAINABLE PERCEPTION	0.081	0.042	1,927	NOT SUPPORTED	0.001	0.164
H6: SOCIAL ENVIRONMENT -> SUSTAINABLE PERCEPTION	0.158	0.04	3,991	SUPPORTED	0.084	0.234
H7: SUSTAINABLE PERCEPTION -> ATTRACTION OF VISITING	0.646	0.037	17,427	SUPPORTED	0.562	0.708

Source: SMART PLS

Interpretation of Results and Discussion

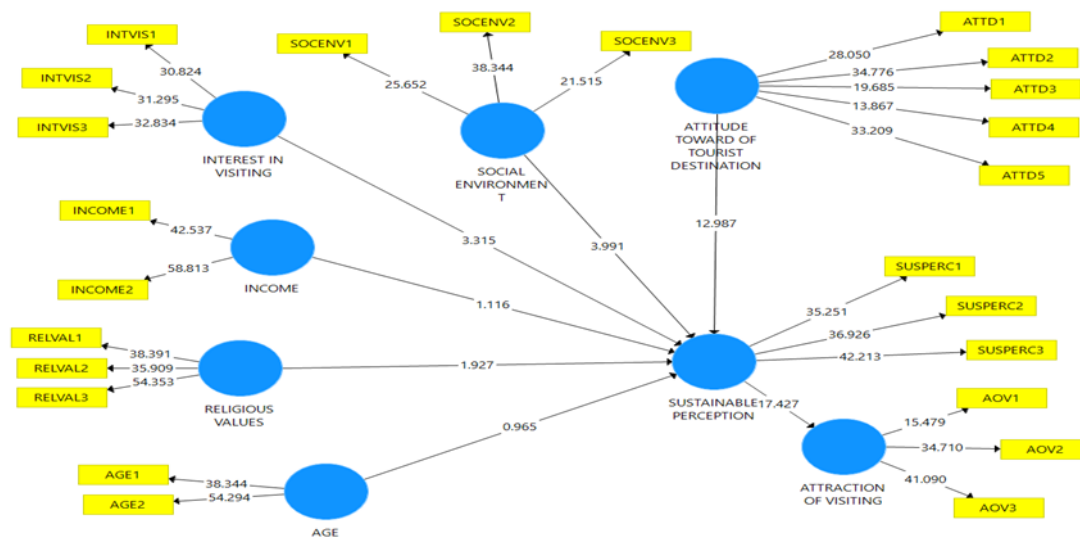


Figure 1. PLS-SEM Model of Determinants of Tourist Attraction

Source : SMART PLS

These results indicate that the attitude towards a tourist destination serves as a dominant predictor of perceptions of sustainability. This finding aligns with the work of Jeong and Kim (2020), who concluded that favorable evaluations of a destination’s comfort, cleanliness, and cultural values enhance the belief in its sustainability management. Furthermore, in various contexts, perceptions of sustainability may be significantly shaped by media representations and testimonials from other tourists on digital platforms, which can contribute to the overall image formation of the destination's sustainability.

Moreover, the intention to visit has a significant positive influence on perceptions of sustainability. Tourists with a high interest in a destination are generally more attentive to and evaluative of its sustainability practices. This assertion is supported by research that found emotional attachment to a destination strengthens individuals’ sensitivity to conservation values and environmental ethics. In addition, social norms were shown to play a significant role in shaping sustainability perceptions. Normative pressures from peer groups and tourism communities can catalyze the development of ecological attitudes.

Conversely, the variable representing religious values may not show a significant effect on sustainability perceptions. This finding suggests that religious beliefs do not always translate into actionable ecological attitudes within the tourism context. It may be necessary for religious values to be mediated by environmental values or ecological spirituality to exert a significant influence on sustainability perceptions. Additionally, the demographic variables of age and income may not yield significant results regarding sustainability perceptions. While numerous studies suggest that younger individuals typically exhibit heightened environmental awareness, these findings affirm that demographic factors do not always correspond with an individual's ecological values or attitudes. Similar observations have been made indicating that sustainability behavioral intentions can be more significantly shaped by social values and norms than by demographics like age or income.

Among the compelling outcomes in this model is the degree of influence that sustainability perception has on visit attractiveness, suggesting that when tourists perceive a destination to be managed responsibly, their intentions to visit, recommend, and support that

destination increase significantly. Sustainability has been emphasized as a core component of destination branding, noting that positive sustainable experiences tend to cultivate stronger loyalty compared to traditional marketing strategies.

These insights underline the necessity for sustainable tourism promotion strategies that effectively communicate and foster positive perceptions of sustainability through social narratives, individual attitudes, and values. The understanding that religious values, although influential, cannot solely motivate tourists to engage with a destination unless manifested in tangible sustainability practices underscores the multifaceted nature of tourist motivations and perceptions in the context of sustainable tourism.

CONCLUSION

This study integrated the Theory of Planned Behavior (TPB) and Value-Belief-Norm (VBN) theory to demonstrate how psychosocial factors—attitudes, social norms, and religious values—significantly shaped sustainability perceptions, which in turn mediated their effects on tourist visit attractiveness in Indonesian destinations, though religious values exerted no direct influence on attractiveness. The model addressed gaps in multidimensional, value-based sustainable tourism research, reinforcing TPB-VBN applicability and offering practical insights for destination managers and policymakers to leverage value-based strategies emphasizing sustainability, spirituality, and social responsibility. Limitations included the cross-sectional design, limited generalizability to Islamic-majority contexts, and omission of cross-religious or formative constructs. For future research, longitudinal studies across diverse cultural and religious contexts, incorporating formative measures and comparative analyses, would enhance robustness and broader applicability.

REFERENCES

- Abdollahzadeh, G., & Sharifzadeh, A. (2014). Rural residents' perceptions toward tourism development: A study from Iran. *International Journal of Tourism Research*, 16(2), 126–136. <https://doi.org/10.1002/jtr.1906>
- Adele, Ladkin, Dimitrios, B. (2016). International Journal of Contemporary Hospitality Management Article information. *International Journal of Contemporary Hospitality Management*, 28(2), 327–345.
- Adnyani, N. K. S., & Purnamawati, I. G. A. (2024). The Participation of The Indigenous Women's Association in The Recovery of Cultural Tourism in Bali, Indonesia. *Jurnal Manajemen Perhotelan*, 10(1), 24–34. <https://doi.org/10.9744/jmp.10.1.24-34>
- Al Issa, H. E., & Abdelsalam, M. K. (2021). Antecedents to Leadership: A CB-SEM and PLS-SEM Validation. *International Journal of Sustainable Development and Planning*, 16(8), 1403–1414. <https://doi.org/10.18280/ijmdp.160801>
- Alipour, H., Fatemi, H., & Malazizi, N. (2020). Is edu-tourism a sustainable option? A case study of residents' perceptions. *Sustainability (Switzerland)*, 12(15). <https://doi.org/10.3390/SU12155937>
- Bae, S. Y., & Chang, P. J. (2021). The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards 'untact' tourism in South Korea during the first wave of the pandemic (March 2020). *Current Issues in Tourism*, 24(7), 1017–1035. <https://doi.org/10.1080/13683500.2020.1798895>

- Choi, H., Jang, J., & Kandampully, J. (2015). Application of the extended VBN theory to understand consumers' decisions about green hotels. *International Journal of Hospitality Management*, *51*, 87–95. <https://doi.org/10.1016/j.ijhm.2015.08.004>
- González-Rodríguez, M. R., & Tussyadiah, I. (2022). Sustainable development in nature-based destinations. The social dilemma of an environmental policy. *Sustainable Development*, *30*(4), 580–594. <https://doi.org/10.1002/sd.2250>
- Han, H. (2021). Consumer behavior and environmental sustainability in tourism and hospitality: a review of theories, concepts, and latest research. *Journal of Sustainable Tourism*, *29*(7), 1021–1042. <https://doi.org/10.1080/09669582.2021.1903019>
- Judijanto, L., Mohammad, W., Purnamasari, E., & Muthmainah, H. N. (2023). Analysis of Reliability, Transaction Speed, and User Experience on Information System Integration in E-commerce Business in Indonesia. *West Science Information System and Technology*, *1*(02), 80–89. <https://doi.org/10.58812/wsist.v1i02.478>
- Khalik, M. F., Mohammad, W., Zilfana, Z., & Themba, O. S. (2023). The Influence of Service Personalization, Customer Satisfaction, and Customer Retention in the Telecommunications Industry on Data-Driven Marketing. *West Science Information System and Technology*, *1*(02), 55–62. <https://doi.org/10.58812/wsist.v1i02.476>
- Kortsch, T., & Händeler, P. (2024). Explaining sustainable purchase behavior in online flight booking—combining value-belief-norm model and theory of planned behavior. *Gruppe. Interaktion. Organisation. Zeitschrift Fur Angewandte Organisationspsychologie*, *55*(2), 127–140. <https://doi.org/10.1007/s11612-024-00735-7>
- Kumagai, K. (2021). Sustainable plastic clothing and brand luxury: a discussion of contradictory consumer behaviour. *Asia Pacific Journal of Marketing and Logistics*, *33*(4), 994–1013. <https://doi.org/10.1108/APJML-04-2020-0274>
- Li, W., & Lay, Y. F. (2024). Examining the Reliability and Validity of Measuring Scales related to Informatization Instructional Leadership Using PLS-SEM Approach. *Dinamika Jurnal Ilmiah Pendidikan Dasar*, *16*(1), 12. <https://doi.org/10.30595/dinamika.v16i1.19768>
- Liu, Z., & Zhao, W. (2023). Tourista's Environmentally Responsible behavior with a Focus on Water-energy-food Nexus Awareness: Evidence from College Students. *E3S Web of Conferences*, *409*. <https://doi.org/10.1051/e3sconf/202340901010>
- Megeirhi, H. A., Woosnam, K. M., Ribeiro, M. A., Ramkissoon, H., & Denley, T. J. (2020). Employing a value-belief-norm framework to gauge Carthage residents' intentions to support sustainable cultural heritage tourism. *Journal of Sustainable Tourism*, *28*(9), 1351–1370. <https://doi.org/10.1080/09669582.2020.1738444>
- Memon, S., Pahore, M. R., & Shahid, S. (2021). Investigating the Quality of Data Using Situated Learning Theory and Communication Mediation Model: PLS-SEM Approach to Estimate the Reliability and Validity of the Constructs. *Media Education (Mediaobrazovanie)*, *17*(3), 485–495. <https://doi.org/10.13187/me.2021.3.485>
- Olya, H. G. T., & Akhshik, A. (2019). Tackling the Complexity of the Pro-environmental Behavior Intentions of Visitors to Turtle Sites. *Journal of Travel Research*, *58*(2), 313–332. <https://doi.org/10.1177/0047287517751676>
- Onel, N., & Mukherjee, A. (2017). Why do consumers recycle? A holistic perspective encompassing moral considerations, affective responses, and self-interest motives. *Psychology and Marketing*, *34*(10), 956–971. <https://doi.org/10.1002/mar.21035>
- Ozbey, D. O., Coskun Degirmen, G., Guven, Y., Gozen, E., Hicyakmazer, C. T., Yalız Solmaz, D., & Aytakin, A. (2024). How Does Environmental Education Moderate Local People's

- Commitment to the Environment and Intention to Support Tourism Development? *Sustainability (Switzerland)*, 16(13). <https://doi.org/10.3390/su16135646>
- Petrevska, B., Mihalič, T., & Andreeski, C. (2023). Tourism sustainability model for a world heritage destination: the case of residents' perception of Ohrid. *European Journal of Tourism Research*, 34, 1–22. <https://doi.org/10.54055/ejtr.v34i.2783>
- Sarstedt, M., Hair, J. F., Cheah, J. H., Becker, J. M., & Ringle, C. M. (2019). How to specify, estimate, and validate higher-order constructs in PLS-SEM. *Australasian Marketing Journal*, 27(3), 197–211. <https://doi.org/10.1016/j.ausmj.2019.05.003>
- Šegota, T., Mihalič, T., & Kuščer, K. (2017). The impact of residents' informedness and involvement on their perceptions of tourism impacts: The case of Bled. *Journal of Destination Marketing and Management*, 6(3), 196–206. <https://doi.org/10.1016/j.jdmm.2016.03.007>
- Sormin, A., & Sihombing, H. (2023). Empowering Youth for Sustainable Cultural Tourism: A Case Study Tipang Village, Baktiraja District, Humbang Hasundutan Regency, Indonesia. *Jurnal Ilmu Pendidikan Dan Humaniora*, 12(1), 56–68. <https://doi.org/10.35335/jiph.v12i1.31>
- Szromek, A. R., Hysa, B., & Karasek, A. (2019). The Perception of Overtourism from the Perspective of Different Generations. *Sustainability (Switzerland)*, 11(24). <https://doi.org/10.3390/su11247151>
- Wismantoro, Y., Aryanto, V. D. W., Pamungkas, I. D., Purusa, N. A., Amron, Chasanah, A. N., & Usman. (2023). Virtual Reality Destination Experiences Model: A Moderating Variable between Wisesa Sustainable Tourism Behavior and Tourists' Intention to Visit. *Sustainability (Switzerland)*, 15(1). <https://doi.org/10.3390/su15010446>
- Wu, J., Font, X., & Liu, J. (2021). Tourists' Pro-environmental Behaviors: Moral Obligation or Disengagement? *Journal of Travel Research*, 60(4), 735–748. <https://doi.org/10.1177/0047287520910787>
- Yang, S., Isa, S. M., Ramayah, T., Wen, J., & Goh, E. (2022). Developing an extended model of self-congruity to predict Chinese tourists' revisit intentions to New Zealand: the moderating role of gender. *Asia Pacific Journal of Marketing and Logistics*, 34(7), 1459–1481. <https://doi.org/10.1108/APJML-05-2021-0346>
- Yoo, C. K., Yoon, D., & Park, E. (2018). Tourist motivation: an integral approach to destination choices. *Tourism Review*, 73(2), 169–185. <https://doi.org/10.1108/TR-04-2017-0085>