International Journal of Economics, Business and Innovation Research
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E-ISSN : 2964-0865
IJEBIR

# The Influence Of Attitude, Subjective Norms, And Perceived Behavioral Control On Sustainable Tourism Intention

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**Abstract**

*In tourist areas, sustainable tourism has emerged as a key strategy for preserving a balance between social welfare, economic growth, and environmental preservation. The willingness of visitors to participate in responsible tourism practices is just as important to the success of sustainable tourism implementation as destination management. Therefore, encouraging sustainable behavior among tourists requires an understanding of the elements that drive sustainable tourism intention. The purpose of this study is to examine how attitudes, subjective norms, and perceived behavioral control affect tourists' intentions to engage in sustainable tourism when they visit Minang Rua Beach in South Lampung Regency. Purposive sampling was used to pick 120 respondents for a quantitative study. A structured questionnaire was used to gather the data, and SPSS version 31 was used to analyze the results using multiple linear regression. The results show that travelers' intention to participate in sustainable tourism practices is strongly influenced by attitude, subjective standards, and perceived behavioral control. These findings imply that tourists' commitment to sustainable tourism practices can be strengthened by enhancing positive attitudes, social factors, and perceived control.*

**Keywords: Attitude, Subjective Norms, Perceived Behavioral Control, Sustainable Tourism Intention.**

## INTRODUCTION

While satisfying the requirements of visitors and host communities, sustainable tourism places a strong emphasis on striking a balance between social welfare, economic growth, and environmental preservation. By encouraging environmental preservation and



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active community involvement in tourism management, this strategy goes beyond economic growth (Mauliyanti et al., 2024). Therefore, the potential of sustainable tourism to protect natural resources and help local people is just as important as visitor numbers.

Due to its varied natural and cultural features, Lampung Province, Indonesia, has substantial tourist potential (Noviarita et al., 2021). With the help of international events and the rise of nature-based tourism, the tourism industry steadily recovered from the drop in visitor arrivals during the COVID-19 pandemic and saw significant increase between 2023 and 2024 (Aji & Anandito, 2023; Suwastawa et al., 2021). Minang Rua Beach, a coastal destination renowned for its white sand beaches, marine biodiversity, turtle conservation initiatives, and community-based tourist management, is one of the most well-known locations in South Lampung Regency.

In the 2023 Indonesian Tourism Village Award (ADWI), Minang Rua Beach was named one of the Top 75 villages, demonstrating effective community engagement through regional tourism awareness organizations and environmental conservation programs. These eco-friendly activities may affect how visitors view the location and how they feel about eco-friendly travel. However, first findings show that many tourists are more driven by social media exposure, destination attractiveness, and natural features than by sustainability considerations. Similar research indicates that travelers, especially younger generations, frequently choose locations based on internet trends and aesthetic attractiveness (Wibowo et al., 2025).

The Theory of Planned Behavior (TPB), which suggests that attitude, subjective standards, and perceived behavioral control determine behavioral intention, is used in this study to explain this occurrence (Ajzen, 1991). The readiness of travelers to act in ways that promote social responsibility, environmental conservation, and destination sustainability is referred to as sustainable tourism intention. Pro-environmental and sustainable tourist behaviors in a variety of circumstances can be explained by TPB, which has been extensively used in tourism research (Wang et al., 2021; Luongo et al., 2024).

Perceived behavioral control has an inconsistent impact on sustainable tourism intention, despite prior research usually reporting beneficial impacts of attitude and subjective norms. Perceived behavioral control and intentions to travel sustainably are not significantly correlated, according to certain research (Yarimoglu 2019; Fenitra et al., 2021). Additionally, there is still little research on TPB in Indonesian community-based coastal destinations (Horas et al., 2023). In order to fill theoretical and contextual research gaps in the literature on sustainable tourism, this study examines the impact of attitude,


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subjective norms, and perceived behavioral control on sustainable tourism intention among visitors to Minang Rua Beach.

**Objectives**

This article intends:

1. To examine the effect of attitude on sustainable tourism intention among tourists visiting Minang Rua Beach.
2. To analyze the effect of subjective norms on sustainable tourism intention among tourists visiting Minang Rua Beach.
3. To investigate the effect of perceived behavioral control on sustainable tourism intention among tourists visiting Minang Rua Beach.

## LITERATURE REVIEW

### Theory of Planned Behavior (TPB)

An extension of the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB) was created by Ajzen on 1988 and 1991) and is frequently used to explain and forecast human behavior. According to TPB, attitude, subjective norms, and perceived behavioral control are the three main determinants of an individual's behavioral intention. Subjective norms pertain to perceived social pressure, attitude is a person's assessment of a behavior, and perceived behavioral control is the perceived ease or difficulty of carrying out the conduct. These elements have a direct impact on behavioral intention, which in turn forecasts actual behavior, according to TPB (Ajzen, 1991; Fishbein & Ajzen, 2010). TPB has been widely used in studies on sustainable tourism because of its great predictive capacity (Luongo et al., 2024).

### Attitude

According to Ajzen (1991), attitude is a person's positive or negative assessment of a specific activity and indicates the degree to which the behavior is thought to be advantageous or desirable. According to the TPB framework, behavioral beliefs about the anticipated results of engaging in a behavior shape attitude. People are more inclined to have positive attitudes toward an action if they think it will have positive outcomes. When it comes to sustainable tourism, travelers who have a good outlook on environmental preservation and ethical travel are more likely to show a greater desire to participate in sustainable tourism activities.


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**Subjective Norms**

Subjective norms are a person's impression of social pressure from significant reference groups, including friends, family, and society, about whether or not to engage in a specific action (Ajzen, 1991). Normative views and a person's desire to live up to others' standards form the basis of this construct. People are more likely to form intentions to engage in the conduct when they perceive strong support from significant others and are driven to fulfill these expectations. Subjective standards in sustainable tourism might motivate travelers to embrace eco-friendly actions when they are socially acceptable and encouraged (Ajzen, 1991; Fishbein & Ajzen, 2010).

**Perceived Behavioral Control**

An individual's impression of their capacity, resources, and opportunities to carry out a certain activity is reflected in perceived behavioral control (PBC) (Ajzen, 1991). Control thoughts about elements that could help or impede behavioral performance have an impact on this construct. People are more likely to have stronger intents to engage in an action if they believe they have more control over it. Furthermore, when people have enough control over a situation, perceived behavioral control may also directly affect actual conduct, in contrast to attitude and subjective norms. Travelers are more likely to exhibit sustainable tourism intentions if they think they have the information, means, and chances to participate in sustainable behaviors (Ajzen, 1991).

**Sustainable Tourism Intention**

The term sustainable tourism intention describes a traveler's readiness and inclination to engage in tourism activities that promote social responsibility, environmental preservation, and economic sustainability (Luongo et al., 2024). Because people typically act in accordance with their prior intentions, intention is regarded as a crucial predictor of actual behavior (Ajzen, 1991). From a marketing standpoint, intention indicates a person's readiness to make choices and take particular actions, such as traveling to and supporting eco-friendly travel locations. Therefore, encouraging responsible traveler behavior and attaining long-term destination sustainability require an understanding of the elements impacting sustainable tourism intention.

**Hypothesis Development**

The Theory of Planned conduct (TPB) states that attitude is a major factor in determining behavioral intention and represents a person's positive or negative


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assessment of a conduct (Ajzen, 1991). Travelers are more likely to acquire stronger intents to participate in sustainable tourism practices if they believe that sustainable tourism is valuable and beneficial. In the sustainable tourism, prior research has repeatedly shown a favorable correlation between attitude and behavioral intention (Nowacki et al., 2021; Sujood et al., 2023). Thus, it is anticipated that a more optimistic outlook on sustainable tourism will boost travelers' intentions to engage in sustainable travel. **H1:** Attitude positively influences sustainable tourism intention among tourists visiting Minang Rua Beach.

Perceived social pressure to engage in a specific activity from important people, including family, friends, and society, is referred to as subjective norms (Ajzen, 1991). Travelers are more likely to form intentions to engage in sustainable tourism practices when they feel support from their social surroundings. Subjective norms have been shown to have a favorable impact on sustainable behavioral intentions in tourist and environmental situations (Nowacki et al., 2021). Stronger subjective standards are therefore anticipated to increase the intention for sustainable tourism. **H2:** Subjective norms positively influence sustainable tourism intention among tourists visiting Minang Rua Beach.

Perceived behavioral control (PBC) is a measure of how easy or difficult a person believes a behavior to be based on opportunities, resources, and personal abilities (Ajzen, 1991). When it comes to tourism, travelers who believe they can engage in sustainable tourism activities are more likely to plan to do so. Perceived behavioral control has a substantial impact on sustained behavioral intentions, according to earlier research (Toni et al., 2018; Wu & Chen, 2018), however some studies have produced contradictory results (Abdelwahed et al., 2022). **H3:** Perceived behavioral control positively influences sustainable tourism intention among tourists visiting Minang Rua Beach.

**Framework**

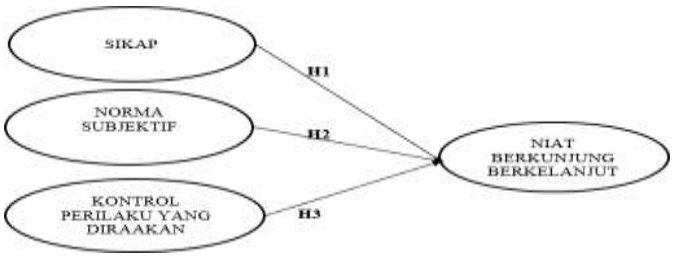



**Figure 1: Framework**


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## METHODOLOGY

In order to investigate the impact of attitude, subjective norms, and perceived behavioral control on sustainable tourism intention, this study used a quantitative research design with descriptive and causal methodologies. A standardized questionnaire disseminated via Google Forms was used to collect data. Prospective travelers who were familiar with Minang Rua Beach via social media, the internet, or personal recommendations made up the target market. Purposive sampling was used to pick 120 respondents who were at least 17 years old, knew of Minang Rua Beach, planned to visit the location, and had never been to the beach before. A five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree," was used to measure each variable (Sekaran & Bougie, 2016).

While secondary data was gathered from official tourism reports, statistical publications, and pertinent literature, primary data was gained directly from respondents. Confirmatory Factor Analysis (CFA) was used to examine instrument validity, while Cronbach's Alpha was used to measure reliability; values above 0.70 indicated satisfactory reliability (Ghozali, 2021). Multiple linear regression analysis, and classical assumption tests (normality, multicollinearity, and heteroscedasticity), were used in the data analysis process, which was carried out using SPSS. The model's explanatory power was assessed using the coefficient of determination (Adjusted $R^2$), and hypothesis testing was carried out using t-tests and F-tests at a 5% significant level (Sekaran & Bougie, 2016; Ghozali, 2021).

**Table 1: Operational Definition of Variables**

| Variable | Definition | Measurement Items | Scale |
|---|---|---|---|
| Attitude | An individual's overall positive or negative assessment of a specific conduct is referred to as their attitude (Ajzen, 1991; Luongo et al., 2024). | 1. I enjoy practicing sustainable tourism at Minang Rua Beach.<br>2. I consider visiting Minang Rua Beach as a sustainable tourism destination to be a valuable choice.<br>3. I believe that implementing sustainable tourism practices at Minang Rua Beach is beneficial. | Likert (1–5) |


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| Variable | Definition | Measurement Items | Scale |
|---|---|---|---|
| Subjective Norms | Subjective norms are felt social pressures from significant persons to engage in or refrain from engaging in a particular conduct (Ajzen, 1991; Luongo et al., 2024). | 1. Most people who are important to me think that I should visit Minang Rua Beach.<br>2. My family believes that I should visit Minang Rua Beach.<br>3. People whose opinions I value prefer that I visit Minang Rua Beach. | |
| Perceived Behavioral Control | A person's assessment of how simple or complex an activity is is known as perceived behavioral control (Ajzen, 1991; Luongo et al., 2024). | 1. Whether I visit Minang Rua Beach in a sustainable manner is entirely up to me.<br>2. I am confident that if I want to, I can visit Minang Rua Beach while applying sustainable tourism principles.<br>3. I have sufficient resources, time, and opportunities to engage in sustainable tourism at Minang Rua Beach in the future. | |
| Sustainable Tourism Intention | The willingness of tourists to select, travel to, and support tourist places that uphold sustainability ideals is known as sustainable tourism intention (Ajzen, 1991; Luongo et al., 2024). | 1. I will prioritize sustainable tourism options at Minang Rua Beach even if they are more expensive.<br>2. I intend to support and participate in tourism activities at Minang Rua Beach that promote sustainability.<br>3. I am actively considering choosing sustainable tourism at Minang Rua Beach for my future trips. | |

## RESULT AND DISCUSSION

### Result

Confirmatory Factor Analysis (CFA) was used to test for validity. If the KMO, Anti-Image Correlation, and Factor Loading scores were greater than 0.50, the instrument was


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deemed genuine. The validity of the measurement tool was confirmed by the results, which showed that all variables and indicators satisfied these requirements.

**Table 2: Validity Test**

| Variable | Item | KMO | Anti Image | Factor Loading | Result |
|---|---|---|---|---|---|
| Attitude | X1.1 | 0.721 | 0.672 | 0.919 | Valid |
| | X1.2 | | 0.737 | 0.884 | |
| | X1.3 | | 0.77 | 0.871 | |
| Subjective Norms | X2.1 | 0.724 | 0.762 | 0.858 | Valid |
| | X2.2 | | 0.691 | 0.895 | |
| | X2.3 | | 0.727 | 0.874 | |
| Perceived Behavioral Control | X3.1 | 0.739 | 0.755 | 0.882 | Valid |
| | X3.2 | | 0.737 | 0.89 | |
| | X3.3 | | 0.726 | 0.895 | |
| Sustainable Tourism Intention | Y1 | 0.695 | 0.66 | 0.868 | Valid |
| | Y2 | | 0.733 | 0.815 | |
| | Y3 | | 0.704 | 0.833 | |

Cronbach's Alpha was used for reliability testing, with a minimum threshold of 0.70. The findings demonstrated that every variable surpassed this cutoff, demonstrating the measurement tool's strong internal consistency and dependability.

**Table 3: Reliability Test**

| Variable | Cronbach Alpha | Standard | Result |
|---|---|---|---|
| Attitude | 0.870 | 0.7 | Reliable |
| Subjective Norms | 0.848 | | |
| Perceived Behavioral Control | 0.868 | | |
| Sustainable Tourism Intention | 0.789 | | |

The Kolmogorov-Smirnov test was used to determine normality. The Asymp. Sig. (2-tailed) value of 0.200 in the results was more than the significance level of 0.05. As a result, the data satisfied the normality assumption needed for additional analysis and were normally distributed.



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**Table 4: Normality Test**

| One Sample Kolmogorov Smirnov Test | | |
|---|---|---|
| Unstandardized Residual | | |
| N | | 120 |
| Normal Parameters[a,b] | | Mean |
| | | .0000000 |
| Std. Deviation | | 1.21472113 |
| Most Extreme Differences | Absolute | .055 |
| Positive | | .047 |
| Negative | | .055 |
| Test Statistic | | .055 |
| Asymp. Sig. (2-tailed)[c] | | .200[d] |
| Monte Carlo Sign. (2-tailed)[e] | Sign | |
| 99% Confidence Interval Lower Bound | | .471 |
| Upper Bound | | .497 |

Multicollinearity was tested using Tolerance and VIF values. All variables showed Tolerance > 0.10 and VIF < 10, indicating no multicollinearity in the model.

**Table 5: Multicollinearity Test**

| Model | Tolerance | VIF |
|---|---|---|
| Constant | | |
| Attitude | 0,992 | 1.008 |
| Subjective Norms | 0,997 | 1.003 |
| Perceived Behavioral Control | 0,993 | 1.007 |

The Glejser test was used to assess heteroscedasticity. The absence of heteroscedasticity and the regression model's compliance with this assumption were confirmed by the significance values of all independent variables being >0.05.


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**Table 6: Heteroscedasticity Test**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std Error | B | | |
| | Constant | 0.706 | 0.625 | | 1.131 | 0.261 |
| | Attitude | 0 | 0.029 | 0.001 | 0.016 | 0.987 |
| | Subjetive Norms | 0.028 | 0.03 | 0.085 | 0.916 | 0.362 |
| | Perceived Behavioral Control | -0.008 | 0.029 | -0.027 | -0.286 | 0.775 |

The impact of many independent factors on a dependent variable, as well as the direction and strength of these associations, are examined using multiple linear regression.

**Table 7: Multiple Linear Regression**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std.Error | Beta | | |
| | Constant | 1.33 | 0.999 | | 1.332 | 0.185 |
| | X1 | 0.393 | 0.046 | 0.528 | 8.519 | <.001 |
| | X2 | 0.123 | 0.049 | 0.156 | 2.516 | 0.013 |
| | X3 | 0.408 | 0.047 | 0.536 | 8.657 | <.001 |

The estimated regression equation is:

**Y = 1.330 + 0.393X1 + 0.123X2 + 0.408X3 + e**

Higher levels of attitude, subjective standards, and perceived behavioral control are linked to better intentions for sustainable tourism, according to the positive regression coefficients. Perceived behavioral control (β = 0.536) was the most influential of the three predictors, followed by attitude (β = 0.528) and subjective norms (β = 0.156). These results imply that visitors' perceptions of their capacity to engage in sustainable behaviors and their favorable assessment of sustainable tourism practices are the main factors influencing their intention to do so.



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According to the t-test results, all factors had p-values below 0.05 and t-values above 1.960, indicating that Attitude, Subjective Norms, and Perceived Behavioral Control had a significant impact on Sustainable Tourism Intention. As a result, every hypothesis was validated. Higher levels of these variables are linked to increased intentions for sustainable tourism among visitors to Minang Rua Beach, according to the positive coefficients.

**Table 8: T Test**

| Hypothesis | Relationship | p-value | t-value | t-critical | Result |
|---|---|---|---|---|---|
| H1 | Attitude positively influences sustainable tourism intention among tourists visiting Minang Rua Beach. | < 0.001 | 8.519 | 1.96 | Supported |
| H2 | Subjective norms positively influence sustainable tourism intention among tourists visiting Minang Rua Beach. | 0.013 | 2.516 | 1.96 | |
| H3 | Perceived behavioral control positively influences sustainable tourism intention among tourists visiting Minang Rua Beach. | < 0.001 | 8.657 | 1.96 | |

Based on the F-test, the model was significant ($p < 0.001$), indicating that all variables in this model are simultaneously influence Sustainable Tourism Intention. Therefore, the regression model is valid and fit for analysis.

**Table 9: F Test**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 221.877 | 3 | 73.959 | 48.859 | <.001[b] |
| | Residual | 175.59 | 116 | 1.514 | | |
| | Total | 397.467 | 119 | | | |

Based on the $R^2$ test results, 54.7% of the variance in Sustainable Tourism Intention was explained by Attitude, Subjective Norms, and Perceived Behavioral Control, according to the Adjusted $R^2$ value of 0.547. In the meantime, other variables not included



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by the model accounted for the remaining 45.3%. This finding implies that the model's explanatory power is comparatively strong.

**Table 10: $R^2$ Test**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .747[a] | 0.558 | 0.547 | 1.23033 |

**The Effect of Attitude on Sustainable Tourism Intention**

The findings confirm H1 by showing that attitude significantly and favorably influences the intention to engage in sustainable tourism. According to this research, visitors who have positive opinions about sustainable tourism are more likely to intend to participate in sustainable tourism activities at Minang Rua Beach. The Theory of Planned activity (TPB) holds that an individual's attitude is a reflection of their overall assessment of an activity, and a more positive assessment results in a greater behavioral intention (Ajzen, 1991). Additionally, the descriptive analysis revealed that respondents strongly agreed that sustainable tourism is advantageous, demonstrating a favorable opinion of responsible tourism and environmental preservation.

This result is in line with earlier research that found attitude to be a significant predictor of intention to engage in sustainable tourism (Wang et al., 2018; Ashraf et al., 2020; Luongo et al., 2024). Travelers are more likely to support and engage in sustainable travel activities when they are aware of the social and environmental advantages of sustainable tourism. Thus, raising visitors' awareness of sustainable practices and their benefits could bolster their intentions to engage in sustainable tourism and promote ethical travel at Minang Rua Beach.

**The Effect of Subjective Norms on Sustainable Tourism Intention**

The results complement H2 by showing that subjective norms have a favorable and significant impact on the intention to engage in sustainable tourism. This finding suggests that travelers' aspirations to participate in sustainable tourism are shaped by social influences from friends, family, and other significant reference groups. Out of the three independent variables, subjective norms had the least impact. This could be explained by the respondents' demographics, which were primarily young adults and hence more inclined to base travel decisions on personal values and views rather than social expectations (Pan et al., 2022).

According to the TPB paradigm (Ajzen, 1991; Fishbein & Ajzen, 2010), people are more inclined to engage in a behavior when they sense encouragement and approval


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from significant others. The result is also in line with earlier research demonstrating that social support has a beneficial impact on the intention to engage in sustainable tourism (Yarimoglu, 2019; Ashraf et al., 2020; Luongo et al., 2024). Subjective norms are still a significant element, even though their impact was comparatively smaller. This suggests that favorable referrals and encouragement from friends and family might motivate travelers to select eco-friendly travel places like Minang Rua Beach.

**The Effect of Perceived Behavioral Control on Sustainable Tourism Intention**

The findings confirm H3 by showing that sustainable tourism intention is positively and significantly impacted by perceived behavioral control. Additionally, this variable was found to be the most reliable indicator of the intention to engage in sustainable tourism. According to this research, travelers who think they have enough opportunity, resources, knowledge, and skills to engage in sustainable tourism are more likely to plan to do so. The accessibility of Minang Rua Beach and the respondents' confidence in their capacity to travel there while engaging in sustainable tourism may also be linked to the significant impact of perceived behavioral control.

The TPB, which holds that people who believe they have more control over an action are more likely to have stronger intentions to carry it out, is in line with this finding (Ajzen, 1991; Fishbein & Ajzen, 2010). The outcome corroborates other research that found a strong positive correlation between the intention to engage in sustainable tourism and perceived behavioral control (Ashraf et al., 2020; Luongo et al., 2024). The current study demonstrates that perceived behavioral control is a significant factor in influencing travelers' intentions to engage in sustainable tourism, despite conflicting results from other studies. Consequently, increasing visitors' access to resources, opportunities, and information that promote sustainable tourism may increase their desire to participate in ethical travel at Minang Rua Beach.

## CONCLUSION

This study shows that among visitors interested in visiting Minang Rua Beach, the three components of the Theory of Planned Behavior (TPB), attitude, subjective norms, and perceived behavioral control significantly and favorably influence sustainable tourism intention. The results show that tourists are more likely to exhibit sustainable tourism intents if they have more positive attitudes toward sustainable tourism, stronger social support from friends and family, and more confidence in their capacity to engage in sustainable tourism practices. Perceived behavioral control was found to be the most


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significant of the three predictors, underscoring the significance of visitors' opinions about accessibility, opportunities, resources, and the ease of participating in sustainable tourism activities. Additionally, the simultaneous test demonstrated that TPB is a suitable theoretical framework for comprehending sustainable tourism behavior in the context of Minang Rua Beach by confirming that all TPB variables jointly contribute to explaining sustainable tourism intention.

However, this study has a number of shortcomings. The results may not be as applicable to other tourist groups and locations because the sample was limited to potential visitors who were already familiar with Minang Rua Beach. Furthermore, the study used self-reported data from a cross-sectional survey, which might not accurately reflect the behavior of actual tourists. Additionally, the model only considered TPB variables and accounted for 54.7% of the variance in the intention to engage in sustainable tourism, indicating that additional variables not covered in the study may also be significant. In order to provide a more thorough understanding of sustainable tourism intentions and behaviors, future research is advised to use a larger and more diverse sample, look at actual sustainable tourism behavior rather than just intention, and include extra variables like environmental knowledge, environmental concern, destination image, sustainability awareness, or personal values.

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