

**THE EFFECT OF ECO BRAND, ECO LABEL, AND ENVIRONMENTAL
ADVERTISEMENT ON GREEN PURCHASE BEHAVIOR MEDIATED
BY ECO FRIENDLY ATTITUDE (A STUDY ON TOURISTS
IN RURAL TOURISM DESTINATIONS
IN NORTH SUMATERA)**

FINAL ASSIGNMENT

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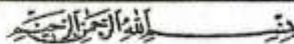
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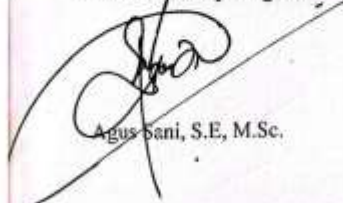
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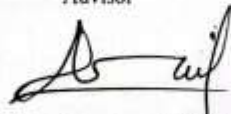
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2. I am willing to be subject to sanctions to conduct re-research if it is proven that my research contains the following:
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3. I am willing to be sued in court if I am proven to have falsified stamps, letterheads, or other company identities.
4. I am willing to attend a green table hearing as soon as possible 3 months after the date of issuance of the letter "determination of the proposal project/paper/final project and appointment of the Supervisor" from the Faculty of Economics and Business, UMSU.

Thus, I make this statement of my own free will.

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- The original statement letter is submitted to the Study Program at the time of title submission.
- A photocopy of the statement letter is attached to the proposal and FINAL ASSIGNMENT

ABSTRACT

THE EFFECT OF ECO BRAND, ECO LABEL, AND ENVIRONMENTAL ADVERTISEMENT ON GREEN PURCHASE BEHAVIOR MEDIATED BY ECO FRIENDLY ATTITUDE (A STUDY ON TOURISTS IN RURAL TOURISM DESTINATIONS IN NORTH SUMATERA)

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This study aims to analyze the effect of eco brand, eco label, and environmental advertisement on green purchase behavior through eco friendly attitude as a mediating variable among tourists in rural tourism destinations in North Sumatera. The research method used is a quantitative approach with an associative research type. Data were collected through distributing questionnaires to respondents who visited rural tourism destinations in North Sumatera and were analyzed using the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS). The results show that eco label and environmental advertisement have a significant effect on eco friendly attitude, while eco brand does not have a significant effect on eco friendly attitude. Furthermore, eco label and environmental advertisement have a significant effect on green purchase behavior, whereas eco brand does not have a significant effect on green purchase behavior. Eco friendly attitude has a significant effect on green

purchase behavior. However, eco friendly attitude only mediates the relationship between environmental advertisement and green purchase behavior, while it does not mediate the relationship between eco brand and eco label on green purchase behavior. These findings indicate that credible eco labels and environmental communication strategies play a more important role in encouraging environmentally responsible purchasing behavior among tourists compared to brand image alone.

Keywords: Eco Brand, Eco Label, Environmental Advertisement, Eco Friendly Attitude, Green Purchase Behavior

FOREWORD



Assalamu'alaikum Warahmatullahi Wabarakatuh.

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This thesis is prepared as one of the requirements to obtain a Bachelor of Management (S.M.) degree at the Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara. The title of this thesis is: **“The Effect of Eco Brand, Eco Label, and Environmental Advertisement on Green Purchase Behavior Mediated by Eco Friendly Attitude (A Study on Tourists in Rural Tourism Destinations in North Sumatra)”**.

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The writer realizes that this thesis is far from perfect. Therefore, constructive criticism and suggestions are sincerely welcomed for the improvement of future work. It is hoped that this thesis may be beneficial for readers and contribute to scientific development, particularly in the field of green marketing and consumer behavior.

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Medan, ..26.....April 2026

The Writer



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LIST OF CONTENTS

ABSTRACT	i
FOREWORD	iii
LIST OF CONTENTS	vii
TABLE LIST.....	xi
FIGURE LIST	xii
CHAPTER I INTRODUCTION	1
1.1 Background of the Problem.....	1
1.2 Identification of the Problem.....	13
1.3 Scope of Problem	13
1.4 Problems Formulation	14
1.5 Research Purposes	15
1.6 Benefits of Research.....	16
1.6.1 Theoretical Benefits	16
1.6.2 Practical Benefits.....	16
1.6.2.1 For the Author	17
CHAPTER II LITERATURE REVIEW	18
1.2 Theoretical Foundation.....	18
1.2.1 Green Marketing Theory	18
2.1.2 Green Purchase Behavior	19
2.1.2.1 Definition of Green Purchase Behavior.....	19
2.1.2.2 Factors Influencing Green Purchase Behavior	20
2.1.2.3 Benefits of Green Purchase Behavior.....	22
2.1.2.4 Green Purchase Behavior Indicators	24
2.1.3 Eco Brand.....	24
2.1.3.1 Definition of Eco Brand	24
2.1.3.2 Factors Influencing Eco Brands	26
2.1.3.3 Benefits of Eco Brand	28
2.1.3.4 Eco Brand Indicator.....	31
2.1.4 Eco Label	32
2.1.4.1 Definition of Eco Label.....	32
2.1.4.2 Factors Influencing Eco Labels	34
2.1.4.3 Benefits of Eco Labels	36

2.1.4.4	Eco Label Indicator	38
2.1.5	Environmental Advertisement	39
2.1.5.1	Definition of Environmental Advertisement	39
2.1.5.2	Factors Influencing Environmental Advertisement	40
2.1.5.3	Benefits of Environmental Advertisement.....	42
2.1.5.4	Advertisement Environmental Indicators	43
2.1.6	Eco Friendly Attitude	44
2.1.6.1	Definition of Eco Friendly Attitude.....	44
2.1.6.2	Factors Influencing Eco Friendly Attitude	45
2.1.6.3	Benefits of Eco Friendly Attitude.....	46
2.1.6.4	Eco Friendly Attitude Indicator	47
2.2	Conceptual framework	48
2.2.1	The Influence of Eco Brands on Green Purchase Behavior.....	49
2.2.2	The Influence of Eco Labels on Green Purchase Behavior	50
2.2.3	The Influence of Environmental Advertising on Green Purchase Behavior	51
2.2.4	The Influence of Eco Friendly Attitude on Green Purchase Behavior	52
2.2.5	The Influence of Eco Brands on Eco Friendly Attitudes	53
2.2.6	The Influence of Eco Labels on Eco Friendly Attitudes.....	54
2.2.7	The Influence of Environmental Advertisement on Eco Friendly Attitude	55
2.2.8	The Influence of Eco Brand on Green Purchase Behavior through Eco Friendly Attitude as a Mediation Variable.....	56
2.2.9	The Influence of Eco Labels on Green Purchase Behavior Through Eco Friendly Attitude as a Mediation Variable.....	57
2.2.10	The Effect of Environmental Advertisement on Green Purchase Behavior Through Eco Friendly Attitude as a Mediation Variable.....	58
2.3	Hypothesis	60
CHAPTER III RESEARCH METHODS.....		62
3.1	Types of Research	62
3.2	Variable Operational Definitions.....	62
3.3	Place and Time of Research	65
3.2.1	Research Site	65
3.2.2	Research Objects	65
3.3.2	Research Time	66
3.4	Sampling Techniques	67
3.4.1	Research Population	67

3.4.2 Research Sample	67
3.5 Data collection techniques	69
3.5.1 Questionnaire.....	70
3.6 Data Analysis Techniques	70
3.6.1 Outer Model Analysis.....	72
3.6.2 Inner Model Analysis	74
3.6.3 Hypothesis Testing.....	76
3.6.3.1 Direct Effect	78
3.6.3.2 Indirect Effect.....	79
3.6.3.3 Total Effect.....	79
CHAPTER IV RESEARCH RESULTS	81
4.1 Data Description.....	81
4.1.1 Description of Research Results.....	81
4.1.1.1 Identity Based on Occupation.....	81
4.1.1.2 Identity Based on Gender	82
4.1.1.3 Identity Based on Occupation.....	83
4.1.1.4 Identity Based on Domicile	84
4.1.1.5 Identity Based on Destinations Visited.....	85
4.1.2 Description of Research Results.....	85
4.1.2.1 Green Purchase Behavior Variable.....	86
4.1.2.2 Eco Brand Variable	88
4.1.2.3 Eco Label Variable.....	89
4.1.2.4 Environmental Advertisement Variable	91
4.1.2.5 Eco Friendly Attitude Variable.....	91
4.2 Data Analysis	93
4.2.1 Outer Model.....	93
4.2.1.1 Convergent Validity	93
4.2.1.2 Discriminant Validity	95
4.2.1.3 Composite Reliability	97
4.2.2 Inner Model.....	99
4.2.2.1 R-Square.....	99
4.2.2.2 F-Square	100
4.2.3 Hypothesis Testing	103
4.2.3.1 Direct Effect	103

4.2.3.2 Indirect Effect.....	106
4.2.4 Discussion	108
4.2.4.1 The Influence of Eco Brand on Eco Friendly Attitude	108
4.2.4.2 The Influence of Eco Labels on Eco-Friendly Attitude.....	110
4.2.4.3 The Influence of Environmental Advertisement on Eco-Friendly Attitude	112
4.2.4.4 The Influence of Eco-Friendly Attitude on Green Purchase Behavior	114
4.2.4.5 The Influence of Eco Brand on Green Purchase Behavior	117
4.2.4.6 The Influence of Eco Labels on Green Purchase Behavior	118
4.2.4.7 The Influence of Environmental Advertisement on Green Purchase Behavior	120
4.2.4.8 The Role of Eco-Friendly Attitude in Mediating the Influence of Eco Brand on Green Purchase Behavior	122
4.2.4.9 The Role of Eco-Friendly Attitude in Mediating the Influence of Eco Labels on Green Purchase Behavior	124
4.2.4.10 The Role of Eco-Friendly Attitude in Mediating the Influence of Environmental Advertisement on Green Purchase Behavior	126
CHAPTER V CONCLUSION AND RECOMMENDATIONS.....	128
5.1 Conclusion.....	128
5.2 Recommendations	130
5.3 Research Limitations.....	132
BIBLIOGRAPHY	133
ATTACHMENT	138

TABLE LIST

Table 1.1 Green Trends in Indonesian Tourist Purchasing Behavior.....	4
Table 3.1 Definition of Operational Variables	63
Table 3.2 Research Time	66
Table 3.3 Like Scale Index.....	70
Table 4.1 Identity Based on Age	81
Table 4.2 Distribution of Respondents by Gender	82
Table 4.3 Distribution of Respondents Based on Occupation.....	83
Table 4.4 Distribution of Respondents Based on Domicile	84
Table 4.5 Distribution of Respondents Based on Destinations Visited.....	85
Table 4.6 Green Purchase Behavior Variable Questionnaire Scores	86
Table 4.7 Eco Brand Variable Questionnaire Scores	88
Table 4.8 Eco Label Variable Questionnaire Scores.....	89
Table 4.9 Environmental Advertisement Variable Questionnaire Scores.....	91
Table 4.10 Questionnaire Scores for Variable Eco Friendly Attitude.....	91
Table 4.11 Factor Loadings	94
Table 4.12 Discriminant Validity	96
Table 4.13 Composite Reliability.....	98
Table 4.14 R-Square.....	99
Table 4.15 F-Square	101
Table 4.16 Upsilon (ν) Statistics	102
Table 4.17 Direct Effect	104
Table 4.18 Indirect Effect.....	107

FIGURE LIST

Figure 1.1 Number of Tourist Villages in North Sumatera (2021–2024)	2
Figure 2.1 Conceptual Framework	60
Figure 4.1 Graphical Output.....	95

CHAPTER I

INTRODUCTION

1.1 Background of the Problem

Global challenges in the form of climate change and environmental quality decline due to the exploitation of natural resources have encouraged changes in consumer behavior towards sustainable consumption patterns reflected in green purchasing behavior. In the context of tourism, the implementation of green marketing strategies that include eco brands, eco labels, and environmental advertisements is seen as important in forming an eco-friendly attitude of tourists which ultimately influences environmentally friendly purchasing behavior. Strengthening sustainable tourism behavior through green marketing strategies is not only an industry need, but also in line with the direction of national policies that emphasize sustainable tourism development (Immawati et al., 2024)

The Government of Indonesia through the National Tourism Development Master Plan (RIPPARNAS) 2010–2025 emphasizes the importance of sustainable tourism development in line with the principles of the Triple Bottom Line and the Sustainable Development Goals (SDGs), especially responsible consumption and production as well as climate change management. The implementation of this policy is reflected in the increasing number of tourist villages in Indonesia as sustainability-based destinations, from 1,831 villages in 2021 to 6,016 villages in mid-2024. This development shows that tourism villages are a

strategic forum in encouraging the implementation of sustainable tourism practices in Indonesia.

The increase in the number of tourist villages in Indonesia in the 2021–2024 period reflects the dynamics of community-based tourism development that is not only oriented towards quantitative growth, but also demands the application of sustainability principles in destination management. This condition makes tourism villages a strategic forum in the implementation of sustainable tourism policies at the local level. In practice, the application of sustainability principles is inseparable from the role of green marketing strategies, because promotional activities and environmentally friendly practices implemented by destinations have the potential to shape perceptions, attitudes, and ultimately encourage the formation of green purchasing behavior (GPB) of tourists.

The development of the number of tourism villages in North Sumatra (2021 -2024)

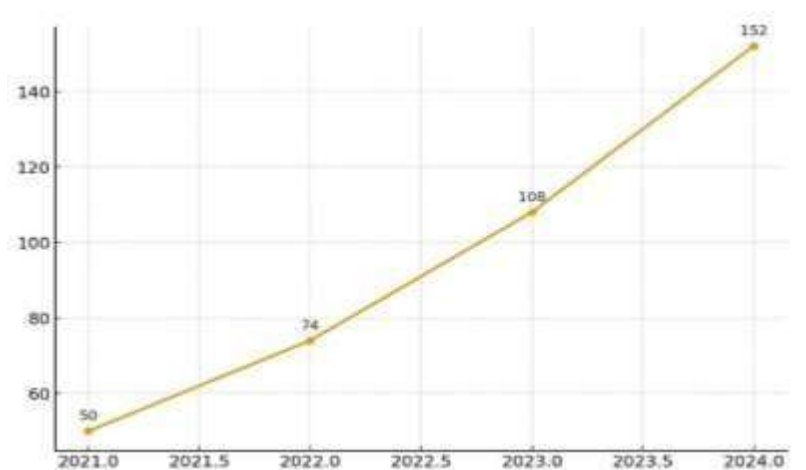


Figure 1.1 Number of Tourist Villages in North Sumatera (2021–2024)

Source: Ministry of Tourism and Creative Economy, 2024

In the context of North Sumatra, the development of tourist villages has increased significantly from 50 villages in 2021 to 152 villages in 2024. This growth presents a great opportunity to strengthen sustainable tourism practices. However, optimizing tourists' eco-friendly purchasing behavior is still a challenge, especially since not all destinations are able to provide strong and consistent sustainability signals. As such, it is important to review the factors that can shape and drive GPB, including green marketing elements.

Green purchase behavior (GPB) is a crucial variable in sustainable tourism because it reflects the tendency of tourists to choose tourism services that pay attention to environmental sustainability, which arises as awareness of the importance of maintaining a balance between tourism activities and natural resource conservation increases. (Ariestania & Adriyanto, 2024) explained that tourists who have awareness and concern for the environment tend to show purchasing behaviors that support sustainability practices, so GPB is an important indicator in assessing the success of the implementation of green marketing strategies in the tourism sector.

In line with this view, (Chin et al., 2018) Emphasizing that eco-friendly purchasing behavior is not only influenced by individual awareness, but also by the effectiveness of green marketing instruments such as eco brands, eco labels, and environmental advertisements that are able to shape tourists' positive attitudes and perceptions of sustainability values. Furthermore, (Immawati et al., 2024) emphasizing that green

purchase behavior reflects consumers' real responses to the values and environmentally friendly practices offered by tourist destinations, so that it can be used as a benchmark for the effectiveness of green marketing implementation.

GPB also serves as an indicator of the effectiveness of green marketing strategies such as eco brands, eco labels, and environmental advertisements, as the success of these strategies is reflected in the extent to which tourists truly support eco-friendly destinations through their purchasing decisions. The relevance of GPB is further reinforced by national data, where SiteMinder (2024) reports that 95% of Indonesian tourists are willing to pay more for eco-friendly accommodation, while an Agoda survey (2025) shows that 75% of Indonesian tourists consider sustainability aspects in their travel planning, thus confirming that GPB has a strategic role in encouraging more sustainable tourism practices.

Table 1.1 Green Trends in Indonesian Tourist Purchasing Behavior

No.	Source Data	Year	Key Findings	Meaning for GPB
1.	SiteMinder Sustainable Travel Report	2024	95% of Indonesian travellers are willing to pay more for eco-friendly accommodation	Showing the high willingness of tourists to choose and support tourism services that pay attention to sustainability environment.
2.	Agoda Sustainable Travel Survey	2025	75% of Indonesian travellers consider sustainability in their travel planning	Describe the increasing preference of tourists for destinations that apply sustainability principles and eco-friendly practices.

Source: SiteMinder (2024) & Agoda (2025)

National data shows that the increasing attention of tourists to sustainable tourism practices shows that green purchase behavior (GPB) is increasingly becoming an important element in tourism decision-making. Tourists tend to respond positively to destinations that implement an environment-based marketing strategy through the delivery of honest and credible information. Green marketing is understood as a marketing approach that integrates environmental values in marketing activities to shape consumers' positive perceptions and attitudes towards sustainability (Deshmukh & Tare, 2022). In the context of tourism, the application of green marketing has been proven to play a role in influencing tourists' attitudes and decisions in choosing destinations that pay attention to environmental and sustainability aspects (Made et al., 2023). In addition, the use of green marketing tools in rural tourist destinations also contributes to encouraging green purchase behavior of tourists, especially in developing destinations that rely on natural potential and local culture (Elafansa R & Hartono, 2023). Therefore, green marketing is a relevant approach in supporting the development of sustainable tourism villages, including in the North Sumatra region.

Eco brand is a brand concept designed by emphasizing the value of sustainability and concern for the environment. From a green marketing perspective, an eco brand functions as an identity that shows a product, service, or tourist destination's commitment to environmentally friendly practices, such as resource use efficiency, waste management, and ecosystem conservation. The environmentally oriented brand identity

forms a positive perception of consumers towards the sustainability value of a destination or tourism product (Widhiarini, 2023)

In line with this view, (Chin et al., 2018) Explaining that eco brand is one of the main instruments in green marketing which plays an important role in building consumer image and trust in the environmental commitment of a product or destination. Eco brands that are communicated consistently and credible are able to form positive attitudes of consumers, which further increases their tendency to choose environmentally friendly tourism products or services. Thus, eco brands play an early role in shaping consumer behavioral responses to sustainability practices.

The findings are reinforced by research (Ariestania & Adriyanto, 2024) which shows that green marketing strategies, including strengthening green brand image, have a significant influence on consumer purchasing decisions. In addition, (Rahayu et al., 2023a) Affirming that a strong and consistent green brand image is able to increase consumer trust and provide added value that encourages positive behavioral responses. Therefore, eco brands have a strategic role in encouraging the formation of green purchasing behavior, especially in the context of sustainable tourism

The relationship between eco brands and green purchase behavior can be understood through their role in shaping the perception of quality, credibility, and trust of tourists in sustainable destinations. An environmentally oriented brand identity encourages tourists to view destinations as more responsible, thereby increasing their tendency to

make green purchases in the context of sustainable tourism (Immawati et al., 2024). However, previous research findings show that not all green variables always have a significant influence on purchasing behavior. (Elafansa R & Hartono, 2023) found that environmental affection had no significant effect on the purchase of green products, indicating that emotional factors alone are not enough to encourage consumers to choose eco-friendly products without being supported by a strong and credible green brand identity.

Eco labels are one of the important instruments in the green marketing strategy that function as a marker of the commitment to the sustainability of a product, service, or tourist destination. In the context of tourism, eco labels not only serve as a symbol of the environment, but also as a means of communication that conveys information about the implementation of environmentally friendly practices by business actors. (Ariestania & Adriyanto, 2024) Explains that the existence of green marketing attributes, including eco labels, contributes to forming a positive consumer perception of a destination's environmental responsibility, which further influences the evaluation process and purchasing decisions of tourists.

In line with these findings, (Y. Chen, 2022) Emphasizing that the Eco Label serves as a credibility signal that increases consumer confidence in the sustainability claims submitted by tourism business actors. Credible and verifiable eco-labels can reduce consumer uncertainty and strengthen transparency and accountability in environmentally friendly business practices. Thus, eco labels are not only an information tool, but also a

strategic instrument in building trust and encouraging the formation of green purchasing behavior of tourists.

The relationship between eco labels and green purchase behavior (GPB) can be seen from their role as objective evidence of the implementation of sustainable practices that are able to reduce consumer hesitancy and encourage environmentally friendly purchasing behavior. However, previous research has shown that not all green marketing indicators have a significant effect on consumer behavior. (Ariestania & Adriyanto, 2024) Finding that consumer behavior as an intervening variable has not had a strong influence on purchasing decisions, indicating that sustainability messages without verifiable evidence are often less effective. In line with this, (Y. Chen, 2022) emphasizing that consumers are increasingly selective about environmental claims and only put their trust in destinations that provide authentic evidence in the form of ecological labels. Therefore, eco labels are an important instrument in strengthening positive attitudes of tourists and encouraging the formation of GPB, especially when supported by sustainability messages through environmental advertisements.

Environmental advertising is a form of marketing communication designed to convey a message of concern for the environment through various promotional media. These ads not only serve as a commercial means to attract consumers' attention, but also convey educational value regarding the importance of sustainability. In practice, environmental advertisements often use ecological symbols, conservation narratives, and

nature preservation visuals to build public awareness of the positive impact of environmentally friendly consumption. In the tourism sector, environmentally-based advertising is used to promote tourism destinations or products that prioritize sustainability principles, such as the use of renewable energy, waste reduction programs, and conservation-based tourism activities (Y. Firdausi, 2021) In line with this,(Immawati et al., 2024) emphasizing that environmental messages in advertisements that are conveyed consistently and credibly are able to shape tourists' positive attitudes towards sustainability.

The relationship between environmental advertising and green purchase behavior (GPB) is reflected in its role in conveying sustainability messages that shape tourists' awareness and environmentally friendly attitudes, thereby encouraging the tendency to choose sustainable destinations. However, previous research has shown that environmental ads do not always have a significant effect on green purchasing behavior. (Y. Firdausi, 2021) It found that green advertising does not directly drive green purchase intent in the absence of green awareness as a mediating variable, indicating that advertising messages alone are not enough to trigger purchasing behavior. This view is in line with (Kotler, P.; Keller, 2016) which emphasizes that green marketing communication must be supported by tangible evidence and consistency of practice so as not to be perceived as greenwashing. Therefore, environmental advertising will be more effective in encouraging GPB if it is accompanied by the implementation of authentic sustainability and supported by other

instruments such as eco brands and eco labels that provide legitimacy to environmental claims.

Eco friendly attitude is an individual's psychological attitude that is reflected in assessment, concern, and preference for environmental conservation efforts. This attitude involves a cognitive dimension in the form of knowledge about environmental issues, an affective dimension that includes emotional concern for nature conservation, and a conative dimension that is manifested through the tendency to behave environmentally friendly in daily life. In the context of tourism, an eco-friendly attitude is reflected through tourists' preference for destinations that prioritize sustainability principles, participation in conservation activities, and support for locally produced products with ecological considerations. This attitude acts as a psychological foundation that influences the way tourists respond to the sustainability messages and practices offered by tourist destinations (Elafansa R & Hartono, 2023). In line with this, (Y. Firdausi, 2021) emphasizing that environmentally friendly attitudes formed through exposure to sustainability information and education can encourage a tendency towards more responsible consumption behavior. (Immawati et al., 2024) It also states that eco friendly attitude plays an important role in bridging the influence of green marketing strategies on tourists' eco-friendly purchasing behavior.

Eco friendly attitude has an important role in encouraging green purchase behavior because it reflects tourists' positive attitudes towards sustainability values and practices in tourism activities. Tourists who have

an environmentally friendly attitude tend to consider the ecological impact in every travel decision, so they prefer products and destinations that apply environmentally friendly principles. Several previous studies have shown that eco-friendly attitudes have a positive effect on green purchase behavior, because these attitudes are the psychological basis that directs tourists' preferences and consumption behaviors (Elafansa R & Hartono, 2023) & (Y. Firdausi, 2021). However, not all studies have found a strong influence, as shown by (Ariestania & Adriyanto, 2024) which states that consumer behavior as a form of attitude has not fully had a significant influence on purchasing decisions without being supported by real green attributes.

The role of eco-friendly attitude in this study is in a strategic position as a mediating variable that bridges the influence of eco brands, eco labels, and environmental advertising on green purchase behavior. Brand identities that emphasize sustainability, sustainability information conveyed through labels, and environmentally-based advertising messages play a role in shaping tourists' perception and positive attitudes towards eco-friendly practices. This positive attitude is then internalized by tourists as a behavioral orientation that encourages the tendency to choose products and destinations that are in line with the principles of sustainability (Immawati et al., 2024) In line with this, (Y. Firdausi, 2021) emphasizing that eco-friendliness serves as a psychological mechanism that links exposure to green marketing strategies with the realization of eco-friendly purchasing behaviors. Thus, the existence of an eco-friendly

attitude provides a more comprehensive understanding of how green marketing instruments affect green purchasing behavior in the context of sustainable tourism.

This condition shows that although the development of tourist villages and the implementation of sustainable tourism practices in Indonesia, especially in North Sumatra, continue to increase, the consistency of tourist behavior in supporting sustainability is still not optimal. The implementation of eco brands, eco labels, and environmental advertisements in various destinations has not been fully able to form a strong eco-friendly attitude and is evenly internalized in tourists, so that green purchase behavior has not been realized optimally. This indicates that there is a gap between the green marketing strategies implemented by destinations and the real attitudes and behaviors of tourists in making travel decisions. Therefore, a more in-depth empirical study is needed to understand how green marketing instruments affect green purchase behavior through the role of eco-friendly attitude as a connecting psychological mechanism.

Based on the above phenomenon, the author is interested in conducting a study titled *"The Effect of Eco Brand, Eco Label, and Environmental Advertisement on Green Purchase Behavior Mediated by Eco Friendly Attitude (A Study on Tourists in Rural Tourism Destinations in North Sumatra)"*.

1.2 Identification of the Problem

Based on the research background, the problems that can be identified are as follows:

1. The green purchase behavior of tourists in natural tourism destinations in North Sumatra is still not optimal.
2. Eco brands implemented in natural tourism destinations in North Sumatra have not been fully able to influence tourists' green purchase behavior.
3. Eco labels used in tourism products and services have not been fully able to influence tourists' green purchase behavior.
4. Environmental advertisements implemented in natural tourism destinations have not been fully able to influence tourists' green purchase behavior.
5. Tourists' eco-friendly attitudes have not yet played an optimal role in influencing and mediating the relationship between eco brands, eco labels, and environmental advertisements on green purchase behavior.

1.3 Scope of Problem

In order for this research to be more focused and not wider than the goals to be achieved, the author provides the following problem limits:

1. This study is limited to tourists who visit natural tourist destinations in North Sumatra Province.
2. The variables studied were limited to green marketing instruments, namely eco brand, eco label, and environmental

advertisement, with eco friendly attitude as a mediating variable and green purchase behavior as a bound variable in the context of natural tourism.

3. The research analysis was limited to the influence of green marketing instruments on green purchase behavior, either directly or indirectly through the role of eco-friendly attitude, without discussing other factors outside the research model.

1.4 Problems Formulation

Based on the background, identification, and limitations of the problem that have been described, the formulation of the problem in this study is as follows:

1. Does eco brand affect the green purchase behavior of tourists in natural tourist destinations in North Sumatra?
2. Does the eco label affect the green purchase behavior of tourists in natural tourist destinations in North Sumatra?
3. Does environmental advertising affect the green purchase behavior of tourists in natural tourist destinations in North Sumatra?
4. Does eco brand affect the eco friendly attitude of tourists in natural tourist destinations in North Sumatra?
5. Does the eco label affect the eco friendly attitude of tourists in natural tourist destinations in North Sumatra?
6. Does environmental advertising affect the eco friendly attitude of tourists in natural tourist destinations in North Sumatra?

7. Does eco-friendly attitude affect the green purchase behavior of tourists in natural tourist destinations in North Sumatra?
8. Does eco friendly attitude mediate the influence of eco brands on tourists' green purchase behavior in natural tourist destinations in North Sumatra?
9. Does eco friendly attitude mediate the influence of eco labels on the green purchase behavior of tourists in natural tourist destinations in North Sumatra?
10. Does eco friendly attitude mediate the influence of environmental advertising on tourists' green purchase behavior in natural tourist destinations in North Sumatra?

1.5 Research Purposes

Based on the formulation of the problem that has been presented, the objectives of this research are to:

1. To examine the level of green purchase behavior among tourists in natural tourism destinations in North Sumatra Province.
2. To examine the effect of eco brand on tourists' green purchase behavior in natural tourism destinations in North Sumatra Province.
3. To examine the effect of eco label on tourists' green purchase behavior in natural tourism destinations in North Sumatra Province.

4. To examine the effect of environmental advertisement on tourists' green purchase behavior in natural tourism destinations in North Sumatra Province.
5. To examine the role of eco-friendly attitude as a mediating variable in the relationship between eco brand, eco label, and environmental advertisement and tourists' green purchase behavior in natural tourism destinations in North Sumatra Province.

1.6 Benefits of Research

The results of this study are expected to provide benefits both theoretically and practically, namely:

1.6.1 Theoretical Benefits

This research is expected to contribute to the development of management science, especially in the field of marketing related to green marketing. The findings of this study can enrich the literature on the influence of eco brand, eco label, and environmental advertising on green purchase behavior with eco friendly attitude as a mediating variable, especially in the context of natural tourism in North Sumatra.

1.6.2 Practical Benefits

This research can be an input for natural tourism destination managers and related business actors to strengthen environmentally friendly marketing strategies, through

strengthening eco brands, implementing eco labels, and developing environmental advertisements to encourage tourists' environmentally friendly purchasing behavior.

1.6.2.1 For the Author

This research provides benefits for the author in expanding insight and understanding of the concept of green marketing, especially related to eco brands, eco labels, environmental advertisements, and the role of eco friendly attitudes in influencing green purchasing behavior of tourists. In addition, this research helps the author strengthen the ability of scientific and methodological analysis, especially in examining the phenomenon of sustainable tourism through an empirical approach. The results of this research are also a means of developing the author's academic and professional competencies in the field of sustainable marketing management.

CHAPTER II

LITERATURE REVIEW

1.2 Theoretical Foundation

1.2.1 Green Marketing Theory

Green Marketing Theory explains that marketing activities are not only oriented towards fulfilling the needs and desires of consumers, but must also pay attention to environmental sustainability and the sustainability of natural resources. According to (Deshmukh & Tare, 2022), green marketing aims to create environmentally friendly value through product development, communication strategies, and responsible business practices so that a balance between economic, social, and ecological goals is achieved. In this framework, green marketing is not understood solely as a promotional strategy, but as a form of organizational commitment to integrating sustainability principles into all its business activities.

The development of green marketing theory shows that today's consumers are increasingly concerned about environmental issues and make sustainability attributes an important consideration in the purchase decision-making process. (Immawati et al., 2024) Explained that green marketing strategies that are carried out credibly are able to form positive perceptions, increase consumer trust, and encourage the formation of an eco-friendly attitude. This attitude further plays a role in encouraging the formation of green purchase behavior, so that

green marketing instruments such as eco brands, eco labels, and environmental advertisements become important factors in building consumer responses to sustainability practices.

Furthermore, Green Marketing Theory also emphasizes the importance of honesty and consistency in delivering environmental messages. (Y. Chen, 2022) emphasizing that sustainability claims that are not accompanied by concrete evidence have the potential to create the perception of greenwashing and lower brand credibility. Other empirical findings suggest that green marketing strategies do not always have a strong impact on purchasing decisions if they are not supported by the implementation of green practices that can be verified in real terms (Ariestania & Adriyanto, 2024) In the context of sustainable tourism, a strong and consistent green brand image has been proven to increase consumer trust and provide added value that encourages environmentally friendly purchasing behavior (Rahayu, Vedy, & Gumanti, 2023)

2.1.2 Green Purchase Behavior

2.1.2.1 Definition of Green Purchase Behavior

Green Purchase Behavior (GPB) is consumer behavior in choosing, buying, and using products or services that are considered environmentally friendly and have minimal impact on environmental damage. (Chin et al., 2018) explained that GPB is based on consumer awareness of environmental issues and the belief that purchasing decisions made can contribute to sustainability. This behavior is reflected

in tangible actions, such as choosing eco-labeled products, using recyclable packaging, and supporting companies or destinations that implement sustainable management and production practices.

The role of GPB is very important in green marketing strategies because it is an indicator of the success of environmental-based marketing efforts. According to (Kotler, P.; Keller, 2016), eco-friendly purchasing behavior arises from a combination of internal factors (consumer attitudes, values, and beliefs) and external factors (brand image, environmental labels, and eco-friendly advertising). This shows that GPB is not only influenced by psychological factors, but also by the company's communication strategy in building a sustainability image.

Research results (Immawati et al., 2024) shows that value perception, trust, and eco-friendliness have a significant influence on green purchase behavior in the retail sector. These findings are in line with (Laela, 2022b) which states that eco labels can increase consumer confidence and encourage them to be more consistent in making green purchases. In this study, GPB was measured through indicators of consumer consistency in buying environmentally friendly products, willingness to pay more for sustainable products, and the tendency to choose tourism services that support nature conservation.

2.1.2.2 Factors Influencing Green Purchase Behavior

Green purchase behavior is influenced by various internal and external factors that shape consumer attitudes and preferences towards

environmentally friendly products. According to (Elafansa R & Hartono, 2023) There are two main factors at play, namely:

1. Environmental Awareness, consumers who have high knowledge and concern for sustainability issues tend to be more motivated to make green purchases.
2. Attitudes towards Sustainability, positive attitudes of consumers towards environmentally friendly practices influence the intention and purchase decisions of green products.

According to (Immawati et al., 2024), other factors that also influence green purchase behavior are:

1. Product Price, consumers prefer green products if the price is competitive and proportional to the benefits offered.
2. Product Quality, consumers consider that green products must have the same or better quality than conventional products to be worthy of being chosen.
3. Eco Label, the existence of an official environmental label increases product credibility and consumer confidence in decision-making.

Furthermore, according to (Rahayu et al., 2023a) , external factors also have an important role, including:

1. Social influences, the opinions of family, friends, and the community affect consumers' attitudes to choose environmentally friendly products.

2. Marketing Communication, promotional messages that emphasize environmental awareness have been proven to be able to increase awareness and green purchase intentions.
3. Government regulatory support, certification policies and supervision of greenwashing practices strengthen the legitimacy of green products in the market.

2.1.2.3 Benefits of Green Purchase Behavior

Green purchasing behavior provides various benefits, both for consumers, manufacturers, and the environment as a whole. According to (Elafansa R & Hartono, 2023), there are several important benefits of green purchase behavior, namely:

1. Reducing Environmental Impact, green purchasing behavior encourages consumers to choose environmentally friendly products that contribute to pollution reduction, energy savings, and conservation of natural resources.
2. Improving Health and Quality of Life, consumers who buy green products tend to get health benefits because the products are less harmful chemicals and safer to use.
3. Encouraging Social Change, sustainable consumption behavior provides an example that can influence others to take similar actions in their daily lives.

According to (Immawati et al., 2024), the benefits of green purchase behavior can also be seen from a business perspective, namely:

1. **Increasing Consumer Loyalty**, companies that consistently provide environmentally friendly products will build trust while increasing consumer loyalty.
2. **Creating Competitive Advantage**, success in implementing environmentally friendly practices is the differentiating factor that differentiates a company from competitors.
3. **Encouraging Product Innovation**, the increasing demand for green products encourages companies to continue to innovate in presenting more efficient and environmentally friendly products.

In addition, according to (Rahayu et al., 2023a), the benefits of green purchase behavior are not only economic, but also strategic because:

1. **Strengthening the Brand Image**, products that are synonymous with sustainability values will make it easier to build a positive image in the eyes of consumers.
2. **Supporting the Achievement of the Sustainable Development Goals (SDGs)**, especially in the aspects of responsible consumption and production.
3. **Reduce the Risk of Greenwashing**, as consumers are more selective in assessing the consistency of the eco-claims offered by manufacturers.

2.1.2.4 Green Purchase Behavior Indicators

Green purchase behavior in this study is measured based on consumer purchasing behavior towards environmentally friendly products and services formulated from previous research by (Quoquab et al., 2020) and (Witek & Kuźniar, 2021), which emphasizes eco-friendly purchasing behavior based on consumer preferences and consistency.

Indicators of green purchase behavior include:

1. Preference to buy eco-friendly products and services.

Consumers tend to choose tourism products or services that are considered environmentally friendly over other alternatives that do not pay attention to sustainability aspects.

2. Willingness to pay more for eco-friendly products and services.

Consumers are willing to spend higher costs to use tourism products or services that implement eco-friendly practices.

3. Consistency in supporting environmentally friendly products and services.

Consumers show a tendency to repeatedly buy or reuse environmentally friendly tourism products and services and continue to support them over time

2.1.3 Eco Brand

2.1.3.1 Definition of Eco Brand

Eco brand is one of the main instruments in green marketing that represents the image and identity of the brand through an emphasis on

values, attributes, and commitment to environmental sustainability. Eco brands not only function as a visual or symbolic brand differentiator, but also as a signal to consumers about the seriousness of destinations or service providers in implementing environmentally friendly practices. In the context of tourism, eco brands play an important role because tourists tend to face limited direct information about destination sustainability practices, so that brand image becomes an initial reference in the evaluation and decision-making process (Chin et al., 2018)

In line with this, (Rahayu et al., 2023a) Explains that a strong green brand image is able to increase brand trust, value perception, and consumer loyalty. This shows that eco brands not only reflect environmental concerns, but also form a psychological relationship between consumers and brands. In the context of sustainable tourism, a consistent and credible eco brand gives tourists confidence that destinations are not just making green claims, but actually integrating sustainability principles in the management of tourism products and services.

Further, (Immawati et al., 2024) Emphasizing that a strong and consistent eco brand plays a role in shaping consumers' positive attitudes towards the environment and increasing trust in the sustainability claims submitted. An environmentally oriented brand identity encourages tourists to view destinations as socially and ecologically responsible entities, thereby increasing the tendency to form green purchasing behavior. Thus, eco brands not only play a role in the marketing

communication stage, but also become the foundation in building environmentally friendly attitudes and behaviors of tourists.

Based on previous research, eco brand can be understood as consumer perception of the consistency, credibility, and commitment of the brand in presenting products and services that support environmental sustainability (Chin et al., 2018; Immawati et al., 2024; Rahayu et al., 2023a). Therefore, in this study, eco brands are measured through tourists' perception of the destination's environmental commitment, the level of trust in the green claims submitted, and the positive image of the brand displayed by natural tourism destinations in North Sumatra Province.

2.1.3.2 Factors Influencing Eco Brands

Several factors affect how tourists form the perception of the eco brand of a destination or tourist service. These factors can come from the internal destination manager as well as from external factors related to tourists' perception and awareness of environmental issues. Here are some of the main factors that influence the formation of an eco brand:

1. Commitment to Environmental Sustainability

The commitment of destination managers in implementing environmentally friendly practices is a major factor in the formation of an eco brand. Destinations that consistently apply sustainability principles, such as waste management, energy efficiency, and environmental conservation, will find it easier to build a strong green brand image. (Ariestania & Adriyanto,

2024)emphasizing that the implementation of a consistent green marketing strategy is able to strengthen brand image and increase consumer trust in the sustainability claims submitted.

2. Credibility and Reliability of Environmental Claims.

The credibility of an eco brand is largely determined by the suitability between eco-friendly claims and real practices carried out by destinations. Consumers tend to be critical of environmental claims that are not supported by concrete evidence. (Laela, 2022b) stated that the existence of environmental standards and certifications, such as eco labels, plays an important role in increasing the credibility of eco brands because they provide objective evidence of the sustainability commitments claimed by tourism business actors.

3. Awareness and Perception of Tourists on Environmental Issues

The level of tourists' awareness of environmental issues also affects the strength of the eco brand. Travelers who have a high concern for sustainability tend to appreciate and trust destinations with a consistent green identity. (Immawati et al., 2024) It shows that the perception of green value and consumer trust has a significant effect on the assessment of eco-friendly brands, which ultimately strengthens the position of eco brands in the minds of tourists.

4. Eco-friendly Marketing Communication

Communication strategies that emphasize sustainability messages are an important factor in strengthening the eco brand. Environmental messages that are conveyed consistently and credible through promotional media can shape positive perceptions of tourists. (Y. Firdausi, 2021) It was found that environmental advertising has a significant influence in building consumer awareness and environmentally friendly attitudes, thus supporting the strengthening of green brand image.

5. Brand Reputation and Consistency in the Long Term

A strong eco brand is built through brand reputation and consistency in demonstrating sustainable environmental commitment. (Rahayu et al., 2023a) confirms that a consistent green brand image not only increases trust, but also builds consumer loyalty in the long run. This consistency is the main differentiator between an authentic eco brand and greenwashing practices

2.1.3.3 Benefits of Eco Brand

The implementation of eco brands provides various strategic benefits for tourist destination managers and tourism business actors, especially in supporting sustainable tourism development. Eco brands not only function as a marketing differentiation tool, but also play a role in shaping tourists' perceptions, attitudes, and behaviors towards environmentally friendly destinations. Some of the main benefits of implementing an eco brand include the following:

1. Increasing Tourist Confidence

Eco brands that are built consistently are able to increase tourists' trust in the destination's environmental commitment. A brand identity that emphasizes concern for sustainability gives confidence that the eco-friendly claims presented are not just promotional strategies. (Immawati et al., 2024) stating that credible eco brands play an important role in building consumer trust in sustainability practices, which further influences positive attitudes of tourists.

2. Forming an Eco-Friendly Attitude of Tourists

Eco brands play a role in forming an eco-friendly attitude through the delivery of sustainability values that are internalized in the image of the destination. Tourists who are exposed to green brand identities tend to have a more positive attitude towards environmental issues. This is in line with the findings(Y. Firdausi, 2021) which shows that green marketing strategies, including eco-friendly brand image, are able to build tourists' awareness and positive attitudes towards sustainable practices.

3. Encouraging Eco-Friendly Purchasing Behavior

The main benefit of eco brands can be seen from their ability to encourage green purchasing behavior of tourists. An environmentally oriented brand identity makes tourists more likely to choose environmentally friendly tourism products and

services. (Rahayu et al., 2023a) confirming that green brand image has an effect on consumer perception of value and loyalty, which ultimately drives eco-friendly purchasing decisions.

4. Increasing the Competitiveness of Tourist Destinations

Eco brands provide a competitive advantage for tourist destinations amid increasing tourist awareness of sustainability issues. Destinations that have a clear green identity are easier to distinguish from competitors that have not implemented sustainability principles. (Ariestania & Adriyanto, 2024) stated that the implementation of green marketing is consistently able to strengthen the brand position and increase the competitiveness of destinations in the tourism market.

5. Supporting a Destination's Long-Term Image and Reputation

Eco brands contribute to the formation of a long-term reputation of tourist destinations as environmentally responsible destinations. This reputation not only impacts current tourist visits, but also affects the sustainability of future destinations. (Laela, 2022b) asserts that a brand image supported by sustainability practices and verifiable evidence, such as the Eco Label, will strengthen the reputation and legitimacy of the destination in the eyes of tourists

2.1.3.4 Eco Brand Indicator

Eco brand in this study is understood as a brand identity that represents a commitment to sustainability and concern for the environment. Eco brand measurement refers to the concept of green brand associations and green brand attitude put forward by (Y. S. Chen et al., 2020) , which emphasizes that consumers' perception of green brands is formed through environmental associations, trust in sustainability claims, and eco-friendly brand image.

Based on this framework, the eco brand indicators in this study include:

1. Perception of the brand's environmental commitment

This indicator illustrates the extent to which consumers assess that a brand or tourist destination has a real commitment to implementing environmentally friendly practices, such as resource use efficiency, waste management, and environmental conservation efforts.

2. Trust in brand sustainability claims.

This indicator reflects the level of consumer confidence in the suitability between the eco-claims communicated by the brand and the sustainability practices that are actually implemented, thus forming trust in the eco brand.

3. Brand image as an environmentally friendly destination or service.

This indicator shows the extent to which consumers view brands or tourist destinations as having a positive and consistent reputation in supporting environmental sustainability, which is reflected in the image of a green brand that is inherent in consumers' minds.

2.1.4 Eco Label

2.1.4.1 Definition of Eco Label

Eco labels are one of the important instruments in green marketing that function as an official sign, symbol, or statement to show that a product or service has met certain environmental sustainability standards. The existence of eco labels aims to provide clear and verifiable information to consumers about the environmental impact of the products or services consumed, thereby helping consumers make more environmentally responsible purchasing decisions.

In the context of tourism, eco labels are used to show the compliance of destinations or tourism service providers with environmentally friendly management principles, such as energy efficiency, natural resource conservation, waste management, and protection of local ecosystems. (Laela, 2022b) Explaining that the Eco Label plays a role as a means of communication that increases the transparency and accountability of tourism business actors in implementing sustainability practices, as well as being objective evidence of environmentally friendly claims submitted to tourists.

Furthermore, eco labels not only serve as technical information, but also as a credibility signal that builds consumer trust in a destination's environmental commitment. (Y. Chen, 2022) emphasizing that consumers are increasingly selective towards sustainability claims and tend to place greater trust in products or services that have an official eco label because they are considered to have clear and accountable sustainability standards. This shows that eco labels play an important role in reducing consumers' perception of risk and hesitation towards the green claims offered.

In sustainable tourism research, eco labels are also seen as an instrument that is able to strengthen tourists' positive attitudes towards environmentally friendly destinations. (Immawati et al., 2024) stating that the existence of eco labels can increase tourists' perception of value and trust in destinations, which ultimately contributes to the formation of eco-friendly attitudes and green purchasing behavior tendencies. However, the effectiveness of eco labels is highly dependent on tourists' understanding of the meaning and credibility of the label.

Based on previous research, eco labels in this study are understood as environmentally friendly signs or certifications that are perceived by tourists as tangible evidence of the implementation of sustainability practices by tourist destinations. Therefore, eco labels are defined as green marketing instruments that reflect compliance with environmental standards, transparency of sustainability information, and the credibility of eco-friendly claims offered by natural tourism destinations in North Sumatra Province.

2.1.4. Factors Influencing Eco Labels

The application of eco labels in the context of green tourism and marketing is determined not only by the technical aspects of certification, but also by various internal and external factors that affect the perception and effectiveness of eco labels in the eyes of consumers. These factors play an important role in determining whether eco labels are able to increase trust, influence attitudes, and encourage the formation of green purchasing behavior. Based on empirical studies from (Laela, 2022b), (Ariestania & Adriyanto, 2024), as well as supporting findings from Immawati, (Immawati et al., 2024) , there are several main factors that affect the effectiveness of eco labels, which are as follows:

1. Consistency in the Implementation of Environmentally Friendly Practices

The credibility of eco labels is greatly influenced by the consistency of destinations or service providers in implementing environmentally friendly practices. (Laela, 2022b) emphasizing that the eco label will be considered valid if the promised sustainability practices are actually implemented, such as energy efficiency, waste management, and resource conservation. Inconsistencies between claims and practices can lower consumer confidence and give rise to the perception of greenwashing.

2. Regulatory and Government Policy Support

Strong regulations play a role in determining the legitimacy of eco labels. Research (Laela, 2022b) emphasizing that the existence of

government standards or official certification bodies increases the credibility of eco labels in the eyes of consumers. Regulatory support also ensures that eco labels are not used carelessly and in accordance with verifiable sustainability guidelines. The stronger the policy support, the higher the level of public trust in the eco label.

3. Consumer Awareness and Knowledge Level

The effectiveness of eco labels is influenced by the extent to which consumers understand the meaning and function of the environmental certification. (Immawati et al., 2024) shows that consumers' green perceptions and knowledge have a significant influence on their acceptance of green attributes. Consumers who have a high level of awareness of environmental issues tend to be more responsive to the existence of eco labels and make them a basis for consideration in purchasing decisions.

4. Information Clarity and Label Transparency

Clear, easily accessible, and transparent information is an important factor in shaping consumers' positive perception of eco labels. (Ariestania & Adriyanto, 2024) emphasizing that consumers need concrete evidence and easy-to-understand explanations to believe sustainability claims. Unclear information or unfamiliar eco label symbols can lower the level of trust and hinder the influence of eco labels on eco-friendly purchasing behavior.

5. Credibility of the Source or Certification Body

The credibility of the institution that issues the eco label affects the level of consumer confidence in the certification. (Laela, 2022b) Explains that consumers are more likely to trust eco labels issued by reputable certification bodies and rigorous assessment processes. If the certification body is considered weak or not independent, the value of the eco label also decreases.

6. Perception of Value and Consumer Trust

According to (Immawati et al., 2024), the perception of green value and confidence in sustainability claims are important elements in mediating the influence of eco labels on purchasing decisions. Consumers will respond more positively to eco-labels if they believe that they bring real benefits to the environment and not just a marketing symbol.

2.1.4.3 Benefits of Eco Labels

Eco labels provide a number of strategic benefits for tourist destinations, business actors, and tourists in the context of green marketing. These benefits are not only related to the aspect of sustainability communication, but also affect the formation of environmentally friendly perceptions, attitudes, and purchasing behaviors. Based on the findings (Ariestania & Adriyanto, 2024; Immawati et al., 2024; Laela, 2022b), there are several key benefits of implementing eco labels, namely:

1. Increase Consumer Credibility and Trust.

(Laela, 2022b) Emphasizing that the eco label serves as objective proof that a destination or tourist product has met certain sustainability standards. The existence of official labels strengthens the credibility of eco-friendly claims, thereby increasing consumer confidence. Without verifiable evidence such as eco labels, consumers tend to doubt the validity of sustainability claims.

2. Assisting Consumers in Purchasing Decision-Making.

Eco labels provide important information about the environmental impact of a product or service, making it easier for environmentally conscious consumers to choose more responsible alternatives. Research (Immawati et al., 2024) It shows that the perception of value and consumer understanding of green attributes have a significant effect on the tendency of environmentally friendly purchasing behavior.

3. Increasing Transparency and Accountability of Business Actors.

With the existence of an eco label, tourism business actors are required to maintain sustainability standards in a sustainable manner. This creates transparency in communication and accountability for eco-friendly claims. (Laela, 2022b) Explains that Eco Label encourages service providers to be consistent in implementing sustainability practices, as labels can only be maintained if the destination complies with established guidelines.a

4. Strengthening Environmentally Friendly Attitudes and Encouraging GPB.

Eco labels have a positive influence on the formation of eco friendly attitude of tourists. (Ariestania & Adriyanto, 2024) shows that verifiable evidence of sustainability increases consumer confidence in green values, which ultimately drives green purchase behavior. In other words, eco labels serve as an important mechanism in the psychological process that connects the perception of sustainability with real purchasing actions.

5. Increasing the Competitiveness of Tourist Destinations.

Destinations that have an eco label tend to be more competitive in the sustainable tourism market because they are considered more responsible and high-value. The existence of eco labels provides a strong differentiation amid increasing competition in the nature tourism sector. Findings (Immawati et al., 2024) It also supports that credible green attributes reinforce the value of destinations and are a determining factor in tourist preferences.

2.1.4.4 Eco Label Indicator

Eco-label measurement refers to the indicators used in the research (Font & Hindley, 2021) and (Ma et al., 2022) , which highlights the credibility and role of environmental label information in consumer decision-making.

Eco label indicators include:

1. The Credibility of Eco Label

Describe the extent to which travellers believe that such environmental certification or label truly reflects compliance with legitimate and verifiable sustainability standards.

2. Clarity of Eco Label Information

Assessing the extent of the information conveyed through the eco label is easy to understand, transparent, and provides sufficient explanation of the environmentally friendly practices carried out by the destination.

3. The Influence of Eco Labels on Purchase Decisions

Reflecting how much eco labels affect tourists in choosing tourism products or services that are considered environmentally friendly compared to other alternatives.

2.1.5 Environmental Advertisement

2.1.5.1 Definition of Environmental Advertisement

Environmental advertising is a form of marketing communication that emphasizes messages about environmental care, green lifestyle, and corporate social responsibility. According to (A. Firdausi, 2021) Eco-friendly advertising not only conveys the benefits of the product, but also invites consumers to be involved in nature conservation efforts. Thus, green advertising serves as a means of education as well as promotion to build awareness of the importance of responsible consumption behavior.

The main role of environmental advertising is to influence consumer attitudes and awareness to be more concerned about the environmental impact of their purchasing decisions. Research (Pratiwi &

Andriani, 2020) It shows that advertising with a strong environmental message is able to increase consumer green awareness, which then has an impact on increasing purchase intent for green products. This is in line with the findings (A. Firdausi, 2021) that eco-friendly advertising has a significant effect on the purchase intention of green products, especially when the advertising message is combined with consumer values and beliefs about sustainability.

Environmental advertising has also proven to be an important factor in strengthening green marketing strategies. Research results (Cahyani & Wulandari, 2022) revealing that advertising messages that are consistent with environmental issues are able to form a positive brand image while improving environmentally friendly purchasing behavior. In this study, environmental advertising was measured through indicators of the frequency of advertising exposure, clarity of environmental messages, emotional appeal, and consistency of the company in conveying its commitment to nature conservation through promotional media.

2.1.5.2 Factors Influencing Environmental Advertisement

Environmental advertising is influenced by several factors that determine the extent to which eco-friendly advertising messages can be accepted and trusted by consumers. (Pratiwi & Andriani, 2020), there are two main factors that affect the effectiveness of environmental advertising, which are as follows:

1. Relevance of the ad message. The message conveyed must be in accordance with the values and concerns of consumers for environmental issues. The higher the relevance of the message, the greater the opportunity for advertising to shape awareness and influence consumer attitudes.
2. Source Credibility. Consumers are more likely to trust advertising messages if the company has a good reputation for sustainability practices and is not indicated to be greenwashing.

According to (A. Firdausi, 2021), other factors that also affect environmental advertising are:

1. The Emotional Power of Messages. Ads that emphasize emotional aspects, such as concern for nature and future generations, are considered more effective than simply presenting rational information.
2. Communication Consistency. Consistent messaging in various promotional media reinforces the company's image as an entity committed to sustainability.

Meanwhile(Cahyani & Wulandari, 2022) Adding two important factors, namely:

1. Communication Media. Choosing the right communication channels, such as social media or community-based campaigns, can expand reach and increase the effectiveness of eco-friendly advertising.

2. Support for Regulations and Social Norms. The existence of government policies and increasing social pressure on sustainable practices encourage companies to display more credible and environmentally oriented advertisements.

2.1.5.3 Benefits of Environmental Advertisement

Environmental advertising provides strategic benefits in supporting green marketing and shaping consumer behavior that is more environmentally responsible. Based on the findings (A. Firdausi, 2021), (Pratiwi & Andriani, 2020), and (Cahyani & Wulandari, 2022) , there are several main benefits of implementing environmental advertising, namely:

1. Increasing Consumer Environmental Awareness
Eco-friendly advertising serves as an educational medium that helps consumers understand environmental issues and the importance of sustainable consumption.
2. Forming a Positive Attitude towards Green Products
Consistent advertising messages about nature conservation are able to build a positive attitude of consumers towards sustainability-oriented products or services.
3. Strengthening an Environmentally-Based Brand
Environmental advertising reinforces the perception that the company has a strong commitment to environmental responsibility, thereby enhancing the image of the green brand.
4. Fostering Trust in Sustainability Claims

Credible advertising messages reduce consumer skepticism of potential greenwashing and increase confidence in the company's environmental claims.

5. Improving Green Purchase Behavior

Effective advertising encourages consumers to choose products or services that are more environmentally friendly, thus contributing to an increase in green purchasing behavior.

2.1.5.4 Advertisement Environmental Indicators

The measurement of environmental advertising is based on the indicators put forward by the (Chang, 2021) and (Wang et al., 2022) , which emphasizes the effectiveness of environmental messages in advertising.

Environmental indicators include:

1. Clarity of Environmental Messages

Describe the extent to which the advertising message conveys information about environmental benefits in a clear, easy-to-understand, and informative manner.

2. The Emotional Appeal of Advertising

Measure the ability of advertising to influence consumer emotions through visuals, narratives, or ecological symbols to build concern for the environment.

3. Consistency of Sustainability Messages

Assess the consistency of the company's environmental message through various promotional media so that it reflects a strong and non-contradictory sustainability commitment.

2.1.6 Eco Friendly Attitude

2.1.6.1 Definition of Eco Friendly Attitude

Eco friendly attitude is an individual's positive attitude towards the environment that is reflected in beliefs, feelings, and the tendency to act in support of sustainability. According to (Rahayu et al., 2023), eco-friendly attitudes are formed from consumers' awareness of the importance of preserving nature as well as the belief that their behavior can contribute to sustainability. This attitude becomes the psychological basis that encourages consumers to prefer products and behaviors that do not damage the ecosystem.

The role of eco-friendly attitude in the context of green marketing is very important because it is a bridge between the information received by consumers (such as eco brands, eco labels, and environmental advertisements) and real behavior in purchasing green products. (Elafansa R & Hartono, 2023) It proves that eco-friendly attitudes have a significant positive effect on green product purchase decisions, so that it can strengthen the link between external factors and environmentally friendly consumption behavior.

Other research by (Immawati et al., 2024) It shows that consumers with a high eco-friendly attitude tend to be more consistent in choosing

products with eco labels and supporting brands that have a green image. This confirms that eco friendly attitude can function as a mediating variable that strengthens the influence of eco brands, eco labels, and environmental advertisements on green purchase behavior. In this study, eco friendly attitudes were measured through indicators of consumer concern for the environment, belief in the importance of sustainability, and tendency to act according to environmentally friendly values.

2.1.6.2 Factors Influencing Eco Friendly Attitude

There are several main factors that affect the formation of an eco-friendly attitude. According to (Rahayu et al., 2023), eco-friendly attitudes are influenced by the following three aspects:

1. Environmental Knowledge, an individual's understanding of ecological issues is an important basis in forming an environmentally friendly attitude. The higher a person's knowledge of the negative impact of consumption activities, the stronger their tendency to be pro-environmental.
2. Ecological Awareness, the level of concern for nature preservation encourages individuals to pay more attention to consumption decisions. This awareness is formed from experience, education, and media exposure related to sustainability.
3. Values and Beliefs, a personal value orientation that emphasizes the importance of ecosystem balance and sustainability will strengthen a positive attitude towards the environment. This

belief is the psychological basis in determining environmentally friendly consumption choices.

In addition, (Elafansa R & Hartono, 2023) emphasizing that eco friendly attitude is influenced by internal and external factors. Internal factors include an individual's motivation and satisfaction in taking environmentally friendly actions, while external factors include social support and cultural norms. The factors in question include:

1. Individuals with an intrinsic motivation to preserve the environment tend to have a stronger pro-environmental attitude.
2. Social Support, subjective norms that come from family, friends, and community play a role in encouraging the formation of environmentally friendly attitudes.
3. Environmental Policy, the existence of government regulations or institutional encouragement strengthen the legitimacy of environmentally friendly behavior and instill a positive attitude in consumers.

2.1.6.3 Benefits of Eco Friendly Attitude

Eco friendly attitude provides various strategic benefits for both consumers and companies in the context of green marketing. Based on research(Elafansa R & Hartono, 2023; Immawati et al., 2024; Rahayu et al., 2023)The benefits of eco-friendly attitude include:

1. Improving Green Purchasing Decisions

A positive attitude towards the environment encourages consumers to choose environmentally friendly products or services over non-green alternatives.

2. Strengthening Trust in Eco-Friendly Products

Consumers with an eco-friendly attitude are more likely to trust the company's sustainability claims.

3. Encouraging Responsible Consumption

Eco friendly attitude encourages consumption behaviors that consider ecological impacts, thereby helping to reduce environmental damage.

4. Forming Loyalty to Green Brands

An eco-friendly attitude increases the likelihood of consumers staying loyal to brands that have a commitment to sustainability.

5. Lowering the Risk of Greenwashing

Consumers who have an eco-friendly attitude tend to be more critical so that they are able to assess the authenticity of green claims and avoid products that are not credible.

2.1.6.4 Eco Friendly Attitude Indicator

The measurement of eco-friendly attitude in this study refers to the indicators used by (Prakash & Pathak, 2021) and (Chekima et al., 2021), which describes an individual's positive attitude towards the environment.

The indicators of eco friendly attitude are:

1. Concern for the Environment

Describe the level of attention and sensitivity of individuals to environmental issues and the importance of preserving nature.

2. Belief in the Value of Sustainability

Assess the extent to which individuals believe that eco-friendly actions have real benefits for sustainability.

3. Tendency to act in an environmentally friendly manner

Measures the extent to which individuals are encouraged to behave according to sustainability values in their daily consumption activities.

2.2 Conceptual framework

The conceptual framework is the foundation of theoretical thinking that describes the relationship between variables in research based on theories and empirical findings from previous research. This framework serves to explain how one concept relates to another, so that it can estimate the direction and results of research that may be achieved.

According to (Sugiyono, 2019), the conceptual framework is prepared based on relevant theories, the results of previous research, and the logic of relationships between variables, which are then formulated into a clear and directed relationship pattern. Thus, the conceptual framework in this study is a visual and narrative representation that describes the relationship between eco brands, eco labels, and environmental advertisements to green purchase behavior, with eco friendly attitude as a mediating variable.

2.2.1 The Influence of Eco Brands on Green Purchase Behavior

Eco brands have an important role in shaping eco-friendly purchasing behavior because brand images that emphasize sustainability can influence consumer perceptions and decisions. According to (Rahayu et al., 2023) A consistent green brand image can increase consumer confidence in the company's environmental claims, thereby encouraging loyalty and the tendency to choose green products. This shows that the eco brand not only functions as a corporate identity, but also as a signal of sustainability credibility that can lead consumers to behave more environmentally friendly.

Green Purchase Behavior (GPB) is formed when consumers have confidence that the product or service they choose is in line with their perceived sustainability values. (Arianty & Andira, 2021) Emphasizing that eco brands are able to strengthen the company's positive image and foster a sense of trust in consumers that their consumption does not have a negative impact on the environment. Thus, the stronger the eco brand that a product or service has, the greater the tendency of consumers to be involved in GPB.

In line with the research, (Immawati et al., 2024) It was also found that eco-friendly attributes in a product have a significant effect on green buying interest and behavior. This proves that eco brands have the power to shape consumer behavior that is more environmentally conscious. Therefore, in this study, eco brands are estimated to have a positive

influence on the green purchase behavior of tourists in natural tourist destinations in North Sumatra.

2.2.2 The Influence of Eco Labels on Green Purchase Behavior

Eco labels act as an information instrument that assists consumers in recognizing environmentally friendly products through signs or certifications that show compliance with sustainability standards. According to (Laela, 2022), the existence of eco labels provides quality assurance and confidence to consumers that the products they buy are produced responsibly towards the environment. Thus, eco labels can increase consumer confidence to choose green products, thereby encouraging the formation of green purchase behavior.

Research (Arianty et al., 2022) It shows that green product attributes, including the existence of eco labels, have a significant effect on consumer buying interest and purchasing decisions. This proves that eco labels are not just formal symbols, but tangible evidence that can influence consumers' decisions to participate in sustainable consumption. Eco labels also reinforce consumers' perception that their actions in buying green products are part of efforts to preserve the environment.

Further, the research (Immawati et al., 2024) Confirming that consumers with high awareness of eco labels show a more consistent tendency to choose environmentally friendly products. These findings indicate that eco labels contribute significantly to shaping green purchasing behavior, as they are able to give consumers confidence to

make purchasing decisions that are in line with sustainability values. Therefore, in this study, eco labels are estimated to have a positive influence on the green purchase behavior of tourists in natural tourist destinations in North Sumatra.

2.2.3 The Influence of Environmental Advertising on Green Purchase Behavior

Environmental advertisement is a form of marketing communication that emphasizes messages of environmental concern, green lifestyle, and sustainability. Ads that highlight environmental issues not only convey the functional benefits of the product, but also evoke consumers' emotional awareness of the importance of protecting nature. According to (A. Firdausi, 2021), eco-friendly advertising has a significant influence on consumers' purchase intention of green products because the message conveyed is able to increase awareness of the impact of consumption on environmental sustainability.

The influence of environmental advertising on green purchase behavior arises because advertising functions as a means of education as well as motivation. Research conducted by (Rahayu et al., 2023) Showing that consistent green communication can increase awareness and reinforce a positive image of the product, thus encouraging consumers to switch to eco-friendly consumption behaviors. This proves that the more often consumers are exposed to green advertising messages, the greater their chances of forming a positive attitude reflected in green purchasing behavior.

Furthermore, the results of the study (Elafansa R & Hartono, 2023) It also supports that effective exposure to environmental advertising can influence consumer attitudes and behaviors in choosing environmentally friendly products. Thus, environmental advertising not only plays a role as a promotional medium, but also as a behavior change agent that is able to encourage consumers to be more aware in their purchasing decisions. Therefore, in this study, environmental advertising is estimated to have a positive influence on the green purchase behavior of tourists in natural tourist destinations in North Sumatra.

2.2.4 The Influence of Eco Friendly Attitude on Green Purchase Behavior

Eco friendly attitude is an individual's positive attitude towards the environment that is reflected in care, belief, and tendency to act in support of sustainability. This attitude is one of the main psychological factors that influence consumer behavior in choosing environmentally friendly products. According to (Elafansa R & Hartono, 2023), eco-friendly attitudes have a positive and significant influence on green product purchasing decisions, as consumers with a positive attitude towards the environment tend to be more consistent in supporting sustainability-oriented products or services.

The role of eco-friendly attitude in shaping green purchasing behavior can be explained through the relationship between environmental awareness and real consumer actions. Research (Immawati et al., 2024) shows that consumers who have a high eco-friendly attitude are more consistent in choosing products with eco labels and supporting

brands that have a green image. This proves that eco-attitudes not only serve as views or values, but also encourage real consumption behaviors that are in line with sustainability principles.

Further, the research (Rahayu et al., 2023) emphasizing that eco friendliness is able to strengthen the relationship between the external factors of green marketing and consumer purchasing behavior. In other words, without an eco-friendly attitude, the influence of green marketing strategies such as eco brands, eco labels, and environmental advertisements will not be fully optimal. Therefore, in this study, eco-friendly attitude is estimated to have a direct positive influence on the green purchase behavior of tourists in natural tourist destinations in North Sumatra.

2.2.5 The Influence of Eco Brands on Eco Friendly Attitudes

Eco brand is a brand image that emphasizes commitment to sustainability and environmental concern, so it is one of the important factors in shaping consumers' environmentally friendly attitudes. According to (Rahayu et al., 2023) A strong green brand image is able to increase consumer confidence in the sustainability values offered by a product or destination. When tourists see that a destination has a consistent brand identity in eco-friendly practices, then that positive perception will increase their tendency to have an attitude of caring for the environment.

The role of eco brands in forming eco-friendly attitudes can also be understood through the psychological mechanisms of consumers in assessing

the credibility and commitment of a brand. Research (Immawati et al., 2024) It shows that tourists' perception of the green identity displayed by destinations, such as the use of environmentally friendly energy, good waste management, or transparent sustainability promotion, has a significant effect on increasing their positive attitudes towards environmental issues. Thus, the stronger the eco brand built by tourist destinations, the greater the tendency of tourists to show an environmentally friendly attitude.

In line with that, (Chin et al., 2018) explains that sustainability-based brand reputation can foster a sense of emotional responsibility in consumers to support environmentally friendly practices. This means that an eco brand not only describes the identity of a destination, but also acts as a stimulus that encourages tourists to assess the importance of sustainability. Therefore, eco brands have the potential to increase eco-friendly attitudes because tourists feel that choosing destinations with a green image is part of a more ethical and responsible lifestyle.

2.2.6 The Influence of Eco Labels on Eco Friendly Attitudes

Eco label is a mark or certification given to a product or service to show that it meets certain sustainability standards. The existence of an eco label serves as objective evidence that confirms that a product or destination has implemented environmentally friendly practices. (Laela, 2022), eco labels increase consumer confidence because they provide clear and credible information regarding sustainability commitments.

Eco labels also influence the formation of environmentally friendly attitudes through their role in conveying information related to environmental impacts in a more transparent manner. (Y. Chen, 2022) Explaining that consumers tend to give more positive assessments of products or services that have environmental certification because they are considered more environmentally responsible. The information conveyed through eco labels helps consumers understand the benefits of sustainability, thereby encouraging the formation of concern and a positive view of environmental conservation efforts.

Research (Immawati et al., 2024) It shows that tourists who are exposed to eco labels have a higher level of concern for environmental issues because the labels provide clarity on the ecological practices carried out by tourist destinations. The existence of eco labels strengthens the perception and belief of tourists that the act of choosing an environmentally certified destination is part of a behavior that supports sustainability.

2.2.7 The Influence of Environmental Advertisement on Eco Friendly Attitude

Environmental advertising is a form of marketing communication that displays messages, symbols, or visuals related to environmental conservation. Environmental advertising serves to increase consumer knowledge, awareness, and concern for ecological issues. According to (A. Firdausi, 2021), the message conveyed through environmental advertising can build ecological awareness and influence consumer attitudes towards eco-friendly practices.

Consistent exposure to environmental advertising is able to form a positive attitude through the process of education and persuasion. (Immawati et al., 2024) It found that advertising messages that emphasize a destination's commitment to sustainability can increase tourists' positive perceptions of environmental conservation efforts. This encourages the formation of the belief that environmentally friendly behavior needs to be supported through appropriate consumption choices.

(Pratiwi & Andriani, 2020) explained that advertisements that promote the values of nature conservation with persuasive visuals are able to create emotional consumer engagement. The power of visuals and educational messages in environmental advertisements helps to increase understanding and concern for the importance of protecting the environment, thus influencing the formation of environmentally friendly attitudes.

2.2.8 The Influence of Eco Brand on Green Purchase Behavior through Eco Friendly Attitude as a Mediation Variable

Eco brand is a brand image that reflects the company's commitment to environmental sustainability. Brands that display a green identity are usually more trusted by consumers because they are considered in line with sustainability values. However, the image of a green brand alone does not necessarily directly encourage consumers to make environmentally friendly purchases. In many cases, consumers need to first form an eco-friendly attitude so that information about eco brands can be internalized into real consumption behavior.

Research (Elafansa R & Hartono, 2023) It proves that eco-friendly attitudes play a role as a psychological factor that strengthens the influence of marketing information on green purchasing behavior. This is in line with the findings (Rahayu et al., 2023) which shows that the image of a green brand has a significant influence on consumer trust, but the influence is stronger if consumers have a positive awareness and attitude towards the environment. Thus, eco friendly attitude can function as a mediating variable that bridges eco brands with green purchase behavior.

In addition, the research (Arianty & Andira, 2021) It also confirms that consumer loyalty to eco-friendly products is higher when the brand image displayed is in accordance with consumer attitudes and values. This means that eco-friendly attitudes can strengthen the influence of eco brands on green purchasing behavior. Therefore, in this study, it is suspected that eco brands have a positive effect on green purchase behavior through the mediation of eco-friendly attitudes in tourists in natural tourist destinations in North Sumatra.

2.2.9 The Influence of Eco Labels on Green Purchase Behavior Through Eco Friendly Attitude as a Mediation Variable

Eco label is a certification or special mark that indicates that a product is produced with environmental sustainability standards in mind. The existence of eco labels can increase consumer confidence in the eco-friendly claims of a product. However, the influence of eco-labels on green purchasing behavior is often indirect. Consumers who see eco-labels need to have an eco-friendly attitude first so that they are

encouraged to change information from the label into real behavior in the form of green purchase behavior.

(Laela, 2022) It found that eco labels had a significant effect on green purchasing behavior, but the effect was stronger on consumers with high environmental awareness. This shows that eco-friendly attitudes can strengthen the relationship between eco-labels and green purchasing behavior. Research (Arianty et al., 2022) It also supports these findings, where eco-friendly product attributes including eco-labels have been shown to have a positive effect on purchase intentions and decisions when consumers have a sustainability-conscious attitude.

Thus, eco-friendly attitudes can act as a mediating variable that bridges the influence of eco labels on green purchasing behavior. Tourists who have an eco-friendly attitude will more easily understand the meaning of eco labels and are encouraged to choose products that are in accordance with sustainability values. Therefore, in this study, eco labels are estimated to have a positive effect on green purchasing behavior through the mediation of eco-friendly attitudes.

2.2.10 The Effect of Environmental Advertisement on Green Purchase Behavior Through Eco Friendly Attitude as a Mediation Variable

Environmental advertising is a form of marketing communication that emphasizes messages of concern for the environment, sustainable lifestyle, and corporate social responsibility. Environmentally oriented advertising is able to foster consumer awareness about the importance of

maintaining the ecosystem. However, the influence of these ads on green purchasing behavior does not always occur directly, but needs to be transformed first into a positive attitude towards the environment (eco friendly attitude).

Research (A. Firdausi, 2021) emphasizing that environmentally friendly advertising has a significant effect on the purchase intention of green products, especially when consumers have high green awareness. This is in line with the findings in the Green Marketing study in Shaping Purchasing Decisions (Deshmukh & Tare, 2022) which shows that the effectiveness of environmental advertising is more pronounced in consumers with a strong attitude of caring for the environment. In other words, an eco-friendly attitude can strengthen the influence of environmental advertising in encouraging consumers to make green purchase behavior.

In addition, the research (Immawati et al., 2024) It was also found that eco-friendly attitudes were able to bridge the influence of advertising messages on consumers' real behavior. Tourists who have an eco-friendly attitude will more easily understand the meaning of advertising messages about sustainability and then be encouraged to buy environmentally friendly products. Thus, in this study, it is assumed that environmental advertising has a positive effect on green purchase behavior through the role of eco-friendly attitude mediation.

The conceptual framework in this study can be seen from the image

below:

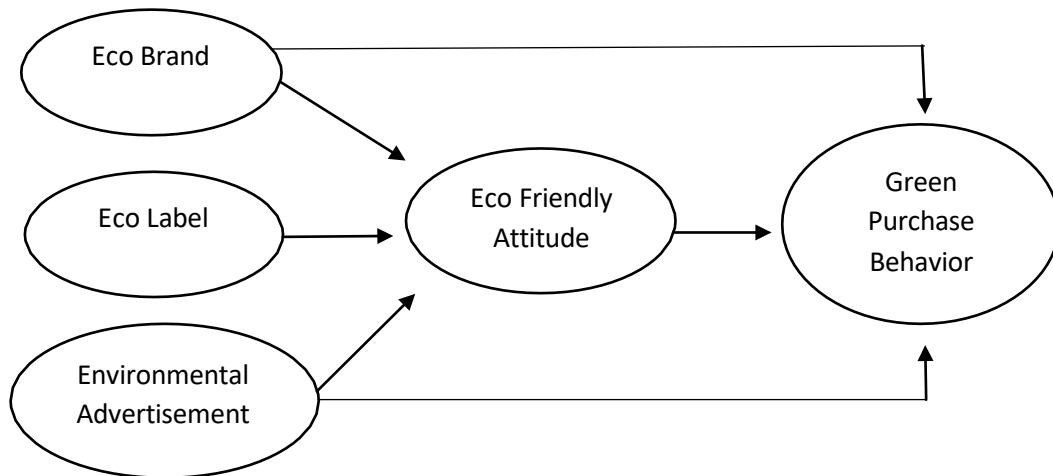


Figure 2.1 Conceptual Framework

2.3 Hypothesis

The hypothesis is a temporary conjecture regarding the relationship between variables in the study, the truth of which still has to be proven through empirical data collection and analysis (Creswell & Creswell, 2023) Based on the background, problem formulation, and research objectives that have been explained, the hypothesis in this study is formulated as follows:

1. There is
an influence of eco brands on the eco friendly attitude of tourists in rural tourism destinations in North Sumatra.
2. There is
an influence of eco labels on the eco friendly attitude of tourists in rural tourism destinations in North Sumatra.

3. There is an influence of environmental advertising on the eco friendly attitude of tourists in rural tourism destinations in North Sumatra.
4. There is an influence of eco brands on the green purchase behavior of tourists in rural tourism destinations in North Sumatra.
5. There is an influence of eco labels on the green purchase behavior of tourists in rural tourism destinations in North Sumatra.
6. There is an influence of environmental advertising on the green purchase behavior of tourists in rural tourism destinations in North Sumatra.
7. There is an influence of eco-friendly attitude on the green purchase behavior of tourists in rural tourism destinations in North Sumatra.
8. Eco friendly attitude mediates the influence of eco brands on tourists' green purchase behavior in rural tourism destinations in North Sumatra.
9. Eco friendly attitude mediates the influence of eco labels on the green purchase behavior of tourists in rural tourism destinations in North Sumatra.
10. Eco friendly attitude mediates the influence of environmental advertising

on tourists' green purchase behavior in rural tourism destinations in North Sumatra.

CHAPTER III

RESEARCH METHODS

3.1 Types of Research

The type of research used in this study is causal quantitative research (explanatory research), which is research that aims to explain the causal relationship between variables through testing for direct or indirect influences in a research model. According to (Sugiyono, 2019), causal research is used to test the relationship of the influence of independent variables on dependent variables, either partially or simultaneously.

In this study, a causal approach was used to test the influence of eco brand, eco label, and environmental advertisement on green purchase behavior, with eco friendly attitude as a mediating variable in tourists visiting rural tourist destinations in North Sumatra Province.

The quantitative approach is used because all variables are measured using a questionnaire instrument based on the Likert scale, then analyzed using the Partial Least Square–Structural Equation Modeling (PLS-SEM) method to test the direct, indirect, and total effects between variables in an objective and measurable manner.

3.2 Variable Operational Definitions

According to (Sugiyono, 2019), the operational definition is the determination of a construct or trait to be studied so that it can be measured in real terms through certain indicators. Operational definitions

describe how a variable is defined and measured in the context of research, so that each variable has clear and empirically observable limitations. In other words, operational definitions are used to transform abstract concepts into variables that can be measured through structured measurement tools so that the data obtained is objective, accurate, and can be compared between one study and another.

In this study, the operational definition of the variable is summarized in the following table:

Table 3.1 Definition of Operational Variables

Variable	Operational Definition	Indicator	Scale
Eco Brand (X1)	Eco brand is an identity and brand image that represents a commitment to sustainability and concern for the environment, which is reflected through consumer perception of environmental associations, trust in sustainability claims, and environmentally friendly brand image (Y. S. Chen et al., 2020)	<ol style="list-style-type: none"> 1. Perception of the brand's environmental commitment. 2. Trust in the brand's sustainability claims. 3. Brand image as an environmentally friendly destination/service. (Y. S. Chen et al., 2020)	Likert
Eco Label (X2)	Eco label is an environmental mark or certification that indicates that a travel product or service has met credible and verifiable sustainability standards (Font & Hindley, 2021; Ma et al., 2022)	<ol style="list-style-type: none"> 1. The credibility of the eco-label. 2. Clarity of eco label information. 3. The influence of eco labels on purchase decisions. (Font & Hindley, 2021; Ma et al., 2022)	Likert

Variable	Operational Definition	Indicator	Scale
Environmental Advertisement (X3)	Environmental advertising is a form of marketing communication that conveys messages of sustainability, environmental concern, and a green lifestyle in an effort to influence consumer attitudes and behaviors (Chang, 2021; Wang et al., 2022)	1. Clarity of environmental messages. 2. The emotional appeal of the advertisement. 3. Consistency of sustainability messages. (Chang, 2021; Wang et al., 2022)	Likert
Eco Friendly Attitude (Z)	Eco friendly attitude is an individual's positive attitude towards the environment, reflected in care, beliefs, and tendencies to act environmentally friendly (Chekima et al., 2021; Prakash & Pathak, 2021)	1. Concern for the environment. 2. Belief in the value of sustainability. 3. Tendency to act environmentally friendly. (Chekima et al., 2021; Prakash & Pathak, 2021)	Likert
Green Purchase Behavior (Y)	Green purchase behavior is the action of consumers in choosing and purchasing environmentally friendly products or services based on preferences, willingness to pay more, and consistency in choosing sustainable products (Quoquab et al., 2020; Witek & Kuźniar, 2021)	1. Preference to buy environmentally friendly products/services. 2. Willingness to pay more for green products. 3. Consistency in supporting environmentally friendly products. (Quoquab et al., 2020; Witek & Kuźniar, 2021)	Likert

3.3 Place and Time of Research

3.2.1 Research Site

This research was conducted in North Sumatra Province, Indonesia, focusing on the following rural tourism destinations:

1. Tangkahan
2. Bukit Lawang
3. Toba Samosir Tourism Area
4. Kalimantan Island
5. Mount Sibayak

The selection of these locations was based on the consideration that these destinations have natural/rural tourism characteristics and are relevant to the issue of implementing environmentally friendly practices, making them suitable for studying eco brands, eco labels, environmental advertising, eco friendly attitudes, and green purchasing behavior.

3.2.2 Research Objects

The objects of this research are tourists visiting and engaging in tourism activities at rural tourism destinations in North Sumatra Province.

The tourism activities referred to in this study include tourist activities during their stay at the destination, such as enjoying nature ecotourism, trekking or hiking, interacting with local communities, and using or purchasing tourism products and services at the destination.

This selection of research objects aims to ensure that respondents have direct experience at the destination and are able to assess the variables studied.

3.3.2 Research Time

Research and data processing for this study is scheduled for November to March 2026.

The schedule of research activities can be seen in the following table:

Table 3.2 Research Time

No	Research Activities	Nov				Dec				Jan				Feb				March			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Title Submission	■	■	■																	
2	Proposal Preparation				■	■	■														
3	Proposal Supervision							■	■	■											
4	Proposal Seminar										■										
5	Proposal Revision											■	■								
6	Data Collection													■	■						
7	Data Processing & Analysis															■	■				
8	Thesis Writing																	■			
9	Thesis Supervision																		■		
10	Final Thesis Examination																				■

3.4 Sampling Techniques

3.4.1 Research Population

A population is a generalized area consisting of objects or subjects with specific characteristics determined by the researcher to be studied and conclusions drawn (Sugiyono, 2019).

The population in this study was all tourists visiting and engaging in tourism activities at rural tourist destinations in North Sumatra Province, specifically Tangkahan, Bukit Lawang, the Toba Samosir Tourism Area, Kalimantan Island, and Mount Sibayak during the research period. The exact population size in this study is unknown because tourists are dynamic and not consistently recorded throughout the research period.

3.4.2 Research Sample

A sample is a part of a population that has certain characteristics and is thought to be representative of the population as a whole. According to (Sugiyono, 2019), samples are a part of the number and characteristics possessed by the population, which are selected with certain techniques so that the data obtained can describe the condition of the population in a representative manner.

In this study, the population is tourists who visit rural tourism destinations in North Sumatra Province. The number of populations is unknown, so the determination of the number of samples does not use a probabilistic formula, but refers to the standard sample size in the Partial Least Square–Structural Equation Modeling (PLS-SEM) analysis.

According to (Hair et al., 2019), the sample size in the PLS-SEM analysis does not have to be large, but it must be sufficient to produce stable and reliable parameter estimates. The determination of the sample count can take into account the complexity of the model, the number of indicators, as well as the structural relationships being tested.

In quantitative research practice, the number of samples used generally ranges from 5 to 10 times the number of indicators as a minimum guideline for the model to be optimally estimated.

In this study, there are 15 indicators, which come from:

1. indicators for Eco Brand variables 3
2. indicators for Eco Label 3 variables
3. indicators for the variable Environmental Advertisement 3
4. indicators for Eco Friendly Attitude variable 3
5. indicators for Green Purchase Behavior 3 variables

Thus, the minimum sample count is:

$$n_{\text{minimum}} = 10 \times 15 = 150 \text{ responden}$$

Based on these considerations, the number of samples in this study was set at more than 150 tourist respondents who visited rural tourism destinations in North Sumatra Province. This amount is considered adequate for PLS-SEM analysis and is in accordance with the recommendations of (Hair et al., 2019)

The sampling technique used in this study is non-probability sampling with a purposive sampling method, which is a sampling technique based on specific criteria determined by the researcher.

The criteria for respondents in this study are as follows:

1. At least 17 years old, because it is considered to have adequate cognitive maturity and decision-making ability.
2. I have visited rural tourist destinations in North Sumatra Province during the research period.
3. Have made purchases or used tourist services (products/services) at the destination.
4. Be willing to be a respondent and fill out a complete research questionnaire.

3.5 Data collection techniques

Data collection techniques are procedures used by researchers to obtain data that is relevant to the research objectives. According to (Sugiyono, 2019), data collection techniques must be carried out systematically so that the information obtained is valid and reliable. In this study, the method used is a questionnaire that is distributed online through Google Form to tourists who have visited or are visiting rural tourist destinations in North Sumatra Province. The questionnaire contains statements related to the variables of eco brand, eco label, environmental advertisement, eco friendly attitude, and green purchase behavior which are measured using the Likert scale.

3.5.1 Questionnaire

Questionnaire is a data collection technique that is carried out by providing a series of questions or statements to respondents, namely tourists who visit rural tourist destinations in North Sumatra. According to (Sugiyono, 2019), questionnaire is a data collection technique that is carried out by providing a set of written questions to be answered by respondents according to their conditions and perceptions. The questionnaire in this study was compiled based on indicators from the variables of eco brand, eco label, environmental advertisement, eco friendly attitude, and green purchase behavior.

The research instrument uses the Likert scale, which is a scale used to measure a person's attitudes, opinions, and perceptions of a social phenomenon (Sugiyono, 2019). Respondents were asked to provide answers based on their level of agreement with each statement presented in the questionnaire.

Table 3.3 Like Scale Index

No.	Remarks	Score
1	Strongly Agree (SS)	5
2	Agree (S)	4
3	Disagree (KS)	3
4	Disagree (TS)	2
5	Strongly Disagree (STS)	1

3.6 Data Analysis Techniques

The data analysis technique used in this study is path analysis which is operated through the Partial Least Square–Structural Equation Modeling (PLS-SEM) approach. According to (Hair et al., 2019), PLS-

SEM is a variant-based analysis method used to test causal relationships between constructs, as well as predict direct and indirect influences in a research model.

The use of path analysis in PLS-SEM is in accordance with the characteristics of this study which involves the relationship between independent variables (eco brand, eco label, environmental advertisement), mediation variables (eco friendly attitude), and dependent variables (green purchase behavior). Through this approach, researchers can evaluate the direct influence, indirect influence through mediation, as well as the total influence of each variable in the model.

The analysis process is carried out through two main stages, namely:

1. Measurement Model (Outer Model)

Used to assess the quality of indicators in representing constructs through:

- a. The validity of the convergence is stated to be fulfilled if the average value of the variance described by the indicator is above the minimum limit of fifty percent.
- b. Discriminant validity is evaluated by ensuring that a construct has a higher distinguishing value than its correlation with other constructs.

- c. Construct reliability is well stated if Cronbach's Alpha and Composite Reliability values exceed the minimum acceptable limit, which is more than zero point seven.

2. Structural Model (Inner Model)

Used to test causal relationships between variables through:

- a. Coefficient of determination, to see the ability of independent variables to explain dependent variables.
- b. Measure the effect, to assess the strength of the influence of each construct.
- c. Predictive relevance, to measure the model's ability to make predictions.
- d. Hypothesis testing is carried out through a bootstrapping procedure to obtain a path significance value that indicates the acceptance or rejection of the research hypothesis.

3.6.1 Outer Model Analysis

External model analysis is used to evaluate the relationship between indicators and constructs measured in the study. The outer model ensures that each indicator is valid and reliable in representing the latent variable being studied. According to (Hair et al., 2019), the evaluation of the outer model is carried out to assess the quality of the measurement before the structural relationship analysis is carried out on the inner model.

The evaluation of the outer model in this study includes three stages, namely:

1. Convergent Validity

Convergent validity aims to assess the extent to which indicators in one construct are able to explain the same variable. Validity is considered good if the average variance explained by the indicator is at an adequate level, namely at least fifty percent or more. This indicates that the indicator is able to explain the construct consistently.

2. Discriminatory Validity

Discriminant validity is used to ensure that a construct is completely different from other constructs in the model. This validity test is carried out by looking at whether a latent variable has a higher distinguishing value in its own indicators than its correlation with other constructs. If the distinguishing value is greater, then the construct is declared to have good discriminant validity.

3. Construct Reliability

Construct reliability is used to assess the internal consistency of indicators in forming constructs. Reliability is declared either if Cronbach's Alpha or Composite Reliability values are above the acceptable minimum, which is higher than zero point seven. This value shows that the indicators in the construct have good measurement consistency.

Thus, the external model analysis is carried out to ensure that each variable in this study, namely eco brand, eco label, environmental advertisement, eco friendly attitude, and green purchase behavior, has

valid and reliable measurements before analysis is carried out on the structural model.

3.6.2 Inner Model Analysis

Internal model analysis is used to evaluate the structural relationships between latent variables in the study. The inner model describes the direction, strength, and significance of the influence between independent variables eco brand, eco label, environmental advertisement, mediation variables eco friendly attitude, and dependent variables green purchase behavior. According to (Hair et al., 2019), the internal model evaluation aims to assess the model's ability to explain the variance of endogenous constructs and test hypotheses through path analysis.

In this study, the analysis of the inner model was carried out through the following stages:

1. Coefficient of Determination (R-Square)

The determination coefficient is used to see how much the ability of independent variables to explain dependent variables.

Determination values are categorized as:

- a. weak when under a quarter
- b. moderate when in the range of one-quarter to three-quarters
- c. strong when more than three-quarters.

The determination value provides an idea of how much variation in eco-friendly attitude and green purchase behavior can be explained by the variables that affect it.

2. Effect Size (F-Square)

Effect measures are used to determine the amount of contribution of each relationship between variables. The value of the size of the securities is assessed in three categories:

- a. Small
- b. moderate
- c. large

which shows how strongly one variable exerts an influence on the other variables in the model.

3. Predictive Relevance (Q-Square)

Predictive relevance is used to assess the model's ability to predict endogenous variables. A positive predictive relevance value indicates that the model has good predictive ability, while a low or near-zero value indicates that the model is less able to predict the constructed being tested.

4. Path Coefficient Test

The path significance test was carried out through a bootstrapping procedure on the SmartPLS 3 software. This analysis is used to find out:

- a. Direct effect
- b. Indirect effect through mediation
- c. total effect.

The significance of the influence was assessed based on the probability level and statistical value of the bootstrapping results. If the

significance value is at an error level of five percent or less, then the relationship between variables is declared significant.

5. Mediation Testing (Indirect Effect)

Because this study involved a mediating variable (eco friendly attitude), indirect effect testing was carried out to determine whether the mediation was in the nature of:

- a. Full
- b. Partially
- c. Not Playing a Role

The test was carried out by looking at the significance of the indirect influences generated through path analysis.

With these stages, the inner model analysis was used to determine whether the relationship between eco brand, eco label, environmental advertisement, eco friendly attitude, and green purchase behavior had a significant influence on the research model. The results of this inner model are the basis for accepting or rejecting the research hypothesis.

3.6.3 Hypothesis Testing

The hypothesis test in this study was carried out to find out whether or not there is an influence between the variables studied, both direct and indirect influences through mediation variables. Hypothesis testing was carried out using the Path Analysis approach integrated in the Partial Least Square–Structural Equation Modeling (PLS-SEM) method through a bootstrapping procedure.

According to (Hair et al., 2019), the hypothesis test in PLS-SEM is used to assess the strength of the relationship between latent variables based on the path coefficient value and the level of its significance. Through this technique, researchers can find out whether an independent variable has a meaningful influence on the dependent variable, either directly or through a mediated variable.

In this study, hypothesis testing was carried out through the following stages:

1. Testing Direct Effects

The direct influence is interpreted based on the direction and strength of the relationship between variables such as eco brand, eco label, and environmental advertisement on eco friendly attitude and green purchase behavior. The results of the analysis show whether the relationship is significant and in accordance with the hypothesis proposed.

2. Testing Indirect Effects

Indirect influences were analyzed to determine the role of eco-friendly attitude as a mediating variable. This evaluation provides an overview of whether eco brands, eco labels, and environmental advertisements affect green purchasing behavior through environmentally friendly attitudes.

3. Assessing Total Effect

Total influence is obtained by combining direct and indirect influence. The interpretation of the total effect provides a

comprehensive understanding of the strength of the overall relationships between variables in the model.

The results of the hypothesis test will be the basis for drawing conclusions about the relationship between research variables and testing the correctness of the proposed conceptual model. Thus, the path analysis method through PLS-SEM allows researchers to evaluate causal relationships thoroughly and accurately based on the data obtained.

3.6.3.1 Direct Effect

Direct effect is the direct influence of one latent variable on another latent variable without going through an intermediate variable. In the context of this study, direct effect is used to see how much influence eco brands, eco labels, and environmental advertisements have on eco friendly attitude and green purchase behavior.

According to (Hair et al., 2019), direct effect in PLS-SEM is assessed through the path coefficient which shows the direction and strength of the relationship between variables. The direct influence is stated to be significant if the relationship between variables shows a consistent tendency according to the hypothesis.

Thus, direct effect analysis provides an overview of the pure influence of each independent variable on the dependent variable without considering the role of the mediating variable.

3.6.3.2 Indirect Effect

Indirect effect is an influence that occurs when an independent variable affects a dependent variable through a mediated variable. In this study, indirect effect was used to assess the role of eco friendly attitude as a variable that bridges the influence of eco brand, eco label, and environmental advertisement on green purchase behavior.

According to (Hair et al., 2019), the indirect effect in PLS-SEM is calculated by paying attention to the chain relationships between latent variables connected through mediation constructs. This analysis is used to determine whether the mediation variable functions as partial mediation or full mediation.

Through indirect effect testing, this study can find out whether the influence of independent variables on green purchasing behavior strengthens or weakens when involving eco-friendly attitudes as intermediaries.

3.6.3.3 Total Effect

Total effect is the overall effect that comes from the sum of direct effects and indirect effects. In other words, the total effect shows the strength of the comprehensive relationship between independent variables and dependent variables in a single structural model.

According to (Hair et al., 2019), total effect is important to provide a comprehensive understanding of how much a variable affects other

variables after considering direct contributions and contributions through mediation variables.

Through total effect analysis, this study can describe how eco brands, eco labels, and environmental advertisements as a whole affect green purchase behavior, both directly and through eco-friendly attitudes.

CHAPTER IV

RESEARCH RESULTS

4.1 Data Description

4.1.1 Description of Research Results

This study targeted tourists visiting and engaging in tourism activities at rural tourist destinations in North Sumatra Province, namely Tangkahan, Bukit Lawang, the Toba Samosir Tourism Area, Kalimantan Island, and Mount Sibayak. Data were obtained through an online questionnaire distributed using Google Forms to respondents who met the research criteria.

The research instrument consisted of five variables Eco Brand (X1), Eco Label (X2), Environmental Advertisement (X3), Eco-Friendly Attitude (Z), and Green Purchase Behavior (Y). The questionnaire contained 15 items, with three items per variable.

The total number of respondents used in this study was 222.

4.1.1.1 Identity Based on Occupation

Table 4.1 Identity Based on Age

No	Age	Amount	Percentage (%)
1	17-25 years	98	44.1
2	26-35 years	74	33.3
3	36-57 years	50	22.6
	Amount	222	100

Source: Data processed by the author (2026)

Based on Table 4.1, the majority of respondents were in the 17–25 age group, representing 98 people (44.1%). Furthermore, there were 74 respondents in the 26–35 age group, representing 33.3%, and 50 respondents in the 36–57 age group, representing 22.6%.

The predominance of respondents aged 17–25 indicates that young tourists are more active in traveling to rural destinations in North Sumatra Province. This age group tends to have high mobility, an interest in nature tourism activities, and is more responsive to online questionnaires. Furthermore, the younger generation also exhibits a growing awareness of environmental issues and green purchasing behavior, making it relevant to the focus of this research.

4.1.1.2 Identity Based on Gender

Table 4.2 Distribution of Respondents by Gender

No	Gender	Amount	Percentage (%)
1	Man	96	43.2
2	Woman	126	56.8
Amount		222	100

Source: Data processed by the author (2026)

Based on Table 4.1 above, it can be seen that the respondents in this study were dominated by female tourists, totaling 126 respondents or 56.8% of the total sample. Meanwhile, male respondents amounted to 96 people or 43.2%.

This finding indicates that female tourists were more active in participating in this research and tended to be more responsive in filling out

online questionnaires related to sustainable tourism and green purchase behavior. However, both male and female respondents contributed significantly to the data collection process, reflecting diverse gender representation in rural tourism destinations in North Sumatra Province.

4.1.1.3 Identity Based on Occupation

Table 4.3 Distribution of Respondents Based on Occupation

No	Work	Amount	Percentage (%)
1	Students	88	39.6
2	Civil Servants/State Civil Apparatus	30	13.5
3	Private employees	48	21.6
4	Businessman	35	15.8
5	Freelancer	18	8.1
6	Other	4	1.4
	Amount	222	100

Source: Data processed by the author (2026)

Based on Table 4.3, the majority of respondents were students, with 88 people, or 39.6% of the total respondents. This indicates that the majority of tourists who responded to this study were students. Furthermore, 48 respondents, or 21.6%, worked as private employees, followed by 35 entrepreneurs, or 15.8%, and 30 civil servants, or 13.5%. Meanwhile, 18 respondents, or 8.1%, worked as freelancers, and 4 respondents, or 1.4%, were in other categories.

The predominance of student respondents is understandable, as this group generally has a high level of mobility and a strong interest in tourism activities, particularly nature and rural tourism. Furthermore, students are more active users of social media and digital platforms, making them easier

to reach through online questionnaire distribution. This indicates that rural tourism in North Sumatra Province is quite popular among the younger generation and those of productive age.

4.1.1.4 Identity Based on Domicile

Table 4.4 Distribution of Respondents Based on Domicile

No	Domicile	Amount	Percentage (%)
1	North Sumatra	170	76.6
2	West Sumatra	22	9.9
3	Aceh	4	1.8
4	Java Island	26	11.7
	Amount	222	100

Source: Data processed by the author (2026)

Based on Table 4.4, the majority of respondents in this study resided in North Sumatra (170 people, or 76.6% of the total). Furthermore, 26 respondents (11.7%) came from Java, followed by 22 respondents (9.9%) from West Sumatra, and 4 respondents (1.8%).

The predominance of respondents from North Sumatra indicates that rural tourism in North Sumatra Province is predominantly visited by local tourists. This may be influenced by geographic proximity and easy access to rural tourist destinations in the region.

4.1.1.5 Identity Based on Destinations Visited

Table 4.5 Distribution of Respondents Based on Destinations Visited

(Respondents can select more than one destination)

No	Tourist Destinations	Amount	Percentage (%)
1	Tangkahan	96	19.8
2	Bukit Lawang	115	23.7
3	Toba Samosir Tourism Area	118	24.3
4	Kalimantan Island	82	16.9
5	Mount Sibayak	74	15.3
	Amount	485	100

Source: Data processed by the author (2026)

Based on Table 4.5, the total number of tourist destinations chosen by respondents was 485, as respondents were allowed to choose more than one destination. The most frequently chosen destination was the Toba Samosir Tourism Area with 118 choices or 24.3%, followed by Bukit Lawang with 115 choices or 23.7%. Next, Tangkahan was chosen 96 times or 19.8%, Kalimantan Island 82 times or 16.9%, and Mount Sibayak 74 times or 15.3%. This indicates that the Lake Toba area and nature-based tourist destinations such as Bukit Lawang and Tangkahan are the main choices for tourists visiting rural tourist destinations in North Sumatra, reflecting the high interest of tourists in natural tourist attractions and ecotourism in the area.

4.1.2 Description of Research Results

The variables in this study consist of five variables, namely Eco Brand (X1), Eco Label (X2), Environmental Advertisement (X3), Eco Friendly Attitude (Z), and Green Purchase Behavior (Y). The description of the research results presents the distribution of respondents' answers to each

statement item in the questionnaire. Each variable is measured using three statement items, so the total number of statements in this study is fifteen.

The presentation of the data aims to provide an overview of respondents' perceptions regarding eco-based marketing strategies and their influence on green purchase behavior at rural tourism destinations in North Sumatra Province.

4.1.2.1 Green Purchase Behavior Variable

Based on the distribution of questionnaires to 222 respondents, the frequency values of respondents' answers regarding the Green Purchase Behavior variable are as follows:

Table 4.7 Green Purchase Behavior Variable Questionnaire Scores

No	Green Purchase Behavior Responses											
	SS		S		N		TS		STS		TOTAL	
Ask	F	%	F	%	F	%	F	%	F	%	F	%
1	109	49	86	39	17	7.7	5	2.3	5	2	222	100
2	120	54	80	36	15	6.8	4	1.8	3	1	222	100
3	128	58	72	32	14	6.3	5	2.3	3	1	222	100

Source: Data Processed by the Author, 2026

Based on the table above, it can be explained that the statement on the Green Purchase Behavior variable is as follows:

1. Regarding the first statement regarding environmentally friendly purchasing behavior, the majority of respondents (109 respondents (49%) strongly agreed, followed by 86 respondents (39%) who agreed. Meanwhile, 17 respondents (7.7%) were neutral, 5

- respondents (2.3%) disagreed, and 5 respondents (2%) strongly disagreed.
2. For the second statement, the majority of respondents answered strongly agree (120 respondents (54%)), followed by respondents who answered agree (80 respondents (36%)). Meanwhile, 15 respondents (6.8%) answered neutral, 4 respondents (1.8%) answered disagree, and 3 respondents (1%) answered strongly disagree.
 3. For the third statement, the majority of respondents also answered strongly agree (128 respondents (58%)), followed by respondents who answered agree (72 respondents (32%)). Meanwhile, 14 respondents (6.3%) answered neutral, 5 respondents (2.3%) answered disagree, and 3 respondents (1%) answered strongly disagree.

The Green Purchase Behavior variable in this study was measured through several statements describing respondents' tendencies to choose environmentally friendly products. Based on the results of the data analysis, the majority of respondents responded positively, agreeing or strongly agreeing with all statements. This indicates a high level of awareness among respondents regarding purchasing products that consider environmental aspects.

4.1.2.2 Eco Brand Variable

Based on the distribution of questionnaires to 222 respondents, the frequency values of respondents' answers regarding the Eco Brand variable are as follows:

Table 4.7 Eco Brand Variable Questionnaire Scores

No	Eco Brand Responses											
	SS		S		N		TS		STS		TOTAL	
Ask	F	%	F	%	F	%	F	%	F	%	F	%
1	62	27.9	104	46.8	37	17	11	5	8	3.6	222	100
2	59	26.6	108	48.6	34	15	13	5.9	8	3.6	222	100
3	64	28.8	102	45.9	36	16	12	5.4	8	3.6	222	100

Source: Data Processed by the Author, 2026

Based on the table above, it can be explained that the statement on the Eco Brand variable is as follows:

1. For the first statement, the majority of respondents (104 respondents (46.8%)) agreed, followed by 62 respondents (27.9%) who strongly agreed. Meanwhile, 37 respondents (16.7%) answered neutral, 11 respondents (5.0%) answered disagree, and 8 respondents (3.6%) answered strongly disagree.
2. For the second statement, the majority of respondents (108 respondents (48.6%)) also agreed, followed by 59 respondents (26.6%) who strongly agreed. Meanwhile, 34 respondents (15.3%) answered neutral, 13 respondents (5.9%) answered disagree, and 8 respondents (3.6%) answered strongly disagree.

3. For the third statement, the majority of respondents again answered agree (102 respondents (45.9%), followed by respondents who answered strongly agree (64 respondents (28.8%). Meanwhile, 36 respondents (16.2%) answered neutral, 12 respondents (5.4%) answered disagree, and 8 respondents (3.6%) answered strongly disagree.

The Eco Brand variable in this study was measured through several statements describing respondents' perceptions of brands with an environmentally friendly concept. Based on the results of the respondent data analysis, the majority of respondents responded positively, agreeing or strongly agreeing with all statements. This indicates that respondents have a fairly good perception of the existence of brands that promote an environmentally friendly concept.

4.1.2.3 Eco Label Variable

Based on the distribution of questionnaires to 222 respondents, the frequency values of respondents' answers regarding the Eco Label variable are as follows:

Table 4.8 Eco Label Variable Questionnaire Scores

No	Eco Label Responses											
	SS		S		N		TS		STS		TOTAL	
Ask	F	%	F	%	F	%	F	%	F	%	F	%
1	78	35.1	103	46.4	27	12	9	4.1	5	2.2	222	100
2	84	37.8	96	43.2	28	13	9	4.1	5	2.2	222	100
3	82	36.9	101	45.5	25	11	9	4.1	5	2.2	222	100

Source: Data Processed by the Author, 2026

Based on the table above, it can be explained that the statement on the Eco Label variable is as follows:

1. For the first statement, the majority of respondents (103 respondents (46.4%) agreed, followed by 78 respondents (35.1%) who strongly agreed. Meanwhile, 27 respondents (12.2%) were neutral, 9 respondents (4.1%) disagreed, and 5 respondents (2.2%) strongly disagreed.
2. For the second statement, the majority of respondents (96 respondents (43.2%) agreed, followed by 84 respondents (37.8%) who strongly agreed. Twenty-eight respondents (12.6%) were neutral, nine respondents (4.1%) disagreed, and five respondents (2.2%) strongly disagreed.
3. For the third statement, the majority of respondents again answered agree (101 respondents (45.5%)), followed by respondents who answered strongly agree (82 respondents (36.9%)). Meanwhile, 25 respondents (11.3%) answered neutral, 9 respondents (4.1%) answered disagree, and 5 respondents (2.2%) answered strongly disagree.

The Eco Label variable in this study was measured through several statements describing respondents' perceptions of the presence of eco-friendly labels on products or tourist destinations. Based on the results of the respondent data analysis, the majority of respondents responded positively, agreeing or strongly agreeing with all statements. This indicates that the presence of eco-labels is one of the factors respondents consider when

evaluating and selecting environmentally friendly products or tourist destinations.

4.1.2.4 Environmental Advertisement Variable

Based on the distribution of questionnaires to 222 respondents, the frequency values of respondents' answers regarding the Environmental Advertisement variable were obtained as follows:

Table 4.9 Environmental Advertisement Variable Questionnaire Scores

No	Environmental Advertisement Responses											
	SS		S		N		TS		STS		TOTAL	
	F	%	F	%	F	%	F	%	F	%	F	%
1	80	36	96	43.2	29	13	11	5	6	2.7	222	100
2	84	37.8	92	41.4	30	14	10	4.5	6	2.7	222	100
3	78	35.1	97	43.7	28	13	12	5.4	7	3.2	222	100

Source: Data Processed by the Author, 2026

4.1.2.5 Eco Friendly Attitude Variable

Based on the distribution of questionnaires to 222 respondents, the frequency values of respondents' answers regarding the Eco Friendly Attitude variable are as follows:

Table 4.10 Questionnaire Scores for Variable 5 Eco Friendly Attitude

No	Eco Friendly Attitude Responses											
	SS		S		N		TS		STS		TOTAL	
	F	%	F	%	F	%	F	%	F	%	F	%
1	92	41.4	97	43.7	22	9.9	6	2.7	5	2.3	222	100
2	98	44.1	95	42.8	19	8.6	6	2.7	4	1.8	222	100
3	86	38.7	101	45.5	23	10	7	3.2	5	2.3	222	100

Source: Data Processed by the Author, 2026

Based on the table above, the statements on the Eco Friendly Attitude variable can be explained as follows.

1. In the first statement , the majority of respondents answered agree with 97 respondents (43.7%), followed by 92 respondents (41.4%) who answered strongly agree. Meanwhile, 22 respondents (9.9%) answered neutral, 6 respondents (2.7%) answered disagree, and 5 respondents (2.3%) answered strongly disagree.
2. In the second statement , most respondents answered strongly agree with 98 respondents (44.1%), followed by 95 respondents (42.8%) who answered agree. Furthermore, 19 respondents (8.6%) answered neutral, 6 respondents (2.7%) answered disagree, and 4 respondents (1.8%) answered strongly disagree.
3. In the third statement, the majority of respondents answered agree with 101 respondents (45.5%), followed by 86 respondents (38.7%) who answered strongly agree. Meanwhile, 23 respondents (10.4%) answered neutral, 7 respondents (3.2%) answered disagree, and 5 respondents (2.3%) answered strongly disagree.

The Eco Friendly Attitude variable in this study was measured through several statements describing respondents' attitudes toward environmentally friendly behavior. Based on the results of data processing, most respondents gave positive responses, namely agree and strongly agree to all statements. This indicates that respondents have a positive attitude toward environmentally friendly behavior, which can support environmentally conscious consumption decisions.

4.2 Data Analysis

4.2.1 Outer Model

Outer Model Analysis provides specifications between latent variables and their manifest variables, or in other words, how each indicator relates to its latent variable. The following are the results of the outer model analysis:

4.2.1.1 Convergent Validity

The convergent validity test is used to determine the extent to which indicators within a construct have a high correlation with the construct being measured. In other words, convergent validity indicates that several indicators used to measure a variable have a strong relationship with each other.

In the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, convergent validity can be seen from the outer loading value for each indicator. The outer loading value indicates the strength of the relationship between the indicator and the measured latent variable.

An indicator is considered valid if its outer loading value is greater than 0.60. If the outer loading value is above this limit, the indicator is considered to adequately represent the construct being measured and is considered valid in the research model (Hair et al., 2019).

Table 4. 11 Factor Loadings

Indicator	Eco Brand (X1)	Eco Label (X2)	Environmental Advertisement (X3)	Eco-Friendly Attitude (Z)	Green Purchase Behavior (Y)
X1.1	0.824				
X1.2	0.854				
X1.3	0.838				
X2.1		0.746			
X2.2		0.836			
X2.3		0.801			
X3.1			0.856		
X3.2			0.819		
X3.3			0.847		
Z1				0.703	
Z2				0.838	
Z3				0.812	
Y1					0.716
Y2					0.754
Y3					0.826

Source: SEM PLS, 2026

Based on the table above, it can be seen that:

1. The outer loading value on the Eco Brand variable (X1) has a value greater than 0.60, so all indicators on the Eco Brand variable are declared valid.
2. The outer loading value on the Eco Label variable (X2) has a value greater than 0.60, so all indicators on the Eco Label variable are declared valid.
3. The outer loading value on the Environmental Advertisement variable (X3) has a value greater than 0.60, so all indicators on the Environmental Advertisement variable are declared valid.

4. The outer loading value on the Eco Friendly Attitude variable (Z) has a value greater than 0.60, so that all indicators on the Eco Friendly Attitude variable are declared valid.
5. The outer loading value on the Green Purchase Behavior (Y) variable has a value greater than 0.60, so that all indicators on the Green Purchase Behavior variable are declared valid.

Thus, it can be concluded that all indicators for each variable in this study have met the convergent validity criteria and are suitable for use in further analysis. The graphical output can be seen in the image below:

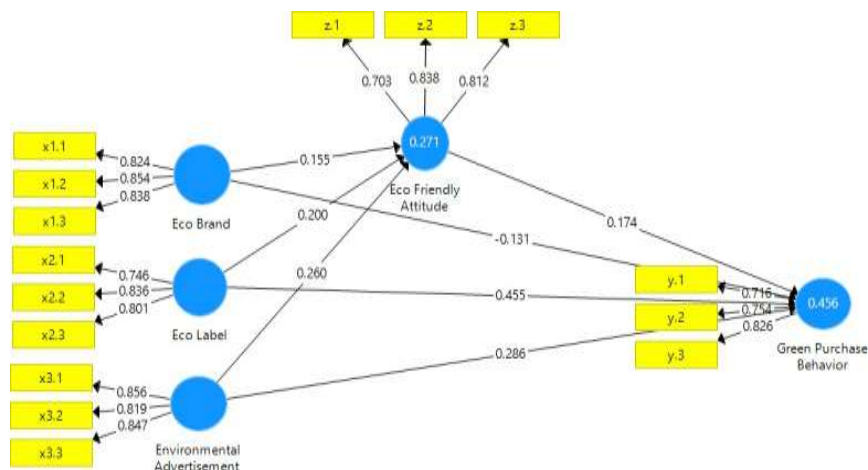


Figure 4.1 Graphical Output

Source: SEM PLS, 2026

4.2.1.2 Discriminant Validity

The discriminant validity test aims to determine whether an indicator in a variable construct clearly differs from other variable constructs in the research model. In other words, discriminant validity is used to ensure that a construct is truly distinct and does not have an excessive correlation with other constructs.

In the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, discriminant validity can be tested by observing the Heterotrait-Monotrait Correlation Ratio (HTMT) value. If the HTMT value is less than 0.90, the variable construct is declared to have met the discriminant validity criteria (Hair et al., 2023).

Table 4. 12 Discriminant Validity

Variables	Eco Brand (X1)	Eco-Friendly Attitude (Z)	Eco Label (X2)	Environmental Advertisement (X3)	Green Purchase Behavior (Y)
Eco Brand (X1)	0.839				
Eco-Friendly Attitude (Z)	0.424	0.786			
Eco Label (X2)	0.560	0.426	0.795		
Environmental Advertisement (X3)	0.604	0.460	0.532	0.841	
Green Purchase Behavior (Y)	0.370	0.443	0.608	0.529	0.767

Source: SEM PLS, 2026

Based on the table above, the results of the Heterotrait-Monotrait Ratio Of Correlation (HTMT) are as follows:

1. The HTMT value between Eco Brand and Eco Friendly Attitude is $0.424 < 0.900$. The correlation between Eco Brand and Eco Label is $0.560 < 0.900$, while the correlation between Eco Brand and Environmental Advertisement is $0.604 < 0.900$. In addition, the correlation between Eco Brand and Green Purchase Behavior is $0.370 < 0.900$. Therefore, all correlations involving the Eco Brand variable meet the discriminant validity criteria.

2. The HTMT value between Eco Friendly Attitude and Eco Label is $0.426 < 0.900$, while the correlation between Eco Friendly Attitude and Environmental Advertisement is $0.460 < 0.900$. The correlation between Eco Friendly Attitude and Green Purchase Behavior is $0.443 < 0.900$, indicating that the Eco Friendly Attitude variable also satisfies the discriminant requirement validity.
3. The HTMT value between Eco Label and Environmental Advertisement is $0.532 < 0.900$, while the correlation between Eco Label and Green Purchase Behavior is $0.608 < 0.900$. These values indicate that the Eco Label construct is distinct from other constructs in the model.
4. The HTMT value between Environmental Advertisement and Green Purchase Behavior is $0.529 < 0.900$, which also meets the discriminant validity threshold.

Thus, all HTMT values in this research model are below 0.90, indicating that the constructs in this study are empirically different from one another. Therefore, it can be concluded that the measurement model has fulfilled the discriminant validity criteria.

4.2.1.3 Composite Reliability

Internal consistency analysis is a form of reliability testing used to assess the consistency of measurement results between indicators within the same construct. This internal consistency test is conducted using a composite

reliability value. A variable is considered reliable if the composite reliability value is greater than 0.50 (Hair Jr et al., 2023).

Table 4. 13 Composite Reliability

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Eco Brand (X1)	0.79	0.797	0.877	0.703
Eco-Friendly Attitude (Z)	0.696	0.723	0.829	0.619
Eco Label (X2)	0.709	0.732	0.836	0.631
Environmental Advertisement (X3)	0.793	0.796	0.879	0.707
Green Purchase Behavior (Y)	0.647	0.659	0.81	0.588

Source: SEM PLS, 2026

Based on the internal consistency analysis data in the table above, the research results show that:

1. Eco Brand (X1) has a composite reliability value of $0.877 > 0.500$, so the Eco Brand variable is declared reliable.
2. Eco Friendly Attitude (Z) has a composite reliability value of $0.829 > 0.500$, so the Eco Friendly Attitude variable is declared reliable.
3. Eco Label (X2) has a composite reliability value of $0.836 > 0.500$, so the Eco Label variable is declared reliable.
4. Environmental Advertisement (X3) has a composite reliability value of $0.879 > 0.500$, so the Environmental Advertisement variable is declared reliable.

5. Green Purchase Behavior (Y) has a composite reliability value of $0.810 > 0.500$, so the Green Purchase Behavior variable is declared reliable.

Thus, all variables in this study have met the reliability criteria and can be used for further analysis.

4.2.2 Inner Model

1.2.2.1 R-Square

The coefficient of determination (R-Square) aims to evaluate the level of predictive accuracy of a variable. In other words, R-Square is used to determine how much of the variation in the dependent variable can be explained by the independent variables in a structural model (Path Model) (Hair Jr et al., 2023).

1. The R-Square value of 0.75 indicates a strong PLS model.
2. The R-Square value of 0.50 indicates a moderate PLS model.
3. An R-Square value of 0.25 indicates a weak PLS model (Ghozali & Latan, 2015).

Table 4.14 R-Square

Variables	R-Square	R-Square Adjusted
Eco-Friendly Attitude (Z)	0.273	0.263
Green Purchase Behavior (Y)	0.332	0.323

Source: SEM PLS, 2026

Based on the results of the R-Square test in the table above, it can be concluded that:

1. The influence of Eco Brand, Eco Label, and Environmental Advertisement on Eco-Friendly Attitude has an R-Square value of 0.273, which means that the independent variables are able to explain 27.3% of the variation in the Eco-Friendly Attitude variable, while the remaining 72.7% is influenced by other variables outside the research model. This value indicates a weak PLS model category.
2. The influence of Eco Brand, Eco Label, Environmental Advertisement, and Eco-Friendly Attitude on Green Purchase Behavior has an R-Square value of 0.332, which means that the independent variables are able to explain 33.2% of the variation in the Green Purchase Behavior variable, while 66.8% is influenced by other variables outside the research model. This value indicates a weak PLS model category.

4.2.2.2 F-Square

The F-Square test is conducted to determine the extent of influence of an exogenous latent variable on an endogenous latent variable in a structural model. The F-Square value is used to determine the contribution of an independent variable in explaining the dependent variable in a research model.

According to Ghozali and Latan (2015), an F-Square value of 0.02 indicates a small influence (weak effect), 0.15 indicates a moderate influence (moderate effect), and 0.35 indicates a large influence (strong effect) in a structural model.

Table 4.15 F-Square

Variables	Eco Brand (X1)	Eco-Friendly Attitude (Z)	Eco Label (X2)	Environmental Advertisement (X3)	Green Purchase Behavior (Y)
Eco Brand (X1)		0.018			0.017
Eco-Friendly Attitude (Z)					0.0041
Eco Label (X2)		0.035			0.231
Environmental Advertisement (X3)		0.054			0.083

Source: SEM PLS, 2026

Based on the results of the F-Square test in the table above, it can be seen that most of the relationships between variables are in the weak effect category.

1. The effect of Eco Brand on Eco Friendly Attitude has an F-Square value of 0.018, which indicates a very small effect in the structural model.
2. The effect of Eco Brand on Green Purchase Behavior has an F-Square value of 0.017, indicating that the influence is very weak in explaining green purchase behavior.

3. The effect of Eco Label on Eco Friendly Attitude has an F-Square value of 0.035, which falls into the small effect category.
4. The effect of Environmental Advertisement on Eco Friendly Attitude has an F-Square value of 0.054, which is also categorized as a small effect.
5. The effect of Eco Friendly Attitude on Green Purchase Behavior has an F-Square value of 0.041, indicating a small effect within the research model.
6. The effect of Eco Label on Green Purchase Behavior has an F-Square value of 0.231, which falls into the medium effect category, indicating that eco label provides a relatively stronger contribution in explaining green purchase behavior compared to other variables.
7. The effect of Environmental Advertisement on Green Purchase Behavior has an F-Square value of 0.083, which still falls into the small effect category, but it shows a greater contribution compared to several other relationships in the model.

Table 4. 16 Upsilon (ν) Statistics

No	Effect	Upsilon (ν) Statistics	Complete	Note
1	Eco Brand → Eco Friendly Attitude → Green Purchase Behavior	$(0.150)^2 \times (0.255)^2 =$	0.00146	Very small
2	Eco Label → Eco Friendly Attitude → Green Purchase Behavior	$(0.209)^2 \times (0.255)^2 =$	0.00284	Very small
3	Environmental Advertisement → Eco Friendly Attitude → Green Purchase Behavior	$(0.259)^2 \times (0.255)^2 =$	0.00436	Very small

Source: Data Analysis Results, 2026

The interpretation of the ν statistical value refers to Cohen's recommendations in Ogbeibu et al. (2021), where 0.175 indicates a high mediation effect, 0.075 indicates a medium mediation effect, and 0.01 indicates a low mediation effect.

Based on the calculations in the table above, it can be seen that all indirect effects produce ν values less than 0.01, thus all mediation relationships in this study fall into the category of very small mediation effects (low mediation effect).

This indicates that the contribution of the mediator variable Eco-Friendly Attitude in explaining the relationship between Eco Brand, Eco Label, and Environmental Advertisement on Green Purchase Behavior is still relatively small in the research model.

4.2.3 Hypothesis Testing

4.2.3.1 Direct Effect

The direct effect hypothesis test aims to prove the hypothesis regarding the direct effect of one variable on another variable without going through an intermediary variable. The interpretation of the path coefficient is as follows:

1. If the path coefficient value is positive, it indicates that an increase in the value of one variable will be followed by an increase in the value of another variable.
2. If the path coefficient value is negative, it indicates that an increase in one variable will be followed by a decrease in the value of another variable (Hair Jr et al., 2023).

As for the probability value:

1. If the P-Value < Alpha (0.05) then Ho is rejected, which means the influence of one variable on another variable is significant.
2. If the P-Value > Alpha (0.05) then Ho is accepted, which means the influence of one variable on another variable is not significant.

Table 4.17 Direct Effect

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Eco Brand (X1) → Eco Friendly Attitude (Z)	0.155	0.149	0.081	1,915	0.056
Eco Brand (X1) → Green Purchase Behavior (Y)	-0.131	-0.137	0.087	1,511	0.132
Eco Friendly Attitude (Z) → Green Purchase Behavior (Y)	0.174	0.177	0.061	2,846	0.005
Eco Label (X2) → Eco Friendly Attitude (Z)	0.200	0.208	0.087	2,314	0.021
Eco Label (X2) → Green Purchase Behavior (Y)	0.455	0.450	0.098	4,639	0.000
Environmental Advertisement (X3) → Eco Friendly Attitude (Z)	0.260	0.254	0.075	3,468	0.001
Environmental Advertisement (X3) → Green Purchase Behavior (Y)	0.286	0.292	0.073	3,922	0.000

Source: SEM PLS, 2026

Based on the table above, the following can be obtained:

1. The direct effect of Eco Brand on Eco Friendly Attitude has a path coefficient of 0.155 with a P-value of 0.056, where $0.056 > 0.05$. Therefore, it can be concluded that Eco Brand does not have a significant effect on Eco Friendly Attitude.
2. The direct effect of Eco Brand on Green Purchase Behavior has a path coefficient of -0.131 with a P-value of 0.132, where $0.132 > 0.05$. Therefore, it can be concluded that Eco Brand does not have a significant effect on Green Purchase Behavior.
3. The direct effect of Eco Friendly Attitude on Green Purchase Behavior has a path coefficient of 0.174 with a P-value of 0.005, where $0.005 < 0.05$. Therefore, it can be concluded that Eco Friendly Attitude has a significant effect on Green Purchase Behavior.
4. The direct effect of Eco Label on Eco Friendly Attitude has a path coefficient of 0.200 with a P-value of 0.021, where $0.021 < 0.05$. Therefore, it can be concluded that Eco Label has a significant effect on Eco Friendly Attitude.
5. The direct effect of Eco Label on Green Purchase Behavior has a path coefficient of 0.455 with a P-value of 0.000, where $0.000 < 0.05$. Therefore, it can be concluded that Eco Label has a significant effect on Green Purchase Behavior.
6. The direct effect of Environmental Advertisement on Eco Friendly Attitude has a path coefficient of 0.260 with a P-value of 0.001,

where $0.001 < 0.05$. Therefore, it can be concluded that Environmental Advertisement has a significant effect on Eco Friendly Attitude.

7. The direct effect of Environmental Advertisement on Green Purchase Behavior has a path coefficient of 0.286 with a P-value of 0.000, where $0.000 < 0.05$. Therefore, it can be concluded that Environmental Advertisement has a significant effect on Green Purchase Behavior.

4.2.3.2 Indirect Effect

The testing of the indirect effect hypothesis aims to prove the hypothesis of the indirect effect of a variable on another variable (through an intermediary), namely:

1. If the indirect effect coefficient value is greater than the direct effect coefficient, then it mediates the relationship between one variable and another.
2. If the indirect effect coefficient is less than the direct effect coefficient, then it does not mediate the relationship between one variable and another Hair Jr et al. (2023).

Table 4.18 Indirect Effect

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Eco Brand (X1) → Eco Friendly Attitude (Z) → Green Purchase Behavior (Y)	0.038	0.039	0.024	1,575	0.116
Eco Label (X2) → Eco Friendly Attitude (Z) → Green Purchase Behavior (Y)	0.053	0.063	0.037	1,443	0.15
Environmental Advertisement (X3) → Eco Friendly Attitude (Z) → Green Purchase Behavior (Y)	0.066	0.066	0.031	2,119	0.035

Source: SEM PLS, 2026

Based on the table above, we obtain:

1. The indirect effect of eco brand on green purchase behavior through eco friendly attitude as an intervening variable has a path coefficient of 0.038 (positive) and a P-value of 0.116, where $0.116 > 0.05$. Therefore, it can be stated that eco brands do not affect green purchase behavior through eco friendly attitude as an intervening variable.
2. The indirect effect of eco label on green purchase behavior through eco friendly attitude as an intervening variable has a path coefficient of 0.053 (positive) and a P-value of 0.150, where $0.150 > 0.05$. Thus, it can be stated that eco labels do not affect green purchase behavior through eco friendly attitude as an intervening variable.

3. The indirect effect of environmental advertisement on green purchase behavior through eco friendly attitude as an intervening variable has a path coefficient of 0.066 (positive) and a P-value of 0.035, where $0.035 < 0.05$. Therefore, it can be stated that environmental advertisement affects green purchase behavior through eco friendly attitude as an intervening variable.

4.2.4 Discussion

4.2.4.1 The Influence of Eco Brand on Eco Friendly Attitude

The results of the structural model testing show that Eco Brand has a positive effect on Eco Friendly Attitude, with a path coefficient value of 0.150 and a P-Value of 0.050. This value indicates that the effect is significant, so the hypothesis states that Eco Brand influences Eco Friendly Attitude is accepted. This finding indicates that the better tourists' perception of the eco brand owned by a rural tourism destination, the higher the environmentally friendly attitude formed within the tourists.

This finding explains that eco brand functions as a destination identity that represents a commitment to sustainability, environmental preservation, and responsible tourism practices. In the context of sustainable tourism, a green brand image not only serves as a promotional element, but also acts as a signal for tourists in assessing whether a destination truly cares about environmental issues. When tourists perceive a strong green image, they tend to form more positive evaluations and attitudes toward environmentally friendly behavior. Han (2021) emphasizes that environmental perceptions,

values, and attitudes are important elements in encouraging more responsible tourist behavior.

When linked to respondent identity, the majority of respondents in this study came from the younger age group and were dominated by students. This group is generally more familiar with sustainability issues, digital communication, and brand symbols that reflect social and environmental responsibility. Therefore, eco brands are more easily accepted as part of their evaluation of tourism destinations. In this context, a green brand plays a role not only as a differentiator of destinations, but also as a means of shaping tourists' psychological orientation toward the importance of protecting the environment.

Descriptively, the Eco Brand variable was also dominated by responses of agree and strongly agree. This strengthens the statistical results showing that respondents have a fairly good perception of the concept of an environmentally friendly brand. The consistency between the descriptive and inferential results indicates that tourists who perceive a destination as having a clear green identity tend to be more receptive to the sustainable values offered by the destination. This condition is in line with the study by Nguyen Thi Khanh Chi (2021), which stated that eco-brand has a significant relationship with green consumption intention in ecotourism destinations and even emerged as an important factor in encouraging tourists' tendency towards environmentally friendly consumption.

Theoretically, the results of this study support the view that green branding or eco brands can build positive associations, increase trust, and strengthen consumer attitudes toward environmentally oriented products and services. In green marketing within the tourism sector, a brand identity that is consistent with sustainability values can influence tourist engagement and strengthen their commitment to more responsible consumption choices. Recent studies also show that green marketing strategies and trust in green brands play a role in encouraging tourists' environmentally conscious consumption decisions.

The results of this study are in line with the findings of Han (2021) and Nguyen Thi Khanh Chi (2021), which indicate that environmental perceptions, sustainability values, and eco-brand play important roles in shaping tourists' behavioral responses and orientations toward more environmentally friendly consumption. Thus, it can be understood that eco brand is one of the factors that plays a role in shaping eco friendly attitude. The stronger the green identity built by a tourism destination, the greater the likelihood that tourists will develop attitudes that support environmentally friendly consumption behavior.

4.2.4.2 The Influence of Eco Labels on Eco-Friendly Attitude

The results of the structural model testing show that Eco Label has a positive effect on Eco Friendly Attitude, with a path coefficient value of 0.209 and a P-Value of 0.022. This value indicates that the resulting effect is significant, so the hypothesis states that Eco Label influences Eco Friendly Attitude is accepted.

These findings indicate that the presence of eco labels can strengthen the formation of environmentally friendly attitudes among tourists. Eco labels provide more concrete and objective information regarding the environmental commitment of a product or tourism destination. Through labels that indicate environmentally responsible practices, tourists can more easily trust that the destination genuinely implements sustainability principles. In this context, eco labels function as an informational tool that reduces uncertainty and helps tourists evaluate the environmental performance of tourism products and services.

Descriptively, the Eco Label variable in this study was also dominated by positive responses, particularly in the categories of agree and strongly agree. This indicates that respondents consider eco labels as an important reference in assessing whether a product or tourism destination can be considered environmentally friendly. Clear and credible information provided through eco labels helps tourists form more positive evaluations regarding environmental issues.

From a theoretical perspective, eco labels are recognized as an important communication tool in green marketing strategies because they provide credible environmental information that assists consumers in making environmentally responsible decisions. Research by Thøgersen et al. (2010) explains that eco-labeling helps consumers identify environmentally friendly products and encourages more sustainable consumption behavior. Similarly, Delmas and Grant (2014) state that eco labels play a significant role in

shaping consumers' environmental attitudes and trust toward green products by providing reliable environmental certification.

Furthermore, eco labels can influence consumers' environmental attitudes because they serve as signals of environmental responsibility and sustainability practices implemented by organizations. When tourists perceive eco labels as trustworthy and credible, they are more likely to develop positive attitudes toward environmental protection and sustainability practices.

The results of this study are in line with the findings of Thøgersen et al. (2010), Delmas and Grant (2014), and Nguyen Thi Khanh Chi (2021), which state that eco labels have a significant influence on consumers' environmental perceptions and attitudes. These studies confirm that credible environmental labels can increase consumers' trust, strengthen environmental awareness, and encourage more environmentally responsible attitudes and behaviors.

Thus, eco labels can be understood not only as identification tools but also as instruments that shape tourists' perceptions and attitudes. The higher the level of tourists' trust in eco labels, the stronger the eco friendly attitude that will develop among them.

4.2.4.3 The Influence of Environmental Advertisement on Eco-Friendly Attitude

The results of the structural model testing show that Environmental Advertisement has a positive effect on Eco Friendly Attitude, with a path coefficient value of 0.259 and a P-Value of 0.003. This value indicates that

the resulting effect is significant; therefore, the hypothesis states that Environmental Advertisement influences Eco Friendly Attitude is accepted.

These findings explain that advertisements containing environmental messages can help shape environmentally friendly attitudes among tourists. Environmental advertisement does not only function as a promotional tool, but also as an educational medium that communicates the importance of environmental conservation, waste management, and responsible tourism behavior. When environmental messages are delivered clearly, consistently, and attractively, tourists tend to become more aware of the importance of protecting the environment.

This result also indicates that environmentally oriented marketing communication has a strong psychological influence on tourists. When individuals are repeatedly exposed to sustainability messages, they are more likely to internalize these values into their attitudes and perceptions. In other words, environmental advertisements can act as a stimulus that shapes tourists' perspectives toward sustainable tourism practices. According to Leonidou et al. (2011), green advertising plays an important role in communicating environmental values and encouraging consumers to develop more positive environmental attitudes.

Furthermore, environmental advertisements can influence consumer attitudes because they provide information and persuasive messages that highlight environmental responsibility. When tourists perceive such messages as credible and meaningful, they tend to respond more positively toward

environmental protection and sustainability practices. Research by Rahbar and Wahid (2011) also found that green advertising significantly influences consumers' environmental attitudes by increasing awareness and strengthening pro-environmental values.

The results of this study are consistent with the findings of Leonidou et al. (2011), Rahbar and Wahid (2011), and Nguyen Thi Khanh Chi (2021), which indicate that environmental advertising has a significant influence on shaping consumers' environmental attitudes and promoting environmentally responsible behavior. These studies confirm that sustainability-oriented advertising not only improves environmental awareness but also contributes to the development of positive attitudes toward environmentally friendly consumption.

Thus, environmental advertisements can be considered an important factor in building eco-friendly attitudes among tourists. The better the environmental messages delivered through promotional activities, the higher the likelihood that tourists will develop attitudes that support environmentally responsible tourism behavior.

4.2.4.4 The Influence of Eco-Friendly Attitude on Green Purchase Behavior

The results of the structural model testing show that Eco Friendly Attitude has a positive effect on Green Purchase Behavior, with a path coefficient value of 0.255 and a P-Value of 0.001. This value indicates that

the resulting effect is significant; therefore, the hypothesis stating that Eco Friendly Attitude influences Green Purchase Behavior is accepted.

This finding indicates that environmentally friendly attitudes held by tourists play an important role in encouraging green purchasing behavior. Tourists who have greater concern for environmental protection, believe in the importance of sustainability, and possess a tendency to behave in environmentally responsible ways are more likely to choose tourism products and services that support environmental conservation.

Descriptively, both the Eco Friendly Attitude and Green Purchase Behavior variables were dominated by responses of agree and strongly agree. This indicates a consistency between respondents' attitudes and their actual behavior. Tourists who demonstrate positive attitudes toward environmental protection also tend to translate these attitudes into real actions, such as selecting environmentally friendly products, supporting sustainable tourism services, and preferring destinations that implement environmentally responsible practices.

From a theoretical perspective, attitudes toward environmental protection are widely recognized as a key predictor of green consumption behavior. According to the Theory of Planned Behavior, attitudes toward a particular behavior influence individuals' intentions and actions. When individuals develop positive attitudes toward environmental sustainability, they are more likely to engage in environmentally responsible consumption behavior. Han (2021) explains that pro-environmental attitudes significantly

influence tourists' sustainable consumption decisions and environmentally responsible behavior in tourism contexts.

Furthermore, environmentally friendly attitudes can strengthen individuals' motivation to support businesses and destinations that adopt sustainable practices. When tourists perceive that their purchasing decisions contribute to environmental protection, they tend to feel a sense of responsibility and satisfaction in supporting sustainable products and services. Research by Nguyen Thi Khanh Chi (2021) also confirms that environmental attitudes significantly influence green consumption intentions in ecotourism destinations.

The results of this study are consistent with the findings of Han (2021), Nguyen Thi Khanh Chi (2021), and Rahbar and Wahid (2011), which indicate that pro-environmental attitudes significantly influence consumers' green purchasing behavior. These studies confirm that individuals with stronger environmental awareness and positive environmental attitudes are more likely to translate their values into environmentally responsible consumption behavior.

Thus, an eco friendly attitude can be understood as an important psychological foundation in shaping green purchase behavior. The more positive tourists' attitudes toward environmental sustainability, the greater their tendency to make purchasing decisions that support environmentally responsible tourism and sustainable consumption practices.

4.2.4.5 The Influence of Eco Brand on Green Purchase Behavior

The results of the structural model testing show that Eco Brand has a path coefficient of 0.022 with a positive direction and a P-Value of 0.803. This value indicates that the resulting effect is not statistically significant; therefore, the hypothesis stating that Eco Brand influences Green Purchase Behavior is rejected.

These findings indicate that although eco brands are perceived positively enough by tourists, this perception alone is not strong to directly encourage green purchase behavior. In other words, the existence of an environmentally friendly brand image does not automatically lead tourists to select or purchase products and services that support sustainability. Tourists may require additional factors such as internal attitudes, personal experiences, or more concrete evidence of environmental practices before making environmentally responsible purchasing decisions.

From a theoretical perspective, eco brands can indeed build positive perceptions and strengthen brand credibility in the context of green marketing. However, in this study, the direct influence of eco brands on green purchase behavior is relatively weak. This suggests that the role of eco brands tends to operate indirectly by shaping environmental attitudes first, rather than directly influencing purchasing behavior. Consumers often need stronger motivational drivers, such as environmental awareness, trust in sustainability claims, or personal values related to environmental protection, before translating brand perceptions into actual purchasing decisions.

This finding is consistent with previous studies indicating that green branding alone may not be sufficient to influence consumers' purchasing behavior without the support of psychological factors such as environmental attitudes and perceived credibility of environmental claims. Nguyen Thi Khanh Chi (2021) found that eco brands tend to influence green consumption intentions indirectly through environmental attitudes rather than directly affecting consumer behavior. Similarly, Rahbar and Wahid (2011) explained that consumers may perceive green branding positively but still require stronger personal motivation or environmental awareness before making green purchasing decisions.

Therefore, it can be concluded that Eco Brand has not yet become a dominant factor that directly determines tourists' green purchase behavior. Although the relationship shows a positive direction, the strength of the influence is not sufficient to be considered significant. This result indicates that eco brands play a more supportive role in shaping environmental perceptions and attitudes, which may later contribute to environmentally responsible purchasing behavior.

4.2.4.6 The Influence of Eco Labels on Green Purchase Behavior

The results of the structural model testing show that Eco Label has a positive effect on Green Purchase Behavior with a path coefficient value of 0.455 and a P-Value of 0.021. This value indicates that the resulting effect is statistically significant because $0.021 < 0.05$. Therefore, the hypothesis stating that Eco Label influences Green Purchase Behavior is accepted.

These findings indicate that the presence of eco labels plays an important role in encouraging environmentally responsible purchasing behavior among tourists. Eco labels function as environmental information tools that help tourists identify whether a product or tourism service meets environmental sustainability standards. When tourists recognize that a product or tourism destination carries an environmentally friendly label, they tend to feel more confident in choosing products or services that support environmental preservation.

Eco labels also reduce uncertainty in consumer decision-making by providing clear and credible environmental information. As a result, tourists can more easily evaluate whether tourism products or services are consistent with sustainability principles. This information encourages tourists to prefer environmentally friendly options when making purchasing decisions, which ultimately strengthens green purchasing behavior.

From a theoretical perspective, eco labels serve as important communication tools in green marketing strategies. Environmental labels provide signals regarding the environmental performance of products or services and help consumers distinguish environmentally friendly options from conventional ones. According to Thøgersen et al. (2010), eco-labeling helps consumers recognize environmentally friendly products and encourages more sustainable consumption behavior.

The results of this study are also consistent with the findings of Rahbar and Wahid (2011) and Nguyen Thi Khanh Chi (2021), which state that eco

labels significantly influence consumers' green purchasing behavior. These studies explain that environmental labels increase consumer trust in environmentally friendly products and raise environmental awareness, which ultimately motivates consumers to make purchasing decisions that support environmental sustainability.

Thus, eco labels can be considered an important factor in shaping green purchase behavior. The clearer and more credible the environmental labels displayed on tourism products or services, the greater the likelihood that tourists will choose environmentally friendly options when making purchasing decisions.

4.2.4.7 The Influence of Environmental Advertisement on Green Purchase Behavior

The results of the structural model testing show that Environmental Advertisement has a positive effect on Green Purchase Behavior with a path coefficient value of 0.286 and a P-Value of 0.000. This value indicates that the resulting effect is statistically significant because $0.000 < 0.05$. Therefore, the hypothesis stating that Environmental Advertisement influences Green Purchase Behavior is accepted.

These findings indicate that environmental-based promotional messages not only influence environmental awareness or attitudes but are also able to directly encourage environmentally responsible purchasing behavior among tourists. When tourists are exposed to promotions that emphasize environmental protection, sustainability practices, and responsible tourism,

they become more motivated to choose tourism products, services, or activities that support environmental preservation messages.

Environmental advertisement functions as an important communication tool in green marketing strategies. Through effective communication, tourism destinations can convey environmental values and sustainability commitments to tourists. Clear, persuasive, and informative environmental messages can increase tourists' awareness of environmental issues and encourage them to make purchasing decisions that align with sustainable tourism practices.

From a theoretical perspective, environmental advertising helps shape consumer perceptions and influences behavioral intentions toward environmentally friendly consumption. According to Leonidou et al. (2011), green advertising plays a significant role in influencing consumers' environmental perceptions and encouraging environmentally responsible purchasing behavior. Similarly, Rahbar and Wahid (2011) state that environmental promotional messages can increase consumers' environmental awareness and motivate them to choose products that support environmental sustainability.

The results of this study are also consistent with the findings of Rahbar and Wahid (2011) and Leonidou et al. (2011), which indicates that environmental advertising significantly influences consumers' green purchasing behavior. These studies confirm that effective environmental

communication can strengthen consumers' environmental awareness and encourage them to make environmentally responsible purchasing decisions.

Thus, environmental advertisements can be considered a crucial factor in promoting green purchase behavior. The more effective the environmental communication delivered by tourism destinations, the greater the likelihood that tourists will engage in environmentally responsible purchasing behavior.

4.2.4.8 The Role of Eco-Friendly Attitude in Mediating the Influence of Eco Brand on Green Purchase Behavior

The results of the indirect effect testing show that the indirect influence of Eco Brand on Green Purchase Behavior through Eco Friendly Attitude has a coefficient value of 0.038 with a positive direction and a P-Value of 0.116. Since the P-Value is greater than 0.05, the mediating effect is not statistically significant. Therefore, the hypothesis stating that Eco Friendly Attitude mediates the influence of Eco Brand on Green Purchase Behavior is rejected.

These findings indicate that although Eco Brand significantly influences Eco Friendly Attitude, and Eco Friendly Attitude significantly influences Green Purchase Behavior, the strength of the indirect relationship generated through the mediation mechanism is still not strong enough to produce a significant mediating effect. In other words, the environmentally friendly attitude of tourists has not been able to effectively bridge the relationship between eco brand perception and environmentally responsible purchasing behavior.

This result may occur because eco brands primarily function as a form of image or identity associated with environmental responsibility, but this perception alone is not always sufficient to directly translate into purchasing decisions. Tourists may require additional factors, such as personal environmental values, previous experiences, environmental knowledge, or tangible sustainability practices before transforming brand perception into actual environmentally friendly purchasing behavior.

From a theoretical perspective, mediation through environmental attitudes often depends on the strength of the relationship between environmental values, attitudes, and behavioral intentions. According to the Theory of Planned Behavior proposed by Ajzen (1991), attitudes influence behavior when they are supported by strong behavioral intentions and perceived control over the behavior. If the relationship between brand perception and behavioral intention is weak, the mediating role of attitudes may also become limited.

Furthermore, the results of the upsilon (v) analysis also show that the mediation effect falls into the very small category, indicating that the contribution of Eco Friendly Attitude in explaining the relationship between Eco Brand and Green Purchase Behavior is still minimal within the research model. This suggests that eco brands may play a more important role in shaping environmental perceptions rather than directly influencing environmentally responsible purchasing behavior.

Thus, Eco Friendly Attitude cannot yet be considered a strong mediator in explaining the relationship between Eco Brand and Green Purchase Behavior. This means that the influence of eco brands on environmentally friendly purchasing behavior among tourists remains limited, both directly and indirectly through environmental attitudes.

4.2.4.9 The Role of Eco-Friendly Attitude in Mediating the Influence of Eco Labels on Green Purchase Behavior

The results of the indirect effect testing show that the indirect influence of Eco Label on Green Purchase Behavior through Eco Friendly Attitude has a coefficient value of 0.053 with a positive direction and a P-Value of 0.150. Since the P-Value is greater than 0.05, the mediating effect is not statistically significant. Therefore, the hypothesis stating that Eco Friendly Attitude mediates the influence of Eco Label on Green Purchase Behavior is rejected.

These findings indicate that although eco labels are able to influence tourists' environmentally friendly attitudes, the strength of this influence is not sufficient to be translated into actual green purchasing behavior through the mediation mechanism. In other words, tourists may recognize and positively evaluate the presence of eco labels, but this perception does not always lead to real environmentally responsible purchasing decisions.

This result suggests that eco labels primarily function as informational cues that help consumers identify environmentally friendly products or services. Eco labels provide signals regarding environmental responsibility and sustainability practices, which can shape tourists' perceptions and

attitudes toward environmental protection. However, transforming these perceptions into actual purchasing behavior often requires additional supporting factors.

In practice, tourists may still consider various practical aspects before making purchasing decisions, such as price, convenience, accessibility, service quality, and overall travel experience. These considerations may reduce the direct influence of eco labels on environmentally responsible purchasing behavior, even when tourists already have positive environmental attitudes.

From a theoretical perspective, eco labels are often considered important informational tools in green marketing that help consumers identify environmentally friendly options. According to Thøgersen et al. (2010), eco-labels increase consumers' environmental awareness and help shape environmental attitudes. However, the translation of attitudes into behavior may depend on other situational and contextual factors that influence consumer decision-making.

Thus, Eco Friendly Attitude cannot yet be considered a significant mediator in explaining the relationship between Eco Label and Green Purchase Behavior. The mediation contribution produced in this research model remains relatively small and indicates that additional variables may be needed to strengthen the relationship between eco labeling and environmentally responsible purchasing behavior among tourists.

4.2.4.10 The Role of Eco-Friendly Attitude in Mediating the Influence of Environmental Advertisement on Green Purchase Behavior

The results of the indirect effect testing show that the indirect influence of Environmental Advertisement on Green Purchase Behavior through Eco Friendly Attitude has a coefficient value of 0.066 with a positive direction and a P-Value of 0.035. Since the P-Value is less than 0.05, the mediating effect is statistically significant. Therefore, the hypothesis stating that Eco Friendly Attitude mediates the influence of Environmental Advertisement on Green Purchase Behavior is accepted.

These findings indicate that environmental advertisements do not only influence green purchase behavior directly but also indirectly through the formation of eco friendly attitudes among tourists. This means that environmental promotional are capable of shaping tourists' environmentally friendly messages attitudes first, which then encourage them to engage in environmentally responsible purchasing behavior.

Environmental advertisements typically communicate messages related to environmental preservation, sustainable tourism practices, waste reduction, and responsible consumption. When tourists are repeatedly exposed to such messages, they become more aware of environmental issues and gradually internalize these values. As a result, these values influence their attitudes toward environmentally friendly behavior, which eventually translates into green purchasing decisions.

From a theoretical perspective, this mechanism can be explained through the Theory of Planned Behavior (Ajzen, 2021), which suggests that attitudes play an important role in shaping behavioral intentions and actual behavior. When individuals develop positive attitudes toward environmental sustainability, they are more likely to engage in behaviors that support environmental protection, including environmentally responsible purchasing decisions.

However, the ν value in this study indicates that the mediation effect falls into the very small category. This means that although the mediation is statistically significant, the magnitude of its contribution is still relatively limited. Nevertheless, this finding remains important because it confirms that eco friendly attitude functions as a psychological mechanism that connects environmental communication with environmentally responsible purchasing behavior.

Thus, Environmental Advertisement can be considered the most influential variable in this research model, both directly and indirectly. When environmental messages are communicated effectively through promotional activities, tourists not only understand sustainability values but also internalize them into their attitudes and purchasing behaviors. Consequently, environmental advertising plays a crucial role in encouraging tourists to adopt environmentally responsible consumption practices

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Based on the results of the research and discussion regarding the influence of Eco Brand, Eco Label, and Environmental Advertisement on Green Purchase Behavior through Eco Friendly Attitude among tourists visiting rural tourism destinations in North Sumatra Province, the following conclusions can be drawn:

1. Eco Brand does not have a significant effect on Eco Friendly Attitude. The results indicate that Eco Brand has a positive but insignificant influence on Eco Friendly Attitude. This means that the environmentally friendly brand image alone is not strong enough to significantly shape tourists' environmentally friendly attitudes.
2. Eco Label has a significant effect on Eco Friendly Attitude. The presence of eco labels is proven to strengthen tourists' environmentally friendly attitudes. Environmental labels provide clear and credible information about sustainability practices, which helps tourists evaluate the environmental responsibility of tourism products and services.
3. Environmental Advertisement has a significant effect on Eco Friendly Attitude. Environmental based promotional messages significantly influence the formation of eco friendly attitudes among

- tourists. Effective communication about environmental protection and sustainability encourages tourists to develop more positive attitudes toward environmental responsibility.
4. Eco Friendly Attitude has a significant effect on Green Purchase Behavior. Tourists who possess stronger environmentally friendly attitudes are more likely to engage in green purchasing behavior. Positive environmental attitudes encourage tourists to choose products and services that support environmental sustainability.
 5. Eco Brand does not have a significant effect on Green Purchase Behavior. The findings show that Eco Brand does not directly influence tourists' green purchase behavior. Although the relationship shows a positive direction, the effect is not strong enough to significantly encourage environmentally responsible purchasing decisions.
 6. Eco Label has a significant effect on Green Purchase Behavior. Eco labels significantly influence tourists' purchasing decisions toward environmentally friendly products and services. The clearer and more credible the eco label displayed, the greater the likelihood that tourists will engage in green purchasing behavior.
 7. Environmental Advertisement has a significant effect on Green Purchase Behavior. Environmental advertisement significantly influences tourists' green purchasing behavior. Promotional messages that emphasize environmental protection and

sustainability practices encourage tourists to choose tourism products and services that support environmental preservation.

8. Eco Friendly Attitude does not mediate the influence of Eco Brand on Green Purchase Behavior. Although Eco Brand positively influences Eco Friendly Attitude, the indirect effect on Green Purchase Behavior through Eco Friendly Attitude is not statistically significant.
9. Eco Friendly Attitude does not mediate the influence of Eco Label on Green Purchase Behavior. Even though Eco Label affects Eco Friendly Attitude, the mediating effect of Eco Friendly Attitude on the relationship between Eco Label and Green Purchase Behavior is not significant.
10. Eco Friendly Attitude mediates the influence of Environmental Advertisement on Green Purchase Behavior. Environmental Advertisement influences Green Purchase Behavior both directly and indirectly through Eco Friendly Attitude. This indicates that environmental promotional messages can shape environmentally friendly attitudes, which subsequently encourage tourists to engage in green purchasing behavior.

5.2 Recommendations

Based on the conclusions drawn, the author offers the following recommendations:

1. It is hoped that tourism destination managers can strengthen the eco brand image by consistently implementing environmentally friendly practices and communicating these efforts clearly to tourists.
2. It is hoped that tourism destinations can display eco labels more clearly and credibly on tourism products, services, and facilities so that tourists can easily recognize environmentally friendly options.
3. It is hoped that tourism managers can increase environmental promotional activities through digital media, social media, and tourism campaigns to strengthen environmental awareness among tourists.
4. It is hoped that tourism stakeholders can develop educational programs related to environmental sustainability, such as eco-tourism campaigns, environmental interpretation programs, or green tourism activities that encourage tourists to behave responsibly.
5. It is hoped that tourism businesses can improve the quality of sustainable tourism services, including waste management, environmental conservation programs, and eco-friendly tourism facilities to support green purchasing behavior.
6. It is hoped that the government and tourism authorities can encourage sustainable tourism policies that support eco labeling, green marketing practices, and environmental conservation in rural tourism destinations.

5.3 Research Limitations

This study has several limitations that need to be considered in interpreting the results, including:

1. The research sample is limited to tourists visiting several rural tourism destinations in North Sumatra Province, so the results of this study may not fully represent tourists in other regions.
2. The variables used in this study are limited to Eco Brand, Eco Label, Environmental Advertisement, Eco Friendly Attitude, and Green Purchase Behavior, while other variables that may influence environmentally responsible behavior were not included.
3. The data collection method used in this study relied on self-reported questionnaires, which may be influenced by respondents' perceptions and subjective interpretations.
4. The researcher's limited experience and knowledge in conducting research and writing this study may also affect the depth of analysis, so future research is expected to provide more comprehensive results.

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ATTACHMENT

RESPONDENT IDENTITY

1. Gender : Male Female
2. Age : 17–25 Years Old 26–35 Years Old
36–57 Years Old
3. Occupation: Student / College Student Civil Servant (PNS/ASN)
Private Sector Employee Entrepreneur
Freelancer Others: _____
4. Domicile : (Please write your province in Indonesia or country if outside Indonesia)
5. Have you ever visited rural tourism destinations in North Sumatra?
Yes No
6. Which rural tourism destinations in North Sumatra have you visited?
(You may choose more than one option)
Tangkahan – Langkat Regency Bukit Lawang – Langkat Regency
Samosir (Pusuk Buhit / Tomok) Kalimantan Island – Sibolga
Mount Sibayak – Karo Regency

QUESTIONNAIRE

ECO BRAND (X1)

No	Statement	SS	S	N	TS	STS
1	The rural tourist destinations I visited in North Sumatra Province have a strong commitment to environmental conservation.					
2	I believe that the sustainability claims made by tourist destinations are reliable.					
3	I see this tourist destination has an image as an environmentally friendly place.					

ECO LABEL (X2)

No	Statement	SS	S	N	TS	STS
1	Eco labels or environmental certifications at tourist destinations reflect trustworthy environmentally friendly practices.					
2	The information conveyed through eco labels at tourist destinations is clear and easy to understand.					
3	The presence of an eco-friendly label influences my decision to choose or visit that destination.					

ENVIRONMENTAL ADVERTISEMENT (X3)

No	Statement	SS	S	N	TS	STS
1	Advertisements or promotions for rural tourism destinations convey a clear message of environmental concern.					
2	The tourist destination advertisement caught my attention emotionally regarding environmental issues.					
3	The sustainability message conveyed in the rural tourism destination advertisement is consistent.					

ECO-FRIENDLY ATTITUDE (Z)

No	Statement	SS	S	N	TS	STS
1	I feel concerned about environmental sustainability when visiting rural tourist destinations.					
2	I believe that implementing sustainability principles in rural tourism is important.					
3	I tend to behave in an environmentally friendly manner when I am in rural tourist destinations.					

GREEN PURCHASE BEHAVIOR (Y)

No	Statement	SS	S	N	TS	STS
1	I prefer rural tourist destinations that implement environmentally friendly practices.					
2	I am willing to choose environmentally friendly rural tourism products or services even if the costs are higher.					
3	I intend to return to visit rural tourist destinations that care about the environment.					

TABULATION OF RESPONDENTS' QUESTIONNAIRE ANSWERS**GREEN PURCHASE BEHAVIOR (Y)**

Respondent	Y.1	Y.2	Y.3	TOTAL
A01	4	5	5	14
A02	5	1	2	8
A03	5	5	5	15
A04	4	4	4	12
A05	4	4	4	12
A06	4	4	4	12
A07	4	3	4	11
A08	4	3	5	12
A09	3	3	4	10
A10	5	4	5	14
A11	5	5	5	15
A12	4	4	4	12
A13	5	5	5	15

Respondent	Y.1	Y.2	Y.3	TOTAL
A14	5	5	5	15
A15	5	5	5	15
A16	3	3	3	9
A17	5	5	5	15
A18	4	4	4	12
A19	5	4	5	14
A20	5	3	5	13
A21	5	5	5	15
A22	4	5	5	14
A23	4	4	4	12
A24	4	4	4	12
A25	5	4	5	14
A26	5	5	5	15
A27	4	4	4	12
A28	4	3	3	10
A29	4	4	5	13
A30	5	5	5	15
A31	3	2	4	9
A32	3	1	4	8
A33	3	4	4	11
A34	3	3	3	9
A35	5	3	5	13
A36	5	5	5	15
A37	4	5	5	14
A38	5	4	5	14
A39	5	4	5	14
A40	4	4	4	12
A41	4	4	4	12
A42	3	3	3	9
A43	5	4	5	14

Respondent	Y.1	Y.2	Y.3	TOTAL
A44	4	2	5	11
A45	5	5	5	15
A46	4	2	4	10
A47	5	4	5	14
A48	4	4	4	12
A49	4	4	4	12
A50	4	4	4	12
A51	5	4	5	14
A52	5	5	5	15
A53	5	4	5	14
A54	4	4	4	12
A55	5	4	4	13
A56	4	4	4	12
A57	4	4	4	12
A58	3	3	3	9
A59	5	4	4	13
A60	3	3	4	10
A61	5	4	3	12
A62	4	4	4	12
A63	4	3	3	10
A64	5	5	5	15
A65	3	3	3	9
A66	4	5	5	14
A67	4	2	3	9
A68	5	5	5	15
A69	3	3	4	10
A70	4	3	5	12
A71	5	4	5	14
A72	4	4	4	12
A73	3	3	5	11

Respondent	Y.1	Y.2	Y.3	TOTAL
A74	4	4	4	12
A75	5	5	5	15
A76	3	4	5	12
A77	4	4	4	12
A78	1	3	1	5
A79	4	4	4	12
A80	5	4	5	14
A81	5	3	5	13
A82	4	4	4	12
A83	4	4	5	13
A84	4	5	4	13
A85	5	5	4	14
A86	5	4	5	14
A87	5	5	4	14
A88	4	3	5	12
A89	4	5	5	14
A90	5	1	2	8
A91	5	5	5	15
A92	4	4	4	12
A93	5	5	4	14
A94	4	5	4	13
A95	5	4	4	13
A96	4	5	4	13
A97	4	5	5	14
A98	4	3	5	12
A99	5	5	4	14
A100	4	4	5	13
A101	4	5	4	13
A102	5	4	5	14
A103	5	4	4	13

Respondent	Y.1	Y.2	Y.3	TOTAL
A104	4	5	5	14
A105	4	4	3	11
A106	4	5	4	13
A107	4	3	1	8
A108	4	5	4	13
A109	4	3	2	9
A110	4	3	4	11
A111	4	4	5	13
A112	4	5	4	13
A113	3	5	4	12
A114	3	5	4	12
A115	4	5	3	12
A116	4	5	5	14
A117	3	5	4	12
A118	5	4	5	14
A119	5	4	4	13
A120	5	4	5	14
A121	3	5	4	12
A122	5	4	4	13
A123	4	5	4	13
A124	5	4	5	14
A125	5	4	4	13
A126	4	5	5	14
A127	5	4	4	13
A128	4	5	5	14
A129	5	4	5	14
A130	4	5	5	14
A131	5	4	4	13
A132	5	4	4	13
A133	5	4	4	13

Respondent	Y.1	Y.2	Y.3	TOTAL
A134	5	5	4	14
A135	4	5	4	13
A136	4	3	5	12
A137	5	4	4	13
A138	5	3	4	12
A139	4	5	4	13
A140	5	4	5	14
A141	4	5	5	14
A142	5	1	2	8
A143	5	5	5	15
A144	4	4	4	12
A145	5	4	4	13
A146	4	4	5	13
A147	1	4	5	10
A148	4	4	1	9
A149	3	2	1	6
A150	4	4	5	13
A151	5	5	4	14
A152	4	4	5	13
A153	5	5	4	14
A154	5	4	4	13
A155	5	5	5	15
A156	5	5	5	15
A157	3	3	3	9
A158	4	5	4	13
A159	4	4	5	13
A160	4	5	5	14
A161	4	4	5	13
A162	4	5	4	13
A163	4	5	5	14

Respondent	Y.1	Y.2	Y.3	TOTAL
A164	5	4	4	13
A165	4	5	5	14
A166	4	4	5	13
A167	4	5	4	13
A168	4	5	5	14
A169	4	4	5	13
A170	4	4	5	13
A171	3	3	3	9
A172	4	5	5	14
A173	4	2	3	9
A174	4	5	5	14
A175	4	4	5	13
A176	4	5	5	14
A177	5	4	5	14
A178	5	4	4	13
A179	4	4	5	13
A180	4	4	3	11
A181	4	5	5	14
A182	4	5	5	14
A183	4	4	5	13
A184	5	4	4	13
A185	5	4	5	14
A186	4	5	4	13
A187	5	4	5	14
A188	4	5	5	14
A189	4	5	4	13
A190	4	4	5	13
A191	5	4	4	13
A192	5	4	5	14
A193	5	5	4	14

Respondent	Y.1	Y.2	Y.3	TOTAL
A194	5	5	4	14
A195	5	1	2	8
A196	5	5	5	15
A197	5	5	4	14
A198	1	3	1	5
A199	4	4	4	12
A200	5	4	5	14
A201	4	5	5	14
A202	5	3	5	13
A203	5	4	4	13
A204	4	5	5	14
A205	4	5	5	14
A206	5	3	2	10
A207	4	5	5	14
A208	3	4	5	12
A209	1	2	3	6
A210	1	4	2	7
A211	5	5	5	15
A212	5	4	5	14
A213	4	4	4	12
A214	3	3	4	10
A215	5	5	5	15
A216	5	5	5	15
A217	5	5	5	15
A218	5	5	5	15
A219	5	5	5	15
A220	5	5	5	15
A221	5	5	5	15
A222	5	5	5	15

ECO-FRIENDLY ATTITUDE (Z)

Respondent	Z.1	Z.2	Z.3	TOTAL
A01	4	4	4	12
A02	5	2	3	10
A03	3	3	3	9
A04	4	4	4	12
A05	4	4	4	12
A06	4	4	4	12
A07	4	4	4	12
A08	5	4	5	14
A09	4	4	4	12
A10	4	4	5	13
A11	3	4	3	10
A12	5	4	4	13
A13	5	5	5	15
A14	4	4	4	12
A15	4	4	5	13
A16	4	4	4	12
A17	4	5	4	13
A18	5	5	4	14
A19	5	5	5	15
A20	5	5	5	15
A21	5	5	5	15
A22	4	4	5	13
A23	4	4	4	12
A24	4	4	4	12
A25	5	4	5	14
A26	5	5	3	13
A27	3	4	4	11
A28	4	4	5	13
A29	4	4	3	11

Respondent	Z.1	Z.2	Z.3	TOTAL
A30	5	5	5	15
A31	5	5	5	15
A32	3	4	5	12
A33	5	4	5	14
A34	3	3	3	9
A35	4	5	4	13
A36	5	5	4	14
A37	5	5	5	15
A38	5	5	5	15
A39	5	5	5	15
A40	4	4	4	12
A41	4	4	4	12
A42	5	4	5	14
A43	5	5	4	14
A44	5	5	5	15
A45	5	5	5	15
A46	4	4	4	12
A47	5	5	5	15
A48	4	4	4	12
A49	4	4	4	12
A50	4	4	4	12
A51	5	5	5	15
A52	5	5	5	15
A53	5	4	3	12
A54	4	4	4	12
A55	4	5	4	13
A56	5	5	5	15
A57	4	4	4	12
A58	4	4	4	12
A59	4	4	4	12

Respondent	Z.1	Z.2	Z.3	TOTAL
A60	4	5	3	12
A61	3	5	5	13
A62	4	4	4	12
A63	3	4	3	10
A64	5	5	5	15
A65	5	3	3	11
A66	4	5	5	14
A67	4	5	4	13
A68	5	5	5	15
A69	4	3	4	11
A70	4	4	5	13
A71	5	5	5	15
A72	4	4	4	12
A73	4	5	4	13
A74	4	4	4	12
A75	5	5	5	15
A76	5	5	4	14
A77	4	4	4	12
A78	1	1	1	3
A79	4	4	4	12
A80	5	5	5	15
A81	5	5	5	15
A82	3	4	4	11
A83	4	5	5	14
A84	2	3	4	9
A85	4	5	4	13
A86	4	5	4	13
A87	3	2	4	9
A88	5	5	4	14
A89	4	4	4	12

Respondent	Z.1	Z.2	Z.3	TOTAL
A90	5	2	3	10
A91	3	3	3	9
A92	4	4	4	12
A93	4	5	4	13
A94	5	4	4	13
A95	5	4	5	14
A96	4	5	5	14
A97	5	4	5	14
A98	5	4	5	14
A99	4	5	4	13
A100	5	4	5	14
A101	4	4	5	13
A102	4	5	3	12
A103	4	5	4	13
A104	5	4	5	14
A105	3	2	4	9
A106	4	4	3	11
A107	5	4	5	14
A108	4	3	5	12
A109	4	5	4	13
A110	4	5	4	13
A111	5	4	5	14
A112	4	2	3	9
A113	4	3	2	9
A114	3	2	4	9
A115	4	5	4	13
A116	5	4	4	13
A117	5	4	4	13
A118	3	5	4	12
A119	4	5	4	13

Respondent	Z.1	Z.2	Z.3	TOTAL
A120	4	5	3	12
A121	4	5	3	12
A122	3	5	4	12
A123	5	5	4	14
A124	4	5	5	14
A125	5	4	5	14
A126	5	5	4	14
A127	4	5	4	13
A128	5	4	5	14
A129	5	4	5	14
A130	5	4	2	11
A131	5	5	4	14
A132	5	4	4	13
A133	4	5	4	13
A134	4	5	4	13
A135	4	4	5	13
A136	4	5	4	13
A137	4	5	4	13
A138	4	5	4	13
A139	5	4	5	14
A140	4	5	5	14
A141	4	4	4	12
A142	5	2	3	10
A143	3	3	3	9
A144	4	4	4	12
A145	1	2	3	6
A146	1	2	3	6
A147	5	4	2	11
A148	5	4	5	14
A149	4	4	5	13

Respondent	Z.1	Z.2	Z.3	TOTAL
A150	5	4	5	14
A151	5	4	4	13
A152	2	1	2	5
A153	5	5	4	14
A154	4	4	5	13
A155	4	4	4	12
A156	4	4	5	13
A157	4	4	4	12
A158	4	5	4	13
A159	5	4	5	14
A160	5	4	5	14
A161	4	5	4	13
A162	4	4	5	13
A163	4	5	4	13
A164	5	4	5	14
A165	5	4	5	14
A166	4	5	4	13
A167	4	4	5	13
A168	5	4	5	14
A169	4	5	4	13
A170	5	4	5	14
A171	5	3	3	11
A172	4	5	5	14
A173	4	5	4	13
A174	4	5	5	14
A175	5	4	5	14
A176	5	4	5	14
A177	4	5	4	13
A178	4	4	5	13
A179	4	5	5	14

Respondent	Z.1	Z.2	Z.3	TOTAL
A180	4	5	4	13
A181	4	5	5	14
A182	5	4	5	14
A183	4	5	5	14
A184	5	4	5	14
A185	4	4	5	13
A186	4	5	5	14
A187	4	5	4	13
A188	4	3	5	12
A189	4	5	5	14
A190	5	4	5	14
A191	5	5	4	14
A192	5	4	4	13
A193	4	3	4	11
A194	4	5	4	13
A195	5	2	3	10
A196	3	3	3	9
A197	3	2	4	9
A198	1	1	1	3
A199	4	4	4	12
A200	5	5	5	15
A201	5	5	4	14
A202	4	5	5	14
A203	4	5	5	14
A204	5	4	4	13
A205	5	4	4	13
A206	4	5	5	14
A207	5	4	5	14
A208	5	5	3	13
A209	1	3	5	9

Respondent	Z.1	Z.2	Z.3	TOTAL
A210	5	2	3	10
A211	5	5	5	15
A212	5	4	5	14
A213	4	5	4	13
A214	2	4	4	10
A215	5	5	5	15
A216	4	5	5	14
A217	5	5	5	15
A218	5	5	5	15
A219	4	5	5	14
A220	3	5	5	13
A221	5	5	5	15
A222	5	5	5	15

ECO BRAND (X1)

Respondent	X1.1	X1.2	X1.3	TOTAL
A01	4	4	4	12
A02	3	3	3	9
A03	3	3	3	9
A04	5	4	4	13
A05	4	4	4	12
A06	4	4	4	12
A07	3	4	4	11
A08	5	4	5	14
A09	4	3	4	11
A10	4	2	5	11
A11	2	3	3	8
A12	4	4	4	12
A13	4	4	4	12

Respondent	X1.1	X1.2	X1.3	TOTAL
A14	3	2	3	8
A15	3	3	3	9
A16	3	2	3	8
A17	4	3	4	11
A18	4	4	4	12
A19	3	4	4	11
A20	5	5	5	15
A21	5	5	5	15
A22	4	4	4	12
A23	4	4	4	12
A24	4	4	3	11
A25	5	4	2	11
A26	3	3	4	10
A27	3	4	4	11
A28	4	3	5	12
A29	2	2	3	7
A30	5	5	5	15
A31	2	3	1	6
A32	3	3	2	8
A33	3	2	4	9
A34	5	5	5	15
A35	5	5	4	14
A36	4	3	5	12
A37	5	5	5	15
A38	5	5	5	15
A39	4	4	4	12
A40	4	4	4	12
A41	4	4	4	12
A42	3	4	4	11
A43	4	4	4	12

Respondent	X1.1	X1.2	X1.3	TOTAL
A44	4	5	3	12
A45	4	4	4	12
A46	4	4	4	12
A47	5	4	4	13
A48	4	4	4	12
A49	4	4	4	12
A50	5	5	5	15
A51	4	4	4	12
A52	2	3	3	8
A53	1	2	3	6
A54	4	3	4	11
A55	2	2	2	6
A56	4	3	4	11
A57	4	4	4	12
A58	3	3	4	10
A59	4	2	2	8
A60	5	5	5	15
A61	3	3	4	10
A62	4	4	4	12
A63	4	4	4	12
A64	4	4	4	12
A65	3	3	3	9
A66	4	4	4	12
A67	3	3	3	9
A68	5	4	5	14
A69	5	4	4	13
A70	4	4	4	12
A71	5	5	5	15
A72	4	4	4	12
A73	5	4	4	13

Respondent	X1.1	X1.2	X1.3	TOTAL
A74	4	4	4	12
A75	4	5	5	14
A76	5	5	5	15
A77	4	4	4	12
A78	2	1	1	4
A79	4	4	4	12
A80	3	3	3	9
A81	3	3	5	11
A82	4	4	4	12
A83	4	4	4	12
A84	4	5	4	13
A85	4	3	4	11
A86	5	4	3	12
A87	4	5	4	13
A88	5	5	4	14
A89	4	4	4	12
A90	3	3	3	9
A91	3	3	3	9
A92	5	4	4	13
A93	5	5	4	14
A94	4	5	4	13
A95	4	5	5	14
A96	4	4	5	13
A97	4	5	4	13
A98	4	3	5	12
A99	4	4	5	13
A100	3	4	5	12
A101	4	5	4	13
A102	3	4	2	9
A103	5	4	5	14

Respondent	X1.1	X1.2	X1.3	TOTAL
A104	5	4	4	13
A105	4	5	4	13
A106	4	4	3	11
A107	4	4	5	13
A108	4	4	3	11
A109	4	4	3	11
A110	4	4	3	11
A111	4	3	4	11
A112	4	4	3	11
A113	4	4	3	11
A114	4	4	2	10
A115	4	5	4	13
A116	5	4	5	14
A117	5	4	5	14
A118	4	5	5	14
A119	5	4	5	14
A120	5	4	4	13
A121	5	5	4	14
A122	5	4	4	13
A123	4	5	5	14
A124	5	4	4	13
A125	5	4	4	13
A126	5	4	4	13
A127	5	5	4	14
A128	5	4	4	13
A129	5	5	4	14
A130	5	4	3	12
A131	4	5	5	14
A132	4	5	2	11
A133	5	4	5	14

Respondent	X1.1	X1.2	X1.3	TOTAL
A134	5	4	4	13
A135	4	4	5	13
A136	4	2	3	9
A137	4	5	4	13
A138	4	2	3	9
A139	4	4	5	13
A140	4	5	4	13
A141	4	4	4	12
A142	3	3	3	9
A143	3	3	3	9
A144	5	4	4	13
A145	4	4	5	13
A146	4	4	5	13
A147	4	4	5	13
A148	5	5	4	14
A149	5	5	4	14
A150	4	4	5	13
A151	1	2	3	6
A152	4	4	5	13
A153	2	3	4	9
A154	3	4	5	12
A155	3	2	3	8
A156	3	3	3	9
A157	3	2	3	8
A158	4	5	5	14
A159	4	4	5	13
A160	4	5	4	13
A161	4	4	5	13
A162	4	5	4	13
A163	4	5	5	14

Respondent	X1.1	X1.2	X1.3	TOTAL
A164	4	4	5	13
A165	5	5	4	14
A166	4	4	5	13
A167	4	5	4	13
A168	4	5	4	13
A169	4	4	5	13
A170	4	4	5	13
A171	3	3	3	9
A172	4	4	4	12
A173	3	3	3	9
A174	4	5	5	14
A175	4	5	5	14
A176	4	5	5	14
A177	4	5	5	14
A178	4	5	4	13
A179	5	4	4	13
A180	4	5	4	13
A181	4	5	4	13
A182	4	5	5	14
A183	4	5	5	14
A184	4	5	4	13
A185	4	4	5	13
A186	5	5	4	14
A187	5	4	4	13
A188	4	3	4	11
A189	5	4	4	13
A190	4	5	4	13
A191	4	5	5	14
A192	3	4	5	12
A193	4	5	5	14

Respondent	X1.1	X1.2	X1.3	TOTAL
A194	5	4	4	13
A195	3	3	3	9
A196	3	3	3	9
A197	4	5	4	13
A198	2	1	1	4
A199	4	4	4	12
A200	3	3	3	9
A201	5	5	3	13
A202	5	5	4	14
A203	5	4	5	14
A204	4	5	4	13
A205	5	4	4	13
A206	5	4	4	13
A207	4	5	5	14
A208	1	3	4	8
A209	1	3	2	6
A210	2	2	1	5
A211	5	5	5	15
A212	5	4	5	14
A213	4	4	4	12
A214	3	4	4	11
A215	5	5	5	15
A216	4	4	4	12
A217	5	5	5	15
A218	5	5	5	15
A219	5	3	3	11
A220	5	4	4	13
A221	4	4	4	12
A222	5	5	5	15

ECO LABEL (X2)

Respondent	X2.1	X2.2	X2.3	TOTAL
A01	5	4	3	12
A02	3	3	3	9
A03	5	5	5	15
A04	4	4	4	12
A05	4	4	4	12
A06	4	4	4	12
A07	3	3	4	10
A08	3	3	5	11
A09	4	4	3	11
A10	4	4	4	12
A11	3	3	4	10
A12	4	4	4	12
A13	5	5	5	15
A14	3	4	4	11
A15	3	3	4	10
A16	3	3	3	9
A17	4	4	5	13
A18	4	4	5	13
A19	4	4	5	13
A20	5	5	3	13
A21	5	5	5	15
A22	5	4	4	13
A23	4	4	4	12
A24	3	3	2	8
A25	5	3	3	11
A26	4	5	5	14
A27	3	3	4	10
A28	5	5	4	14
A29	4	4	5	13

Respondent	X2.1	X2.2	X2.3	TOTAL
A30	5	5	5	15
A31	3	2	2	7
A32	3	2	1	6
A33	4	3	4	11
A34	3	3	3	9
A35	5	4	4	13
A36	5	4	5	14
A37	5	5	5	15
A38	5	5	5	15
A39	4	4	3	11
A40	4	4	4	12
A41	4	3	4	11
A42	4	4	3	11
A43	4	4	4	12
A44	5	5	5	15
A45	4	4	4	12
A46	4	4	4	12
A47	5	5	5	15
A48	3	3	3	9
A49	4	4	4	12
A50	4	4	4	12
A51	4	4	4	12
A52	4	5	5	14
A53	3	4	4	11
A54	4	4	4	12
A55	3	3	4	10
A56	3	4	4	11
A57	4	4	4	12
A58	3	3	2	8
A59	4	4	4	12

Respondent	X2.1	X2.2	X2.3	TOTAL
A60	4	4	3	11
A61	5	4	2	11
A62	4	4	4	12
A63	3	3	3	9
A64	5	5	5	15
A65	3	3	3	9
A66	4	5	4	13
A67	4	3	3	10
A68	4	5	5	14
A69	4	4	4	12
A70	4	4	5	13
A71	4	4	5	13
A72	4	4	4	12
A73	3	4	3	10
A74	4	4	4	12
A75	4	4	5	13
A76	3	3	3	9
A77	4	4	4	12
A78	2	1	1	4
A79	4	4	4	12
A80	4	4	3	11
A81	5	5	5	15
A82	3	4	4	11
A83	3	4	5	12
A84	5	4	3	12
A85	4	5	5	14
A86	4	5	4	13
A87	3	4	5	12
A88	4	3	2	9
A89	5	4	3	12

Respondent	X2.1	X2.2	X2.3	TOTAL
A90	3	3	3	9
A91	5	5	5	15
A92	4	4	4	12
A93	4	5	4	13
A94	5	4	4	13
A95	4	5	4	13
A96	4	5	5	14
A97	5	5	4	14
A98	5	4	4	13
A99	4	5	4	13
A100	4	2	4	10
A101	5	5	4	14
A102	4	4	5	13
A103	4	4	5	13
A104	5	4	5	14
A105	4	4	3	11
A106	5	3	4	12
A107	4	3	2	9
A108	3	2	3	8
A109	4	5	3	12
A110	4	5	3	12
A111	4	5	2	11
A112	3	2	4	9
A113	3	2	4	9
A114	4	4	3	11
A115	3	5	4	12
A116	4	5	4	13
A117	5	5	4	14
A118	5	4	5	14
A119	4	5	3	12

Respondent	X2.1	X2.2	X2.3	TOTAL
A120	3	5	4	12
A121	4	5	4	13
A122	4	5	4	13
A123	5	4	5	14
A124	4	5	4	13
A125	4	5	5	14
A126	4	5	4	13
A127	4	5	5	14
A128	4	5	5	14
A129	4	5	5	14
A130	4	5	5	14
A131	5	4	4	13
A132	5	4	3	12
A133	4	5	5	14
A134	4	5	4	13
A135	4	5	4	13
A136	4	5	4	13
A137	5	4	5	14
A138	1	4	3	8
A139	4	5	4	13
A140	5	4	5	14
A141	5	4	3	12
A142	3	3	3	9
A143	5	5	5	15
A144	4	4	4	12
A145	5	4	5	14
A146	5	4	4	13
A147	5	4	5	14
A148	5	5	4	14
A149	4	4	5	13

Respondent	X2.1	X2.2	X2.3	TOTAL
A150	5	4	4	13
A151	4	4	5	13
A152	5	4	4	13
A153	5	5	4	14
A154	5	4	4	13
A155	3	4	4	11
A156	3	3	4	10
A157	3	3	3	9
A158	4	5	3	12
A159	4	5	4	13
A160	4	4	3	11
A161	4	3	5	12
A162	4	2	5	11
A163	4	5	4	13
A164	4	5	4	13
A165	4	5	4	13
A166	4	5	4	13
A167	5	4	4	13
A168	5	3	4	12
A169	4	5	4	13
A170	4	5	4	13
A171	3	3	3	9
A172	4	5	4	13
A173	4	3	3	10
A174	4	4	5	13
A175	5	4	4	13
A176	4	5	4	13
A177	5	4	4	13
A178	5	4	5	14
A179	5	4	5	14

Respondent	X2.1	X2.2	X2.3	TOTAL
A180	5	4	4	13
A181	4	5	4	13
A182	4	5	5	14
A183	4	4	5	13
A184	5	5	4	14
A185	4	5	4	13
A186	5	4	5	14
A187	5	4	5	14
A188	5	3	5	13
A189	5	4	5	14
A190	5	5	4	14
A191	5	4	5	14
A192	4	3	5	12
A193	4	5	4	13
A194	5	4	3	12
A195	3	3	3	9
A196	5	5	5	15
A197	3	4	5	12
A198	2	1	1	4
A199	4	4	4	12
A200	4	4	3	11
A201	4	5	5	14
A202	4	5	5	14
A203	4	4	5	13
A204	4	5	5	14
A205	4	3	4	11
A206	4	5	5	14
A207	5	4	5	14
A208	5	1	1	7
A209	2	1	2	5

Respondent	X2.1	X2.2	X2.3	TOTAL
A210	3	4	5	12
A211	5	5	5	15
A212	5	5	5	15
A213	4	4	4	12
A214	2	3	4	9
A215	4	4	4	12
A216	3	3	3	9
A217	5	5	5	15
A218	5	5	5	15
A219	3	4	4	11
A220	4	4	4	12
A221	4	3	4	11
A222	5	5	5	15

ENVIRONMENTAL ADVERTISEMENT (X3)

Respondent	X3.1	X3.2	X3.3	TOTAL
A01	5	5	5	15
A02	3	3	1	7
A03	2	3	1	6
A04	4	4	4	12
A05	4	4	4	12
A06	4	4	4	12
A07	4	4	3	11
A08	3	3	3	9
A09	4	4	3	11
A10	4	2	4	10
A11	3	4	3	10
A12	4	4	4	12
A13	5	5	5	15

Respondent	X3.1	X3.2	X3.3	TOTAL
A14	4	4	4	12
A15	4	4	3	11
A16	3	3	3	9
A17	4	5	2	11
A18	3	4	4	11
A19	4	5	4	13
A20	5	3	3	11
A21	5	5	5	15
A22	4	4	4	12
A23	4	4	4	12
A24	3	2	2	7
A25	4	4	4	12
A26	5	5	5	15
A27	3	4	4	11
A28	4	5	4	13
A29	4	4	4	12
A30	5	5	5	15
A31	3	3	2	8
A32	4	2	2	8
A33	2	4	2	8
A34	3	3	3	9
A35	5	5	5	15
A36	4	5	5	14
A37	5	5	5	15
A38	5	5	5	15
A39	4	4	3	11
A40	3	3	3	9
A41	3	4	3	10
A42	4	4	4	12
A43	4	5	3	12

Respondent	X3.1	X3.2	X3.3	TOTAL
A44	4	5	3	12
A45	5	5	5	15
A46	4	4	4	12
A47	5	4	4	13
A48	4	4	4	12
A49	3	3	3	9
A50	4	4	4	12
A51	5	5	5	15
A52	4	5	5	14
A53	4	4	3	11
A54	4	4	4	12
A55	2	3	3	8
A56	3	4	3	10
A57	4	4	4	12
A58	4	4	3	11
A59	4	2	4	10
A60	5	3	4	12
A61	3	2	3	8
A62	4	4	4	12
A63	4	4	3	11
A64	5	5	5	15
A65	1	1	1	3
A66	5	5	5	15
A67	4	2	4	10
A68	4	5	4	13
A69	4	4	4	12
A70	3	3	4	10
A71	5	4	4	13
A72	4	4	4	12
A73	4	4	3	11

Respondent	X3.1	X3.2	X3.3	TOTAL
A74	4	4	4	12
A75	5	5	4	14
A76	5	4	4	13
A77	4	4	4	12
A78	1	1	1	3
A79	4	4	4	12
A80	4	4	4	12
A81	5	5	3	13
A82	4	4	4	12
A83	3	5	4	12
A84	4	5	4	13
A85	4	5	4	13
A86	3	2	4	9
A87	4	5	4	13
A88	5	4	5	14
A89	5	5	5	15
A90	3	3	1	7
A91	2	3	1	6
A92	4	4	4	12
A93	5	5	4	14
A94	5	5	4	14
A95	5	4	4	13
A96	5	4	5	14
A97	5	4	4	13
A98	2	4	4	10
A99	5	5	4	14
A100	5	5	4	14
A101	5	4	5	14
A102	4	5	5	14
A103	4	5	5	14

Respondent	X3.1	X3.2	X3.3	TOTAL
A104	4	5	5	14
A105	4	4	5	13
A106	3	2	4	9
A107	3	4	2	9
A108	3	2	4	9
A109	3	2	4	9
A110	3	2	4	9
A111	4	4	2	10
A112	4	3	4	11
A113	4	5	4	13
A114	4	5	3	12
A115	5	4	5	14
A116	3	5	4	12
A117	4	3	5	12
A118	5	4	5	14
A119	5	4	4	13
A120	5	4	5	14
A121	5	5	4	14
A122	5	4	4	13
A123	3	5	4	12
A124	5	3	4	12
A125	5	4	4	13
A126	5	4	5	14
A127	5	4	4	13
A128	5	4	4	13
A129	5	4	4	13
A130	5	5	4	14
A131	4	5	4	13
A132	4	5	5	14
A133	5	4	4	13

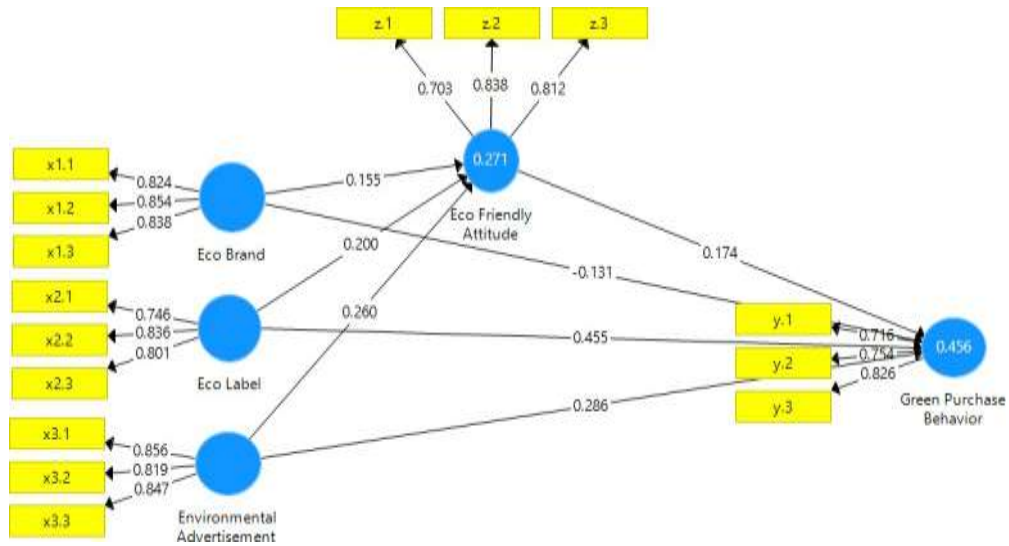
Respondent	X3.1	X3.2	X3.3	TOTAL
A134	5	4	4	13
A135	5	4	5	14
A136	4	1	3	8
A137	4	4	5	13
A138	4	4	5	13
A139	5	5	4	14
A140	5	4	4	13
A141	5	5	5	15
A142	3	3	1	7
A143	2	3	1	6
A144	4	4	4	12
A145	5	4	4	13
A146	5	5	4	14
A147	3	4	5	12
A148	3	2	4	9
A149	5	4	5	14
A150	2	3	1	6
A151	5	4	5	14
A152	5	4	3	12
A153	4	4	1	9
A154	5	2	1	8
A155	4	4	4	12
A156	4	4	3	11
A157	3	3	3	9
A158	4	5	5	14
A159	5	4	4	13
A160	5	4	4	13
A161	4	4	5	13
A162	4	3	4	11
A163	5	4	4	13

Respondent	X3.1	X3.2	X3.3	TOTAL
A164	4	4	5	13
A165	5	3	4	12
A166	5	3	4	12
A167	4	5	4	13
A168	4	5	5	14
A169	4	3	4	11
A170	5	4	4	13
A171	1	1	1	3
A172	5	5	5	15
A173	4	2	4	10
A174	5	3	4	12
A175	4	5	5	14
A176	5	4	5	14
A177	5	4	5	14
A178	4	5	5	14
A179	4	5	4	13
A180	4	5	5	14
A181	4	5	4	13
A182	4	4	5	13
A183	5	4	5	14
A184	4	5	5	14
A185	5	4	5	14
A186	4	4	5	13
A187	4	5	5	14
A188	4	4	5	13
A189	4	4	5	13
A190	5	4	4	13
A191	4	4	5	13
A192	4	4	3	11
A193	5	5	4	14

Respondent	X3.1	X3.2	X3.3	TOTAL
A194	4	5	5	14
A195	3	3	1	7
A196	2	3	1	6
A197	4	5	4	13
A198	1	1	1	3
A199	4	4	4	12
A200	4	4	4	12
A201	5	4	5	14
A202	5	5	4	14
A203	5	3	4	12
A204	5	4	3	12
A205	4	5	5	14
A206	5	4	5	14
A207	4	3	2	9
A208	1	2	2	5
A209	4	3	2	9
A210	1	3	4	8
A211	5	5	5	15
A212	5	4	5	14
A213	4	4	3	11
A214	4	4	4	12
A215	4	4	4	12
A216	5	4	4	13
A217	5	5	5	15
A218	5	5	5	15
A219	4	4	4	12
A220	4	3	3	10
A221	5	5	5	15
A222	5	5	5	15

OUTER MODEL

Outer Loadings Figure



Outer Loadings Table

Indicator	Eco Brand (X1)	Eco Label (X2)	Environmental Advertisement (X3)	Eco-Friendly Attitude (Z)	Green Purchase Behavior (Y)
X1.1	0.824				
X1.2	0.854				
X1.3	0.838				
X2.1		0.746			
X2.2		0.836			
X2.3		0.801			
X3.1			0.856		
X3.2			0.819		
X3.3			0.847		
Z1				0.703	
Z2				0.838	
Z3				0.812	
Y1					0.716
Y2					0.754
Y3					0.826

Discriminant Validity

Variables	Eco Brand (X1)	Eco-Friendly Attitude (Z)	Eco Label (X2)	Environmental Advertisement (X3)	Green Purchase Behavior (Y)
Eco Brand (X1)	0.839				
Eco-Friendly Attitude (Z)	0.424	0.786			
Eco Label (X2)	0.560	0.426	0.795		
Environmental Advertisement (X3)	0.604	0.460	0.532	0.841	
Green Purchase Behavior (Y)	0.370	0.443	0.608	0.529	0.767

Composite Reliability

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Eco Brand (X1)	0.79	0.797	0.877	0.703
Eco-Friendly Attitude (Z)	0.696	0.723	0.829	0.619
Eco Label (X2)	0.709	0.732	0.836	0.631
Environmental Advertisement (X3)	0.793	0.796	0.879	0.707
Green Purchase Behavior (Y)	0.647	0.659	0.81	0.588

INNER MODEL*R-Square*

Variables	R-Square	R-Square Adjusted
Eco-Friendly Attitude (Z)	0.273	0.263
Green Purchase Behavior (Y)	0.332	0.323

F-Square

Variables	Eco Brand (X1)	Eco-Friendly Attitude (Z)	Eco Label (X2)	Environmental Advertisement (X3)	Green Purchase Behavior (Y)
Eco Brand (X1)		0.018			0.017
Eco-Friendly Attitude (Z)					0.0041
Eco Label (X2)		0.035			0.231
Environmental Advertisement (X3)		0.054			0.083

Hypothesis Testing*Direct Effect*

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Eco Brand (X1) → Eco Friendly Attitude (Z)	0.155	0.149	0.081	1,915	0.056
Eco Brand (X1) → Green Purchase Behavior (Y)	-0.131	-0.137	0.087	1,511	0.132
Eco Friendly Attitude (Z) → Green Purchase Behavior (Y)	0.174	0.177	0.061	2,846	0.005
Eco Label (X2) → Eco Friendly Attitude (Z)	0.200	0.208	0.087	2,314	0.021
Eco Label (X2) → Green Purchase Behavior (Y)	0.455	0.450	0.098	4,639	0.000
Environmental Advertisement (X3) → Eco Friendly Attitude (Z)	0.260	0.254	0.075	3,468	0.001

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Environmental Advertisement (X3) → Green Purchase Behavior (Y)	0.286	0.292	0.073	3,922	0.000

Indirect Effect

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Eco Brand (X1) → Eco Friendly Attitude (Z) → Green Purchase Behavior (Y)	0.038	0.039	0.024	1,575	0.116
Eco Label (X2) → Eco Friendly Attitude (Z) → Green Purchase Behavior (Y)	0.053	0.063	0.037	1,443	0.15
Environmental Advertisement (X3) → Eco Friendly Attitude (Z) → Green Purchase Behavior (Y)	0.066	0.066	0.031	2,119	0.035



MAJELIS PENDIDIKAN TINGGI MUHAMMADIYAH
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FAKULTAS EKONOMI DAN BISNIS

Jl. Kepren Mubtahir Baeri No. 3, Medan, Telp. 061-6624567, Kode Pos 20238

PERMOHONAN JUDUL PENELITIAN

No. Agenda: 5402/JDL/SKR/MAN/FEB/UMSU/4/7/2025

Kepada Yth.
Ketua Program Studi Manajemen
Fakultas Ekonomi dan Bisnis
Universitas Muhammadiyah Sumatera Utara
di Medan

Medan, 4/7/2025

Dengan hormat,

Saya yang bertanda tangan di bawah ini,

Nama : Annisa Mawaddah Nasution
NPM : 2205160090
Program Studi : Manajemen
Konsentrasi : MARKETING

Dalam rangka proses penyusunan skripsi, saya bermohon untuk mengajukan judul penelitian berikut ini:

Identifikasi Masalah : 1. This research aims to examine the effect of cashback promotions and discounts on consumer loyalty of e-wallet application users for online food purchases. The main focus is to explore how user satisfaction mediates the effect of promotions on loyalty. Apart from that, this research will also look at the factors that influence consumers' decisions to continue using e-wallet applications in the online food sector. 2. This research aims to analyze the influence of brand awareness and price perception on purchasing decisions for Emina skincare products, with brand image as a mediating variable. The main focus of this research is to understand how brand image mediates the relationship between brand awareness, price perception, and consumer purchasing decisions. 3. This research aims to analyze the influence of brand awareness and price perception on purchasing decisions for Chatime products, with brand image as a mediating variable. The main focus of this research is to understand how brand image mediates the relationship between brand awareness, price perception, and consumer purchasing decisions for Chatime products.

Rencana Judul : 1. 1. The Effect Of Cashback And Discount Promotions On Consumer Loyalty Mediated By E-Wallet Application User Satisfaction In Online Food Purchase Transactions
2. 2. The Influence Of Brand Awareness And Price Perception On Purchasing Decisions Mediated By Brand Image On Emina Skincare Products
3. 3. The Influence Of Brand Awareness And Price Perception On Chatime Product Purchasing Decisions Mediated By Brand Image In Medan City

Objek/Lokasi Penelitian : 1. Research Object: E-Wallet Application (Ovo, Gopay, Dana, Or ShopeePay) Place: E-Wallet Application Users In Medan City 2. Research Object: Emina Skincare Products Place: Consumers Of Emina Skincare Products At Muhammadiyah University, North Sumatra 3. Research Object/Place: Chatime Indonesia / Chatime Outlet In Medan City

Demikianlah permohonan ini saya sampaikan. Atas perhatiannya saya ucapkan terimakasih.

Hormat Saya
Pemohon

(Annisa Mawaddah Nasution)



MAJELIS PENDIDIKAN TINGGI MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS EKONOMI DAN BISNIS

Jl. Kapten Mukhtar Basri No. 3. Medan, Telp. 061-6624567, Kode Pos 20238

PERSETUJUAN JUDUL PENELITIAN

Nomor Agenda: 5402/JDL/SKR/MAN/FEB/UMSU/4/7/2025

Nama Mahasiswa : Annisa Mawaddah Nazution

NPM : 2205160090

Program Studi : Manajemen

Konsentrasi : MARKETING

Tanggal Pengajuan Judul : 4/7/2025

Nama Dosen Pembimbing*) :

Arif Pratama Manggung, SE, MM, MA

Judul Disetujui**)

*The Effect of Eco Brand, and Eco Label,
and Environmental advertisement on Green
Purchase Behavior mediated by Eco friendly
attitude (A Study on Tourists in Rural Tourism
Destinations in north Sumatera).*

Disetujui oleh:
Ketua Program Studi Manajemen

(Jashim Sertuddin Hasibuan, SE., M.Si.)

Medan, 17/11 - 2024

Dosen Pembimbing

Arif Pratama Manggung

Keterangan:

*) Ditai oleh Pimpinan Program Studi

***) Ditai oleh Dosen Pembimbing

Setelah diizinkan oleh Prodi dan Dosen pembimbing, scan foto dan uploadlah hasilnya ke-2 bel pada form online "Upload Pengajuan Judul Skripsi"



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS EKONOMI DAN BISNIS

UMSU Terakreditasi Unggul Berdasarkan Keputusan Badan Akreditasi Nasional Perguruan Tinggi No. 174/SK/BAH-PT/An-Pg/PT/2024
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**PENETAPAN DOSEN PEMBIMBING
 PROPOSAL / SKRIPSI MAHASISWA**

NOMOR : 131/TGS/IL3.AU/UMSU-05/F/2026

Assalamu'alaikum Warahmatullahi Wabarakatuh

Rekan Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Sumatera Utara, berdasarkan Persetujuan dan permohonan judul penelitian Proposal / Tugas Akhir / Jurnal / dari Ketua / Sekretaris :

Program Studi : Manajemen
 pada Tanggal :

Dengan ini menetapkan Dosen Pembimbing Proposal / Tugas Akhir / Jurnal Mahasiswa :

Nama : Annisa Mawaddah Nasution

NPM : 2205160090

Semester : VII (Tujuh)

Program Studi : Manajemen

Judul Proposal / Skripsi : **The Effect of Eco Brand, Eco Label, and Environmental Advertisement on Green Purchase Behavior Mediated By Eco Friendly Attitude (A Study on Tourists In Rural Tourism Destinations In North Sumatera)**

Dosen Pembimbing : Arif Pratama Marpaung, S.E., M.M

Dengan demikian di izinkan menulis Proposal / Tugas Akhir / Jurnal dengan ketentuan :

1. Penulisan berpedoman pada buku panduan penulisan Proposal/ Tugas Akhir / Jurnal / Fakultas Ekonomi dan Bisnis UMSU.
2. Pelaksanaan Sidang Tugas Akhir harus berjarak 3 bulan setelah dikeluarkannya Surat Penetapan Dosen Pembimbing Tugas Akhir
3. Proyek Proposal/ Tugas Akhir / Jurnal dinyatakan " BATAL " bila tidak selesai sebelum Masa Daluarsa tanggal : 12 Januari 2027
4. Revisi Judul.....

Assalamu'alaikum Warahmatullahi Wabarakatuh.



Ditetapkan di : Medan
 Pada Tanggal : 22 Rajab 1447 H
 12 Januari 2026 M



Dekan

Dr. Radiman, S.E., M.Si
 NIDN : 0107087801

Penyusunan :
 1. Pertinggal.





MAJLIS PENDIDIKAN TINGGI MUHAMMADIYAH PIMPINAN PUSAT
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FAKULTAS EKONOMI DAN BISNIS

Jl. Kapl. Muchtar Basri No. 3 ☎ (061) 6624567 Ext: 304 Medan 20238

BERITA ACARA SEMINAR PROPOSAL PROGRAM STUDI MANAJEMEN

Pada hari ini Rabu 21 Januari 2026 telah diselenggarakan seminar Proposal Program Studi Manajemen menerangkan bahwa :

Nama : Annisa Mawaddah Nasution
Konsentrasi : Man. Pemasaran
N.P.M. : 2205160090
Tempat / Tgl.Lahir : Rantau Prapat, 14 Februari 2004
Alamat Rumah : Gunung Sibayak No.12 Medan
Judul Proposal : The Effect of Eco Brand, Eco Label, and Environmental Advertisement on Green Purchase Behavior Mediated by Eco Friendly Attitude (A Study on Tourists in Rural Tourism Destinations in North Sumatera)

Disetujui / tidak disetujui *)

Item	Komentar
Judul	<i>ok</i>
Bab I	<i>- what the problem from independent & variable - how to measure the pressure</i>
Bab II	
Bab III	<i>- put the kept at your indicator</i>
Lainnya	
Kesimpulan	<input checked="" type="checkbox"/> Lulus <input type="checkbox"/> Tidak Lulus

Medan, Rabu 21 Januari 2026

TIM SEMINAR

Ketua

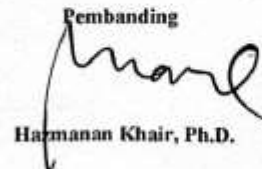
Agus Sani, S.E., M.Sc.

Pembimbing

Arif Pratama Marpaung, S.E., M.M.

Sekretaris

Arif Pratama Marpaung, S.E., M.M.

Pembanding

Harmanan Khair, Ph.D.



MAJLIS PENDIDIKAN TINGGI MUHAMMADIYAH PIMPINAN PUSAT
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Jl. Kap. Mukhtar Basri No. 3 Tel. (061) 6624567 Ext. 304 Medan 220238



PENGESAHAN PROPOSAL

Berdasarkan hasil seminar Proposal Program Studi Manajemen yang diselenggarakan pada hari *Rabu 21 Januari 2026* menerangkan bahwa:

Nama : Annisa Mawaddah Nasution
Konsentrasi : Man. Pemasaran
N.P.M. : 2205160090
Tempat / Tgl.Lahir : Rantau Prapat, 14 Februari 2004
Alamat Rumah : Gunung Sibayak No.12 Medan
JudulProposal : The Effect of Eco Brand, Eco Label, and Environmental Advertisement on Green Purchase Behavior Mediated by Eco Friendly Attitude (A Study on Tourists in Rural Tourism Destinations in North Sumatera).

Proposal dinyatakan syah dan memenuhi Syarat untuk menulis Tugas Akhir dengan pembimbing:
Arif Pratama Marpaung, S.E., M.M.

Medan, Rabu 21 Januari 2026

TIM SEMINAR

Ketua

Agus Sahi
Agus Sahi, S.E., M.Sc.

Pembimbing

Arif Pratama Marpaung
Arif Pratama Marpaung, S.E., M.M.

Sekretaris

Arif Pratama Marpaung
Arif Pratama Marpaung, S.E., M.M.

Pembanding

Hazmanan Khair
Hazmanan Khair, Ph.D.

Diketahui / Disetujui
An. Dekan
Wakil Dekan - I

09/03/2026
Dr. Masrudy Tanjung
Assoc.Prof. Dr. Masrudy Tanjung, S.E., M.Si.
NIDN. 0118127401

DAFTAR RIWAYAT HIDUP**A. Identitas Pribadi**

Nama Lengkap : Annisa Mawaddah Nasution
Jenis Kelamin : Perempuan
Tempat/Tanggal Lahir : Rantau Prapat, 14 Februari 2004
Agama : Islam
Nama Ayah : Ijen Sumardi
Nama Ibu : Sulfa Khairani
Alamat : Jl. Gunung Sibayak No. 12
Negara : Indonesia

B. Pendidikan

SD : SD Negeri 06 Rantau Utara (2010–2016)
SMP : SMP Negeri 1 Rantau Utara (2016–2019)
SMA : SMA Negeri 1 Rantau Utara (2019–2022)

Demikian daftar riwayat hidup ini dibuat dengan sebenarnya.

Medan, 7 April 2026

Penulis,



ANNISA MAWADDAH NASUTION

NPM: 2205160090