

**MODEL PEMBENTUKAN
TOURIST ENVIRONMENTALLY RESPONSIBLE BEHAVIOUR
DALAM KONTEKS PARIWISATA HALAL**

DISERTASI

Diajukan untuk Memenuhi sebagian dari Syarat
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ABSTRAK

Rivaldi Arissaputra, NIM 2208206, Model Pembentukan *Tourist Environmentally Responsible Behaviour* dalam Konteks Pariwisata Halal; di bawah bimbingan promotor: Prof. Dr. Vanessa Gaffar, SE., AK., MBA., Ko-Promotor: Dr. Mokh. Adib Sultan, ST., MT., dan Anggota Promotor: Denny Andriana, SE., PgDip., MBA., Ph.D., Ak., CMA., CA.

Tingginya jumlah pengunjung wisata di Indonesia membuat semakin meningkat risiko dampak negatif pariwisata. Penelitian ini bertujuan untuk menekan dampak negatif pariwisata dengan mengembangkan dan menguji model konseptual yang menjelaskan pembentukan *Tourist Environmentally Responsible Behaviour* yang menjadi *novelty*. Penelitian ini menggunakan pendekatan *mixed methods* dengan desain *convergent*, melalui survei terhadap 831 wisatawan nusantara di destinasi ekowisata Jawa Barat dan wawancara mendalam dengan 12 informan kunci dari unsur pemerintah, pengelola, wisatawan, akademisi, dan komunitas lokal. Hasil SEM menunjukkan bahwa *Digital Halal Tourism Literacy* dan *Halal Experiencescape Quality* tidak berpengaruh langsung terhadap *Tourist Environmentally Responsible Behaviour*, tetapi memiliki pengaruh signifikan secara tidak langsung melalui *Memorable Halal Ecotourism Experience* dan *Halal Destination Attachment* sebagai mediator. Temuan kualitatif selaras dan memperkaya hasil kuantitatif dengan mengidentifikasi faktor lainnya seperti *Environmental Awareness*, *Environmental Concern*, *Environmental Education*, dan *Stakeholders*. Penelitian ini menghasilkan kontribusi teoretis dalam bentuk pengembangan konsep *Tourist Behaviour* dengan pendekatan ekologis dan model integratif menuju terwujudnya *Sustainable Halal Tourism*. Penelitian ini juga memberikan kontribusi praktis bagi para pemangku kepentingan dalam merancang pengalaman wisata halal yang mendorong *Tourist Environmentally Responsible Behaviour*.

Kata Kunci: *Tourist Environmentally Responsible Behaviour*, *Digital Halal Tourism Literacy*, *Halal Experiencescape Quality*, *Memorable Halal Ecotourism Experience*, *Halal Destination Attachment*.

ABSTRACT

Rivaldi Arissaputra, NIM 2208206, The Formation Model of Tourist Environmentally Responsible Behaviour in the Context of Halal Tourism; under the supervision of Promoter: Prof. Dr. Vanessa Gaffar, SE., AK., MBA., Co-Promoter: Dr. Mokh. Adib Sultan, ST., MT., and Promoter Committee Member: Denny Andriana, SE., PgDip., MBA., Ph.D., Ak., CMA., CA.

The increasing number of tourist visits in Indonesia has heightened the risk of negative tourism impacts. This study aims to mitigate these impacts by developing and testing a conceptual model that explains the formation of Tourist Environmentally Responsible Behaviour, which serves as the novelty of the research. A mixed methods approach with a convergent design was employed, involving a survey of 831 domestic tourists at ecotourism destinations in West Java and in-depth interviews with 12 key informants representing government, tourism managers, tourists, academics, and local communities. SEM results indicate that Digital Halal Tourism Literacy and Halal Experiencescape Quality do not directly influence Tourist Environmentally Responsible Behaviour, but have a significant indirect effect through Memorable Halal Ecotourism Experience and Halal Destination Attachment as mediators. The qualitative findings align with and enrich the quantitative results by identifying additional factors such as Environmental Awareness, Environmental Concern, Environmental Education, and Stakeholders. This study contributes theoretically by developing the concept of Tourist Behaviour through an ecological approach and an integrative model toward achieving Sustainable Halal Tourism. It also offers practical contributions for stakeholders in designing halal tourism experiences that foster Tourist Environmentally Responsible Behaviour.

Keywords: Tourist Environmentally Responsible Behaviour, Digital Halal Tourism Literacy, Halal Experiencescape Quality, Memorable Halal Ecotourism Experience, Halal Destination Attachment.

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