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Green Tourism in East Java: The Mediating Role of Functional and Social Values on Consumer Choice Behavior

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Abstract

Purpose– Tourism is a continuously growing industry that contributes to increasing national income and economic growth in East Java; however, it also impacts the natural and social environment. Green tourism aims to implement environmentally sustainable practices (ESP) by integrating functional value price (FVP), functional value quality (FVQ), and social value responsibility (SVR) into consumer choice behavior (CCB). This study examines the mediating roles of FVP, FVQ, and SVR in the relationship between ESP and CCB.

Methodology– This study adopts a quantitative approach by distributing an online survey to 150 respondents and analyzes the relationships between variables using the PLS-SEM approach.

Finding– The findings show that ESP significantly influences CCB, FVQ, FVP, and SVR. CCB is directly affected by ESP and FVQ, but not by FVP or SVR. Only FVQ mediates the ESP–CCB relationship significantly. These results underscore the role of high-quality sustainability practices in shaping consumer choices, suggesting that green tourism stakeholders should prioritize product quality and sustainable efforts.

Originality – This manuscript's originality lies in examining the intermediary functional of FVP, FVQ, and SVR in linking ESP to CCB in the setting of green tourism in East Java.

1. Introduction

Tourism has become a rapidly growing industry in the modern era. The development of tourism aims to increase national revenue, thereby contributing to economic growth across various sectors of the economy. Tourism is defined as "mature tourism," referring to travel undertaken by experienced tourists who visit other regions not only for recreation but also to gain meaningful experiences by directly engaging in the daily activities, traditions, and cultures of local communities (Saragi et al., 2023). However, its development can also be visualized as a double-edged sword. On the one hand, tourism is a critical source of economic growth and cultural enrichment for communities. On the other hand, it requires substantial energy consumption, contributes significantly to waste production and CO2 emissions, and involves various activities

with environmental impacts (Al Fahmawee & Jawabreh, 2023). In recent decades, environmental concerns have received growing attention. Various human activities, such as carbon emissions, have triggered significant impacts, including global warming, climate change, pollution, and the intensification of greenhouse gas effects (Ibnou-Laaroussi et al., 2020).

Climate change and environmental imbalances, along with the persistent overcrowding in cultural tourism areas, have highlighted the urgent need for society to become more sensitive to environmental and cultural issues. Actions are required to ensure the preservation of environmental, cultural, and other essential resources for the sustainability of future generations (Papadaki, 2024). Green tourism is a concept that reflects a significant trend experiencing rapid growth (Nowacki et al., 2023). East Java, one of the provinces supporting the implementation of a green economy, is blessed with abundant natural resources (Siswanto, 2015). Given its rich natural and human resources, the green economy approach in East Java not only focuses on increasing gross domestic product (GDP) but also emphasizes sustainability andenchancing the well-being of its population.. Eco-friendly tourism contributes to a worldwide initiative aimed at implementing sustainable measures that seek to balance the interests of industry stakeholders, travelers, and local communities. Creative industries and green tourism are integral components of East Java's green economy, promoting destinations that preserve natural resources while empowering local communities.

The lack of understanding and commitment among tourism industry players toward sustainability principles remains a significant challenge. Many tourism operators are either unaware of the importance of environmental preservation or lack the resources and knowledge necessary to implement sustainable practices. Additionally, a significant number of consumers still lack awareness regarding the role of sustainable tourism in supporting environmental preservation and strengthening local communities. Minimizing negative environmental impacts while providing meaningful experiences for tourists requires the thorough implementation of sustainable practices within the green tourism sector. Stakeholders, including governments, businesses, academics, and civil society, are increasingly recognizing that sustainable practices are crucial for transforming the tourism industry into a positive force for supporting environmental ecosystems (Mutmainah et al., 2022). Therefore, the advancement of the tourism industry, both in Indonesia and globally, requires the implementation of environmentally friendly and sustainable practices to raise stakeholder awareness and prevent environmental degradation through the development of sustainable tourism based on the Green Tourism concept.

As consumer awareness of environmental issues continues to grow, modern consumers increasingly consider the environmental impact of their choices. A deep understanding of the characteristics and benefits of eco-friendly products becomes crucial information in the decision-making process (Mutmainah et al., 2022). Consumer choice behavior in green tourism is particularly important, as it helps to understand why consumers prefer eco-friendly tourism options over conventional ones. Customer behavior that supports green tourism provides significant benefits, not only for the environment but also for industry stakeholders, local communities, and the consumers themselves. The Theory of Consumption Values proposed by (Sheth et al., 1991) explains that consumer purchase decisions are influenced by five core consumption values: functional value, social value, emotional value, epistemic value, and conditional value. Each of these values can independently affect consumer choice behavior depending on the context and characteristics of the product or service being evaluated.

In consumer choice behavior, individuals typically weigh their options carefully before making a decision. This trend is not confined to developed countries; developing nations in Asia, such as China, India, and Pakistan, are also increasingly demonstrating that consumers are

becoming more attentive to and choosing environmentally friendly products (Majeed et al., 2022). Many consumers interested in green tourism demonstrate a high level of environmental awareness; however, they continue to regard price as a key factor in their purchasing decisions. It has also been found that environmentally aware consumers tend to be willing to pay extra for products that support environmental sustainability (Majeed et al., 2022). the price aspect of functional value has been shown to contribute positively and significantly to consumer choice behavior regarding environmentally friendly products (Nguyen et al., 2024). Within this framework, consumers interpret value as a combination of tangible benefits, and they are willing to pay more if they can recognize clear advantages in their choices. Thus, price becomes a major factor that frequently drives consumer choice behavior in the context of green tourism.

In the context of consumer choice behavior in green tourism, consumers tend to prefer sustainable travel options when they perceive that the services offered not only meet their basic needs but also provide additional value. This value is generally linked to the quality of environmentally sustainable facilities that provide benefits to both nature and local communities. The research findings indicate that the quality dimension of functional value exerts a meaningful and favorable influence on consumer decision-making behavior toward eco-conscious products (Nguyen et al., 2024).

Social value responsibility reflects an individual's tendency to identify with certain social groups when making decisions to choose more sustainable forms of tourism. Consumers who are aware of the social impacts of their activities tend to select destinations that promote the preservation of local culture, environmental protection, and community empowerment. According to the Theory of Interpersonal Behavior (TIB), an individual's tendency to engage in a particular action is often influenced by social norms and an awareness of collective responsibility (John et al., 2020). When consumers perceive that their decisions can positively contribute to society or the environment, they are more likely to choose options that align with those values. Research findings indicate that consumers' interest in environmentally friendly consumption is driven by personal choice and a sense of social responsibility, which are classified into two aspects: social identity value and social responsibility value (Danish et al., 2019).

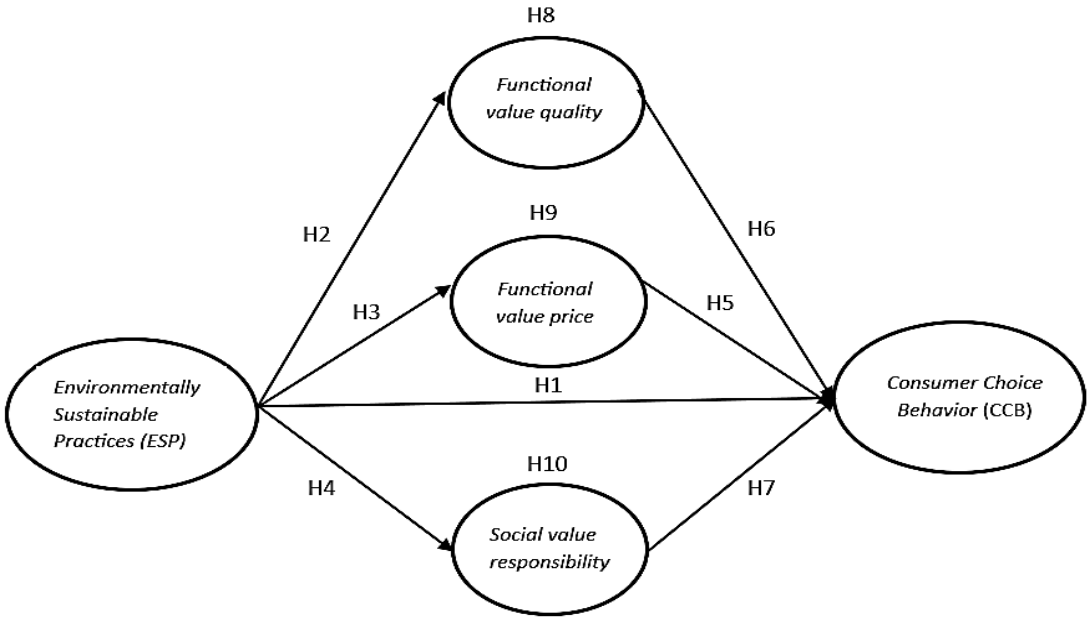

Figure 1. Conceptual Framework

Previous studies have not specifically explored the direct roles of these variables concerning green tourism and consumer choice behavior. Based on this research gap, the present study aims to investigate "Green Tourism in East Java: The Mediating Role of Functional and Social Values on Consumer Choice Behavior" However, it remains unclear whether the quality of functional value, the price of functional value, and the responsibility of social value influence consumer choice behavior toward environmentally friendly tourism practices, which affect their engagement in green tourism Thi et al., (2024), and whether these factors mediate the impact on consumer choice behavior. This study aims to provide insights into customers' choice behavior in green tourism.

2. Research Methods

This study employs a quantitative descriptive approach aimed at identifying the relationships between variables within a specific population or sample. Data were gathered through research tools and analyzed using quantitative or statistical methods to test the predetermined hypotheses. The data collection process was conducted online by distributing questionnaires to the respondents. The questionnaire includes a series of statements representing the variables under investigation (Table 1), with each item assessed using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) (Sugiyono, 2017). The responses in the questionnaire are assessed using class intervals and the Likert Scale, as applied in this research (Kospa & Rahmadi, 2019).

The survey was conducted in Indonesia, targeting a population of consumers with experience in green tourism in East Java, aged between 25 and 45 years. The sample in this study was determined using a simple random sampling technique, which involved randomly selecting participants from the population without considering specific characteristics of that population (Hair et al., 2022). The sample size was determined using the method developed by (Hair et al., 2022). This method was chosen because the actual population size was unknown, and it is recommended to use a sample size of at least 5 to 10 times the number of indicator variables. This study involved 23 indicator variables, each of which was multiplied by 5 ($23 \times 5 = 115$). The analysis was conducted on a total of 150 respondents who had prior experience in green tourism in East Java, exceeding the minimum required sample size of 115 respondents.

Data analysis was conducted using the Structural Equation Modeling (SEM) method with a Partial Least Square (PLS) approach to determine the level of significance and examine the relationships between variables. The testing steps included assessing the measurement model (Outer Model), which served to assess the constructs validity and reliability.

This testing was conducted to evaluate whether the research instruments used met the criteria for robust measurement tools or fell below the standards of research methodology. An instrument is considered robust if it fulfills three primary criteria: (1) An indicator is considered to meet convergent validity if it has a loading factor value above 0.7; (2) Discriminant validity is determined through cross-loading values that exceed 0.7; and (3) Reliability is evaluated based on composite reliability and Cronbach's alpha values greater than 0.5 (Hair et al., 2022). The instrument must meet the criteria of validity, reliability, and practicality. Subsequently, the structural model (inner model) is analyzed to assess the cause and effect relationship between unobservable latent constructs that cannot be directly observed. The research instrument included validity and reliability testing to ensure its adequacy as a measurement tool in accordance with research methodology standards. This testing aims to evaluate whether the research instrument used meets the criteria for an adequate measurement tool or falls short of the standards for research methodology. An instrument is considered to meet the criteria if it satisfies three main

requirements: (1) Assessing the R^2 value for each dependent variable; (2) Conducting a Goodness of Fit (GoF) test to evaluate the quality of the developed path model by examining SRMR, Chi-Square, and NFI values; and (3) Analyzing the path coefficients to determine the strength and relevance of the associations between predictor and outcome variables. This is achieved by analyzing the original sample values, t-statistics, and p-values (Hair et al., 2022). The instrument must be valid, reliable, and practical.

Table 1. Operational Variables and Indicators

Variabel	Indicator	Statement items
Functional Value Quality	Consistent quality	The products and services offered by local communities in this destination always reflect the principles of green tourism.
	The product is well-produced	Tourism products are produced by responsibly utilizing natural resources.
	Quality standards	This tourist spot provides trash bins in strategic areas to support good waste management.
	Level of reliability	Information about green tourism practices at the destination is always available and easily accessible to tourists.
Functional Value Price	Affordable prices	Eco-friendly products are available at this green tourist destination at affordable prices.
	Commensurate value	I believe that the price I paid for this green tour package is reasonable, considering the facilities and services provided.
	Value for money	I am willing to pay more for an eco-friendly and sustainable travel experience.
	Economical	This tourism program offers employment opportunities for residents and enhances the community's economy.
Social Value Responsibility	Perceived contribution	I have had positive experiences related to environmentally friendly practices implemented in tourism destinations.
	Awareness of environmental impacts	I try to reduce my carbon footprint during the holidays by opting for public transportation or driving in an environmentally friendly manner.
	Increasing public awareness	The number of social media promoting sustainable tourism activities and destinations has increased in the past year.
Environmentally Sustainable Practice	Energy user awareness	Visitors and tourism accommodation managers actively participate in energy-saving programs such as the use of LED lighting and efficient temperature control.
	Sustainability contribution practices	The destination integrates environmentally friendly principles into all promotional and marketing activities.
	Utilization of renewable energy sources	Percentage of accommodation facilities that have energy-saving systems or use environmentally friendly technology to optimize the use of renewable energy.

Variabel	Indicator	Statement items
	Efficient use of resources	The use of environmentally sustainable modes of transportation in tourism activities, battery-powered transport or public transit systems.
	Reduction of negative impacts	The tourist destinations I visited utilize alternative energy sources, such as solar or wind power, as their primary source of electricity
	Reduction of plastic waste	The number of plastic bottles is reduced by promoting the reuse of drinking water bottles at tourist locations.
	Effectiveness of waste separator	The level of compliance with my experience in separating waste according to existing instructions.
	Reduction of carbon footprint	The use of environmentally friendly building materials, such as recycled materials or those with a low carbon footprint, in the construction and renovation of tourism properties.
	Education	The use of educational materials such as brochures, videos, or guided tours to raise environmental awareness at tourist sites.
Consumer Choice Behavior	Concrete action	The tourist activities offered by this hotel support the preservation of the local environment, including sustainable nature tours.
	Social responsiveness	Using local products and supporting small businesses in the tourism supply chain to increase positive economic impact at the local level.
	Sustainable product choices	When faced with two equally attractive travel destinations, I opt for the one cause the least harm to the natural surrounding and other people.

Source: processed data

3. Results and Discussions

All variables in this study were measured using a questionnaire designed with a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). SmartPLS 3 was employed due to its comprehensive modeling features and the inclusion of new algorithms. The software also presents calculation results clearly in tabular form and offers strong support for analyzing complex models. SmartPLS 3 was utilized to evaluate loading coefficients, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). The hypotheses were subsequently tested through the application of the bootstrapping algorithm, and model evaluation was based on the R^2 values.

A total of 150 valid questionnaires were analyzed using descriptive statistical methods. According to the results (Table 2), the majority of respondents were female, accounting for 70%, while male respondents comprised only 30%. Female consumers dominated the sample and were more actively involved in choosing green tourism options compared to their male counterparts. This supports the view that women represent the primary segment among environmentally conscious consumers (Wang & Walker, 2023). Respondents under the age of 25 dominated the

sample, accounting for 98%, which reflects that they have a degree of purchasing power and have begun to adopt a relatively new consumption concept. The age group of 25–45 years accounted for 0.7% of the sample, while those over 45 years made up 1.3% of the sample. The majority of participants were undergraduate students.

Table 2. Demographic Characteristics of Respondents (N=150)

Gender	**Frequency**	**Persentase**
Female	45	30%
Male	105	70%
Age	**Frequency**	**Persentase**
<25 Years	147	98%
25 – 45 Years	1	0.7%
>45 Years	2	1.3%

Source: processed data

The specification of the relationship between latent variables and their manifest variables is determined by testing the measurement model (outer model), which includes convergent validity, discriminant validity, and reliability.

3.1. Convergent Validity

Convergent validity is considered achieved when the indicators within a construct exhibit similarity and demonstrate a high level of shared variance. The outer loadings of the indicators should be high, ideally above 0.70 (Hair et al., 2019). According to the outcomes of the validity and reability assessments conducted on the constructs of Environmentally Sustainable Practices, Functional Value Quality, Functional Value Price, Social Value Responsibility, and Consumer Choice Behavior, no items were discarded as they met the factor loading standard. The SmartPLS output for the factor loadings is presented in the table below.

Table 3. Factor Loadings, Cronbach's Alpha, and Composite Reliability

Construct	**Item**	**Loading Factor**	**Cronbach's Alpha**	**CR**
Environmentally Sustainable Practice	ESP 1	0.777	0.949	0.957
	ESP 2	0.888		
	ESP 3	0.889		
	ESP 4	0.841		
	ESP 5	0.799		
	ESP 6	0.873		
	ESP 7	0.862		
	ESP 8	0.854		
	ESP 9	0.804		
Functional Value Quality	FVQ 1	0.936	0.917	0.941
	FVQ 2	0.903		
	FVQ 3	0.893		
	FVQ 4	0.846		
Functional Value Price	FVP 1	0.879	0.889	0.923
	FVP 2	0.906		
	FVP 3	0.845		
	FVP 4	0.835		

Construct	Item	Loading Factor	Cronbach's Alpha	CR
Social Value Responsibility	SVR 1	0.892	0.789	0.877
	SVR 2	0.820		
	SVR 3	0.803		
Consumer Choice Behavior	CCB 1	0.903	0.901	0.938
	CCB 2	0.936		
	CCB 3	0.901		

Source: processed data

Each indicator employed to assess the constructs in this research was derived from previously conducted research that has been empirically validated. The selection of these indicators was based on their relevance and appropriateness to the context of green tourism in Indonesia, particularly in East Java. Based on Table 3, it is evident that all indicators of the examined variables have loading factor values above 0.70, indicating that they meet the required correlation threshold and are considered valid (Hair et al., 2019).

3.2. Discriminant Validity

To analyze the discriminant validity,two criteria have been applied: (1) the AVE,accepted if the value of the square root of AVE for each construct exceeds the values of the correlations among the constructs Fornell & Larcker, (1981) and the heterotrait-monotrait (HTMT) ratio, which consists in analyzing whether the monotrait-heteromethod (MT) correlations (relations between the indicators of the same construct) are greater than the heterotrait heteromethod (HT) (relations between the indicators that measure different constructs). This study applies the Fornell-Larcker criterion, which states that the correlation coefficient between latent variables must exceed the square root of the AVE value for each respective variable (Hair et al., 2022).

Table 4. Discriminant Validity

Variabel	CCB	ESP	FVP	FVQ	SVR	Average Variance Extracted (AVE)
Consumer choice behavior	0,914					0,835
Environmentally sustainable practices	0,855	0,901				0,712
Functional value price	0,825	0,844	0,866			0,751
Functional value quality	0,845	0,859	0,849	0,895		0,801
Social value responsibility	0,805	0,890	0,839	0,793	0,839	0,705

Source: processed data

In Table 4, which displays the findings related to discriminant validity, shows that the AVE values are above 0.5, indicating that convergent validity has been adequately achieved. An AVE value exceeding 0.5 suggest that, on average, the construct explain nost of the variance observed in each of its indicator. (Fornell & Larcker, 1981) (Hair et al., 2022). The square root of the AVE value exceeding the inter-construct correlations indicates that the model satisfies the criteria for discriminant validity and can therefore be considered valid.

3.3. Inner Validity

Testing in the structural model, or inner model, is used to determine the relationships between latent variables by examining the R-Square value. An R-Square value of 0.75 is considered strong, 0.50 is considered moderate, and 0.25 is considered weak (Ringle et al., 2014).

3.4. Path Determination (R2)

The coefficient of determination (R^2) test is used to assess the extent to which independent variables influence the dependent variable partially. The R^2 coefficient measures the ability of independent variables (X) to explain the variation in the dependent variable (Y), with its value ranging between 0 and 1 ($0 < R^2 < 1$) (Hair et al., 2022). A low R^2 value indicates that the independent variables have limited explanatory power regarding the variation in the dependent variable. Conversely, when the value approaches 1, it indicates that the independent variables are able to provide most of the information required to estimate the dependent variable (Hair et al., 2022). R^2 is classified as weak, moderate, or strong when its value exceeds 0.25, 0.50, or 0.75, respectively (Hair et al., 2022).

Table 5. Coefficient of Determination Test Results

Variabel	R Square	R Square Adjusted
CCB	0.784	0.778
FVP	0.812	0.811
FVQ	0.738	0.736
SVR	0.791	0.790

Source: processed data

Based on Table 5, the coefficient of determination (R^2) for the Consumer Choice Behavior (CCB) variable is substantial, with a value of 0.760. This indicates that the Environmentally Sustainable Practices (ESP) variable explains 76% of the variance in the Consumer Choice Behavior (CCB) variable, while other variables outside the proposed hypothesis explain the remaining 24%. Similarly, the R^2 value for the Functional Value Price (FVP) variable is categorized as substantial or high, at 0.809, meaning that the Environmentally Sustainable Practices (ESP) variable explains 80.9% of the variance in the Functional Value Price (FVP) variable, with the remaining 19.1% attributed to factors not included in the hypothesized model. On the other hand, the R^2 value for the Functional Value Quality (FVQ) variable is categorized as moderate, with a value of 0.713. This implies that the Environmentally Sustainable Practices (ESP) variable accounts for 71.3% of the variance in the Functional Value Quality (FVQ) variable, while other the remaining 28.7% can be attributed to factors beyond the scope of the proposed model. Lastly, the R^2 value for the Social Value Responsibility (SVR) variable is substantial or high, with a value of 0.779, indicating that the Environmentally Sustainable Practices (ESP) variable explains 77.9% of the variance in the Social Value Responsibility (SVR) variable, while other variables outside the proposed hypothesis explain the remaining 22.1%.

3.5. Hypothesis Testing Results

The hypothesis testing results present the statistical evaluation of the proposed relationships among the research variables. This analysis determines whether the null hypotheses are rejected or accepted based on the observed sample data. The results include key statistical indicators such as path coefficients, t-values, and p-values to assess the significance of each

hypothesized relationship. A hypothesis is considered supported when the corresponding test statistics meet the established significance criteria. Overall, the findings provide empirical evidence to validate the proposed research model. These results contribute to a deeper understanding of the theoretical framework underlying the study.

3.6. Path Coefficient

Path coefficients represent the direction and strength of the relationships between latent variables in a structural model. These coefficients indicate the magnitude of the influence exerted by an independent variable on a dependent variable. A higher absolute value of the path coefficient reflects a stronger relationship, either positive or negative. The significance of path coefficients is commonly assessed using t-values and p-values. Statistically significant path coefficients provide empirical support for the proposed hypotheses. Therefore, path coefficient analysis plays a crucial role in evaluating the structural model. Hypothesis testing analysis was conducted using bootstrapping in SmartPLS 3.0 software. The results were evaluated by examining whether the path coefficient had a t-statistic > 1.96 and a p-value < 0.05. When the results are positive, the hypothesis is deemed valid. This implies a significant and positive effect on both endogenous and exogenous variables.

Table 6. Direct Influence

Variabel	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Hipotesis
ESP => CCB	0.401	0.390	0.137	2.939	0.004	Accepted
ESP => FVP	0.889	0.899	0.024	38.084	0.000	Accepted
ESP => FVQ	0.844	0.843	0.040	20.974	0.000	Accepted
ESP => SVR	0.883	0.883	0.027	32.175	0.000	Accepted
FVP => CCB	0.088	0.081	0.136	0.646	0.519	Rejected
FVQ => CCB	0.326	0.329	0.108	3.023	0.003	Accepted
SVR => CCB	0.104	0.117	0.105	0.995	0.321	Rejected

Source: processed data

Tables 6 present the results of the influence tests between variables. The hypothesis testing results indicate that H_1, H_2, H_3, H_4, and H_6 in Table 6, which represent the direct effects proposed in this study, are accepted and found to be significant. H1 with an outer loading of 0.401 and a t-statistic of 2.939 ; H2 with an outer loading of 0.844 and a t-statistic of 20.974 ; H3 with an outer loading of 0.889 and a t-statistic of 38.084 ; H4 with an outer loading of 0.883 and a t-statistic of 32.175 ; and H6 with an outer loading of 0.326 and a t-statistic of 3.023. In contrast, H_5 and H_7, which also represent direct effect hypotheses, are rejected due to their lack of statistical significance. H5 with an outer loading of 0.088 and a t-statistic of 0.646 and H7 dengan outer loading sebesar 0,104 dan t-statistik sebesar 0,995.

Table 7. Indirect Influence

Variabel	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T statistics	P Values	Hipotesis
ESP => FVP => CCB	0.079	0.055	0.119	0.662	0.509	Rejected
ESP => FVQ => CCB	0.275	0.287	0.099	2.773	0.006	Accepted
ESP => SVR => CCB	0.092	0.097	0.092	0.996	0.321	Rejected

Source: processed data

The mediation hypothesis of functional value quality (H8) in the indirect effect test between environmentally sustainable practices and consumer choice behavior, as shown in Table 7, was accepted and found to be significant, with an outer loading of 0.275 and a t-statistic of 2.773. Meanwhile, the mediation hypotheses of functional value price (H9) and social value responsibility (H_{10}) in the indirect effect test between environmentally sustainable practices and consumer choice behavior, as presented in Table 7, were rejected and found to be insignificant. H_8 and H_{10} showed outer loadings of 0.079 and 0.092, with t-statistics of 0.662 and 0.996, respectively. The path coefficient test indicated a direct influence of environmentally sustainable practices and functional value quality on consumer choice behavior. In contrast, no direct influence was found for functional value price and social value responsibility on consumer choice behavior. Furthermore, there was an indirect relationship between environmentally sustainable practices and consumer choice behavior, mediated by the quality of functional value. However, no indirect relationship was found between environmentally sustainable practices and consumer choice behavior, mediated by functional value, price, and social value responsibility.

3.7. Discussion

The ESP variable consists of nine indicators, namely energy use awareness, sustainability contribution practices, utilization of renewable energy sources, resource use efficiency, reduction of negative impacts, plastic waste reduction, waste separation effectiveness, carbon footprint reduction, and education. The most representative indicator of the ESP variable is the practice of contributing to sustainability in green tourism. Conversely, the least dominant indicator reflecting the ESP variable is energy use awareness in green tourism. The indicator representing the ESP variable—sustainability contribution practices in green tourism in East Java—shows that tourists perceive direct contributions as a primary element in their process of selecting a destination. For instance, programs that involve tourists in activities can enhance their emotional engagement and create more meaningful experiences. This indicates that the sustainability contribution practices indicator encompasses various initiatives that not only focus on environmental preservation but also provide positive contributions to local communities and the regional economy. (Fatika et al., 2024). By implementing concrete sustainability practices, tourist destinations have the potential to build lasting connections with consumers and tourists who recognize the beneficial outcomes of their decisions for the environment and surrounding communities. The findings of this study indicate that (H_1) environmentally sustainable practices exert a significant and positive influence on consumer choice behavior in green tourism within the East Java region. These findings are in line with a study conducted by Han, (2021), which also found that ESP has a significant effect on CCB.

Similarly, for hypotheses (H_2) and (H_8), environmentally sustainable practices can directly influence the quality of functional value and indirectly affect consumer choice behavior. Tourists perceive that green tourism businesses implementing environmentally friendly practices offer more valuable services or products, as they support broader goals such as environmental sustainability. In this indirect relationship, functional value quality serves acts as an intermediary linking environmentally sustainable practices and consumer choice behavior. Tourists who perceive that the functional quality of green tourism services has been enhanced through sustainable practices are more likely to make purchase decisions that support tourism in East Java. These research findings are consistent with those of Thipsingh et al., (2022) and Sahabuddin et al., (2024), which found that environmentally sustainable practices have a significant positive

influence on functional value quality. Furthermore, perceived functional value and environmental value have a significant positive impact on tourist satisfaction in green tourism.

Based on the results of the hypothesis test (H_3), environmentally sustainable practices have a significant positive impact on the price of functional value. However, in hypothesis (H_9), functional value price does not mediate the influence of environmentally sustainable practices on consumer choice behavior. This means that the environmentally friendly practices implemented in green tourism in East Java provide added value for tourists in terms of price. Tourists perceive that the price offered is commensurate with the environmental benefits they are supporting, as they believe the price reflects sustainability values. These results align with the study by Abdou et al., (2022), which states that environmentally sustainable practices have a significant positive effect on the functional value price. Although environmentally sustainable practices influence functional value price, this variable does not mediate the relationship between ESP and consumer choice behavior. Price is not the main factor in green tourism in East Java; tourists who choose green tourism may already be willing to pay a premium to support sustainability goals. Therefore, FVP does not serve as a primary driver in influencing purchase decisions. This finding is further supported by previous research Nikmah & Hartini, (2020), which states that functional value (including price) does not always have a significant effect on consumer behavior in the context of environmentally friendly products.

Based on the results of the hypothesis test (H_4), environmentally sustainable practices have a significant positive effect on social value responsibility. However, hypothesis (H_{10}) indicates that social value responsibility does not mediate the effect of environmentally sustainable practices on consumer choice behavior. This means that environmentally friendly practices implemented in green tourism in East Java, such as empowering local communities, reducing environmental impact, or supporting conservation efforts, provide strong social value. Tourists perceive that by supporting green tourism, which applies environmentally sustainable practices, they not only gain personal benefits but also contribute to addressing broader social and environmental issues. These research findings are consistent with the study by Baena & Cerviño, (2024), which states that environmentally sustainable practices have a positive influence on social value and responsibility. However, this variable is not able to mediate the relationship between environmentally sustainable practices and consumer choice behavior. Although tourists appreciate the social value offered by environmentally sustainable practices, this perception may not be strong enough to directly influence their purchasing decisions, as not all tourists have the same level of social awareness. For some tourists, social value may serve as an additional consideration, but not the primary factor in their decision-making. These findings align with the study by Mantovani et al., (2017), which suggests that social responsibility can influence pro-social consumer behavior, but this depends on the perceived motivation behind the actions.

The Functional Value Price (FVP) variable consists of four indicators: affordability, value for money, worthiness, and economic efficiency. The most representative indicator of the FVP variable in the context of green tourism is worthiness. Conversely, the least dominant indicator reflecting the FVP variable is economic efficiency in green tourism. Based on the findings of this study (H_5), the functional value price (FVP) variable does not have a significant effect on consumer choice behavior. When FVP does not influence consumer behavior, it implies that tourists' purchasing decisions are more affected by other factors. Tourists in East Java who prioritize green tourism may opt for environmentally supportive experiences over seeking the lowest prices. Therefore, green tourism providers in East Java should emphasize sustainability aspects rather than merely offering competitive pricing. Since price is not a dominant factor, green tourism providers should offer added value, such as unique experiences, tourist involvement in

environmental conservation activities, or superior product quality. These findings align with previous research examining the relationship between functional value (including price) and consumer choice in the context of sustainable tourism, which stated that functional value is associated with physical attributes and utilitarian benefits but is not always a primary predictor of purchasing behavior (Riptiono, 2022).

The Functional Value Quality (FVQ) variable comprises four indicators: consistent quality, well-produced products, adherence to quality standards, and a high level of reliability. The most representative indicator of the FVQ variable is the production of well-made products. Conversely, the least dominant indicator reflecting the FVQ variable is the level of reliability. When tourists perceive that the products or services offered in the green tourism sector in East Java are well-produced (e.g., environmentally friendly, safe, and of high quality), it enhances their trust in the destination or business. High-quality products are considered more reliable and better aligned with their needs.

Well-produced products reflect a business's commitment to quality and sustainability, which in turn enhances its reputation and fosters customer loyalty. Services that meet consumer expectations in terms of quality and value are more likely to encourage repeat usage, thereby supporting sustainability efforts. Tourists are also prepared to spend extra on services or products they perceive as high-quality and produced with environmental considerations in mind. This suggests that high-quality products can influence consumer choice behavior, particularly in the context of green tourism, where sustainability values are highly prioritized. Tourists who are mindful of sustainability tend to prefer products that reflect high quality and environmental friendliness, as they perceive quality as an aspect of environmental responsibility. The findings of this research demonstrate that functional value quality has a significant positive influence on consumer choice behavior (H_6). This result is further reinforced by the study in Nguyen et al., (2024), which indicates that the functional value in terms of quality has a positive and significant influence on consumer choice behavior in the context of environmentally conscious products.

The Social Value Responsibility (SVR) variable consists of three indicators: perceived contribution, awareness of environmental impact, and increased public awareness. The most representative indicator of the SVR variable is perceived contribution, while the least dominant indicator is increased public awareness. Based on the findings of this study (H_7), the SVR variable does not have a significant effect on consumer choice behavior. When perceived contribution does not influence consumer choices, it becomes crucial for businesses to understand their consumers' priorities and develop more effective strategies, either by enhancing other elements of the product or by educating the market on the social and environmental benefits. As a result, tourists may not consider social factors, such as the impact on local communities or social well-being, when selecting tourism destinations. To increase the influence of social responsibility, greater educational efforts are required. This finding is supported by a study Bernadetta Diansepti Maharani (2022), which stated that social value does not have a significant effect on purchase intention for environmentally friendly products.

4. Conclusions

This study examines the influence of functional value (quality and price) and social value–responsibility on consumer choice behavior in the context of sustainable tourism, addressing the issue of low awareness among industry players and consumers regarding environmentally responsible practices. The findings indicate that sustainable practices significantly affect consumer choice behavior through the mediating role of functional value quality, while functional value price and social value responsibility do not show a direct or significant mediating effect. High-quality

sustainable products and services are essential for enhancing destination image, strengthening tourists' emotional connections, and supporting environmental conservation and community empowerment. The study is limited by its sample, which focuses solely on green tourism consumers in East Java, its dominance of respondents under 25 years old, and the use of a cross-sectional design that does not capture long-term effects. Future research is recommended to include more diverse samples, adopt a longitudinal approach to observe changes in consumer behavior over time, and examine additional variables such as emotional value, green trust, environmental concern, green image, and attitudes toward sustainability.

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