

Analisis Faktor yang Mempengaruhi Intensi Gen Z untuk Mengunjungi Destinasi Pariwisata Berkelanjutan di Provinsi Bali = Analysis of Factors Affecting Gen Z's Intention to Visit Sustainable Tourism Destinations in Bali Province

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Abstrak

Pariwisata berkelanjutan telah menjadi salah satu fokus utama dalam pengembangan sektor pariwisata di Indonesia, seiring dengan meningkatnya kesadaran akan pentingnya menjaga keseimbangan antara manfaat ekonomi, pelestarian lingkungan, dan budaya setempat. Bali dipilih sebagai fokus penelitian ini karena statusnya sebagai destinasi wisata unggulan di Indonesia yang menghadapi tantangan serius terkait overtourism, seperti kerusakan lingkungan, perubahan budaya lokal, dan wisatawan yang tidak mengikuti aturan. Oleh karena itu penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi intensi Gen Z untuk mengunjungi destinasi pariwisata berkelanjutan di Provinsi Bali. Penelitian ini menggunakan theory of planned behavior yang diperluas dengan menambahkan variabel moral reflectiveness dan travel motivation. Metode penelitian yang digunakan adalah kuantitatif dengan teknik purposive sampling, di mana data dikumpulkan melalui kuesioner yang disebarakan via google form kepada 199 responden. Analisis data dilakukan dengan partial least squares structural equation modeling (PLS-SEM) menggunakan SmartPLS 3.0. Hasil penelitian menunjukkan bahwa variabel attitude, subjective norm, perceived behavior control, dan moral reflectiveness berpengaruh positif terhadap intensi Gen Z untuk mengunjungi destinasi pariwisata berkelanjutan di Provinsi Bali, selain itu variabel moral reflectiveness berpengaruh positif terhadap attitude Gen Z untuk mengunjungi destinasi pariwisata berkelanjutan di Provinsi Bali. Implikasi penelitian ini diharapkan dapat memberikan wawasan bagi tourism enterprise dan pemerintah guna menerapkan strategi yang tepat dalam rangka meningkatkan kunjungan wisata Gen Z di destinasi pariwisata berkelanjutan di Provinsi Bali.

.....Sustainable tourism has become one of the main focuses in the development of the tourism sector in Indonesia, in line with the growing awareness of the importance of maintaining a balance between economic benefits, environmental preservation, and local culture. Bali is chosen as the focus of this study due to its status as a leading tourist destination in Indonesia, which faces significant challenges related to over-tourism, such as environmental degradation, changes to local culture, and tourists who do not follow regulations. Therefore, this study aims to identify the factors influencing Gen Z's intention to visit sustainable tourism destinations in Bali Province. This research uses the theory of planned behavior which is expanded by adding variable moral reflectiveness and travel motivation. The research method used is quantitative with a purposive sampling technique, where data were collected through questionnaires distributed via Google Forms to 199 respondents. Data analysis was conducted with partial least squares structural equation modeling (PLS-SEM) using SmartPLS 3.0. The results showed that attitude, subjective norm, perceived behaviour control, and moral reflectiveness variables positively influence Gen Z intention to visit sustainable tourism in Bali, In addition, the variable of moral reflectiveness positively influences Gen Z's attitude toward visiting sustainable tourism destinations in Bali Province. The implications of this research are expected to provide insights for tourism enterprises and the government to implement

appropriate strategies in order to increase Gen Z tourist visits in sustainable tourism destinations in Bali Province.