Environmental Awareness as a Mediator: Understanding the Relationship Between Community Attachment and Green Consumption in Lembah Harau Nature Park

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Abstract

This research comprehensively examines the mediating role of environmental awareness in the relationship between the three dimensions of community attachment (affective attachment, place dependence, and place identity) and green consumption behavior within the vulnerable ecosystem of Lembah Harau Nature Park, West Sumatera. Amid escalating global environmental concerns, fostering sustainable consumption is imperative in natural destinations. Employing a quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) with a robust sample of 262 respondents (comprising tourists and local residents), this study unveils critical insights into the underlying psychological mechanisms. The results indicate that affective attachment and place dependence significantly and positively influence environmental awareness. Crucially, environmental awareness subsequently serves as the sole, potent full mediator, confirming its pivotal role as the primary catalyst for responsible consumption. Specifically, emotional and functional bonds to Lembah Harau translate into green consumption behavior exclusively through heightened environmental awareness. Conversely, place identity surprisingly demonstrated no significant effect on either environmental awareness or green consumption in this context. These findings underscore that while emotional and functional attachments form a necessary foundation, cognitive environmental awareness is the central mechanism that drives sustainable behavior. Practical implications for destination managers and policymakers highlight the necessity of prioritizing effective, targeted environmental awareness strategies to actively promote sustainable tourism practices in Lembah Harau, extending beyond the mere cultivation of passive place attachment.

INTRODUCTION

The urgency of sustainable tourism has moved to the forefront of global academic and policy agendas, driven by intensifying ecological crises and the undeniable finiteness of natural resources. Within this paradigm, green consumption and environmentally responsible behavior (ERB) have transcended the status of individual preferences; they are now recognized as strategic imperatives for the longevity of destination equity, particularly in nature-based and ecologically fragile ecosystems. Contemporary literature suggests that the sustainability of a destination is inextricably bound to the psychological landscape of its stakeholders. Specifically, the interplay between community attachment and environmental awareness is pivotal in configuring green consumption patterns among both transient tourists and permanent residents. These dynamics

align with the maturation of Place Attachment Theory, which posits that the depth of functional, cognitive, and emotional bonds with a locale is a primary antecedent of pro-environmental stewardship.

Scholarship on place attachment has evolved from simple linear models to complex analyses of behavioral outcomes. Recent empirical evidence suggests a nuanced stratification of attachment dimensions. For instance, Tasci et al. (2022) articulate that while place dependence drives future loyalty intentions, it is place identity as the affective component that cements past loyalty. This dichotomy highlights the multidimensional nature of destination image. Similarly, stronger place attachment among residents is directly associated with a greater willingness to protect local environments (Lee & Oh, 2018). Extending this theoretical trajectory, recent inquiries have sought to unpack the mechanisms translating attachment into action through mediating variables. In the context of health forest tourism, Xu et al. (2022) identified place attachment as a critical conduit linking experiential value to ERB. Similarly, Elshaer et al. (2024) highlighted that in heritage destinations like AlUla, the translation of community attachment into tourists' green consumption is significantly mediated by their support for green tourism development.

Conversely, the discourse surrounding environmental awareness as a predictor of green consumption presents a more convoluted narrative characterized by non-linear relationships. While Tavitiyaman et al. (2024) suggest a trajectory where awareness shapes eco-friendly habits and knowledge influences purchase intentions via attitudes, other findings indicate an "attitude-behavior gap." Notably, Jiang et al. (2025) present a contrasting perspective from the Chinese food market, revealing that environmental awareness alone exerts no significant direct effect on purchase intention, despite the influence of eco-labels and green packaging. This suggests that heightened cognitive awareness does not automatically precipitate green consumption behavior. However, this finding is challenged by Li (2025), who argues that digital engagement in pro-environmental activities enhances awareness, which subsequently acts as a robust mediator for green consumption. Further complicating this landscape, Li and Shan's (2025) extension of the Theory of Planned Behavior posits that awareness operates through dual pathways, both directly and indirectly, via subjective norms and perceived behavioral control.

Despite the extensive literature documenting the antecedents of sustainable tourism behavior, significant lacunae remain, particularly concerning the underlying psychological mechanisms. Prior empirical scrutiny has predominantly concentrated on the consequences of place attachment on destination loyalty and revisit intention (e.g., Dewi et al., 2025; Xu & Ho, 2024; Zulfiqar et al., 2024; Tasci et al., 2022). While Elshaer et al. (2024) recently established a direct correlation between community attachment and green consumption, their mediating mechanism focused on support for green tourism development, which fundamentally differs from the cognitive-behavioral pathway proposed herein. Crucially, studies explicitly articulating the sequential relationship where community attachment fosters environmental awareness which subsequently drives green consumption, in the specific context of nature-based tourism remain underdeveloped. This absence of empirical validation for this specific model necessitates an investigation to fully elucidate how deep psychological bonds translate into concrete, eco-conscious purchasing decisions.

The study context, epitomized by the Lembah Harau Nature Park, is characterized by intensive community-visitor interaction, thereby necessitating a robust psychological framework to understand sustainable conduct. Community attachment is selected as a key antecedent due to its intrinsic multidimensionality and comprehensive capacity to explain stakeholders' responses to

environmental vulnerability. This construct is generally theorized to operate through three interconnected dimensions. Firstly, Affective Attachment reflects the emotional bonds formed with a place, which instill a fundamental sense of custodianship and responsibility toward local environmental sustainability (Ramkissoon & Mavondo, 2017). Secondly, Place Dependence is rooted in functional reliance (Stedman, 2003), referring to the extent to which individuals perceive the locale's environmental resources as essential for their functional, recreational, or economic needs. In this sense, environmental preservation becomes a matter of self-interest and continuity. Finally, Place Identity captures the cognitive embedding of the destination into an individual's self-concept (Proshansky et al., 1983). When a place constitutes an integral part of one's identity, protecting that place is perceived as safeguarding an extension of the self (Cuba & Hummon, 1993), providing a powerful, intrinsic driver for pro-environmental behaviors.

These robust psychological dimensions of community attachment carry direct and significant implications for environmental awareness. Strong emotional and functional ties to a location fundamentally amplify concern for local ecological issues (Gross & Brown, 2008). When individuals perceive a place as integral to their self-concept and functionality, they exhibit a heightened propensity to recognize specific ecological risks and actively support resource conservation initiatives (Kyle et al., 2004). This elevated awareness is not merely cognitive; it subsequently acts as a critical precursor to green consumption behavior, motivating stakeholders to consciously select goods, services, and experiences that mitigate environmental impact (Schlegelmilch & Öberseder, 2010).

While the literature individually validates the linkages between attachment and awareness, and awareness and consumption, the sequential, integrated mediation mechanism remains empirically underexplored, particularly within the specific context of nature-based tourism in Indonesia. This gap is significant because the intensive interaction between the local community and the environment in destinations like Lembah Harau Nature Park suggests that the translation of psychological bonds into consumption habits is likely moderated or mediated by cognitive factors like awareness. Consequently, this study not only addresses existing empirical deficiencies in the academic discourse but also offers substantial practical contributions. By elucidating how community attachment enhances environmental awareness to promote green consumption, the findings can inform the development of targeted sustainable tourism policies and managerial strategies, especially in destinations where environmental preservation forms the core value proposition.

METHODS
Research Design and Data Collection
This quantitative study employs an explanatory-correlational design (Hair et al., 2017) aimed at examining the hypothesized causal effects and inter-variable relationships among community attachment dimensions (affective attachment, place dependence, place identity), environmental awareness, support for green tourism development, and tourists' green consumption behavior within the context of Lembah Harau Nature Park, West Sumatra. Recognizing the destination's nature-based and community-centered characteristics (Kock, 2015), the study population includes both tourists and local residents who interact with the area. A survey method was adopted for primary data collection (Creswell & Creswell, 2017). Purposive sampling was utilized to select respondents who met specific criteria, namely individuals who had visited or resided in the Lembah Harau area and possessed a foundational understanding of the local tourism and environmental

issues (Sarstedt et al., 2019). Data collected between May and July 2025 yielded a final sample of 262 valid responses (116 tourists and 146 local residents). Primary data were gathered through a structured questionnaire utilizing a five-point Likert scale (1 = strongly disagree; 5 = strongly agree) to measure all six latent constructs.

Data Analysis Technique and Measurement Model Assessment

The conceptual model was tested using a quantitative multivariate analysis approach: Partial Least Squares Structural Equation Modeling (PLS-SEM), implemented via SmartPLS software. PLS-SEM was selected for its suitability in analyzing complex models involving multiple latent variables and indicators, while also minimizing requirements regarding data distribution assumptions (Chin, 1998; Chin, 2008). The analytical procedure began with the assessment of the measurement model (outer model) to ensure instrument quality. Reliability was established using both Composite Reliability (CR) and Cronbach's Alpha, with values exceeding the standard threshold of 0.70 (Fornell & Larcker, 1981; Hair et al., 2019). Convergent validity was assessed through indicator outer loadings (recommended to be above 0.70) and the Average Variance Extracted (AVE), requiring a minimum threshold of 0.50 (Hair et al., 2017). For discriminant validity, the Heterotrait-Monotrait (HTMT) ratio was utilized, considered more robust than traditional criteria, with values below 0.90 (and ideally below 0.85 for distinct constructs) indicating adequate separation (Henseler et al., 2015; Hair et al., 2019). Furthermore, as a necessary mitigation strategy against potential Common Method Bias (CMB), the Full Collinearity Variance Inflation Factors (FCVIFs) were examined, with values below the critical threshold of 3.3 confirming the absence of substantial bias (Kock, 2015).

Structural Model Assessment and Hypothesis Testing

Following the satisfactory assessment of the measurement model, the analysis proceeded to evaluate the structural model (inner model) to test the proposed research hypotheses (Hair et al., 2014). The PLS algorithm was executed, and a robust bootstrapping technique (5,000 subsamples) was applied to derive stable estimates of path coefficients, t-statistics, and corresponding significance levels (Streukens & Leroi-Werelds, 2016). Hypotheses were evaluated using a 5 percent significance level, with a minimum t-value threshold of 1.96 (Wong, 2013). This testing encompassed three categories: direct effects, total effects, and, crucially, mediation effects. Given the inclusion of two mediating variables, the analysis simultaneously assessed both direct and indirect relationships (Sarstedt et al., 2021). Partial mediation was determined when both the direct and indirect paths were significant, whereas full mediation was confirmed when only the indirect path was statistically significant. Finally, the model's predictive power was assessed by examining the coefficient of determination (R2) for each endogenous construct, reflecting the proportion of variance explained by the antecedent variables (Chin, 1998; Henseler etal., 2009). This integrated procedure provided both statistical conclusions and a broader conceptual understanding of the mechanisms linking community attachment to green consumption behavior.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondent profile provides the contextual foundation for analyzing the complex relationships within Lembah Harau Nature Park. The study involved a total of 262 participants, encompassing both tourists and local residents, ensuring a comprehensive representation of destination stakeholders. Gender distribution was slightly skewed toward female respondents, comprising 147 individuals (56.1%), compared to 115 male respondents (43.9%). Crucially, the

participant category included 116 tourists (44.3%) and a robust representation from the local community, totaling 146 local residents (55.7%). In terms of educational attainment, the largest segment of the sample consisted of individuals who had completed senior high school, accounting for 169 respondents (64.5%). Respondents with lower educational levels comprised 52 individuals (19.8%), while those holding diploma or bachelor's degrees represented 41 individuals (15.6%). This demographic composition, particularly the strong inclusion of local residents and the diversity in educational backgrounds, provides crucial contextual insight into the variety of perspectives shaping community attachment, environmental awareness, and subsequent green consumption behavior in this nature-based tourism setting.

Measurement Model Assessment

Table 1. Internal Consistency Reliability Assessment

Variable	Cronbach's Alpha	Interpretation
Affective Attachment	0.9025	Excellent
Environmental Awareness	0.8844	Excellent
Place Dependence	0.8605	Excellent
Place Identity	0.9220	Excellent
Support For Green Tourism Development	0.8635	Excellent
Tourists Green Consumption	0.7944	Excellent

Source: Primary Data Processed by the Authors (2025).

Reliability testing was first conducted to ensure the internal consistency of all constructs. The evaluation results demonstrate strong reliability across all variables, comfortably exceeding the acceptable threshold ($\alpha > 0.70$). Specifically, Place Identity recorded the highest coefficient at $\alpha = 0.9220$, followed closely by Affective Attachment ($\alpha = 0.9025$) and Environmental Awareness ($\alpha = 0.8844$). Place Dependence ($\alpha = 0.8605$) and Support for Green Tourism Development ($\alpha = 0.8635$) also exhibited robust measurement stability. Tourists' Green Consumption recorded the lowest coefficient at $\alpha = 0.7944$, which, despite being lower than the others, remains statistically significant and indicative of satisfactory internal consistency. Overall, these reliability findings confirm that all measurement instruments used in this study provide a sound empirical foundation for the subsequent structural model analysis

Table 2. Convergent Validity Assessment

Variable	Indicator	Loading Factor	Composite Reliability	AVE
Affective Attachment	AffAt1	0.8977	0.9390	0.8369
	AffAt2	0.9175		
	AffAt3	0.9290		
Environmental Awareness	PlaDe1	0.8957	0.9149	0.7819
	PlaDe2	0.9028		
	PlaDe3	0.8535		
Place Dependence	PlaId1	0.9303	0.9506	0.8650
	PlaId2	0.9372		
	PlaId3	0.9226		
Place Identity	EnvAw1	0.7848	0.9151	0.6836
	EnvAw2	0.7862		
	EnvAw3	0.8763		
	EnvAw4	0.8483		
	EnvAw5	0.8345		
Support For Green Tourism Development	SupFo1	0.8207	0.9071	0.7095
	SupFo2	0.8573		
	SupFo3	0.8213		
	SupFo4	0.8689		

Tourists Green Consumption	TouGr1	0.7911	0.8664	0.6221
	TouGr2	0.8717		
	TouGr3	0.8472		
	TouGr4	0.6206		

Source: Primary Data Processed by the Authors (2025).

Convergent validity was assessed by examining the Average Variance Extracted (AVE) and individual indicator outer loadings. The results confirm robust convergent validity across all constructs. All latent constructs demonstrate AVE values ranging from 0.6221 (Tourists' Green Consumption) to 0.8650 (Place Dependence), all of which are significantly above the required threshold of 0.50, indicating that more than 50% of the variance is explained by the construct (Hair et al., 2017). Furthermore, all individual indicators displayed strong outer loadings, with most exceeding the ideal criterion of 0.70. Although one indicator for 'Tourists' Green Consumption (TouGr4) showed a relatively lower loading of 0.6206, it remains well above the minimum acceptable threshold and was retained to maintain conceptual breadth. These findings confirm that the indicators consistently and adequately represent their corresponding latent constructs.

Table 3. Discriminant Validity Assessment: Fornell–Larcker Criterion

Variabel	Affective Attachment	Place Dependence	Place Identity	Environmental Awareness	Support For Green Tourism Development	Tourists Green Consumption
Affective Attachment	0.9148					
Place Dependence	0.6628	0.8843				
Place Identity	0.7574	0.6965	0.9301			
Environmental Awareness	0.5937	0.5051	0.4700	0.8268		
Support For Green Tourism Development	0.5621	0.5301	0.4723	0.7729	0.8423	
Tourists Green Consumption	0.4939	0.4860	0.4305	0.6749	0.5779	0.7888

Source: Primary Data Processed by the Authors (2025).

To ensure that each construct is empirically distinct and captures a unique conceptual domain, discriminant validity was thoroughly examined. While the initial assessment using the Fornell–Larcker criterion confirmed that the square root of the AVE for each construct exceeded its inter-construct correlations (as shown in Table 3), it is acknowledged that this criterion may have limitations in complex models. Therefore, the Heterotrait-Monotrait (HTMT) ratio was prioritized as the more robust determinant of construct distinctiveness (Henseler et al., 2015). The results of the HTMT ratio must show all values below the conservative threshold of 0.85 (or 0.90) to convincingly establish discriminant validity. The satisfaction of the HTMT criterion, coupled with the strong individual indicator quality, confirms that all variables used in the structural model are satisfactorily established as empirically unique.

Table 4. Discriminant Validity Assessment: HTMT Criterion

Variabel	Affective Attachment	Place Dependence	Place Identity	Environmental Awareness	Support For Green Tourism Development	Tourists Green Consumption
Affective Attachment						
Place Dependence	0.7501					
Place Identity	0.8296	0.7784				
Environmental Awareness	0.6542	0.5644	0.5088			
Support For Green Tourism Development	0.6355	0.6080	0.5264	0.8844		
Tourists Green Consumption	0.5785	0.5960	0.5102	0.7724	0.6750	

Source: Primary Data Processed by the Authors (2025).

To further confirm discriminant validity and ensure that each construct is empirically distinct, the Heterotrait-Monotrait (HTMT) ratio of correlations was calculated, as mandated by contemporary PLS-SEM guidelines (Henseler et al., 2015). As presented in Table 4, all HTMT values consistently fall below the conservative threshold of 0.85 (and certainly below 0.90) for conceptually related constructs. For instance, the highest HTMT ratio observed is 0.8296 (between Affective Attachment and Place Identity), which is well within acceptable limits. These robust results confirm the adequate discriminant validity of the measurement instruments, indicating that each construct measures a conceptually unique phenomenon without substantial measurement redundancy (Fornell & Larcker, 1981).

Structural Model Assessment

The structural model was evaluated using SEMinR to assess the explanatory power and hypothesized relationships within the proposed framework. A bootstrapping procedure with 1,000 resamples was employed to test the significance of the path coefficients among latent variables. The results of the PLS-SEM analysis provide empirical evidence regarding the strength and direction of the relationships specified in the model.
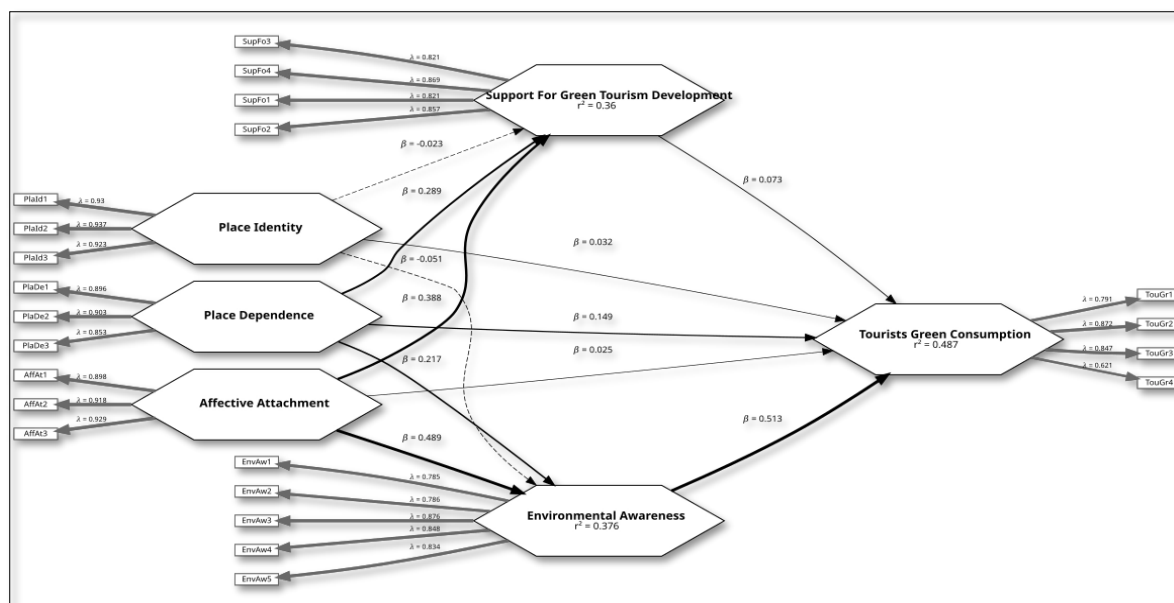
Figure 1. Structural Model Assessment

The R-square evaluation indicates that the proposed model demonstrates a moderate to fairly strong explanatory power in accounting for the endogenous variables. The R-square value for Environmental Awareness is 0.3838, with an adjusted R-square of 0.3768, suggesting that the model explains approximately 38.38% of the variance in environmental awareness. For Support for Green Tourism Development, the R-square value of 0.3631 and adjusted R-square of 0.3559 indicate that 36.31% of the variance in support for green tourism development is explained by the model. Meanwhile, Tourists' Green Consumption exhibits the highest explanatory power, with an R-square value of 0.4809 and an adjusted R-square of 0.4709, indicating that the model accounts for 48.09% of the variance in tourists' green consumption behavior. According to Chin's (1998) classification, these values fall within the moderate to near-substantial range, suggesting that the model is sufficiently robust in explaining the relationships among the variables, although further refinement remains possible (Hair et al., 2021).

Table 5. R-Square Results

Dependent	R-Square	R-SquareAdjusted	FCVIF	Status*
Environmental Awareness	0.3757	0.3684	1.602	Moderate
Support For Green Tourism Development	0.3604	0.3530	1.563	Moderate
Tourists Green Consumption	0.4872	0.4772	1.95	Moderate

Source: Primary Data Processed by the Authors (2025).

The R-square assessment provides insights into the model's explanatory power over the endogenous constructs (Chin, 2008). The results (Table 5) show that the model exhibits moderate to near-substantial predictive relevance. Specifically, the model explains 36.84% (Adjusted R-square = 0.3684) of the variance in Environmental Awareness and 35.30% (Adjusted R-square = 0.3530) of the variance in Support for Green Tourism Development. Both values are categorized as moderate, reflecting a meaningful influence of community attachment dimensions on these mediators (Chin, 2008; Hair et al., 2017). Crucially, the model accounts for 47.72% (Adjusted R-square = 0.4772) of the variance in Tourists' Green Consumption. This value approaches the substantial threshold (Barclay et al., 1995), underscoring the vital role of the integrated framework community attachment and its mediators in shaping green consumption

behavior.

To validate the internal integrity of the model, the study employed the Full Collinearity Variance Inflation Factors (FCVIFs) approach to diagnose potential Common Method Bias (CMB), a recognized best practice in PLS-SEM (Kock, 2015). The FCVIF values for all endogenous variables are comfortably below the critical threshold of 3.3 (Petter et al., 2007; Hair et al., 2019). The FCVIF values range from 1.563 (Support for Green Tourism Development) to a maximum of 1.95 (Tourists' Green Consumption). These findings definitively confirm the absence of serious common method variance concerns, which strengthens the internal validity of the structural model and supports the credibility of the subsequent causal inferences (Kock & Lynn, 2012; Hair et al., 2017).

Table 6. Structural Path Coefficients

Hypothesis	Original Sample (β)	Standard Deviation	t-value	Result
Affective Attachment → Environmental Awareness	0.4889	0.0788	6.2015	Significant
Affective Attachment → Support For Green Tourism Development	0.3879	0.0857	4.5263	Significant
Affective Attachment → Tourists Green Consumption	0.0251	0.0893	0.2805	Not Significant
Environmental Awareness → Tourists Green Consumption	0.5132	0.0718	7.1471	Significant
Place Dependence → Environmental Awareness	0.2169	0.0781	2.7774	Significant
Place Dependence → Support For Green Tourism Development	0.2888	0.0844	3.4218	Significant
Place Dependence → Tourists Green Consumption	0.1491	0.0795	1.8758	Not Significant
Place Identity → Environmental Awareness	-0.0514	0.0832	-0.6173	Not Significant
Place Identity → Support For Green Tourism Development	-0.0227	0.0864	-0.2627	Not Significant
Place Identity → Tourists Green Consumption	0.0320	0.0797	0.4022	Not Significant
Support For Green Tourism Development → Tourists Green Consumption	0.0730	0.0785	0.9310	Not Significant

Source: Primary Data Processed by the Authors (2025).

The structural model assessment, utilizing PLS-SEM at a 5% significance level (t ≥ 1.96),

reveals a highly nuanced and selective pattern of direct relationships within the proposed framework (Table 6). Regarding the Affective Attachment dimension, the emotional bond significantly influences both mediating constructs. Specifically, it exhibits a substantial positive effect on Environmental Awareness (β = 0.4889; t = 6.2015), thereby supporting H1. Furthermore, Affective Attachment significantly and positively influences Support for Green Tourism Development (β = 0.3879; t = 4.5263), supporting H2. Crucially, however, the analysis reveals that the direct effect of Affective Attachment on Tourists' Green Consumption is not statistically significant (t = 0.2805), leading to the rejection of H3. This pattern suggests that emotional bonds primarily function by enhancing cognitive and attitudinal antecedents, rather than directly translating into consumer behavior. A similar pattern is observed for Place Dependence (the functional bond). It demonstrates a significant positive influence on Environmental Awareness (β = 0.2169; t = 2.7774), supporting H5. and significantly affects Support for Green Tourism Development (β = 0.2888; t = 3.4218), supporting H6. Yet, the direct relationship between Place Dependence and Tourists' Green Consumption remains statistically insignificant (t = 1.8758), resulting in the rejection of H7. This finding indicates that functional reliance on the destination is insufficient to independently drive green consumption behavior. In sharp contrast to the other two dimensions, Place Identity (the cognitive/self-concept bond) is found to have no significant direct effect on any of the examined outcome variables. The path coefficients for its influence on Environmental Awareness (t = -0.6173), Support for Green Tourism Development (t = -0.2627), and Tourists' Green Consumption (t = 0.4022) are all statistically insignificant. Consequently, H8, H9, and H10 are all rejected. These results suggest that the symbolic dimension of attachment is less salient in predicting sustainability behaviors in this specific context. Finally, regarding the relationship between mediators and the dependent variable, the strongest empirical relationship in the entire model is observed from the mediator Environmental Awareness to Tourists' Green Consumption (β = 0.5132; t = 7.1471), which strongly supports H4, highlighting its pivotal role. Conversely, the direct effect of Support for Green Tourism Development on Tourists' Green Consumption is not statistically significant (β = 0.0730; t = 0.9310), leading to the rejection of H11.

Table 7. Mediating Effects Analysis

Independent	Mediator	Dependent	p1 . p2 Indirect Effects		p3 Direct Effects	Status
Affective Attachment	Environmental Awareness	Tourists Green Consumption	Original Sample	0.2509	0.0251	Full Mediation
			Sample Mean	0.2522	0.0202	
			Standard Deviation	0.0535	0.0893	
			T-Statistics	4.6850	0.2805	
Affective Attachment	Support For Green Tourism Development	Tourists Green Consumption	Original Sample	0.0283	0.0251	No Mediation
			Sample Mean	0.0260	0.0202	
			Standard Deviation	0.0315	0.0893	
			T-Statistics	0.9007	0.2805	
Place Dependence	Environmental Awareness	Tourists Green Consumption	Original Sample	0.1113	0.1491	Full Mediation
			Sample Mean	0.1143	0.1583	
			Standard Deviation	0.0429	0.0795	
			T-Statistics	2.5918	1.8758	

Place Dependence	Support For Green Tourism Development	Tourists Green Consumption	Original Sample	0.0211	0.1491	No Mediation
			Sample Mean	0.0191	0.1583	
			Standard Deviation	0.0243	0.0795	
			T-Statistics	0.8697	1.8758	
Place Identity	Environmental Awareness	Tourists Green Consumption	Original Sample	-0.0264	0.0320	No Mediation
			Sample Mean	-0.0282	0.0267	
			Standard Deviation	0.0438	0.0797	
			T-Statistics	-0.6024	0.4022	
Place Identity	Support For Green Tourism Development	Tourists Green Consumption	Original Sample	-0.0017	0.0320	No Mediation
			Sample Mean	-0.0009	0.0267	
			Standard Deviation	0.0087	0.0797	
			T-Statistics	-0.1910	0.4022	

Source: Primary Data Processed by the Authors (2025).

The primary finding of the mediation analysis confirms that Environmental Awareness is the sole statistically significant mediator, demonstrating a pattern of indirect-only mediation (full mediation) for two dimensions of community attachment. First, the indirect path from Affective Attachment □ Environmental Awareness □ Tourists' Green Consumption is highly significant (t = 4.6850). Given the corresponding insignificant direct effect (H3 rejected), this confirms full mediation (H12 supported), suggesting that emotional attachment influences green consumption behavior exclusively through heightened environmental awareness. Second, a similar full mediation pattern is observed in the path Place Dependence □ Environmental Awareness □ Tourists' Green Consumption, where the indirect effect is significant (t = 2.5918), while the direct effect (H7 rejected) remains insignificant. This finding also indicates full mediation (H14 supported), implying that functional dependence becomes influential only once it successfully enhances tourists' environmental awareness. In stark contrast, all mediation paths involving Support for Green Tourism Development (H13, H15, and H17) are statistically insignificant, resulting in no-effect non-mediation. Furthermore, none of the mediation pathways associated with Place Identity (H16, and H17) are significant. Overall, Environmental Awareness emerges as the strongest and most critical psychological mechanism, acting as the primary filter that translates the enduring affective and functional bonds of community attachment into environmentally responsible consumption choices.

CONCLUSION

This study successfully investigated the complex interrelationships between the three dimensions of community attachment, environmental awareness, support for green tourism development, and tourists' green consumption within Lembah Harau Nature Park, West Sumatra, utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings yield crucial insights into the psychological mechanisms driving sustainable tourism behavior, highlighting the pivotal roles of the emotional and functional dimensions of community attachment. The results confirm that Affective Attachment (H1 and H2 supported) and Place Dependence (H5 and H6 supported) exert significant positive effects on enhancing both environmental awareness and support for green tourism development. However, neither dimension demonstrates a significant direct influence on tourists' green consumption (H3 and H7 rejected). Instead, Environmental Awareness exhibited the strongest direct effect on green consumption (H4 supported), and the mediation analysis established its role as the sole, full mediator for both affective and functional

attachments (H12 and H14 supported). This pattern confirms that pro-environmental behavior is primarily shaped through cognitive awareness rather than attachment alone. Conversely, the symbolic dimension, Place Identity, did not show significant effects on any of the endogenous variables (H8, H9, H10, H16, and H17 rejected), and Support for Green Tourism Development also failed to function as a significant driver or mediator (H11, H13, and H15 rejected).

Theoretically, this study makes three significant contributions to the green consumption and place-based attachment literature. First, the findings refine the attachment hierarchy by demonstrating that the affective and functional components are substantially stronger antecedents of environmental awareness and policy support than the symbolic component (Place Identity). Second, the evidence of full mediation by Environmental Awareness enriches existing behavioral models by emphasizing that sustainable consumption behavior is not directly driven by deep emotional or functional bonds, but rather requires these psychological bonds to be successfully converted into cognitive awareness (the realization of ecological consequences) to translate into actual green consumption choices. Awareness thus serves as the critical psychological filter that reduces the gap between intention and behavior. Third, the non-significant direct and indirect role of policy support highlights a crucial finding: while stakeholders may be willing to support sustainability initiatives institutionally, this favorable attitude is insufficient, in the absence of strong environmental awareness, to compel them to change their daily consumption habits.

The results generate several strategic implications for destination management and policymaking in Lembah Harau. Since Environmental Awareness is the strongest driver, destination managers should prioritize initiatives that directly strengthen cognitive understanding, such as utilizing interactive educational programs, high-quality interpretive signage, and conservation workshops. Efforts to reinforce affective and functional bonds must also be maintained, achieved through culturally immersive tourism experiences, guided nature-based activities, and community-based homestay programs, thereby indirectly fueling the crucial awareness mechanism. Local governments must implement and enforce supportive environmental policies, including strict land-use regulations and effective waste management systems. Crucially, policymakers must provide the necessary infrastructure that supports green consumption (e.g., accessible recycling facilities, incentives for eco-certified businesses) to reduce the friction between the tourists' high awareness and the actual ease of performing green choices.

Despite its contributions, this study has several limitations. The cross-sectional design restricts causal inference and does not capture the evolution of behavior over time; therefore, longitudinal designs are strongly recommended. The focus on a single nature-based destination limits external validity, calling for future cross-destination or cross-cultural comparisons. Furthermore, the reliance on self-reported measures suggests that future research should incorporate behavioral or observational data to mitigate concerns regarding social desirability and common method bias. Finally, while environmental awareness emerged as the key mediator, other theoretically relevant factors, such as social norms, perceived behavioral control, and institutional or infrastructural support, remain unexplored and warrant integration into future models to advance a more comprehensive understanding of green consumption behavior.

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