



The Effect of Green Branding, Historical Value and Innovative Tourism Package on Willingness to Pay More at Bilebante's Green Tourism Village

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Abstract

Willingness to pay more indicates the level of awareness among tourists about participating in environmental conservation activities. This study is aimed at analyzing the impacts of green branding, historical value, and innovative tourism packages on tourist willingness to pay more in Bilebante's green tourism village. The research employs an associative and quantitative approach to study the behavior of tourists who had previously visited Bilebante's Green Tourism Village, 120 respondents were selected using purposive sampling, and data was collected using online and offline questionnaires. The data was analyzed using the partial least squares method with the SmartPLS version 3.0 application. The results showed that green branding, historical value, and innovative tourism packages positively and significantly influence tourists' *willingness to pay more* in Bilebante's green tourism village. This implies that tourists who have awareness of the environmental issues, historical value of the innovative tourism packages will be willing to pay higher prices for tourism packages. In addition, this study provides implications for tourist village managers on how to enhance management practices and increase tourists' willingness to pay more.

Keywords: *Green Branding; Historical Value; Innovative Tourism Package; Willingness to Pay More*

Introduction

Tourist awareness of environmental issues, especially eco-friendly tourist destinations, is quite high. Based on the survey results, 78.2% of respondents who are generation Z (age range 14-24 years) and 76.5% of generation Y (age 25-40) are highly aware of environmental issues and interested in eco-friendly tourist destinations (Databoks, 2021). The involvement of visitors or tourists with environmental issues in tourist destinations has the potential to influence tourists' willingness to pay more (Amendah & Park, 2008). This can occur due to the increased awareness among tourists about the need to protect the environment at tourist destinations. To continue to preserve the natural environment at tourist attractions, participation from local communities as tourism managers and also visitors or tourists is needed because it requires a lot of money (Medida and Purnomo, 2021). One method that can be used to measure the level of visitors' willingness to participate in the preservation of tourist destinations is to measure the level of willingness to pay more (Prasetyo, 2013).

There are many factors that can influence visitors or tourists willingness to pay more when traveling, one of which is green branding. Green branding, or ecobranding, is a marketing approach that focuses on environmental and social responsibility. Green branding involves utilizing environmental sustainability as a central theme in brand messaging and visual identity. It often involves incorporating environmentally friendly imagery, such as nature-inspired motifs or symbols of sustainability, into logos, advertisements, and product designs (Kotler, 2016). Green branding is the result of psychological consumer perceptions obtained from a brand (Dewi, 2017). The application of the green branding concept can create awareness, emotional relationships, and consumer or visitor preferences based on the value of sustainability and environmental preservation. Visitors or tourists who have a strong relationship or association with the value of sustainability and environmental preservation will give rise to a response where tourists or visitors tend to have a willingness to pay more (Yulia, et al., 2022). Research conducted by Amendah & Park (2014); Firdaus, (2023); Rohimah et al., (2022) states that there is a positive influence of green branding on willingness to pay more. However, the results of this study are not in accordance with the results of research conducted by Dellamelin et al., (2018), which revealed that green does not affect consumers' willingness to pay more.

The next thing that might influence willingness to pay more is historical value. Hamid and Madjid (2011) explain that history is a past event or incident that is the origin of the present. Historical value comes from the uniqueness of a particular person, place, and time and is built on the basis of objectivity (Murzyn, 2016). The uniqueness of a particular person, place, and time contributes to its historical value. Preko et al. (2020) explain that the historical value of the museum experience indirectly has a positive and significant influence on tourists' willingness to pay more. Research conducted by Morrison & Dowel (2015), also shows positive results where the historical values that visitors feel will affect their willingness to pay more.

Then another factor that might affect willingness to pay more in tourist villages is innovative tourism packages. According to Dodgson (2014), innovation is success in combining different resources so that they can be applied to new ideas that come from processes within the organization. According to Cetin and Yarcan (2017), tourism packages are defined as a combination of tourism products and services planned by tour organizers. These services consist of tourist destinations, transportation, tour guides, food, and accommodation. Innovative tourism packages play an important role in attracting and engaging tourists while contributing to the overall growth and development of the destination (Moons et al., 2020). Then research conducted by Effendhy et al. revealed that innovation has a positive and significant effect on the willingness to pay more. In addition, research conducted by Rohimah et al., (2022) shows different results where product innovation does not have a significant effect on consumers' willingness to pay more.

The research location chosen was Bilebante's Green Tourism Village. Researchers decided to do research in this village because Bilebante's Green Tourism Village has been recognized and awarded for its excellence in driving the local economy through tourism activities. In 2017, it was awarded as the best tourism village by the Ministry of Villages and Transmigration and classified as an advanced tourism village. In 2021, it once again received recognition as the second winner in the nature category of the best tourist village. The village stands out for its focus on sustainability and its ability to offer a diverse cultural experience with the presence of both Sasak and Balinese tribes (Saufi et al, 2023). The unique culinary tour of "ayam merangkat" showcases the historical and cultural elements of the Sasak tribe. Bilebante's Green Tourism Village is known for its innovative approach, recently introducing tour packages such as "Sungai Larangan" as based tours and camping grounds to preserve the local fish and environment (Saufi et al, 2023; Haikal et al, 2022). By offering these diverse tour packages, the village aims to provide visitor satisfaction and encourage them to explore other offerings.

Based on the phenomena and the inconsistency of the results of several previous studies described above, it is important to analyze the influence of green branding variables on willingness to pay more, and

researchers try to connect factors that can affect willingness to pay, such as historical value and innovative tourism packages, to Bilebante's green tourism village. This study expects to use existing literature on willingness to pay more and its integration with green branding, historical value, and innovative tourism packages in tourism villages.

Literature Review

Willingness to Pay More

In general, willingness to pay more is the amount that consumers can afford to pay to get the desired product or service, (Zhao & Kling, 2005). Willingness to pay more is an individual assessment of how much consumers would be willing to pay to receive goods or services (Namkung & Jang, 2017; Şahin et al., 2013). Willingness to pay more is used as a tool to measure the value of satisfaction provided by a good or service (Schmidt & Bijmolt, 2020). The higher a person's willingness to pay, the greater the satisfaction value they feel from the good or service. Casalegno et al. (2022) revealed that generation Z is concerned about environmental issues and is willing to pay more for environmentally friendly products.

The Effect of Green Branding on Willingness to Pay More

According to Kim and Periyayya (2013), green branding has become an important part of a company's value and positioning as brands aim to align their brand identity with environmentally friendly values and practices. Willingness to pay can be measured by the maximum price that consumers can pay. Consumer involvement in environmental issues allows them to pay more (Schuwerk & Lefkock, 1995). The effect of green branding on the tendency to pay more can be formulated with the hypothesis that the stronger the visitor's association with environmental values conveyed by a brand through green branding, the higher the likelihood that the visitor will be willing to pay more for products or services from that brand (Musa & Nadarajah, 2023). Based on previous research, the following hypothesis can be drawn:

H1: Green branding has a significant effect on willingness to pay more at Bilebante's green tourism village.

The Effect of Historical Value on Willingness to Pay More

Historical values are classified as socio-cultural values and more broadly include cultural, symbolic, social, spiritual, religious, and aesthetic values (De La Torre, 2002). Witwicki (2007) argues that historical value can be read in different ways, namely the authenticity of the substance of historical objects, the authenticity of the substance of function and form, the reflection of historical materials, and the value of historical documents. The greater consumers' awareness and appreciation of the historical value of a brand or product, the higher the likelihood that they will be willing to pay more for the product or service (Ning Asih & Nugraha, 2020). The stronger the emotional or sentimental connection consumers have to the historical value associated with a brand or product, the more likely it is that they will feel a higher value for the product or service and be willing to pay a higher price as a form of appreciation for the heritage and identity implied in it (Sirfeffa et al., 2023). Based on the description above, the following hypothesis can be drawn:

H2: Historical value has a significant effect on willingness to pay more at Bilebante's green tourism village.

The Effect of Innovative Tourism Package on Willingness to Pay More

Innovative tourism packages involve the creation of unique and authentic travel experiences that adapt to evolving consumer preferences. This can include the development of niche tourism products such as adventure, culinary, or health and wellness tourism, which offer travelers the opportunity to engage in

specialized activities and engage in local culture and traditions (Kamri, et al., 2020). The more interesting and unique the tourism experience offered by a destination, the higher the likelihood that travelers will be willing to pay more to experience the experience (Surya & Efrianto, 2022). Thus, the more developed the initiatives on the tour package, the greater the attractiveness of the destination for tourists, which can then encourage them to value the tourism experience more highly and be willing to pay a higher price in exchange for the uniqueness and privileges they get. Based on the description above, the following hypothesis can be drawn:

H3: Innovative tourism package has a significant effect on willingness to pay more at Bilebante's green tourism village.

Conceptual Framework

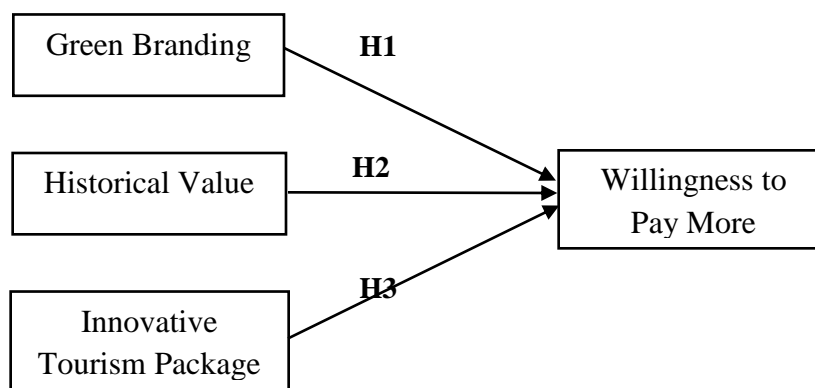


Figure 1. Conceptual Framework

Methods

In this study, researchers uses an associative research with a quantitative approach to examine the factors influencing tourists' willingness to pay more for green tourism. The study was conducted at Bilebante's Green Tourism Village in Central Lombok Regency, West Nusa Tenggara Province. A total of 120 respondents, who were tourists who had visited the village, participated in the study. The researchers used a purposive sampling technique to select the respondents, considering their gender, age, occupation, education level, and income level. The researchers used a questionnaire that was distributed both directly and online via Google Form. Variable indicators are measured from previous research, such as indicators of willingness to pay more by Laroche et al., (2001), green branding by Manjunath (2014), historical value from research, and innovative tourism packages by Rauter et al., (2001). All items were measured on a five-level Likert scale from 1 (strongly disagree) to 5 (strongly agree). The data were analyzed using the partial least squares method using the SmartPLS version 3.2 application.

Characteristics of Respondents

The research questionnaire was answered by 120 respondents who were tourists who had visited Bilebante's green tourism village. The characteristics of respondents based on demographics are as follows: Female respondents dominate with 71 people, or 59%, compared to 41%, men. Age 17-26 dominates with 90 people, or 75%. The S1 education level is 61.7%, with a job as a student at 66% and an

income level below Rp. 1,000,000 per month, as much as 64.2%. The complete number can be seen in the following table:

Table 1. Characteristics of Respondents

Variable	Descriptions	Frequency	Percentage (%)
Gender	Woman	71	59,2%
	Man	49	40,8%
Age	17-26	90	75%
	27-36	13	10,8%
	37-46	4	3,3%
	47-56	4	3,3%
	> 57	9	7,5%
Education Level	Primary School	-	-
	High School	-	-
	Senior High School	42	35%
	Diploma I, II, III, and IV	-	-
	S1	74	61,7%
	S2	4	3,3%
Occupation	S3	-	-
	Civil Servant	13	10,8%
	Buinessman	12	10%
	Students	80	66%
Income Level (Monthly)	Others	16	13,3%
	< Rp. 1.000.000	77	64,2%
	Rp. 1.000.000- Rp. 2.000.000	7	5,8%
	Rp. 2.100.000- Rp. 3.000.000	13	10,8%
	Rp. 3.100.000- Rp. 4.000.000	5	4,2%
	Rp. 4.100.000- Rp. 5.000.000	4	3,3%
> Rp. 5.000.000	14	11,7%	

Results and Discussion

Measurement Model (Outer Model)

1. Validity Test (Convergent Validity)

Table 2. Outer Loading Value

Variable	Statement	Outer Loading	Criteria
Green Branding	Bilebante's GTV uses a logo with attractive natural elements.	0,765	Valid
	Bilebante's GTV logo is easy to recognize and remember.	0,724	Valid
	The logo used by Bilebante's GTV is in accordance with the	0,839	Valid

	characteristics of the village.		
	Bilebante's GTV uses a slogan with an environmental conservation message.	0,789	Valid
	Bilebante's slogan is interesting and easy to remember.	0,772	Valid
	Bilebante's conducts promotions by prioritizing environmental sustainability.	0,841	Valid
	Bilebante's conducts promotions by prioritizing environmental sustainability.	0,834	Valid
	GTV Bilebante's products, attractions, and tour packages carry the principle of environmental sustainability.	0,859	Valid
	GTV Bilebante's tourism products and services are designed in an effort to conserve the environment.	0,881	Valid
	GTV Bilebante's has old, traditional buildings.	0,828	Valid
	Traditional buildings in GTV Bilebante's have interesting historical and cultural values.	0,805	Valid
	Traditional buildings in GTV Bilebante's are authentic.	0,826	Valid
	The traditional local traditions, such as dance, music, traditional ceremonies, and traditional tops, are well organized.	0,760	Valid
	Travelers are welcomed with authentic traditional dance and music.	0,830	Valid
Historical Value	The cooking class activity of "Ayam Merangkat" is a unique local tradition.	0,881	Valid
	I understood the local history and culture of the village after visiting.	0,826	Valid
	The story telling of the sacred site "Lingkoq Jodoh" has unique cultural value.	0,873	Valid
	The culinary "Ayam Merangkat" has an authentic local cultural philosophy.	0,860	Valid
	I find the innovation of the environment-based educational tour package "Sungai Larangan" interesting.	0,873	Valid
	I feel satisfied with the facilities and tour packages available.	0,867	Valid
	I feel that the available facilities and tour packages are able to meet the needs of tourists.	0,857	Valid
Innovative Tourism Package	I feel that the camping ground and hiking tour packages in the "Sungai Larangan" area are new and different from other tour packages.	0,843	Valid
	I feel that the camping ground tour package in the "Sungai Larangan" area is innovative and interesting.	0,885	Valid
	I feel that the camping ground tour package in the "Sungai Larangan" area is innovative and interesting.	0,885	Valid
	I would like to pay more to visit a tourist destination with a green marketing concept.	0,824	Valid
	I would like to pay a higher price to visit tourist destinations that have historical and cultural values.	0,844	Valid
Willingness to Pay More	I am willing to pay more to experience innovative tour packages.	0,777	Valid
	I am willing to pay more to get tourism products and services that are environmentally friendly.	0,807	Valid
	I am willing to pay more for tourism products and services that support environmental sustainability.	0,812	Valid

I am willing to pay more to get tourism products and services that strive to preserve the environment.	0,780	Valid
I am willing to pay more for a unique travel experience.	0,900	Valid
I am willing to pay more for authentic tourism experiences.	0,892	Valid
I am willing to pay more for innovative tourism experiences.	0,907	Valid

Based on the test results, all items used to measure variables in the study, namely green branding, historical value, and innovative tourism package, show an outer loading value greater than 0.50, so it can be concluded that all indicators used meet the validity test requirements or can be said to be valid (Hair et al., 2021).

2. Discriminant Validity Test

The AVE value of all research variables shows a value of more than 0.5, which means that the amount of variation value of all items contained in the research variable has met the requirements and can be said to be valid (Hair et al., 2021).

3. Composite Reliability

Table 3. Discriminant Validity and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability	AVE
Green Branding (X1)	0,935	0,946	0,661
Historical Value (X2)	0,945	0,953	0,694
Innovative Tourism (X3)	0,935	0,948	0,754
Willingness to Pay More (Y)	0,947	0,955	0,705

The Cronbach's alpha and composite reliability values of all constructs or variables in this study are more than 0.70. This means that overall, the variables used have a level of reliability that meets the requirements and is acceptable (Hair et al., 2021).

Hypothesis Testing

Hypothesis testing can be done through the t-test by looking at the t-statistic value and the probability value. The criterion for acceptance or rejection of the hypothesis with the t-statistic is 1.96 (significance level 0.05). H_a is accepted, and H_0 is rejected if the t-statistic is > 1.96 . Meanwhile, to reject or accept the hypothesis using the probability value, H_a is accepted if the p value is < 0.05 (Yamin, 2022).

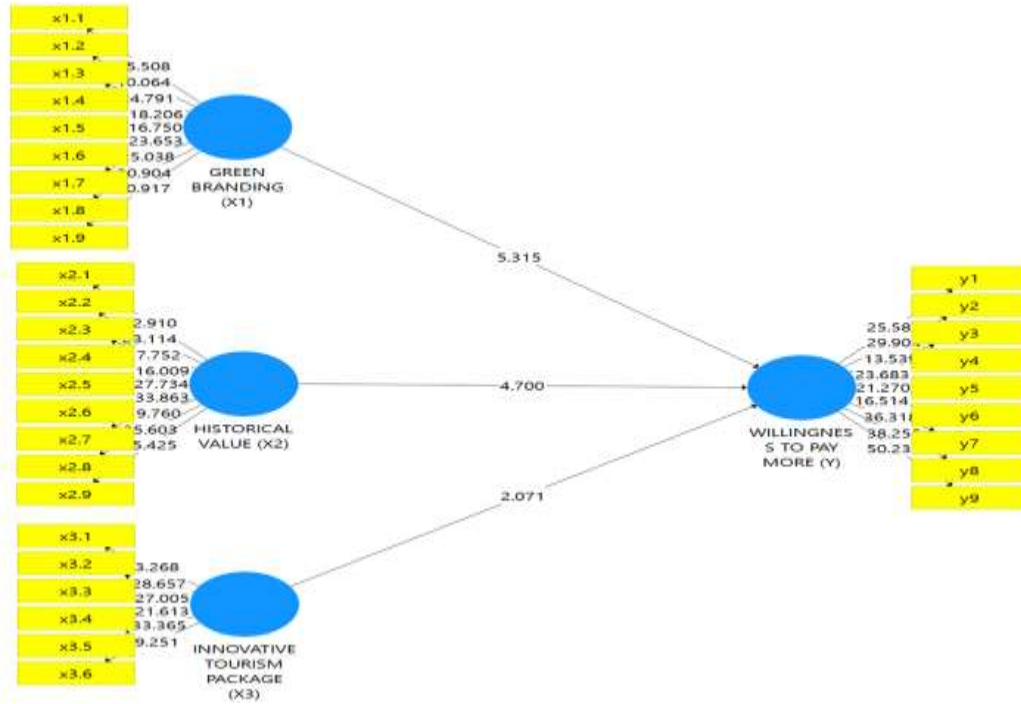


Figure 2. Inner Structural Model

Table 4. R Square Value

Variable	R Square	R Square Adjusted
Willingness to Pay More	0,766	0,760

The R square value shows that the influence of Green Branding, Historical Value and Innovative Tourism Package on Willingness to Pay More is 0.760, or 76%, which is included in the high or strong category (Hair et al., 2021). While the remaining 24% is influenced by other variables or factors not examined in this study.

Table 5. Path Coefficient Results Test

Effect Between Variables	Original Sample (O)	T Statistics	P Values	Criteria
Green Branding (X1) -> Willingness to Pay More (Y)	0,370	5,315	0,000	Significant
Historical Value (X2) -> Willingness to Pay More (Y)	0,427	4,700	0,000	Significant
Innovative Tourism Package (X3) -> Willingness to Pay More (Y)	0,195	2,071	0,039	Significant

The first hypothesis in this study states, ‘Green Branding Affects Willingness to Pay More at Bilebante’s Green Tourism Village’. The results of hypothesis testing show that Green Branding has a significant positive effect on Willingness to Pay More with an original sample value of 0.370, a t-statistic value of 5.315 > 1.96, and a P value of 0.000 < 0.05. So **hypothesis 1 is accepted.**

The second hypothesis in this study states, ‘historical value affects Willingness to Pay More, in Bilebante’s Green Tourism Village’. The results of hypothesis testing show that Historical Value has a significant positive effect on Willingness to Pay More with an original sample value of 0.427, a t-statistic value of $4.700 > 1.96$, and a P value of $0.000 < 0.05$. So the **hypothesis 2 is accepted**.

The third hypothesis in this study states, ‘innovative tourism package affect Willingness to Pay More in Bilebante’s Green Tourism Village’. The results of hypothesis testing show that the Innovative Tourism Package has a positive and significant effect on Willingness to Pay More with an original sample value of 0.195, t-statistics value $2.071 > 1.96$ and P value $0.039 < 0.05$. So **hypothesis 3 is accepted**.

Discussion

The Effect of Green Branding on Willingness to Pay More at Bilebante’s

The study that was conducted in Bilebante’s green tourism village found that the implementation of strong green branding has a positive impact on tourists' concerns about environmental issues and their willingness to pay more in the village. The survey participants identified the village as having a good green branding concept, indicated by the use of a logo featuring natural elements and slogans promoting environmental preservation and sustainability. This association with environmental values conveyed through green branding makes tourists more inclined to pay higher prices. The village's products, attractions, and services were also designed with a focus on environmental preservation and sustainability, resulting in tourists having immersive experiences and direct involvement with environmental issues. Overall, the study highlights the importance of effective green branding in increasing tourists' willingness to pay more, as well as their perception of the village's commitment to environmental values.

The findings in this study are in line with the results of research conducted by Gomes et al, (2023), which shows that green product branding has a positive effect on willingness to pay more. Furthermore, this study reveals that factors related to environmental issues, green vision, and green perceived quality can influence willingness to pay more. However, the results of this study are not in accordance with the results of research conducted by Dellamelin et al., (2018), which revealed that green branding has no effect on willingness to pay more.

The Effect of Historical Value on Willingness to Pay More at Bilebante’s

The research findings indicate that historical value plays a crucial role in determining tourists' willingness to pay more for tourism packages in Bilebante’s green tourism village. The study reveals that the higher the perception of historical value by tourists towards attractions, objects, products, and tourist services in Bilebante’s, the greater their willingness to pay more. Respondents in the study expressed that Bilebante’s green tourism village possesses historical and cultural value, offering a distinctive experience for tourists of high quality. Examples include the availability of Sasak culinary specialties such as “Ayam Merangkat” which holds deep cultural philosophy, and the presence of ancient structures like the Lingsar Klod Temple and the “Lingkoq Jodoh” site, believed to possess sanctity. These features provide an exceptional and intriguing experience for visitors, as they develop a stronger emotional and sentimental connection to the historical value associated with the destination.

The findings in this study are in line with the results of research conducted by Preko et al. (2020), which revealed that the historical value of the museum experience indirectly has a positive and significant influence on tourists' willingness to pay more. Research conducted by Morrison & Dowel (2015) also shows positive results where the historical values that visitors feel will affect their willingness to pay more.

The Effect of Innovative Tourism Package on Willingness to Pay More at Bilebante's Green Tourism Village

The study found that an innovative tourism package had a positive impact on tourists' willingness to pay more in Bilebante's green tourism village. The more innovative the tour packages in the village, the higher the appreciation from tourists, which leads to their willingness to pay extra for the experience. The study specifically highlighted the "sungai larangan" environment-based educational tour package, which included camping and hiking in the "sungai larangan" area. The uniqueness of this package lies in its combination of travel and education, as well as its focus on environmental conservation. The community in Bilebante's green tourism village actively works to preserve the flora and fauna in the "sungai larangan" area, creating a one-of-a-kind experience for visitors. This innovation, with its emphasis on environmental conservation, adds value to the tourists' experience and provides them with a unique perspective on tourism.

The findings in this study are also supported by previous research conducted by Malik & Diswandi (2024) and Hofstetter et al., (2013), which indirectly state that there is a positive and significant relationship between tour package innovation, the availability of facilities at tourist attractions and the willingness of tourists to pay more. Then, research conducted by Effendhy et al. also revealed that innovation has a positive and significant effect on the willingness to pay more. In addition, research conducted by Rohimah et al., (2022) shows different results where product innovation does not have a significant effect on consumers' willingness to pay more.

Conclusion

This study found that green branding, historical value, and innovative tourism packages have a significant positive effect on tourists' willingness to pay more in Bilebante's green tourism village. Tourists who are alert to environmental issues will have a willingness to make higher payments on destinations with strong green branding to promote the village as an environmentally friendly destination. The perception of historical value, such as attractions, objects, and tourist services in the village, also influences tourists to pay more. Additionally, the appreciation of innovative tourism packages in the green village leads to an increased willingness among tourists to pay higher prices. Overall, the study highlights the importance of these factors in attracting tourists and increasing their willingness to spend more money in Bilebante's green tourism village.

The research findings highlight several managerial implications for tourism village managers. Firstly, the concept of green branding, which focuses on environmental preservation and sustainability, is highly favored by tourists. Therefore, managers should prioritize training, development, and regular evaluation to maintain and enhance the quality of tourism offerings. In the case of Bilebante's green tourism village, its historical value, particularly the iconic culinary dish "Ayam Merangkat," serves as a strong attraction for visitors. Hence, creating tour packages that showcase the local culture, including this culinary specialty, should be a priority for development. Furthermore, respondents expressed high levels of agreement with the availability of facilities and tour packages that meet the needs of tourists, indicating that existing innovations are appropriate and should be maintained. To further enhance tourism experiences, managers are encouraged to continue creating unique and attractive innovations while ensuring environmental preservation and sustainability. Overall, these findings provide valuable insights for tourism village managers to improve their offerings.

Research Limitations and Future Research Directions

The limitation of this study is that the respondents used in the study were limited to tourists aged 17-26 who were students. This research is likely to show different results if it is conducted at other tourist

sites and with a more mature age range of respondents. The number of respondents or samples used is also limited to 120. It is hoped that further research can increase the number of samples in order to get a better picture of the results and approach actual conditions. The study did not include open-ended questions, so further research can consider providing open-ended questions to obtain more complete and accurate information. This study only uses three variables with a simple relationship direction, where the green branding, historical value, and innovative tourism package variables are only able to explain the willingness to pay more variable by 76%, the rest is influenced by other variables not used in this study. Future researchers can consider other variables such as environmental concern and environmental knowledge, as well as intervening variables such as mediation and moderation.

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