

ABSTRACT

The growth of camping trends has increased significantly since the COVID-19 pandemic broke out, other changes have also occurred in lifestyle and behavior patterns. This research aims to determine and analyze the influence of ecotourism motivation on environmentally responsible behavior intention through satisfaction at nature-based camping at Lembah Pinus Camp & Cafe.

This research uses primary data collection techniques through questionnaires distributed to 156 respondents via Google Form and secondary data through the internet, guidebooks and journals. The data analysis techniques used are descriptive analysis and Structural Equation Modeling (SEM) analysis using SMARTPLS 4.0 software.

The results of this research are that the value of ecotourism motivation for tourists at Lembah Pinus Camp & Cafe is 78.52%, then the value of satisfaction for tourists at Lembah Pinus Camp & Cafe is 83.10%, and the value of environmentally responsible behavior intention for tourists at Lembah Pinus Camp & Cafe is 84.75%. Beside that, there was a direct influence of ecotourism motivation on satisfaction, there was no direct influence of satisfaction on environmentally responsible behavior intention, there was no influence of ecotourism motivation on environmentally responsible behavior intention and there was no influence of ecotourism motivation on environmentally responsible behavior intention through satisfaction through satisfaction.

Management Implications: The results of this research can be used as suggestion for managers and others to put motivation as a key in predicting tourist satisfaction and behavioral intentions. It is important to improve the key elements of Ecotourism Motivation for enhance the Satisfaction and Environmentally Responsible Behavior Intention of tourist.

Keywords: *Ecotourism motivation, satisfaction, environmentally responsible behavior intention, nature based camping.*