Green Influencer Credibility, Attitude, and Pro-Environmental Behavioral Intention among Generation Z

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Abstract
Purpose: This study examines the influence of green influencer credibility on pro-environmental behavioral intention and investigates the mediating role of attitude among Generation Z in Bali.
Methodology/approach: A quantitative approach with a cross-sectional survey design was employed. Data were collected from 200 Generation Z respondents in Bali who actively use social media and follow at least one green influencer. Respondents were selected using purposive sampling. Data were collected through an online questionnaire using a five-point Likert scale and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. Measurement and structural models were assessed, followed by mediation analysis using bootstrapping.
Results/findings: The results show that green influencer credibility significantly and positively influences attitude and pro-environmental behavioral intention. Attitude also has a significant positive effect on pro-environmental behavioral intention. Furthermore, attitude significantly mediates the relationship between green influencer credibility and pro-environmental behavioral intention.
Conclusions: The findings indicate that credible green influencers can strengthen positive environmental attitudes, which subsequently encourage stronger pro-environmental behavioral intentions among Generation Z. Attitude represents an important cognitive mechanism linking influencer credibility to environmental behavioral intention.
Limitations: This study focuses on Generation Z respondents in Bali and uses a cross-sectional survey with purposive sampling, which may limit the generalizability of the findings to other age groups, regions, and populations.
Contribution: This study contributes to influencer marketing and environmental behavior literature by demonstrating the importance of influencer credibility and attitude in shaping pro-environmental behavioral intention. Practically, environmental campaigns should prioritize credible, informative, and educational influencer communication to foster positive environmental attitudes.

Keywords: *green influencer credibility, attitude, pro-environmental behavioral intention*

1. Introduction

Environmental challenges in Bali cannot be separated from patterns of consumption, population growth, tourism, and waste generation. At the same time, younger people encounter information about these issues through digital media on a daily basis. Generation Z has grown up with social media and is therefore an important audience for environmental communication. Previous research also suggests that young consumers can respond positively to influencers and communities that demonstrate a genuine commitment to sustainability (Djafarova & Foots, 2022). This combination of environmental pressure and high digital exposure makes Generation Z a relevant group for studying pro-environmental behavioral intention.

Social media has changed the way environmental messages reach audiences. Instead of relying only on institutional campaigns or conventional media, sustainability information can now be delivered by individuals who have built an audience around their own content. Green influencers represent this development: they use platforms such as Instagram, TikTok, and YouTube to discuss environmental practices, sustainable consumption, and related values. Because communication takes place in a familiar digital environment, followers may perceive such messages as more accessible and relatable than messages delivered through conventional promotional channels (Sokolova & Kefi, 2020).

The effectiveness of influencer communication depends partly on source credibility. In practical terms, followers need to believe that the person providing environmental information understands the issue, communicates honestly, and can be trusted. This consideration is especially relevant to sustainability because environmental claims can be questioned when audiences suspect exaggeration or greenwashing. A credible influencer may therefore reduce uncertainty and make environmental information easier to accept (Lou & Yuan, 2019).

The Bali setting strengthens the importance of this issue. Waste management remains a substantial environmental concern in a province whose economic and social activities are closely connected with tourism. Data reported from Indonesia's National Waste Management Information System (SIPSN) indicate that Bali generated roughly 1.2 million tons of waste in 2024, while Denpasar accounted for about 360,000 tons. Organic material represented around 68.32% of the reported waste, and other reports have described a substantial increase in waste generation over the 2000–2024 period (Kompas.com, 2025; Star News, 2025).

Plastic waste adds another dimension to the problem. SIPSN-related reporting indicated that plastic represented about 13.64% of Bali's waste in 2024, with single-use packaging and household consumption among the sources discussed (Ermalia, 2025). Tourism can intensify waste pressures in high-activity areas. These conditions suggest that environmental policy needs to be accompanied by changes in individual behavior, particularly among younger residents who are active users of social media and can also become important participants in sustainability initiatives.

The provincial government has introduced measures intended to reduce plastic waste, including restrictions on single-use plastics and environmental programs (Dinas Kehutanan dan Lingkungan Hidup Provinsi Bali, 2025). Yet regulation alone does not determine whether people adopt environmentally responsible practices. Public understanding, personal evaluations, and behavioral intentions also matter. Social media consequently offers a complementary route through which environmental messages can be repeated, explained, and connected with everyday choices.

The response to an environmental message is not determined only by who delivers it. Followers also interpret the message and form an evaluation of the behavior being promoted. Green influencers can present sustainability information through explanations, examples, recommendations, and demonstrations. When those messages lead followers to view environmental actions as worthwhile and beneficial, they may contribute to a more favorable attitude and, in turn, a stronger intention to act.

Attitude is central to this process in the Theory of Planned Behavior (TPB). Ajzen (1991) describes attitude as an individual's overall evaluation of a behavior, ranging from unfavorable to favorable. Applied to environmental behavior, people who regard actions such as reducing waste, limiting plastic use, recycling, or supporting sustainable products as worthwhile should be more inclined to form intentions to perform them. Social media content may contribute to this evaluation when it provides understandable and convincing reasons for adopting environmentally responsible practices.

Despite the growing literature on influencers and sustainability, the connection between source credibility and environmental behavioral intention still deserves closer attention. A large part of influencer research examines direct persuasive outcomes, while less attention is given to the evaluative process through which credibility may translate into intention. In this study, attitude is treated as that evaluative link. Examining this mechanism helps clarify whether credibility matters partly because it changes the way followers assess environmental behavior.

A second issue concerns research context. Findings from other countries or from commercial influencer marketing cannot automatically be transferred to Indonesia. Bali presents a distinctive setting because environmental quality is closely tied to tourism and local livelihoods, while young residents are highly exposed to digital communication. Studying Generation Z in Bali therefore provides an opportunity to examine sustainability communication in a context where environmental issues are visible in everyday life and where influencer-based communication is already familiar.

Against this background, the study tests whether green influencer credibility predicts pro-environmental behavioral intention and whether attitude carries part of that influence among Generation Z in Bali. The framework combines source credibility theory, which explains why characteristics of a communicator can affect message acceptance (Ohanian, 1990), with the TPB perspective on attitude and behavioral intention (Ajzen, 1991). The results are intended to inform both academic discussion and the design of environmental communication campaigns.

2. Literature review and hypothesis development

2.1 The Influence of Green Influencer Credibility on Attitude

Source credibility theory provides a useful explanation for why the characteristics of an influencer can shape audience evaluations. When a communicator is viewed as knowledgeable, trustworthy, and authentic, the audience has stronger grounds for accepting the information being presented (Ohanian, 1990). In an environmental setting, this matters because followers must often judge claims about sustainability without being able to verify every claim themselves. A credible source can make the information appear more dependable and can support a more favorable assessment of the behavior being recommended.

Green influencers frequently operate as accessible sources of environmental information. They may explain sustainable habits, demonstrate practical actions, or discuss the consequences of environmentally harmful practices. If followers regard the influencer as competent and sincere, these messages may be processed more favorably. Credibility can also lessen doubts about whether an environmental recommendation is merely promotional, which is particularly relevant when audiences are sensitive to greenwashing.

Empirical work is broadly consistent with this expectation. Lou and Yuan (2019) reported a positive association between influencer credibility and audience responses to branded content, while Djafarova and Rushworth (2017) showed that credibility and perceived authenticity matter in young users' evaluations of online celebrities. In environmental research, Yadav and Pathak (2017) likewise found that environmental beliefs and attitudes are related to consumers' intentions to behave in environmentally responsible ways. These studies provide a basis for expecting a positive credibility–attitude relationship in the present setting.

For Generation Z, the role of credibility may be particularly visible because environmental information is frequently encountered through social platforms. A follower who regards an influencer as competent and sincere may be more willing to consider the influencer's interpretation of sustainability issues. The expected

outcome is a more favorable evaluation of environmentally responsible behavior. Accordingly, the first hypothesis is formulated as follows.

H1: Green influencer credibility influences attitude.

2.2 The Influence of Green Influencer Credibility on Pro-Environmental Behavioral Intention

Credibility may also have a direct behavioral implication. When followers regard an influencer as a reliable source, they may be more willing to accept recommendations and translate them into intentions. Source credibility theory suggests that expertise and trustworthiness strengthen the persuasive potential of a message because audiences are more willing to rely on information from a dependable communicator (Ohanian, 1990). For a green influencer, this can involve recommendations concerning waste reduction, recycling, sustainable consumption, or participation in environmental activities.

Environmental communication makes this issue particularly important because audiences may encounter competing claims about what is genuinely sustainable. An influencer who demonstrates knowledge, consistency, and authenticity can make the recommended behavior more convincing. The effect is not necessarily limited to a change in opinion; repeated exposure to credible environmental information may also encourage followers to form intentions to change particular practices or support environmental initiatives.

The argument is also consistent with social influence perspectives. People often use trusted and visible others as reference points when deciding how to respond to unfamiliar or socially relevant issues. In the digital environment, green influencers can occupy such a position by combining information with examples of behavior. Their influence is therefore expected to be stronger when followers see the source as credible rather than merely popular.

Evidence from influencer marketing supports the general role of credibility in shaping behavioral responses. Lou and Yuan (2019) found that credibility was associated with consumer trust and behavioral intention toward branded content. Although their context was commercial, the finding is relevant to the broader communication process: perceived credibility can increase the likelihood that an audience accepts and responds to a message.

Djafarova and Rushworth (2017) similarly found that characteristics associated with credible online celebrities influence young users' purchase decisions. The outcome in that study was different from environmental intention, but it demonstrates that credibility can matter when young social-media users decide whether to follow a recommendation. This provides supporting evidence for examining credibility as a predictor of intention in the environmental context.

Environmental studies offer an additional basis for the proposed relationship. Kautish and Sharma (2019) reported that value orientation and green attitude were important in explaining green behavioral intentions among young consumers. Taken together, these findings suggest that trusted sustainability information can be relevant to the formation of environmentally responsible intentions, leading to the second hypothesis.

H2: Green influencer credibility influences pro-environmental behavior intention

2.3 The Influence of Attitude on Pro-Environmental Behavioral Intention

Within the TPB, attitude is not simply a general feeling about an issue; it reflects the person's evaluation of performing a particular behavior (Ajzen, 1991). A person who sees an environmental action as useful, worthwhile, or beneficial is expected to be more inclined to intend to perform it. This makes attitude an appropriate variable for explaining why exposure to environmental communication may or may not translate into behavioral intention.

In everyday environmental decisions, a favorable evaluation can concern actions such as separating waste, reducing consumption, avoiding unnecessary plastic, saving resources, or choosing sustainable products. When these actions are viewed as meaningful and beneficial, willingness to perform them can increase. The same logic applies to Generation Z users who encounter sustainability information through social media: positive evaluations of environmental behavior should be reflected in stronger behavioral intentions.

Prior evidence supports this proposition. Yadav and Pathak (2017) found that environmental attitudes significantly contributed to green purchase intention, while Stern (2000) emphasized the role of environmental attitudes and other internal factors in environmentally significant behavior. These findings provide a theoretical and empirical basis for expecting attitude to be positively associated with pro-environmental behavioral intention.

H3: Attitude influence pro-environmental behavioral intention.

2.4 The Mediating Role of Attitude

Attitude can also be understood as the mechanism that connects information from an external source with an individual's intention. In the TPB, a favorable evaluation of a behavior contributes to the formation of intention (Ajzen, 1991). If a green influencer is perceived as credible, the information provided may receive greater acceptance; that acceptance can then influence how followers evaluate the environmental behavior discussed in the message.

This reasoning links source credibility theory with the TPB. Credible communicators are more likely to be trusted and their messages are more likely to be considered seriously (Ohanian, 1990). In the present context, credible green influencers may therefore contribute to a favorable environmental attitude, while that attitude provides the immediate evaluative basis for behavioral intention.

Previous findings provide support for the individual links in this proposed mechanism. Yadav and Pathak (2017) identified a significant role for environmental attitude in green purchase intention, while Lou and Yuan (2019) showed that influencer credibility is related to audience responses. Chen et al. (2020) likewise reported that green brand attitude is relevant to environmentally friendly purchase intentions. More directly within influencer research, Tiwari et al. (2024) examined attitude as a mediating mechanism in the relationship between fashion influencers and purchase intention. Although the contexts differ, the studies collectively support the argument that credibility or influence can operate partly through audience evaluation.

The proposed mechanism can therefore be expressed as a sequence: followers assess the influencer, credibility increases the acceptance of the message, the message contributes to a more favorable evaluation of environmental behavior, and that evaluation strengthens intention. On this basis, attitude is expected to transmit part of the influence of green influencer credibility on pro-environmental behavioral intention.
H4: Attitude mediates the influence of green influencer credibility on pro-environmental behavioral intention.

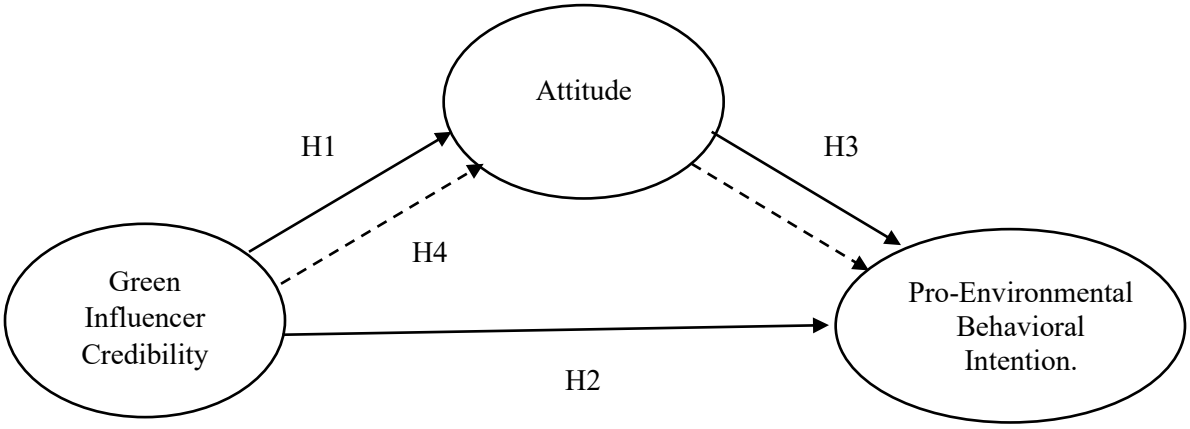


Figure 1. Research Framework
Source: Adapted from Lou and Yuan (2019); Chen et al. (2020); Tiwari et al. (2023)

3. Methodology

3.1 Questionnaire Development and Data Collection

The questionnaire was built from established measures used in prior research. Green Influencer Credibility was represented by six items covering expertise, trustworthiness, and authenticity, drawing on Ohanian (1990) and Lou and Yuan (2019). Attitude was measured with four items adapted from Ajzen (1991) and Yadav and Pathak (2017), while Pro-Environmental Behavioral Intention was assessed with four items based on the same sources. The use of established measures was intended to preserve conceptual consistency with earlier studies.

Each construct was assessed on a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). Before the main data collection, the questionnaire was pilot-tested with 30 respondents. The pilot stage was used to identify wording that could be confusing or ambiguous. Minor wording adjustments were made before the questionnaire was administered to the final sample.

Data were collected online through Google Forms between January and February 2026. The target population comprised Generation Z residents of Bali who used social media and followed at least one green influencer on Instagram, TikTok, YouTube, or Threads. A screening item was placed at the beginning of the questionnaire. Responses from individuals who did not meet the follower criterion were not included in the analysis.

The questionnaire was first prepared in English and then translated into Bahasa Indonesia. Back-translation was used as a quality check so that the Indonesian version retained the intended meaning of the original items. This step was particularly important because the constructs involve perceptions and behavioral intentions that can be sensitive to wording.

Purposive sampling was used because eligibility depended on characteristics directly related to the research question. Of 216 questionnaires distributed, 200 usable responses remained after incomplete or invalid responses were removed. The respondents were Generation Z individuals aged approximately 17–27 years and residing in Bali.

3.2 Statistical Procedures

PLS-SEM was conducted in SmartPLS 4. This technique was selected because the model contains latent constructs and includes both direct relationships and an indirect path through attitude. The analysis was organized around the predictive relationships specified in the conceptual framework.

PLS-SEM is commonly used for prediction-oriented and exploratory models and is less dependent on multivariate normality assumptions than covariance-based SEM (Hair et al., 2022). It is also useful when a model combines several constructs and indicators. These characteristics made the method suitable for the present study, which examines credibility, attitude, and behavioral intention within one structural model.

The analysis proceeded from the measurement model to the structural model. Reliability was assessed with Cronbach's alpha and composite reliability, while convergent validity was examined through indicator loadings and AVE. Discriminant validity was considered using the Fornell–Larcker criterion and cross-loadings. The structural model was then assessed using VIF, R^2, f^2, Q^2, model-fit information, and bootstrapped path estimates.

The sample contained 200 usable observations. Following the rule discussed by Barclay et al. (1995), this exceeds the minimum requirement based on ten times the largest number of structural paths pointing to a construct in the model. The sample was therefore treated as adequate for the planned PLS-SEM estimation.

4. Results and discussion

4.1 Respondents' Profile

The final dataset contained 200 respondents. Women represented 64.1% of the sample and men 35.9%. Respondents aged 19–23 years formed the largest age group. Most participants were undergraduate students, with employed young adults representing the next notable group. Overall, the profile reflects a relatively young and digitally active audience, which is consistent with the population targeted by the study. A notable characteristic of the sample was the high level of exposure to Pandawara Group. About 86.2% of respondents reported following the group on social media. This pattern is relevant to the research setting because Pandawara is strongly associated with environmental clean-up activities and sustainability communication. The result also indicates that many respondents had direct experience with a prominent Indonesian environmental content creator rather than encountering the topic only through generic environmental accounts.

Instagram and TikTok were the platforms most frequently mentioned for following green influencers. In addition, 88.2% of respondents reported spending more than three hours per day on social media. The combination of frequent platform use and exposure to environmental influencers supports the suitability of the sample for examining how digital sustainability communication relates to environmental attitudes and intentions.

4.2 Analysis of Measurement Model

The measurement model was examined before interpreting the structural relationships. Indicator reliability, internal consistency, convergent validity, discriminant validity, and collinearity were considered. The reported results meet the conventional criteria used in PLS-SEM: loadings are above 0.70, Cronbach's alpha and composite reliability are above 0.70, and AVE is above 0.50 (Hair et al., 2022; Cheung et al., 2024).

All retained indicators showed loadings above 0.70. This means that each item contributed adequately to the construct it was intended to represent. On this basis, no indicator was removed from the final

measurement model. The result provides initial evidence that the observed items represent the three latent constructs with acceptable indicator reliability.

The reliability coefficients were also strong. Cronbach's alpha ranged from 0.889 to 0.938, whereas composite reliability ranged from 0.915 to 0.956. Green Influencer Credibility recorded alpha = 0.889 and composite reliability = 0.915; Attitude recorded 0.938 and 0.956; and Pro-Environmental Behavioral Intention recorded 0.891 and 0.924. All values are comfortably above the 0.70 benchmark, indicating satisfactory internal consistency.

Table 1. Instrument items and reliability indices.

Code	Indicator	Factor loading	Composite Reliability	α	AVE	Source
GIC1	The green influencer is knowledgeable about environmental issues.	0.784	0.915	0.889	0.643	Ohanian (1990); Lou & Yuan (2019)
GIC2	The green influencer understands sustainable lifestyle practices.	0.817				
GIC3	I trust the environmental information shared by the green influencer.	0.781				
GIC4	The green influencer is honest in communicating environmental messages.	0.795				
GIC5	The green influencer appears authentic in promoting environmental sustainability.	0.872				
GIC6	The green influencer genuinely cares about environmental issues.	0.758				
ATT1	Engaging in environmentally friendly behavior is a good idea.	0.910	0.956	0.938	0.844	Ajzen (1991); Yadav & Pathak (2017)
ATT2	Protecting the environment is important to me.	0.941				
ATT3	Practicing environmentally responsible behavior is beneficial.	0.904				
ATT4	I have a positive attitude toward sustainable lifestyles.	0.918				
INT1	I intend to engage in environmentally friendly behavior in the future.	0.841	0.924	0.891	0.754	Ajzen (1991); Yadav & Pathak (2017)
INT2	I am willing to support environmentally sustainable practices.	0.848				
INT3	I plan to reduce behaviors that harm the environment.	0.892				
INT4	I intend to adopt a more sustainable lifestyle.	0.891				

Source: Processed data by SmartPLS 4 (2026)

AVE values ranged from 0.643 to 0.844, exceeding the 0.50 criterion. Green Influencer Credibility produced an AVE of 0.643, Attitude 0.844, and Pro-Environmental Behavioral Intention 0.754. Thus, each construct captured more than half of the variance in its indicators, providing evidence of convergent validity (Fornell & Larcker, 1981).

The Fornell–Larcker results showed that the square root of each construct's AVE was larger than its correlations with the other constructs. Cross-loading results likewise indicated that indicators loaded more strongly on their intended construct than on the alternatives. These patterns support discriminant validity

and suggest that credibility, attitude, and behavioral intention represent empirically distinguishable concepts (Fornell & Larcker, 1981).

VIF values were below 5.00 for the structural relationships. The result indicates that the predictors did not show problematic multicollinearity. In practical terms, the estimated path coefficients can therefore be interpreted without evidence that excessive overlap among predictors is distorting the model (Hair et al., 2022).

Taken together, the measurement results indicate that the instrument had acceptable reliability and validity. The three constructs could consequently be carried forward to the structural model assessment.

Table 2. Results of correlations for the latent construct.

Construct	GIC	ATT	INT
Green Influencer Credibility (GIC)	0.802		
Attitude (ATT)	0.551	0.919	
Pro-Environmental Behavioral Intention (INT)	0.590	0.592	0.868

Source: Processed data by SmartPLS 4 (2026)

4.3 Analysis of Structural Model

The structural model was examined using SRMR and NFI for model-fit information, followed by the structural quality measures and hypothesis tests. The SRMR was 0.060, below the 0.08 reference value, while NFI reached 0.838 and exceeded 0.80. These results indicate an acceptable fit for the proposed model (Hu & Bentler, 1999; Cheung et al., 2024).

The significance of the paths was assessed with 5,000 bootstrap resamples. The direct effect from Green Influencer Credibility to Attitude was positive and significant ($\beta = 0.551$, $t = 5.396$, $p < 0.001$). The direct effect from Green Influencer Credibility to Pro-Environmental Behavioral Intention was also positive and significant ($\beta = 0.368$, $t = 4.711$, $p < 0.001$).

Table 3. Hypothesis Testing Results

Hypothesis	Path	Original Sample	T Statistics	p-value	Result
H1	GIC → ATT	0.551	5.396	0.000	Accepted
H2	GIC → INT	0.368	4.711	0.000	Accepted
H3	ATT → INT	0.388	4.214	0.000	Accepted
H4	GIC → ATT → INT	0.214	2.995	0.003	Accepted
Source: Processed data by SmartPLS 4 (2026)					
H4	GIC → ATT → INT	0.214	2.995	0.003	Accepted

H1 was supported. Green Influencer Credibility had a positive effect on Attitude ($\beta = 0.551$, $t = 5.396$, $p < 0.001$). The coefficient indicates that higher perceived credibility was accompanied by a more favorable evaluation of pro-environmental behavior. In this sample, credibility therefore appears to be relevant to the way Generation Z respondents assess environmental action.

H2 was also supported. Green Influencer Credibility showed a significant positive relationship with Pro-Environmental Behavioral Intention ($\beta = 0.368$, $t = 4.711$, $p < 0.001$). Respondents who viewed green influencers as knowledgeable, trustworthy, and authentic tended to report stronger intentions to behave in environmentally responsible ways.

H3 received empirical support as well. Attitude was positively associated with Pro-Environmental Behavioral Intention ($\beta = 0.388$, $t = 4.214$, $p < 0.001$). The finding is consistent with the TPB proposition that a favorable evaluation of a behavior contributes to the formation of intention (Ajzen, 1991).
The indirect path specified in H4 was significant ($\beta = 0.214$, $t = 2.995$, $p = 0.003$). Thus, attitude carries a significant part of the relationship between Green Influencer Credibility and Pro-Environmental Behavioral Intention. Credibility is associated with intention both directly and through the favorable attitudes formed by followers.

The model explained 30.4% of the variance in Attitude ($R^2 = 0.304$). For Pro-Environmental Behavioral Intention, the explained variance was 45.3% ($R^2 = 0.453$). The latter indicates that the model accounts for a substantial portion of the variation in intention, although more than half of that variation remains associated with factors outside the current model.

The f^2 results show different levels of contribution across the paths. Green Influencer Credibility had a large effect on Attitude ($f^2 = 0.437$). Its effect on Pro-Environmental Behavioral Intention was medium ($f^2 = 0.168$), as was the effect of Attitude on Pro-Environmental Behavioral Intention ($f^2 = 0.191$). These values indicate that credibility is particularly important for explaining attitude, while both credibility and attitude contribute meaningfully to behavioral intention.

Predictive relevance was positive for both endogenous constructs. Q^2 was 0.238 for Attitude and 0.329 for Pro-Environmental Behavioral Intention. Because both values are above zero, the model has predictive relevance for the endogenous variables (Hair et al., 2022).

4.4 Discussion

The study was designed to clarify whether perceived credibility of green influencers is related to environmental behavioral intention and whether attitude helps explain that relationship. All four proposed paths were supported. The pattern is noteworthy because the strongest direct coefficient in the model is the link from credibility to attitude, while the indirect effect also confirms that attitude is part of the mechanism connecting credibility with intention.

The positive credibility–attitude relationship supports the central proposition of source credibility theory. When followers consider an influencer knowledgeable, trustworthy, and authentic, environmental information from that source may receive greater acceptance. The result is consistent with Lou and Yuan (2019), whose work showed that influencer credibility is associated with audience responses to social-media content. In the Bali sample, credibility therefore appears to matter not only for message acceptance but also for the evaluation of environmentally responsible behavior.

Credibility also showed a direct relationship with pro-environmental behavioral intention. This suggests that some respondents may move from trusting the source to forming an intention without the entire effect being absorbed by attitude. The prominence of Pandawara Group among respondents provides useful context: 86.2% followed the group, so environmental messages from a highly visible local example were

already familiar to many participants. The result is compatible with research showing that Pandawara's digital campaigns can engage young audiences in environmental issues (Putri et al., 2025).

The significant attitude–intention path is consistent with the TPB. Respondents who evaluated environmentally responsible behavior positively were more likely to express an intention to adopt such behavior. This is important because exposure to environmental content does not automatically produce action. The message first needs to be interpreted as worthwhile or beneficial. The present result indicates that this evaluative component is relevant among Generation Z respondents in Bali, in line with evidence reported by Yadav and Pathak (2017).

The mediation result provides the clearest explanation of the model's mechanism. The significant indirect effect means that credibility is related to intention partly because it is associated with a more favorable attitude. In other words, a credible influencer may do more than provide information: credibility can affect the way followers judge the environmental behavior being discussed. The finding places cognitive evaluation at the center of the proposed communication process.

5. Conclusion

The evidence indicates that Green Influencer Credibility is positively related to both Attitude and Pro-Environmental Behavioral Intention. Attitude is also positively related to intention, and the indirect effect confirms that attitude mediates the credibility–intention relationship. The model therefore supports a pathway in which a credible environmental communicator contributes to a favorable evaluation of sustainable behavior, which is followed by stronger behavioral intention.

The findings have practical relevance for environmental communication in Bali. Green influencers such as Pandawara Group can serve as visible messengers for sustainability issues, but the results suggest that popularity alone is not the key consideration. Campaign planners should pay attention to expertise, trustworthiness, authenticity, and the quality of explanations offered to followers. Content that connects environmental problems with practical and understandable actions may be especially useful for younger audiences.

Theoretically, the study connects source credibility theory with the TPB by placing attitude between the characteristics of a communicator and behavioral intention. The results suggest that credibility has a particularly strong association with attitude ($f^2 = 0.437$), while attitude in turn contributes to intention. This provides a more process-oriented interpretation of influencer influence: the source can affect intention partly because it changes the audience's evaluation of the behavior rather than only through direct persuasion.

5.1 Practical Implications

From a practical perspective, the findings provide important implications for environmental organizations, policymakers, sustainability campaigners, and green influencers. Organizations, policymakers, and campaign managers should be selective when choosing green influencers. The results favor collaboration with individuals who can demonstrate environmental knowledge, communicate consistently, and maintain audience trust. Campaign messages should be informative and evidence-based, while the influencer's personal behavior should be sufficiently consistent with the sustainability claims being communicated.

For Generation Z, campaign design should make the desired environmental behavior easy to understand and evaluate. Educational explanations, examples of feasible actions, and evidence about environmental

consequences can help audiences see why a behavior is worthwhile. Because attitude is significantly related to intention, communication should not stop at raising awareness; it should also encourage favorable evaluations of the specific behavior being promoted.

The implications extend beyond communication outcomes. Bali depends heavily on the quality of its environment, particularly in tourism destinations. If credible digital communication contributes to stronger environmental intentions among younger residents, it can complement formal waste-management and sustainability programs. In the longer term, this may support more responsible consumption and participation in environmental initiatives, with potential benefits for both environmental quality and sustainable tourism.

5.2 Limitations

Several limitations should be considered when interpreting the findings.

First, the research used a cross-sectional design, so the observations represent one period rather than changes over time. The design is useful for testing the proposed associations, but it cannot establish how environmental attitudes and intentions develop after repeated exposure to influencer content. Longitudinal evidence would be needed to examine temporal changes and stronger causal claims.

Second, the variables were measured through self-reported responses. Environmental behavior is socially valued, so some participants may have reported attitudes or intentions that present themselves in a favorable way. Common-method and social-desirability effects may therefore have influenced the estimates. Future studies could combine survey responses with behavioral indicators or other data sources.

Third, the model does not include every factor that may shape pro-environmental behavioral intention. The R^2 value of 0.453 for intention shows meaningful explanatory power, but 54.7% of its variance remains outside the model. Variables such as environmental concern, perceived behavioral control, environmental knowledge, social norms, moral obligation, and sustainability values could be examined in subsequent studies.

Finally, the 200-person purposive sample was adequate for the planned PLS-SEM analysis, but the sample size and non-probability selection limit the extent to which the findings can be generalized to all Generation Z residents of Bali or to other populations. Larger and more diverse samples would allow stronger subgroup comparisons and more robust generalization.

5.3 Suggestions for Future Research

The findings point to several directions for subsequent research.

Future models could add variables that capture both personal and social influences on environmental intention, including environmental concern, perceived behavioral control, environmental knowledge, social norms, environmental values, and moral obligation. Adding these factors could help explain the portion of behavioral intention that is not accounted for by credibility and attitude in the present model.

A longitudinal design would also be valuable. Repeated measurements could show whether continued exposure to green influencer content produces lasting changes in environmental attitudes and intentions, rather than only capturing respondents' perceptions at one point in time. Experimental or field-based studies could provide an additional test of causal effects.

Finally, future studies could compare different sources of sustainability communication, such as green influencers, environmental organizations, government campaigns, and other public figures. Such comparisons would help determine whether credibility operates differently across communicators and

which communication format is most effective for encouraging pro-environmental behavior among younger audiences.

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