

## Green Hotel Visit Intention and the Role of Ecological Concern Among Young Tourists in Indonesia: A Planned Behavior Paradigm

<b>Publons ID</b>	51255536
<b>Wos ID</b>	WOS:000750794700006
<b>Doi</b>	10.37741/t.70.2.6
<b>Title</b>	Green Hotel Visit Intention and the Role of Ecological Concern Among Young Tourists in Indonesia: A Planned Behavior Paradigm
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<b>Publish Date</b>	2022
<b>Journal Name</b>	TOURISM
<b>Citation</b>	1
<b>Abstract</b>	<p>This study examines Ajzen's extended Theory of Planned Behavior (TPB) framework and predicts young customers' green hotel visit intentions. The proposed model fit was scrutinized using Smart-PLS on primary source data from 219 respondents. The results show that ecological concern is an important predictor of attitude, subjective norms, and perceived behavioral control. According to empirical findings, the green hotel image significantly moderates the relationship between TPB and visit intention. The findings support the extended TPB framework in predicting young consumers' intention to visit green hotels in the context of young Indonesian consumers, as it has amplified the conceptual model's predictive power. This study plays an essential role in expanding the perception of green hotel image as a critical factor in young consumer visit intention through a rigorous conceptual model and empirical research.</p>
<b>Publish Type</b>	Journal
<b>Publish Year</b>	2022
<b>Page Begin</b>	243
<b>Page End</b>	257
<b>Issn</b>	1332-7461
<b>Eissn</b>	1849-1545
<b>Url</b>	<a href="https://www.webofscience.com/wos/woscc/full-record/WOS:000750794700006">https://www.webofscience.com/wos/woscc/full-record/WOS:000750794700006</a>
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