green hotel visit intention

by Wiwiek Rabiatul

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

Abstract

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.

Keywords: theory of planned behavior, ecological concern, hotel green image, visit intention, Indonesia

1. Introduction

Over the last few decades, environmental degradation has increasingly become a public consciousness (Balsalobre-Lorente et al., 2020). People in various parts of the world have realized these ecological problems and started taking concrete actions to reduce carbon footprints on their consumption-related activity. The environmental damage that continues to occur, which harms human life, gradually encourages ecological awareness in society (Newsome, 2020). Awareness of the importance of environmental balance has an impact on changing consumer buying behavior. Hence, people turn to eco-friendly products and embrace green consumption.

Consumer ecological concern is formed due to behavior patterns responsible for the environment and respect for other creatures' existence. Consumer green concern is also related to the quality of the environment. The preservation of natural resources in living conditions will ensure the balance and sustainability of nature and its environment. Concerted efforts to create a sustainable environment are the basis for improving the quality of human life, and, as such, consumers can control the quality of life by making changes to choose and consume certain eco-friendly goods or services (Su & Boostrom, 2020).

Further, most consumers are conscious that their consumption patterns negatively affect the physical environment. Therefore, consumers adjust to this condition by considering sustainable behaviors when shopping for specific products or services. An increase in people's willingness to pay more for environmentally friendly goods is evidence of this growing concern for environmental sustainability (Pahlevi & Suhartanto, 2020).

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For marketers, environmental issues can be an indicator of competitive advantage that affects consumer-purchasing behavior. Moreover, many hotels aggressively promote their green standards to distinguish themselves in the highly competitive service industry. Hoteliers in the leisure industry aim to improve their businesses' productivity and increase customer loyalty by adopting a sustainable attitude and practice, thereby increasing their hotel companies' income (Kularatne et al., 2019).

In the green behavior literature, consumers will choose eco-friendly products or services because they realize that an environmentally responsible attitude will solve ecological problems (Gupta et al., 2019). Hence, this research intends to investigate the role of environmental concern in predicting green hotel customers' visit intention among Indonesia's young generation.

According to Adnan et al. (2017), consumers' age impacts how they perceive environmental stimuli. Deliana and Rum (2019) stressed that differing perceptions might lead to varied priority preferences for various reasons, including age. Numerous researchers have shown that young people significantly influence societal trends, including ecological consumption (Verma & Chandra, 2018; Jalilian et al., 2020). Additionally, previous research has also proven that youth are more adaptive to changes, including consumption patterns that are more environmentally friendly (Naderi & Van Steenburg, 2018). There is also the fact that young people want to engage in more environmentally friendly conduct.

Furthermore, while examining consumer awareness of the natural environment by age, it was shown that the young generation, on average, has greater environmental knowledge and is more sensitive to environmental issues than the older generation (Wang et al., 2018). Previous research on an eco-friendly lifestyle also proved that youth are serious about their sustainable consumption. Recently, Olya et al. (2019) researched green hotels and validated that the young generation is likely to choose such hotels to try their best to protect the environment. Ramzan et al. (2019) also explored different elements of ecological consumer profile and obtained very significant relationships between the young consumer and the sustainability behavior. As a result, Jaiswal et al. (2020) emphasized researching the young green market. Surprisingly, considering the unprecedented potential of the Indonesian market for green hotels, there is a paucity of studies on young people's green purchasing behaviors in this region (Lita et al., 2014). Hence, this study contributes to young consumers' ecological behavior in the TPB framework and provides a clearer view for businesses to identify the youth ecological customer category for better market profiling, segmenting, and positioning of green products, especially in the hospitality industry.

Finally, concerning Indonesian young green hotel consumers, who are increasingly highly aware of environmental problems, this research aims to develop a model that can better predict consumer intentions to visit a green hotel.

2. Literature review

2.1. Theory of planned behavior

The complexity of understanding human behavior has resulted in various theories to study. Planned behavior theory is the most frequently used to evaluate consumer behavior in making purchases. This extended behavioral model of reasoned action (TRA) is a well-known theory in various research and assumes that the intention is determined by subjective norms and attitudes toward behavior (Fishbein, 1979). Subjective norms are normative expectations (according to applicable norms or rules) from other people considered necessary by certain behavior actors. As an extension, Ajzen (1985) added a further factor, perceived behavioral control. Due to these factors, the reasoned action theory is transformed into a planned behavior theory. The perception of ease or difficulty in behaving is known as perceived behavioral control (PBC), and it is thought to represent past experiences and expectations of challenges (Ajzen, 1991). Similarly, according to Armitage and Conner (2001),

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perceived behavioral control is a customer's perception of their ability to control their behavior toward a specific action. Additionally, as Fishbein (1979) stated, the ease or complexity of behavior is often used to evaluate PBC.

2.2. Behavioral intention

Fishbein and Ajzen (1975) identify behavioral intention as a locus on the individual beliefs that encompass prearranged plans to initiate or hinder specified future behavior's performance. Hence, behavioral intention refers to a person's subjective likelihood of engaging in a particular behavior. Ajzen (1991) states that intent is assumed to describe motivational factors that impact a person's behavior, which indicates how strong a person is to attempt and plan his efforts to display behavior.

Further, Fishbein and Ajzen (1975) indicate intention as individual readiness to manifest particular behavior, and it is considered the direct antecedent of behavior. If behavior is under the control of desire, then that person's efforts will manifest as actions. This condition means that the disposition most closely related to the tendency to behave intends to display the actual behavior.

A literature overview has shown that the behavioral intention model in the TPB framework applied by Fishbein and Ajzen (1975) has been used to predict green behavior from consumers (e.g., Verma & Chandra, 2018; Emekci, 2019; Jalilian et al., 2020).

2.3. Attitude and green hotel visit intention

According to Ajzen (1991), "attitude toward a behavior is the propensity for an individual to have a favorable or unfavorable appraisal while he or she was performing certain behaviors" (p.191). Fishbein (1979) argued that attitude toward a behavior is also interpreted as salient beliefs as the displayed behavior's outcome. Thus, when a young consumer has positive psychological emotions toward environmental issues, he/she is likely to be involved in more positive sustainable behavior. The young generation will be vocal proponents of responsibility toward nature and have a solid attitude to protecting the environment. Conforming to Ajzen (1991), individual beliefs include beliefs, strengths, and outcome evaluations. The theoretical viewpoint of behavior is believed to directly impact the will to behave, affiliated with perceived behavioral control and subjective norms (Ajzen, 1991). According to Ajzen, behavioral beliefs are personal probability behavior in terms of positive and negative or the tendency to react affectionately to a behavior.

For instance, green compliance procedures that hoteliers constantly stress will determine consumer attitudes toward green hotel operations. Additionally, hotels that dedicate daily operations to environmentally friendly practices with efforts to make ecological changes (i.e., adoption of energy-saving electronics, recycled products, water conservation, and utilization of renewable energy systems) will form an idiosyncratic green image and positive perception (cognitive belief) that urges consumers to contribute to sustainable behavior

Several scholars have confirmed the empirical connection between attitude toward behavior and intention to behave in the context of green hotel visit intention, demonstrating the theoretical relationship between the two constructs in the green hotel consumption setting (e.g., Aitken et al., 2020; Bashir & Madhavaiah, 2015; Ursavaş, 2019). Adding to this debate, this study hypothesizes that attitude is positively related to green hotel revisit intention.

H1: Green hotel visit intention is influenced by attitude toward the green hotel.

2.4. Subjective norm and attitude toward behavior

Subjective norms are defined as a person's perception or view of other people's beliefs that will fulfill their interest in doing or not doing certain behaviors in the future (Ajzen, 1991). Subjective norms, like attitudes toward behavior, are stimulated by beliefs. Additionally, subjective norms are a function of individual beliefs obtained

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from the views of important people (close friends, colleagues, or relatives) on the object of attitudes related to the individual (normative belief) (Paul et al., 2016). Previous research has proven that reference groups easily influence youth; young people are usually socially pressured to follow trends, get connected, and adopt them as a benchmark for their green attitude when important people disseminate ideas about eco-friendly behavior.

Most research has found that social influence influences consumer attitudes. This postulate can be explained using cognitive dissonance theory, which states that people in a social order often face several choices, so, psychologically, they will reduce dissonance and change attitudes to conform to the social environment.

Wang et al. (2018) proved that subjective norms affect behavior. Similarly, Testa et al. (2019) supported Sreen et al. (2018), validating that subjective criteria can impact an individual's attitude. As a result, the research hypothesis is as follows:

H2: Subjective norm toward green hotel influences attitude toward behavior.

2.5. Subjective norms and green hotel visit intention

Subjective norms are individuals' perceptions of social pressure to engage in or refrain from specific behavior (Ajzen, 1991), a feature of normative beliefs in reasoned action theory and planned behavior models, reflecting assumptions of others' relevant desires about whether certain behaviors can be exhibited. Young people who participate in pro-environmental behavior indicate that friends and family pressure them to do the green action. Significant others assume environmental concern as a prerequisite of social acceptability and drive group cohesion. Society exerts some pressure on green hotel visit intention among the young generation through various means of communicating values and norms.

Minton et al. (2018) previously conducted research and found that normative beliefs can influence a person's decision to visit a green hotel. This research attested that social pressure from people considered necessary would form a specific behavior toward ecological activity. Similarly, Maichum et al. (2016) claim that consumers with positive subjective norms are more likely to have a behavioral intention to visit green hotels.

H3: Subjective norms toward green hotel influences consumers' green hotel visit intention.

2.6. Perceived behavioral control and intention to visit green hotel

An individual's perception of the ease or complexity of performing a behavior is defined as perceived behavioral control. (Ajzen, 1991). According to Ajzen (1985), perceived behavioral control is a consumers' expectation of their capacity to cope with specific circumstances. In other words, perceived behavioral control assesses an internal view about how well he/she may control volitional factors and anticipate challenges. Their self-confidence impacts young people's willingness to engage in green activities in performing the behavior. When young adults control green behavior due to sufficient resources, they would have a greater behavioral intention to visit a green hotel.

Prior research conducted by Yadav et al. (2019) found that perceived behavior control directly affects behavioral consumer intention to stay at a green hotel. Likewise, according to Verma and Chandra (2018), PBC significantly impacts behavior intention. It is explained that the consumer has control over himself to visit the green hotel. Other research conducted by Wang (2018) proved that the variable PBC has a powerful stimulus on China's consumers purchasing a green product.

H4: Perceived behavioral control toward green hotels influences young consumers' green hotel visit intention.

2.7. Ecological concern

Ecological concern has been described as an "evaluation of an attitude towards facts, one's behavior, or others' behavior with consequences for the environment" (Suki, 2015). Meanwhile, as Shin et al. (2017) stated,

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ecological concern is described as a form of personal awareness of environmental issues and the desire to take concrete ecological sustainability actions.

Furthermore, ecological concern can be described as a consumer's dedication and emotional attachment to various environmental sustainability issues. Dias et al. (2021) stated that environmental concern is a possible predictor of environmentally friendly buying behavior.

In a related way, Campos-Soria et al. (2020) proposed that young consumers demonstrate their environmental concern by advocating for eco-initiatives that benefit the environment and their lives. Thus, we assume that customers with high ecological values will accept environmentally sustainable goods and will be able to pay more for environmentally friendly products or services. Chung (2020) opined that energy conservation in green hotels' ecologically friendly activities (e.g., waste management and reduction, water conservation management, energy efficiency retrofits, and recycling programs) would encourage a positive customer attitude toward green hospitality. In addition to a direct relationship between EC and visit intention, previous research has proven an indirect relationship between EC and visit intention mediated by the TPB component. Further, Campos-Soria et al. (2020) found that ecological concern affects attitude and subsequently encourages a significant visit intention toward green hotels. Wang et al. (2020), in current research on organic food, advocated that ecologically conscious consumers may predispose others individually and provide "social pressure" to accept or reject organic food products. Hence, subjective norms as normative beliefs are influenced by ecological concern and consequently minimize persons' beliefs concerning the difficulties of performing ecological behavior in monetary resources, availability, time, and other significant factors.

Several prior studies developed extended modeling of TPB in the context of organic food (Yadav & Pathak 2016), green hotel revisits intention (Yarimoglu & Gunay 2020), and green product consumption (Paul et al., 2016). Ecological concern mediated by attitude, subjective norms, and perceived behavioral control theoretically influences the research result that constructs intention. Additionally, as a component of attitude, Huang and Liu (2017) verified that ecological concern positively affects purchase intention as a component of an attitude. As a result, this relation will significantly boost the model's fit and clarify the motivation to visit the green hotel. Considering the above discussions, it is hypothesized that:

H5: Ecological concern is positively associated with attitude toward green hotel visit intention.

H6: There is a positive relationship between ecological concern and subjective norms

H7: Ecological concern has a positive impact on perceived behavioral control.

H8: Ecological concern has a positive impact on green hotel visit intention.

2.8. Hotel green image and visit intention

Green corporate image is defined as a perception developed from interactions between institutions, personnel, customers, and the community regarding environmental sustainability. According to Choi and Johnson (2019), if a company can provide a product or service that satisfies ecological needs, it will affect its green image and influence consumer purchasing decisions. Moreover, with increasing environmental awareness and individual desire to contribute to sustainable consumption, hoteliers are starting to pay more attention to the green image to attract customers' attention. Empirically, companies can convince consumers that they are actively changing operations to reflect more ecological concerns. This enhances its environmental image, which can be predicted to heighten consumer visit intention and reduce the propensity to switch. Konuk (2019) supported that buyers' cognizance of a green image positively influences visit intention, as they develop a positive attitude toward sustainable green consumption. Recently, Khatter (2019), through the lens of stakeholders' theory, argued that "greening strategy" implementation may improve the corporate image for

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a customer and result in customer visit intention and in lowering switching behavior. In light of the above discussions, we propose the following hypotheses:

H9: There is a positive relationship between green hotel image and visit intention

2.9. The moderating role of green hotel image

This research has proposed that green image hotels moderate the interaction between TPB components and intention to visit a green hotel. The hotel green image variable's moderation function becomes a significant interest in this research because it is expected to provide insight into the green image function for consumers regarding the relationship between TPB's components on green hotels visit intention.

Theoretically, TPB assumes that individual action and intention are rational in motive and guided by belief (not objective) in their decision-making process (Ajzen, 1985). The image of a company that cares about sustainability issues will signal to all stakeholders, including young consumers, as a value-added that distinguishes them from hotels that are not green in their company's activities. Consumers then associate green hotel practices with the lifestyle they pursue and form an idiosyncratic image that influences their decision-making. Therefore, the green hotel image will moderate the interactions between TPB's components and green hotel visit intention, supporting a relevant positive attribute of the ecological issue. For example, a devoted green consumer is more likely to stay at a hotel with a positive green image than a competing hotel that does not implement sustainable practices.

By choosing a hotel with a positive image regarding environmentally friendly activity, the individual will likely form a more favorable attitude toward the green hotel. Further, an individual may believe the opinions of essential "significant others", such as family members and friends, to engage in green behavior. Hence, this condition will create a social pressure to visit a green hotel to comply with the social environment, indicating that green hotel image moderates the subjective norm and green hotel visit intention relationship optionally. However, there is a possibility that the individual perceives a control issue, such as cost and time, which may impede their visiting intention. This adverse effect may be reduced or moderated by the hotel's green image.

H10a, H10b: The effect of attitude and subjective norm on intentions to visit a green hotel is moderated by green hotel image.

H11: The effect of PBC on intentions to visit a green hotel is moderated by green hotel image, with PBC having less control on green hotel visit intention with a high degree of green image.

3. Method

3.1. Measures for study variables

To validate the hypotheses, the researchers gathered information from green hotels' young customers in Bali, Indonesia. A collection of measurement items based on a 5-point Likert scale was also created to measure the variable proposed (1-strongly disagree, 2 -disagree, 3-neutral, 4- agree, and 5-strongly agree). Twenty-one survey measurement items were generated to reflect the contents of young green hotel consumers. The questionnaire was analyzed and refined to ensure the construct's face validity based on tourism professionals' reviews and hospitality academics. After a thorough analysis of the study, we produced validated measures. Four items validated in a study of Teng et al. (2013) to measure attitude were adapted. Subjective norm was evaluated with three items as proposed by Chen and Tung (2014). As suggested by previous research, we measured perceived behavioral control with three items modified from Chen and Tung (2014).

Further, psychometrics measurement for green hotel images drew from previous research conducted by Beerli and Martin (2004) consisting of three items. Likewise, four-item scales adapted from Paul et al. (2016) were

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employed to measure ecological concern. Finally, the authors used three items from Chen and Tung (2014) to examine respondents' intention to visit green hotels. The origins of structures and objects used in the analysis are summarized in Table 2.

3.2. Data collections and demographic profile

The information was gathered through an online survey and purposive sampling of young visitors over 18 who visited Bali between December 5, 2019, and February 27, 2020. A total of 250 questionnaires were distributed to young consumers who stayed at green hotels in Bali. However, only 231 questionnaires (92.4% response rate) were valid for further analysis since some respondents did not provide answers. Some of the respondents did not fall into the range of young consumers because they were over 30 years old. The following validation step is to verify the hotel's name mentioned as a green hotel by the respondents, carried out by an expert panel consisting of academics and tourism professionals.

Potential respondents were asked two questions as a screening process regarding the experience of using green hotels while staying on the island of Bali: (1) "While on the island of Bali, did you stay at a green hotel?" (2) If yes, at which hotel did you last stay? Respondents who confirmed that they had stayed in Bali's green hotel for the past six months were selected as respondents and requested to fill out a questionnaire. The reason for specifying a period of the past six months about young travelers staying in green hotels in Bali was intended to recall their experiences in such hotels. Of the 231 questionnaires distributed to respondents, 12 complete questionnaires indicated that they stayed at hotels that were not green compliance according to the experts' panel, so 219 total responses will be processed further.

The demographic features of the samples are summarized in Table 1, which explains that slightly more than half (69.4%) were male, whereas only 30.5% were female. Most respondents were 18-25 years old, with a percentage of 53.4%. In total, 52% of the respondents stated that they achieved an undergraduate degree or a bachelor's degree.

Table 1
Sample demographics characteristic

Category	Distribution	n	Frequency (%)
Gender	Male	152	69.4%
	Female	67	30.5%
Age	18-25	117	53.4%
	26-30	102	46.5%
Education level	Senior high school or below	92	42.0%
	Undergraduate	114	52.0%
	Master's degree	13	5.9%

Due to the compilation of perceptual data obtained simultaneously from a single source, there is a risk of common method bias (CMB). Thus, it threatens the measurement objects' accuracy (Podsakoff et al., 2003). Consequently, we used Harman's single factor test to screen for CMB. The research noted that 36.5% of the single factor variance was smaller than the 50% cutoff value, suggesting that common method bias was not a significant threat for the present sample.

3.3. Data analysis

The proposed theoretical structure was tested in two stages, as recommended by Anderson and Gerbing (1988). First, we assessed the measurement items' validity and reliability. Second, the variance-based structural equation modeling method (PLS-SEM) was utilized to evaluate hypotheses and proposed model fit.

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4. Results

4.1. Measurement model analysis

Composite reliability, inter-item reliability, convergent validity, and discriminant validity were investigated using version 3 of Smart-PLS. As shown in Table 2, all the constructs' composite reliability ranged between 0.839 and 0.946, exceeding a fair value of 0.7 as defined by Henseler et al. (1995). Further, Cronbach's alpha was used to evaluate inter-item reliability, varying from 0.878 to 0.925 at the appropriate limit of 0.70, suggesting substantial accuracy, as recommended by Barclay et al. (1995).

Convergent and discriminant validity were used to determine to construct validity in this analysis. The evaluation results using average variance extract to test the construct validity showed satisfactory results with an AVE value above the threshold value of 0.5. They ranged from 0.802 to 0.857, as suggested by Forner and Larker (1981). The standardized loadings for all measurement objects exceeded the 0.70 thresholds (ranging from 0.855 to 0.931). The square roots of AVE values and build associations were also compared to test discriminant validity. The results revealed that all constructs' AVE values had a more significant threshold criterion than each construct's correlations (Fornell & Larcker 1981). The outcomes in Table 3 approve the constructs' discriminant validity of the present study.

To examine multicollinearity, the variance inflation factor (VIF) was employed. The values are less than 3.5 (varying from 1.15 to 1.23). As a result, multicollinearity is not an issue in this research (Hair et al., 2014)

Table 2
Results of measurement model

Items	Loading factor	Mean	SD
Ecological concern (CR= 0.946;AVE= 0.813;α= 0.925;VIF= 1.16)			
I am seriously concerned regarding the state of the world's ecology (EC1)	0.905	3.72	0,844
To help protect the ecology, I am prepared to limit my consumption. (EC2)	0.906	3.72	0,880
To safeguard the environment, major societal changes are required. (EC3)	0.893	3.70	0,905
To preserve the ecological landscape, major political changes are required. (EC4)	0.902	3.74	0,863
Attitude (CR= 0.924;AVE= 0.897;α= 0.895;VIF=1.25)			
When I travel, I prefer to stay at a green hotel. (ATT1)	0.874	3.93	0,758
Staying at a green hotel when traveling is appealing to me. (ATT2)	0.870	3.90	0,896
I think that staying at a green hotel when traveling is pleasant. (ATT3)	0.869	3.88	0,834
For me, staying at a green hotel when traveling is enjoyable(ATT4)	0.855	3.90	0,814
Subjective norm (CR= 0.942;AVE= 0.844;α= 0.908;VIF= 1.23)			
People close to me believe that I should stay at a green hotel. (SN1)	0.910	3.73	0,949
People who influence my decisions think that I should stay at a green hotel(SN2)	0.929	3.73	0,944
People connected to me believe that I should stay at a green hotel. (SN3)	0.916	3.70	0,960
Perceived behavioral control (CR= 0.886;AVE= 0.802;α= 0.878;VIF= 1.22)			
It's entirely up to me whether or not I stay at a green hotel when traveling. (PBC1)	0.892	3.84	0,826
I am confident that, if I want to, I can stay at a green hotel. (PBC2)	0.866	3.92	0,835
I have sufficient resources, time, and chances to stay at green hotel. (PBC3)	0.927	3.83	0,824
Hotel green image (CR= 0.839;AVE= 0.809;α= 0.921;VIF= 1.15)			
In my opinion, green hotels have a better image (HGI1)	0.916	3.63	0,962
In my opinion, green hotels help to promote ecological sustainability. (HGI2).	0.902	3.68	0,949
In my opinion green hotels are excellent.(HGI3)	0.891	3.68	0,931
In general, I have a positive image of green hotels.	0.889	3.64	0,901
Green hotel visit intention (CR= 0.839;AVE= 0.857;α= 0.916;VIF= 1.23)			
When traveling, I am willing to stay in a green hotel. (GHVI1)	0.931	3.74	0,774
Shortly, I shall attempt to stay at a green hotel. (GHVI2)	0.922	3.76	0,851
When I travel, I will make an effort to stay at a green hotel. (GHVI3)	0.923	3.85	0,835

Note: SL = standardized loadings; SE = standard error; CR = composite reliability; α = Cronbach's alpha; AVE = average variance extracted; and VIF = variance inflation factor.

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Table 3
Means, standard deviation and inter-correlation among variables

Variable	M	SD	1	2	3	4	5	6
Ecological concern	3.726	0.873	*0.902*	0.187	0.187	0.230	0.217	0.579
Attitude	3.905	0.827	0.171	*0.867*	0.227	0.151	0.167	0.319
Subjective norms	3.721	0.951	0.174	0.207	*0.918*	0.044	0.161	0.252
Perceived behavioral control	3.866	0.830	0.216	0.137	-0.037	*0.895*	0.237	0.332
Hotel green image	3.662	0.936	0.203	0.153	-0.146	0.214	*0.900*	0.572
Green hotel visit intention	3.786	0.822	0.534	0.289	0.301	0.301	0.526	*0.925*

Note. Values on the diagonal (bold and italicized) are the square root of the AVEs of respective constructs.
The values below the diagonal represent the correlation between the structures. The HTMT values are above the diagonal.

Table 4
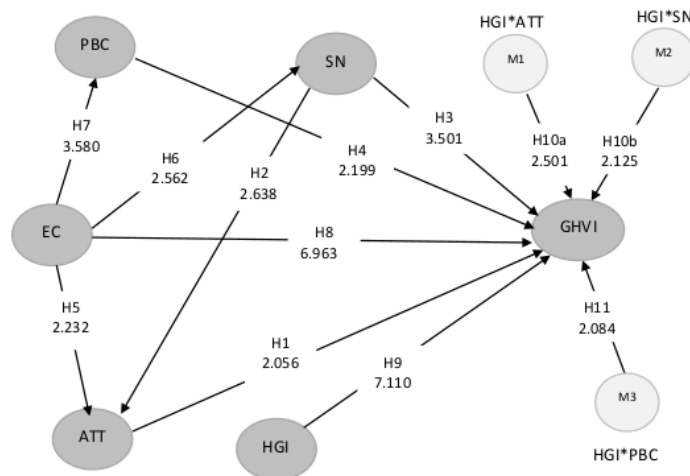*The models' goodness of fit evaluation*

Variable	R²	R²adjusted	CC-red	CC-com
Attitude	0.062	0.053	0.231	0.162
Perceived behavioral control	0.047	0.042	0.221	0.242
Subjective norms	0.030	0.026	0.145	0.112
Visit intention	0.590	0.574	0.221	0.175
Hotel green image	3.662	0.936	0.203	0.153
Green hotel visit intention	3.786	0.822	0.534	0.289

4.2. Structural model analysis

As shown in Table 4, the theoretical framework of the structural model goodness of fit achieved a satisfactory result. Overall model fit adequately validates the PLS model with a GoF value of 0.590, exposing that the variables surpass the baseline values in prediction power (GoF criteria) (Hair et al., 2014). According to previous research, several indexes are available for evaluating fit models (Fornell & Larcker 1981). However, there is no single index or generally agreed standard. Therefore, several criteria should be used to evaluate the theoretical model's overall fit (Bagozzi & Yi, 1988; Hair et al., 2014).

Hu and Bentler (1999) identified an SRMR value of 0.043 (less than 0.10) as a medium level of coordination between the empirical and theoretical models. Additionally, NFI yields positive values between 0 and 1. It confirms the model's suitability. Overall, the structural fit of this analysis indicates that the model is fit and feasible.

Figure 1
PLS-SEM results

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4. Findings

The hypothesis tests reveal that attitude toward behavior was positively and significantly related to green hotel visit intention (β = 0.10, t = 2.05, p = 0.04). As a result, the first hypothesis is accepted. The findings for the second hypothesis suggest that subjective norm has a statistical impact on attitude toward behavior (β = 0.18, t = 2.63, p = 0.00). Similarly, the third and fourth extracted paths show a strong correlation between subjective norm and perceived behavioral control on green hotel visit intention (β = 0.17, t = 3.50, p = 0.00; β = 0.11, t = 2.19, p = 0.02). Further, the fifth and sixth hypotheses exposed that ecological concern positively influences attitude toward behavior and subjective norm (β = 0.14, t = 2.23, p = 0.02; β = 0.21, t = 3.58, p = 0.00). Hence, H5 and H6 are supported. Likewise, the following extracted path discloses that ecological concern positively influences PBC (β = 0.21, t = 3.58, p < 0.00), and green hotel visit intention (β = 0.33, t = 6.96, p = 0.00). The last direct effect of green hotel image and visit intention were also confirmed (β = 0.41, t = 7.11, p = 0.02), meaning that hypotheses 7, 8, and 9 are also supported.

Table 5
Hypothesis testing results of the direct relationship and moderation variable

Path	Hypothesis	Path coefficient	T-statistic	p-values	Status
Direct effect					
ATT-GHVI	H1	0.10	2.05	0.040	Accepted
SN-ATT	H2	0.18	2.63	0.009	Accepted
SN-GHVI	H3	0.17	3.50	0.001	Accepted
PBC-HVI	H4	0.11	2.19	0.028	Accepted
EC-ATT	H5	0.14	2.23	0.026	Accepted
EC-SN	H6	0.17	2.56	0.011	Accepted
EC-PBC	H7	0.21	3.58	0.000	Accepted
EC-GHVI	H8	0.33	6.96	0.000	Accepted
HGI-GHVI	H9	0.41	7.11	0.028	Accepted
Moderating effect					
ATT x HGI ->HVI	H10a	0.11	2.50	0.013	Accepted
SN x HGI->HVI	H10b	0.11	2.12	0.034	Accepted
PBC x HGI -> HVI	H11	0.09	2.08	0.038	Accepted

H10a verified the moderating impact of green hotel image. The moderating impact of a hotel's green image on attitude is recorded in Table 5 and Figure 1. The findings indicate that a hotel's green image positively moderates the relation between attitudes toward behavior and hotel visit intention. (β = 0.11, t = 2.50, p=0.013). The moderating effects indicated that when the company's image is high, attitude toward a behavior would significantly affect young customer visit intention.

H10b confirmed the moderating effect of green hotel image on subjective norm-hotel visit intention connection. Likewise, the result concludes that a significant moderating effect of green hotel image (β = 0.11, 2.12; p=0.03) exists between the predictor and consequences variable. Finally, we hypothesized in H11 that green hotel image moderates the perceived behavioral control-young consumer visit intention relationship. Results in moderated regression model support the hypothesis (β = 0.09, 2.08; p=0.03).

5. Discussion and implications

This research's focal point was to explore the predictive power of ecological concern on the TPB model and observe the impact of the three TPB constructs on green hotel visit intention. This study also scrutinizes the moderating influence of the green hotel image in the relations between TPB variables and the young consumer visit intention.

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According to a prior study, the possible relationship among consumers' consciousness concerning ecological issues was an essential predictor in determining behavioral intention toward green hotels (Bashir & Madhavaiah 2015; Ursavaş 2019; Aitken et al., 2020). The ecological concern relates to how people are concerned with environmental problems. A consumer with a high ecological concern level is more interested in ecological issues and sensitive to green issues. (Brščić, 2021). Hence, the young consumers' environmental perception strengthens the connection between their ecological concern and attitudes toward green hotels. This research also revealed that the younger generation who care about ecological sustainability would reduce the desire to consume products or services that can damage the environment, which contributes to social change for human life sustainability. Hence, environmentally conscious consumers will patronize a positive green purchase attitude. Further, according to Maichum et al. (2016), highly environmentally concerned young consumers will also increase beliefs from important peers or reference persons, decrease the sense of complexity in terms of resources, time, and other variables, and increase green visits intention.

The test results on the relationship between TPB components and visit intention also prove that individuals' decision to visit green hotels can be predicted with attitude toward the ecological concern. This research result confirms Adnan (2017), who found that environmental attitudes positively influence young consumer visit intention on green hotels. Further, social pressure from reference groups in their social environment, such as family, friends, or colleagues, and perceptions of behavioral control positively affect ecological behavior to visit hotels with green concerns. This empirical result supports Wu and Ai's (2016) argument, which examined the role of subjective norm and perceived behavioral control as the most critical dimension in predicting consumer behavior.

The present study also supports the idea that ecological concern may be more likely to positively impact young customers if they feel that the hotel emphasizes green practice. Previous research conducted by Prakash (2017) revealed that young people who have a sense of ecological concern as a representation of cognitive and affective responses would encourage a positive image of congruent hotels with sustainability. This motive appears as a response to the awareness of the environment, which forms a belief in young consumers' minds to choose hotels they perceive as green hotels. Thus, a green image attached to the hotel as an affective experience will encourage young consumers to patronize behavior and reduce the desire to switch. Additionally, this research empirically tested the moderating effect of green hotel image in the relation between TPB components with young consumer visit intention.

A green hotel image was an attribute that young customers bring meaning to the product or service by linking their purchasing actions according to their lifestyles and ensuring their green practice consistency (Gurbuz, 2008). Young customers will attempt to associate the green image of the hotel with positive environmental attributes (e.g., organic foods, ecological cleaning, water efficiency, and conservation, eco-efficient devices, fresh air exchange system, sustainable interior decor). Hence, the green hotel image plays a pivotal role as a moderating variable in the relationship between TPB components and the purpose of green hotel visit intention. Moreover, green hotel consumers believe that staying at a hotel with an eco-friendly behavior image regarding environmental concern would be more valuable than staying at a less ecologically friendly competing hotel. The young consumer is likely to build a more favorable attitude about eco-friendly behavior by preferring the hotel with a better "greenness" over others.

Furthermore, the results indicate that green hotel image is developed by social processes (i.e., familiarity, friendship, and proximity). Hence, young customers who engage in a high level of green behavior are likely to develop a specific behavior to comply with the opinions of the critical referent. The young customer might thus value the positive green image when performing specific decisions/behaviors. As a result, the green hotel image is likely to play a key role in establishing a connection between one's personal beliefs and others' perceptions of green hotel visit purpose. Contrariwise, whether the customer perceives ease or difficulty of

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performing ecological behavior can hinder their green hotel visit intention (e.g., time or monetary limitations and resources). The negative impact of a PBC influence on hotel visit intention is moderated or minimized by the green hotel image.

The study showed that green image was a significant predictor for a hotel's attitude toward ecological concerns and subjective norms. These findings assist green hoteliers in adopting sustainability policies as one of the most critical variables in hotel consumer decision-making. With environmental degradation, the young generation appears to be more involved than most other classes. A logical explanation behind this attitude is that they can use the latest technology to engage in eco-initiatives. There is a propensity for young people's social networks to influence their perception, enhance their emotional affective response, and refine their knowledge of environmental consciousness. Hence, hotel manager needs to find an effective way of marketing to improve the green hotel image by focusing on young consumers' attitudes while traveling to enhance the green hotel visit intention.

Moreover, research results prove that green image is a crucial factor affecting PBC and visit intention. Hence, a sustainable image can help hotels build a green corporate reputation. As a result, emphasizing the need for hotel environment conservation might help hoteliers reach potential guests with greater green concerns as a form of environmental responsibility.

From a practical perspective, environmentally responsible hoteliers should identify relevant customer segments. This will allow them to determine the best business strategy for enhancing the potency of long-run green marketing. Indeed, young consumers are prominent age groups and have a keen interest in sustainability topics. Hence, young consumers could also be the priority for green hotels. Young consumers, also known as digital natives, frequently use social media to interact, allowing them to connect more intensively via the internet. Therefore, young consumer engagement in electronic communication through social media platforms becomes valuable for optimizing an effective green word-of-mouth recommendation. Young consumers' views of green hotels are also critical to hoteliers in the green hotel industry and should attract further consideration.

In brief, hoteliers that want to capture market share and achieve competitive advantage can create an effective green marketing campaign to boost the sustainability image while focusing on young consumers as their potential customers

6. Limitations and future research

Despite substantial results and valuable contributions in green visit hotel intention among young consumers, several restrictions grease future research wheels. These findings are limited because only assessing young consumers' intention to visit a green hotel does not evaluate actual behavior. Future research should make it possible to study the actual behavior of young tourists visiting green hotels. The data were obtained on Bali's island, a single destination, using only domestic visitors' samples. Future research is expected to evaluate the theoretical construct's pertinence to different tourist destinations and demographic variables. Finally, potential studies may involve other structures not considered in the current model when describing the intention-forming phase of green hotel visits.

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