

The Influence of Electronic Word of Mouth, Green Marketing Practices, and Green Brand Image on the Intention to Choose Green Hotels with Green Attitude Mediation

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ABSTRACT

This study aims to examine the influence of Electronic Word of Mouth, Green Marketing Practice, and Green Brand Image on Intention to Choose Green Hotel with Green Attitude as a mediating variable. The research objects are consumers who have experience staying at environmentally friendly hotels in the Jabodetabek area. A total of 250 respondents were selected using purposive sampling technique. The study employed a quantitative approach with Structural Equation Model (SEM) using SmartPLS 4.0 as the analytical tool. The results show that Electronic Word of Mouth, Green Marketing Practice, and Green Brand Image have a positive and significant effect on Green Attitude. Furthermore, Green Attitude is proven to act as a mediating variable that strengthens the influence of these three factors on Intention to Choose Green Hotel. The findings of this study are expected to provide valuable insights for hotel owners and marketers in developing sustainability-based communication and marketing strategies to attract environmentally conscious consumers.

INTRODUCTION

This research stems from the increasingly pressing issues of sustainability and environmental preservation, particularly in the hospitality sector. The hospitality industry is known as a service sector with high energy and water consumption and waste production, resulting in significant environmental impacts. The green hotel concept offers a solution by integrating environmentally friendly principles into operational aspects such as energy efficiency, waste management, and consumer education. The presence of green hotels is expected to address global demands related to the Sustainable Development Goals (SDGs) while also meeting the needs of consumers who are increasingly concerned about sustainability issues.

In Indonesia, environmental issues such as increasing waste volume, particularly food waste and single-use plastics, further emphasize the importance of implementing the green hotel concept. Data from the Ministry of Environment and Forestry (KLHK) shows that the hotel sector contributes approximately 10% of the total national waste. This makes the adoption of environmentally friendly practices urgent, especially in the Greater Jakarta area, which is the center of hotel growth. Public awareness of environmental issues is also increasing, particularly among millennials and Gen Z, who prefer eco-friendly accommodations as part of a sustainable lifestyle.

However, despite the growing trend of green hotels, consumer awareness of this concept has not yet fully developed. Many people still equate green hotels solely with energy efficiency, ignoring other aspects such as waste management, the use of environmentally friendly materials, and green certification. Furthermore, the perception of high costs and the risk of greenwashing due to a lack of transparent marketing communications also pose obstacles. This presents a challenge for hotels in building a credible green brand image while maintaining consumer trust.

Factors influencing consumer attitudes and intentions to choose green hotels include electronic word of mouth (e-WOM), green marketing practices, and green brand image. Positive consumer reviews via social media and online platforms can shape green perceptions and attitudes, which influence the decision to choose an eco-friendly hotel. Meanwhile, green marketing practices and a brand image consistent with sustainability values can increase consumer loyalty. Green attitude is an important mediating variable that strengthens the influence of these factors on consumer intentions to choose a green hotel.

Thus, this research is important to understand how e-WOM, green marketing practices, and green brand image influence consumer intention to choose a green hotel, with green attitude as a mediator. This research is expected to provide theoretical contributions to the development of green marketing science and practical contributions for hotel industry players in developing effective, transparent, and sustainability-based communication and marketing strategies to increase competitiveness in the era of sustainable tourism.

LITERATURE REVIEW

Triple Bottom Line

Originally proposed by John Elkington in 1988, the Triple Bottom Line concept was discussed in the book "Green Marketing" by Imaningsih et al. (2022). Prior to this shift, businesses were fixated on the concept of a "single bottom line," which placed all emphasis on financial metrics as a measure of a company's value. Given new Corporate Social Responsibility (CSR) initiatives, the concept of a financial, social, and environmental Triple Bottom Line must now be a focus. Businesses must prioritize the needs of their stakeholders, or anyone with a stake in the company's success or failure, over the needs of their shareholders, according to the 3P model (Profit, People, Planet).

Theory of Planned Behavior (TPB)

The elements that influence the formation of behavioral intentions are explained by the Theory of Planned Behavior (TPB). Three main factors attitude, subjective standards, and perceived behavioral control determine behavioral intentions, according to the TPB (Manuntung, 2018). An individual's intention to act is shaped by the interaction between their attitudes, subjective norms, and perceptions, according to this theory.

SOR Theory

According to SOR Theory, an organism's response to environmental stimuli determines how its behavior changes. In this context, societal change cannot occur without the support and encouragement of external factors, even if the community has a desire for change. Response is the reaction individuals display when they receive media stimuli, allowing them to estimate the appropriateness of audience reactions and the impact of the message, as expressed by Nawiroh (2016).

Electronic Word of Mouth

Kotler & Armstrong (2018) define viral marketing as "a marketing strategy that uses the internet to create a word-of-mouth communication effect that supports marketing objectives." This tactic is also known as Electronic Word of Mouth (eWOM). According to Litvin et al. (2008), one interpretation of eWOM evolved from the older concept of Word of Mouth, which is any type of informal communication directed to consumers through internet-based technology about the features and benefits of certain products and services.

Green Marketing Practice

According to Leon G. Schiffman and Leslie Lazar Kanuk (2010), green marketing practices involve selecting, organizing, and interpreting sustainability-focused marketing techniques to create a positive brand image in the eyes of customers. The current social environment and market conditions, in addition to the product's environmental friendliness, influence these activities.

Green Brand Image

According to Kotler (2017), product value and superiority can be communicated through brand image. Differentiation of brand image allows customers to see differences in products from various competitors, even when the products appear identical. Public perception of a business or brand is closely related to its reputation. According to Meithiana (2019), corporate or brand image is the quality identified by consumers. A company's "corporate image" is the impression it leaves on consumers.

Conceptual Framework

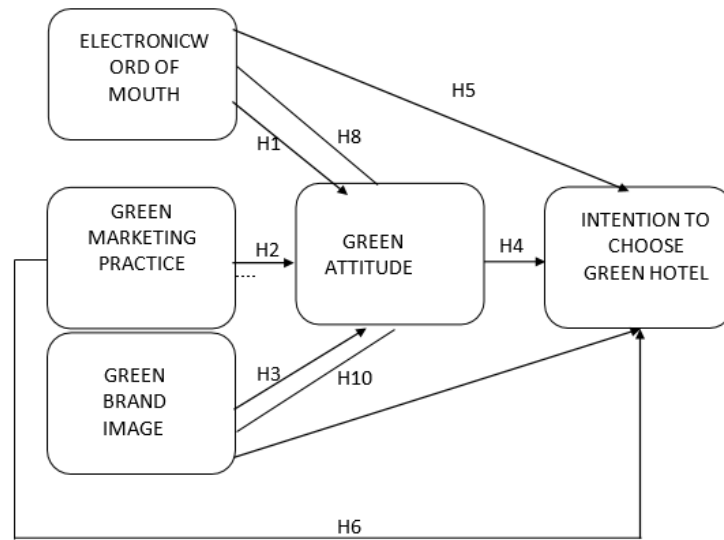


Figure 1. Conceptual Framework

METHODOLOGY

This study uses a quantitative approach with an explanatory research design, aiming to explain the causal relationship between the independent variables (Electronic Word of Mouth, Green Marketing Practice, Green Brand Image) and the dependent variable (Intention to Choose Green Hotel) with Green Attitude as a mediating variable. The research population is consumers who have stayed at environmentally friendly hotels in the Greater Jakarta area. The number of samples was set at 250 respondents, with a purposive sampling technique based on the criteria of experience staying at an environmentally friendly hotel.

The research instrument was a questionnaire with a Likert scale, structured based on the indicators of each variable. A pre-survey was conducted with 30 respondents to verify the clarity of the instrument, followed by validity and reliability testing prior to the main study. The variables measured included e-WOM dimensions (intensity, valence, content), green marketing practices, green brand image, green attitudes, and intention to choose a green hotel.

Data collection was conducted by distributing online and offline questionnaires to respondents who met the criteria. The collected data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 4.0 software. The analysis was conducted in two stages: an outer model evaluation to assess convergent validity, discriminant validity, and reliability; and an inner model

evaluation to test the relationships between variables and the significance of the hypotheses.

The results of the analysis are expected to provide empirical evidence regarding the role of Green Attitude as a mediating variable that strengthens the influence of e-WOM, green marketing practices, and green brand image on consumer intentions in choosing green hotels.

RESEARCH RESULTS

Electronic Word of Mouth (EWM)

Table 1. Descriptive Statistics of Electronic Word of Mouth

| Indicator | Min | Max | Mean | Std. Dev |
|-----------|-----|-----|-------|----------|
| EWM1 | 1 | 5 | 4,368 | 0.899 |
| EWM2 | 1 | 5 | 4,248 | 0.878 |
| EWM3 | 1 | 5 | 4.32 | 0.882 |
| EWM4 | 1 | 5 | 4,236 | 0.982 |
| EWM5 | 1 | 5 | 4,384 | 0.879 |
| EWM6 | 1 | 5 | 4,464 | 0.872 |
| EWM7 | 1 | 5 | 4,476 | 0.877 |
| EWM8 | 1 | 5 | 4,304 | 0.94 |

Based on Table 1, the EWM7 indicator has the highest mean value, at 4.476, indicating that respondents strongly agree with the statement regarding information about green hotel product quality obtained through social media. This indicates that product quality aspects communicated online receive a consistently positive response.

In contrast, the EWM4 indicator has the lowest mean value of 4.236, which indicates that although respondents tend to agree with positive comments on social media, there is little diversity in the level of agreement compared to other indicators.

In general, all Electronic Word of Mouth (EWM) indicators have a mean value above 4.2, indicating that respondents' perceptions of e-WOM green hotels are in the high category, with a relatively low standard deviation, thus illustrating the consistency of respondents' responses.

Green Marketing Practice (GMP)

Table 2. Descriptive Statistics of Green Marketing Practice

| Indicator | Min | Max | Mean | Std. Dev |
|-----------|-----|-----|-------|----------|
| GMP1 | 1 | 5 | 4,304 | 0.874 |
| GMP2 | 1 | 5 | 4.34 | 0.795 |
| GMP3 | 1 | 5 | 4,332 | 0.799 |
| GMP4 | 1 | 5 | 4,376 | 0.802 |

Table 2 shows that the GMP4 indicator has the highest mean of 4.376, indicating that the hotel's marketing communications through social media were positively assessed by respondents. GMP1 has the lowest mean of 4.304, indicating that perceptions of the green messages conveyed still need strengthening.

Green Brand Image (GBI)

Table 3. Descriptive Statistics of Green Brand Image

| Indicator | Min | Max | Mean | Std. Dev |
|-----------|-----|-----|-------|----------|
| GBI1 | 1 | 5 | 4,396 | 0.848 |
| GBI2 | 1 | 5 | 4,316 | 0.825 |
| GBI3 | 1 | 5 | 4.4 | 0.764 |
| GBI4 | 1 | 5 | 4,316 | 0.853 |
| GBI5 | 1 | 5 | 4.38 | 0.836 |
| GBI6 | 1 | 5 | 4.4 | 0.839 |

Indicators GBI3 and GBI6 had the same highest mean of 4.4, indicating that the hotel's success in preserving the environment was highly recognized by respondents. Meanwhile, GBI4 and GBI2 had the lowest mean of 4.316, indicating that perceptions of environmental concern could still be strengthened communicatively.

Green Attitude (GA)

Table 4. Descriptive Statistics of Green Attitude

| Indicator | Min | Max | Mean | Std. Dev |
|-----------|-----|-----|-------|----------|
| GA1 | 1 | 5 | 4,356 | 0.856 |
| GA2 | 1 | 5 | 4,396 | 0.814 |
| GA3 | 1 | 5 | 4,216 | 0.882 |

Based on Table 4, the GA2 indicator shows the highest mean value (4.396), indicating that the majority of respondents have a positive attitude towards purchasing environmentally friendly products. Meanwhile, GA3 has the lowest mean value of 4.216, indicating that not all respondents actively choose environmentally friendly products.

Intention to Choose Green Hotel (ICG)

Table 5. Descriptive Statistics of Green Marketing Practice

| Indicator | Min | Max | Mean | Std. Dev |
|-----------|-----|-----|-------|----------|
| ICG1 | 1 | 5 | 4,388 | 0.847 |
| ICG2 | 1 | 5 | 4,276 | 0.825 |
| ICG3 | 1 | 5 | 4,348 | 0.817 |
| ICG4 | 1 | 5 | 4,336 | 0.857 |

For the ICG variable, the ICG1 indicator had the highest mean value of 4.388, indicating respondents' high intention to choose green hotels. Conversely, the ICG4 indicator had the lowest mean of 4.336, indicating that some respondents still consider other aspects before recommending green hotels to others.

Partial Least Square (PLS) Data Analysis Results

This study uses a Structural Equation Modeling (SEM) approach based on Partial Least Square (PLS) with the help of SmartPLS 4.0 software. The purpose of using this method is to evaluate the structural model and the measurement

model, as well as to test the predictive relationship between constructs in the model. The evaluation is carried out in two stages, namely testing the Outer Model (measurement model) and the Inner Model (structural model). The research model used consists of five main constructs: Electronic Word of Mouth, Green Marketing Practice, Green Brand Image, Green Attitude, and Intention to Choose Green Hotel.

Evaluation of Measurement Model (Outer Model)

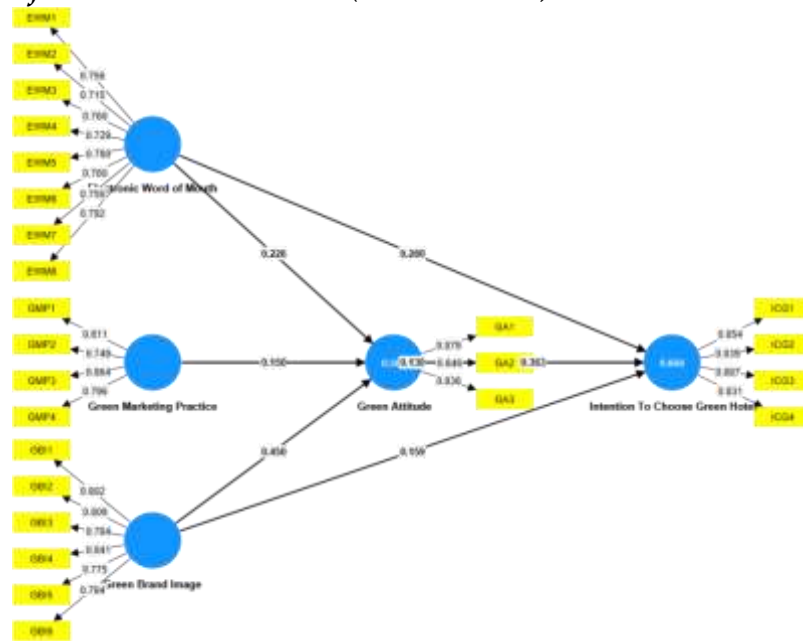


Figure 2. Outer Model (Measurement Model)
 (Source: SmartPLS Output, 2025)

Outer model testing was conducted to evaluate convergent validity, discriminant validity, and construct reliability. This testing included outer loading values, Average Variance Extracted (AVE) values, Composite Reliability, Cronbach's Alpha, and the HTMT and Fornell-Larcker tests.

a. Convergent Validity Test (Outer Loading and AVE)

Table 6. Summary of Outer Loading Indicators

| Variables | Indicator | Outer Loading | AVE | α | CR | Information |
|--------------------------|-----------|---------------|-------|----------|-------|---------------|
| Electronic Word of Mouth | EWM1 | 0.756 | 0.572 | 0.893 | 0.914 | Pass the Test |
| | EWM2 | 0.715 | | | | Pass the Test |
| | EWM3 | 0.760 | | | | Pass the Test |
| | EWM4 | 0.729 | | | | Pass the Test |
| | EWM5 | 0.780 | | | | Pass the Test |
| | EWM6 | 0.760 | | | | Pass the Test |
| | EWM7 | 0.756 | | | | Pass the Test |
| | EWM8 | 0.792 | | | | Pass the Test |
| Green Attitude | GA1 | 0.879 | 0.729 | 0.815 | 0.890 | Pass the Test |
| | GA2 | 0.846 | | | | Pass the Test |
| | GA3 | 0.836 | | | | Pass the Test |

| | | | | | | |
|--|------|-------|-------|-------|-------|---------------|
| <i>Green Brand Image</i> | GBI1 | 0.802 | 0.642 | 0.889 | 0.915 | Pass the Test |
| | GBI2 | 0.809 | | | | Pass the Test |
| | GBI3 | 0.784 | | | | Pass the Test |
| | GBI4 | 0.841 | | | | Pass the Test |
| | GBI5 | 0.775 | | | | Pass the Test |
| | GBI6 | 0.794 | | | | Pass the Test |
| <i>Green Marketing Practice</i> | GMP1 | 0.811 | 0.650 | 0.821 | 0.881 | Pass the Test |
| | GMP2 | 0.749 | | | | Pass the Test |
| | GMP3 | 0.864 | | | | Pass the Test |
| | GMP4 | 0.796 | | | | Pass the Test |
| <i>Intention to Choose Green Hotel</i> | ICG1 | 0.854 | 0.727 | 0.875 | 0.914 | Pass the Test |
| | ICG2 | 0.839 | | | | Pass the Test |
| | ICG3 | 0.887 | | | | Pass the Test |
| | ICG4 | 0.831 | | | | Pass the Test |

Based on the results of the Outer Model test in Table 6, all indicators have Outer Loading values above the minimum limit of 0.70, thus meeting the convergent validity criteria. Average Variance Extracted Value. The AVE for each construct is above 0.50, meaning it is able to explain more than 50% of the indicator's variance. Furthermore, the Cronbach's Alpha value for all variables is above 0.80 (reliable category), and the Composite Reliability is also above 0.88, so all constructs are declared reliable. Thus, all indicators used in this study have met the criteria for convergent validity and reliability, making them suitable for use in testing at the inner model stage.

b. Discriminant Validity

Table 7. Results of the Fornell Larcker Criterion Test

| Construct | EWOM | GA | GBI | GMP | ICGH |
|--|-------------|-----------|------------|------------|-------------|
| <i>Electronic Word of Mouth</i> | 0.756 | | | | |
| <i>Green Attitude</i> | 0.650 | 0.854 | | | |
| <i>Green Brand Image</i> | 0.714 | 0.717 | 0.801 | | |
| <i>Green Marketing Practice</i> | 0.685 | 0.623 | 0.708 | 0.806 | |
| <i>Intention to Choose Green Hotel</i> | 0.718 | 0.740 | 0.711 | 0.660 | 0.853 |

Table 8. Heterotrait-Monotrait Test Results (HTMT)

| Couple Construct | HTMT |
|---|-------------|
| <i>Electronic Word of Mouth - Green Attitude</i> | 0.754 |
| <i>Electronic Word of Mouth - Green Brand Image</i> | 0.794 |
| <i>Electronic Word of Mouth - Green Marketing Practice</i> | 0.789 |
| <i>Electronic Word of Mouth - Intention to Choose Green Hotel</i> | 0.806 |
| <i>Green Attitude - Green Brand Image</i> | 0.835 |
| <i>Green Attitude - Green Marketing Practice</i> | 0.749 |
| <i>Green Attitude - Intention to Choose Green Hotel</i> | 0.873 |
| <i>Green Brand Image - Green Marketing Practice</i> | 0.813 |
| <i>Green Brand Image - Intention to Choose Green Hotel</i> | 0.801 |
| <i>Green Marketing Practice - Intention to Choose Green Hotel</i> | 0.772 |

Inner Model Testing

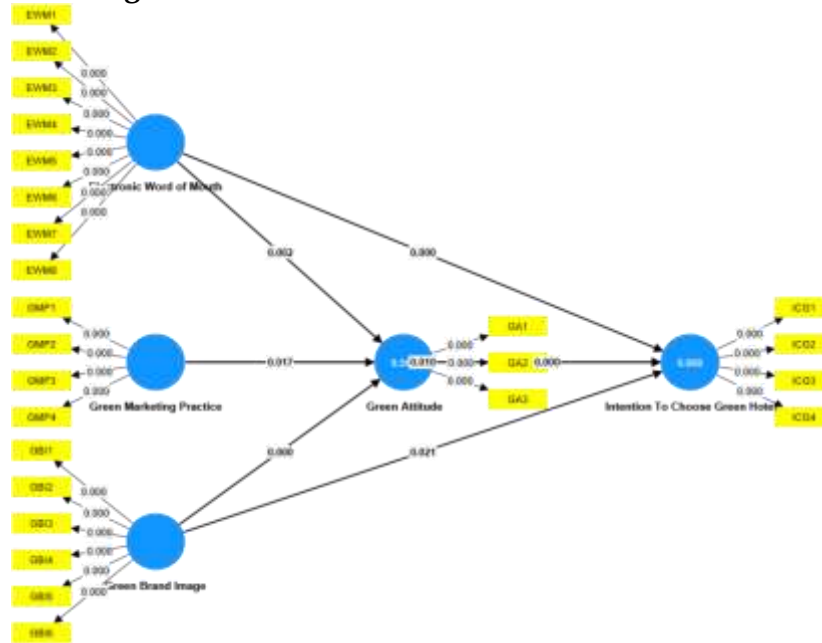


Figure 3. Inner Model

a. R-Square

Table 9. R-Square Values of Endogenous Constructs

| Construct | R-Square | R-Square Adjusted |
|---------------------------------|----------|-------------------|
| Green Attitude | 0.563 | 0.557 |
| Intention to Choose Green Hotel | 0.668 | 0.663 |

Based on the table above, the Green Attitude construct has an R² value of 0.563, which means that approximately 56.3% of the variance of Green Attitude can be explained by Electronic Word of Mouth, Green Marketing Practice, and Green Brand Image. Meanwhile, the Intention to Choose Green Hotel variable has an R² value of 0.668, indicating that 66.8% of the variance in consumer intention to choose a green hotel can be explained by the combination of Green Attitude, Electronic Word of Mouth, Green Marketing Practice, and Green Brand Image. These R² values are in the moderate to strong category (Hair et al., 2022), indicating that the model has good predictive ability.

b. Q-Square

Table 10. Q-Square Values

| Construct | Q ² |
|---------------------------------|----------------|
| Green Attitude | 0.440 |
| Intention to Choose Green Hotel | 0.525 |

Based on Table 10, the Q² value for Green Attitude is 0.440, indicating that the model has strong predictive relevance in explaining the mediating variable Green Attitude. Meanwhile, the Q² value for Intention to Choose Green Hotel is 0.525, indicating very strong predictive relevance. Thus, the overall research model involving Electronic Word of Mouth, Green Marketing Practice, Green

Brand Image, Green Attitude, and Intention to Choose Green Hotel can be considered to have good predictive ability and is relevant in explaining the relationship between variables.

c. *F-Square*

Table 11. Summary of F-Square Values

| Construct Relationship | f ² value | Interpretation |
|--|----------------------|------------------|
| Electronic Word of Mouth → Green Attitude | 0.050 | Little influence |
| Electronic Word of Mouth → Green Marketing Practice | 0.096 | Little influence |
| Green Attitude → Green Marketing Practice | 0.173 | Little influence |
| Green Brand Image → Green Attitude | 0.185 | Little influence |
| Green Brand Image → Green Marketing Practices | 0.026 | Little influence |
| Green Marketing Practice → Green Attitude | 0.022 | Little influence |
| Green Marketing Practice → Intention to Choose Green Hotel | 0.022 | Little influence |

The f² results show that all construct relationships in the model are in the small influence category (f² < 0.35). The highest value is found in the influence of Green Brand Image on Green Attitude (f² = 0.185), followed by Green Attitude on Green Marketing Practice (f² = 0.173). Both of these values approach the threshold of medium influence, so they can be considered relatively strong compared to other relationships in the model.

Hypothesis Testing

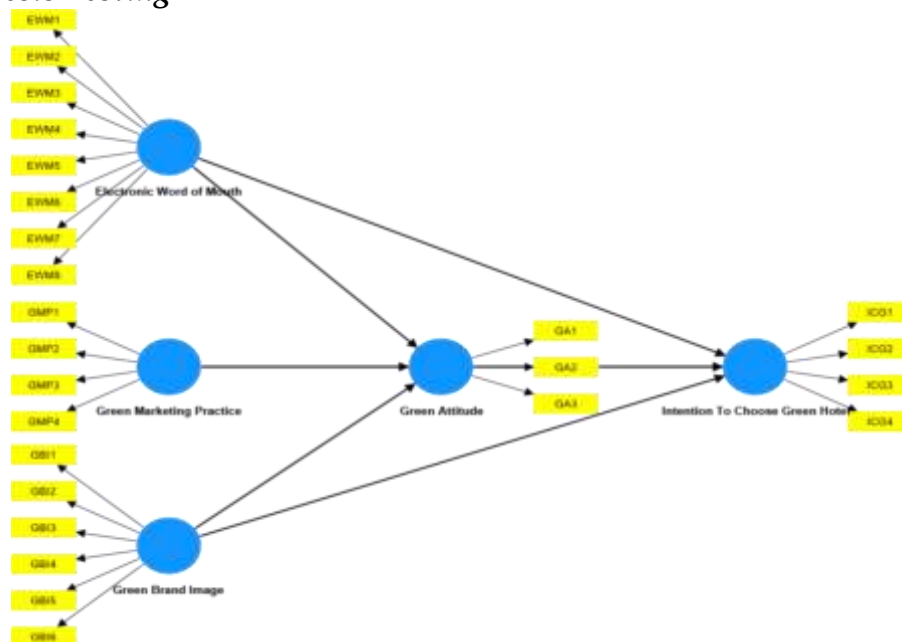


Figure 4. PLS Model Bootstrapping Test Results
 Source: SmartPLS Data Processing Results, 2025

Table 12. Hypothesis Test Results

| | <i>Original sample (O)</i> | <i>Sample mean (M)</i> | <i>Standard deviation (STDEV)</i> | <i>T statistics (O/STDEV)</i> | <i>P values</i> | <i>Information</i> | <i>Results</i> |
|--|----------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|--------------------|----------------|
| <i>Electronic Word of Mouth -> Green Attitude</i> | 0.226 | 0.228 | 0.073 | 3,082 | 0.002 | Significant | Valid |
| <i>Electronic Word of Mouth -> Intention to Choose Green Hotel</i> | 0.280 | 0.286 | 0.068 | 4,099 | 0.000 | Significant | Valid |
| <i>Green Attitude -> Intention to Choose Green Hotel</i> | 0.363 | 0.352 | 0.092 | 3,948 | 0.000 | Significant | Valid |
| <i>Green Brand Image -> Green Attitude to Choose Green Hotel</i> | 0.450 | 0.446 | 0.061 | 7,352 | 0.000 | Significant | Valid |
| <i>Green Marketing Practice -> Green Attitude</i> | 0.150 | 0.152 | 0.063 | 2,386 | 0.017 | Significant | Valid |
| <i>Green Marketing Practice -> Intention to Choose Green Hotel</i> | 0.130 | 0.132 | 0.050 | 2,574 | 0.010 | Significant | Valid |
| <i>Electronic Word of Mouth -> Green Attitude -> Intention to Choose Green Hotel</i> | 0.082 | 0.078 | 0.028 | 2,924 | 0.003 | Significant | Valid |
| <i>Green Brand Image -> Green Attitude -> Intention to Choose Green Hotel</i> | 0.163 | 0.157 | 0.047 | 3,498 | 0.000 | Significant | Valid |
| <i>Green Marketing Practice -> Green Attitude -> Intention to Choose Green Hotel</i> | 0.054 | 0.053 | 0.027 | 2,047 | 0.041 | Significant | Valid |

DISCUSSION

Analysis of the Influence of Electronic Word of Mouth on Green Attitude

Electronic Word of Mouth has a positive and significant influence on Green Attitude, as reflected in the test results with a coefficient of 0.226, t-statistic of 3.082, and p-value <0.05. Reviews, comments, and testimonials submitted by other consumers through digital platforms have an important role in shaping consumer perceptions and evaluations of a hotel's green practices. In Planned Behavior theory, e-WOM functions as a source of belief that can shape attitudes. Through the SOR model, e-WOM is also an external stimulus that drives the affective process towards consumer cognitive reactions in the form of attitudes.

Research by Nyoko and Semuel (2021) shows that e-WOM significantly influences consumer attitudes toward purchasing decisions, especially when the information is perceived as credible and comes from fellow users. Research by Yuwanti et al. (2023) also confirms that e-WOM plays a role in shaping the image and emotional response to sustainability. The novelty of this research lies in the use of e-WOM in the eco-friendly hospitality sector, where consumption decisions are based not only on product reviews but also on non-material sustainability experiences. Another unique feature is the focus on e-WOM as a driver of attitude formation without the intervention of formal promotional media from the hotel.

Analysis of the Influence of Green Marketing Practices on Green Attitude

Green Marketing Practice has a positive and significant effect on Green Attitude, as indicated by the t-statistic value of 2.386, and p-value of 0.017. Sustainability-based marketing strategies implemented by hotels, such as environmentally friendly promotions, the use of eco-labels, and digital campaigns that highlight socio-ecological values, have been proven to be able to shape consumer beliefs that green practices are important in service consumption. In Planned Behavior theory, these marketing practices shape beliefs that impact individual attitudes. Consumers who see that their stay decisions are in line with sustainability values will develop a positive attitude towards that choice.

Research by Lavuri et al. (2022) demonstrated that green campaigns significantly impact the formation of emotional bonds with brands. Augtiah and Susila (2022) also demonstrated that promotions that explicitly convey green values strengthen consumer attitudes toward purchasing decisions. The novelty of this study lies in examining the influence of green marketing practices on consumer attitudes toward hotel services, rather than toward manufactured products such as cosmetics or consumer goods. Another unique feature is the focus on the digital generation's perceptions of hotel sustainability campaigns, directly influencing their attitude.

Analysis of the Influence of Green Brand Image on Green Attitude

Green Brand Image proven to have a positive and significant effect on Green Attitude, with a coefficient value of 0.450, t-statistic of 7.352, and p-value <0.001. These results indicate that consumer perceptions of the hotel's reputation

as an entity that is consistent in implementing sustainable practices will shape positive attitudes towards sustainability. Within the framework of the Theory of Planned Behavior, green brand image can strengthen attitude evaluations because it reflects the alignment between consumers' personal values and the values represented by the brand. When a brand is perceived as having concern for the environment, consumers feel that their decisions are not only economical but also ethical.

Research by Bukhari et al. (2017) concluded that perceptions of a green brand image play a strong mediating role in shaping positive attitudes toward a product or service. Meanwhile, Puspitasari (2020) emphasized that a brand image supported by quality and environmental transparency will be more readily accepted by consumers. The novelty of this research lies in examining brand image in experience-based hotel services, rather than in everyday consumer products such as cosmetics or food. Another unique feature is that the brand image assessment is constructed not only through logo visualization or formal campaigns, but also through perceptions of hotel policies experienced directly during a stay.

Analysis of the Influence of Green Attitude on Intention to Choose Green Hotels

Green Attitude has the strongest and most significant influence on Intention to Choose Green Hotel, with a coefficient value of 0.363, t-statistic of 3.948, and p-value <0.001. This finding confirms the main proposition of the Theory of Planned Behavior that a person's attitude towards an action will be a direct predictor of the intention to act. In this case, a positive attitude towards the sustainability values implemented by the hotel encourages consumers to make choices based on ethical, emotional, and symbolic considerations. When consumers perceive that choosing an environmentally friendly hotel is a form of contribution to the environment, the intention to act becomes stronger.

Puspitasari (2020) demonstrated that attitudes toward green products significantly influence sustainable consumption intentions, particularly when consumers have a close affinity for the ecological attributes offered. Augtiah and Susila (2022) also concluded that attitudes play a critical role in the green decision-making process. The novelty of this study is that Green Attitude is positioned as a determinant of intention in the experience-based tourism service sector, not just tangible products. Its uniqueness lies in the fact that attitudes are formed through a combination of visual perception, narrative, and actual hotel experiences, a finding that has not been comprehensively explored in previous studies.

Analysis of the Influence of Electronic Word of Mouth on Intention to Choose Green Hotels

Electronic Word of Mouth shows a positive and significant influence on Intention to Choose Green Hotel, with a coefficient value of 0.280, t-statistic of 4.099, and p-value <0.05. Reviews from other consumers who share their experiences with a hotel's green practices can strengthen consumers' intentions to choose the service. e-WOM functions as a social stimulus that encourages the

formation of intentions through emotional and affective reactions to the narratives of other people's experiences. In addition, e-WOM is a trigger for subjective norms that strengthen intentions through peer social influence.

Nyoko and Semuel (2021) stated that the quality and credibility of e-WOM information significantly drive purchase intentions. Meanwhile, Yuwanti et al. (2023) confirmed that e-WOM containing positive narratives related to sustainability values increases consumer loyalty and intentions towards green brands. The novelty of this study is the direct examination of the influence of e-WOM on intentions without prior consideration of attitudes, indicating that positive reviews have an immediate effect on intentions in the service sector. Another unique feature lies in the hotel research subject, where experience-based consumption decisions are more sensitive to social influence through digital media.

Analysis of the Influence of Green Marketing Practices on Intention to Choose Green Hotels

Green Marketing Practice has a positive influence on Intention to Choose Green Hotel, with a coefficient value of 0.130, t-statistic of 2.574, and p-value of 0.010. This proves that promotions and marketing strategies that convey sustainability messages clearly and persuasively can directly encourage consumer intentions to choose hotels with environmentally friendly practices. In TPB, Green Marketing Practice strengthens perceived behavioral control, namely the belief that consumers have the ability and opportunity to act in accordance with environmental values.

Augtiah and Susila (2022) demonstrated that transparent green advertising can strengthen consumer preferences and purchase intentions. (Fatmawati & Amudi (2023) also added that reinforcing green messages in product positioning will encourage consumers to identify their choices with moral and symbolic values. The novelty of this study is its focus on the intangible accommodation services sector, where consumer perceptions of green marketing practices directly contribute to action intentions. Its uniqueness lies in its approach that identifies the most effective elements of Green Marketing Practice in building intentions, namely through two-way communication and education that foster active consumer participation.

Analysis of the Influence of Green Brand Image on Intention to Choose Green Hotels

Green Brand Image has a positive and significant effect on Intention to Choose Green Hotel, with a coefficient value of 0.159, t-statistic 2.303, and p-value 0.021. Brands known for their high sustainability reputation boost consumer trust and strengthen the desire to make that brand their preferred consumption choice. In the TPB, Green Brand Image strengthens attitudinal evaluations and serves as a value reference that aligns with consumers' personal preferences, thereby increasing their intention to choose.

Bukhari et al. (2017) showed that brands that prioritize an environmentally friendly image not only form positive perceptions but also drive

purchasing decisions based on emotional and moral factors. Fatmawati & Amudi (2023) support that brand positioning as an agent of environmental change strengthens consumer intentions in sectors involving social identity symbolism. The novelty of this study is the examination of the direct influence of Green Brand Image on intentions in the hotel sector, which revealed that perceptions of environmental reputation can reduce consumer hesitation in service decisions. Its uniqueness lies in the fact that this study expands the dimensions of Green Brand Image to include perceptions of experiences during consumption, not just from the company's external narrative.

Analysis of the Influence of Green Attitude as a Mediator between e-WOM and Intention to Choose Green Hotel

Green Attitude proven to significantly mediate the relationship between Electronic Word of Mouth and Intention to Choose Green Hotel, indicated by a positive indirect effect and p-value <0.05. These results indicate that the influence of e-WOM on consumer intentions does not only occur directly, but also through prior attitude formation. In the TPB mechanism, information received by consumers from external parties such as online reviews will be processed affectively and cognitively into beliefs that then form attitudes. These attitudes then become the motivational basis for taking action in the form of consumption intentions.

Research by Yuwanti et al. (2023) supports these findings by showing that the quality of e-WOM contributes to the formation of loyal attitudes toward green brands, which then drives purchasing decisions. The novelty of this study lies in modeling e-WOM as a source of attitude formation in the green hospitality sector, where reviews are descriptive of experiences and not solely product information. Another unique feature is the pure mediation approach that isolates the role of attitudes as the primary psychological bridge in influencing intentions.

Analysis of the Influence of Green Attitude as a Mediator between Green Marketing Practice and Intention to Choose Green Hotel

Green Attitude was also found to significantly mediate the relationship between Green Marketing Practice and Intention to Choose Green Hotel, with a significant indirect effect value and p-value <0.05. This indicates that green marketing strategies do not automatically encourage the intention to choose a green hotel, but must go through a process of attitude formation first. In the TPB approach, marketing messages become a source of belief that will not produce intention if not first internalized as a positive attitude.

Lavuri et al. (2022) stated that a strong sustainability campaign will only be effective in shaping consumer intentions if it can create an emotional bond in the form of consumer attitudes. Augtiah and Susila (2022) also showed that attitude is a critical factor in determining the success of green marketing in influencing purchasing decisions. The novelty of this study is that the model used is able to demonstrate an indirect pathway for Green Marketing Practice through attitudes in the service sector, not consumer goods. Another unique feature is that Green Marketing Practice is understood not only as formal communication

but also as an emotional trigger that can shape consumer attitudes in a targeted manner.

Analysis of the Influence of Green Attitude as a Mediator between Green Brand Image and Intention to Choose Green Hotel

Green Attitude significantly mediates the relationship between Green Brand Image and Intention to Choose Green Hotel, with a significant indirect effect and p-value <0.05. Green brand image formed through symbols, narratives, and real actions of the company, does not automatically create purchase intentions, but must first be translated into positive attitudes by consumers. In the TPB model, perceptions of the brand provide a foundation of values that are then internalized as attitudes, and these attitudes become the main drivers of action intentions.

Bukhari et al. (2017) proved that green brand image influences consumer decisions through the formation of positive attitudes, which strengthens consumer value identification of the brand. The novelty of this study is that the mediation model used shows the effectiveness of brand image in creating intentions only when there is a strong role of attitude, especially in the service industry. The uniqueness of this study lies in the exploration of green brand image as a psychological construct that is evaluated not only from corporate symbols, but also from direct experience, service integrity, and value perceptions at the consumption location itself.

CONCLUSION

This study proves that Electronic Word of Mouth (e-WOM), Green Marketing Practice, and Green Brand Image have a positive and significant effect on consumers' Green Attitude. Furthermore, Green Attitude is proven to act as a mediating variable that strengthens the influence of these three factors on Intention to Choose Green Hotel. This shows that consumers' positive perceptions of online reviews, consistent green marketing strategies, and environmentally friendly brand images can increase environmental awareness, which ultimately encourages the intention to choose a green hotel. These findings strengthen the theory of sustainable consumer behavior, while providing practical contributions to the hotel industry in designing sustainability-based marketing strategies.

RECOMMENDATION

For hotels, this study suggests the need to strengthen green marketing communications with greater transparency and consistency to reduce the risk of greenwashing and increase consumer trust. E-WOM strategies through social media and online reviews should be maximized as a means of educating the public about the hotel's environmentally friendly practices. Furthermore, building a credible green brand image through official certification and tangible initiatives will help increase consumer loyalty.

For the government and regulators, the results of this study can serve as a basis for encouraging the more widespread implementation of green hotel

standards in Indonesia, through policies, incentives, and sustainability training support. For future researchers, it is recommended to expand the research to other regions in Indonesia, use a longitudinal method to observe changes in consumer attitudes over time, and add other variables such as perceived value or customer trust to deepen understanding of consumer behavior in choosing environmentally friendly hotels.

ADVANCED RESEARCH

For further researchers, it is recommended to expand the research object to other AirNav branches or other air transportation sectors to obtain more general results, as well as adding other variables such as work-life balance, organizational commitment, or work stress to enrich the analysis.

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