

DAFTAR REFERENSI

- Accor. (2023). *2022 Universal Registration Document*. www.group.accor.com
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. doi:10.1016/0749-5978(91)90020-t
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitude and predicting social behavior*. Englewood Cliffs, N.J.: Prentice-Hall.
- Alamsyah, D. P., Mulyani, Udjaja, Y., Othman, N. A., & Ibrahim, N. R. (2020). Green Customer Behavior: Mediation Model of Green Purchase. *International Journal of Psychosocial Rehabilitation*, 24(5), 2568-2577. doi:10.37200/IJPR/V24I5/PR201956
- Al-Aomar, R., & Hussain, M. (2017). An assessment of green practices in a hotel supply chain: A study of UAE hotels. *Journal of Hospitality and Tourism Management*, 32, 71-81. doi:10.1016/j.jhtm.2017.04.002
- Balaji, M. S., Jiang, Y., & Jha, S. (2019). Green hotel adoption: a personal choice or social pressure? *International Journal of Contemporary Hospitality Management*, 31(8), 3287-3305. doi:10.1108/ijchm-09-2018-0742
- Booking.com. (2023). *Sustainable Travel Report 2023*.
- Booking.com. (n.d.). *The Travel Sustainable Levels*. Retrieved February 3, 2024, from Booking.com Partner Hub: <https://partner.booking.com/en-us/learn-more/getting-certified#:~:text=Level%201%20%E2%80%93%20the%20property%20has,to%20imple ment%20impactful%20sustainability%20practices>
- Bouarar, A. C., Mouloudj, S., & Mouloudj, K. (2021). Using the theory of planned behavior to explore tourist's intention to stay in green hotels. In *Advances in Managing Tourism Across Continents* (2nd ed., pp. 511-522). University of South Florida M3 Publishing. doi:10.6084/m9.figshare.19653771.v1
- Chan, E. S. (2014). Green Marketing: Hotel Customers' Perspective. *Journal of Travel & Tourism Marketing*, 31(8), 915-936. doi:10.1080/10548408.2014.892465
- Chen, M. F., & Tung, P. J. (2014). Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management*, 36, 221-230. doi:10.1016/j.ijhm.2013.09.006

- Chen, Y. S. (2010). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93(2), 307-319. doi:10.1007/s10551-009-0223-9
- Cheng, S., Lam, T., & Hsu, C. H. (2006). Negative Word-of-Mouth Communication Intention: An Application of the Theory of Planned Behavior. *Journal of Hospitality & Tourism Research*, 30(1), 95-116. doi:10.1177/1096348005284269
- Choi, H., Jang, J., & Kandampully, J. (2015). Application of the extended VBN theory to understand consumers' decisions about green hotels. *International Journal of Hospitality Management*, 51, 87-95. doi:10.1016/j.ijhm.2015.08.004
- Damanik, J., Priyambodo, T. K., Wibowo, M. E., Pitanatri, P. D., & Wachyuni, S. S. (2023). Travel behaviour differences among Indonesian youth in Generations Y and Z: pre-, during and post-travel. *Consumer Behavior In Tourism And Hospitality*, 18(1), 35-48. doi:10.1108/CBTH-07-2021-0184
- Dawson, C. (2002). *Practical Research Methods: A User-friendly Guide to Mastering Research Techniques and Projects*. Oxford: How To Books.
- Dwivedi, R. K., Pandey, M., Vashisht, A., Pandey, D. K., & Kumar, D. (2022). Assessing behavioral intention toward green hotels during COVID-19 pandemic: the moderating role of environmental concern. *Journal of Tourism Futures*, 1-17. doi:10.1108/JTF-05-2021-0116
- EarthCheck. (2023). *EarthCheck Certification Members Directory*. Retrieved October 8, 2023, from <https://earthcheck.org/about/members/>
- Fauzi, M. A., Hanafiah, M. H., & Kunjuraman, V. (2022). Tourists' intention to visit green hotels: building on the theory of planned behaviour and the value-belief-norm theory. *JOURNAL OF TOURISM FUTURES*, 1-22. doi:10.1108/JTF-01-2022-0008
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Foundation for Environmental Education. (2023). *Unlocking sustainability in the hospitality industry*. Retrieved October 8, 2023, from Green Key: <https://www.greenkey.global/>
- Goh, S. K., & Balaji, M. (2016). Linking Green Skepticism to Green Purchase Behavior. *Journal of Cleaner Production*, 131, 629-638. doi:10.1016/j.jclepro.2016.04.122
- González-Rodríguez, M. R., Díaz-Fernández, M. C., & Font, X. (2020). Factors influencing willingness of customers of environmentally friendly hotels to pay a price premium.

- International Journal of Contemporary Hospitality Management*, 32(1), 60-80.
doi:10.1108/IJCHM-02-2019-0147
- Gössling, S., Scott, D., & Hall, C. M. (2021). Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1), 1-20.
doi:10.1080/09669582.2020.1758708
- Green Globe Certification. (2023). *Asia Pacific & Indian Ocean Members*. Retrieved October 8, 2023, from <https://www.greenglobe.com/asia-pacific-indian-ocean-members>
- Green Hotels Association. (n.d.). *What Are Green Hotels?* Retrieved December 7, 2023, from Green Hotels Association: <https://greenhotels.com/index.php>
- Green View and World Travel & Tourism Council. (2022). *Green Lodging Trends Report 2022*. https://greenview.sg/wp-content/uploads/2022/12/Green_Lodging_Trends_Report_2022.pdf
- Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling* (2nd ed.). SAGE Publications, Inc.
- Hameed, I., & Waris, I. (2018). Eco Labels and Eco Conscious Consumer Behavior: The Mediating Effect of Green Trust and Environmental Concern. *Journal of Management Sciences*, 5(2), 86-105. doi:10.20547/jms.2014.1805205
- Hameed, I., Hussain, H., & Khan, K. (2022). The role of green practices toward the green word-of-mouth using stimulus-organism-response model. *Journal of Hospitality and Tourism Insights*, 5(5), 1046-1061. doi:10.1108/JHTI-04-2021-0096
- Han, H., Hsu, L. T., & Sheu, C. (2010). Application of the Theory of Planned Behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism Management*, 31(3), 325-334. doi:10.1016/j.tourman.2009.03.013
- Han, X., & Chan, K. (2013). Perception of Green Hotels Among Tourists in Hong Kong: An Exploratory. *Services Marketing Quarterly*, 34(4), 339-352.
doi:10.1080/15332969.2013.827069
- Hasan, A. A.-T., Biswas, C., Roy, M., Akter, S., & Kuri, B. C. (2020). The Applicability of Theory of Planned Behaviour to Predict Domestic Tourist Behavioural Intention: The case of Bangladesh. *Geojournal of Tourism and Geosites*, 31(3), 1019-1026.
doi:10.30892/gtg.31313--536
- Horowitz, J. K., & McConnell, K. E. (2003). Willingness to accept, willingness to pay and the income effect. *Journal of Economic Behavior & Organization*, 51, 537-545.
doi:10.1016/S0167-2681(02)00216-0

- IHG Hotels & Resorts. (n.d.). *IHG Green Engage™ system*. Retrieved February 3, 2024, from IHG Hotels & Resorts: <https://www.ihg.com/content/id/in/support/green-engage>
- Jamal, F. N., Othman, N. A., Nizam, N. Z., Jelita, A., Rohmah, W., & Dzakiyullah, N. R. (2022). Green Marketing: Reviewing Aspect of Communication Tools. *International Journal of Sustainable Development and Planning*, 17(4), 1085-1092. doi:10.18280/ijstdp.170405
- Karavasilis, G., Nerantzaki, D.-M., Pantelidis, P., Paschaloudis, D., & Vrana, V. (2015). What Generation Y in Greece thinks about Green Hotels. *World Journal of Entrepreneurship, Management and Sustainable Development*, 11(4), 268-280. doi:10.1108/WJEMSD-02-2015-0010
- Kempinski Hotels. (n.d.). *Environmental*. Retrieved June 8, 2024, from The Apurva Kempinski Bali: <https://www.kempinski.com/en/the-apurva-kempinski-bali/overview/hotel-information/sustainability/environmental>
- Kim, Y., & Han, H. (2010). Intention to pay conventional-hotel prices at a green hotel – a modification of the theory of planned behavior. *Journal of Sustainable Tourism*, 18(8), 997-1014. doi:10.1080/09669582.2010.490300
- Kreidler, N. B., & Mathews, S. J. (2009). How green should you go? Understanding the role of green atmospherics in service environment evaluations. *International Journal of Culture, Tourism and Hospitality Research*, 3(3), 228-245. doi:10.1108/17506180910995414
- Margaretha, M., & Anastasia, N. (2015). Investor's Willingness to Pay in Commercial Property. *Conference: 3rd IFMA International Conference on Finance*. Bali. <https://www.researchgate.net/publication/301557830>
- Marriot International. (2022). *SERVE 360 REPORT: Environmental, Social, and Governance Progress*. https://serve360.marriott.com/wp-content/uploads/2022/10/Marriott-2022-Serve-360-ESG-Report-accessible_F.pdf
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.
- Moise, M. S., Saura, I. G., & Molina, M. E. (2021). The importance of green practices for hotel guests: does gender matter? *Economic Research-Ekonomska Istraživanja*, 34(1), 3508-3529. doi:10.1080/1331677X.2021.1875863
- Moise, M. S., Saura, I. G., Šerić, M., & Molina, M. E. (2019). Influence of environmental practices on brand equity, satisfaction and word of mouth. *Journal of Brand Management*, 26(6), 646-657. doi:10.1057/s41262-019-00160-y

- Moliner, J. P., Font, X., Tari, J. J., Azorin, J. M., Gamero, M. L., & Ortega, E. P. (2015). The Holy Grail: Environmental management, competitive advantage and business performance in the Spanish hotel industry. *International Journal of Contemporary Hospitality Management*, 27(5), 714-738. doi:10.1108/IJCHM12-2013-0559
- Nuttavuthisit, K., & Thøgersen, J. (2015). The Importance of Consumer Trust for the Emergence of a Market for Green Products: The Case of Organic Food. *Journal of Business Ethics*, 140(2), 323-337. doi:10.1007/s10551-015-2690-5
- Paço, A. M., & Raposo, M. (2009). "Green" segmentation: An application to the Portuguese consumer market. *Marketing Intelligence & Planning*, 27(3), 364-379. doi:10.1108/02634500910955245
- Paladino, A., & Ng, S. (2013). An examination of the influences on 'green' mobile phone purchases among young business students: an empirical analysis. *Environmental Education Research*, 19(1), 118-145. doi:10.1080/13504622.2012.687044
- Plan Be Eco. (2023, June 30). *How to calculate the carbon footprint in the hotel industry*. Retrieved May 2, 2024, from <https://planbe.eco/blog/how-to-calculate-the-carbon-footprint-in-the-hotel-industry/#:~:text=Hotels%20contribute%20about%201%20percent,45.7%20million%20homes%20per%20year>
- Ponnappureddy, S., Priskin, J., Ohnmacht, T., Vinzenz, F., & Wirth, W. (2017). The influence of trust perceptions on German tourists' intention to book a sustainable hotel: a new approach to analysing marketing information. *Journal of Sustainable Tourism*, 25(7), 970-988. doi:10.1080/09669582.2016.1270953
- Prasmatiwi, F. E., Irham, Suryantini, A., & Jamhari. (2011). Kesiediaan Membayar Petani Kopi untuk Perbaikan Lingkungan. *Jurnal Ekonomi Pembangunan*, 12(2), 187-199.
- Rahman, I., Park, J., & Chi, C. G. (2015). Consequences of "greenwashing": consumers' reactions to hotels'. *International Journal of Contemporary Hospitality Management*, 27(6), 1054-1081. doi:10.1108/IJCHM-04-2014-0202
- Rahman, I., Reynolds, D., & Svaren, S. (2012). How "green" are North American hotels? An exploration of low-cost adoption practices. *International Journal of Hospitality Management*, 31(3), 720-727. doi:10.1016/j.ijhm.2011.09.008
- Rashid, N. R. (2009). Awareness of Eco-label in Malaysia's Green Marketing Initiative. *International Journal of Business and Management*, 4(8), 132-141. doi:10.5539/ijbm.v4n8p132

- Sarwono, J. (2006). *Metode Penelitian Kuantitatif & Kualitatif* (1st ed.). Yogyakarta: Graha Ilmu.
- Schuitema, G., Anable, J., Skippon, S., & Kinneer, N. (2013). The role of instrumental, hedonic and symbolic attributes in the intention to adopt electric vehicles. *Transportation Research Part A: Policy and Practice*, *48*, 39-49. doi:10.1016/j.tra.2012.10.004
- Su, L., & Swanson, S. R. (2017). The effect of destination social responsibility on tourist environmentally responsible behavior: Compared analysis of first time and repeat tourists. *Tourism Management*, *60*, 308-321. doi:10.1016/j.tourman.2016.12.011
- Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Suki, N. M., & Suki, N. M. (2015). Consumers' environmental behaviour towards staying at a green hotel. *Management of Environmental Quality An International Journal*, *26*(1), 103 - 117. doi:10.1108/MEQ-02-2014-0023
- Sultana, N., Amin, S., & Islam, A. (2022). Influence of perceived environmental knowledge and environmental concern on customers' green hotel visit intention: mediating role of green trust. *Asia-Pacific Journal of Business Administration*, *14*(2), 223-243. doi:10.1108/APJBA-08-2021-0421
- Sung, P. L., Hsiao, T. Y., Huang, L., & Morrison, A. M. (2021). The influence of green trust on travel agency intentions to promote low-carbon tours for the purpose of sustainable development. *Corporate Social Responsibility and Environmental Management*, *28*(4), 1185-1199. doi:10.1002/csr.2131
- Sustainable Tourism Statistics. (2023, March 14). *Sustainable Tourism Statistics: 2023 Ultimate List Statistics and Trends*. Retrieved August 27, 2023, from <https://www.avantio.com/blog/sustainable-tourism-statistics/>
- Tang, C. M., & Lam, D. (2017). The role of extraversion and agreeableness traits on Gen Y's attitudes and willingness to pay for green hotels. *International Journal of Contemporary Hospitality Management*, *27*(1), 607-623. doi:10.1108/IJCHM-02-2016-0048
- The ASEAN Secretariat. (2016). *ASEAN Green Hotel Standard*. Jakarta, Indonesia.
- Trang, H. L., Lee, J. S., & Han, H. (2018). How do green attributes elicit pro-environmental behaviors in guests? The case of green hotels in Vietnam. *Journal of Travel & Tourism Marketing*, *36*(1), 14-28. doi:10.1080/10548408.2018.1486782
- Verma, V. K., & Chandra, B. (2016). Hotel Guest's Perception and Choice Dynamics for Green Hotel Attribute: A Mix Method Approach. *Indian Journal of Science and Technology*, *9*(5), 1-9. doi:10.17485/ijst/2016/v9i5/77601

- Wiastruti, R. D., Liawatimena, L., & Masatip, A. (2022). Behavioral Intention and Willingness to Pay Premium for Green Hotel Concept: The Role of Trust and Green Hotel Attributes. *International Journal of Sustainable Development and Planning*, 17(8), 2493-2501. doi:10.18280/ijstdp.170817
- Yadav, R., Balaji, M. S., & Jebarajakirthy, C. (2019). How psychological and contextual factors contribute to travelers' propensity to choose green hotels? *International Journal of Hospitality Management*, 77, 385-395. doi:10.1016/j.ijhm.2018.08.002
- Yeh, S. S., Fotiadis, A. K., Huang, M. L., & Huan, T. C. (2017). Barriers to Implementing Green Management in the Hospitality Industry. *Advances in Hospitality and Leisure*, 13, 47-61. doi:10.1108/S1745-354220170000013004