

THE FACTORS INFLUENCE ON CONSUMER PURCHASE INTENTION TOWARD GREEN HOTEL IN XINJIANG, CHINA

Qiuxin Luo*, and Pharatt Run

Institute of Science Innovation and Culture, Rajamangala University of Technology, Krungthep, Thailand

**email Corresponding author: 658240300868@mail.rmutk.ac.th*

ABSTRACT

This research is aimed at studying the influence of demographics, green perceived value, and social responsibility on customer purchase intentions at green hotel in Xinjiang, China. The researcher used the questionnaire as the research tool and collected data from 500 samples of customers who will stay at the green hotel in Xinjiang. Statistics used to analyze data were descriptive statistics including Frequency, Percentage, Mean, Standard Deviation, and inferential statistics including independent Samples t-test, One-way ANOVA, LSD, and Multiple Linear Regression at the statistical significance level of 0.05. The results found that most of the respondents were female, 18-24 years old, education level of bachelor, occupation of company worker and monthly income of more than 10,000 CNY. The first hypotheses were tested, and the results found that the differences in education and income had a significant effect on different purchase intentions of green hotel in Xinjiang, China. For the second hypotheses tested, the results found that functional value, emotional value, social value, monetary value, epistemic value have a significant influence on customer purchase intention green hotel in Xinjiang, China. For the last hypotheses tested, the results also found that ethical, legal, philanthropic and economic have a significant influence on customer purchase intention green hotel in Xinjiang, China.

Keywords:

Green Perceived Value; Social Responsibility; Consumer Purchase Intention

INTRODUCTION

Around the world, environmental sustainability concerns and problems are having an impact on and influencing how people live and consume. The concept of environmental protection is deeply rooted in the hearts of the people. In the year after the end of the epidemic, human yearning for nature and the environment is very enthusiastic. Green hotels have also better entered the public's field of vision. It refers to the reduction of environmental pollution during the operation of hotels, and the realization of environmentally friendly services and consumption. People tend to choose a beautiful living environment as one of the ways to travel and relax (Alshura et al., 2016). The purchase intention of green hotels lies in the common awareness between consumers and hotels: the idea of green and the willingness to repurchase. Consumers' purchasing attitude towards green hotels and factors influencing their choices. The choice behind it means that people's awareness of environmental protection during travel has not changed. If travel and life will definitely produce products that continue to harm the environment, reducing their production is more or less beneficial to the environment (Chiang et al., 2015). Ottman (1992)

believes that when consumers prioritize the needs or hopes of safety, quality, usability and convenience, and realize that green products can help solve environmental problems, consumers will buy green products.

The goal of this study is to determine how to influence consumers' intentions to book green hotels. Hotels offer useful goods and services, but they are also looking into other sources of product inspiration, such as value, image, and other factors like consumer recognition and preference. From the perspective of marketing, understanding and recognizing the willingness to purchase green products can retain customers and develop products. Through the cognition of customers, achieve the green hotel that customers really want to see. China Climate Change Blue Book (2023) Extreme high temperature events are more common and intense in China than in the rest of the world during the same time period. China's average surface temperature in 2022 will be 0.92°C warmer than average. According to a study by Li et al. (2010), which was titled "Calculation and analysis of carbon footprint of four-star hotel accommodation products in Kunming," the majority of the life cycle's carbon footprint for hotel accommodations is accounted for by the operating phase, Direct energy consumption makes up around 60.98% of the sources, which also include waste release and refrigerant leakage. With the participation of the society, any activity will cause a certain consumption of the environment. Increased consumption of goods and services worldwide has wreaked havoc on the environment by squeezing natural resources (Sharma et al., 2023). More hotels should incorporate the concept of green environmental protection in their operation and construction, and join the ranks of becoming green hotels.

Research Hypotheses

- H1: There are significant difference in consumer purchase intention toward green hotel based on demographic factor.
- H2: Green perceived value has influence on consumer purchase intention toward green hotel.
- H3: Social responsibility has influence on consumer purchase intention toward green hotel.

Research objectives

- 1) To study the difference in consumer purchase intention toward green hotel based on demographic factor.
- 2) To study the influence of green perceived value, and social responsibility on consumer purchase intention toward green hotel.

Literature review

Demographic factors

Han et al (2011) A few researchers have examined the possible relationships between lodging customers' green attitudes in their daily lives and their expressed eco-friendly intentions to visit, to spread word-of-mouth about, and to pay more for a green hotel and gender, age, education, and income differences in forming hotel customers' environmental friendly intentions. Understanding the relationship between demographic information and environmental intentions enables hoteliers to better understand the purchasing habits of present and potential customers with regard to the environment. It also enables hotels to make more informed marketing decisions that will lessen the intensity of competition. In (Nath et al., 2015), they investigated the association between sociodemographic characteristics and India while studying socio-demographic as predictors of green buying intention. The desire of consumers to buy green products points to the importance of

demographic factors as predictors and emphasizes the consequences of research, particularly education.

Green perceived value factors

Holbrook (1999), value is an evaluation of the advantages associated with using a product or service in comparison to the expenses the consumer forgoes. In other words, value is the difference between the total utilities that customers receive from a product or service and the total prices that they pay for it (Walsh et al., 2014). As a result, it is regarded as a significant predictor of consumers' desire to make another purchase (Cronin et al., 2000). The idea of perceived value also emphasizes the fact that consumers don't just consider a product's price, but also evaluate the price against perceived quality, competitors' offers, their own opportunity costs, and other issues like convenience and social/psychological factors. This concept also rationalizes the relative nature of price and quality.

Chen and Chang (2012), green perceived value is consumers' evaluation of a product and service based on their eco-friendly aspirations, green needs, and sustainable expectations. In this context, companies are becoming increasingly concerned with maintaining consumers' green trust due to stricter environmental policies and environmentalism. In addition, several research (Babin et al., 1994, Kim and Park, 2017) concentrate on two or three dimensions, with the exception of Petrick's study from 2002, which suggests a value structure with five dimensions. The epistemic and social values that are significant in destination branding (Sánchez et al., 2006) are not included in Petrick's value dimensions, and two of them are price-related. Furthermore, this study conceptualizes and operation perceived values as five value dimensions, including functional, monetary, emotional, epistemic and social values. This is done in light of the significance of hedonism and social components of tourism experiences (Sánchez et al., 2006).

Social responsibility factors

Carroll's conceptualization of Corporate Social Responsibility (CSR) encompassed four distinct dimensions: legal, philanthropic responsibilities and economic ethical. Among these, economic and legal responsibilities represent traditional corporate obligations, while philanthropic and ethical responsibilities signify more contemporary commitments (Hwang et al., 2020). Alternative viewpoints, however, have proposed a three-dimensional framework for CSR that takes into account stakeholders, the environment, and society, all of which have a significant impact on consumer decisions and behavioral intents (Mohammed and Al-Swidi, 2019). CSR is described by the European Commission as "a voluntary concept in which businesses incorporate social and environmental concerns into their company practices and relationships with their stakeholders". Meanwhile, a few scholars describe CSR as a commercial endeavor aimed at fulfilling societal demands (Boysselle, 2015). In their CSR literature, many academics have included all or some of Carroll's aspects, which includes economic, legal, ethical and philanthropic (Carroll, 2016).

These variables help researchers gain a better grasp of how consumers perceive CSR or the brand. Among these factors are customer loyalty (Chung, 2015), consumer attitudes towards brand usage (Hwang et al., 2020), and consumer perceptions of CSR practices (Abbas, 2018). The study of various CSR-related variables holds paramount importance for organizations engaged in CSR initiatives, as it aids in refining how they integrate CSR into their business practices, ultimately leading to positive outcomes for customers (Abbas, 2018). Social responsibility is the obligation of green hotels to pursue long-term goals that benefit society, and CSR has emerged as a crucial aspect of how businesses are handled.

Customers are becoming more conscious of this and have expectations of the business (Al-Haddad et al., 2022).

Green Hotel Purchase Intention

Intention, as defined by Rahmi et al. (2017), represents the specific objective that a customer aims to accomplish through their actions. When consumers express their willingness to buy or use a product or service with minimal or no environmental impact, this inclination is referred to as "green purchase intention," (Yang, 2017). This concept holds significant importance as it serves as a key indicator for understanding consumer buying behavior (Mahmoud, 2018). This idea revolves around the notion that consumers are inclined towards favoring green products in their purchasing decisions, as opposed to traditional alternatives (Ali and Ahmad, 2016).

The role of altruism and individuals' motivations holds significant sway in influencing their intent to purchase green products (Koloba, 2020). In order to influence consumers' willingness to purchase, green hotels need to find the underlying factors as much as possible and convert them into affirmative factors that customers are willing to pay for actual purchase behavior or to make customers generate more and clearer purchase intentions. The clearer the purchase intention, the greater the likelihood of purchasing the product and the stronger the ability to execute the purchase. Hotels encourage customers to buy green items by highlighting the advantages to the environment (Rex and Baumann, 2007).

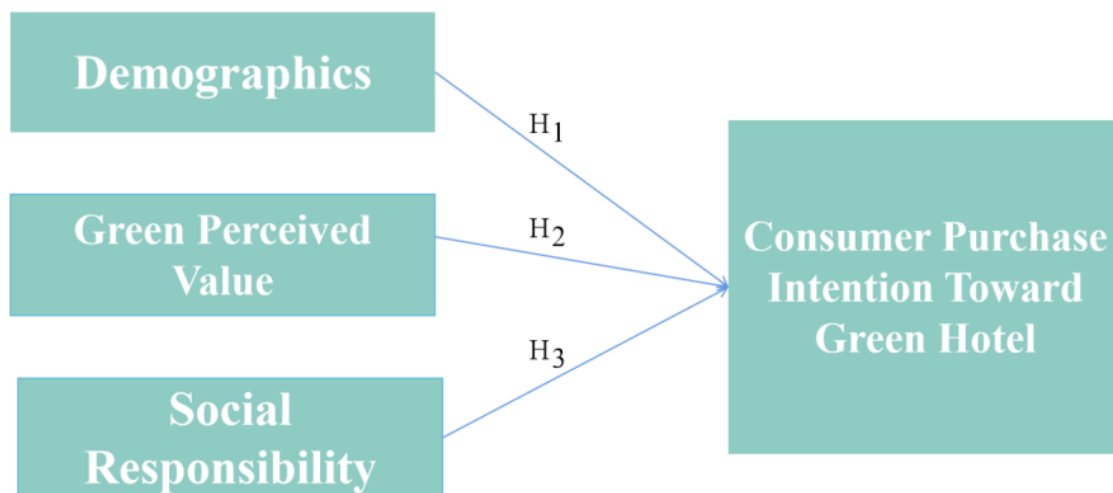


Figure 1. Conceptual framework of this study

METHOD

Research Instrument

Due to the infinite population, the sampling method in this study is based on non-probability sampling particularly convenient sampling.

Part 1: Demographic Factors

This part consisted of 5 questions in close-ended. It's collecting data related to the demographic information of the samples. This basic information will provide insight into the background characteristics of the sample.

Part 2: Green Perceived Value

The researcher used the Likert five-point scale, and participants are required to rate their degree of opinion on Purchase Intention toward Green Hotel XINJIANG.

Part 3: Social Responsibility

The researcher used the Likert five-point scale, and participants are required to rate their degree of opinion on Purchase Intention toward Green Hotel XINJIANG.

Part 4: Consumer Purchase Intention toward Green Hotel

The researcher used the Likert five-point scale, and participants are required to rate their degree of opinion on Purchase Intention toward Green Hotel in XINJIANG.

Reliability and Content validity

To ensure the quality and confidence of the questionnaires, the content validity test using Item Object Consistency (IOC) and the reliability test using Cronbach's Alpha was performed as the following details. The 3 experts who have expertise in creating research tools evaluated the content and the measurement of the questions to cover the completion of the research issues. The IOC index of the questions in questionnaire are all above 0.67. The results reliability of functional value, emotional value, social value, monetary value, epistemic value are 0.752, 0.791, 0.772, 0.726, 0.808. All reliability is above 0.7. So, the questionnaire is suitable to be used to collect actual data in the future. The results reliability of ethical, legal, philanthropic, economic, epistemic value is 0.899, 0.860, 0.827, 0.819. All reliability is above 0.7. So the questionnaire is suitable to be used to collect actual data in the future.

The results reliability of purchase intention toward green hotel is 0.840. All reliability is above 0.7. So the questionnaire is suitable to be used to collect actual data in the future.

Data Collection

In this study the method of data collection was using the questionnaires. The researcher has been sent questionnaires to samples via Questionnaires Star. The researcher has been collected 500 questionnaires from the samples.

Data analysis

Descriptive Statistics: Utilizing descriptive statistics, we will analyze respondent demographics such as gender, age, education level, occupation, and monthly income by using frequency and percentage. The mean and standard deviation are applied for Green Perceived Value, Social Responsibility, and Consumer Purchase Intention toward Green Hotel.

Inferential statistics is employed for testing the hypotheses at a statistical significance level of 0.05. The analysis will evaluate the influence of independent variable and dependent variables under the following hypotheses:

H1: There are significant difference in consumer purchase intention toward green hotel based on demographic factor.

Independent Samples t- test (Gender) and the One-way ANOVA (Age, Education Level, Occupation, and Monthly Income) are applied for testing the hypothesis.

H2: Green perceived value has influence on consumer purchase intention toward green hotel. (Multiple Linear Regression Analysis is used for testing the hypothesis.)

H3: Social responsibility has influence on consumer purchase intention toward green hotel. (Multiple Linear Regression Analysis is used for testing the hypothesis.).

RESULT AND DISCUSSION

Descriptive analysis

Table 1. Frequency and percentage of the respondents

		Frequency	Percent
Gender	Male	234	46.8
	Female	266	53.2
Age	18-24 years old	187	37.4
	25-44 years old	179	35.8
	>44 years old	134	26.8
Educational	Less than Bachelor	183	36.6
	Bachelor	240	48
	Higher than Bachelor	77	15.4
Occupation	No work/ housewife	0	0
	Student	45	9.0
	Company worker	24	42.8
	Government Officer	92	18.4
	Business Owner	57	11.4
	Other	92	18.4
Monthly Income	Less than 4,000	87	17.4
	4000-7000	132	26.4
	7001-10000	79	15.8
	More than 10,000	202	40.4

The descriptive analysis results found the majority are female at 53.2% and 37.4% were aged 18-34 years old. 48% have completed their studies of bachelor. Among occupations, 42.8% were company workers. There is a certain difference in income level, and the highest proportion is 40.4% in more than 10,000 CNY.

Table 2. The descriptive statistic of perceived value

	level of opinion(percent)								
	Very Disagree	Disagree	Neutral	Agree	Very Agree	Mean	SD	Meaning	Rank
Functional Value	2.6	3.0	16.0	45.6	32.8	4.03	0.91803	Agree	1
Emotional Value	2.6	6.8	25.8	44.4	20.4	3.732	0.94761	Agree	3
Social Value	3.8	10.2	24.4	40.4	21.2	3.65	1.04196	Agree	5
Monetary Value	3.0	3.4	16.2	44.6	32.8	4.008	0.94749	Agree	2
Epistemic Value	4.4	6.6	24.2	42.6	22.2	3.716	1.02247	Agree	4
Green Perceived Value	0.2	5.4	15.0	71.8	7.6	3.812	0.65231	Agree	

Form table 4.2, presents the descriptive statistics of independent variables in this study, that include functional value, emotional value, social value, monetary value and epistemic value. Each variable is measured on a Likert scale ranging from 1 to 5, with the highest score indicating the excellent level of engagement or presence. The analysis results show that the mean value of functional value is 4.03, indicating the customer's opinion level about the content on green functional value is at agree level. For emotional value, the mean value is 3.732, indicating the customer's opinion level about the content on green emotional value is at agree level. And the social value had value of 3.65 indicating the customer's opinion level about the content on green social value is at agree level. Monetary value, the mean value is 4.008, indicating the customer's opinion level about the content on green monetary value is at agree level. And the epistemic value's mean value is 3.716 indicating the customer's opinion level about the content on green epistemic value is at agree level. And the total green perceived value's mean value show the average is 3.812 indicating the customer's opinion level about the content on total green perceived value is at agree level.

Table 3. The descriptive statistic of social responsibility

	Very Disagree	Disagree	Neutral	Agree	Very Agree	Mean	SD	Meaning	Rank
Ethical	2.6	4.8	23.2	43.2	26.2	3.856	0.94925	Agree	3
Legal	4.6	12	19.8	43.4	20.2	3.626	1.07538	Agree	4
Philanthropic	2.4	4.4	20.8	41.8	30.6	3.938	0.95077	Agree	2
Economic	2.2	6.8	10.4	44.6	36.0	4.054	0.96589	Agree	1
Social Responsibility	0	4.8	12.8	63.4	19.0	3.966	0.71405	Agree	

For table 3, social responsibility factors, the analysis results show that the mean value of economic is 4.054, indicating the customer's opinion level about the content on economic is at agree level. And followed by philanthropic, ethical and legal with average values of 3.938, 3.856 and 3.626, indicating the customer's opinion level about the content on philanthropic, ethical and legal is at agree level.

Table 4. The descriptive statistic of purchase intention

	Very Disagree	Disagree	Neutral	Agree	Very Agree	Mean	SD	Meaning
Purchase Intention	3.6	5.4	24.8	43.4	22.8	3.764	0.98093	Agree

For table 4, purchase intention factors, the analysis results show that the mean value of purchase intention is 3.764, indicating the customer's opinion level about the content on purchase intention is at agree level.

Inferential Statistics

Hypothesis 1: The differences in demographic factors affect consumer purchase intention differently

In this survey, gender is two-point discrete variable. Therefore, Independent sample t-test was used to analyze data. For age, educational level, occupation, monthly income use one way ANOVA to analyze data to test the difference of mean values among more than 2 groups of data. All data analysis was test at the statistical significant level of 0.05. Table 5 show the summary of demographic data that influence purchase intention at the statistical significant level of 0.05. The results indicate that the difference in education and income influence consumer purchase intention differently with the significant value of .000 and .000 accordingly.

Table 5. Summary of demographic data influence purchase intention

Demographic	Consumer Green Purchase Intention	
Gender	t(498)= -1.443, P =0.070	-
Age	F=0.153, P=0.858	-
Educational level	F = 8.424, P = 0.000	√
Occupation	F = 0.584, P =0.674	-
Monthly income	F =6.828, P = 0.000	√

- no different effects at the statistical significant of 0.05

√ have different effects at the statistical significant of 0.05

The analysis of multiple comparison of different education and monthly income group using LSD were analyzed. The results indicate that 1) the pair mean comparison of the educational level group that affects overall purchase intention of the green hotels. Mean value of higher than bachelor group is lower than less than bachelor group and bachelor group with a significant value of 0.004 and 0.000 accordingly. 2) The results indicate that the pair mean comparison of the monthly income level group that affects overall purchase intention of the green hotels. Mean value of less than 4,000 group is lower than 7,000-10,000 group and more than 10,000 group with a significant value of 0.017 and 0.002 accordingly. And mean value of 4,000-7,000 group is lower than 7,001-10,000 group and more than 10,000 group with a significant value of 0.007 and 0.000 accordingly.

Hypothesis 2: Green perceived value has influenced on consumer purchase intention.

Table 6 provide the results from using the multiple linear regression to analyze data and developed the forecasting equation at the confidence level of 95%.

Table 6. Regression analysis to predict the influence of green perceived value on purchase intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.536 ^a	.287	.280	.83218

From table 6, the analysis results show that green perceived value has influence with purchase intention with multiple correlation (R)= 0.536. The ability to predict the analytical equation is 28% at the statistical significant level of 0.05. Table 7 provide the coefficients to develop the forecasting equation. This analysis consists of 5 predictor variables including event functional value, emotional value, social value, monetary value and epistemic value which developed prediction equation as follows.

Equation 1:

$$Y = 0.551 + 0.283X_1 + 0.133X_2 + 0.153X_3 + 0.121X_4 + 0.143X_5$$

(0.019*) (0.000*) (0.002*) (0.000*) (0.000*) (0.006*)

FOR

Y= purchase intention

X₁=Functional, X₂=Emotional, X₃=Social, X₄=Monetary,

X₅=Epistemic.

It can be found from Equation 1. Functional is the most important variable that influences the purchase intention by the regression coefficient of about 0.265, followed by social, epistemic, emotional and monetary with the coefficient of 0.163, 0.149, 0.129, 0.117.

Table 7. The multiple linear regression coefficients for the influence of green perceived value on purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.551	0.233		32.360	00.019*
Functional	0.283	0.045	0.265	6.352	0.000*
Emotional	0.133	0.043	0.129	3.103	0.002*
Social	0.153	0.038	0.163	4.040	0.000*
Monetary	0.121	0.044	0.117	2.777	0.000*
Epistemic	0.143	0.040	0.149	3.541	0.006*

a Dependent Variable: Purchase Intention

Hypothesis 3: Social responsibility has influence on purchase intention.**Table 8.** Simple regression analysis to predict the influence of social responsibility on purchase intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.533 ^a	.284	.278	.83352

Table 8 demonstrate that consumer purchase intention correlates with brand fit with correlation coefficient of 0.533. The ability to predict customer purchase intention is 27.80%. Table 9 provides the coefficient to develop the forecasting equation for customer purchase intention when knowing social responsibility is as follows.

Equation 2:

$$Y = 0.714 + 0.149X_1 + 0.191X_2 + 0.208X_3 + 0.238X_4$$

(0.002*) (0.000*) (0.002*) (0.000*) (0.000*)

FOR

Y=purchase intention

X1=Ethical, X2=Legal, X3=Philanthropic, X4=Economic.

It can be found from Equation 2. For the economic is the most important variable that influences the purchase intention by the regression coefficient of about 0.235, followed by Legal, Philanthropic, and Ethical with the coefficient of 0.209, 0.201, and 0.144.

Table 9. Simple linear regression coefficients for the impact of brand fit on purchase intention.

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	0.714	0.225			33.173	00.002*
Ethical	0.149	0.042	0.144		3.557	0.000*
Legal	0.191	0.037	0.209		5.121	0.000*
Philanthropic	0.208	0.042	0.201		4.930	0.000*
Economic	0.238	0.042	0.235		5.626	0.000*

a Dependent Variable: Purchase Intention

Predictors: (Constant)

Dependent Variable: Purchase Intention.

Demographic

The results show that the difference in demographic of educational and monthly income significantly influence on different purchase intention of green hotel. This result is consistent with Wang et al. (2019) studied the demographic impact of consumer green purchase intention toward green hotel selection in China. The results found the demographic factors include education and income generate difference in green purchase intention, that demographic generate difference in green purchase intention. The study results consistent with Faridah and Ahmad (2018) studied the effect of demographic factors on consumer intention to purchase green personal care products. The findings revealed that level of education did have significant impacts on the consumer intention to buy personal care products. And is consistent with Han et al (2011) studied "Are lodging customers customers ready to go green? An examination of attitudes, demographics, and eco-friendly intention." The results found that education and income generate differences in purchase intention of green hotel. And consistent with Samarasinghe and Samarasinghe (2013) studied green decisions: consumers' environmental beliefs and green purchasing behaviour in Sri Lankan context. The results found that impact of demographic data on green purchase behavior. The study results consistent with Canöz (2022) studied tourists' attitudes toward green product buying behaviors: The role of demographic variables. The results show that demographic includes education and income have influence their green product purchasing behavior.

Green perceived value

The research results show that the green perceived value includes functional value, emotional value, social value, monetary value, epistemic value, have significantly influence on customer purchase intention. Functional is the most important variable that influences the purchase intention. This result is consistent with Dhewi et al. (2018) studied the influence of green perceived value and green perceived risk perceptions on the green product purchase intention. The research study the influence of green perceived value and green perceived risk perceptions on the green products purchase intention. The empirical findings showed a favorable correlation between the purchase green products and green perceived values. And consistent with Chen and Chang (2012) studied on enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. Green perceived value is consumers' evaluation of a product and service based on their eco-friendly aspirations. The findings revealed a substantial positive association between green perceived value and green purchase intention. And congruent with Chairunnisa and Perdhana (2020) studied the roles of environmental concern, green perceived value,

subjective norms, and green trust towards green hotel purchase intention. The research finding the purchase intention to acquire green hotels is significantly influenced favorably by green perceived value.

Social responsibility

The research results show that the social responsibility includes ethical, legal, philanthropic and economic have significantly influence on customer purchase intention. The economic is the most important variable that influences the purchase intention. And the result consistent with the Hwang et al. (2020) studied the importance of philanthropic corporate social responsibility and its impact on attitude and behavioral intentions: The moderating role of the barista disability status. The study show economic and legal responsibilities represent traditional corporate obligations, while philanthropic and ethical responsibilities signify more contemporary commitments. Responsibility is fundamental or essential to the nature of business presence in society. There is a need for economic and legal responsibility, and ethical and charitable responsibility is expected and desired (Carroll and Brown, 2022). And the consistent with Bianchi et al (2019) studied the impact of perceived CSR on corporate reputation and purchase intention. The results show the corporate social responsibility affects consumers' intent to buy. And consistent with Chaudhary et al (2022) studied the influence of corporate social responsibility on actual buying behavior: A study of Indian consumers. The study finding revealed that consumers' actual purchasing behavior is positively impacted by consumers' purchase intentions in socially responsibility businesses.

CONCLUSION

Demographic factors

The description of green hotel customers is as follows: 500 respondents consist of 234 male (46.8%) and 266 female (53.2%). About age most of the respondents were between 18-24 years old, accounting for 37.4%. The most educational level of the respondents were bachelor, as high as 48%. About occupation most of the respondents were company worker, accounting for 42.8%. The most monthly income level of the respondents is more than 10,000 CNY as high as 40.4%. This study found that educational ($F = 8.424$, $P = 0.000$), monthly income ($F = 6.828$, $P = 0.000$) significantly influence the purchase intention. However, gender ($t(498) = -1.443$, $P = 0.070$), age ($F = 0.153$, $P = 0.858$) and occupation ($F = 0.584$, $P = 0.674$) were found to have no significant difference influence on purchase intention. The LSD approach is used to specifically examine the influence of educational and monthly income as connected factors.

Green Perceived Value

The research results show green perceived value that the includes functional, emotional, social, monetary and epistemic have significantly influence on customer purchase intention. Among, functional value is the most important variable that influences the purchase intention by the regression coefficient of about 0.265, followed by social, epistemic, emotional and monetary with the coefficient of 0.163, 0.149, 0.129, 0.117.

Social Responsibility

This study result shows that social responsibility that the includes ethical, legal, philanthropic and economic have significantly influence on customer purchase intention. The economic is the most important variable that it have influences of the purchase intention by the regression coefficient of about 0.235, followed by legal, philanthropic and ethical with the coefficient of 0.209, 0.201, and 0.144.

Recommendation

The direction of this study can be used to continue to explore in depth other factors that may have an impact. Among other things, the referable value of the study will vary for different geographical locations, and the situation of local cultural traits and environmental factors need to be considered, and the independent variables in this paper, demographics, green perceived value and social responsibility, on green hotel purchase intention should be examined again.

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