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Intentions of Generation Z Students to Visit Green Hotels in Jabodetabek within the Framework of the Theory of Planned Behaviour and Green Perceived Value

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Abstract: This study examines the determinants of Generation Z students' intention to visit green hotels in the Jabodetabek region, grounded in the Theory of Planned Behaviour and Green Perceived Value. The research employs a quantitative approach, collecting data from 111 respondents through structured questionnaires and analysing it using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings reveal that functional value, emotional value, and social value significantly influence attitudes toward green hotels, which in turn positively shape visit intention. Functional value strengthens attitudes through perceptions of service quality, reliability, and cost efficiency, while emotional value reinforces satisfaction, pride, and a sense of moral responsibility. Social value further enhances acceptance and positive social image, particularly among Generation Z, who are highly influenced by community opinions and digital social interactions. Moreover, attitude emerges as a critical determinant of visit intention, confirming the theoretical premise that favourable evaluations of green hotels lead to a stronger behavioural intention. This study contributes to the understanding of sustainable consumer behaviour by highlighting how multidimensional perceived values drive positive attitudes and visit intentions toward green hotels. The results provide theoretical insights for future hospitality research and practical implications for hotel managers in promoting sustainable tourism practices.

Keywords: Green hotel, Generation Z, Theory of Planned Behaviour, Green Perceived Value, Visit Intention

INTRODUCTION

The tourism industry has grown into one of the largest and most influential sectors of the global economy. In addition to contributing significantly to economic growth, job creation, and cultural preservation, this sector also has a profound environmental impact, particularly in the form of greenhouse gas emissions. According to the World Travel & Tourism Council (2022), the travel and tourism industry is estimated to contribute between 8% and 11% of total global carbon emissions, and this figure is projected to double by 2050 if no effective mitigation strategies are implemented. The hospitality sector, as an integral part of tourism, also makes a

significant contribution to the carbon footprint, from energy consumption, water usage, and waste management. This situation underscores the importance of developing green hotel practices that prioritise sustainability principles through energy efficiency, resource conservation, and environmentally friendly management (Fuentes-Moraleda et al., 2019).

In consumer behaviour, interest in sustainable hotels is on the rise, particularly among younger generations who are increasingly aware of environmental issues. Generation Z, born between 1997 and 2012, is known as digital natives with high levels of technological literacy, extensive exposure to global issues, and value orientations that tend to support social and environmental sustainability. Data from the Central Statistics Agency (2021) show that Generation Z is the largest demographic group in Indonesia, accounting for 27.94% of the national population; therefore, their preferences will significantly determine the direction of the future market. Previous studies have confirmed that young consumers exhibit a higher willingness to pay for sustainable products and services, including in the hospitality context, due to the perceived added value in terms of function, emotion, and social impact (Sultana et al., 2022).

To understand the determinants of visit intentions to green hotels, the Theory of Planned Behaviour (TPB), developed by Ajzen (1991), has been widely used as a conceptual framework. TPB emphasises that individual intentions are determined by an attitude toward the behaviour, subjective norm, and perceived behavioural control. However, several studies indicate that in the context of environmentally friendly behaviour, expanding the TPB with additional constructs such as Green Perceived Value (GPV) can provide a more comprehensive understanding (Olya et al., 2019; Zhuang, 2021). GPV encompasses the functional, social, emotional, and environmental values that consumers perceive from a hotel's green practices. Ehotel's research indicates that GPV can foster positive attitudes toward green hotels while enhancing visit intentions, particularly among young consumers with high environmental awareness (Kim et al., 2023).

Based on the above, this study aims to analyse the factors influencing the visit intention of Generation Z students in Jabodetabek toward green hotels using the extended TPB framework with the GPV dimension. This study is expected to contribute theoretically to the development of the literature on green consumer behaviour and, practically, to the hospitality industry in designing more effective sustainable marketing strategies. The research problem in this study focuses on analysing the factors that influence Generation Z students' visit intentions to green hotels in Jabodetabek. First, this study examines how green perceived value, encompassing functional value, social value, emotional value, and environmental value, influences attitudes and shapes visit intentions. Second, this study also elaborates on the role of attitudes, subjective norms, and perceived behavioural control in determining visit intentions to green hotels. Furthermore, this study examines the integration between the Theory of Planned Behaviour (TPB) and Green Perceived Value (GPV) to provide a more comprehensive understanding of the behaviour of Generation Z students when visiting environmentally friendly accommodations. Thus, this study is expected to make theoretical and practical contributions to the development of marketing and operational strategies for green hotels in Indonesia.

Green Hotels as an Environmental Mitigation Strategy

In efforts to strengthen green hotel strategies as environmental mitigation, recent studies indicate that participation in green loyalty programs significantly influences customer engagement and revisit decisions. Huang (2025) asserts that loyalty schemes emphasising environmental achievements and sustainability have proven to encourage customers to become more engaged, build brand loyalty, and strengthen consumer commitment to eco-friendly values. Implementing these practices includes offering rewards or exclusive benefits to customers who actively choose sustainable accommodations, such as discounted rates,

additional amenities, or exclusive recognition within the loyalty program. This strategy expands the functional and emotional value of the stay experience, aligning with the concept of Green Perceived Value, thereby strengthening the strategic relationship between consumers and green hotels.

Furthermore, consumers perceive the implementation of environmentally friendly practices in accommodations (e.g., the use of renewable energy or recycling policies) as a positive contribution to their perceived value. Matiza (2025) found that visitors gave higher ratings to the perceived value of consumer goods when they were aware of the environmental efforts made by star-rated hotels, such as the use of energy-efficient technology, sustainable water management, and eco-friendly design. These findings are consistent with the hierarchy of effects model, which suggests that perceived value and trust in a hotel's green image enhance consumer satisfaction and ultimately influence brand loyalty (Martínez, 2015). Thus, the adoption of green practices is not only environmentally driven but also highly strategic for building customer loyalty and promoting a green brand image in the hospitality sector.

Generation Z as a Strategic Market

Generation Z, born between 1997 and 2012, is the largest demographic group in Indonesia, numbering 75.49 million or approximately 27.94% of the total national population (Central Statistics Agency [BPS], 2020). Their presence in the digital age has led this generation to be often referred to as the iGeneration or digital natives, due to their strong connection to technology, the internet, and social media. Global trends, including sustainability and environmental responsibility, heavily influence Generation Z's consumption patterns. These findings are reflected in their preference for products and services that reflect sustainable values, including in the hospitality and tourism sectors (Khalil et al., 2021). Thus, this generation has strategic potential to drive transformation toward environmentally friendly consumption practices through sustainable accommodation choices.

Additionally, recent research confirms that Generation Z is not only more aware of environmental issues but also more critical in assessing companies' genuine commitment to green practices. They tend to support brands that integrate sustainability into their marketing and operational strategies. These findings are reinforced by Risberg et al. (2022), who found that young consumers' expectations regarding environmentally friendly practices in the supply chain and distribution, including those related to last-mile logistics, play a crucial role in shaping long-term loyalty. With these characteristics, Generation Z is viewed as a strategic market that can drive sustainable hotels to enhance service standards, strengthen their green brand image, and ultimately accelerate the adoption of green consumption in the tourism sector.

Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB), developed by Ajzen (1991), is one of the most widely used theoretical frameworks for understanding consumer intentions and behaviour, including in the context of sustainability and green consumption. TPB states that individual behaviour is influenced by three main factors: attitude toward the behaviour, subjective norms, and perceived behavioural control. These three factors collectively form behavioural intention, which ultimately determines whether an individual will act (Ajzen, 1991).

TPB is widely used to explain how consumers, particularly Generation Z, form intentions to choose environmentally friendly accommodations. Perceptions of ecological and emotional benefits influence attitudes toward green hotels. Subjective norms are formed from social pressure or peer influence, while perceived behavioural control is related to the accessibility, cost, and availability of sustainable hotels. Several studies support the validity of TPB in predicting green consumption behaviour, such as the study by Wang et al. (2018) in the context

of the hospitality industry in China and the study by Han et al. (2010), which confirms the strong influence of attitudes and social norms on green hotel choices.

Green Perceived Value (GPV)

Green Perceived Value (GPV) is an extension of the Theory of Planned Behaviour (TPB) framework that emphasises the perceived value consumers derive from environmentally friendly products or services. Chen and Chang (2012) define GPV as consumers' overall assessment of the environmental benefits obtained from a product or service, compared to the sacrifices made. In the context of green hotels, GPV can encompass functional benefits, including improved air quality, energy savings, and the use of environmentally friendly materials; social benefits related to self-image as an environmentally conscious consumer; and emotional benefits, such as pride and satisfaction from supporting sustainability (Chen & Chang, 2012).

Several studies confirm the role of GPV in strengthening consumers' attitudes and behavioural intentions toward sustainable consumption. For example, Han et al. (2018) found that GPV positively contributes to the intention to stay at eco-friendly hotels through increased positive attitudes and consumer loyalty. Another study by Wang et al. (2019) also highlights that green product knowledge can enhance consumers' perceived value, which ultimately strengthens their intention to make green purchases. Thus, integrating GPV into the TPB provides a more comprehensive understanding of the psychological factors driving Generation Z to choose green hotels as part of their sustainable lifestyle.

Hypothesis Formulation

Green functional value refers to the practical benefits that consumers perceive, such as energy efficiency, improved air quality, and water conservation. Generation Z consumers who are familiar with sustainability issues will highly value the tangible benefits of environmentally friendly practices implemented by hotels. Research by Wang et al. (2018) found that perceptions of functional value have a significant impact on positive attitudes toward green hotels. Therefore, the higher the perceived functional value, the more positive consumers' attitudes toward green hotels.

H1: Functional value positively influences attitudes toward visiting green hotels.

Green emotional value is associated with feelings of satisfaction, pride, or comfort when individuals support sustainable practices. Generation Z, as emotional and idealistic consumers, tend to value experiences that bring psychological satisfaction. Han et al. (2010) demonstrated that positive feelings generated by the consumption of environmentally friendly products lead to more supportive attitudes toward green choices. Thus, emotional value will increase positive attitudes toward visiting green hotels.

H2: Emotional value positively influences attitudes toward visits to green hotels.

Green social value encompasses the benefits derived from self-perception as an environmentally conscious individual, as well as the social recognition that accompanies it. Generation Z is known to be highly influenced by social communities and self-image in digital media (Khalil et al., 2021). Therefore, consumers who view green hotels as symbols of social responsibility will have more positive attitudes toward them.

H3: Social values positively influence attitudes toward visiting green hotels.

In addition to influencing attitudes, functional values are also expected to be directly related to the intention to visit. Practical benefits such as cost efficiency and the comfort of environmentally friendly facilities can be factors that encourage young people to choose green hotels over conventional hotels (Wang et al., 2018).

H4: Functional values positively influence the intention to visit green hotels.

Pleasant emotional experiences associated with supporting sustainability play a crucial role in shaping behavioural intentions. Han et al. (2010) confirmed that emotional satisfaction

contributes to consumers' desire to return or recommend green hotels. Therefore, green emotional values have the potential to strengthen visit intentions.
H5: Emotional value positively influences the intention to visit a green hotel.

Social value is also believed to influence visit intentions directly. For Generation Z, consumption behaviour is often influenced by social norms and the desire to present themselves as environmentally conscious (Khalil et al., 2021). Social support from communities, friends, and social media can strengthen their intentions to choose green hotels.
H6: Social values positively influence the intention to visit green hotels.

Subjective norms refer to the social pressure or support that individuals perceive from those around them. Generation Z, who are highly connected to both online and offline communities, tend to consider others' opinions when making decisions (Wang et al., 2018). Therefore, subjective norms are expected to have a positive influence on the intention to visit green hotels.
H7: Subjective norms positively influence the intention to visit green hotels.

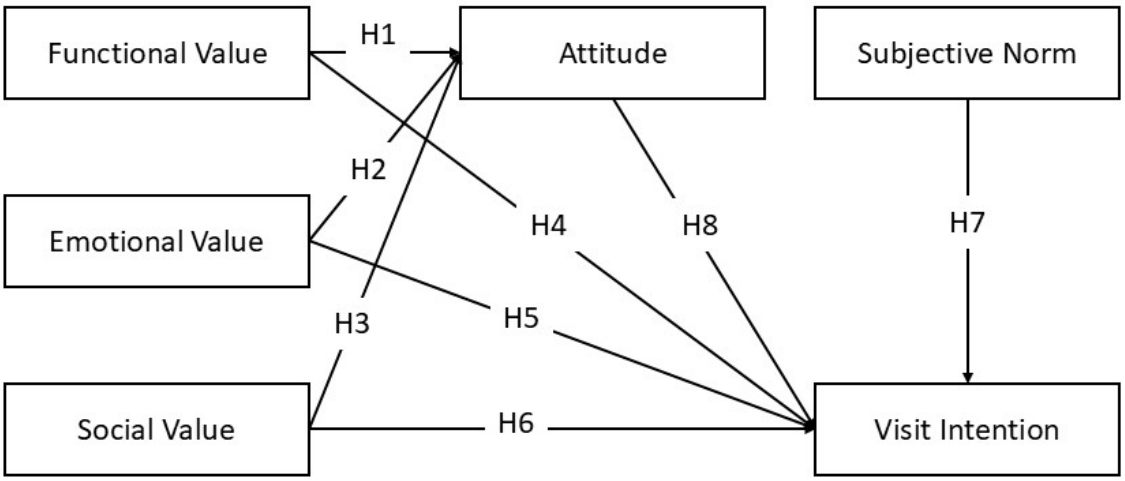
Before discussing the relationship between subjective norms and attitudes, it is essential to reiterate that the Theory of Planned Behaviour (TPB) explains behavioural intentions as the result of a combination of attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). In the context of green hotels, positive attitudes toward environmentally friendly behaviour are consistent predictors of consumers' intentions to act following sustainability values (Han et al., 2010; Wang et al., 2018). Attitudes formed from consumers' evaluations of the functional, emotional, and social benefits of green hotels will be the primary basis for determining whether someone is willing to visit or not. Therefore, the more positive an individual's attitude toward green hotels, the greater the likelihood of their intention to visit.
H8: Attitude positively influences the intention to visit green hotels.
Figure 1 shows the research framework.

METHOD

This study employs a quantitative approach with a survey design to examine the relationships among variables influencing Generation Z students' intention to visit green hotels in the Jabodetabek region. Data analysis was conducted using Structural Equation Modelling (SEM) based on Partial Least Squares (PLS), as this model can handle the complexity of relationships among latent variables and is suitable for relatively small to medium sample sizes.

The research population comprises Generation Z students residing in Jabodetabek, with a sample of 111 respondents from various universities selected through stratified random sampling to represent the diversity of respondent characteristics. Data were collected through a structured questionnaire adapted from previous research, which covered constructs of attitude, subjective norms, functional values, emotional values, social values, and intention to visit green hotels. The research instrument used a 5-point Likert scale to measure respondents' level of agreement with each statement.

Data collection was conducted online using a survey platform, which allowed for broader and more efficient distribution. After the data was collected, verification was carried out to ensure data quality and validity. Subsequently, the data were analysed using SEM-PLS to test the research hypotheses and identify the relative contributions of each variable to the intention to visit green hotels.



Source: Authors

Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

Respondent Demographics

The characteristics of the research respondents are presented in Table 1, which includes the distribution by gender and field of study. This presentation aims to provide an overview of the respondents' profiles, enabling the analysis to be interpreted in a more contextualised manner.

Table 1. Characteristics of Respondents

Characteristics	Category	Frequency	Percentage
Gender	Male	59	52
	Female	52	47.7
Major	Business	83	74.8
	Non-Business	2	25.2
Total		111	100.0

Source: Research data, 2025

Based on Table 1, out of 111 respondents who participated in the study, the majority were male, totalling 59 individuals (52.3%), while female respondents numbered 52 individuals (47.7%). This distribution indicates that the respondent composition is relatively balanced, ensuring that the data obtained is not overly biased toward either gender group.

In terms of academic programs, the majority of respondents were from business programs, totalling 83 people (74.8%), while the remaining 28 people (25.2%) were from non-business programs. These results suggest that issues related to green hotels and sustainable consumption behaviour are more prevalent among students with a business background. However, the participation of non-business respondents still provides diverse perspectives, thereby enriching the analysis of this study.

Measurement Model (Outer Model)

The measurement model in this study was evaluated to ensure that the indicators used accurately reflected the latent variables. The validity and reliability of the measurement model were assessed using the PLS Algorithm in SmartPLS software (version 3.2.9). The

measurement model evaluation encompassed three primary aspects: convergent validity, discriminant validity, and reliability.

a. Convergent Validity

Convergent validity aims to test the extent to which indicators reflecting a latent variable are highly correlated. An indicator is considered valid if it has a factor loading value > 0.70 and an Average Variance Extracted (AVE) value > 0.50. A high factor loading value indicates that the indicator is a strong and dominant measure of the latent variable being measured. The results of the convergent validity test are shown in Table 2 below:

Table 2. Convergent Validity Test

Variable	Item	Factor Loadings	AVE	Description
Functional Value	NF1	0.772	0.608	Valid
	NF2	0.752		Valid
	NF3	0.757		Valid
	NF4	0.743		Valid
	NF5	0.786		Valid
	NF6	0.881		Valid
	NF7	0.776		Valid
	NF8	0.758		Valid
Emotional Value	NE1	0.881	0.787	Valid
	NE2	0.924		Valid
	NE3	0.855		Valid
Social Value	NS1	0.923	0.834	Valid
	NS2	0.887		Valid
	NS3	0.901		Valid
Visit Intention	NS4	0.941	0.776	Valid
	NB1	0.877		Valid
	NB2	0.856		Valid
	NB3	0.909		Valid
Attitude	SKP1	0.815	0.685	Valid
	SKP2	0.883		Valid
	SKP3	0.821		Valid

Source: Output results from SmartPLS (v.3.2.9)

All indicators in the variable have a loading factor value greater than 0.70 and an AVE value greater than 0.50. Thus, all indicators used in this study are valid as measures of their respective latent constructs.

b. Discriminant Validity

Discriminant validity aims to assess the extent to which a construct is genuinely different from other constructs in the model. This test ensures that the indicators of a variable do not have a higher correlation with other variables than with the variable that is supposed to be measured. Two commonly used methods are cross-loading and the Fornell-Larcker Criterion. The Fornell-Larcker Criterion states that the square root of the Average Variance Extracted (√AVE) for each construct must be greater than the correlation between that construct and other constructs in the model. Thus, each construct is deemed to have good discriminant validity if it meets this criterion.

Table 3. Fornell-Larcker Criterion Values

Variable	Attitude	Emotional Value	Functional Value	Social Value	Subjective Form	Visit Intention
Attitude	0.82					
Emotional Value	0.521	0.887				
Functional Value	0.642	0.501	0.779			
Social Value	0.467	0.446	0.436	0.913		
Subjective Form	0.356	0.411	0.464	0.482	0.916	
Intention	0.612	0.565	0.628	0.553	0.540	0.881

Source: Output results from SmartPLS (v.3.2.9)

Based on Table 3, it can be seen that the AVE square root values (indicated by bold diagonal numbers) for each construct are higher than the correlations between other constructs. All constructs in this research model have met the criteria for discriminant validity, indicating that each construct can uniquely explain its variable and differentiate itself from other constructs.

Reliability Test

Reliability in the Partial Least Squares (PLS) approach is assessed through two primary measures: Cronbach's Alpha and Composite Reliability (CR). A construct is considered reliable if the Composite Reliability value is greater than 0.70 and the Cronbach's Alpha value is 0.70 (Hair et al., 2019). These measures are used to ensure the internal consistency of indicators in measuring the same construct.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Attitude	0.846	0.897
Emotional Value	0.865	0.917
Functional Value	0.907	0.925
Social Value	0.934	0.953
Subjective Form	0.904	0.940
Visit Intention	0.855	0.912

Source: Output results from SmartPLS (v.3.2.9)

Based on Table 4, it can be seen that all variables have a Composite Reliability value above 0.70, and Cronbach's Alpha value is also higher than 0.70. Therefore, it can be concluded that all constructs in this study exhibit good internal consistency. In other words, the indicators in each variable consistently measure the intended construct. These results indicate that the research model meets the reliability criteria, allowing the analysis to proceed to the next stage, which is evaluating the goodness of fit through inner model testing.

Structural Model (Inner Model)

After testing the outer model, which encompasses validity and reliability, the next step is to test the inner model, also referred to as the structural model. This test aims to evaluate the relationship between latent constructs, the significance of paths, and the R-Square (R^2) value as a measure of the model's predictive power. In the context of Partial Least Squares (PLS), the R^2 value is used to assess how much the independent variables can explain the variation of the dependent variables (Hair et al., 2019).

Table 5. R Square Test Results

Variable	R-Square	Adjusted R-Square
Attitude	0.487	0.473
Visit Intention	0.583	0.563

Source: Output Results from SmartPLS (v.3.2.9)

Based on Table 5, the R^2 value for the Attitude variable is 0.487, which means that the Functional Value, Emotional Value, Social Value, and Subjective Norm constructs can explain 48.7% of the variation in the Attitude variable. Meanwhile, the remaining 51.3% is influenced by other factors not included in this research model. Furthermore, the R^2 value for the Visit Intention variable is 0.583, indicating that the Attitude and Subjective Norm variables can explain 58.3% of the variation in the Visit Intention variable. In comparison, external variables outside the research model influence the remaining 41.7%. Thus, the R^2 values for both dependent constructs fall into the moderate to strong category (Chin, 1998), indicating that this structural model has sufficient explanatory power in predicting the visit intention of Generation Z students to green hotels in Jabodetabek.

Hypothesis Testing

Hypothesis testing was conducted to determine the causal relationship between variables in the structural model. The results are shown in Figure 2 and Table 6. The testing criteria were based on the p-value and T-statistic, with the condition that a hypothesis is considered significantly influential if the p-value is < 0.05 and the T-statistic is > 1.960 at a significance level of 5%.

Table 6. Hypothesis Testing Results

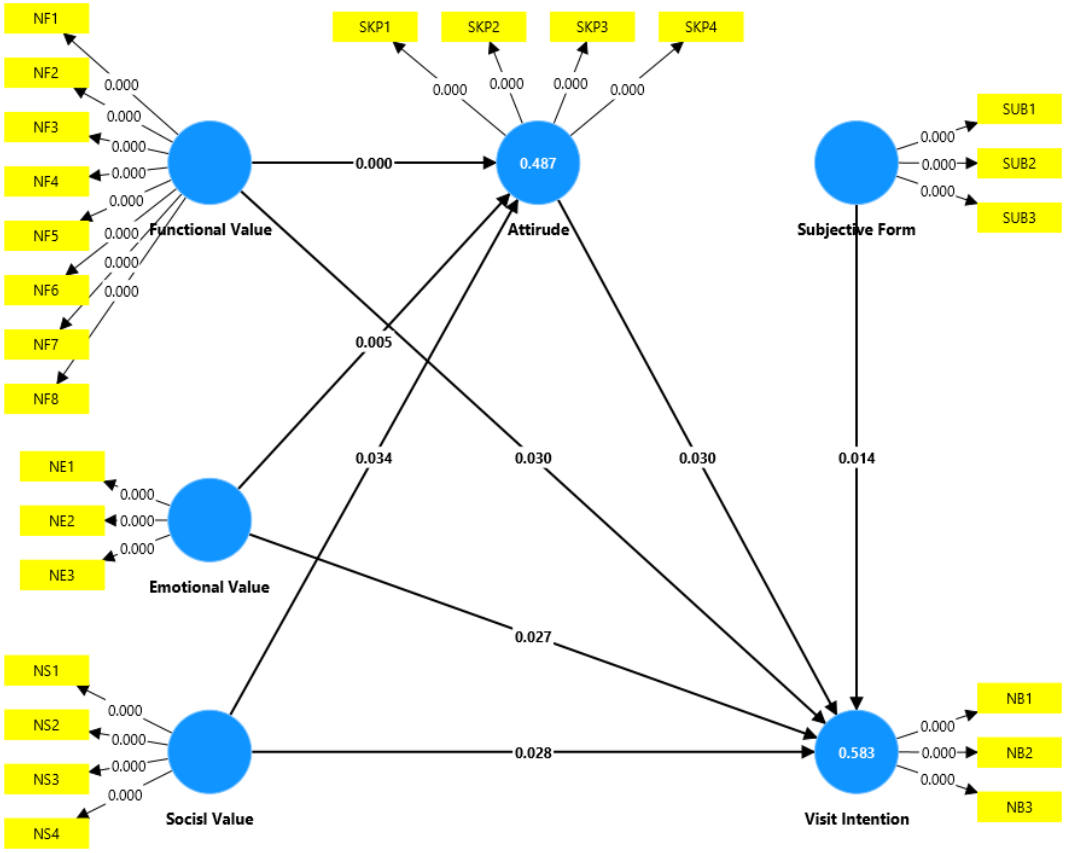
	Hypothesis	Original Sample (O)	T-Statistic (|O/STDEV|)	P Values	Decision
H1	Functional Value → Attitude	0.4	5.55	0.000	Accept
H2	Emotional Value → Attitude	0.214	2.82	0.005	Accepted
H3	Social Value → Attitude	0.171	2.116	0.030	Accepted
H4	Functional Value → Visit Intention	0.23	2.17	0.000	Accept
H5	Emotional Value → Visit Intention	0.17	2.207	0.020	Accepted
H6	Social Value → Visit Intention	0.176	2.193	0.020	Accepted
H7	Subjective Norm → Visit Intention	0.198	2.456	0.000	Accepted
H8	Attitude → Visit Intention	0.219	2.176	0.000	Accepted

Source: SmartPLS Output Results (v.3.2.9)

Discussions

The research results indicate that functional value has a positive and significant influence on consumers' attitudes toward choosing green hotels. Respondents assessed that green hotels can provide tangible benefits in the form of consistent service quality, reliable facilities, and cost efficiency, thereby forming a more positive evaluation of environmentally friendly accommodations. This finding reinforces the view that functional considerations, such as value for money and assurance of acceptable service standards, play an essential role in shaping consumer attitudes. Previous studies also confirm that functional value is the primary determinant in fostering positive attitudes toward green hotels, particularly among younger generations who balance environmental ideals with practical benefits (Wang, Wong, & Elangkovan, 2018). Rahman and Reynolds (2016) also found that reliability and service quality at eco-hotels significantly enhance consumer commitment while reinforcing their positive

attitudes. Thus, the higher the perceived functional value of green hotels, the stronger the positive attitudes of Generation Z toward engaging in sustainable tourism practices.



Source: SmartPLS Output Results (v.3.2.9)

Figure 2. Measurement Model

Emotional value was found to have a positive and significant influence on consumer attitudes toward choosing green hotels. Respondents perceived that staying at an eco-friendly hotel provided emotional satisfaction, a sense of pride, and moral confidence that they were contributing to environmental conservation. This emotional dimension creates an affective association that strengthens positive attitudes toward choosing to stay at green hotels. The emphasis on emotional aspects aligns with the findings of Han, Hsu, and Sheu (2010), who emphasised that emotional satisfaction from environmentally friendly behaviour enhances the increasing tendency of consumers to adopt positive attitudes toward green practices. In line with this, Chen and Chang (2012) demonstrate that the emotional value derived from consumers' identification with a company's green image plays a crucial role in reinforcing attitudes toward sustainable products. The higher the emotional value perceived by Generation Z consumers, the greater the likelihood of developing positive attitudes toward green hotels as part of sustainable tourism.

Social value demonstrates a positive and significant influence on consumer attitudes toward choosing green hotels. Generation Z, who are highly influenced by community opinions and social image on digital media, perceive staying at eco-friendly hotels as a means of gaining social recognition and enhancing their self-image as environmentally conscious individuals. This social value reinforces positive attitudes because consumers feel their actions align with the expectations of their reference groups and the social norms they adhere to. Lin et al. (2024) emphasise that social responsibility management within the platform ecosystem demonstrates how social recognition can shape consumer preferences toward sustainable practices. In line

with this, Khalil et al. (2021) underscore that younger consumers are more likely to adopt environmentally friendly behaviours when they receive social validation from their environment. Therefore, the higher the perceived social value, the greater the likelihood of positive attitudes toward green hotels among Generation Z.

Functional value has been proven to have a positive and significant influence on the intention to visit green hotels. For Generation Z, the functional benefits offered by green hotels, such as cost efficiency, consistent service quality, and the use of environmentally friendly facilities, are the primary rational considerations in forming their intention to visit. The perception that green hotels provide value commensurate with the costs incurred, reliable products and services, and acceptable quality standards makes them more attractive than conventional hotels. Research by Wang et al. (2018) confirms that functional value is a crucial determinant in increasing consumer interest in environmentally friendly hotels, as consumers tend to evaluate decisions based on perceived practical benefits. Similar findings were reported by Lagin et al. (2022), who showed that the effectiveness and efficiency of services in the supply chain of environmentally friendly products strengthen consumers' intentions to choose sustainable options. Thus, the higher the perceived functional benefits offered by green hotels, the greater the intention of Generation Z to visit them.

Emotional value has a positive and significant influence on the intention to visit green hotels. Generation Z tends to evaluate the experience of staying at green hotels not only from a functional perspective but also from an emotional perspective, including feelings such as satisfaction, pride, and a sense of moral awareness that they are contributing to environmental sustainability. The perception that staying at a green hotel is an ethically correct action and provides meaningful personal contributions encourages the formation of behavioural intentions to visit. Han et al. (2010) found that positive emotions generated from consuming environmentally friendly products directly increase consumers' interest in repeating the experience or recommending it to others. In line with these findings, Chen et al. (2022) emphasise that emotional value in the context of green consumption strengthens consumers' psychological attachment, thereby reinforcing their intention to choose sustainable products or services. Thus, the higher the feelings of satisfaction and pride generated from eco-friendly experiences, the stronger Generation Z's intention to visit green hotels.

Social value has been proven to have a positive and significant influence on the intention to visit green hotels. For Generation Z, consumption decisions are often influenced by social identity and community views, both within the scope of friendships and digital media. Staying at a green hotel is not only seen as an accommodation choice but also as a symbol of environmental awareness that can enhance one's image in the eyes of others. When consumers feel that staying at an eco-friendly hotel can create a positive impression, enhance social acceptance, and reflect moral responsibility, their intention to visit becomes stronger. Khalil et al. (2021) confirmed that social norms and community influence play a crucial role in driving Generation Z's preference for sustainable consumption practices. In line with this, Suki and Suki (2015) found that social values in the context of green consumption function as significant motivating factors that strengthen consumers' intentions to purchase or use environmentally friendly products.

Thus, the greater the social value consumers perceive when choosing a green hotel, the more likely they are to fulfil their visit intentions. Attitudes toward green hotels have been proven to have a positive and significant influence on the intention to visit, indicating that Generation Z students who view staying at eco-friendly hotels as something good, enjoyable, innovative, and desirable are more likely to have a genuine intention to choose green hotels for their travels. This finding reinforces the role of attitude as a primary determinant in the Theory of Planned Behaviour (Ajzen, 1991), where positive evaluations of a behaviour drive consistent behavioural intentions. In this context, indicators such as the perception that staying at a green hotel is a pleasant choice and leaves a positive impression strengthen students' intentions to

realise that choice. These results align with the research by Olya et al. (2019), which found that consumers' green attitudes are strong predictors of their intentions to visit eco-friendly hotels. Thus, the higher the positive evaluation individuals have of green hotel experiences, the greater the likelihood of their intention to stay, reinforcing evidence that attitudes are the primary drivers of sustainable consumer behaviour (Fauzi, 2024; Han et al., 2010; Wang et al., 2018).

The overall discussion results indicate that functional, emotional, and social values significantly contribute to shaping Generation Z's positive attitudes toward green hotels, which in turn strengthen their intentions to visit. Functional value provides a rational basis through consistent service quality, facility reliability, and alignment of values with costs incurred. Emotional value adds an affective dimension through feelings of pride, satisfaction, and moral certainty that staying at a green hotel is an ethically correct action. Social value reinforces self-image and social acceptance, which are increasingly important in the digital age for Generation Z. These values contribute to the formation of positive attitudes, which have been proven to act as the primary predictor of behavioural intentions according to the Theory of Planned Behaviour. Thus, this study confirms that the combination of functional, emotional, and social values alongside positive attitudes is a key factor in encouraging Generation Z to act on their intention to visit green hotels, while also reinforcing sustainable consumption practices within the hospitality industry.

CONCLUSION

This study concludes that integrating Green Perceived Value into the Theory of Planned Behaviour (TPB) framework can provide a more comprehensive explanation of the factors influencing Generation Z students' visit intentions toward green hotels in Jabodetabek. The analysis results indicate that functional value, emotional value, and social value play a significant role in forming positive attitudes, which in turn drive visit intentions. Additionally, subjective norms were found to have a substantial influence on both attitudes and visit intentions. Thus, this study makes a theoretical contribution to the development of consumer behaviour science in the context of sustainable consumption and production, and provides practical implications for the hospitality industry in designing more effective strategies to attract environmentally conscious young consumers.

Although this study yields significant findings, several limitations need to be considered. First, the limited sample size of 111 students in the Greater Jakarta area may affect the generalizability of the research results to a broader population. Second, the use of perception-based questionnaires may introduce subjectivity bias among respondents. Third, this study focuses solely on the TPB and Green Perceived Value variables, without considering other external factors, such as price, actual stay experience, or the influence of digital technology, which may also affect consumer decisions.

Given these limitations, future research is recommended to expand the sample scope both in terms of sample size and geographical area to ensure more representative results. Future research could also incorporate qualitative methods, such as in-depth interviews or focus group discussions, to gain a deeper understanding of consumer motivations when choosing green hotels. Additionally, it is necessary to develop a model by incorporating new variables, such as trust in eco-friendly labels, risk perception, or the influence of social media, thereby providing a more comprehensive picture of young consumers' behaviour in support of sustainability.

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