

# The Adaption Green Label on Sustainable Hotel Booking Intention in Indonesia

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## Abstract

**Purpose:** This study examines the influence of green risk perception, green trust, and environmental awareness on online hotel booking intentions in Indonesia. It also explores whether environmental awareness moderates the relationship between green risk perception and booking intention.

**Methods:** A quantitative approach was applied using a survey distributed via social media platforms. A purposive sampling method targeted respondents who had stayed at eco-friendly hotels at least once in the past year. Data from 180 valid responses were analyzed using Structural Equation Modeling (SEM) with SPSS and AMOS to test validity, reliability, and hypothesis relationships.

**Results:** The findings show that green risk perception has a significant positive effect on green trust, and green trust significantly influences online booking intention. In contrast, green risk perception does not significantly affect booking intention, and environmental awareness does not moderate this relationship.

**Conclusions:** The results indicate that trust in hotels' environmental commitments is more influential in shaping online booking intentions than risk perception or awareness levels. Other practical factors, such as convenience and ease of access, may play a stronger role in consumer decision-making.

**Limitations:** The study is limited by its non-probability sampling approach and the specific focus on eco-friendly hotels in Indonesia, which restricts the generalizability to broader populations or international contexts.

**Contributions:** This study contributes to the literature on green consumer behavior by clarifying the distinct roles of trust, risk, and awareness in online booking decisions. It provides insights for hotel managers to prioritize transparency and trust-building in sustainability communication strategies.

**Keywords:** *Environmental Awareness, Green Hotel, Green Perceived Risk, Green Trust, Online Booking Intention.*

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## 1. Introduction

The hospitality industry in Indonesia is one of the fastest-growing sectors, driven by the development of tourism and the creative economy. These sectors are estimated to contribute approximately 4.5% to the country's Gross Domestic Product (GDP) in 2024, generating an added value of Rp1,300 trillion and creating jobs for approximately 24 million people. According to Szymańska (2013), sustainable tourism is part of the larger concept of sustainable development. Despite this growth, the hospitality sector faces challenges in maintaining stable occupancy. Data from the Badan Pusat Statistik (BPS) in August 2024 showed a decline in hotel occupancy rates, with starred hotels recording 55.20%, down from the previous month, and non-starred hotels experiencing a similar decline. These fluctuations in occupancy rates reflect the complex dynamics of the industry, where businesses must constantly adapt to changing market conditions.

In this context, the need for sustainable practices has become increasingly critical, as environmental sustainability has become an integral part of the tourism industry's social responsibility (Wijesundara, Khatibi, Azam, & Tham, 2025). Despite the growing awareness of sustainability, the hospitality sector's implementation of environmentally friendly practices is still hampered by various challenges. These perceptions pose significant barriers to adopting sustainable practices in the hospitality industry. Previous research has shown that green marketing plays a crucial role in shaping consumer behavior, particularly in the hospitality industry.

Sustainable tourism, which has been widely recognized as proposed by The United Nations Environment Program (UNEP) and United Nations World Tourism Organization (UNWTO), is a form of tourism that takes complete account of its current and future economic, social, and environmental impacts, and addresses the needs of visitors, industry, the environment, and the community of the tourism area (Postma, Cavagnaro, & Spruyt, 2017). Sustainable tourism is urgently needed because of its role in being able to 1) protect the environment, natural resources, and wildlife; 2) provide socio-economic benefits to people living in tourist destinations; 3) preserve cultural heritage and create authentic tourism experiences; 4) bring tourists and local communities together for mutual benefit; and 5) create tourism opportunities that are inclusive and accessible to everyone.

Asyhari and Yuwalliatin (2021) emphasized the importance of green marketing in enhancing brand image, while Liu and De Leon (2023) highlighted that personal values and environmental awareness influence consumers' green consumption intentions. Khan, Atlas, Arshad, Akhtar, and Khan (2022) suggest that trust in sustainability claims can be strengthened through effective green marketing, Mishra, Sahu, Ranjan, and Varma (2021); Gaire (2024) argue that clear communication about sustainability efforts is crucial in reducing perceived risks, while Testa, Iraldo, Vaccari, and Ferrari (2015) demonstrate that environmental knowledge can reduce risk perceptions and strengthen trust in green products. Tourists are key stakeholders in sustainable tourism (Rasoolimanesh, Ramakrishna, Hall, Esfandiar, & Seyfi, 2023).

Additionally, the ideal tourist model that follows sustainable development is when tourists understand and practice the goals and principles of sustainable tourism, which includes respecting all aspects of the triple bottom line (Szymańska, 2013). Thus, it is useful to know the type of tourist. However, there is no consensus on how perceived green risk and green trust directly influence consumer decisions in the hospitality industry, particularly regarding online hotel bookings. However, the application of these theories in the context of green marketing in the hospitality industry remains underexplored. The existing literature shows varying results regarding how sustainability factors, such as green risk perception and green trust, influence online booking behavior.

In this context, sustainability-related signals function as credible indicators, providing consumers with insights into a hotel's commitment to environmentally friendly practices. These signals help consumers assess the authenticity of sustainability claims, which, in turn, influences their trust and risk perceptions. This study specifically focuses on the direct influence of green risk perception, green trust, and environmental awareness on online hotel booking intentions, as well as how environmental awareness moderates these relationships. Understanding these dynamics is crucial for bridging the theoretical and empirical gaps in green consumer behavior research and providing practical recommendations for the hospitality industry to attract environmentally conscious guests without compromising on affordability or comfort.

## **2. Literature Review and Hypothesis Development**

### ***2.1 Literature Review***

#### ***2.1.1 Green Perceived Risk***

Green perceived risk refers to consumers' concerns about the potential negative environmental impacts that may arise from products or services (J. Chen, 2018). In the context of green hotels, this perception often includes uncertainty about the authenticity of sustainability claims and concerns about service quality (Lin & Chang, 2012; Vlaeminck, Jiang, & Vranken, 2014). Several studies have revealed that high perceived risk can be a major barrier to purchasing green products, even when consumers have

positive intentions (Dreyer, Sonnenberg, & Van der Merwe, 2022; Kim & Lee, 2023; Metriyana & Zaim, 2025).

### *2.1.2 Green Trust*

Green trust is consumers' belief in the environmental claims made by a product or service (Y.-S. Chen, Lin, & Weng, 2015). The main factors that build this trust include information transparency, brand reputation, and consumers' direct experiences (Cheung, Lam, & Lau, 2015; Deng & Yang, 2022). Green trust plays a significant role in shaping loyalty and increasing consumers' purchase intentions toward green products. In the hospitality industry, trust in a hotel's environmental commitments is a key factor in booking decisions (Gil-Soto, Armas-Cruz, Morini-Marrero, & Ramos-Henriquez, 2019; Mandagi, Pasuhuk, & Kainde, 2024; Tan, Abd Aziz, & Ngah, 2020).

### *2.1.3 Online Booking Intention*

Online booking intention refers to consumers' tendency to make accommodation reservations through digital platforms. Factors influencing this intention include website quality, online reviews, ease of access, and trust in service providers (Güler & Huseynov, 2021). Specifically in the context of green hotels, the presence of sustainability information and the credibility of environmental claims are significant factors influencing online booking decisions (Ponnappureddy, Priskin, Ohnmacht, Vinzenz, & Wirth, 2017).

### *2.1.4 Environmental Awareness*

Environmental awareness refers to an individual's knowledge and concern about environmental issues and the impact of human activities on nature (Arshad, Saleem, Shafi, Ahmad, & Kanwal, 2020). This awareness plays a role in promoting pro-environmental behavior, including purchasing decisions and the selection of sustainable accommodations (Amaliah, Jannah, & Gunawan, 2023). Research indicates that environmental awareness can strengthen the relationship between green marketing variables and consumer behavior, where consumers with high levels of awareness are more responsive to green labels and sustainability claims (Zsóka, Szerényi, Széchy, & Kocsis, 2013).

## **2.2 Hypothesis Development**

The risk perceived by consumers is usually negatively related to their level of trust in a product or service. In the context of environmentally friendly consumer behavior, the lower the perceived green risk, the higher the level of green trust among consumers (Chrisjatmiko, 2018). Thus, the second hypothesis states that green perceived risk negatively influences green trust.

*H<sub>1</sub>: Green perceived risk negatively affects green trust*

Consumer trust in the environmental aspects of a product or service (green trust) is a key factor driving consumers' intention to make online bookings at sustainable hotels (Lien, Wen, Huang, & Wu, 2015). With high green trust, consumers are believed to have a higher intention to book online. Therefore, the third hypothesis states that green trust positively influences the online booking intention.

*H<sub>2</sub>: Green trust positively influences online booking intention*

**The Influence of Green Perceived Risk on Online Booking Intention** Green perceived risk refers to consumers' concerns about the environmental impact of products or services, which can influence online booking intention, especially in the tourism industry. Research indicates that trust in sustainability enhances online booking intentions (Quan & Thang, 2023), and attitudes toward sustainable practices also play a role in the hospitality sector (Godovykh, Fyall, & Baker, 2024). Previous research also indicates that ease in the booking process can reduce perceived green risk, which in turn drives booking intention. Additionally, positive online reviews strengthen trust and reduce perceived risk (Sparks & Browning, 2011), and the use of green labels on hotels increases booking intentions (Ronoh, Kipkosgei, Ndolo, Mutiga, & Chemutai, 2025; Yildiz, Tahali, & Trichina, 2024). Therefore, green perceived risk negatively influences online booking intentions.

*H<sub>3</sub>: Green perceived risk has a negative influence on online booking intentions.*

Green perceived risk, which refers to consumers' concerns about the environmental impact of environmentally friendly products or services, can influence online booking intentions in the tourism and hospitality sectors. Previous research indicates that the higher the green perceived risk, the lower the consumers' intention to make online bookings, especially if the product or service does not meet environmental promises. Environmental awareness functions as a moderator that can strengthen or weaken this relationship, with consumers who have high environmental awareness being more likely to understand and accept the sustainability efforts offered (Chuang, Yeh, Hsiao, & Wu, 2024; Teng, Wu, & Chou, 2020). Research also indicates that increased environmental awareness can reduce green risk perceptions and enhance trust in eco-friendly products, ultimately increasing online booking intentions (Yildiz et al., 2024). Therefore, companies in the tourism and hospitality sectors need to educate consumers about the benefits of sustainability and reduce green risks to encourage online booking intentions through increased environmental awareness.

*H<sub>4</sub>: The Effect of Green Perceived Risk on Online Booking Intention Moderated by Environmental Awareness*

### 3. Research Methodology

The research methodology for this study employed a quantitative approach with a survey design, utilizing online questionnaires distributed via Google Forms through popular social media platforms such as Instagram, WhatsApp, and Twitter. The online questionnaire was chosen as a data collection tool due to its convenience, efficiency, and the widespread use of these platforms by the target population. The research aimed to gather responses from individuals who have previously stayed at least once in an eco-friendly hotel within the past year and possess a certain level of awareness and understanding of environmental and sustainability issues.

The sampling technique used was non-probability sampling, specifically purposive sampling. This method was chosen to ensure that the respondents selected were those who met the specific criteria relevant to the research focus individuals with knowledge and experience of eco-friendly hotels and environmental sustainability. Purposive sampling is widely used in studies where researchers aim to gather specific insights from individuals who have particular characteristics or experiences related to the study (Sekaran & Bougie, 2016).

To determine the minimum required sample size, the study followed the guidelines provided by Hair, Ringle, Hult, and Sarstedt (2018), who recommend multiplying the number of indicators by a factor of 5–10 for an adequate sample size in quantitative research. Given that this study included 14 indicators, the sample size was calculated to be between 70 and 140 respondents. However, the study ultimately involved 180 respondents who met the eligibility criteria. The collected data were analyzed using the SPSS and AMOS software applications. The instrument used in this study was rigorously tested for validity and reliability to ensure the accuracy and consistency of the responses. Validity was assessed using factor analysis, while reliability was measured using Cronbach's alpha to ensure that the data collected provided a solid foundation for statistical analysis.

### 4. Results and Discussions

The results of the hypothesis test are presented in Table 1.

Table 1. Hypothesis test

Hypothesis	Estimate	p-value	Conclusions
<i>H<sub>1</sub></i>	0.285	0.000	Not Supported
<i>H<sub>2</sub></i>	0.944	0.000	Supported
<i>H<sub>3</sub></i>	-0.122	0.099	Not Supported
<i>H<sub>4</sub></i>	0.112	0.025	Not Supported

The hypothesis test results showed a p-value of 0.000, which was less than the significance level of 0.05. Consequently, *H<sub>o</sub>* was rejected and *H<sub>a</sub>* was accepted. The coefficient value (Estimate) was

0.285, indicating a positive relationship between perceived green risk and green trust. Therefore, it can be concluded that perceived green risk significantly and positively influences green trust. This finding contradicts previous research by (Benazić, Tanković, & Music, 2015), who suggested that perceived risk is generally negatively related to consumer trust in products or services. In the context of environmentally friendly consumer behavior, the lower the perceived green risk, the higher the level of green trust among consumers (Chrisjatkiko, 2018).

*H<sub>1</sub>: Green perceived risk negatively affects green trust.*

The hypothesis testing results show a p-value of 0.000, which is lower than the significance level of 0.05. Therefore, *H<sub>a</sub>* is accepted and *H<sub>o</sub>* is rejected. The coefficient value was 0.944, indicating a significant positive influence. Thus, this hypothesis is supported by the test results, and it can be concluded that green trust has a significant and positive effect on the intention to make online bookings. This is in line with previous studies emphasizing that consumer trust in the environmental aspects of a product or service (green trust) is a key factor driving consumers' intention to make online bookings at environmentally friendly hotels (Lien et al., 2015). With high green trust, consumers are believed to have a greater intention to make online bookings, as it is considered more practical in terms of time and effort, and the prices offered may be lower due to discounts.

*H<sub>2</sub>: Green trust positively influences online booking intention*

The results of the hypothesis testing showed a p-value of 0.099, which was greater than the significance level of 0.05. Therefore, *H<sub>o</sub>* is accepted and *H<sub>a</sub>* is rejected. The coefficient value (Estimate) was -0.122, indicating a weak negative relationship between green perceived risk and the intention to order online; thus, it can be concluded that green perceived risk does not significantly affect the intention to place an online order. This finding is inconsistent with previous studies that state that perceived risk generally has a negative impact on consumers' intention to order environmentally friendly services. Abror et al. (2022) noted contradictions in the existing research, particularly regarding the role of perceived risk, ease of use, and social factors in a local context. Wu, Cao, Mao, and Hu (2022) found that perceived risk has minimal influence on online booking intentions. Chouykaew, Kim, and Issayeva (2024) also showed that ease of use and perceived usefulness have a more significant influence on booking behaviors.

*H<sub>3</sub>: Green perceived risk has a negative influence on online booking intentions.*

The results of the hypothesis test show a p-value of 0.025, which is less than the significance level of 0.05. However, the coefficient value was 0.112, and the hypothesis was not supported. Therefore, it can be concluded that the effect of green perceived risk on online booking intention, moderated by environmental awareness, was not significant. This indicates that environmental awareness does not significantly moderate the relationship between perceived green risk and online booking intention, contrary to expectations. Wasaya et al. (2021) found that although green loyalty is relevant, environmental awareness does not significantly moderate perceived risk in green purchase intentions. Similarly, Chuang et al. (2024) found that trust in green hotels, rather than environmental awareness, plays a stronger role in influencing the booking intentions. Various dimensions of perceived risk influence purchasing behavior, but environmental awareness does not directly influence online booking intentions. Furthermore, Yildiz et al. (2024) observed that trust is a stronger predictor of booking intention than environmental awareness. Additionally, the role of online reviews and trust in shaping booking intentions, with environmental awareness having a smaller influence.

*H<sub>4</sub>: The Effect of Green Perceived Risk on Online Booking Intention Moderated by Environmental Awareness.*

## **5. Conclusions**

### **5.1 Conclusion**

This study focuses on the influence of green risk perception, green trust, and environmental awareness on online hotel booking intentions in Indonesia, as well as the moderating role of environmental awareness in this relationship. The results indicate that green risk perception has a positive and significant effect on green trust, meaning that the higher the green risk perception, the greater the

consumers' trust in a hotel's environmental commitment. Green trust has a significant positive influence on online hotel booking intentions, meaning that the higher the level of consumer trust in a hotel's environmental commitment, the greater their intention to make a booking. Additionally, green risk perception does not significantly influence online booking intentions, and environmental awareness does not significantly moderate the relationship between green risk perception and online booking intentions. These findings suggest that other factors, such as ease of access and convenience of the booking process, have a greater influence on consumer decisions.

## 5.2 Research Limitations

This study had several limitations. One limitation is the use of non-probability sampling techniques, which limits the generalizability of the findings to a broader population. In addition, this study only examined eco-friendly hotels in Indonesia; therefore, the results may not be directly applicable to other countries or cultural contexts. Future research should aim to expand the geographical scope or use more representative sampling approaches to increase respondent diversity. Furthermore, considering that other factors, such as online reviews and discounts, may influence booking intentions, further research could investigate the role of these elements in consumers' decision-making for online hotel bookings.

## 5.3 Suggestions and Directions for Future Research

Future research should consider using probability sampling techniques to improve sample representativeness and generalizability. Expanding the study beyond Indonesia to include other countries could offer valuable cross-cultural insights into the factors influencing online hotel booking intentions. Additionally, future studies should investigate the role of other factors, such as online reviews, promotions, and loyalty programs, in shaping consumer decisions. Research on the impact of eco-certifications and sustainability ratings could also deepen the understanding of how eco-friendly practices affect consumer trust. Finally, longitudinal studies could track changes in consumer perceptions and behavior over time to examine the long-term effects of environmental awareness on booking intentions.

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