

ABSTRACT

This study was conducted with the aim of finding out the factors that influence tourists' decisions to stay at the Green Hotel in the city of Jakarta. This research was carried out using a quantitative survey approach by distributing questionnaires to several communities located in the Jakarta area. A total of 186 respondents successfully received their data and then processed it in this research. The method used in this research is quantitative descriptive. The sampling technique in this research is a non-probability sampling technique, with a convenience sampling subtechnique. The results of this study argue that Green Brand Knowledge has no effect on Green Buying Intention at Green Hotels, but if mediated by Green Trust, it will increase the influence on the intensity of staying at Green Hotels. The Environmental Concern variable influences Green Buying Intention at Green Hotels, but if it is passed by Green Trust, it has no effect. The Environmental Knowledge variable does not influence Green Buying Intention at Green Hotels whether through Green Trust or not. Meanwhile, the Attitude variable influences Green Buying Intention at Green Hotels, including if passed by Green Trust. Through this research, it is hoped that the government and the authorities will provide environmental awareness to the public, so that more and more people will be aware of the importance of protecting the environment, and participate in paying attention to environmentally friendly standards, one of which is by choosing green hotels when traveling.

Keywords: *Green Hotel, Green Brand Knowledge, Environmental Concern, Environmental Knowledge, Attitude, Green Trust, Green Purchase Intention*

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui faktor-faktor yang mempengaruhi keputusan wisatawan untuk menginap di *Green Hotel* di kota Jakarta. Penelitian ini dilakukan dengan pendekatan survei kuantitatif melalui penyebaran kuesioner ke beberapa masyarakat yang berlokasi di daerah Jakarta. Sebanyak 186 responden berhasil diterima datanya untuk kemudian diolah dalam penelitian ini. Metode yang digunakan dalam penelitian ini ialah deskriptif kuantitatif. Teknik pengampilan sampel dalam penelitian ini adalah teknik non-probability sampling, dengan subteknik convenience sampling. Hasil penelitian ini ialah Green Brand Knowledge tidak berpengaruh terhadap Green Purchase Intention pada Green Hotel, namun apabila dimediasi oleh Green Trust, maka akan meningkatkan pengaruh pada intensi menginap di Green Hotel. Variabel Environmental Concern mempengaruhi Green Purchase Intention pada Green Hotel, namun bila dilalui oleh Green Trust, maka menjadi tidak berpengaruh. Variabel Environmental Knowledge tidak mempengaruhi Green Purchase Intention pada Green Hotel baik melalui Green Trust maupun tidak. Sementara variabel Attitude mempengaruhi Green Purchase Intention pada Green Hotel, termasuk apabila dilalui oleh Green Trust. Adapun melalui Penelitian ini, diharapkan agar pemerintah dan pihak yang berwenang memberikan environmental awareness untuk masyarakat, agar semakin banyak masyarakat yang sadar akan pentingnya menjaga lingkungan, dan turut serta berpartisipasi memperhatikan standar ramah lingkungan, salah satunya dengan cara memilih green hotel pada saat berpergian.

Kata Kunci: Green Hotel, Green Brand Knowledge, Environmental Concern, Environmental Knowledge, Attitude, Green Trust, Green Purchase Intention