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**ECO-CONSCIOUS TRAVELERS: THE ROLE OF GENERATIONS IN
SHAPING SUSTAINABLE TOURISM PRACTICES.
A CASE STUDY IN IJEN, BALI.**

By

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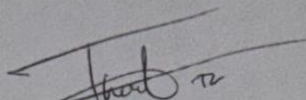
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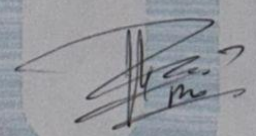


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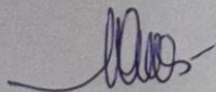
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ABSTRACT

ECO-CONSCIOUS TRAVELERS: THE ROLE OF GENERATIONS IN SHAPING SUSTAINABLE TOURISM PRACTICES. A CASE STUDY IN IJEN, BALI.

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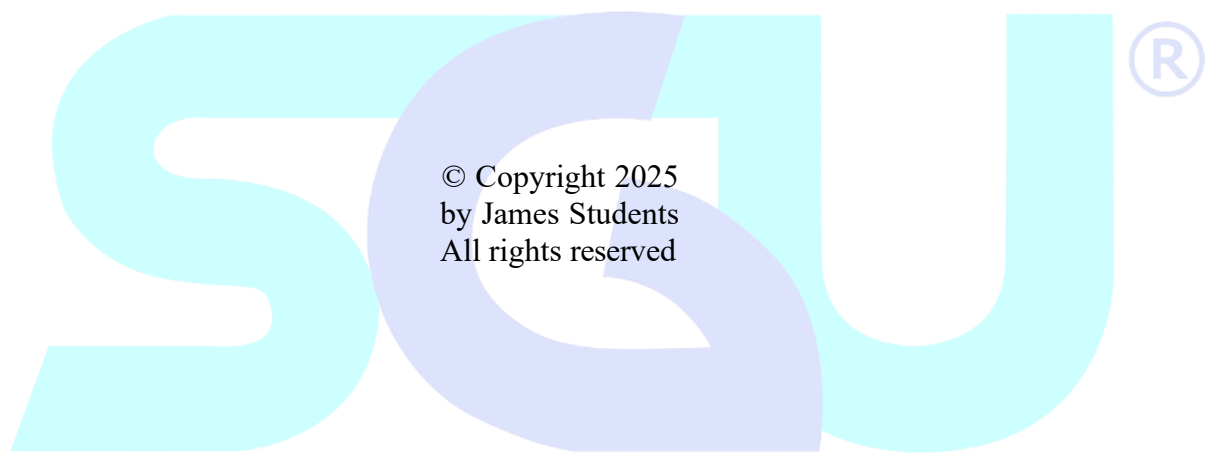
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This study aims to analyze the influence of Spending Habits, Brand Preference, and Social Media on Sustainable Behavior in tourism, with Ijen Restaurant in Bali as a case study. The study used a quantitative approach, namely distributing questionnaires to 206 respondents. Multiple regression analysis was used to find the significance and direction of the influence of each variable. The results showed that Brand Preference and social media significantly and positively influenced Sustainable Behavior, while Spending Habits was not significant. The F-test results also showed that simultaneously, Spending Habits, Brand Preference, and social media also influenced Sustainable Behavior. The regression model (adjusted $R^2 = 0.205$) showed that 20.5% of Sustainable Behavior can be explained by the three variables, while the rest is influenced by other factors.

Based on these findings, hotels and tourism actors are advised to focus more on branding and the use of social media to encourage Sustainable Behavior among tourists.

Keywords: Sustainable Behavior, Spending Habits, Brand Preference, Social Media, Sustainable Tourism



DEDICATION

I dedicate this thesis to my parents for their love, support, and encouragement, as well as to God for His direction and blessings. I also like to thank Bali's Ijen Restaurant for giving me the opportunity and insightful information I needed for my study.



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