

**EXAMINING MILLENNIAL DOMESTIC TOURIST'S
INTENTION TO STAY IN ECO FRIENDLY ACCOMMODATION
IN UBUD: THE ROLE OF ATTITUDE, SUBJECTIVE NORMS
AND PERCEIVED BEHAVIORAL CONTROL**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

EXAMINING MILLENNIAL DOMESTIC TOURIST'S INTENTION TO STAY IN ECO FRIENDLY ACCOMMODATION IN UBUD: THE ROLE OF ATTITUDE, SUBJECTIVE NORMS AND PERCEIVED BEHAVIORAL CONTROL.

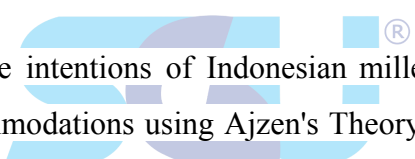
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This study investigates the intentions of Indonesian millennial domestic tourists to stay in eco-friendly accommodations using Ajzen's Theory of Planned Behavior as a framework. The study aims to explore the ways in which attitude, subjective standards, and perceived behavioral control impact intention in order to create marketing strategies that support sustainable accommodation choices. A quantitative online survey was completed by 399 millennials respondents who had previously traveled to Ubud and stayed at eco-friendly accommodations. The data were analyzed using SEM-PLS to assess construct validity and examine the strength of the hypothesized relationships. The findings indicate that all three criteria have a significant impact on intention to stay, with Subjective Norms having the most influence. This demonstrates the potency of social influence. The findings of this study may serve as a reference for developing targeted marketing strategies aimed at increasing millennial engagement with eco-friendly accommodations in Indonesia.

Keywords: Theory of planned behavior, Sustainability, Green Accommodation, Millennials, Intentions to Stay.

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DEDICATION

I dedicate this research to everyone working in the hospitality industry, whose daily efforts shape the experiences of travelers and who play a vital role in making tourism more sustainable and responsible.



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