

ABSTRACT

The purpose of this study is to develop a framework to explore the influence of environmental concern, green perceived value, subjective norm, and green trust towards purchasing intentions of green service. With the continuous growth of the world economy, many company believes that generating profit is vital for the company's sustainability. However, the profits were obtained without having consideration about any other factors such as environmental problems. At the present there are a lot of environmental problems such as global warming and climate change that was mainly caused by human behaviour with the purpose of developing their business. Thus, a study of human behaviour to help the earth is needed. This research employs a study by means of the questionnaire survey method to verify the hypotheses and to explore its managerial implications. The population of this study covers students who were still pursuing their degree in several large universities of Indonesia, while the sample of this study were students from middle to high class income family. The method used in this study is multiple linear regression by using SPSS (Statistical Package for Social Science) software in the analysis. Finally, this research offers several practical implications for developing successful businesses in green service industry.

Keywords: Environmental Concern, Green Perceived Value, Subjective Norms, Green Trust, Green Hotel, Purchase Intention