DOES ENVIRONMENTAL, SOCIAL AND GOVERNANCE HAVE AN IMPACT ON HOW GREEN HOTELS ARE? PURCHASE INTENTION AS A MODERATOR VARIABLE. OPINIONS OF A SAMPLE OF HOTEL CUSTOMERS IN IRAQ

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Abstract: Investigating ESG and its effects on green hotels is the current study's goal. As well as the connection between the moderating effect of purchase intention. Applying the Theory of Planning Behavior (TPB) as a theoretical framework. Data (720) on workers in the hotel industry were gathered using the questionnaire. The data were analyzed using the structural equation model (SEM). The findings revealed that environmental (E) and social (S) factors have a significant impact on how green and sustainable hotels become, while governance (G) also has an impact on green hotels. These criteria are deemed suitable for use in the hospitality sector based on the theoretical justification and modification indicators. By demonstrating that purchase intention had a favorable influence on the choice to stay in an eco-friendly hotel, the analysis results further validated the TPB theory. In terms of customer purchase intent for green hotels, it had a significant impact on the use of green hotels that consider the environment and whose improvements include major solutions to major issues. So, The study also looked into customer purchase intent as a moderator variable in the relationship between ESG and green hotels.

Keywords: Environmental, Social, and Governance, Green hotel, Theory of Planned Behavior, purchase intention, tourism, hospitality

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INTRODUCTION

One of the fastest-growing segments of the global economy is hospitality, which sends millions of people abroad and generates billions of dollars for developed countries each year. Therefore, However, the expansion of the hospitality sector over time has put more strain on the environment (Wulandari et al., 2023). Consequently, many in the hospitality industry are working to reduce the adverse environmental effects of their operations (Damigos, 2023). where hotel managers are dealing with major environmental and reputational issues as a result of these factors. Modern customers' increasing awareness of these issues is reflected in their demands for "green" hotel operation management (Lin et al., 2023). Hotels referred to as "green hotels" make an effort to use less energy, water, and materials while still providing top-notch services (Dang-Van et al., 2023). Green hotels use less energy, water, and solid waste, which lessens their impact on the environment. Benefits have been realized, including decreased expenses and liabilities, opportunities for high-yield investments with low risk, increasing profits, and positive cash flows. Interest in eco-friendly hotels has increased as a result of awareness of these benefits and motivators (D'Acunto et al., 2023; Elshaer et al., 2022).

Scholars studying tourism and hospitality have recently become aware of this problem (customers believe that green products and services are more expensive and of lower quality, and eco-friendly upgrades come at too high a price for their clients) (Shehawy et al., 2024), Adoption by current or potential customers is always a prerequisite for the survival and

ultimate success of any new innovative product or service (Sharma et al., 2024). in addition, research on environmentally friendly hotels indicates that although visitors frequently express interest in staying at eco-friendly establishments, they don't always follow through on their desire (Fauzi et al., 2024). Therefore, it will be interesting to evaluate the elements or obstacles that affect consumers' desire to stay at green hotels with environmentally friendly services (Ray et al., 2024).

Due to their numerous uses and 24/7 operations, hotels are among the building types that use the most energy (Diwanji et al., 2023). Both the water heaters used to warm swimming pools, spas, and showers emit carbon dioxide (CO_2). Hotels should reduce their carbon footprint by using clean energy, but most still obtain the majority of their energy from dirty fossil fuels. For the conduct of their business (Amalia and Furqan, 2023). Hoteliers are being urged to adopt green practices to revolutionize their industry due to the growing interest of consumers in sustainability and environmental issues. Currently, there is a significant opportunity for hotel managers to benefit from this market differentiation factor (Acampora et al., 2022). The hospitality industry has committed to closely monitoring the ESG movement as the importance of sustainable development has grown into a significant concern on a global scale. Consequently, ESG has become crucial for conducting business. The term "Environment, Social, and Governance" (ESG), which stands for "Environment, Social, and Governance," emphasizes the significance of excellent corporate environmental management, social responsibility, and open and honest governance (Chua and Han, 2022). ESG is increasingly recognized as being crucial to a hotel's success (Kim, 2022). Additionally, ESG is stressed internationally due to worries about sustainability. According to the ESG evaluation index, each nation assesses the level of corporate sustainability management and promotes ESG initiatives (Yoong, 2022).

Consumer demands for greener businesses in the hotel industry have grown in line with this general green trend (Fan et al., 2023). In these circumstances, ESG is insufficient to predict a person's intention or behavior. Even if a guest believes that there is social pressure to stay at green hotels, they might not be able to do so if the hotel is too expensive, their employer is pressuring them to visit a particular hotel, or the hotel is in an undesirable location (Legrand and Matthew-Bolofinde, 2022). TPB would be a better option in this scenario for predicting hotel guests' behavior. A variety of non-volitional factors may affect travelers' choices when making hotel reservations, which may restrict their ability or opportunity to select an environmentally friendly hotel (Wang et al., 2023). TPB provides a clear framework for a thorough investigation of how customers' intentions to book green hotels are formed while taking purchase decisions into account, serving as the theoretical basis for this study. in addition, the study problem is not how making hotels greener; rather, it is getting customers to change their intentions about what they will buy in favor of green services. This is because consumers are reluctant to try new things, take chances, or pay a premium for environmentally friendly products. Thus, the purpose of our research is to investigate the major factors (environmental, social, and governance) that affect consumers' propensity to pay a premium for environmentally friendly lodging products and to clarify the significance of their intention to purchase a distinctive experience in this particular context. The other goal is to assist hotel managers in implementing greener tactics that work better.

MATERIALS AND METHODS

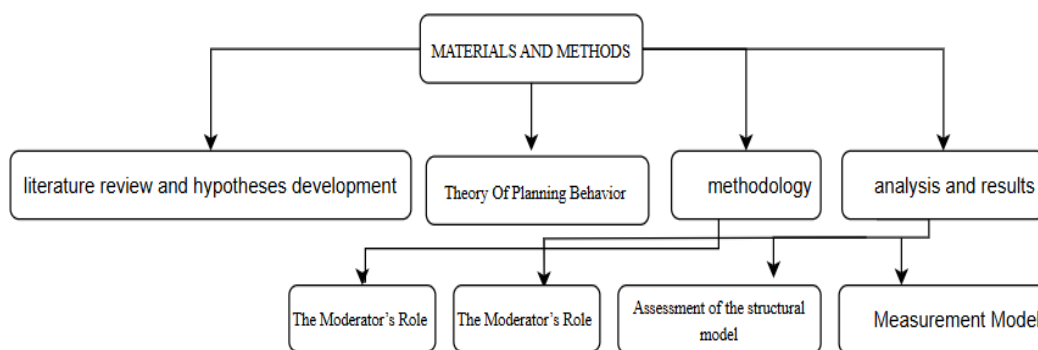A flow chart that shows the steps in the methodology is shown in Figure (1) below.

Figure 1. Flow chart of steps in the methodology

1 Theory Of Planning Behavior (TPB)

This study makes use of the Theory of Planned Behavior (TPB) as its overarching theoretical framework to better understand the factors that influence green purchase intentions (Al-Mamary and Alraja, 2022). The TPB provides the foundational knowledge required to understand why customers decide to buy specific products and services. Researchers commonly use TPB to evaluate consumer behavioral intentions toward eco-friendly hotel industry practices (Liu et al., 2023). where the tendency of customers to behave in a specific manner about a good or service is known as their behavioral intentions. According to TPB, consumer attitudes and subjective norms are the main cognitive forces behind consumers' behavioral intentions (Huang, 2023). TPB is subsequently defined as the widespread favorable predisposition of consumers toward a particular behavior, and the subjective norm is characterized as the anticipated recommendation an individual tends to experience from close social connections, such as the inevitable decision-making process (Wang et al., 2022). Furthermore, this theory contends that behavioral intentions are influenced by behavioral attitudes, subjective norms, and perceived behavioral controls, which together help to shape how people behave (Wang et al., 2022). This theory supports choices that have the potential to improve things, which in turn encourages positive customer behavior around a product or

service (Wong et al., 2023; Bano and Siddiqui, 2024). The TPB is one of the most popular theoretical models for predicting human behavior. The TPB is predicated on the notion that, in general, people consider the effects of their behavior before deciding whether to engage in it. According to the theory, intention is influenced by three conceptually independent constructs: attitude (i.e., the overall advantages or disadvantages of a particular behavior), subjective norm (i.e., the pressure from significant others to perform the behavior), and perceived behavioral control (i.e., the perceived ease or difficulty of performing the behavior) (Patwary et al., 2023). TPB model has a strong capacity to explain why people choose to stay in eco-friendly hotels. The TPB framework can be used to examine how non-volitional factors, such as social pressure and personal factors, affect intention and ultimately the choice of green hotels (Aseri and Ansari, 2023).

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT
1. Green Hotels

The beginnings of the green hospitality sector can be traced to a small group of elite independently owned and chain-affiliated resorts and hotels in the middle of the 1990s. The emergence of the green hospitality sector is due to financial gains and a shift in consumer perceptions toward environmentally friendly travel (Fauzi et al., 2022). Hotels that are built and run to minimize their impact on the environment are referred to as green hotels, eco-friendly hotels, or sustainable hotels. While offering comfortable and enjoyable stays to guests, these hotels also adopt several strategies and initiatives to promote sustainability and lower their carbon footprint (Nimri et al., 2020). A sustainable hotel can make significant financial savings in terms of energy, water, and waste (Wang et al., 2023). To save energy, Energy-saving lighting, ventilation, air conditioning, and heating systems are used in green hotels. They use water-saving appliances, install water recycling systems, and encourage guests to contribute to water conservation. Also, To reduce their impact on landfills, these hotels implement waste reduction programs, recycling initiatives, and effective waste management (Yarimoglu and Gunay, 2020). They might run their operations using renewable energy sources like solar or wind energy. Furthermore, to reduce their environmental impact during construction and operation, green hotels frequently use sustainable architectural designs and eco-friendly building materials (Xie, 2016). To demonstrate their dedication to sustainability, some green hotels seek certification from groups like LEED (Leadership in Energy and Environmental Design) or other local eco-certification programs (Grubor et al., 2019).

To demonstrate that it supports sustainability, the hotel industry has started several initiatives, including the adoption of environmental management systems, eco-labels, and sustainable behavior implementation practices (Fatoki, 2020). The hotel industry will undoubtedly be unable to advance into the future if sustainability and resource conservation are not incorporated into the core of its business culture because pollution can undermine the foundation for future industry development (Olya et al., 2019). One of the eco-friendly initiatives that aims to reduce negative environmental effects by saving energy is the use of green hotel practices (Yadav et al., 2019), as shown in Figure 2.
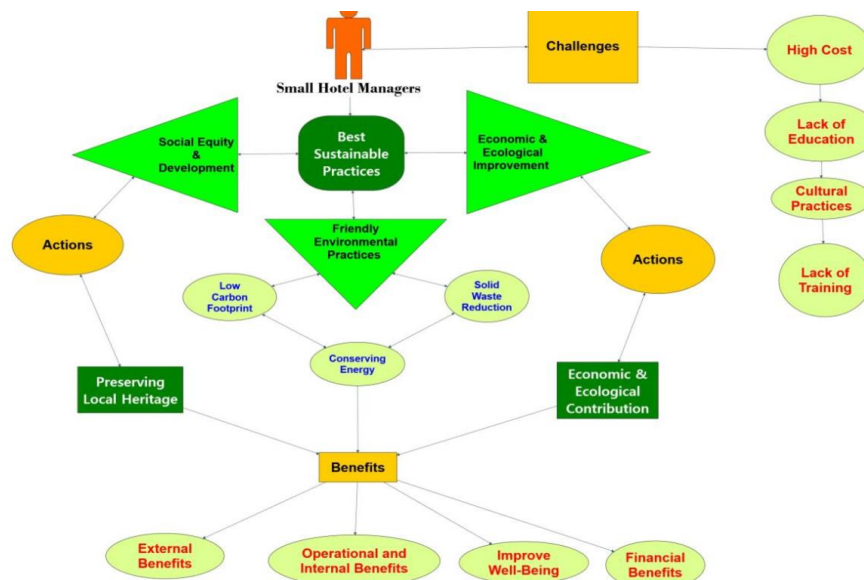

Figure 2. Summarizes the best sustainable practices, challenges, and benefits (Source: Chung et al., 2023)

According to numerous studies, adopting green hotel practices can help hotels become more profitable, sustain the environment, improve guest satisfaction and loyalty, and gain a competitive edge (De Freitas, 2018; Agag and Colmekcioglu, 2020). Where a customer's choice of hotel is significantly influenced by sustainable practices. According to recent studies, certain environmental characteristics are viewed by hotel guests as "basic" parts of the service package (Teng et al., 2018). Because trust is a prerequisite for loyalty, hotel guests are less skeptical and more appreciative of sustainable practices when hotels set baseline expectations for what a green hotel offers (Patwary et al., 2023).

2. The Relationship between ESG Dimensions and Green Hotels
Environmental protection continues to receive attention from the general public as a result of people's growing

awareness of the damage that various business activities are causing to the environment. Growing public concern is motivating the hotel industry to implement environmentally responsible management. A greater number of hotels are embracing the green movement to lower harmful emissions (Chua and Han, 2022; Astawa et al., 2022). A "green hotel" is a lodging establishment that uses eco-friendly practices to protect the environment and boost productivity. A growing number of consumers are choosing eco-friendly products over alternatives because they are aware of how their purchasing decisions have an impact on environmental problems (Bae, 2022). Where environmental worries have grown more pressing over the past few decades, Customers have recognized the effects of their purchasing decisions in the increasingly environmentally conscious market, which are closely linked to environmental issues (Ahmed et al., 2021). Therefore, environmentally conscious consumers are beginning to look for and buy eco-friendly products over alternatives, sometimes even paying more for such products (Abdou et al., 2022). Customers' demands for green businesses have been steadily growing in the lodging sector, which is consistent with this phenomenon. As a result of their awareness of the environmental harms caused by hotels (such as the emissions they emit into the air, water, and soil) and the resources they waste or deplete, such as the excessive use of non-durable goods, energy, and water, many tourists now seek out accommodations that adhere to environmentally friendly principles (Chen et al., 2022).

According to one study, the hospitality sector highlights the need for businesses to adopt sustainable business practices. As a result, hotel companies must act as leaders in the sustainable hospitality sector. Given the importance of the hotel industry to the tourism industry, academics, hoteliers, and legislators have given the sustainability of hotels a lot of attention (D'Acunto et al., 2023). where environmentally responsible business practices are essential in the hospitality sector because they encourage travel and offer a variety of amenities for entertainment, meetings, and other social gatherings (Silva, 2022).

Similar to how CSR was once the face of business, the term "ESG" recently achieved a certain level of "Vogue" status and is now regarded as the benchmark for initiatives to create a sustainable future. The process of becoming "ESG-compliant," however, must first be fully comprehended to be completed. In this context, the term "ESG" for hotels refers to three dimensions: environmental, social, and governance. It goes without saying that as the industrial sector continues to expand quickly, there is a growing need to make sure that this growth is sustainable. Fortunately, it is clear that following ESG objectives and standards is not only morally right, but also financially feasible and, before one may even realize it, "financially necessary" (Lau et al., 2021). For hospitality businesses, a strong focus on environmental, social, and governance (ESG) issues can be a significant competitive advantage, particularly for those who can articulate an engaging narrative about their ongoing ESG journey (Alreahi et al., 2023). Environmental considerations include corporate policies that address climate change as well as how an organization protects the environment. Social factors take into account how it interacts with its personnel, vendors, clients, and the communities in which it operates. In terms of governance, a company's management, executive compensation, audits, internal controls, and shareholder rights are all covered (Larsen, 2010). Environmental issues include things like corporate climate policies, energy use, waste, pollution, the preservation of natural resources, and how animals are treated. Additionally, a company's environmental risks can be evaluated using ESG factors, as can the way the company is addressing those risks (Abdou et al., 2022).

The interest in ethical environmental practices, sustainable tourism, social welfare, good corporate governance, and transparency among hotel guests, investors, owners, employees, and brands is rising globally. The hotel industry is being pushed to give decarbonization initiatives, good environmental stewardship, and responsible social policies and practices priority due to the rising expectations of guests and staff (Ding and Tseng, 2023). When compliance and risk managers, customers, and potential investors are now evaluating a potential target company's performance not only in terms of its financial performance but also in terms of how it operates, serves society, and impacts the environment, and how each of these elements affects the target company's performance as a whole, ESG practices have become crucial (Galeazzo et al., 2023). When evaluating a company's sustainability and ability to maximize shareholder profit, ESG may be a useful tool. The performance of a company is positively impacted by ESG ratings. ESG is prioritized by businesses, which results in higher levels of engagement, more significant competitive values, healthier balance sheets, and better leaders (Hashmi and Muff, 2017). Based on the TPB assumptions and the previously reviewed literature, the following hypotheses were put forth:

H1: The environmental dimension has an impact on making hotels greener.
H2: The social dimension has an impact on making hotels greener.
H3: The governance dimension has an impact on making hotels greener.

3. The Moderator's Role of Purchase Intention

The hospitality sector has the potential to save millions of dollars by going green because of its widespread visibility. Learning more about customers' preferences for eco-friendly consumption options is a crucial challenge for the hotel marketing industry (Wang et al., 2020). Numerous researchers in the hospitality and marketing fields concur that the secret to long-term business success is to increase customers' favorable pre- and post-purchase intent (AL-Abrrow et al., 2019). The development of efficient marketing and service strategies that encourage favorable purchasing intent requires a thorough understanding of the decision-making process used by green hotel marketers. Although the decision-making process for customers is extremely complex, it is generally accepted that understanding how they arrive at their decisions can help (Wang et al., 2023; Atshan et al., 2022). Organizations can create green initiatives and programs that are more effective and efficient by having a deeper understanding of green consumers (Jiang and Kim, 2015).

Travelers who care about the environment are more likely to make and stick to plans to stay at green hotels. Green policies, which are regarded as an essential component of a company's reputation, have an impact on customers' behavior

(Shimul et al., 2022). According to a study of 35,000 tourists, 79% of travelers think about eco-friendly hotel policies when booking a room. Beyond satisfying consumer demands, these practices value hoteliers' ability to compete in cutthroat markets. Hoteliers can cut costs by reducing waste and improving operational efficiency by implementing green initiatives (Patwary et al., 2022). These environmentally friendly initiatives can reduce energy use by 20–40% without affecting the hotel performance index. Researchers have up to now primarily concentrated on green lodging trends, green marketing techniques, and the behavioral intentions of visitors toward green practices (Wang et al., 2022). Customers are reminded to support eco-friendly hotels by being informed that their decision to spend money there will help to preserve the environment for future generations. As a result of an emotional connection to the natural world, staying in green hotels might also be necessary (Yarimoglu and Gunay, 2020). Therefore, it is crucial to consider consumers' values, intentions, and norms when analyzing the factors influencing their decision to stay in green hotels (Zhang et al., 2018). Similarly, " purchase intention" describes someone's willingness and propensity to engage in pro-environmental behavior, such as staying at green hotels (Suhartanto et al., 2021). Purchase intention has been linked to ESG and green hotels in addition to being a predictor of pro-environmental behavior (Dwivedi et al., 2022). Consequently, the following hypotheses were developed:

H 4: Purchase intention mediates the relationship between the Environmental dimensions and Green hotels.

H 5: Purchase intention mediates the relationship between the social dimensions and Green hotels.

H 6: Purchase intention mediates the relationship between the Governance dimensions and Green hotels.
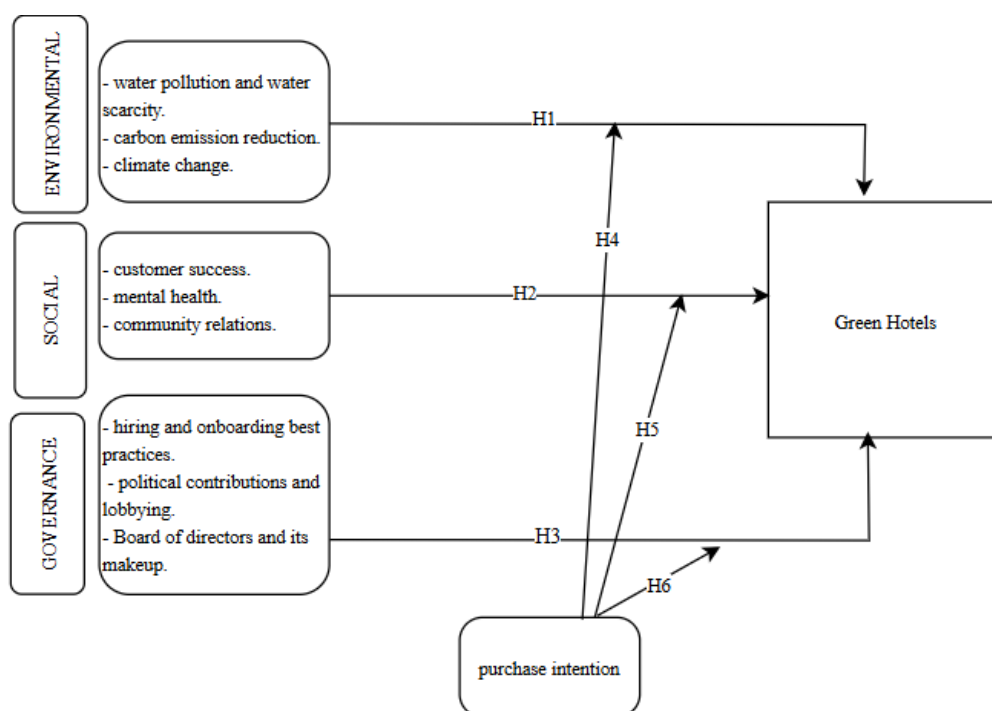

Figure 3. The conceptual framework for the study

METHODOLOGY

1. Design and Sample

In this study, we discovered 56 five-star hotels across Iraq. However, there are only 20 hotels listed which focus solely on green hotels and ESG practices. These twenty hotels were reduced to nine green hotels, Based on observations made during researcher field visits, these hotels were chosen because they incorporate green practices into their operations, as shown in (Table 1).

Table 1. Sample of Iraqi Green Hotels

Hotel Name	Star Ratings	Sample Size	Location
Divan Erbil Hotel	5.0	100	Erbil
Ramada by Wyndham Erbil Gulan Street	5.0	90	Erbil
Titanic Hotel & SPA	5.0	70	Sulaymaniyah
Babylon Rotana Hotel	5.0	110	Baghdad
Al-Mansour Hotel	5.0	55	Baghdad
Baghdad International Hotel	5.0	63	Baghdad
Basrah International Airport Hotel	5.0	44	Basrah
Grand Millennium Al Seef Basra	5.0	120	Basrah
Move npic Zenat al Hayat Hotel	5.0	74	Basrah
Total	-	726	-

These cover the nine samples collected under various conditions. All measuring components were taken from the relevant literature, except for a few minor wording changes to make them more understandable in the context of a green

hotel. Each construct was rated on a Likert scale of 1 to 5, with 1 equaling "strongly disagree" and 5 equaling "strongly agree." The sources for the concepts and objects used in the study are listed in Table 2 located under the title (Questionnaire items and their source of adoption) in the index.

The sample included (726) people, it was made up of hospitality experts (like hotel managers), academics who study hospitality (like faculty members and students), and hotel guests. Participants in the focus groups discussed important beliefs and referents in addition to filling out an open-ended questionnaire that was created to collect the new set of items for belief constructs. The study sample was formed up of 31% females, 69% males, 15% bachelor's degree holders, 30% diploma holders, and the rest postgraduate degree holders. By analyzing the rate of variance, which was less than 50%, this study addressed a common problem of bias. This finding confirms that common method bias is not a concern.

Table 2. Questionnaire items and their source of adoption (Index)

Variables		Measuring Item	Source of Adoption
Environmental dimension	E1	hotels in Iraq offer issues related to climate change, such as the greenhouse effect and global warming, are a risk.	Sultana et al., (2017)
	E2	Hotels use effective waste management to reduce harmful wastes generated during production.	
	E3	Hotels make the most of their resources, such as water, energy, and materials, and seek out environmentally friendly options like solar power.	
Social dimension	S1	By giving money, goods, etc., hotels show that they care about upholding positive relationships with the government and the larger community (local, national, and international).	Sultana et al., (2017)
	S2	Hotels are concerned with upholding basic human rights principles (such as refraining from employing children or using forced or compulsory labor).	
	S3	By encouraging a healthy work-life balance, a family-friendly environment, and equal opportunities for all people, regardless of gender, age, ethnicity, or religion, hotels hope to increase employee productivity and loyalty.	
Governance dimension	G1	Hotels take the necessary actions to address the problem of bribery and corruption in the hotels.	Sultana et al., (2017)
	G2	The hotel ensures that each shareholder has equal rights and benefits.	
	G3	In their daily decision-making processes, hotels have developed and effectively communicated an appropriate vision and strategy.	
Green Hotels	GH1	Protecting the environment and mental health is a priority for green hotels.	Kim & Yun, (2022)
	GH2	Through the glass windows of green hotels, I can see various green objects and light, and the coffee shops of these hotels have potted plants with a variety of flowers and trees.	
	GH3	My principles and values are represented by green hotels. Recycling is also something I see as being crucial in green hotels.	
Purchase Intent	PI 1	I decided to invest money in this eco-friendly hotel because it effectively manages environmental pollution.	Cheng et al., (2022)
	PI 2	I might purchase this eco-friendly hotel due to concerns about the environment	
	PI 3	I am considering acquiring products and services from eco-friendly hotels.	

ANALYSIS AND RESULTS
1. Measurement Model

CFA was carried out for the following variables: ESG, GH, and PI. The fit indices for our model were: $\chi 2 = 600.97$; df = 300; $\chi 2 /df = 1.944$; CFI = 0.932; TLI = PNFI= 0.700; RMSEA = 0.070; and SRMR = 0.051. These outcomes were deemed satisfactory. For example, the RMSEA and SRMR values were less than 0.08 (Hooper et al., 2008; Jiang et al., 2002), but the PNFI value was greater than 0.50 (Hooper et al., 2008). Furthermore, the CFI value was greater than the recommended value of 0.90 (Marsh and Hocevar, 1985). Based on the CFA results, all standardized loadings were significant and greater than 0.70. The heterotrait-monotrait ratio of correlations (HTMT) criterion method was employed by the authors to test discriminant validity, as shown in Table 3.

Table 3. Measurement model results

Variables	Items	Standardized loading	t-value	Average variance extracted	Composite reliability
Environmental	E1	0.736	11.873	0.770	0.765
	E2	0.872	13.678		
	E3	0.800	11.209		
Social	S1	0.834	12.229	0.810	0.811
	S2	0.873	12.823		
	S3	0.881	13.780		
Governance	G1	0.791	11.657	0.764	0.845
	G2	0.811	11.920		
	G3	0.839	12.349		
Green Hotels	GH1	0.790	12.911	0.822	0.833
	GH2	0.822	13.515		
	GH3	0.807	13.890		
Purchase Intention	PI 1	0.865	12.481	0.801	0.900
	PI 2	0.796	11.490		
	PI 3	0.826	14.333		

The average variance extracted (AVE) value was calculated to confirm the convergent validity of the constructs. The AVE values were greater than the 0.50 threshold (Fornell and Larcker, 1981). The AVE values for ESG, GH, and PI were 0.770, 0.810, and 0.764, respectively. Overall, convergent validity was confirmed. Furthermore, we calculated the composite reliability (CR) for each variable. The results indicated that the CR values were greater than 0.60. The CR for ESG, GH, and PI were 0.765, 0.811, and 0.845, respectively. This implied that our research variables were reliable.

The findings of Table 3 demonstrate that all correlation matrix values for the HTMT method were less than 0.85. These findings demonstrate that discriminant validity is not a cause for concern. The structural model is put to the test in the second stage of the PLS-SEM analysis. The bootstrapping method with 5000 (one-tailed, 0.05; 83 case data) bootstrap re-sampling and bias-corrected confidence intervals were utilized to examine the significance of the path coefficients.

Table 4. Discriminant validity

Variables	1	2	3	4	5
1. Environmental					
2. social	0.432				
3. governance	0.311	0.300			
4. green hotels	0.305	0.180	0.410		
5. purchase intent	0.219	0.277	0.308	0.456	

2. Assessment of the structural model

In this study, the ESG of green hotels was investigated using the TPB theory. The structural equation model (SEM) analysis was created using the maximum likelihood estimation method, which was also used as an estimation method for the evaluation of the model and the procedure. Furthermore, SEM demonstrated high predictive power for environmental dimensions ($R2 = 0.844$), social dimensions ($R2 = 0.875$), governance dimensions ($R2 = 0.790$), and green hotels ($R2 = 0.800$). Table 5 displays the results, including t-values and standardized path coefficients. According to the path estimates, environmental had a significantly positive direct effect on green hotels (0.901, p 0.001), social had a significantly positive direct effect on green hotels (0.924, p 0.001), and governance had a significantly positive direct effect on green hotels (0.921, p 0.001). As a result, H1, H2, and H3 were all supported.

Table 5. The structural model results and hypotheses testing

Hypothesized Paths	Coefficients	t-Values
H1: E → GH	0.901	9.394 ***
H2: S→ GH	0.924	12.570 ***
H3: G → GH	0.921	9.666 ***
Explained variable: R² (E) = 0.844; R² (GH) = 0.800	R² (S) = 0.875	R² (G) = 0.790

3. The Moderating Effect on the Green Hotels (Purchase Intent)

To ascertain whether there was a moderating effect for purchase intent between ESG and green hotels in this study, an analysis was carried out. As a result, 726 responses were received from a total of 1000 respondents. the findings support the positive moderation impact of PI on E (Environmental), towards the GH at β (E)= 0.227, p < 0.01, which supports H4. Also, we find the positive moderation impact of PI on S (Social) towards the GH at β= 0.206 which supports H5. In addition, we find the positive moderation impact of PI on G (Governance), towards the GH at β= 209 which supports H6. as shown in Table (6).

Table 6. The result of the moderating effect

Hypothesized Paths	Beta (β)	T-Value	p-Value	Results of Hypotheses
Moderating effects				
H4: (PI ∗ E) → GH	0.227	4.763	0.000	Accepted
H5: (PI ∗ S) → GH	0.206	4.009	0.000	Accepted
H6: (PI ∗ G) → GH	0.209	3.456	0.000	Accepted

RESULTS AND DISCUSSION

The current study's findings supported the first hypothesis by demonstrating a significant impact of environmental factors on green hotels (**0.901, p 0.001**). These findings were in line with those of a previous study (Yoong, 2022), which also produced similar findings. so, accepted the first hypothesis.

The second hypothesis was accepted because it had a positive impact on green hotels estimated at (**0.924, p 0.001**) in terms of social dimensions. This is in line with the study (Bae, 2022), which discovered that social factors contribute to hotels becoming greener. Regarding the effect of governance dimensions, the effect was relatively small, estimated at (**0.921, p 0.001**), and thus the third hypothesis is accepted, confirming the findings of the study (Chua and Han, 2022), which discovered that governance affects changing hotel policies toward green.

The moderating variable's purchase intention (PI) influence on the connections between the governance, social, and environmental aspects (ESG) of green hotels (GH) was significant and estimated at (**β= 0.227, 0.206, and 0.209**) respectively. Accepting these hypotheses (**H4, H5, and H6**) entails. This suggests that purchase intent has a significant

impact on changing customers' attitudes toward green hotels, which is consistent with the study (Wang et al., 2023) that found Consumer purchasing intentions are influenced by their attitudes toward the environment. One factor that significantly influences consumer intentions to purchase green products and services is intention.

1. Theoretical Implications

In the hospitality industry, a customer's desire to continue using a hotel's services is a deciding factor because hotels regardless of their quality or level of service, must deal directly with guests (Chung et al., 2024). In response to the growing demand for ESG, we applied a model that combines ESG and green hotels, giving the mediating variable purchase intent a lot of weight, and we attempted to explain the relationships between these variables.

This study expanded on previous ESG-based studies on green hotels, by incorporating additional variables, such as purchase intent. The study's conclusions offer insightful information, add to the body of already-existing knowledge, and advance our knowledge of how visitors evaluate the level of service provided by green hotels based on governance, social, and environmental practices. This study backed up the significance of hotel-staying preferences among consumers. Purchaser intent is used to influence individuals' internal decisions regarding whether or not to engage in a behavior. Therefore, the findings should be of particular interest to researchers from highly collectivist societies because, in these societies, consumer purchase decisions are influenced by those who are close to them, which then affects behavior and intention (Fuchs et al., 2024) where the results demonstrated that people who are enthusiastic about green hotels or have enjoyed their stay there can spread this sentiment to others. This heightens a person's sense of responsibility and increases their propensity to book green hotels (Yoong, 2022).

2. Social Implications

Numerous implications of green hotels are highlighted by recent research findings. Customer experiences at green hotels offer information on the purchasing intentions of consumers about favorable perceptions of green hotel services (Chen et al., 2022). Regarding the practitioners, the visitors noted that the hotels that incorporate ESG variables into their work offer a distinctive level of service because they concentrate on multiple factors at once (Ding and Tseng, 2023). By enhancing key services offered by hotels, such as their rooms, food, locations, experiences, services, and staff, these variables can assist hoteliers in developing their business strategies. Further, the research has provided marketers in the hospitality industry with suggestions for developing a variety of green customer acquisition strategies. Consequently, will help hospitality marketers forecast customer behavior and create plans for implementing and growing green initiatives in their goods and services (Legrand and Matthew-Bolofinde, 2022). Marketers should launch enough awareness campaigns to inform consumers of the potential effects of their choice, as ESG and purchase intent influence whether a customer decides to stay in a green hotel. In addition, Environmental sustainability is without a doubt regarded as one of the most important issues in the world, particularly in the hospitality sector (Bae et al., 2023). Therefore, by promoting and implementing sustainable hotel practices, the hospitality sector can significantly contribute to increasing consumer awareness and educating customers. To sum up, the current research is just a small effort to investigate how ESG influences green hotels and the moderating role of purchase intention.

3. Limitations and Future Research

The study had several limitations, firstly, the difficulty of gathering data, particularly from customers, as doing so necessitates being fully present in the hotel to get to know the customers, conduct interviews with them, and provide the questionnaire. Especially since some customers are afraid to express themselves completely freely, despite our assurances that the questionnaire contains no private information about the respondent. Secondly, because some people do not have a scientific understanding of the research variables, it takes a lot of time to explain each variable so that the customer can comprehend it and then respond to the questions. Future studies should compare green hotels that use ESG to non-green hotels, which would be a good step forward. Can also use control variables like green pricing, image, and environmental knowledge. When addressing green practices in hotels, it is advisable to concentrate on the organizational support variable because it is the most crucial factor in persuading hotels to adopt greener practices.

CONCLUSION

A hotel that adheres to ecologically effective programs and has established environmentally friendly services is referred to as a "green hotel," to preserve the environment. Reduce the negative impact that their practices can have on the environment, and ensure that their benefits are increased by putting into place sustainable development programs and other environmentally friendly policies. The findings show that green hotels are becoming more widespread across the globe and are no longer just a local trend (Galati et al., 2023). The interest in green hotels is a result of the implementation of green environmental policies that help to preserve the environment.

Due to its contribution to sustainable development, the green hotel has received widespread recognition in the hospitality sector. Green hotels are a crucial component in promoting environmentally friendly practices and luring domestic and international guests. This paper was successful in demonstrating how green hotels play proactive transformational leadership roles by focusing on enhancing not only the environmental aspects that ensure that the services and products offered in hotels are of the highest quality but also the social and governmental aspects that give hotels their distinctive characteristics and ensure their sustainability (Tan, 2023). Where The hospitality industry, which

is following the global trend in ESG, is aware of the need for ESG for sustainable hospitality. Furthermore, For hotels to create more effective and efficient green programs, it is essential to better understand customer desire for and participation in green activities. This study is one of the few that has looked at environmental, social, and governance factors as they relate to green hotels. Green hotels become more durable by managing ESG issues.

So, superior ESG-performing hotel companies take on a more risk-averse and defensive investing stance during times of crisis. To outperform the competition and satisfy customers, hotel executives, and managers must further and more thoroughly integrate ESG into operations and management strategies. In terms of customer purchase intent for green hotels, it had a significant impact on the use of green hotels that consider the environment and whose improvements include major solutions to major issues. So, The study also looked into customer purchase intent as a moderator variable in the relationship between ESG and green hotels.

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