"Factors influencing consumer behavior towards intention and the selection of luxury hotels in Malaysia using Theory of Planned Behavior"

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NUMBER OF REFERENCES	NUMBER OF FIGURES	NUMBER OF TABLES
72	5	3

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FACTORS INFLUENCING CONSUMER BEHAVIOR TOWARDS INTENTION AND THE SELECTION OF LUXURY HOTELS IN MALAYSIA USING THEORY OF PLANNED BEHAVIOR

Abstract

This study aimed to examine the impact of the Theory of Planned Behavior on Malaysian luxury hotel selection. To achieve this objective, the study examined the influence of attitude, subjective norms, perceived behavioral control, and fake reviews on the choice of luxury hotels in Malaysia. The study also investigates whether intention mediates the relationship between these variables and luxury hotel selection. The research method was quantitative in nature and to collect the necessary data, convenience sampling was used on an online questionnaire, resulting in 400 valid responses. The respondents were residents of Malaysia aged over 18 years old who had stayed at luxury hotels before, as they are qualified to answer the research objectives. For this study, four- and five-star hotels are considered as luxury hotels. The collected data were then analyzed using IBM SPSS version 26, using descriptive, regression, and mediation analysis through Hayes process. The results from the regression analysis revealed the predictive power of each variable, while the mediation analysis demonstrated that intention mediates the relationship between attitude, subjective norms, and perceived behavioral control in luxury hotel selection. According to this study, attitude, subjective norms, perceived behavioral control, and fake reviews influence luxury hotel choices. Intention significantly mediates the association between attitude, subjective norms, perceived behavioral control, fake reviews, and luxury hotel choices.

Keywords	attitude, fake reviews, luxury hotels, perceived behavioral control, selection, subjective norms
JEL Classification	M31, M37, Z30

INTRODUCTION

The Malaysian Ministry of Tourism considers four- and five-star hotels as luxury hotels. Luxury hotels provide relaxation with executive lounges, fine dining, and spa treatments. With age, customer experience increases future visits and recommendations. Customers choose five-star hotels through "luxury hotel selection". Potential guests often ask for "value for money" when booking a hotel. Travelers seeking a memorable experience prefer hotels with exclusive facilities, attentive staff, high-quality facilities, and unique activities. It was found that luxury hotel guests value location and service more than budget hotel guests. Budget travelers may find luxury hotels too expensive and formal for laid-back travelers. The number of hotels in Malaysia is increasing. Money, purpose, destination, and personal preferences determine Malaysian luxury hotel choices. Budget travelers can get the basics in a standard hotel room. Malaysia has many five-star hotels with luxurious comfort, facilities, and personalized service. Most customers ex-

pect five-star hotel service. Vacationers can stay in cheaper hotels for some time and more luxurious ones for special events. A five-star hotel for a special event can make everyone feel special and create memories.

Luxury hotels prioritize niches and brand identity. Hoteliers are struggling to stand out. Luxury hotels can stand out in a competitive market by providing excellent service and building brand awareness through reviews and membership programs. To stand out in the competitive hospitality industry, luxury hotels must differentiate and build a strong reputation. Luxury hotels need brand recognition, ratings, and good membership programs to keep customers. Hospitality should please customers and encourage positive reviews. Online booking probability increases revenue, marketing, and customer retention for hotels. The competitive hospitality industry makes choosing a five-star hotel difficult, ruining a vacation. A person's views and subjective norms on perceived behavioral control influence their five-star hotel choice. High-end travelers cannot trust deceptive selection methods when searching for elegant accommodations. False reviews, deceptive marketing, and hidden fees are issues.

Creating fake positive or negative reviews for high-end hotels is a problem. Competitors can post fake reviews, or the hotel can hire influencers or employees to boost ratings. It was found that the Asia-Pacific general communications manager of Accor Group published over 100 positive hotel reviews worldwide. This discourages buyers and makes real reviews harder to trust. Such reviews can sway travelers and set them up for disappointment. Fake reviews have long featured poor grammar, excessive praise, and inexperience with the business. False reviews can affect hotel selection because people value others' opinions. Since online reviews influence customer decisions, fake reviews are concerning. The hotel's reputation suffers from paying influencers to write reviews, giving it an unfair advantage over competitors who use honest reviews. Hotel owners may pay review agencies or reward positive reviews (Agency, 2022).

It was found that "the authenticity of (favorable) reviews is questionable, given that a significant number of the property's staff creates fabricated reviews" showing how customers believe hotel managers manipulate reviews for their own benefit. These services failing can result in unhappy customers, less trust, negative word of mouth, customer departure, less revenue, higher expenses, and lower employee morale and performance. This study attempts to narrow the existing research gap by examining the factors that influence consumer purchase intention and selection of luxury hotels in Malaysia using the Theory of Planned Behavior.

1. LITERATURE REVIEW

The following literature review presents the detailed examination of the previous research which provides a comprehensive overview of the conceptual frameworks and empirical findings approaches of the variables. Makeen et al. (2023) studied their institutions' interprofessional education (IPE) and students' opinions. A university in Southwestern Saudi Arabia polled 600 students for data. These students studied medicine, pharmacy, nursing, dentistry, allied health, and public health. IPE improves healthcare quality by helping students learn and collaborate (Makeen et al., 2023). Students in certain programs know and like interprofessional education. IPE programs boost students' interprofessional cooperation attitudes,

knowledge, and skills (Makeen et al., 2023), and all respondents requested them in their curriculum. Recent study by Liu et al. (2024) suggested models for comprehending consumer choices in line with environmental obligations and technology developments of smart hotels.

Kim et al. (2021) evaluated COVID-19-related hotel features, well-being perceptions, attitudes, and brand loyalty. 390 persons who stayed at four- or five-star hotels before and during COVID-19 provided the data. This study distinguishes cognitive and affective components and their influence on consumer behavior using attitudes. Statistics indicated that attitude affects brand loyalty. Cognitive attitudes influenced brand loyalty less than affective atti-

tudes. Cognitive and affective attitudes boosted purchase intentions, but cognitive assessments were more relevant than emotional judgements (Kim et al., 2021).

Various studies (Makeen et al., 2023; Kim et al., 2021; Gallego et al., 2022; Gülsün, 2023; Murimi & Waweru, 2020) have shown that individual views greatly influence consumer behavior. Positive attitudes normally lead to positive behavior, whereas negative attitudes lead to negative behavior.

Ursavaş et al. (2019) explored how subjective norms affect technology use perceptions, attitudes, and intentions among preservice and in-service teachers in Turkey. A survey was completed by 841 Turkish preservice and in-service teachers. Subjective norms affect preservice teachers' technology use attitudes more than in-service teachers. Subjective norms influence preservice teachers' tech use. Ursavaş et al. (2019) suggest that preservice and in-service instructors assess technological comfort with colleagues, supervisors, and students. Technology acceptability and training affect adoption. Teachers use technology in education based on their own experiences and relationships with it, not colleagues or superiors (Ursavaş et al., 2019).

Xu et al. (2022) studied green buying. For analysis, Chinese clients provided 408 valid responses. Environmental cognition, descriptive norms, and self-efficacy all increase green buying intention, but self-efficacy is most important. People contemplate whether their actions are environmentally conscious. Green product promotion requires soft-sell, emotional appeal, and subjective construction (Xu et al., 2022).

Subjective norms strongly influence behavior. Ursavaş et al. (2019) say people read reviews before buying. Subjective norms show whether friends, family, coworkers, and acquaintances approve the behavior. Singh and Xu (2022) noted that this may pressure someone to act as predicted.

According to Liu et al. (2021), videos encourage responsible recycling. The PSA video used TPB – attitude, subjective standards, and perceived behavioral control. The poll included 707 NY residents. All three TPB variables (social pressure, positive views, and perceived control improve behavior) affect recycling intentions (Liu et al., 2021). Through attitude and subjective norms, perceived behavioral control may change PSA video recycling intentions (Liu et al., 2021).

Saboor et al. (2020) examined how enthusiasm, inventiveness, and perceived behavioral control affect entrepreneurial intention. Entrepreneurial undergraduate and postgraduate students at four universities were surveyed. Business intent was predicted by perceived behavioral control. Entrepreneurial passion indirectly affects intention through perceived behavioral control, the analysis shows. Passionate workers feel more confident when they improve their skills (Saboor et al., 2020). No significant mediation relationship existed with entrepreneurial inventiveness. Stronger entrepreneurial students may think they can be entrepreneurs (Saboor et al., 2020).

Perceived behavioral control affects intention and behavior (Liu et al., 2021; Saboor, 2020; Banerjee & Ho, 2019). However, Karlina et al. (2021) found that perceived behavioral control does not improve decision-making. Remember that context and individuality affect perceived behavioral control and behavior.

Song et al. (2023) explored how fake reviews and brand awareness affect online purchases. This study indicated that lowered review fakery enhanced online purchase intention for practical or utilitarian products in three studies. Hedonistic products with more fake reviews had higher online purchase intent. For well-known brands, fake reviews did not seem to affect purchases. Review falsification reduced purchase intentions for low-brand products (Song et al., 2023).

Kumar et al. (2023) examined fraudulent reviews' latent features and purchase decision intermediate function. Natural language processing indicated that fake reviews are shallow and do not influence purchases. Fake reviews do not alter product endorsements or negative reviews (Kumar et al., 2023). The investigation also indicated that allowing fake e-commerce reviews may not be profitable. Online review readers and source credibility were examined by Kim et al. (2023). According to

Naver.com movie reviews, lower-credibility reviews are shallower and affect box office income. Fake, possibly altered reviews give little information about a film, hurting its box office earnings (Kim et al., 2023).

These studies (Song et al., 2023; Kumar et al., 2023; Kim et al., 2023) stress the importance of understanding how fake elements affect human behavior. Fake reviews affect purchase intentions differently based on product kind, brand awareness, and source dependability. Businesses may persuade reviewers to produce positive evaluations or denigrate competitors to boost sales (Song et al., 2023).

En et al. (2022) examined how online hotel reviews' usefulness, valence, volume, and trust affect bookings. University Utara Malaysia undergraduate surveys included 255 students. En et al. (2022) found that only number and confidence in online reviews affect hotel booking intentions. Trustworthiness of online reviews affects hotel booking intentions more than number. Many online reviews aid clients in difficult decisions (En et al., 2022).

Consumer intention research shares results. Reviews affect trip plans, according to En et al. (2022) and Hazbar (2019). Word-of-mouth gives buyers the confidence. Zong et al. (2023) and Barkah and Febriasari (2021) found that emotion and prior experience influence tourists' purchases and returns. These studies emphasize understanding and managing these factors in diverse situations to improve decision-making.

Augustine and Adnan (2020) examined how website trust, cost, and reviews affect Kuala Lumpur hotel bookings. In random Kuala Lumpur customer surveys, perceived pricing, website trust, and online reviews strongly influenced booking intentions. Hotel websites should allow positive reviews to boost bookings (Augustine & Adnan, 2020). This survey also found that website trustworthiness is more important than perceived pricing in online hotel bookings.

Kim et al. (2022) examined the complex psychological mechanisms that influence hotel brand choice. An online study of a company's database randomly distributed a questionnaire and received 364 valid responses. The study found that hotel selection affects brand preference and customer experience. Kim et al. (2022) found that age moderates the hotel selection criteria-customer experience relationship. Post-COVID-19 hotel booking preferences were assessed by Nayak et al. (2021). Finally, Augustine and Adnan (2020) and Le and Bui (2022) found that price and trust affect hotel choice. Hotel facilities and services influence hotel selection, according to Kim et al. (2022) and Nayak et al. (2021). Nayak et al. (2021) said hotel location mattered.

According to Ajzen (1991), the Theory of Planned Behavior (TPB) explains human behavior. It states that attitude, subjective standards, and behavioral control influence behavior. Consumer behavior studies use this theory to predict human behavior, especially decision-making.

Attitudes are opinions on things, people, and ideas; they can be positive or negative behavior judgments. Attitudes shape decisions and intentions, and how one interprets behavior outcomes determines attitude (Sarwar & Azam, 2019). Ideas, values, and history shape attitudes. Luxury hotels provide comfort, exclusivity, excellent service, and unforgettable experiences. Luxury hotels may boost their image as status symbols. Attitude, subjective norms, and perceived behavioral control define behavioral intention, which strongly predicts behavior, according to the TPB (Liao et al., 2023). Personality, subjective standards, and perceived behavioral control affect luxury hotel perception and choice.

Based on the literature discussed, the following conceptual framework is suggested.

Fong et al. (2018) examined hotel selection factors. Luxury product perceptions in Malaysia are understudied (Ahmad et al., 2020). Thus, the Malaysian luxury hotel selection behavior study is limited. Malaysia, where global trade has developed rich social strata that desire luxury lifestyles and exclusive hospitality experiences from premium branded hotels, has limited studies (Ahmad et al., 2020). To fill this gap,
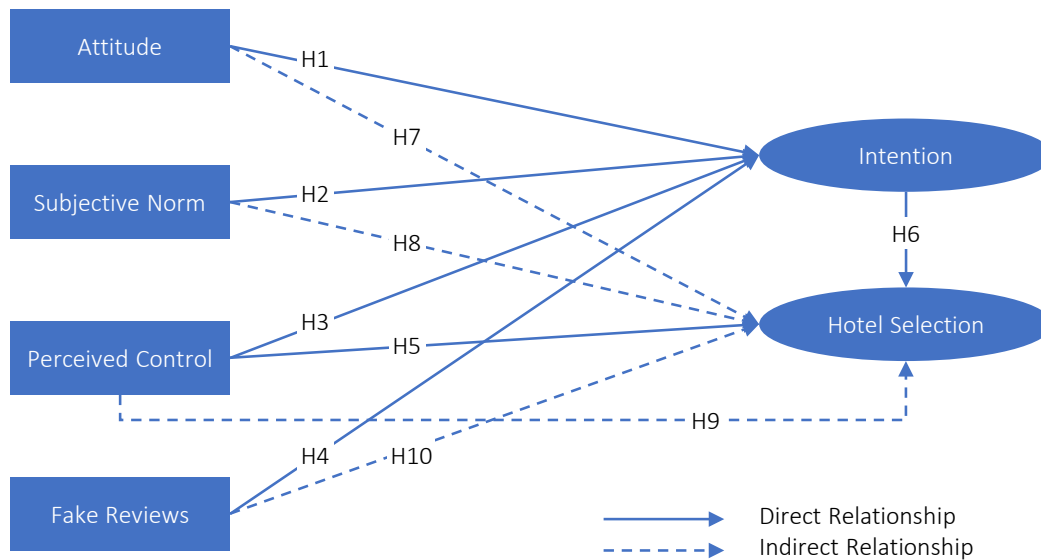
Figure 1. Conceptual framework

this Theory of Planned Behavior study examines Malaysian luxury hotel selection. Luxury hotels are chosen based on reviews, quality, brand image, and reputation. Subjective norms and behavioral control matter. Subjective norms show how family, friends, and peers influence decision-making, whereas perceived behavioral control shows an individual's luxury hotel choice.

This study examined how intention mediates luxury hotel selection in Malaysia. This study examines attitudes, subjective norms, perceived behavioral control, fake reviews, intention to select luxury hotels, and luxury hotel selection behavior in Malaysia using the Theory of Planned Behavior (TPB). Kremer et al. (2021) found statistically significant relationships between attitude, subjective standards, perceived behavioral control, and sustainable hotel reservation intentions, supporting the Theory of Planned Behavior. According to the research review, favorable attitudes, positive social norms, and high perceived control over luxury hotel selection behavior increase luxury hotel choice intentions. Thus, these criteria influence luxury hotel selection. Additionally, perceived behavioral control affects luxury hotel choices.

Thus, this study aims to examine the impact of the Theory of Planned Behavior on Malaysian luxury hotel selection.

The following are the hypotheses for testing:

H1: *Attitude significantly predicts the intention to select a luxury hotel.*

H2: *Subjective norms significantly predict intention to select a luxury hotel.*

H3: *Perceived behavioral control significantly predicts intention to select a luxury hotel.*

H4: *Fake reviews significantly predict intention to select a luxury hotel.*

H5: *Perceived behavioral control significantly predicts luxury hotel selection behavior.*

H6: *Intention significantly predicts luxury hotel selection behavior.*

H7: *Intention has a mediating effect on the relationship between attitude and luxury hotel selection behavior.*

H8: *Intention has a mediating effect on the relationship between subjective norms and luxury hotel selection behavior.*

H9: *Intention has a mediating effect on the relationship between perceived behavioral control and luxury hotel selection behavior.*

H10: *Intention has a mediating effect on the relationship between fake reviews and luxury hotel selection behavior.*

2. METHODOLOGY

Google Forms were used to efficiently collect data from a larger sample to meet the research goals. Convenience sampling is cost-effective, simple, and efficient for this study. Researchers choose an accessible sample (Andrade, 2020). The survey targets 18-60-year-old Malaysians. According to Statistics Malaysia, 22.7 million Malaysians are 15-64 in 2022. Krejcie and Morgan (1970) recommended 384 samples for 1 million people. To ensure data accuracy, this study needs 384 respondents. 400 questionnaires will be sent to account for non-responses to ensure study validity and reliability.

Participants receive the online questionnaire via Google Forms, email, and social media. This survey will use previous study online questionnaire questions. Six sections are planned. In sections A to E, independent variables include attitude, subjective norms, perceived behavioral control, fake reviews, and desire for a premium hotel. Section F evaluates luxury hotels and lists respondents' demographics. This study's sections A-F will use a five-point Likert scale with strongly disagree, disagree, neutral, agree, and highly agree ratings. This study's WhatsApp and Facebook pilot included 40 Malaysians. IBM SPSS Statistics 26 analyzes the 13-20 October 2023 pilot. After data processing, attitude, subjective norms, perceived behavioral control, fake reviews, intention, and luxury hotel selection behavior reliability were assessed for all 40 sets.

Taber (2018) recommends Cronbach's Alpha over 0.7 for internal consistency. Four of the six pilot test variables had Cronbach's Alpha above 0.7, while two were below 0.7, indicating measurement reliability. Questions that reduced Cronbach's Alpha were removed before data collection to improve study reliability. Cronbach's Alpha for test data is in Table 1.

Table 1. Cronbach's Alpha of variables in pilot test (n = 40) and actual test (n = 400)

Variables	Cronbach's Alpha	
	Pilot test	**Actual test**
Attitude	0.902 (4 items)	0.903 (4 items)
Subjective norms	0.935 (4 items)	0.963 (4 items)
Perceived behavioral control	0.644 (4 items)	0.766 (3 items)
Fake reviews	0.729 (4 items)	0.784 (4 items)
Intention	0.724 (4 items)	0.862 (4 items)
Luxury hotel selection	0.646 (4 items)	0.778 (3 items)

The 400 people that took part in the study are shown in Table 2. Of the total participants, 25.8% were in the 18-30 age bracket (n=103), 38.3% were in the 31-44 age bracket (n = 153), 26.0% were in the 45-60 age bracket (n = 104), and 10.0% were 61 and up (n = 40). Besides, there were 195 male participants (48.8% of the total) and 205 female participants (51.2% of the total). Only 7% were in elementary, middle, or high school; 10% were in some kind of foundational or certificate program; 60.3% were in some sort of diploma or Bachelor's degree program; and 22.8% were in advanced or doctoral programs. Monthly incomes ranged from 14.5 percent (B40) (less than RM4,850) to 53.5 percent (M40) (RM4,851 to RM10,960) and 32.2 percent (T20).

Table 2. Demographics of respondents

Profile of Respondents	N	Percentage (%)
Age		
18-30	103	26
31-44	153	38
45-60	104	26
61 and above	40	10
Gender		
Male	195	49
Female	205	51
Education		
Primary / Secondary / High school	28	7
Foundation / Certificate	40	10
Diploma / Bachelor degree	241	60
Master's degree / PhD	91	23
Monthly income		
B40 (<RM4,850)	58	15
M40 (RM4,851 - RM10,960)	214	53
T20 (>RM10,960)	128	32

3. RESULTS

Linear regression was used to examine how attitude, subjective norms, perceived behavioral control, and fake reviews affect Malaysian luxury hotel choice (*H1-H4*). Hypotheses 5 and 6 examined whether an individual's agency and intentions affect their Malaysian five-star hotel choice. Table 3 summarizes *H1-H6* regression results.

This study used SPSS's Hayes process macro v4.2 to examine how attitude, subjective norm, perceived behavioral control, fake reviews, and luxury hotel

Table 3. Regression analysis summary for *H1-H6*

Hypothesis	Regression weights	B	t	p-value	Hypotheses supported
H1	AT → IT	0.222	2.273	0.024	Yes
H2	SN → IT	0.187	2.835	0.005	Yes
H3	PBC → IT	−0.419	−5.392	0.000	Yes
H4	FR → IT	0.879	14.302	0.000	Yes
H5	PBC → HS	0.541	11.696	0.000	Yes
H6	IT → HS	0.348	8.445	0.000	Yes

Note: p < 0.05. AT: Attitude, SN: Subjective norms, PBC: Perceived behavioral control, FR: Fake reviews, IT: Intention to select luxury hotel, HS: Luxury hotel selection behavior.

selection behavior in Malaysia (*H7-H10*) mediate. Research on the mediator considers immediate and long-term effects. Instead of indirect effect, which occurs when the independent variable influences the dependent variable through a mediating variable, Awang (2014) defines direct effect as the independent variable's direct impact on the dependent variable. Figures 2-5 show alternative causal pathways between the independent variable, mediator, and dependent variable ("a, b, and c"). The independent variable's impact on the mediator is "a"; the mediator's impact on the dependent variable is "b", and the independent variable's impact on the dependent variable, excluding the mediator, is "c".

Hypothesis *H1* had a beta coefficient of 0.222, a t-value of 2.273, and a p-value of 0.024. Luxury hotel intention is strongly correlated with attitude. The findings support hypothesis *H1* that attitude strongly influences Malaysian luxury hotel selection. Table 4 summarizes regression. Hypothesis *H2* had a beta coefficient of 0.187, a t-value of 2.835, and a p-value of 0.005. A statistically significant association was found between subjective norms and Malaysian luxury hotel selection. The results support hypothesis *H2*, that subjective norms affect Malaysians' luxury hotel choices. Regression results are in Table 4. Perceived behavioral control strongly predicts premium hotel choice. Hypothesis *H3* showed that perceived be-

havioral control strongly predicted Malaysian luxury hotel selection. The variables are negatively correlated with a beta coefficient of −0.419, a t-value of −5.392, and a p-value of 0.000. These findings suggest that perceived behavioral control affects luxury hotel choice. Hypothesis *H3* was supported.

H4 shows that fake reviews positively affect luxury hotel selection. With a beta coefficient of 0.879, a high t-value of 14.302, and a p-value of 0.000, fake reviews strongly influence Malaysian luxury hotel selection. The results support hypothesis *H4*. Table 4 shows regression. Hypothesis *H5* shows that perceived behavioral control strongly influences luxury hotel choice. The beta coefficient was 0.541, the t-value was 11.696, and the p-value was 0.000, showing that perceived behavioral control affects Malaysian luxury hotel choices. This supports *H5*. The summary of regression results in Table 4. *H6* shows a strong positive correlation between intention and luxury hotel choice. With a beta coefficient of 0.348, t-value of 8.445, and p-value of 0.000, intentions can influence Malaysian luxury hotel choice. *H6* is supported. Table 4 shows regression.

H7: *Intention has a mediating effect on the relationship between attitude and luxury hotel selection behavior.*
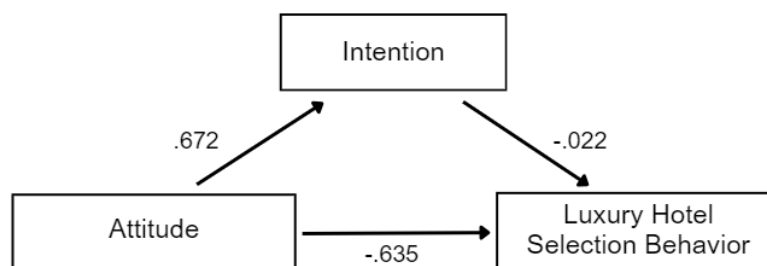

Figure 2. Mediation model of attitude, intention, and luxury hotel selection behavior
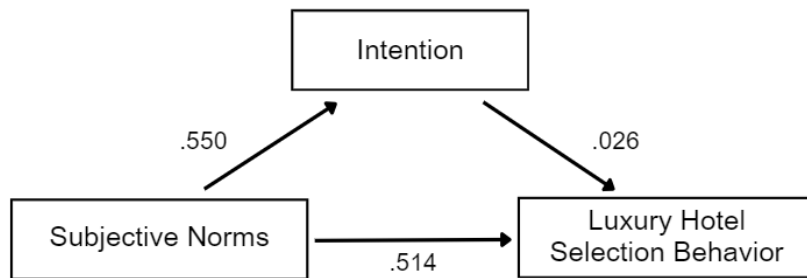
Figure 3. Mediation model of subjective norms, intention, and luxury hotel selection behavior

Figure 2 shows a mediation analysis of intention's effect on attitude and luxury hotel choices. The whole model had a significant effect (b = 0.620, z = 12.954, BCa CI [0.475, 0.766], p <.001). A substantial direct effect was also found (b = 0.635, z = 13.51, BCa CI [0.543, 0.728], p = 0.000). The indirect effect was statistically significant and negative (b = –0.015, z = –0.556, p = 0.000). These findings indicate that intention adversely influences attitude-luxury hotel selection behavior. So *H7* is supported.

H8: *Intention has a mediating effect on the relationship between subjective norms and luxury hotel selection behavior.*

Figure 3 shows a mediation analysis of purpose on subjective norms and luxury hotel selection. The results showed a significant total effect (b = 0.528, z = 13.459, BCa CI [0.399, 0.65], p < .001). There was also a significant direct effect, b = 0.514, z = 12.850, BCa CI [0.435, 0.593], p = 0.000. A statistically significant indirect effect was found, b = 0.014, z = 0.609, p = 0.000. These findings suggest that intention mediates the connection between subjective norms and luxury hotel selection. Therefore, *H8* is supported.

H9: *Intention has a mediating effect on the relationship between perceived behavioral control and luxury hotel selection behavior.*

As per Figure 4, intention was examined as a mediator of perceived behavioral control and luxury hotel selection behavior. In the total effect model, a significant effect was found (b = 0.540, z = 11.408, BCa CI [0.376, 0.708], p < .001). A statistically significant direct effect was found, b = 0.445, z = 8.241, BCa CI [0.339, 0.552], p = 0.000. A significant indirect effect was detected, b = 0.095, z = 3.167, p = 0.000. It appears that purpose influenced the association between perceived behavioral control and luxury hotel choice. Thus, *H9* is supported.

H10: *Intention has a mediating effect on the relationship between fake reviews and luxury hotel selection behavior.*

From Figure 5, a mediation analysis examined how intention mediates fake reviews and luxury hotel selection. The total effect model was significant (b = 0.535, z = 8.370, BCa CI [0.320, 0.754], p < .001). A substantial direct effect was found, b = 0.513, z = 7.892, BCa CI [0.386, 0.641], p = 0.000. The indi-

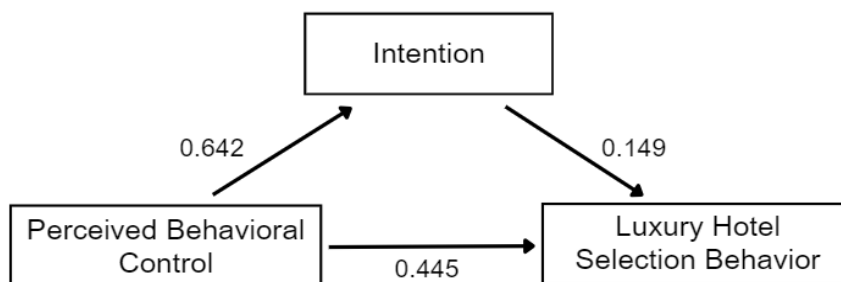**Figure 4.** Mediation model of perceived behavioral control, intention, and luxury hotel selection behavior
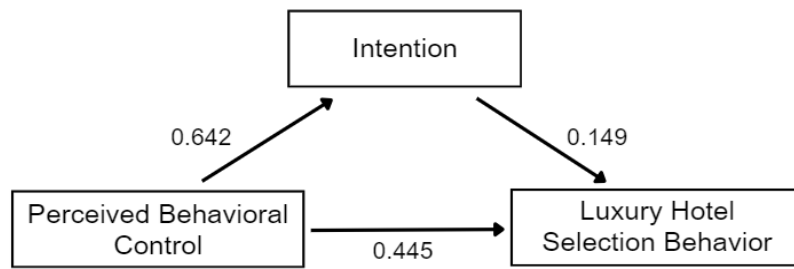
Figure 4. Mediation model of perceived behavioral control, intention, and luxury hotel selection behavior
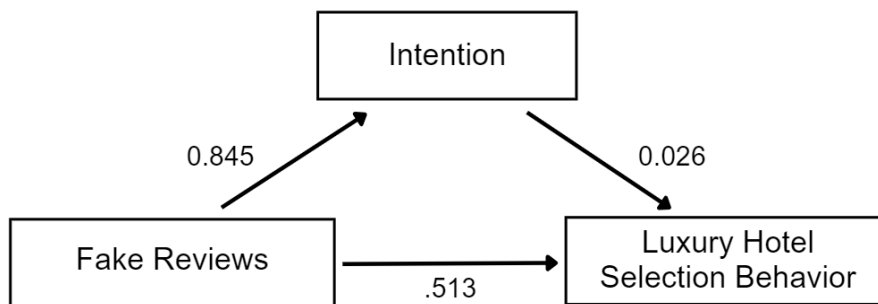

Figure 5. Mediation model of fake reviews, intention, and luxury hotel selection behavior

rect effect was also substantial (b = 0.022, z = 0.478, p = 0.000). These findings suggest that intention partially mediates the fake review-luxury hotel selection relationship. So *H10* is supported.

The regression study showed that attitude, subjective norm, perceived behavioral control, fake reviews, and intention predicted luxury hotel choices. After mediation analyses, purpose mediated the association between attitude, subjective norm, perceived behavioral control, fake reviews, and luxury hotel selection. All *H1-H10* hypotheses are supported.

4. DISCUSSION

Attitude predicts Malaysian premium hotel choice, according to this study. This study supports Idris and Mohaidin (2022) who found a positive correlation between Generation Y's green hotel attitudes and their intention to stay at them in Penang. Generation Y's intention to stay in a green hotel is driven by their environmental concern, as environmentally conscious people are more likely to endorse, purchase, and use eco-friendly products and services. Idris and Mohaidin (2022) found that young consumers prefer Penang green hotels with green prac-

tices. This supports Song et al. (2023), who found attitude affects behavioral intention. The study found that mukbang content perceptions increase viewing intentions. Being positive about mukbangs increases the likelihood of watching their films. Mukbang, or "livestream eating," involves showing someone eating while talking or commenting (Song et al., 2023). Viewers seeking mukbang information were more likely to be interested and like them. Positive mukbang experiences increase interest in watching more (Song et al., 2023).

This study confirms that subjective norms predict Malaysian premium hotel choice behavior. This study supports Turayev and Cho (2018) who found a positive relationship between perceived norms and entrepreneurial intention. The study's t-value and p-value were not statistically significant. According to researchers, respondents' diverse educational and work backgrounds may be to blame. Subjective norms are the perceived social influence from family, friends, and colleagues on a person's intention to start a business and their family's expectations and desire to follow them. According to Yurtkoru et al. (2014), close acquaintances can influence individuals' decision to start a business. The study partially matches Gayatri

et al. (2021). Only value-expressive variables positively affect students' future intents to recommend or choose the same tertiary education institution for further study. Gayatri et al. (2021) found that congruence between an individual's traits and those of their college peers or seniors is the most influential value-expressive component.

Perceived behavioral control strongly predicts premium hotel choice. This study confirms that perceived behavioral control predicts Malaysian luxury hotel selection.

This study supports Fauzi et al. (2022). The study found that guests' perceived behavioral control influences green hotel choices. Eco-friendly hotel guests pay more (Fauzi et al., 2022). Consumers' confidence in their ability to change things also affects their green hotel choices. This supports Kremer et al. (2021) who found a statistically significant relationship between perceived behavioral control and sustainable hotel stays. Pricing and other external factors may also strongly influence the behavior. According to Kremer et al. (2021), survey respondents supported water and electricity conservation, not changing bedding daily, and using reusable laundry bags. These studies support the finding that perceived behavioral control predicts behavioral intention. Control your luxury hotel choice throughout the trip. Luxury hotels are preferred by customers who have control over requests, dining, early and late check-in/out, and concierge services.

This research confirms that fake reviews influence Malaysian luxury hotel choices. Fake reviews predict behavioral intention, supporting Elgarhy et al. (2021). Positive fake reviews increase buying, while negative ones decrease it. The researchers found that hospitality and tourism staff posts negative fake reviews of competitors in a "internet reputation war" (Elgarhy et al., 2021). Chen et al. (2019) found that fake reviews can influence buying decisions and lead to deception. Fake reviews are hard to spot. Chen et al. (2019) found that sellers with high reputation scores, dependence on repeat purchases, review manipulation penalties, and the sale of cheaper products than more expensive competitors are less likely to manipulate online reviews. The studies confirm that fake reviews predict behavioral intention. All fake reviews use a made-up customer name or an anonymous identity, making ratings and re-

views difficult to identify (Chen et al., 2019). A fake luxury hotel review may make a person suspicious and damage the property's reputation. Many positive reviews make others more likely to believe them.

This study found that perceived behavioral control predicts luxury hotel choice. This study partially matches Olya et al. (2019). Positive perceived behavioral control influences customers' green hotel choices, according to the study. Instead of perceived behavioral control, attitude, and subjective standards determine the intention to suggest a green hotel. Activities and campaigns in green hotels can help guests with low perceived behavioral control and strong attitudes manage their intentions and behavior (Olya et al., 2019). This study supports Galván-Mendoza et al. (2022). In Ensenada, Baja California SMEs, perceived behavioral control positively and statistically significantly affected female employees' environmentally friendly behavior. Increased perceived behavioral control makes employees more environmentally friendly. Environmentally conscious employees may push themselves to implement green work practices that improve organizations' environmental performance and change their lifestyle. These findings, which partially support ours, suggest that perceived behavioral control may predict behavior in various settings. Confident people act more, so perceived behavioral control predicts behavior, according to Ajzen (1991). In this study, 92% of respondents were confident in booking a luxury hotel when traveling, and 90% said they had more control over the service process, including personalized services. High-perceived behavioral control influences their behavior.

This study found that intentions influence luxury hotel choices. Peco-Torres et al. (2021) discovered that intention predicts behavior. The researchers found that perceived risk negatively affects travelers' intention to return to hotels after COVID-19. Thus, even with COVID-19 in the general population, hotel guests who perceive lower health and emotional risk are more likely to return (Peco-Torres et al., 2021).

Previous research by Peña-García et al. (2020) found that intention predicts specific behavior. This study contradicts this. In the Spanish subsample, online purchase intention was negatively correlated with online purchase behavior. Cultural

differences in spending from the Colombian subsample. Escobar-Rodríguez and Carvajal-Trujillo (2014) found a negative correlation between intention and actual behavior, suggesting it is insufficient for predicting customer behavior. Ajzen (1991) found that online purchasing intention predicts online buying. Previous studies emphasize the role of intention in determining behavior, and outcomes vary by factor. Luxury hotel seekers will actively research, read reviews, and take more time to book. More than half of respondents say they would pay more for a premium hotel based on star rating to improve their trip.

The purpose mediates the attitude-luxury hotel choice relationship, supporting this hypothesis. This study confirms Mafabi et al. (2017) who found positive and significant correlations between attitude and behavioral intention, indicating that intention is the main predictor of planned behavior. The results show that attitudes boost knowledge sharing intentions. This study supports Li et al. (2023) who found that construction companies' intention for green development mediates their attitude and behavior. Attitude affects behavioral intention more than subjective standards and perceived behavioral control, as the researchers found. Management and employees share a green outlook (Li et al., 2023).

The purpose mediates subjective norms and luxury hotel choice, supporting this theory. It matches Ifedayo et al.'s (2021) study on Nigerian lecturers' podcast use and social influence. The study finds that lecturers' internal motives predict social influence and usage behavior through behavioral intention. Since third-world countries like Nigeria have limited technology, social influence on lecturers to use podcasts is low (Ifedayo et al., 2021). In contrast, Shufiana et al. (2021) found that subjective norms do not affect purchase intention or e-commerce buying behavior. Researchers found that respondents accept online shopping invitations from loved ones. However, their desire to buy has outweighed their concerns about not meeting others' expectations, reducing their motivation to meet those expectations and not affecting their intention to shop online (Shufiana et al., 2021). These results confirm that purpose mediates the relationship between perceived norms and behavior in certain contexts. Intention mediates subjective norms and luxury hotel choice, showing that im-

portant people's opinions influence luxury hotel choice. People consider their friends' opinions and experiences when buying, along with their own and commercial advice (Birim et al., 2022). The individual's goal conveys subjective norms, showing that people whose opinions matter strongly influence luxury hotel selection.

The mediation analysis supports the idea that purpose mediates luxury hotel selection and perceived behavioral control. This study matches Qalati et al. (2022) who found that perceived behavioral control and energy-saving intentions strongly influence household energy-saving. Other than direct effect, household energy-saving intentions completely moderate the relationship between perceived behavioral control and energy-saving behavior. Comfortable and informed households are more likely to conserve energy (Qalati et al., 2022). This study matches Sabri et al. (2019). Perceived behavioural control has the greatest and most significant effect on pro-environmental workplace (PEW) intention and behavior, while PEW intention only partially mediates the relationship. Pro-environmental skills encourage PEW behavior, so Sabri et al. (2019) found that people who believe they control their behavior will continue PEW activities without a goal.

This study's mediation analysis supports the idea that purpose mediates fake reviews and luxury hotel choices. Kumar et al. (2021) found that purchase intention mediates system trust and fake news belief and action. Through their purchases, consumers' system trust indirectly affects their fake news trust and action. Thus, system trust increases buying intentions, making natural personal care product fake news more credible (Kumar et al., 2021). Zhong et al. (2021) found that fake reviews influence buyers. It shows that sentiment features, review length, and online seller attributes positively influence buyers' purchase decisions. Fake reviews reduce product quality uncertainty and provide information that can influence customer purchases (Zhong et al., 2021). Fake reviews increase trustworthiness and purchase intention.

This supports the claim that fakeness mediates behavioral intention. Fake reviews influence Malaysian luxury hotel choices. Over 80% of premium hotel bookings were based on online reviews. Despite knowing about fake reviews, users still

use online input to make decisions, especially on platforms that minimize obvious fakes (Philipp & Fabian, 2021). Fake reviews influence luxury hotel decisions. They will choose luxury hotels if they do not know that positive reviews are fake. These findings support the idea that intention mediates the relationship between fake reviews and luxury hotels.

Hotels in a competitive market seek ways to stand out (Haq et al., 2023). This study found that attitude, subjective norms, perceived behavioral control, and fake reviews predict luxury hotel-choosing behavior, and intention mediates these characteristics. Academics and luxury hoteliers can apply the findings.

CONCLUSION

This study uses the Theory of Planned Behavior model to examine attitude, subjective norms, perceived behavioral control, and fake reviews in Malaysian luxury hotel selection, with the intention as a mediator. Attitude, subjective norms, perceived behavioral control, and fake reviews influence luxury hotel choices, according to the study. The most important predictor of luxury hotel choice was perceived behavioral control. Perceived behavioral control also predicted luxury hotel choice. This study found that intention best predicted luxury hotel choice. Using the mediation model, intention fully mediates the association between attitude, subjective norms, perceived behavioral control, fake reviews, and luxury hotel choices. Hoteliers can learn from these studies about luxury hotel selection determinants. Thus, deliberate and effective methods can improve luxury hotel experiences and assure corporate sustainability.

Limitations must be addressed throughout this investigation. The study was completed in less than a month, making data collection difficult. This limited timeframe may have reduced the extent and depth of the data obtained on luxury hotel selection behavior. Data collection can be extended in future studies. A longer length will provide for a larger dataset to develop an in-depth analysis.

AUTHOR CONTRIBUTIONS

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