

THE INFLUENCE OF ECO-FRIENDLY ATTITUDE ON TOURIST'S INTENTION TOWARDS GREEN HOTELS

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The increasing of awareness in environmental issue, drives companies to implement green practice in the business. Therefore, some hotels named themselves as green hotel in order to attract potential customers. This study examine tourist's eco-friendly attitude and its effect on their intention towards green hotels. The eco-friendly attitude was measured tourist's perception based on the attributes, such as, Severity of environmental problems, inconvenience of being environmental friendly, importance of being environmental friendly, and level of responsibility of business corporations. Therefore, tourists were asked about their intentions to visit, to engage in word-of-mouth behaviors, and to pay more for a green hotel. Questionnaires were distributed to the domestic and international tourists in Juanda Airport Surabaya using convenience sampling technique. The study showed that tourists have positive response in environmental issues; however they tend to unwilling to separate piles of garbage for recycling reason. The result revealed that tourist's eco-friendly attitude is significantly influence their intention to visit, to engage in word-of-mouth behaviours, and to pay more for green hotels. Partially, attitude in being environmental friendly makes the largest unique contribution in intention to visit, while, perception of environmental problem contribution the most in word-of-mouth intention. In addition, intention to pay more is highly affected by tourist's inconvenience of being environmental friendly.

Keywords: Eco-friendly Attitude, Intention to visit, intention to pay more, word-of-mouth intention, Green Hotels