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## Suspected Content

Abstract 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 examines 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.

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Therefore, tourists were asked about their

intentions to visit, to engage in word-of-mouth behaviors, and to pay more for a

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green hotel.

Questionnaires were distributed to the domestic and international tourists in Juanda International 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

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reason. The result revealed that tourist's eco-friendly attitude is significantly influences their intention

to visit, to engage in word-of-mouth behaviours, and to pay more for green

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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,

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Green Hotels 1. Introduction The increasing of awareness in environmental issue drives companies to implement green practice in the business. Most of the companies make this environmental issue as a part of their social responsibility (Lee, 2009). Lodging industry as one of main industries that creates environmental problems. The industries consume lots of water, energy, and unrecyclable products that in the end endanger the environment. Therefore, some hotels start to implement innovative methods and named themselves as green hotel in order to attract potential customer, especially customers that have eco-friendly intention toward hotel that operates in a green way (Han et al, 2011). The green behavior of customer could be affected by knowledge, awareness and attitude to the environment (Aman, Harun and Husein, 2012). In Indonesia, there are some hotels that have green hotel labels, such as Borobudur Hotel Jakarta, St. Regis Resort Bali, Gran Melia Hotel Jakarta, Nusa Dua Beach Hotel Bali, and others (Indonesia Official Tourism Website, 2013). But, there is not too many research in Indonesia have investigated the correlations between hotel guests'

eco-friendly attitudes in everyday lives and

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their eco-friendly intentions

to stay, to talk about, and to pay extra for a green hotel.

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This study help hotel management to grasp current and potential customers' green purchasing behavior.

This study tries to answer some research questions: 1. Does eco-friendly

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attitude influence tourists' eco-friendly intention toward green hotel? 2. Which eco-friendly attitude has the most influence to eco-friendly intention of tourist?

2. Literature Review 2.1. Green Hotel The hotel industry has the

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purpose of providing comfortable service or supplies, such as hot and cold

water, food and drinks, towels, lighting, air-conditioning, etc.

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In providing these services, hotels obviously use lots of water, energy, unrecyclable products, and natural resources that can bring negative impact for the environment. As environmental awareness of individual increases, people are increasingly trying to find eco-friendly

hotels. Consequently, many hotels are starting to apply some innovative ways to

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escalate green operations (Han et al, 2011). Wolfe and Shanklin (2001) define green as the action to preserve the environment.

Green hotel is an eco-friendly hotel operation that performs or follows various environmentally friendly practices or programs such as saving water and energy, using eco-friendly purchasing policies, and reducing waste disposals to protect the natural environment and reduce operational costs (Green Hotel Association, 2008).

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Green hotel follows environmentally friendly guidance and implement environmental management actively, and green hotel is committed to protect the environment by having eco-labels. Implementing green practice in hotel is not only doing the responsibility to the environment, it could bring a huge impact to the operational cost (Han et al, 2011). Companies who sell green products can attract more customers. 67% of American people are willing to pay around 5 to 10% higher for green products (Han et al, 2011). Mensah (2004) said, 90% of hotel customers choose to stay the night at green hotel. It is supported by Bulter (2008), 16% customers of Kimpton Hotel and Restaurant like to stay there because of the implementation of green practice, for example, the use of non-toxic cleaning agents and the availability of dust bin in the room.

2.2. Eco-friendly Attitudes and Intention The increasing of awareness in environmental problems creates positive attitude toward green activities and more involvement in daily eco-friendly behavior. This attitude is called eco-friendly attitude that consists of four (4) dimensions, (1) perceived

severity of environmental problems, (2) inconvenience of being environmental friendly, (3) importance of being environmental friendly, and (4) level of

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responsibility of business corporations.

In other words, individuals who have eco-friendly attitudes generally notice the seriousness of ecological problems,

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argue the statement

that being environmentally friendly is inconvenient, realize the importance of being ecologically friendly,

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and strongly believe that hospitality operations should be responsible for the environment (Han et al, 2011). Eco-friendly intention is the intention of customers to visit

green hotel, to take part in positive word-of-mouth and to pay extra for green hotel

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(Han et al, 2009). It is supported by

Manaktola and Jauhari (2007), the customers who

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have awareness to environment, choose to visit green hotel; 22% customers always search information about green hotel before they stay in a hotel, but positive attitude to green practices is not directly make the customers would like to pay more for green hotel. There are only 15% customers would like to pay more and other customers said that hotel should responsible for the cost. Furthermore, 40% customers are willing to pay 4 to 6% higher to stay at green hotel. 3. Research Method The type of the research is causal quantitative aimed to identify the influence of eco-friendly attitude to eco-friendly intention of tourists toward green hotel. The population of the research is domestic and international tourist at the age of 17 to 60 years and ever stays in hotel. The sampling method is convenience sampling technique, and 240 questionnaires were distributed at Juanda International Airport Surabaya. Hair et al (1998) mentioned that the number of sample that is

used in multiple regression analysis varies from 20 to 1000 respondents depending on the number of independent variables.

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The questionnaire used was 7

-point Likert-type scale ranging from strongly disagree to strongly agree. The methods used for data analysis were

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descriptive statistics (mean), multiple linear regression, and t-test. The questionnaire is consisted of four parts. The first part is definition of green hotel

to help participants know what green hotel is. The second part is about

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demographic information of participants, such as age, gender, knowledge about green hotel and previous experience with

a green hotel. The third part is about eco -friendly attitudes in their everyday life,

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and the fourth section contained questions about

eco- friendly intentions to visit, to spread word-of-mouth, and to pay more for a green hotel.

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4. Findings 240 questionnaires were distributed, and 207 questionnaires could be used for further

analysis. Thus, the response rate was

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86.25%. The majority of respondents in this research are men (55.1%), at the age of 17 to 35 years (58.9%), come from Indonesia (50.7%) and Asia, such as China, Hong Kong, Thailand, India, etc (41.1%), having under-graduate study (42.7%), and work as students, entrepreneurs and private sector employees (73.5%). Most of the tourists are doubted whether they have knowledge about green hotel (37.7%) and they do not know whether they ever stay at green hotel (44.9%). Multiple linear regression were employed

to examine the influence of attitude components on intentions to stay at a green hotel, to say positive word-of-mouth and to pay extra. Standardized coefficients and t-values were applied to determine which component of attitudes has dominant impact

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to intention toward green hotel. 4.1. The mean of attitudes and intentions Based on table 1, it can be seen that tourists have good environmentally friendly attitudes. The tourists are strongly disagree (mean = 2.12) that people do not have to worry about conservation of electricity, water and trees; and are disagree (mean = 2.24) that people do not have to worry about the earth's present condition. The tourists realize that severity of environmental problems are a serious matter. Others, the tourists are disagree (mean = 3.00) if doing recycle and separate waste bring too much difficulty. They agree (mean = 5.13) that recycle is really important to save natural resources and reduce pollution. The tourists aware that environmental problems are not only individual's responsibility but these are also the responsibility of hospitality operations (hotel and restaurant), and industries that support hospitality operations such as packaged food and paper companies. These industries should concern about the environment (mean = 5.52). The intentions of

tourists toward green hotel can be seen on table 2. It showed that tourists have intention to visit green hotel (mean = 5.03). Tourists will stay, always try to stay and have the willingness to stay the night at green hotel while travelling. Others, tourists have the intention to talk about green hotel (mean = 5.08). Tourists will recommend, suggest

friends and families to stay at green hotel

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while travelling, and also tourists

will say positive things about environmentally friendly hotel.

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In addition, tourists have intention to pay additional charge for a green hotel (mean = 4.86). Tourists will spend more money to stay the night at green hotel, acceptable if they have to pay more and would like to have additional charge for a green hotel. The highest intention of tourists toward green hotel is intention to say positive things about, and the lowest is intention

to pay more for a green hotel. 4.2. The

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impact of eco-friendly attitudes The findings of

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multiple regression analysis are presented in table 3. It is showed

that components of eco-friendly attitudes in most cases are related with eco-friendly intentions

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toward green hotel.

Severity of environmental problems (SEP) was significantly

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correlated only to

intention to spread word-of-mouth

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( $\beta_{SEP \rightarrow IV} = -0.107, t = -1.362$ ;  $\beta_{SEP \rightarrow ISWOM} = -0.234, t = -3.046$ ;  $\beta_{SEP \rightarrow IPM} = -0.151, t = -1.947$ ).

Inconvenience of being environmentally friendly (INEF) significantly strengthen tourists' intentions to

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have positive

word-of-mouth and to pay extra charge for a green hotel

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( $\beta_{INEF \rightarrow IV} = 0.084, t = 1.058$ ;  $\beta_{INEF \rightarrow ISWOM} = 0.196, t = 2.546$ ;  $\beta_{INEF \rightarrow IPM} = 0.313, t = 4.025$ ).

Importance of

being environmentally friendly (IMEF) was significantly correlated to intention to visit

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a green hotel ( $\beta_{IMEF \rightarrow IV} = 0.209, t = 2.945$ ;  $\beta_{IMEF \rightarrow ISWOM} = 0.112, t = 1.620$ ;  $\beta_{IMEF \rightarrow IPM} = -0.061, t = -0.875$ ), and

level of responsibility of business corporations (LRBC) was significantly related to intention to

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talk about green hotel ( $\beta_{LRBC \rightarrow IV} = 0.055, t = 0.745$ ;  $\beta_{LRBC \rightarrow ISWOM} = 0.152, t = 2.135$ ;  $\beta_{LRBC \rightarrow IPM} = 0.115, t = 1.596$ ).

Individual's viewed severity of environmental problems is not likely to

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induce tourists' willingness to visit

a green hotel or to pay more for a green hotel.

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Inconvenience of being ecologically friendly is not likely to create tourists' willingness to

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visit a green hotel.

The perceived importance of being environmentally friendly is not cause the willingness to

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talk about

green hotel or to pay extra charge for a green hotel.

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Moreover, individual's perceived

level of responsibility of business corporations is not likely to induce the willingness to

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visit

a green hotel or to pay more for a green hotel.

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Furthermore,

the results of the comparisons among the beta coefficients along with t-values revealed that severity of environmental problem had a greater impact on intentions to spread word-of-mouth, inconvenience of being environmentally friendly

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had a greater impact on intention to pay more, and

importance of being environmentally friendly had a greater impact on interest to visit

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green hotel.

The four dimensions of eco-friendly attitudes clarified approximately 5.2% of the total variance in intention to visit, 10.2% in intention to spread word-of-mouth, and 8.3% in intention to pay more.

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5. Discussion The

findings, in general, showed that hotel customer's eco-friendly attitudes positively affect tourists' intention

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to visit

green hotel, to spread word-of-mouth, and to pay more for a green hotel. However,

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partially, it is only some dimensions significantly affect the intention. The multiple regression analysis stated

that the importance of being environmentally friendly best

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clarified tourists' interest to visit

green hotel. These results are in a row with previous findings done by Han et al

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(2011). The

findings suggested that among the four (4) dimensions of attitudes,

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the perceived importance of being environmentally friendly is the best way to encourage intentions to visit a green hotel.

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Hence,

green hotel management should educate guests through environmental campaigns or informal education, such as brochures, seminars or

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exhibitions. If the individuals have knowledge for environmentally friendly, individuals can perform eco-friendly practices or being environmentally friendly in everyday life. In addition, inconvenience

of being environmentally friendly has the greatest impact on intention to pay more for a green hotel.

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This result is supported by the mean of inconvenience of environmentally friendly that tourists support the recycling and separate piles of garbage. Even though tourists, tend to be unwilling to separate piles of garbage but they still realize that it is important. Other, severity of environmental problems has the largest contribution on intention to spread word-of-mouth. Based on these two dimensions, it showed that tourists need the action that can be seen to encourage them to have the intention toward green hotel, to pay more and to spread favorable word-of-mouth. Tourists will appreciate if hotel has recycling and separating garbage program, and reducing the used of electricity, water and energy. It is make green hotel should applied

their environmental commitment in their facilities and make the guests know their concerns for

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being environmentally friendly. In addition,

the four dimensions of eco-friendly attitudes could define approximately 5.2% of the total variance in intention to

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stay the night, 10.2%

in intention to have positive word-of-mouth, and 8.3% in intention to pay

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additional charge. These dimensions only have small contribution to the intention. This result is supported by Han et al (2011) who mentioned that tourist's behavior or intentions is strongly correlated with tourist's previous experience or knowledge. In this study, 35.7% of the participants do not have knowledge about green hotel, and 37.7% of the participants were not sure whether they have knowledge of green hotel. In addition, 41.5%

of the respondents had never stayed at a green hotel,

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and 44.9% said that

they were not sure whether they had ever stayed at green hotel. Given this fact, it can be considered that many

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tourists do not have

knowledge about green hotels and do not even know the presence of green

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hotels, and in the end, affect their intention toward green hotels. Obviously, green hotel management have to

be more active in notifying current and potential customers of

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hotel's eco- friendly facilities, programs and practices by using eco-labels or green hotel labels. Other reason for small contribution to the intention is the lack of environmental awareness. It is related to the fact that majority of respondents for this study are Indonesian (50.7%) and Asian (41.1%). They do understand the eco-friendly attitudes but they are not implementing it properly because of personal inconvenience and additional cost, for example, they still use unrecyclable products and have difficulties in separating piles of garbage. Environmental awareness instills

a positive attitude toward eco-friendly activities, and encourages people to engage more in eco-friendly behavior in everyday lives,

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and in the end, encourage eco-friendly intention (Han et al, 2011). It is also explained by

Manaktola and Jauhari (2007), that guests who are conscious of hotel's green programs show their preference to visit a green

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hotel. 6. Conclusion Based on the findings, tourist's eco-friendly attitude influences their intention

to visit, to engage in word-of-mouth behaviours, and to pay more for green

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hotels. Partially, attitude in being environmental friendly makes the largest unique contribution in intention to visit, while, perception of environmental problem contribute the most in word-of-mouth intention. In addition, intention to pay more is highly affected by tourist's inconvenience of being environmental friendly. There were some limitations which need to be addressed for the future research. Firstly, limitation relates to the sample composition, which the majority is Indonesian and Asian. Hence, further research on western travelers should be conducted to give broader view. Furthermore, this study only used quantitative approach which does not reveal the reason behind the answer. Therefore it is suggested that future studies should focus on investigating the reasons for the eco-friendly attitude and intention toward green hotels by using qualitative approach for better result and understanding.