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Green Attitude and Behavior of Local Tourists towards Hotels and Restaurants in West Sumatra, Indonesia

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Abstract

Studies have shown the relationship between attitude, image, intention to visit and willingness to pay more for environmentally friendly services. With unique background of local tourist in West Sumatra Indonesia, this study aims to confirm the previous findings based on perspective of services marketing literatures. This explanatory study investigates causality among cross sectional data that was collected by following convenience sampling technique. The sample size is 200 local tourists, acquired with intercept approach in several main tourist destinations in West Sumatra. The data was analyzed by structural equation model. The results show that the effects of attitude toward green behavior on overall image are positive (0.446) and significant at the alpha of 0.08, with the t-statistic of 4.804. The overall image has positive impact on word of mouth (0.497) and significant at the alpha of 0.05, with the t-statistic of 4.569. The overall image also has positive impact on willingness to pay (0.523) significant at the alpha of 0.05, with the t-statistic of 5.683. These results indicate that attitude toward green behavior has significant influence on overall image of hotels and restaurants. Overall image has significant influence toward re-visit intention, positive word of mouth, and willingness to pay more for environmentally friendly hotels and restaurants. The management of the hotels and restaurants may consider this finding to improve service quality by adopting environmentally friendly practices.

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1. Background

Guests are primary stakeholders for hotels and restaurants because their decision will affect the accomplishment of the firm objectives. They are one of most visible stakeholders which play a primary role in the success of a company as their purchases generate financial income for the company. Regarding the topic of current study, there is a growing trend that customers prefer to deal with companies and products that are less harmful to the natural environment¹. This group of customers is typically more sophisticated and ,to varying degree, is likely to be concerned about environmental issue such as recycling, purchases of organic food or fuel efficient cars².

Meanwhile, some hotels and restaurants are increasingly motivated and willing to take steps toward greater environmental responsibility because significant number of customers expresses their support [3]. The challenge is how to ensure that customer's expectation for value for money matches with customer's attitude, knowledge and behaviors while at the same time also try to ensure that efforts to protect the environment are well understood [4]. Another challenge is customer's consciousness about environmental practices and preference to consume but customer is not willing to pay extra for the environmentally friendly services [4]. Some customers see environmental practices as an obligation and as integral part of the service offered; therefore the cost should not be added to hotel charges [5].

1.1. Research Problem

Studies on tourist attitude in hotels and restaurants industry have shown relationship between attitude and image, intention to visit and willingness to pay more for environmentally friendly services [6]. It was discovered that attitude toward green behavior of hotels and or restaurants had positive impact on the overall image, and the overall image had positive impact on the intention to visit, word-of-mouth, and willingness to pay more. However, these relationships insufficiently are extended into the new context, i.e. to Indonesian context. Previous study shows that different context such as location and demographic background could influence the findings. For example, Dodds et al. [7] mentioned that tourist willingness to pay for environmental protection was found from those who were young, had relatively high levels of income and were from English-speaking nations. Thus, with unique background of local tourist in Indonesia, West Sumatra Province in particular, the result should confirm the previous finding elsewhere.

1.2. Research Questions

Based on formulation of research problem, this study aims to address the following research questions: (a) To what extent attitude toward green behavior has positive impacts on overall image, (b) To what extent overall image has positive impacts on visit intention, (c) To what extent overall image has positive impacts on word of mouth, and (d) To what extent overall image has positive impacts on willingness to pay.

1.3. Research Objectives

This study aims to investigate relationship between attitude of tourist toward green practices of hotels and restaurants and to what extent it has impact on overall image of both services. Subsequently, the extent to which overall image of hotels and restaurants will influence re-visit intention, positive word of mouth and willingness to pay more for environmentally friendly hotels and restaurants will be investigated.

2. Literature Review

2.1. Green Hospitality Industry

Attention on relationship between environmental issue and business practice is much more popular in developed countries, either in term of public concern or government policies. It is not always possible to generalize condition in developed countries to developing countries. Different stage of economic development is likely to be an important factor affecting environmental practices.

In hospitality industry, growing concern from hotel guest on some basic environmental attributes such as energy saving [8] has become a major reason to adopt environmental tools such as eco-label and environmental management system [9]. However, one of the challenges is customers' unwillingness to pay extra despite their consciousness about environmental practices and preferences to stay in environmentally friendly hotel [4]. It seems that customers see environmental practices as an obligation and the cost should not be added to hotel price. Hotel's understanding on the customer demands toward sustainable tourism would be more likely to adopt sustainable tourism innovations [10]. Different perspectives have shown how hotels and customers react to this issue differently according to specific context such as country, tourist demographic characteristics, hotel types and locations.

2.2. *Green Hotels and Restaurants*

Green hotels are “environmentally-friendly properties whose managers are eager to institute programs that save water, energy and reduce solid waste—while saving money—to help to protect our one and only earth”¹¹. While this definition encompasses general ways, hotels may reduce their impact, Kasim [13] incorporates socio-economic factors into the definition: “the hotel operates in a responsible manner towards its employees, the local community, the local culture, and the surrounding ecology” (p. 10). Based on responsible business perspectives, green hotels must incorporate green thinking and decision making¹³.

Green restaurant includes fulfillment of indicators such as energy efficiency and conservation, water saving, waste management and composting, disposables, chemical and pollution reduction, sustainable food and sustainable furnishings and building materials¹⁴. In different way, Lorenzini¹⁵ mentioned that green restaurant is a new or renovated structures designed, constructed, operated, and demolished in an environmentally friendly and energy-efficient manner. The restaurant's service is intangible in nature, but its operations depend on the physical components and these tangible aspects of service products are believed to have a major impact on environment. Thus, green restaurant should be the one that focuses on three Rs (reduce, reuse, recycle) and two Es (energy and efficiency)¹⁶.

2.3. *Attitude of Customers toward Green Hotels and Restaurants*

Study in Europe and North America found that consumers were more likely to patronize and demonstrate a strong willingness to pay for hotels practicing environmentally friendly practices. However, it was confirmed that differences in culture and social structure determine a consumer's green orientation and willingness to pay¹⁷. Similarly, it was found that the higher the degrees of environmental concerns declared by customers, the higher their willingness to pay premiums for hotels' green initiatives, where in demographic differences luxury and mid-priced hotel, guests are more willing to pay premiums for hotels' green practices than economy hotel¹⁸.

Relationship between attitude of customers and their behavioral intention was analyzed by Lee et al., where the evidence shows that customers' expected outcomes of staying at a green hotel had a positive influence on behavioral intentions, which demonstrated the role of expected outcomes as direct antecedents of behavioral intentions and as an immediate reason for choosing a green hotel over a non-conventional hotel. Additional analysis indicated that healthy guestrooms, eco-friendly practices, and reduced expenses were positively associated with visit intention, while healthy guestrooms, reduced expenses, organic foods, and environmental protection had a positive and significant impact on word-of-mouth intention¹⁹.

Another study in green hotel shows that customers' green attitudes are, in general, significantly associated with their expressed intentions to visit a green hotel, to spread word-of-mouth about a green hotel, and to pay more for it. Gender differences in such intentions were found, and the intentions were affected by their previous experiences with a green hotel. However, the eco-friendly intentions did not significantly differ across age, education, and household income²⁰.

Belief as one of behavior's components has been further discussed by Cometa²¹ in relation to environmentally friendly practices within hotels, the value consumers' perceived to be provided by green hotels, consumers' willingness to partake in environmentally friendly activities while staying at green hotels, consumers' willingness to stay in green hotels, and consumers' willingness to pay more to stay in green hotels. One of the conclusions of this study was that respondents with more favorable beliefs about environmentally friendly initiatives used by hotels

were more likely to value green hotels than respondents with less favorable beliefs about the environmentally friendly initiatives used by hotels.

Other findings confirmed that respondents with more favorable beliefs about the value provided by green hotels were more likely to participate in green activities during their stay than respondents with less favorable beliefs about the value provided by green hotels. Respondents with more favorable beliefs about the value provided by green hotels were more willing to stay at a green hotel than respondents with less favorable beliefs about the value provided by green hotels. The last findings show that respondents with more favorable beliefs about the value provided by green hotels were more likely to pay more to stay at a green hotel than respondents with less favorable beliefs about the value provided by green hotels.

The above studies have shown that hotels' customers in general have positive attitude and environmental behavior as their response to green hotels. However, based on given characteristics and emphasis on luxurious services, it was found that there are less partially positive correlative relationships between environmental ethics and consumer green hotel consumption behaviors²². This means, there will be conflict on hotel consumers' belief, feeling and behavior to enjoy luxury responsibly. Based on green marketing and consumer behavior theories, this study confirmed that consumer behavior can be affected when the three components of attitude, cognitive (belief), affective (feeling) and behavior (reaction), are perfectly compatible. As mentioned by Tsai et al., this finding highlights the reality that the human race still needs to increase support and be more proactive in terms of environmental movements²².

The conflict of belief, feeling and behavior among hotel's customers was supported by finding that hotel's customer showed a behavioral inconsistency between the two settings where there was a significantly higher level of pro-environmental behavior in a household setting than in hotels²³. Furthermore, the study revealed that while normative motives are the dominant determinant of pro-environmental behavior in a household setting, hedonic motives are the strongest predictor of such behavior in a hotel setting.

The above discussion has shown relationship among customer's attitude, behavior and environmentally friendly practices in hotels. The following discussion will present selected findings in green restaurants. Based on meta-analysis, Hines et al. suggested that knowledge of issues, knowledge of action strategies, locus of control, attitudes, verbal commitment, and an individual's sense of responsibility were found to be associated with responsible environmental behavior²⁴.

Consumer attitudes and behavioral intentions towards environmentally sustainable practices in restaurants have been explored to gain insight into consumer attitudes towards, and willingness to pay more for restaurants that engage in 'green' practices. Study by Schubert et al.²⁵ illustrates that there is an unfilled market niche for 'green' restaurants, as customers care about restaurants protecting the environment and would be willing to pay more to offset any additional costs associated with 'green' practices.

Knowledge of sustainable practices and concern as component of attitude has been analyzed based on its relationships with ecological behavior and its intention to patronize a "green" restaurant. In this relationship, consumers' knowledge of sustainable restaurant practices and environmental concerns were found as important determinants to consumers' intentions to patronize green restaurants²⁶. Additionally, demographic variables, age of consumers, education levels, and income levels were found to be significant in assessing patronage of green restaurants.

Belief as another component of attitude was revealed that positively affected customers' attitudes and patronage intentions toward green restaurant²⁷. Meanwhile, attitude towards the environment, attitude towards green behaviors, and attitude towards restaurant green practices were further mentioned as drivers of restaurant patronage intention²⁸. Discussion above have shown customers' attitude and its components toward environmental practices in restaurants has relationship with intention or behavior in their consumption.

2.4. Conceptual Model of Attitude and Behavior toward Green Hotels and Restaurants

Previous studies have shown various models of relationship between attitude and behavior of customers toward green hotel and restaurants. Study by Grob mentioned that the strongest effect on environmental behavior is stemmed from personal-philosophical values and emotions. It was also found there were no effects on environmental behavior stemming from factual knowledge. Thirty-nine per cent of the variance in environmental behavior was

explained by the attitudinal components. This shows that one third of behavior towards green hotel and restaurant could be explained by attitude. Thus, there is connection between attitude and behavior. In another stage of this study, it was found that the extent to which persons differ in their environmental behavior depending on their membership in a 'green' drivers' association, compared with traditional drivers²⁹.

In a model proposed by Kaiser et al.³⁰ environmental attitude was found as a powerful predictor of ecological behavior. This study employed Ajzen's theory of planned behavior to confirm three measures as orthogonal dimensions by means of factor analysis on environmental knowledge, environmental values, and ecological behavior intention. In this model, environmental knowledge and environmental values explained forty percent of the variance of ecological behavior intention which, in turn, predicted seventy five percent of the variance of general ecological behavior.

The connection between attitude and environmental behavior was further mentioned by Corral-Verdugo³¹. He found that pro-environmental skills as a factor that emerges from correlations between environmental motives, beliefs and perceptions is saliently and significantly correlated with conservation or environmental behavior. Meanwhile, one of current studies examined a broader connection between hotel customers' eco-friendly decision-making processes by testing the relationships among attitude toward green behaviors, overall image, visit intention, word-of-mouth intention, and willingness to pay more in a green hotel context⁶. The results of structural equation analyses showed that overall image is a positive function of attitude toward green behavior and that overall image significantly affects visit intention, word-of-mouth intention and willingness to pay more. Additionally, the findings from a structural modeling comparison revealed that overall image completely mediates the effect of attitude toward green behavior on components of behavioral intentions.

Fig. 1 visualizes the relationship among variables of attitude, overall image, visit attention, word-of-mouth and willingness to pay. This figure shows how the research will address the research questions as mentioned in section 1.2. Based on relationship as visualized in Fig. 1, this study formulates the following hypotheses:

- H1 Attitude toward green behavior has positive impacts on overall image
- H2a Overall image has positive impacts on visit intention
- H2b Overall image has positive impacts on word of mouth
- H2c Overall image has positive impacts on willingness to pay

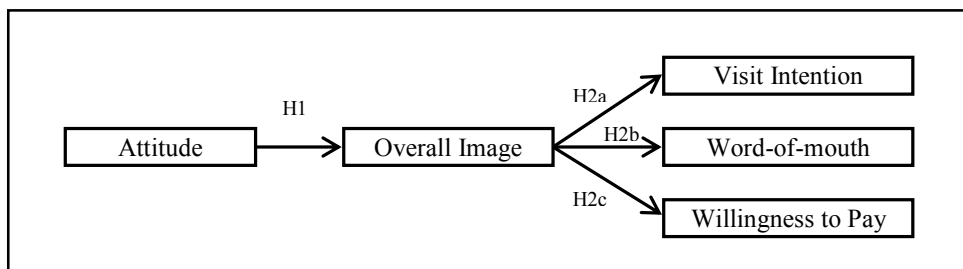


Fig. 1 The conceptual model. (Source: Han H et al., 2009)

3. Research Method

This is a quantitative approach research where questionnaire was used to collect data from hotels and restaurants guests. The time horizon of this study was cross-sectional, which describes a situation on a specific point of time, which is the year of 2012. The unit analysis of this study was the local tourists. Respondents were recruited by intercepting those visiting hotels and restaurants. Respondents were screened and selected for those who had visited the hotels or restaurants more than once. The minimum sample size of this study was five times the number of indicators, which were 45 respondents (5 times 9 indicators). The final sample used in this study was 200 respondents which was fit to fulfill the requirement for analysis with partial least squares (PLS).

4. Results

4.1. Profile of Respondents

Profile of respondent based gender, age, education, occupation and income can be seen Table 1.

Table 1. Profile of respondents.

Characteristic	Description	Value	Characteristic	Description	Value
Gender	Male	122 (61%)	Education	Secondary	24.5%
	Female	78 (39%)		University	75.5%
Age	<20	8%	Occupation	State Owned enterprise	11.5%
	21-30	31%		Entrepreneur	22%
	31-40	29%		Private enterprise employee	28%
	41-50	23%		Government official	14%
	>50	9%		Others	22.5%
Income	<Rp.2.000.000				
	Rp.2.000.000-	16%			
	<Rp.4.000.000	39%			
	Rp.4.000.000-	21%			
	<Rp.6.000.000	24%			
	>Rp.6.000.000				

4.2. Measurement Model (Outer Model)

Validity test was used to measure the quality of the survey instrument and to exhibit the validity of the survey instrument and the precision of a concept defined by a measurement³². The test of validity on the indicators used the software of PLS to evaluate convergence and discriminate validity. Convergent validity is considered high if the value of the loading, or the correlation between the indicator score and the construct score, is above 0.7. If the loading score is from 0.5 to 0.7, the indicator is better not to be omitted as long as its AVE and communality are above 0.5. In this study, indicators loadings less than 0.5 are omitted in the validity test, and the remaining is re-estimated. Table 2 shows the values of outer loadings of the indicators on each variable: the attitude of green behavior (ATB), overall image (OI), visit intention (VI), word of mouth intention (WOM), and willingness to pay more (WP).

Table 2. Outer loading.

ATB	OI	VI	WOM	WP
ATB1 0.403	OI1 0.857	VI1 0.896	WOM1 0.903	WP1 0.889
ATB2 0.422	OI2 0.878	VI2 0.942	WOM2 0.903	WP2 0.880
ATB3 0.853	OI2 0.842	VI3 0.905		WP3 0.647
ATB4 0.573				

Table 2 shows two outer loadings indicators below 0.50: ATB1 (0.403) and ATB2 (0.422). They are omitted because their AVE and communality are also below 0.5. Table 3 displays the AVE and communalities of the variables.

Table 3. AVE and Communality.

	AVE	Communality		AVE	Communality
ATB	0.349	0.349	WOM	0.815	0.815
OI	0.738	0.738	WP	0.661	0.661
VI	0.836	0.836			

Table 3 shows that the AVE and communality of ATB are below the threshold of 0.50. Therefore, some indicators within ATB are omitted, and the remaining indicators are re-estimated. Table 4 shows the re-estimated outer loadings of remaining indicators.

Table 4 Outer Loading (re-estimated).

	ATB	OI		VI		WOM		WP	
ATB3	0.906	OI1	0.861	VI1	0.896	WOM1	0.903	WP1	0.889
ATB4	0.659	OI2	0.877	VI2	0.942	WOM2	0.903	WP2	0.880
		OI3	0.840	VI3	0.905			WP3	0.647

Table 4 shows that the re-estimated outer loadings of all of the indicators are above the required values, which is above 0.5. In addition to convergent validity, this study used discriminate validity in validating the instrument. Discriminate validity shows that the constructs or the latent variables are better in predicting the measurements in their blocks than doing in the other blocks. Discriminate validity was computed by comparing the square root of the AVE of a construct to the correlation between latent variables; the square root of the AVE must be higher than the correlation between latent variables. The square roots of the AVE are presented in Table 5.

Table 5. Square roots of AVE and latent variable correlations.

	ATB	OI	VI	WOM	WP
ATB	1				
OI	0.446	1			
VI	0.307	0.661	1		
WOM	0.485	0.497	0.578	1	
WP	0.512	0.523	0.541	0.657	1

The comparisons of the square root of the AVE (in bold print) of each variable and the correlation between variables presented in Table 5 above show that the square roots of the AVE are greater than the correlation between variables. It can be concluded that the latent variables have good discriminate validity.

Reliability test was conducted to measure the accuracy and consistency of the measurement over time. The reliability of the measurement is measured by the value of composite reliability of each reflective construct. The rule of thumb of the value is greater than 0.7, although the value of 0.6 is acceptable³³. However, this internal consistency test is not quite necessary if the construct validity is already qualified because a valid construct is also a reliable construct, but a reliable construct is not a valid construct³⁴. The composite reliability of each variable was as follows: ATB = 0.767, OI = 0.894, VI = 0.939, WOM = 0.898 and WP = 0.852. These results show that the composite reliability of the constructs was greater than 0.60, which indicate reliable indicators.

4.3. Structural Model Test (Inner Model)

The structural consists of unobservable latent constructs based on theory. This test consists of estimating the strength of relationship between dependent and independent variables. This test produces the significance values of relationship between latent variables using bootstrapping. The structural model of PLS is evaluated by the R-squares of each dependent variables and the path coefficients. The t-value of each path is used for the significance test in the structural model.

The path coefficients, or the inner model, show the significance level of hypotheses tests. The T-statistics of the inner model must be greater than 1.96 for two-tailed hypotheses and greater than 1.64 for one-tailed hypotheses with the significance level of 5%³². The test of structural model is displayed on Table 6.

Table 6. Total Effect (Means, Standard Deviations, T-Values).

	Original Sample (O)	Sample (M)	Mean	Standard (STDEV)	Deviation	Standard Error (STERR)	T Statistics ((O/STERR))
ATB -> OI	0.446	0.454		0.093		0.093	4.804
ATB -> VI	0.295	0.303		0.075		0.075	3.918
ATB-> WOM	0.222	0.230		0.084		0.084	2.630
ATB-> WP	0.233	0.246		0.082		0.082	2.862
OI -> VI	0.661	0.663		0.067		0.067	9.819
OI -> WOM	0.497	0.492		0.109		0.109	4.569
OI -> WP	0.523	0.530		0.092		0.092	5.683

Notes: conducted on two-tailed test, *) Significant at p<0.05

Table 6 and Fig. 2 show that the effects of attitude toward green behavior on overall image was positive (0.446) and significant at the alpha of 0.08, with the t-statistic of 4.804. The overall image had positive impact on visitation intention (0.661) and significant at the alpha of 0.05, with the t-statistic of 9.819. The overall image had positive impact on word of mouth (0.497) and significant at the alpha of 0.05, with the t-statistic of 4.569. The overall image also had positive impact on willingness to pay (0.523) significant at the alpha of 0.05, with the t-statistic of 5.683.

To determine the significance of the paths in the structural model, the t-values on the total effect were used. The conclusions of each hypothesis are presented on Table 7.

Table 7. Conclusions of hypothesis tests.

Hypotheses	Hypothesis Statements	Conclusions
H1	Attitude toward green behavior has positive impacts on overall image	Supported *
H2a	Overall image has positive impacts on visit intention	Supported *
H2b	Overall image has positive impacts on word of mouth	Supported *
H2c	Overall image has positive impacts on willingness to pay	Supported *

Notes: conducted on two-tailed test, *) Significant at p<0.05

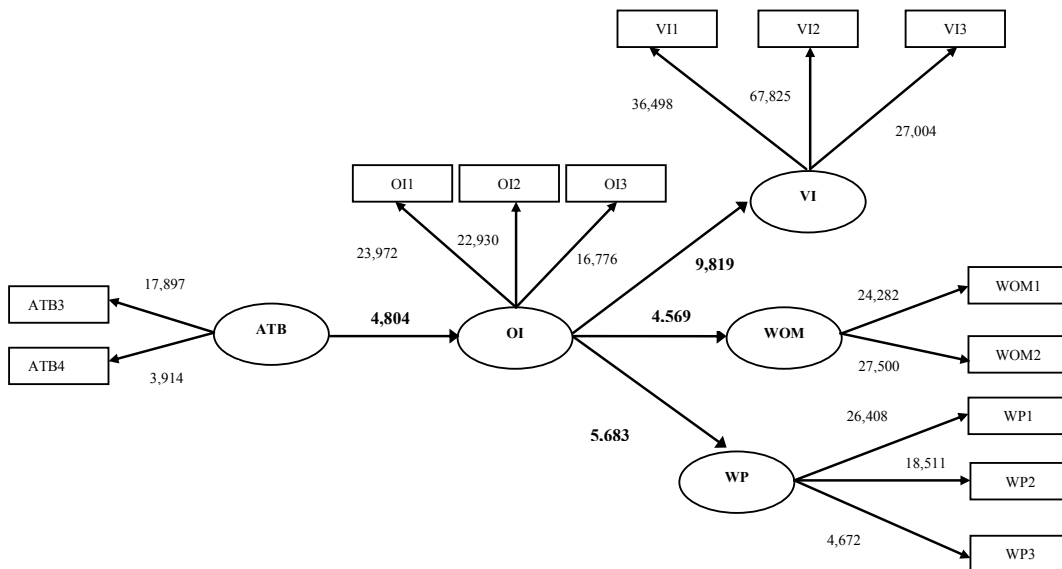


Fig. 2 The structural model test.

5. Discussion

Current study found out that the attitude toward green behaviors positively affects the overall image, and overall image positively affects visit intention, word of mouth intention, and willingness to pay more. This is aligned with the study of Han et al.⁶ that attitude toward green behavior positively affects overall image, and overall image positively affects visit intention, word of mouth intention, and willingness to pay more. The attitude toward green behavior has significant impact on overall image of hotels and restaurants. The consumers are even willing to pay more for hotels that are environmental-friendly.

Local tourists who live in West Sumatra and participated in this study were found to have positive environmental concern which influence their behavior³⁵. This behavior could be related to their concern for West Sumatra as one of main tourist destinations in Indonesia. Their concerns in environmental degradations caused by human were reflected in awareness of environmental issues or showing support and/or willingness to contribute personally to environmental solutions. This behavior could be related to education (example: learning for the efforts of contributing), where in Table 1 shows that 75.5 percent of respondents are university graduates and majority are

white collar workers³⁶. Having better education should contribute to higher level of understanding about the importance of preserved natural environment for economy of West Sumatra. Majority of these educated respondents are young where 31 percent of them between 21-30 years old. As junior employees and probably unmarried they should have a buying power for hotels and restaurants that charge additional price for environmentally friendly services. Thus, position as local people, highly educated, young, pride as residence at tourist destination and sense of ownership to culture and environment could further explain positive attitude and behavior toward green practices.

6. Conclusion, Limitations and Suggestion for Further Studies

Isolation of respondent based on locality at a tourist destination has produced unique perspective in understanding behavior of consumer toward green practice. This study conveys a message to management of hotels and restaurants to consider green practices to meet the changing behavior of consumer. As consumer has a huge impact on the intention to visit, hotels and restaurants are expected to consider this issue to maintain and improve their services.

In limited scale, this study isolated local tourist to find out the unique behavior toward green practices. At the same time, West Sumatra is among the biggest recipient of regional and multinational tourist, either from other provinces or countries. Meanwhile, the relationship between green hotels or restaurant with attitude of customer is still a prominent topic to be discussed due to nature of hospitality industry. Further studies should explore new insight from different context and angle. Behavioral aspects of hotels and restaurants management and non-local tourists are still open to be explored.

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