

**THE EFFECT OF GREEN ATTITUDE TOWARDS THE
BEHAVIOR OF LOCAL TOURISTS ON GREEN HOTELS
CONCEPT**

YEAR 2020-2021

Thesis

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana
Manajemen (SM) in International Business Management Program
Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



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Thesis

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Letter of Statement

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AUTHENTICITY ACKNOWLEDGEMENT

I, Yudistra Rahindha Gandy hereby declare that I compiled the thesis with the following title:

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Is fully created by the author. All of the references such as idea, theory and citation both direct and indirect that are sourced from various journals are stated in this thesis in the form of footnote and bibliography. If it's proven that the author practices any kind of plagiarism in this thesis, the author would be responsible for it and prepared for the consequences. Therefore, the degree that the author received from Atma Jaya Yogyakarta University would be suspended and the author will give it back to the university

Yogyakarta, 30th June, 2021

The Author

A handwritten signature in black ink, consisting of several overlapping loops and a horizontal base line.

Yudistra Rahindha Gandy

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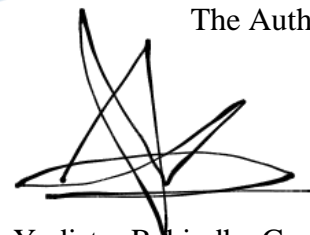
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Yogyakarta, 30th June 2021

The Author,



Yudistra Rahindha Gandy

MOTTO

Don't ever let somebody tell you, you can't do something.

You got a dream? You gotta protect it.

People can't do something themselves, they want to tell you that you can't do it.

You want something? Go get it!

Period!

- The Pursuit of Happiness

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Abstract

The deteriorating condition of the earth causing the green practices in various industries such as the hospitality industry becomes prominent. Implementing the green practices not only positively contributes to the well-being of the earth, it also attracts the consumers, especially for those who are aware in regards to the issues of the environment. Greenhost Boutique Hotel Prawirotaman becomes a prime example of the hotel that implements the green practices in Yogyakarta's hospitality industry. This research would like to identify the effect of attitude that the consumers have towards the green behavior to the overall image and the behavioral intentions such as visit intention, word-of-mouth intention and willingness to pay more to stay at a green hotel.

Based on the results and conclusion in this research, it is inferred that the attitude that the consumers have towards the green behavior has a positive relationship towards the overall image of the hotel and the behavioral intentions respectively. Moreover, the image that the consumers have towards Greenhost Boutique Hotel Prawirotaman also has a positive relationship towards the behavioral intentions of the consumers. Therefore, the findings imply that Greenhost Boutique Hotel Prawirotaman is able to improve the behavioral intentions of the consumers in this industry through enhancing their overall image by creating a campaign or advertisement that expresses their value and commitment towards the environment.

Keywords: Green Marketing, Green Attitude, Overall Image, Behavioral Intentions.