

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

The attitude or the perception of the consumer are imperative in shaping their behavior in the consumers' decision-making process, it is the foundation for the consumers before creating a decision whether to buy a product/service. Therefore, it is important for marketers to understand the attitude of the consumers and be able to translate the implication of the attitude that comes from the consumers. In that sense, the marketers would be able to hold the key information in regards to the effect of attitude towards the behavior of the consumers, thus, the marketers would fully understand with regard to the variables that are supporting the behavior of the consumers. In that sense, the scope of improvement to get the consumers is clear.

Particularly in this research, the author would like to identify whether the green attitude that appears within the consumers affects their behavioral intentions on staying at a green hotel. Conducting this research will enable the author to inform the readers in regards to whether the green attitude supports the behavioral intentions of the tourists towards the idea of green hotel concepts or not.

## 1.2 Problem Statement

As the consumer in this era became properly aware of environmental issues. Businesses began to adjust themselves to provide a solution to the consumers' concerns (Choudhary & Gokarn, 2013). Moreover, issues regarding environmental health are now becoming an integral trait in a product that is available in the market (McDonagh & Protero, 2014). Companies that apply thorough strategies that address the concerns of the consumers (stakeholders) in regards to environmental health ensure that the company understands the risks and challenges and the importance of the people and the ecosystem (Lash & Wellington, 2007).

The hospitality industry is not an exception as the subject of change due to the change in trend behavior from the consumers that now are more aware in regards to the environmental issues. The demand from consumers in regards to the hotel that is emphasizing the value of sustainability is growing, the consumers are aware of the damages that are done by the hotel towards the environment (Manaktola & Jauhari, 2007). Furthermore, a survey that was done by Deloitte in 2007 reveals that 38 percent of travelers that travel for business purpose strive their curiosity in regards whether a hotel is implementing the green practices or not (Deloitte Tourism, Hospitality, and Leisure, 2008). Accordingly, plenty of hotels started to actively boost their performance in regards to the environmental waste in order to construct a strong position in the hospitality industry (Chan et al., 2014). Albeit the original intention of green practices is to lower the cost

(Hsieh, 2012), the scope of green practices is currently shifted to obtain the competitive edge, for instance, improving the relationships with the stakeholders (Esparon *et al.*, 2014) as well as shaping the positive perception from the consumers, the loyalty of the employee and customer retention (Claver-Cort'es *et al.*, 2007; Graci and Dodds, 2008).

Additionally, from the consumers' point of view, the knowledge or the green attitude that the consumer has, affects their behavior towards shaping the consumers' process of making the decision, awareness and the willingness to use a green product and services (Norazah, 2013).

### **1.3 Research Questions**

The research questions are described as follows:

1. Does attitude towards green behavior affect behavioral intention?
2. Does attitude towards green behavior affect the overall image?
3. Does overall image affect behavioral intention?
4. Does attitude towards green behavior affect behavioral intentions mediated by overall image?

#### **1.4 Objective of the Research**

The main objective in this research is to investigate the effect of attitude towards green behavior on the behavior of local tourists on green hotels concepts.

The specific objective is defined as follows:

1. To identify whether the attitude towards green behavior affects the behavioral intention.
2. To identify whether the attitude towards green behavior affects the overall image.
3. To identify whether the overall image affects the behavioral intention.
4. To identify whether attitude towards green behavior affects behavioral intentions mediated by the overall image.

#### **1.5 The Scope of the Research**

This research focused on the effect of the attitude towards green behavior on the behavior of local tourists on their behavioral intentions on green hotels concept. The object of this research is Greenhost Boutique Hotel Prawirotaman, the author chose this hotel as the object of the research since this hotel is implementing the green practices and becomes one of the examples of a green hotel in Yogyakarta's hospitality industry. Additionally, the data for the questionnaire would be obtained from the people that are aware in regards to the existence of Greenhost Boutique Hotel Prawirotaman. The author chose this subject since they have the capability to position themselves as a tourist that has

the desire to visit Greenhost Boutique Hotel Prawirotaman, therefore the data that is obtained from this subject is most likely to be reliable and valid to help the author to answer the research questions. People who are not aware in regards to the existence of Greenhost Boutique Hotel Prawirotaman would be excluded from the research since it would be hard for them to position themselves as the tourists that want to stay at this hotel and therefore, the data from this subject could be bias and it could disrupt the final result of this research.

## **1.6 The Benefit of the Research**

### **1. For Greenhost Boutique Hotel Prawirotaman**

The result of this research would be beneficial for Greenhost Boutique Hotel Prawirotaman since it would reveal the key information to the hotel in regards to the effect of consumers' attitude towards green behavior towards their behavior on green hotel concepts which the hotel is practising.

### **2. For The Author**

This research would enhance the knowledge in regards to the green hospitality industry and the behavior of the consumers in this industry. Furthermore, this research enables the author to apply all the knowledge particularly in the marketing field which has been studied by the author at The University of Atma Jaya Yogyakarta.

## **1.7 Research Systematic**

### **CHAPTER I: INTRODUCTION**

This chapter consists of background, problem statement, research questions, objective of the research, the scope of the research, benefit of the research and research systematic.

### **CHAPTER II: LITERATURE REVIEW**

This chapter consists of literature review, the theories that are used in this study, hypothesis and conceptual framework.

### **CHAPTER III: RESEARCH METHODOLOGY**

This chapter consists of research location, data collection, variable, measuring instrument and data analysis method.

### **CHAPTER IV: DATA ANALYSIS**

This chapter consists of the result of this research as well as the discussion related to the result.

### **CHAPTER V: CONCLUSION**

This chapter consists of the conclusion of this research, managerial implications, limitations as well as suggestions.