

## CHAPTER V

### CONCLUSION

#### 5.1 Conclusion

The implication of this research will be described as follows:

1. The perceptions of the consumers in regards to the green practices in the hospitality industry significantly affect the behavioral intentions.
2. The attitude towards green behavior from the consumers also significantly affects the overall image from the consumers towards the hotels that implement the green practices.
3. The overall image of Greenhost Boutique Hotel Prawirotaman that emphasizes the green practices in their hotel operation also significantly affect the behavioral intentions.
4. The results of mediation test in this research:
  - a. The result of the regression test manifest that there is mediation effect of the overall image towards the attitude towards green behavior and the behavioral intentions, the relationship between attitude towards green behavior and behavioral intentions is also significant. Therefore it can be classified as a complementary mediation.

## **5.2 Managerial Implication.**

Based on the result, the managerial implication is described as follows:

1. The result of multiple regression tests implies that the attitude towards green behavior offers no unique variance to the behavioral intentions, it can be concluded that the course of action that is taken from the hotel to promote their concern to the environment has an important role to stimulate the behavioral intentions from the consumers. With that being said, the manager of the hotel should consider creating a campaign emphasizing their green practices frequently. In that sense, not only that Greenhost Boutique Hotel Prawirotaman provide an education in regards to the importance of businesses to be environmentally friendly considering the deteriorating condition of the environment, they also promoting the hotel's green practices, therefore the overall image of the consumers towards Greenhost Boutique would be improved at the same time. Moreover, by creating a campaign that highlights their value in regards to the well-being of the environment, Greenhost Boutique Hotel Prawirotaman would expands the number of consumers that are included in their market range, potential consumers who weren't aware of this considered new topics in Indonesia would have an insight through their campaigns and those potential consumers could be turned into their regular consumers.

2. Cooperating with the government that organized the tourism industry to create a campaign and promoting sustainability tourism would have a positive impact on the overall image of the hotel and the tourism industry itself.

### **5.3 Limitations**

In this research, the result of validity and reliability tests for the variable attitude towards green behavior appear to be both not valid and not reliable. The reason is that the item within this variable should be separated into two different variables, the statistical result of factor analysis also supporting this reason. Therefore it can be concluded that the variable of attitude towards green behavior becomes the main limitation of this research.

Based on the result of adjusted R-square in this research (0.401), it could be inferred that the predictors in this research account for 40% to the behavioral intentions (visit intention, word-of-mouth intention and willingness to pay more). With that being said, it's not closing for the possibility of another predictor that is able to increase the effect of the predictors towards the behavioral intentions.

#### **5.4 Suggestion for Future Research**

The author recommends for any future research to add classification for similar research, different education levels might imply the consumers' level of concern towards the condition of the environment and therefore has the possibility to affect the behavioral intentions of the consumers or the image that they have towards the hotel. Adding the behavioral intentions such as revisit intention also gives a contribution to create a broader image and understanding in regards to the degree of significance of attitude towards green behavior and overall image towards other behavioral intentions.

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## APPENDIX I

### QUESTIONNAIRE

#### SECTION 1 : Filter Question

Apakah Anda pernah menginap di Greenhost Boutique Hotel Prawirotaman?

- a. Tidak pernah
- b. Pernah

#### SECTION 2 : Research's Variables (Indonesian Version)

##### The Variable of Attitude Towards Green Behavior

No	Question	STS	TS	N	S	SS
1	Indonesia memiliki listrik, air dan sumber daya alam yang cukup sehingga kita tidak perlu memikirkan tentang konservasi					
2	Daur ulang merupakan proses yang kompleks					
3	Daur ulang sangatlah penting untuk melindungi sumber daya alam					
4	Perusahaan di industri pariwisata peduli terhadap alam					

##### The Variable of Overall Image

No	Question	STS	TS	N	S	SS
1	Menginap di Greenhost Hotel Boutique Prawirotaman merupakan hal yang positif					

2	Saya memiliki persepsi yang positif terhadap Greenhost Boutique Hotel Prawirotaman					
3	Secara keseluruhan, saya merasa menginap di Greenhost Boutique Hotel Prawirotaman merupakan hal yang positif					

**The Variable of Behavior Intentions is divided into three sub-variables**

**Visit Intention**

No	Question	STS	TS	N	S	SS
1	Saya senang jika mendapatkan kesempatan untuk menginap di Greenhost Boutique Hotel Prawirotaman					
2	Saya berencana untuk menginap di Greenhost Boutique Hotel Prawirotaman					
3	Saya akan berupaya untuk menginap di Greenhost Boutique Hotel Prawirotaman					

**Word-of-Mouth Intention**

No	Question	STS	TS	N	S	SS
1	Saya akan mendorong teman dan relasi saya untuk menginap di Greenhost Boutique Hotel Prawirotaman					

2	Saya akan mengatakan hal yang positif terhadap Greenhost Boutique Hotel Prawirotaman					
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#### Willingness to Pay More

No	Question	STS	TS	N	S	SS
1	Mengeluarkan biaya yang lebih untuk menginap di hotel yang ramah lingkungan merupakan hal yang wajar					
2	Saya bersedia untuk membayar lebih saat menginap di hotel yang ramah lingkungan					
3	Saya bersedia untuk membayar ekstra untuk menginap di hotel yang ramah lingkungan					

#### SECTION 2 : Research's Variables (English)

No	Question	STS	TS	N	S	SS
1	In our country, we have enough electricity, water and trees aht we do not have to worry about conservation					
2	Recycling is too much trouble					
3	Recycling is important to save natural resources					

4	Hospitality firms are concerned about the environment					
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**The Variable of Overall Image**

No	Question	STS	TS	N	S	SS
1	Overall image for staying in a green hotel is					
2	Overall Image I have about a green hotel is					
3	Overall, I have a good image about a green hotel to spend a night(s)					

**The Variable of Behavior Intentions is divided into three sub-variables**

**Visit Intention**

No	Question	STS	TS	N	S	SS
1	I am willing to stay at a green hotel when traveling					
2	I plan to stay at a green hotel when traveling					
3	I will make an effort to stay at a green hotel when traveling					

### Word-of-Mouth Intention

No	Question	STS	TS	N	S	SS
1	I will encourage my friends and relatives to stay at a green hotel when traveling					
2	I will say positively about an environmentally friendly hotel..					

### Willingness to Pay More

No	Question	STS	TS	N	S	SS
1	It is acceptable to pay more for a hotel that engages in green practices					
2	I am willing to pay more for a green hotel					
3	I am willing to spend extra in order to stay at an environmentally friendly hotel					



## **RESULT**

<b>No</b>	<b>Exp</b>	<b>A1</b>	<b>A2</b>	<b>A3</b>	<b>A4</b>	<b>OI1</b>	<b>OI2</b>	<b>OI3</b>	<b>VI 1</b>	<b>VI2</b>	<b>VI3</b>	<b>WO MI1</b>	<b>WO MI2</b>	<b>WP M1</b>	<b>WP M2</b>	<b>WP M3</b>
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101	2	3	4	5	3	4	4	4	5	4	4	5	5	4	4	4
102	2	2	5	5	1	5	5	5	5	4	4	5	5	5	4	5
103	2	4	4	5	3	4	5	4	5	5	5	5	5	5	4	4
104	2	5	4	5	5	5	4	4	4	4	4	4	4	4	4	4
105	2	1	2	5	3	5	5	5	5	5	5	5	5	5	5	5
106	2	1	4	5	4	5	5	5	5	5	5	5	5	5	5	5
107	2	1	4	5	3	5	5	5	5	5	4	5	5	4	3	3
108	2	5	4	5	4	4	4	4	4	3	3	4	4	4	4	4
109	2	1	2	5	3	5	5	5	5	5	5	5	5	5	5	5
110	2	3	4	5	3	5	5	5	5	4	3	4	4	5	5	5
111	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
112	2	2	2	5	1	4	4	4	5	3	3	5	5	4	4	5
113	2	1	3	4	2	4	4	4	4	4	3	4	4	2	2	2
114	2	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5
115	2	2	4	5	3	4	5	5	5	4	4	4	4	4	4	4
116	2	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
117	2	1	5	5	5	4	4	4	5	5	5	5	5	4	4	4
118	2	2	4	5	3	4	4	4	4	4	4	5	4	4	4	4
119	2	4	4	5	4	5	5	5	5	3	4	5	5	5	5	3
120	2	2	4	4	3	4	4	4	4	4	4	4	4	4	2	2
121	2	5	5	5	5	5	5	5	5	5	5	5	5	5	1	1
122	2	4	4	5	3	4	4	4	5	5	4	4	4	5	5	5

## APPENDIX III

### SPSS RESULTS

#### Simple Regression of Variable Attitude Towards Green Behavior towards Behavioral Intentions

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.257	.301		.000
	Attitude	.253	.072	.303	.001

a. Dependent Variable: Intention

#### Simple Regression of Variable Attitude Towards Green Behavior towards Overall Image

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.283	.267		.000
	Attitude	.311	.064	.404	.000

a. Dependent Variable: Image

#### Simple Regression of Variable Overall Image towards Behavioral Intentions

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.135	.348		.001
	Image	.693	.076	.639	.000

a. Dependent Variable: Intention

### ANOVA Result of Multiple Regression

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.163	2	7.581	41.802	.000 <sup>b</sup>
	Residual	21.763	120	.181		
	Total	36.926	122			

a. Dependent Variable: Intention

b. Predictors: (Constant), Image, Attitude

### Coefficient Result of Multiple Regression

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.058	.366		2.891	.005
	Attitude	.045	.064	.054	.699	.486
	Image	.670	.083	.617	8.055	.000

a. Dependent Variable: Intention

### Adjusted R-square of the Multiple Regression

Model Summary			
Model	R	R Square	Adjusted R Square
1	.641 <sup>a</sup>	.411	.401

a. Predictors: (Constant), Image, Attitude