

THE MEDIATING ROLE OF GREEN ATTITUDE ON THE RELATIONSHIPS  
BETWEEN GREEN HOTEL MARKETING MIX AND  
BEHAVIOURAL INTENTION TO REVISIT

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UNIVERSITI TEKNOLOGI MALAYSIA

*To*

*My beloved late father, Soedarsono;*

*My beloved mum, Agnes Siani;*

*My lovely son, Aernst Rusln Masyeich Ho;*

*And my lovely husband, Ludovic Blondeau;*

*My father in law, Philippe Blondeau; and*

*My mother in law, Nicole Blondeau.*

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## ABSTRACT

This study aims to investigate and identify the effect of green hotel marketing mix on the green hotel guest's attitude and behavioural intention to revisit. This research has been done by conducting the quantitative approach through the survey, where by the questionnaires were distributed to the green hotel guest for gathering data. The population of this study are all the green hotel guest of four green hotels around Jakarta City of Indonesia. The sample of this study is categorised as non-probability sampling and only the green hotel guests who visit are selected as a sample, thus the sampling technique is purposive sampling. There are 238 guests of four green hotels have been fulfil the questionnaires. The result of data collection was analysed by descriptive and inferential statistic and supported by SPSS software for answering the research question to achieve the research objective. Descriptive statistic results stipulate that green hotel price has the highest level of guests' response than all the elements of the green hotel marketing mix and followed by green hotel product and green hotel place. Whereas green hotel promotion has a moderate level of green hotel guests' response. Furthermore, green hotel guest's attitude and behavioural intention to revisit have a high level of guest's response. Inferential statistic results specify that green hotel price has not significant influence on green hotel guests' attitude and behavioural intention to revisit. In line with this, green hotel promotion has not significant effect on the green hotel guest's behavioural intention to revisit. Further, green hotel guest's attitude has significant influence on the green hotel guest's behavioural intention to revisit. Finally, this thesis found that green hotel guest's attitude plays a partial mediating role in the relationship between green hotel marketing mix and green hotel guest's behavioural intention to revisit.

## ABSTRAK

Kajian ini bertujuan untuk menyelidiki dan mengenalpasti pengaruh bauran pemasaran hotel yang berkonsep hijau terhadap sikap tetamu dan niat tingkah laku tetamu untuk melawat semula. Kajian ini telah dijalankan dengan menggunakan kaedah penyelidikan kuantitatif iaitu melalui survei, di mana soal selidik diedar bagi mendapatkan jawapan responden sebagai tetamu hotel berkonsep hijau. Populasi kajian ini adalah para tetamu hotel berkonsep hijau daripada empat hotel di Bandar Jakarta, Indonesia. Kategori daripada sampel kajian ini adalah *non-probability* dan hanya yang menjadi tetamu hotel konsep hijau sahaja yang dipilih sebagai sampel dan oleh itu teknik persampelannya adalah *purposive sampling*. Seramai 238 pengunjung keempat hotel yang diamati telah mengisi soal selidik. Hasil pengumpulan data dianalisis secara statistik deskriptif dan statistik inferensi yang disokong oleh SPSS bagi menjawab soalan kajian dan bagi mencapai objektif kajian. Dapatan statistik deskriptif kajian menunjukkan bahawa jawapan tetamu pada *green hotel price* memiliki tahap maklum balas yang paling tertinggi jika dibandingkan unsur-unsur pemasaran hotel berkonsep hijau lainnya dan seterusnya diikuti oleh *green hotel product* dan *green hotel place*. Manakala *green hotel promotion* memiliki tahap maklum balas yang sederhana. Sikap dan niat tingkah laku tetamu daripada hotel konsep hijau adalah bertahap tinggi. Statistik inferens menemukan bahawa *green hotel price* tidak signifikan mempengaruhi sikap dan niat tingkah laku tetamu hotel untuk melawat semula. Perkara yang sama berlaku pada *green hotel promotion* juga tidak signifikan mempengaruhi sikap pelawat hotel. Seterusnya, sikap tetamu hotel konsep hijau ini ditemui signifikan mempengaruhi niat tingkah laku tetamu untuk melawat semula. Akhirnya kajian ini mendapati bahawa peranan sikap tetamu hotel signifikan memediasi pengaruh daripada bauran pemasaran hotel yang berkonsep hijau terhadap niat tingkah laku tetamu untuk melawat semula.

## TABLE OF CONTENT

CHAPTER	TITLE	PAGE
	<b>CECLARATION</b>	<b>ii</b>
	<b>DEDICATION</b>	<b>iii</b>
	<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
	<b>ABSTRACT</b>	<b>v</b>
	<b>TABLE OF CONTENTS</b>	<b>vii</b>
	<b>LIST OF TABLES</b>	<b>xii</b>
	<b>LIST OF FIGURES</b>	<b>xv</b>
	<b>LIST OF ABBREVIATIONS</b>	<b>xvi</b>
	<b>LIST APPENDICES</b>	<b>xvii</b>
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>	<b>1</b>
1.1	Research Background	1
1.2	Problem Statement	3
1.3	Research Questions	5
1.4	Research Objectives	6
1.5	Scope of the Research	6
1.6	Significance of the Study	7
	1.6.1 Contribution for Practitioners	7
	1.6.2 Academic Contribution	8
1.7	Green Hotel in Jakarta	9
1.8	Operational Definition of the Variables	10
1.9	Organization of the Research	12
1.10	Summary	13
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>	<b>14</b>
2.1	Introduction	14
2.2	Definition of Key Concept	14

2.2.1	Green Hotel	14
2.2.2	Green Marketing	15
2.2.3	Green Marketing Mix	15
2.2.4	Green Hotel Marketing Mix	16
2.2.5	Green Hotel Guest's Attitude	16
2.2.6	Green Hotel Guest's Behavioural Intention to Revisit	17
2.3	Review of Literature on Green Marketing Mix, Green Hotel Guest's Attitude, and Their Behavioural Intention to Revisit in Hotel Industry	17
2.4	Green Hotel Activities in Indonesia	18
2.5	Theoretical Consideration	21
2.6	Previous Studies Addressing Green Marketing Mix in Hotel	23
2.6.1	Green Product	24
2.6.2	Green Price	25
2.6.3	Green Place	26
2.6.4	Green Promotion	27
2.6.5	Green Hotel Guest's Attitude	27
2.6.6	Green Hotel Guest's Behavioural Intention to Revisit	29
2.7	Conceptual Framework	31
2.8	Hypothesis Development	32
2.8.1	The Effect of Green Hotel Marketing Mix on Green Hotel Guest's Attitude	32
2.8.2	The Effect of Green Hotel Marketing Mix on Green Hotel Guest's Behavioural Intention to Revisit	33
2.8.3	The Effect of Green Hotel Guest's Attitude on Green Hotel Guest's Behavioural Intention to Revisit	35
2.8.4	The Mediating Effect of Green Hotel Guest's Attitude	35
2.9	Summary	36
<b>CHAPTER 3 METHODOLOGY</b>		<b>37</b>
3.1	Introduction	37
3.2	Research Design	37



3.3	Research Process	38
3.4	Instrument Development	39
3.4.1	Green Product	39
3.4.2	Green Price	40
3.4.3	Green Place	41
3.4.4	Green Promotion	42
3.4.5	Green Hotel Guest's Attitude	43
3.4.6	Green Hotel Guest's Behavioural Intention to Revisit	44
3.4.7	Instrument Scale	45
3.5	Validity and Reliability of Instrument	46
3.5.1	Validity Testing	46
3.5.1.1	Exploratory Factor Analysis (EFA)	46
3.5.2	Reliability Testing	47
3.6	Pilot Study	48
3.7	Population	48
3.8	Sample Size and Technique Sampling	48
3.9	Data Collection Procedure	50
3.10	Data Analysis	50
3.10.1	Normality Test	50
3.10.2	Linearity Test	51
3.10.3	Multicollinearity Test	51
3.10.4	Descriptive Analysis	52
3.10.5	Test of Hypothesis	52
3.10.6	Test of Mediation Effect	53
3.11	Summary	54
<b>CHAPTER 4 RESEARCH RESULTS</b>		<b>55</b>
4.1	Overview	55
4.2	Response Rate	55
4.3	Respondent Profile Analysis	56
4.3.1	Respondent Gender	57
4.3.2	Respondent Age	57
4.3.3	Respondent Monthly Income	58

4.3.4	Respondent Visit Frequency	58
4.3.5	Respondent Wish to Revisit	59
4.3.6	Summary of Demographic Characteristics	59
4.4	Factor Analysis	60
4.4.1	Green Hotel Product	61
4.4.2	Green Hotel Price	62
4.4.3	Green Hotel Place	64
4.4.4	Green Hotel Promotion	65
4.4.5	Green Hotel Guest Attitude	66
4.4.6	Green Hotel Guest Behavioural Intention to Revisit	67
4.4.7	Multiple Factor Analysis	69
4.5	Reliability Test	73
4.5.1	The Reliability Test of Green Hotel Product	73
4.5.2	The Reliability Test of Green Hotel Price	73
4.5.3	The Reliability Test of Green Hotel Place	73
4.5.4	The Reliability Test of Green Hotel Promotion	75
4.5.5	The Reliability Test of Green Hotel Guest Attitude	75
4.5.6	The Reliability Test of Green Hotel Guest Behavioural Intention to Revisit	76
4.5.7	Summary of Reliability Test	76
4.6	Descriptive Statistics	77
4.6.1	Variable Descriptive	77
4.7	Classic Assumption	79
4.7.1	Normality Test Skewness and Kurtosis Test	79
4.7.2	Linearity Test Result	79
4.7.3	Multicollinearity Test Results	80
4.8	Inferential Statistic	81
4.8.1	Correlation Analysis	82
4.8.2	Regression analysis for testing the hypothesis	83
<b>CHAPTER 5 DISCUSSION AND CONCLUSION</b>		<b>91</b>
5.1	Overview	91
5.2	Discussion	91

5.2.1	Objective 1: To determine the effect of green hotel marketing mix on green hotel guest's attitude and behavioural intention to revisit the hotel.	91
5.2.2	Objective 2: To examine the influence of green hotel guest's attitude on their behavioural intention to revisit the hotel.	93
5.2.3	Objective 3: To examine the mediating effect of green hotel guest attitude in the relationship between green hotel marketing mix and behavioural intention of green hotel guest to revisit.	94
5.3	Research Implication	95
5.4	Research Limitation	96
5.5	Research Recommendation	96
5.6	Conclusion	97
	REFERENCE	98
	APPENDIX A	103
	APPENDIX B	109
	APPENDIX C	120

## LIST OF TABLE

<b>Number of Table</b>	<b>TITTLE</b>	<b>PAGE</b>
2.1	List of Green Hotels in Indonesia	19
3.1	Green Product Items	40
3.2	Green Price Items	41
3.3	Green Place Items	42
3.4	Green Promotion Items	43
3.5	Green Hotel Guest's Attitude Items	44
3.6	Green Hotel Guest's Behavioural Intention to revisit Items	45
3.7	Likert Scale	45
3.8	Sample Size Based on Estimation of Hotel Guest Visitor per Month in Jakarta and Kreiji and Morgan (1971)	49
3.10	Correlation Criteria	52
4.1	Response Rate	56
4.2	Frequency and Percentage According to Gender	57
4.3	Frequency and Percentage According to Age	57
4.4	Frequency and Percentage According to Monthly Income	58
4.5	Frequency and Percentage According to Visit Rate	58
4.6	Frequency and Percentage According to Respondents Wish to Revisit	59
4.7	Frequency Table of Demography	60
4.8	KMO and Bartlett's Test of Green Hotel Product Validity Testing	61
4.9	Total Variance Explained of Green Hotel Product Validity Testing	62
4.10	Component Matrix of Green Hotel Product Validity Testing	62

4.11	KMO and Bartlett's Test of Green Hotel Price Validity Testing	63
4.12	Total Variance Explained of Green Hotel Price Validity Testing	63
4.13	Component Matrix of Green Hotel Price Validity Testing	63
4.14	KMO and Bartlett's Test of Green Hotel Place Validity Testing	64
4.15	Total Variance Explained of Green Hotel Place Validity Testing	64
4.16	Component Matrix of Green Hotel Place Validity Testing	65
4.17	KMO and Bartlett's Test of Green Hotel Promotion Validity Testing	65
4.18	Total Variance Explained of Green Hotel Promotion Validity Testing	65
4.19	Component Matrix of Green Hotel Promotion Validity Testing	66
4.20	KMO and Bartlett's Test of Green Hotel Guest's Attitude Validity Testing	66
4.21	Total Variance Explained of Green Hotel Guest's Attitude Validity Testing	67
4.22	Component Matrix of Green Hotel Guest's Attitude Validity Testing	67
4.23	KMO and Bartlett's Test of Green Hotel Guest's Attitude Validity Testing	67
4.24	Total Variance Explained of Green Hotel Guest's Attitude Validity Testing	68
4.25	Component Matrix of Green Hotel Guest's Attitude Validity Testing	68
4.26	Kaiser-Meyer-Olkin (KMO) and Bartlett Test in the First Running Data	69
4.27	Total Variance Explained Eigenvalues, Extraction and Rotation Statistic	69
4.28	Factor Loading Analysis of Items Based on Rotated Component Matrix	70

4.29	Kaiser-Meyer-Olkin (KMO) and Bartlett Test after Dropped Out the invalid items	71
4.30	Total Variance Explained in the First Running Data	71
4.31	Factor Loading Analysis of Items Based on Rotated Component Matrix	72
4.32	The Reliability Test of Green Hotel Product	73
4.33	The Reliability Test of Green Hotel Price	74
4.34	The Reliability Test of Green Hotel Place	74
4.35	The Reliability Test of Green Hotel Promotion	75
4.36	The Reliability Test of Green Hotel Guest's Attitude	75
4.37	The Reliability Test of Green Hotel Guest's Behavioural Intention	76
4.38	Reliability Test Result	77
4.39	Variables Description	78
4.40	Normality Test Output	79
4.41	Linearity Test Output	80
4.42	Multicollinearity Test Output	81
4.43	Correlation Analysis Results	82
4.44	Multiple Linear Regression Analysis	84
4.45	Multiple Linear Regression Analysis	86
4.46	Simple Linear Regression Analysis	87
4.47	Regression Analysis Result of GHMM Effect on GHGBI	88
4.48	Regression Analysis Result of GHMM and GHGA effect on GHGBI	89
4.49	Regression Analysis Result of GHMM Effect on GHGA	89

**LIST OF FIGURE**

<b>Number of Figures</b>	<b>TITTLE</b>	<b>PAGE</b>
2.1	Theory of Reasoned Action (TRA)	21
2.2	Theory of Planned Behaviour (TPB)	22
2.3	Conceptual Model by Morel and Kwakye (2012)	23
2.4	Research's Conceptual Framework	31
3.2	Research Process of the study	38

**LIST OF FIGURE**

<b>Number of Appendix</b>	<b>TITTLE</b>	<b>PAGE</b>
A	Questionnaire	103
B	Output of Factor Analysis and Reliability Results	109
C	Output of Descriptive and Inferential Statistic Results	120



**ABBREVIATIONS**

BI	Behavioural Intention
CFA	Confirmatory Factor Analysis
ECBB	Exploring Ecologically conscious Behaviour
EFA	Exploratory Factor Analysis
GHMM	Green Hotel Marketing Mix
GHPd	Green Hotel Product
GHPr	Green Hotel Price
GHPI	Green Hotel Place
GHPm	Green Hotel Promotion
GHA	Green Hotel Attitude
GPB	Green Purchase Behaviour
GPI	Green Purchase Intention
KMO	Kaiser Meyer Olkin
SEM	Structural Equation Modelling
SPSS	Statistical Package for the Social Science
TPB	Theory of Planned Behaviour
TRA	Theory Reason Action
VIF	Variance Inflation Factor

## **CHAPTER 1**

### **INTRODUCTION**

This chapter discusses the background of the research, problem statement, research objective, and research questions. Further, this chapter describes the operational definition of green hotel, marketing mix, green hotel marketing mix, green customer attitude, and green customer behavioural intention to revisit. This chapter also provides the scope of the study, significance of study, and organization of the research and summary of chapter one.

#### **1.1 Research Background**

There were a plenty previous studies which related to green hotel around the world that have been done (Morel and Kwakye, 2012; Chan, 2013 and Aminudin, 2013) and some of them indicated that green marketing mix which consists of 4P's (product, price, promotion, and place) is the up-to-date issue to discuss (Sudhalakshmi and Chinnadorai, 2014). The implementation of marketing mix to provide a convenient green hotel is the advanced concept (Scott, Ipkim, Wong, Rosenbaum, and Wong, 2015). In addition, Polonsky, Michael and Rosenberger, (2001) stated that green marketing mix should be adopted by the companies to provide the services which convenience for the customers as one of effort to provide ~~the~~ social responsibility, opportunities, governmental pressure, cost or profit issues and competitive pressure. In the hotel context, this concept inspires the hospitality

businessman to elaborate their services in terms of increasing the hotel guests to involve the suitable leisure time around the green hotel marketing mix.

Customers who enjoy their leisure time around the green hotel will give more inspiration to the businessman in terms of the effort to enhance the green hotel preparation especially the strategy which supports the policy to gain more benefit such as environmental friendly and human interest (Morel and Kwakye, 2012). This strategy is developed by the collaboration and integration of the 4P's elements implementation (Chan *et al.*, 2014). The importantly of these marketing elements should be paid attention to integrate within the concept because all of them are integrated concept and could not separate one another. Moreover, marketing mix approach in green hotel context is common strategy in order to satisfy the customer (Kumar *et al.*, 2011).

The customer satisfaction could be achieved only by the green product in services such as a friendly-environmental room; energy-saving bulbs on hotel's lighting; room and indoor area are smoke free; and others (Namkung and Jang, 2007). On the other hand, some of hotels in Malaysia, Singapore, and New Zealand build the green hotel around the green environment just to encourage the green hotel guests attitude and behavioural intention (Nezakati *et al.*, 2015; Chan *et al.*, 2014; and Mat Yusof, 2014). This means the green hotel guests' attitude and behavioural intention will be performed through the implementation of the marketing mix concept in green hotel.

In relatedly, the hospitality provider around Indonesia also try to organize the green hotel based on the 4P's of marketing strategy approach (Haryadi, 2009). The implementation and development of marketing mix concept on the green hotels could found around the Bali Province of Indonesia (Utama, 2012). There are seven hotels around Bali already got a certificate as a green hotels that implemented a best service in relating to the environmentally welcoming concept (Kompas Daily news, May 28 2014). By using the eco-friendly product to satisfy the customers is most effective and efficient strategy to increase the customer visit.

However, the green hotel development around Denpasar Bali City is better than the green hotels around Jakarta as a Capital City of Indonesia because only three (3) green hotels in this biggest city of Indonesia got a certificate as a green hotels concept (Kompas Daily News, May 28 2014). In additional, Jakarta City was estimated 10.2 million populations by World Population Review in 2015. That means should be the green hotel in Jakarta has an opportunity to have guests more than in Bali green hotel which has only 0.7 million populations and encourage the green hotel to perform the convenient services which related to green concept (Denpasar Bali City Government, 2013). Furthermore, Jakarta City is frequently visited by the foreigner for many purposes such as business purpose or other activities and brings a chance for the green hotels to invite them to stay at hotels that provide an environmental friendly concept. Indeed, seem need to investigate the green hotel attitude and their behavioural intention to revisit the green hotels around Jakarta City due to gain the green hotel guest's perception. Moreover, the green hotel guests' perception about the implementation of the green hotel marketing mix in the green hotel around Jakarta City needs to investigate particularly to gain information that could contribute positively to the green hotels. Therefore, this study focuses to analyse the relationship between the green hotel marketing mix, green customer attitude, and green customer behavioural intention to revisit in the context of green hotel in Jakarta City of Indonesia.

## **1.2 Problem Statement**

Green concept has been developed around the world in different approaches and different areas (Knox, Warhurst, Nickson, and Dutton, 2014). For example Morel and Kwakye (2012) has investigated the green marketing mix in the eco-friendly product context. Further, Lita *et al.* (2014) also have examined the green concept in the context of hotels and restaurants. Indeed, green hotel concept was developed to support the environmental friendly purpose as well as its effects on people attitude and behaviour (Noor, Shaari, and Kumar, 2014). It can be indicated that the concept of green marketing mix, attitude and behavioural intention in hotel industry, especially in Indonesia is still limited (Lita *et al.*, 2014). In Indonesia as a developing country,

already provides the hotel management through green concept and some of the hotels were already having a certificate as a green hotel best quality especially in Bali Province (Utama, 2012). Green hotel in Jakarta is already conducted but the attitude and the behavioural intention of the hotel guest is still lack in using the green hotel context (BPS DKI Jakarta, 2014) since only 24 green hotels and only three of them got a certificate as a best quality in terms of the environmental friendly concept. Moreover, the amount of guests' occupation at green hotel is extremely fluctuation based on the activities around Jakarta (Kompas Daily News, May 28 2014). Most of previous studies investigated the green concept in different context and industries but unfortunately, there is still limited study to investigate the effect of green marketing mix on hotel guest's behavioural intention to revisit and attitude in hotel (Lita *et al.*, 2014). Thus, the effect of green marketing mix on attitude and behavioural intention in hotel industry should be examined.

Previous studies propose the relationship among green hotel and attitude (Lee *et al.*, 2010; Chen and Tung, 2014; and Nezakati *et al.*, 2015). Meaning that the past literatures have been analysed the relationship between green variables without green marketing mix context. Meanwhile, the marketing mix approach development on green hotel is interested since the marketing mix approach is beneficiary to encourage the customer attitude to stay at green hotel (Zam *et al.*, 2014 and Irfan, 2014). Even though the effort to develop the green hotel for encouraging the attitude has been done but there was a limited studies about the relationship among green hotel marketing mix and green hotel guest's attitude (Rosenbaum and Wong, 2015 and Lita *et al.*, 2014). Therefore, this relationship of the green hotel marketing mix and green hotel guest's attitude should be researched.

On the other hand, the relationship between green hotel and behavioural intention has been investigated by Lee *et al.* (2010), Chen and Tung (2014), and Nezakati *et al.* (2015). Indeed, this relationship is investigated without green marketing mix context. Meanwhile, Zam *et al.* (2014) and Irfan (2014) stated that the green marketing mix approach in green hotel is important because the strategy encompasses a comprehensive method to deliver the services which was required by the green hotel. This approach could stimulate the behavioural intention to revisit the hotel. However,

there was a limited studies about the relationship (Rosenbaum and Wong, 2015 and Lita *et al.*, 2014) which stimulate marketers and researchers to examine the effect of marketing mix on behavioural intention in green hotel context.

According to the Theory of Planned Behaviour by Ajzen and Fishbein (1970), the prediction of behaviour comes from the attitude and normative norms since people will be perform their action to behave after consider the product through their attitude and subjective norms. It means that attitude is important because it will directly or indirectly influence on behavioural intention of consumers after having the experiences to stay at green hotel. Furthermore, in the context of green hotel, the mediating role of green hotel guest's attitude is up to date issue become to investigate since there is a limited study has conducted (Morel and Kwakye, 2012 and Zam *et al.*, 2014).

In line with this, some of previous studies (Chen and Tung, 2014; and Han, Hsu, and Lee, 2009) stated that attitude influence the behavioural intention to act. Moreover, Lita *et al.* (2014) in the context of green hotel marketing mix, perhaps the hotel guest attitude mediates the visitor to behave such their intention to revisit. That means, the attitude impact people behavioural beliefs and outcomes evaluation of product (goods and services), this will lead people to perform the next effect - behavioural intention to behave. In addition, the mediating role of hotel guest attitude in the context of green hotel marketing mix is an up to date issue to investigate. Therefore, it is important to examine the mediation role of green hotel guest's attitude in the relationship between green hotel marketing mix and behavioural intention to revisit.

### **1.3 Research Questions**

To uncover the problem statement and the research objectives, this thesis formulates research questions as follows:

- i. Does the green hotel marketing mix affect green hotel guest attitude and behavioural intention to revisit the green hotel?
- ii. Does the green hotel guests' attitude influence their behavioural intention to revisit the green hotel?
- iii. Does the green hotel guest attitude mediate the relationship between the green hotel marketing mix and behavioural intention to revisit green hotel?

#### **1.4 Research Objectives**

The aim of this thesis is to investigate the effect of green hotel marketing mix on green hotel guest attitude and behavioural intention to revisit. The objectives of this thesis are:

- i. To determine the effect of green hotel marketing mix on green hotel guest's attitude and behavioural intention to revisit the green hotel.
- ii. To examine the influence of green hotel guest's attitude on their behavioural intention to revisit the hotel.
- iii. To examine the mediating effect of green hotel guest attitude in the relationship between green hotel marketing mix and behavioural intention of green hotel guest to revisit.

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

Previous studies have been conducted in the context of green hotel effects on attitude and customers behavioural intention to stay (Morel and Kwakye, 2012 and Zam *et al.*, 2014). This study focus investigated on the effect of green hotel marketing mix on green hotel guest's attitude and their behavioural intention to revisit the green hotel in Jakarta as a Capital City of the Republic of Indonesia. Indeed, the effect of green hotel marketing mix predicts the attitude of green hotel guest and could also influence directly the behavioural intention to revisit the hotel is proposed in this study.

Furthermore, this study also provides an investigation on the relationship between green hotel guest attitude and their behavioural intention to revisit green hotel. Meaning, the green hotel guest's attitude after staying in the green hotel will influence their behavioural intention to revisit hotel.

In addition, this study is also conducted to examine the mediating role of the green hotel guest attitude in the relationship between the green hotel marketing mix and the green hotel guest behavioural intention to revisit the green hotel around the Capital City of Indonesia, Jakarta.

## **1.6 Significance of the Study**

The results of this study are expected to gain a benefit for both academic and hospitality practitioner's purpose. For more details, the following part will described the benefits of this study in both practitioners and academic.

### **1.6.1 Contribution for Practitioners**

Study about the green hotel marketing mix around Indonesia particularly in Jakarta as a Capital City of Indonesia is still limited (Lita *et al.*, 2014). These thesis outcomes are expected to provide insights of the reason in terms of the green hotel around Jakarta Province, and other relatedly businessmen based on the requirements of the green hotel guest attitude and their behavioural intention to revisit the hotel. Specially, for the government in Jakarta city and business provider as well as other related companies. That means the research results will become the actual information in order to provide the green hotel services through the green hotel guest's needs.

Furthermore, the results of this study are expected to provide information about the green hotel guest's attitude and their behavioural intention to revisit the hotel which



delivered the green concept. Green hotel guest's perception about the green hotel marketing mix concept. Relatedly, Nezakati *et al.*, (2015) indicated that the marketing policy makers and hotel managers to attract potential tourists who will visit green hotels in Malaysia. It is expected that the contribution of this study for the Jakarta Province Government in terms of the policy which related to the green hotel concept. In addition, the study results could be contributed to the businessmen such transportation companies specially to provide the suitable transportation facilities based on the green hotel guest's requirements.

### **1.6.2 Academic Contribution**

Most studies have been conducted in green hotel, customer attitude, and behavioural intention (Yusof and Jamaludin, 2014; Noor, Shaari, and Kumar, 2014); and Hsiao, Chuang, Kuo, and Yu, 2014). For example Morel and Kwakye (2012) investigated the customer's attitudes towards the eco-friendly product and purchase intention in the context of green marketing. There is a limited study in the context of green hotel marketing mix in combining with the green hotel guest's attitude and their behavioural intention to revisit the hotel (Berezan, Raab, Yoo, and Love, 2013; and Zam *et al.*, 2014). Therefore, this study provides additional evidence on this relationship (green hotel, attitude, and behavioural intention) by employing the marketing mix instead of green hotel marketing. Further, it extends this relationship by examining green attitude as mediator.

In addition, previous studies in the context of hotel development through the environmentally friendly practise around United Kingdom and Australia have been conducted (Knox *et al.*, 2014). In Indonesia, most studies addressed it in green marketing in Bali (Utama, 2012) and Sumatera tourism (Lita *et al.*, 2014). However, this gave a different context such restaurant and general tourism. Therefore, this study provides additional insist on this relationship in a green hotel in Jakarta.

From green hotel guest perspective, this study also focuses to examine the relationship between attitude and behavioural intention to revisit. Indeed, the green hotel guest's attitude of the green hotel marketing mix affects the behavioural intention to revisit. Meaning, the green hotel guest's behavioural intention to revisit will be performed based on the green hotel guest attitude. Even though this relationship has been conducted by several studies (Rosenbaum and Wong, 2015) and there is a Theory of Planned Behaviour (Chen and Tung, 2014) which supported, unfortunately there is a limited study has been done in the context of green hotel marketing mix to perform the relationship between attitude and behavioural intention to revisit.

Finally, this study also analyses the mediating role of green hotel guest's attitude in the relationship between green hotel marketing mix and green hotel guest's behavioural intention to revisit the hotel. Even the previous studies analyse the relationship between attitude and behavioural intention but it still limited literature in the context of green hotel guest attitude and green hotel guest behavioural intention to revisit (Morel and Kwakye, 2012). Meaning, the previous studies did not specifically investigate the relationship in the context of green hotel marketing mix.

## **1.7 Green Hotel in Jakarta**

Jakarta is the Capital City of the Republic of Indonesia and become one of the big cities around the Asian countries. Jakarta population is around 10 million people (BPS Jakarta, 2014) and in the process to become a modern city by preparing the infrastructures and facilities which are supporting for the people and visitors. This effort is implemented to cover the city need as a capital city of Indonesia and to prepare the supporting facilities in terms of companies' requirements such hotel development.

The hotel development around Jakarta is growing to deliver the hotel guest needs such as the concept of hotel that support the environment sustainable concept. This concept is already present in Jakarta City, even still needs a comprehensive concept to uncover the challenge of era change (Haryadi, 2009). Therefore, the

government supports the hotel business companies by delivering the regulation and policy which convenience to perform the green hotel concept (Indonesia Government Regulation No. 39, 2013). This regulation prepares the roles of the effort to support the hotel manager to deliver services which convenience to the hotel guest. Some of hotels in Indonesia especially in Jakarta City got a certificate as a best quality in the green hotel marketing mix services approach such as Gran Melia Jakarta; Hotel Shangri-La Jakarta; Hotel Sahid Jaya Lippo Cikarang and Sari Pan Pacific Jakarta Hotel. Further, Hotel Shangri-La Jakarta is the first hotel in Jakarta that was developed as a green hotel concept and still exists recently (BPS Jakarta, 2014).

In relatedly, the hotel management prepares the green hotels based on the requirements of hotel guest. However, the effort to deliver the green hotel concept by marketing mix approach is need to investigate since the hotel management looking for the actual information from the hotel guest.

## **1.8 Operational Definition of the Variables**

This section describes the operational definitions of variables which are used in this study. Based on the problem statement and the research objective, this study consists of independent variables, mediating variable and dependent variable. It is necessary to define first before measurements and the following description is provided.

Independent variable or predictor is the factor affects the mediating variable and dependent variables as well (Creswell, 2014). In this study, there are one main independent variable that includes four dimensions as sub-independent variables. The variable is green hotel marketing mix that consists of green product, green price, green promotion and green place. Due to be understood, the following paragraph will discuss both main independent variable and sub-independent variables.

**Green hotel marketing mix** is the providing of the hotel services in the green concept through the marketing mix strategic approach (Dahl and Persson, 2008; and Zam *et al.*, 2014). In this study the green hotel marketing mixes around Jakarta as a subject in order to investigate the green customer attitude and behavioural intention to revisit.

**Green product** refers to the green hotel concept through the service providing in order to encourage the green customer to stay and enjoy the services (Dahl and Persson, 2008; and Zam *et al.*, 2014). All of the effort of the green hotel management to serve the green customer are categorised as a green product. For instant, the effort of green hotel is providing of the convenient services, considering the friendly environments, and care on the human interests.

**Green price** is an effort of the green hotel to provide the hotel services in the green concept through the marketing mix strategic approach (Polonsky, Michael and Rosenberger, 2001; and Zam *et al.*, 2014). The effort of green hotel management in the context of green price provides reasonable cost that consider to the green customer and company purpose.

**Green place** is the effort of green hotel to develop the friendly environmental from internal aspect and external aspect of green hotel (Vlosky *et al.*, 2009; and Zam *et al.*, 2014). Meaning that the hotel concept considers the sustainable of friendly environmental especially the location around the hotel has a benefit of the green concept.

**Green promotion** is the sustainable between green hotel and green customer in the relations stress seriously on creating vocal relation with beneficiaries especially the customers and its purpose to increase awareness by green hotel activities (Wong and Stoneman, 2009; and Zam *et al.*, 2014). The green hotel management establishes the sustainable communication with the green customer through various activities such as conducting a live music festival around the hotel, provided the advertising through the electronic media and paper less for brochure.

**Green hotel guest's attitude** is the attitude of customer who prepares their willingness to stay at the hotels which is managed by environmentally friendly services approach (Hsiao, Chuang, Kuo, and Yu, 2014; and Zam *et al*, 2014). Green customer performs their attitude after staying at the green hotel. The attitude leads to both sides, positive or negative reaction.

**Green hotel guest's behavioural intention to revisit** is the customer which stays in the friendly environmental hotel in services thus the customer lead to revisit in the future (Berezan, Raab, Yoo, and Love, 2013; and Zam *et al*, 2014). Meaning that the customer behavioural intention is affected by the attractiveness of the green hotel and it could be direct or indirect effects.

## **1.9 Organization of the Research**

This thesis contains five chapters. Chapter one discusses the background of the study and a basic concept of green hotel marketing mix, green hotel guest attitude and green hotel guest behavioural intention to revisit. This chapter is initially to explain the customer behavioural intention to stay at green hotel particularly in Jakarta. In addition, this chapter also consists of the problem statement of the research, research objectives and question, and scope of the research. Finally, it provides important definitions of the variable of this thesis.

Chapter Two discourses the literature review of green hotel, green marketing, green marketing mix, green hotel marketing mix, green hotel guest attitude, green hotel guest behavioural intention to revisit. This chapter explains the relationship between variables and the mediating role of green customer attitude. In this chapter the formulation of hypothesis and the conceptual framework are provided as well.

Chapter Three consists of the research methods of study such as research design, population, sample size, instruments of study, and data collection procedure. This chapter also provides the data analysis techniques.

Chapter Four describes the research finding by analysing the data. Statistics technique tools are used to analyse the data in order to achieve the research objective. This chapter also provides the exploratory factor analysis (EFA) to test the validity of instrument, reliability testing, descriptive statistical analysis, mediation regression analysis to analyse the mediating effect of green hotel guest attitude.

Chapter Five is the conclusions of the significant study results and the recommendation for both academic and practitioners.

### **1.10 Summary**

This chapter described the green hotel activities in Indonesia and related factors which contributed to environment friendly and human interest. Generally, Indonesian green hotel development has been started to provide a new approach to service guests in order to satisfy the them, but it seem lacked enhance the guests to be familiar in using the green hotel. Particularly in Jakarta City as a capital city of the Republic of Indonesia still need to be investigated since the green hotel guests' willingness to stay at green hotel puts on low awareness. Perhaps the deficiency awareness of visitants to stay at green hotel is caused by the service provider in using marketing mix as one strategic approach is also lacking. In relatedly, this study proposes to analyse the relationship between green hotel marketing mix, green hotel guest attitude, and green hotel guest behavioural intention to revisit.

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