

Influence of Green Marketing Strategy through Attitude and Hotel Image to Intention to Stay at Green Hotel in East Java, Indonesia

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Abstract: This study was conducted to determine and analyze the influence of green marketing strategy toward intentions to stay through attitude and hotel image on a green hotel in East Java. The research design used in this study is a causal design. Causal design is useful to analyze the causal relationship between one variable with another variable or how a variable affects other variables. The relationship between variables were applied in the study is a causal relation between the green marketing strategy, attitude, and hotel image in creating intention to stay on green hotels in East Java. Sampling in this study used a non probability sampling. Data analysis technique used is SEM (Structural Equation Modeling).

Based on the results of research on the Influence of Green Marketing Strategy towards Intention to Stay through Attitude and Hotel Image conducted through questionnaires on 100 respondents aged over 15 years, have the intention to stay at a green hotel, and know the concept of green hotel; researchers proved that green marketing strategy affect the intention to stay at green hotels in East Java positively and significantly.

Based on the conclusions the researcher give suggestions for further research should be able to develop independent variables were used, because it is possible that, when using a variation of more variables and relevant enabling better research results anyway. While suggestions for green hotel management should improve green marketing programs in an integrated manner.

Key words: green marketing strategy; attitude; hotel image; intention to stay

JEL codes: M310

1. Introduction

Noor et al. (2014) stated that tourist expects that the hotel industry to pay attention to environmental concerns and to operate sustainably. As environmental concerns about tourism impacts have increased, the tourist accommodation sector has recognized the need to improve its sustainable management and operation. Consequently, many hotels are beginning to implement various innovative methods to increase the “greenness” of their operations (Manaktola & Jauhari, 2007). The term “green” refers to actions that reduce the impact on the environment, such as eco-purchasing or recycling. In a similar manner, “green hotel” is defined as an eco-friendly hotel operation that performs various environmentally friendly practices/programs such as saving water/energy, using eco-friendly purchasing policies and reducing emission/waste disposals to protect the natural environment

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and reduce operational costs (Green Hotel Association, 2008). Specifically, unlike conventional hotels, green hotel establishments actively follow eco friendly guidelines and practice environmentally management; committing themselves to carrying out environmental improvements, demonstrating such commitment through eco-labels or the green globe logo and acquiring techniques related to best practices in environmental management with experts' help.

2. Literature Review

2.1 Previous Research

Research with the topic of green hotel concept has been done before by Hays in 2014 in French and Australia. The objective of that research is to enhance knowledge about greening hotel services and the possibilities it provides for successful hotel management as well as for enrichment of hotel guest experiences. The analysis of cases-hotels identifies and describes different and numerous activities of green marketing management. A proactive and trustworthy implementation of those activities enables green hotels to achieve increasing benefits no matter their size, classification and target audience.

2.2 Green Marketing Strategy

Singh (2012) stated that according to the American Marketing Association, green marketing is the marketing of product that are presumed to be environmentally safe. Thus green marketing in corporate a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. It is a complex combination which includes varying social, environmental and retail definitions attached to this term. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption that is detrimental to the environment with growing awareness about the implication of global warming, non-biodegradable solid waste, harmful pollutants etc.

2.3 Attitude

Allport (1935) defined an attitude as a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence on the individual's response to all objects and situations to which it is related. A simpler definition of attitude is a mind-set or a tendency to act in a particular way due to both an individual's experience and temperament¹).

Jain (2014) stated that Jung (1971) expresses several attitudes within the broad definition readiness of the psyche to act or react in a certain way. He argues that attitudes very often come in pairs, one conscious and the other unconscious. Similarly, Ajzen & Fishbein (1977) states that attitudes are held with respect to some aspect of the individual's world, such as another person, a physical object, a behavior, or a policy.

2.4 Hotel Image

Hays (2014) stated that green hotel management provides several benefits: long-term cost reduction, ecological sustainability and the satisfaction of needs of a presently growing segment of customers seeking green services. Along with quality brand management and trustworthy marketing communication, green management contributes to the growth of brand value, the acquisition of a positive image, differentiation from competitors, attraction and loyalty of customers, enriching in that way the hotel's service offerings. It is inevitable for strategically positioning to consider emotional and functional elements of hotel brands, to gather and motivate participation of all employees around green initiatives, and to start partnerships with the local community.

¹ <http://healthadmin.jbpub.com>.

Hays (2014) stated that Green marketing starts with the customer, his needs and wants, it has long-run perspective, is innovative and involves full use of all the company’s resources (Peattie & Crane, 2005, p. 365). Green brands are addressing customers who perceive ecological problems as important. Successful green brands are usually either based on alternative technologies or ecologically conscious business practices (Grant, 2008). Customers don’t expect green brands to be perfect but authentic (Connolly, 2009).

2.5 Intention to Stay

Clemes et al. (2009), stated that in general, behavioral intentions are associated with customer retention and customer loyalty (Alexandris et al., 2002). Several researchers note that behavioral intentions are indications whether hotel customers will remain with or defect from an organization (Alexandris et al., 2002; Zeithaml et al., 1996). Fishbein & Ajzen (1975) defined behavioral intentions as “a measure of the strength of one’s intention to perform a specific behavior”. Favorable behavioral intentions are associated with a service providers’ ability to make its customers: say positive things about them (Boulding et al., 1993), recommend them to other customers (Parasuraman et al., 1991, 1988), remain loyal to them (Rust & Zahorik, 1993), spend more with the organization (Lin & Hsieh, 2007) and pay price premiums (Lin & Hsieh, 2007). Conversely, Lobo et al. (2007) indicate that unfavorable behavioral intentions include customer switching behavior and complaint behavior. Behavioral intentions can predict actual customer behavior when behavioral intentions are appropriately measured (Ajzen & Fishbein, 1977).

3. Conceptual Framework

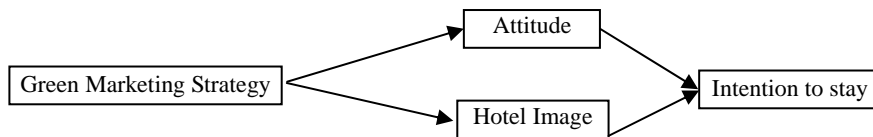


Figure 1 Proposed Conceptual Framework

Based on reviews theoretical and conceptual framework, the hypothesis proposed in this study are:

- (1) Green Marketing Strategy influence to attitude on green hotel in East Java, Indonesia.
- (2) Green Marketing Strategy influence to hotel image on green hotel in East Java, Indonesia.
- (3) Attitude influence to intention to stay at green hotel in East Java, Indonesia.
- (4) Hotel image influence to intention to stay at green hotel in East Java, Indonesia.

(5) Green Marketing Strategy influence intention to stay at green hotel in East Java, Indonesia through attitude.

(6) Green Marketing Strategy influence intention to stay at green hotel in East Java, Indonesia through hotel image.

4. Research Method

The population in this study are all people who know of the existence of a green hotel concept both men and women in East Java. The number of samples taken 100 people. Sampling in this study using non probability sampling technique that does not give an opportunity or equal opportunity for each element or member of the population to be selected into the sample. Characteristics of respondents were chosen, namely: over the age of 17 years, knows the concept of green hotels, has never spent the night in the green hotel. Data collection tool used

in this study is a questionnaire. Researcher using a likert scale to measure the research variables to determine a score for each answer. The analysis technique used is SEM (Structural Equation Modeling).

4.1 Data Analysis: Hypothesis Testing

Table 1 Test Hypotheses

NO	Influence Between Variables	Loading Factor	t-value	t-table	Description
1	Green marketing strategy → Attitude	0.619	4,422	1.96	Significant
2	Green marketing strategy → Hotel image	0.236	4,099	1.96	Significant
3	Attitude → Intention to stay	0.667	3,785	1.96	Significant
4	Hotel image → Intention to stay	0.237	4,521	1.96	Significant
5	Green marketing strategy → Attitude → Intention to stay	0.413	-	-	Significant
6	Green marketing strategy → Hotel image → Intention to stay	0.056	-	-	Significant

Source: Data, processed

On the table it can be seen that:

(1) Green Marketing strategy direct influence positively and significantly to attitude amounted to 1,619 with a value of $t = 4,422 > 1.96$.

(2) Green Marketing strategy direct influence positively and significantly to the hotel image amounted to 0,236 with a value of $t = 4,099 > 1.96$.

(3) Attitude direct influence positively and significantly to intention to stay amounted to 0.667 with the value $t = 3,785 > 1.96$.

(4) Hotel image direct influence positively and significantly to intention to stay amounted to 0.237 with the value $t = 4,521 > 1.96$.

(5) Green marketing strategy indirect influence positively and significantly to the intention to stay through attention amounted to 0.413.

(6) Green marketing strategy indirect influence positively and significantly to the intention to stay through hotel image amounted to 0.056.

5. Discussion and Conclusion

5.1 Discussion

In regards to hypothesis 1, the result indicated positive and significant relationship between green marketing strategies to attitude on green hotel. This means that the positive attitudes of consumers towards green hotel facilitated by green marketing strategy that performed by the hotel management. As for hypothesis 2, the result shows that there is a significant relationship between green marketing strategies to hotel image on green hotel. Hays (2014) reported that many people have high ecological concern but have a feeling that the preservation of the environment is the prime responsibility of the company. From the result of hypothesis 2, it indicated the importance of hotel management role in preserving the environment. This in turn will influence consumers' attitude on the company's role in environmental issues and their attitudes to the green hotel. Hypothesis 3 is supported in the study. Attitude has a positively and significantly affect the intention to stay in green hotel. Attitude has also been shown to be an important factor as the basis for a pro-environmental behavioral disposition (Stern, 1994). As stated also by Chen and Chai (2010) personal norms are motivated by an intrinsic moral obligation and it is the feeling of moral obligation of consumers. In the study, consumers feel morally

obligated to protect the environment and to save the limited natural resources from being used up. Environmental issues are very important to the consumers and it evoked their positive feelings on the green hotel. Hypothesis 4 is supported in the study. Hotel image has a positively and significantly affect the intention to stay in green hotel. The results also indicated that predictor for intention to stay is environmental concern. It is suggested that intention to stay recommendation may be most effectively delivered through increase of the environmental concern among consumers. For the business organization various environmental campaigns such as “Go Green” movement should be supported to increase the level of environmental awareness or environmental concern of consumers. Hence, intention to stay may increase. Hypothesis 5 and 6 is supported in the study. Basically this study focused on Theory of Reasoned Action to identify the relationship between green marketing strategy and attitude and image and intention to stay at green hotel. The findings of this study prove that comprehensively intention to stay at green hotels affected by green marketing strategy, attitude, and image. And, this study explored the implication of Theory of Reasoned Action in green marketing which provide opportunities to further studies to support for these theories.

5.2 Conclusion

In conclusion, the findings of this research indicate that there are significant influences between green marketing strategy, attitude, hotel image, and intention to stay at green hotel. The findings of this study bear implications to companies to improve the awareness of customers about their green environment, create green hotel trust among customers, and enhance green perceived value for customers to increase their intention to stay at green hotel.

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