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TABLE OF CONTENTS

Foreword by Deputy Rector of Research, Industrial Linkages & Alumni i

Paper Title	Page
The Usefulness of Action-Oriented Simulation Accounting Package (ASAP) as a Tool to Develop Skills	1
The Influence of Firm-specific Attributes on Corporate Social Responsibility Disclosure	7
An Analysis on Accounting Students Involvement in Education Hub to Community Program: Student Facilitators' Voice	20
Influence of Whistle Blowing on Unethical Behaviour in Jabatan Kastam Diraja Malaysia (JKDM)	27
Influence of Human Resources, Government Internal Control System, And Information Technology Utilization on Financial Statement Quality of Bengkulu City Government's	43
The Impact of Consumption Values towards Intention to visit Green Hotel in Malaysia	50
Beneficial Usage of Social Marketing for Small and Medium-Sized Enterprise (SME) in Johor	61
Factors Affecting Accounting Student's Interest in Pursuing Careers at Sharia Financial Institutions	71
An Integrated Accountability Reporting Model of Non-Profit Organisations (NPOs)	83
Performance in Organisational Behaviour: Strength of Work Discipline and Employee External Motivation	93
Debt Monitoring Mechanism in SOE's: Evidence from Indonesia	105
A Study on Consumer's Attitude Towards Viral Advertising on Social Media: A Case Study in An Ice Cream Manufacturing Company	113
Analysis of Sharia Accounting Implementation in Bmt (Baitul Maal wat Tamwil) Alif Yogyakarta	126
The Impact of Business Ethics Behaviour on the Customers' Loyalty in Beauty Industry among University Students' in Malaysia	138
Fraudulent Financial Reporting Trough Financial Ratios: Case of Banking Sector in Indonesia	143
Cultural Effects, Work Propriety and Values in Perspective Trust Level in The Ministry of Education and Culture	154

Workload, Job Control, Work Relationship, and Work-Related Stress among employees in Sungai Buloh, Malaysia	168
The Impact of Diversification Strategy, Leverage, IOS on Real Earnings Management	177
Driver and Inhibitor of Organic Food Adoption: A Study on Indonesian Consumers	192
Impact of Brand Awareness, Brand Equity and Brand Slogan towards Product Advertisement: A Case Study in Advertising Industry	199
Earning Response Coefficient: The Indonesia Stock Exchange Case	208
Customer Loyalty on Sharia Banking: The Effect of Brand Image and Customer Value	226
Financial Accountability and Budgeting of Waqf Institution in Malaysia	233
Contributing Factors Affecting Job Performance at Private Hospitals in Southern Region of Malaysia	241
Factors Affecting Attitudes towards Fruits and Vegetables Consumption on YouTube: A Conceptual Paper	249
The Effect of Knowledge Management Practices on Employee Well-being in Malaysian Private Universities	258
Analysis of Reputation Effect, Attractiveness of Advertising and Community Effects on Positive Word of Mouth with Variable Intervening Customer Values on Users of GSM-Based Cellular Cards in Palembang City	270
Halal Literacy and Halal Product Purchase Dimension: A Preliminary Study	277

FOREWORD BY DEPUTY RECTOR OF RESEARCH, INDUSTRIAL LINKAGES & ALUMNI



Since 2018, the INSIGHT JOURNAL (IJ) from Universiti Teknologi MARA Cawangan Johor has come up with several biennial publications. Volume 1 and 2 debuted in 2018, followed by Volume 3 this year as well as Volume 4 with 19 published papers due to the great response from authors both in and out of UiTM. Through Insight Journal, lecturers have the ability to publish their research articles and opportunity to share their academic findings. Insight Journal is indexed in MyJurnal MCC and abstracted in Asian Digital Library (ADL). Moreover, it is also an international refereed journal with many international reviewers from prestigious universities appointed as

its editorial review board members.

This Volume 6 is the second special issue for the 6th International Accounting and Business Conference (IABC) 2019 held at Indonesia Banking School, Jakarta. The conference was jointly organized by the Universiti Teknologi MARA Cawangan Johor and the Indonesia Banking School Jakarta. Hence, this volume focuses mainly on the accounting and business research papers compiled from this conference, which was considered a huge success as over 66 full papers were presented.

Lastly, I would like to thank the Rector of UiTM Johor, Associate Professor Dr. Ahmad Naqiyuddin Bakar for his distinctive support, IJ Managing Editor for this issue Dr. Noriah Ismail, IJ Assistant Managing Editor, Fazdillah Md Kassim well as all the reviewers and editors who have contributed in the publication of this special issue.

Thank you.

ASSOCIATE PROFESSOR DR. SAUNAH ZAINON

Deputy Rector of Research, Industrial Linkages & Alumni

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The Impact of Consumption Values towards Intention to visit Green Hotel in Malaysia

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Abstract

Currently, tourism is moving towards sustainable tourism because this industry poses negative impacts to the environment. The hotel industry consumes and produces many resources such as water, energy and produces waste disposal. Therefore, the environmental friendly services in hotel industry are important. The purpose of this paper is to review past study on the impact of the consumption values towards intentions to visit green hotel in Malaysia. A multi-dimensional measure of consumption values is used to determine which values of consumption are valued by domestic and international tourists. The Theory of Consumption Values (TCV) is employed and modified in this study. The functional value, conditional value, social value, emotional value and epistemic value in this study is expected to have impact on intention to visit green hotel in Malaysia.

Keywords: Consumption Values, Intentions, Tourists, Green Hotel, Malaysia

1. Introduction

The term "Green" attracts great considerable interest in the hospitality sector (Chen, Sloan, Legrand, 2009; Kim and Han, 2010). During the past several years, Chan (2013), Manaktola and Jauhari (2007) were seen as "green hotels" as increasing in a long-term trend and the main to the success factor of the hospitality industry. The concept of green hotel is defined as a place of residence of a friend of the environment helps protect the environment through the implementation of programs for the provision of water and energy, in addition to reducing solid waste (Green Hotels Association, 2014). One of the reasons why consumers are interested in visiting green hotels has been of great interest is that they become more aware of the importance of environmental problems and interested in buying environmentally friendly products (Chan, 2013). According to a survey of 700 US respondents, 71 percent chose eco-friendly travel plans (Trip Advisor, 2012). In

recent years, the number of green hotels, which tend to be more environmentally-oriented through more efficient use of energy, water, and raw materials while providing quality services and satisfying customers began to rise (Chen & Tung, 2014; Gao, Mattila, & Lee, 2016). In academic circles, green hotels as research objects have attracted attention among scholars and have been a hot topic in the tourism and hospitality industry (Baker, Davis, & Weaver, 2014). Many scholars postulated that understanding consumers' intentions to visit green hotels is critical for the development of green hotels (Chen & Tung, 2014; Choi, Jang, & Kandampully, 2015).

With the increasing concerns on environmental issues such as global warming, destruction and habitat depletion, many people now recognize that their purchasing decisions directly affect the environment (Han and Yoon, 2015; Norazah and Norbayah, 2015; Lee et al., 2010). Energy-efficient lighting and equipment, water efficiency equipment, towel and linen reuse programs, refill shampoo dispensers, recycling boxes, environmentally friendly / organic foods, environmentally friendly cleaning, charitable donations and training of employees in respect of green practices are practiced and managed in Green hotels (Green Hotel Association, 2009; Han and Kim, 2010). Many researchers have noted that an eco-friendly hotel can achieve competitive hospitality, benefit from cost savings, cultivate positive images and attract and retain customers (Mankato and Jauhari, 2007; Pizam, 2008; Wolfe and Shanklin, 2001).

The hotel operations have consistently led to permanent energy consumption, which in turn provides a means of stopping emissions. The tourism industry depends heavily on the well-being of the environment. As a major commercial component of the tourism industry, the hotel may cause environmental damage in two phases, first during construction can be rapid, unplanned and uncontrolled hotel development through dust, runoff and debris that cause air and water pollution to the surrounding environment. Secondly, during the operation the daily activities of a hotel such as dirt, roads, waste disposal services and possessions such as water, gas and electricity. The hotel sector is a pernicious sector representing 75 percent of its environmental impact on the disproportionate consumption of non-durable goods, water and energy. Simultaneously, the potential victim, of the climate change is not only the result of pollution for example, the air pollution from boilers, the water pollution from washing and the increasing of the volume of solid waste of local authorities (Bohdanowicz, 2006). According to Hänninen and Karjaluoto (2017) the Consumption Values is defined as general consumer assessments for the products and services they purchase and use. When consumers choose a product or service, they will evaluate the product or service according to the benefits they have obtained (Khan and Muhammad, 2017). The way consumers view products or services has an important impact on decision-making processes (Fang, Ye, Kucukusta and Law, 2016).

Consumption values in the hotel industry depend on many aspects such as the quality of the rooms, meals and ambience of the hotel. In addition, Consumption Values is a combination of tangible assets and intangible assets, and may vary from individual to individual. The typical hotel consumer generates at least 1 kg of waste per day (Pirani and Arafat, 2014), while about 50 percent of the waste can be recycled. The situation worsens when the non-green hotel building itself is the greenhouse gas emissions sector (Pout,

Mackenzie and Bettie, 2002). Therefore, as a result of increased awareness among industry and consumer workers towards environmental concerns, especially in the tourism sector, and the amount of green hotels in Malaysia increased. The current research adopted the consumption values proposed by Sweeney and Soutar (2001). Consumption values consists of five dimensions: functional value, conditional value, social value, emotional value and epistemic value that will be treated as independent variables in this paper.

2. Tourist and Green Marketing

A large number of studies have focused on eco-friendly products and service offerings in hospitality and tourism research, such as green hotels, eco-tourism, and volunteer tourism (Choi and Parsa, 2006; Han, 2015; Han, Hsu, and Lee, 2009; Han, Hsu, and Sheu, 2010; Hu, Parsa, and Self, 2010; Lee, Lawton, and Weaver, 2012; Phillip, Hunter, and Blackstock, 2010; Weaver, 2012). On the other hand, environmental studies have often confirmed the overall strength of public behaviors (Dunlap, Van Liere, Mertig, and Jones, 2000; Dunlap and Van Liere, 1978; Stern, 2010; Stern, Dietz, Abel, Guagnano, and Kalof, 1999). As the majority of tourists still visit urban cities (Miller, Merrilees, and Coghlan, 2015), the overall outlook for sustainable tourism should take into account the daily practices of tourists. Stern (2000) emphasizes the overall impact of public actions, specifically green actions. In addition, the attitude towards the hotel environmental concern affects the future intentions of tourists (Chen and Peng, 2012; Chen et al., 2011; Choi et al., 2009; Han et al., 2011; Jirawat et al., 2011).

According to Ramkissoon, Smith, and Weiler (2013) many destinations of tourist depend on the desirability of their environment to attract visitors. The relationship between tourism and its environmental quality has often been discussed between academics and practitioners (Budeanu, 2007). Research on the competitiveness of tourism has shown the important role of environmental quality and tourism satisfaction (Kim, 2014; Ramkissoon, Smith, & Weiler, 2013). While efforts to mitigate the negative impacts of tourism have come from both the public and private sectors, consumer cooperation is still essential to sustainable use of nature (Halpenny, 2010). Santana-Jimenez and Hernandez (2011) found that tourists generally focus on their activities and experience while traveling and pay little attention to the local environment.

The level of consumer understanding of this green marketing concept remains questionable. In general, Joel Makower, who writes in green marketing (as stated in Shafaat and Sultan, 2012, p. 184), says that one of the challenges facing green marketing is "lack of standards or consensus on what constitutes green." In contrast, Myung, McClaren and Li (2012) also mentioned that the concept of green marketing in the hotel industry is still in its infancy and that further developments in literature and theoretical support are necessary. Otherwise, the stricter level of understanding between domestic and international tourists seems important to better understand the evolution of green marketing within the industry. This is because both domestic and international tourists have contributed significantly to the development of the hotel industry in Malaysia. Despite the strong historical growth of the industry in the local tourism landscape, Malaysia's

environmental appeal has contributed to the significant growth in the number of international visitors received each year. Given the different level of acceptance and exposure to the concept of green marketing in different countries, it is likely that tourists will have different views and may affect their willingness to go eco-friendly when traveling. Thus, it is important to include both teams when considering the hotel industry.

3. Methodology

This study is a cross-sectional study using a self-administered questionnaire. The data for this study were collected through the distribution of self-administered questionnaires via offline method (hand delivery) to potential respondents that visiting the 4 states in Malaysia which are Kuala Lumpur, Pulau Pinang, Kedah, Sarawak and Sabah. The questionnaire survey for this study was adopted from established questionnaires from studies by Burcu and Seda (2013); Sweeney and Soutar (2001); Chen and Tung (2014); Paul (2016) and Han et al (2010). The respondents were asked to express their agreement or disagreement with a statement on a five-point Likert-type scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

3.1 Target Population

The ideal sample for this study consists of adults (age 18 or older). It is very difficult to understand the green context under consideration and its understanding of minors (Chan, 2001) because of their conceptual complexity. For this reason, adults are more able to compare options, evaluate them and make choices. In fact, as evidenced by environmental literature, educated people can understand the subject under study and help provide accurate data compared to a few learners (Hedlund, 2011; Han et al., 2010; Han and Kim, 2010; Alwitt and Pitts, 1996).

4. Literature Review

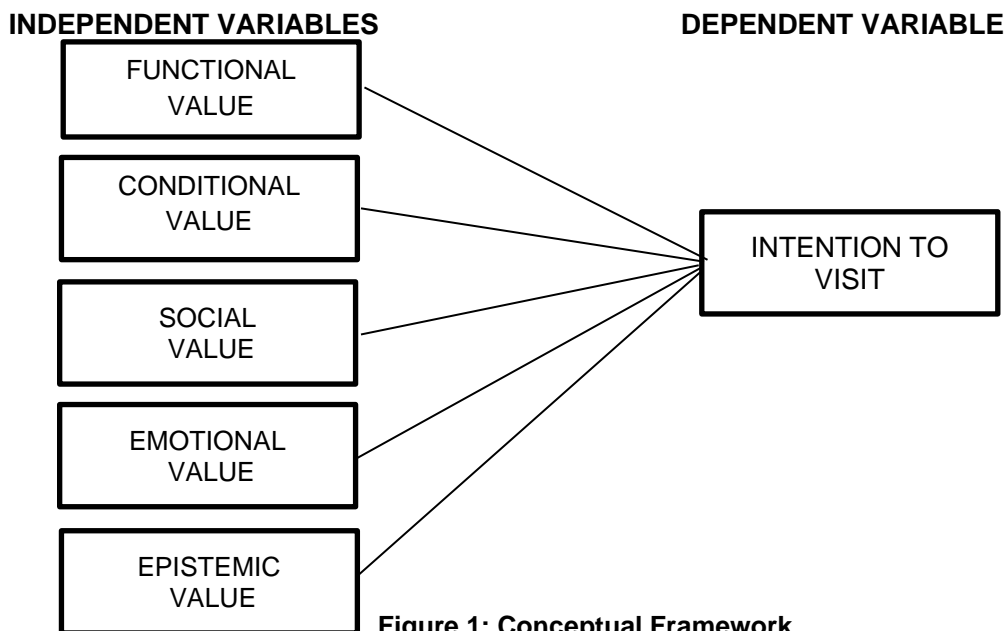


Figure 1: Conceptual Framework

5. Intention to Visit Green Hotel in Malaysia

According to Ajzen (1991), the critical factor in interpreting customer behavior is that a strong individual's intention is a behavioral intention to perform certain behavior that is likely to result in his performance. Ajzen (1991) also defines that the concept of behavioral intention is based on a theory of planned behavior where decisions are made on behavior, subjective standards and perceived control. Simultaneously, on green marketing studies, the theory of behavior planned by Kalafatis, Pollard, East, and Tsogas (1999) is being examined, stating that the theory is the precedents of consumer intentions towards environmentally friendly products that consider the legitimacy of the theory of intention in green marketing domain is found as valid. Ajzen and Fishbein (1980) insisted that the intention of any individual are predicted mostly on the individuals' behaviours. In this regard, according to Han, Hsu, and Sheu (2010), Han and Ryu (2006), numerous researchers have examined the formation of behavioural intention in many points to better comprehend customers' purchasing behaviours in various settings.

Oliver (1997), Han and Ryu (2006) and Ajzen (2009) generally agreed that the definitions of behavioural intention change across the previous literature that it is one's readiness or likelihood to conduct a specific behaviour. Specifically, Oliver (1997) described behavioural intention as "an informed possibility of engaging in behaviour" (p. 28). Han and Ryu (2006) in a hospitality context defined behavioural intention as a definite possibility to implement purchasing behaviour. Next, Ajzen (1991, 2009) asserted that one's intention is an indicator of a one's willingness to implement certain behaviour.

According to Zeithaml, Berry and Parasuraman (1996), the behavioural intention of the individual can either be favourable or unfavourable where it corresponds to: (1) intention to make positive / negative recommendations, (2) desire / unwillingness to pay a higher price and 3) intention to repurchase / switch. Yi and La (2004) detailed that these elements are also used to internment loyalty to positions because they reveal a certain emotional commitment to a product or brand. A study by Manrai, Lascu, and Ryans (1997) to investigate the strength of the green claim (the car emits less pollution) can affect the company's image such as Toyota and how the company's image can improve, in turn, increases the likelihood of customers purchasing the car.

According to Rahman, Reynolds, Svaren (2012) and Bohdanowicz (2005), one of the most noteworthy reasons for green forward is the client, often described as a central stakeholder in driving hotels to be environmentally friendly. In fact, there is a growing consumer base that attracts the environmental appeal of accommodation (Manaktola and Jauhari, 2007; Rahman, Park, and Tea, 2014; Chan and Wong, 2006; Han and Kim, 2010; Han, Hsu, Lee, Sheu, and 2011). Not only are consumers increasingly agreeing to eco-friendly hotels, leading to higher occupancy rates, but they are also willing to pay more to stay in green hotels, increasing revenues (Lee, Hsu, Han, and Kim, 2010). With the current surge in green consumption, customers expect hotels to be green. If ownership fails to adopt environmentally responsible practices or transfers such adoption inefficiently, customers may lose to greener competition (Butler, 2008).

In consequence, there is a clear need for hotel managers to comprehend the dynamics of consumer behaviour if they wish to implement an effective environmental management program. Research seems to be rather lagging behind consumer attitudes in dealing with green consumer behaviour in the hospitality industry. According to Myung, McClaren, and Li (2012) there is a large gap in environmental literature related to hospitality; the lack of studies that seek to understand the deeper aspects of consumer behaviour. Besides, studies with theoretical perspectives in this research path were limited. As stated by Ban & Ramsaran (2017), Verma & Chandra, (2017) a lot of energy and resources hotels consume in daily operations. According to a report issued by the International Hotel Association (IHA) (Olsen, 1996), the average energy consumption in the hotel industry represents about 5 to 7% of total energy consumption (Pieri & Santamouris, 2015). Hence, the low-carbon practices in the hotel industry are of great significance for energy saving and sustainable development (Han, Kim, & Kiatkawsin, 2017; Wang, Wang, et al., 2018).

In addition, hotels consume large amounts of resources and have very adverse effects on the environment (Bohdanowicz, 2005; Hu et al., 2010; Kasim, 2004) and the causes of these negative effects include the huge amounts of waste, the consumption of vast amounts of non-recyclable products, and the use of large quantities of water and energy. (Wang, 2018) devoted a statistically significant relationship between consumption values, which included functional value, conditional value, social value, emotional value, and epistemic value towards the intention of visiting a green hotel. The results showed that the environmental knowledge is strongly related to consumers' consumption values, which in turn have significant effects on visiting intentions. Moreover, this study also found that consumption values mediate the relationship between environmental knowledge and intentions to visit green hotels.

This study addresses these gaps by proposing a comprehensive model of consumer decision for environmental behaviour in hotels. In general, this study examines how the values of the consumer's biosphere, which emphasize the well-being of the environment and the biosphere as the most important principle that leads to behavioural intention, affect the willingness to sacrifice money and convenience for the environment and then correlate the effects of preparedness for sacrifice to the environment with the intention to visit the green hotel, wanting to pay more to stay in a green hotel, and wanting to sacrifice to stay in a green hotel. Likewise, this study examines how these behavioural intentions are shaped in terms of the dependent variable that will be supervised by environmental interest and consumption values as an independent variable

6. Conclusion

From the review, this study concluded that green hotel services will help reduce the problem of environmental pollution in Malaysia. Green marketers in hospitality are now gaining greater appreciation for the potential competitive advantage. They have been more active in taking full advantage of this opportunity by developing appropriate and environmentally friendly strategies. In the past few years, many hoteliers have realized the need to adopt a green hotel strategy in their operations. Thus, in the accommodation industry, the green shift in guest buying behaviour in the hotel has led to significant

progress in the number of hotel establishments that desire environmentally friendly practices. In fact, environmental attention is seen as prerequisite for environmental behaviour and a key element in environmental education. It is always considered as an immediate identification for consumers to form an intention to visit green hotels.

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