

UNIVERSITI TEKNOLOGI MARA

**THE RELATIONSHIPS BETWEEN GREEN
PRACTICES, GREEN TRUST AND
BEHAVIOURAL BENEFIT TOWARD FUTURE
ENVIRONMENTAL BEHAVIOUR OF THE FIVE-
STAR HOTEL GUESTS**

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ABSTRACT

This study examines guest participation in the green practices within hotel establishments and the effect toward future behaviour. Green practice has been recognized a practical tool for inculcating pro-environmental behaviour. In this new fast-paced environment, there are continuous interests for extensive examination to the classic belief of “behavioural changes”. The industrial changes happened in the conventional hotels have heightened the need for the guests to bridging the gap with the green behavioural intentions. The aim of this research is to examine the role of green practices in the context of guest behavioural intentions that share similar interests to the needs for community mobilization and participation in pro-environmental behaviour. The main issue is centred on the immediate effect of green practices experience, whether it would lead to an increase in the behavioural change willingness. Alternatively, this study examines how the interaction with the green hotel will shape the sense of responsibility in the individual green consciousness. In this context, there are issues that need immediate attention specifically the mediation effect of trust and behavioural benefit in materializing the actual future environmental behaviour. Likewise, the idea of adaptation in green practices by pro-environmentalists remains unheeded over time. The main objective of this study is to find out the relationship of a green behavioural intention on the hotel guests. To examine the effects, five variables have been selected where the green practices acted as the independent variable; green trust as the mediator; behavioural benefit as the moderator; and future environmental behaviour as the dependent variable. The use of quantitative approach has been selected by interpreting the situation of concern in order to disclose hotel guests’ intention to adapt green practices in the future. By measuring it based on their familiarity with the green hotels, the data need to be gathered according to the study’s location and range. Thus, it was decided that the best method for this study is convenience sampling because of the unavailability of the sample frame in understanding the characteristic of the green hotel guests. The sample size was set at 400, were the main criteria for selecting the respondents are based on their past experience, or basic knowledge on green hotels. To enable the sufficiency of the samples to test on the measurement model, the samples were generated based on the acceptable sample size needed by using the rule of thumb of 40 items x 10% overlapping factor. The data collection was completed through self-administered approach by hand out the survey questionnaires to any potential respondent who were present and also pertaining to requirements needed from researcher’s screening questions. All data analysis was carried out using SPSS and AMOS for Windows. In an attempt to investigate the significance relationships of studied variables and further confirmation of how it affects each other which later bring the basis for drawing applicable conclusions. Findings showed that all direct paths are significant for the predictor and outcome variables. These findings may help future researcher in strengthens the existing framework by providing additional evidence or suggest new role in promoting green practices as there is abundant room for growing body of literature albeit this topic is beyond saturated point.

Key words: Green Practices, Green Trust, Behavioural Benefit, Future Environmental Behaviour

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CHAPTER ONE

INTRODUCTION

1.1 Research Background

A hotel possesses higher threats to the environment based on the massive consumption of energy, water, and tangible goods wastage (Noor, Shaari & Kumar, 2014). As a result, movements towards better utilization of energy, water, and solid waste were initiated in the past by incorporating the “Green” element in hotel daily operations (Noor et al., 2014). As mentioned by Han, Hsu, Lee, and Sheu (2011), the ideas of making the “green” culture a reality is initiated by performing “Reduce, Reuse, and Recycle” practices or simply termed as “3R’s.” These practices require people to support eco-label products than standard products. Eco-label products differ from conventional products based on containing material that has been recycled, easily recycled, or gathered from renewable resources which could be replaced and free from any harmful substances (Joshi & Rahman, 2015). Not only individuals but industries have also started to apply environmental-friendly policies in their operations with the expectations of a reduction in their operational costs (Mohamad, Ariffin, Samsuri & Munir, 2014). These two-pronged strategies of protecting the environment and minimizing costs were the initiatives made by corporations in ensuring that they would contribute to reducing global warming besides surviving in the marketplace.

Mattera and Moreno Melgarejo (2012) listed two phases that lead to pollution and other environmental issues namely, (i) during the development stage; and (ii) during the operational stage. According to these authors, “during the development stage,” buildings are constructed in unplanned areas that bring degradation to the environment. In the phase of “during the operational stage,” daily operational activities using a huge amount of energy, water and gas; construction of sewerage systems and roads; and wastages over-consumption of goods lead to the degradation of the environment. To counter this issue, the National Strategic Plan for Solid Waste Management (NSPSWM) was established in 2005 as a strategic move to not only overcome the issues of climate change and environmental degradation, but also to promote the “3R’s” practice campaign and green technologies development (Economic Planning Unit (EPU) Malaysia, 2010). As a developing country, Malaysia took the initiative in forming a