

Behavioral Intention and Willingness to Pay Premium for Green Hotel Concept: The Role of Trust and Green Hotel Attributes



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ABSTRACT

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This study aims to assess the behavioral intention and willingness to pay a premium for green hotel concept through the role of green hotel attributes and trust. Data was collected through online questionnaires on 157 respondents in Indonesia who have stayed at hotel in the last three years. Findings show that contribution to environment conservation, located in a clean-natural environment, and use recycled materials are perceived most important attributes that should be implemented by hotel. On the contrary, the use of low-flow showerheads and sink are perceived less priority for green hotel concept. The results show a positive influence between green hotel attributes on intention to stay with significant mediation of trust toward green hotels. However, trust toward green hotels does not have a positive effect on willingness to pay a premium for green hotels. This study contributes to the literature of green hotel by providing an insightful customer point of view about green hotel, both from prospective and existing customer, so that hotel industry able to better adopt green practices as a part of green marketing strategy and sustainable development. Future research conducted for green hotel brand or characteristic will eventually provide deep understanding. Thus, hotel will comprehend better on how their customer perceived willingness to pay premium and trust from its attributes.

1. INTRODUCTION

The hospitality industry has become one of the sectors with the highest global economic growth despite its significant negative impact on the environment [1, 2]. This impact by hotel industry related to the overuse of resources, the purchase of agricultural products and unsustainable architectural designs, as well as the waste production [3]. Currently, the hospitality industry accounts for around 1% of global carbon emissions and will increase as the industry grows [4]. The Sustainable Hospitality Alliance states that the hotel industry needs to reduce carbon emissions by 66% per room by 2030 and 90% per room by 2050 to ensure that projected growth of the industry does not result in increased carbon emissions [5].

Environmental issues have received increasing attention in all sectors of the economy in recent years, especially in the hospitality industry [6]. This happens because more consumers are realizing that many hotel constructions and operations cause serious environmental damage [7]. The survey conducted by Booking.com involved 29,349 respondents across 20 countries show that the pandemic has made consumers more concerned and committed to green activities, with 72% of global travelers believing that someone must act now to save the earth for future generations [8]. Another survey found that consumers who always consider environmental benefits when making purchasing decisions experienced a 51% more increase compared to last year [9].

This growing awareness of environmental issue encourages hoteliers to develop green hotel attributes and integrate

environmental management into the structure and culture of hotel organizations [10]. For example, the Marriott Serve 360 and Accor Planet 21 programs developed to reduce food waste, use environmentally friendly products, and finance tree planting [11, 12]. Likewise, from the company point of view including entrepreneur, environmentally orientation can be achieved should all related parties' hand in hand increasing environmental knowledge and awareness campaigns [13]. In addition to environmental benefits, the development of environmentally friendly practices can attract potential guests' intentions to stay at green hotels (or behavioral intention to stay at green hotels), competitive advantage in the market, and enhance the hotel's environmentally friendly image through marketing strategies [13]. Meanwhile, although it is anticipated that lower operating costs may be reduced, such as energy or water consumption, the practical application of environmentally friendly practices requires a large capital investment and poses a significant challenge to adopting environmentally friendly hotels [14]. Hotels then consider introducing a premium fee to help reduce the costs of implementing green practices, if guests and potential guests are willing to pay a premium for green hotels [15].

In achieving the goal of developing green hotels, good communication between hotels and customer is needed, so that customer have the intention to stay at environmentally friendly hotels while traveling [16, 17]. Around 78% of guests expect the hotel to be able to transparently explain the environmental benefits of the hotel's eco-friendly practices [18]. While 3 out of 4 hotels stated that the hotel had implemented some type of

green practice in their hotel, however, only one third of the hotels actively communicated their green practice to potential guests [8]. Some hotels market green hotels more than they do, which has a negative impact on potential guests' trust towards green hotels [16]. This distrust is a barrier that hinders the intentions of guests and potential guests to stay at eco-friendly hotels and the willingness to pay premium prices for eco-friendly hotels [19]. Therefore, hotels need to understand effective green marketing strategies to get a positive green hotel response [13] as it is important to know how customer respond positively to green hotels. The main objective of this study is to assess the behavioral intention and willingness to pay premium for green hotel with the role of trust toward green hotel and green hotel attributes.

2. LITERATURE REVIEW

2.1 Green hotel attributes

Green hotel attributes (GHA) are defined as an environmentally friendly attributes applied by green hotels through reducing waste, saving energy, and improving environmental health [20]. GHA is also considered as a hotel effort in implementing environmentally friendly practices to achieve its goal of becoming a green hotel [13]. The GHA implementation is supported by market competition, good image on social responsibility, good reputation, operational costs reduction, and government regulations [20]. As green hotel is also a hotel, thus its attributes will likely be similar with regular hotel from the context of guest room, facilities, service with the additional point of view of environmental perspectives [21]. From a stakeholder perspective, GHA is focused on gaining a significant market share. The implementation of the GHA depends on internal factors such as managerial and financial attitudes of the hotel and external factors such as environmental regulations and relationships with stakeholders [22]. Meanwhile, from customer perspective, certainty about the selected hotel's active involvement in environmental conservation is very important [20]. However, not all environmental activities carried out by the hotel can be easily seen by its guests as such waste management process that is usually invisible to hotel guests [23]. Previous studies have found a positive and significant influence between green hotel attributes and trust towards green hotel [20, 23-25]. Thus, this study focuses on green hotel attributes from the point of view of potential customer.

2.2 Trust toward green hotels

Trust toward green hotels (TGH) is defined as the willingness of prospective customer to trust green hotels based on beliefs and expectations obtained from the credibility, benevolence, and ability of the hotel to its environmental performance [26]. TGH is also an expressive and emotional form of the willingness of potential customer to rely on green hotels that implement GHA [27]. TGH is an important destination for green hotels, because the hospitality industry is very competitive and basically all hotels provide homogeneous products and services; therefore, TGH helps green hotels stand out in the market competition [28]. TGH implies that potential customer will most likely rate a green hotel well and think that the hotel is conducting GHA responsibly, competently, and fairly [29]. Notably, the way

customer trusts a specific brand should be maintained by hotel industry in a form of marketing communication [17].

The hospitality industry is increasingly pursuing GHA, while potential customer is often unable to check the validity of GHA's credibility [28]. Research in Taiwan found that TGH can improve the relationship between potential customer and green hotels through communication, for example communicating the application of GHA [30]. However, sometimes GHA is not conveyed transparently and is disinformation, causing distrust of potential customer [28]. GHA was used as a marketing tactic for several travel agencies in Taiwan, which did not actually implement GHA [31]. In the sustainable literature, this statement of GHA disinformation is known as greenwashing, which has been shown to reduce TGH [16]. Therefore, it is important to provide GHA information transparently and correctly to create a good relationship between green hotels and TGH [32]. Previous studied on 521 respondents using a two-stage survey found that trust toward green hotels had a positive effect on behavioral intention to stay at green hotels [28]. In addition, previous studies have shown that trust toward green hotels has a positive effect on willingness to pay a premium for green hotels [23, 28, 33, 34].

2.3 Behavioral intention to stay at green hotels

Behavioral intention is an individual's subjective judgment that reflects the individual's intention and willingness to engage in certain behaviors [35]. Behavioral intention to stay at green hotels (BIGH) is considered as the intention of prospective customer to be involved in GHA while staying at green hotels, following GHA guidelines, and show intention to be loyal [36]. BIGH is an important factor that can explain the decision making of prospective customer when choosing a green hotel. When BIGH can be measured correctly, the data to be obtained will be close to the actual behavior [37]. BIGH states the possibility that potential customer will change their current behavior and choose green hotels to stay in the future [23]. BIGH can be in the form of a decision-making process where prospective customer will collect various data related to green hotels, conduct evaluations, and finally decide to stay at green hotels [37]. In the hospitality industry, BIGH shows the plans and willingness of potential customer to stay and recommends green hotels to others, thus encouraging positive intention is the goal of every green hotel [38]. This positive intention is formed from the green hotel's intention to provide benefits to the environment, which is then observed by potential customer so that it affects its behavioral intention [39]. Customer are realizing that their buying behavior can directly affect the environment, thus BIGH is carried out as a behavior that stems from the intention to provide environmental benefits [40]. In line with this concept, the need for green hotels is increasing, so understanding BIGH is needed to develop effective marketing strategies and encourage positive intentions of potential customer to stay at green hotels [41].

A BIGH study in Taiwan try to expand the environmental values from customer who had the experience of staying at green hotels, indicated that there is a relationship between the perceived value of guests from green hotels with BIGH and the willingness of guests to participate in implementing GHA [42]. Further, a BIGH study in China which was expanded by adding the measurement of environmental concern, showed that customer environmental awareness has a positive effect

on BIGH, although the impact of environmental care on BIGH is relatively limited [43]. Both results are a bit on the flip side, in which respondents who stay at hotels at least once per year, show that guests do not consider it important to stay in green hotels, even though guests understand the importance of GHA in green hotels [44]. Customers have two positive behavioral responses; behavioral intention to stay at green hotels and willingness to pay a premium for green hotels [45]. When price, quality, and other marketing are equivalent between two brands, 87% of customers are willing to switch to brands that have green hotel attributes [46]. Other researchers have found a positive influence between guest perceptions of green hotel attributes and behavioral intention to stay at green hotels [13, 47, 48]. Similarly, other researchers have shown that green hotel attributes have a positive effect on willingness to pay a premium for green hotels [10, 49].

2.4 Willingness to pay a premium for green hotels

Willingness to pay is the maximum price that customer receive to pay for a certain number of goods or services [50]. Willingness to pay a premium for green hotels (WTP) is the amount of money that guests are willing to pay for the benefits received from a green hotel, related to environmental factors [10]. WTP behavior benefits green hotels because it reflects the customers' intention to pay a certain amount in the future [51]. Environmentally friendly products that need to be used in green hotels generally have significant costs in the manufacturing process, for example materials and certification [52]. Thus, premium prices become a green hotel strategy to attract guests who are willing to pay more for green hotels [19]. Premium rates in WTP can be defined as the excess of the price paid over and above the fair price justified by the true value of the hotel [15]. On the other hand, customer purchase intentions and decisions are also determined by the economic circumstances and financial resources available to them. The high price of environmentally friendly products might turn out to be the main obstacle in their purchase [28]. A study in Spain proved that the more customer concern about environmental issue and activities, the more likely they have willingness to pay premium for green hotel [10]. Another study in various countries found that when customer acknowledge the GHA of a hotel, then they will show WTP [53]. While in Greece, 53% of hotel guest are willing to pay premium for green hotel and 44.1% are willing to pay extra on average 2.15 Euro per day to support the green practices [54]. Extensive studied have shown that willingness to pay a premium for green hotels positively affects behavioral intention to stay at green hotels [23, 34, 52, 55]. According to above literature review, this study addresses six hypotheses as below:

- H₁: Green hotel attributes has a positive effect on trust toward green hotels
- H₂: Trust toward green hotels has a positive effect on behavioral intention to stay at green hotels
- H₃: Trust toward green hotels has a positive effect on willingness to pay a premium for green hotels
- H₄: Green hotel attributes has a positive effect on behavioral intention to stay at green hotels
- H₅: Green hotel attributes has a positive effect on willingness to pay a premium for green hotels
- H₆: Willingness to pay a premium for green hotels has a positive effect on behavioral intention to stay at green hotels

3. METHODOLOGY

This study used quantitative approach with survey using online questionnaire as the data collection tool. Survey was conducted during May to June 2022 by distributing e-questionnaire with google form link. The link was distributed through personal connection in various social media and instants messaging. Questionnaires adopt combination for open and close- ended questions using five-point Likert scale (strongly agree to strongly disagree). Sample of this study are people who have previous experience staying in a hotel for the past three years (2019 to 2022). This is including experiences in any kind of hotel, either hotel applying green practices, called as green hotel, or any hotel without green practices at all. Above condition act as a screening question. As a result, 172 people fill up the questionnaire. However, 15 people did not pass the screening question, meaning they have no hotel stay experience before. Thus, only 157 people considered pass and further called as this study respondent. Data was then analyzed with Structural Equation Model (SEM) using SPSS AMOS. A study with up to five variables, require only 100 to 200 sample for further analysis using SEM [56]. Thus, this study sample of 157 respondent is considered sufficient.

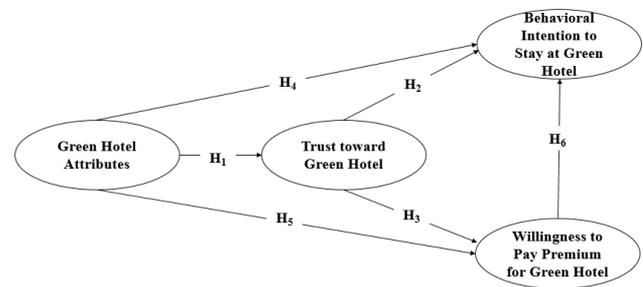


Figure 1. Research framework

Refer to Figure 1, there are four construct variables in this research; Green Hotel Attributes (GHA), Trust toward Green Hotels (TGH), Behavioral Intention to Stay at Green Hotels (BIGH), and Willingness to Pay a Premium for Green Hotels (WTP) with six hypotheses. GHA was measured through 22 items adopted from Trang et al. [57]. TGH was measured through 4 items adopted from Moise et al. [20]. BIGH was measured through 4 items adopted from Yeh et al. [58]. WTP was measured through 3 items adopted from González-Rodríguez et al. [10].

4. RESULTS AND DISCUSSION

Refer to respondent demographic, 52.2% is male and 47.8% is female. All respondents are Indonesian nationality and recently live in Indonesia, specifically in the city of Jakarta (26.1%) and Tangerang (46.5%). The majority of respondent are employee (45.2%), followed by entrepreneur (22.9%), housewife (15.9%), and student (14.6%). While in term of respondent age, researcher divide into generation cohort. In result, 15.9% respondent is Baby Boomers Generation (born before 1965), 43.9% is Generation X (born in 1965- 1979), 16.6% is Generation Y (born in 1980-1994), and 23.6% is Generation Z (born after 1994).

Refer to respondent characteristic upon staying in hotel, 76.4% respondent stayed in hotel for leisure purposes, in

which 23.6% for business purposes. In addition, 70.1% stayed in hotel with family member, 15.3% stayed with colleagues, 11.5% stayed with spouse, and only 3.2% stayed with friends. In term of hotel budget as seen in Figure 2, 36.9% respondent prefer to stay in a hotel with daily room rate of IDR 600.000 to IDR 1.000.000 per night or equal to 41 to 68 USD, and 20.4% respondent prefer budget of IDR 1.000.000 to IDR 1.500.000 or equal to 68 to 103 USD. It can be said that the majority of respondent prefer to stay in the hotel with the rate above 41 USD. In term of length of stay as seen in Figure 3, 73.9% respondent spend 2 to 3 nights and 10.2% spend 4 to 6 nights while staying in the hotel. Only 13.4% respondent staying for one night and only 2.5% stayed for more than 6 nights. In term of hotel chain, 60.5% respondent prefer Indonesian hotel chain that international hotel chain.

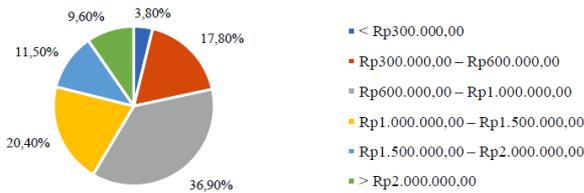


Figure 2. Budget for hotel room rate per night

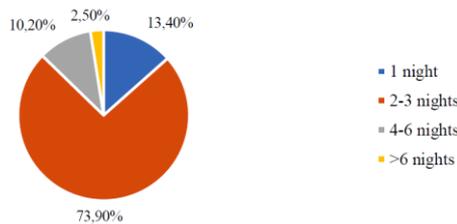


Figure 3. Length of stay

Table 1. Reliability test

Variable	Total α	Total α^2	Total e	CR	AVE
GHA	13.031	8.586	11.414	0.937	0.429
TGH	3.446	2.975	1.025	0.921	0.744
BIGH	3.510	3.083	0.917	0.931	0.771
WTP	2.855	2.718	0.282	0.967	0.906

As a rule of thumb for SEM analysis, data was test from its degree of freedom with positive df value 428, over- identified and minimum was achieved [59]. As for normality test, most items are qualified with value between -2.58 to +2.58 [59]. As for Goodness of Fit, the result show GFI value 0.660, AGFI value 0.606, and RMR value 0.062; meaning that the model is fit and able to explain the data [59]. Based on Table 1, the CR number for the GHA variable is 0.937 which passes 0.7 and the VE number is 0.429 which is not far from 0.5; then the indicators GHA1 to GHA22 are reliable in measuring the latent variable GHA. Furthermore, the TGH variable has a CR number of 0.921 > 0.7 and a VE number of 0.744 > 0.5; the BIGH variable has a CR number of 0.931 > 0.7 and a VE number of 0.771 > 0.5; and the WTP variable has a CR number of 0.967 > 0.7 and a VE number of 0.906 > 0.5. This shows that the variables TGH1 to TGH4, BIGH1 to BIGH4, and WTP1 to WTP3 have met the requirements and have reliable indicators in measuring the latent variables TGH, BIGH, and WTP. Further, each item was tested to measure its contribution to the variable through the value of factor loading as seen in

Table 2. As a result, there are two items (GHA7 and GHA8) with the value below 0.5, and thus excluded for structured model analysis.

Table 2. Measurement items

	Measurement Items	Factor Loading	Av
Green hotel attributes (Trang, Lee, & Han, 2019)			
GHA1	Offers fresh, healthy, and vegetarian food	.551	4.10
GHA2	Offer environmentally friendly products with low toxicity	.663	4.40
GHA3	Offer organic or locally grown products	.694	4.25
GHA4	Use natural fibers for linens	.739	4.08
GHA5	Have green hotel certification	.689	4.03
GHA6	Improve my knowledge of environmental products)	.739	4.16
GHA7	Encourage guests to reuse towels	.345	4.08
GHA8	Change bed sheets only upon request	.370	4.08
GHA9	Use key cards to turn power in room on and off)	.521	4.43
GHA10	Use occupancy sensors to control lighting in the hotel	.619	3.96
GHA11	Place special bins for various recyclable items in guest rooms and hotel lobby	.697	4.34
GHA12	Use durable items rather than disposable products	.616	4.44
GHA13	Use refillable soaps/shampoo dispensers	.577	4.36
GHA14	Use recycled materials	.686	4.52
GHA15	Use low-flow sinks	.705	3.85
GHA16	Use low-flow showerheads	.681	3.66
GHA17	Use other water-efficient appliances	.746	4.11
GHA18	Use low-flow toilets and good sanitation practices	.706	4.13
GHA19	Utilizes green landscape and architectural design	.589	4.46
GHA20	Has architecture in harmony with nature	.611	4.50
GHA21	Is in a clean and natural environment	.523	4.68
GHA22	Contributes toward conservation of the environment	.664	4.69
Trust toward green hotels (Moise, Gil-Saura, & Molina, 2021)			
TGH1	I feel that green hotel's environmental commitments are generally reliable	.876	4.15
TGH2	I feel that green hotel's performance is generally dependable	.918	4.20
TGH3	I feel that green hotel's environmental arguments are generally trustworthy	.811	4.20
TGH4	The green hotels' environmental concern meets my expectations	.841	4.15
Behavioral intention to stay at green hotels (Yeh, Guan, Chiang, Ho, & Huan, 2021)			
BIGH1	I am willing to stay at a green hotel when traveling	.851	4.41
BIGH2	I plan to stay at a green hotel when traveling	.921	4.20
BIGH3	I am willing to recommend green hotel to others	.869	4.36
BIGH4	I will make an effort to stay at a green hotel when traveling	.870	4.12
Willingness to pay a premium for green hotels (González-Rodríguez, Díaz-Fernández, & Font, 2020)			
WTP1	It is acceptable to pay more for a hotel that engages in green practices	.943	3.66
WTP2	I am willing to pay more for a green hotel	.974	3.57
WTP3	I am willing to spend extra to support the hotel's effort to implement green practices	.938	3.71

As for Part I questionnaire, respondent was asked to rate their aggregable on the importance of 22 green hotel attributes (GHA). According to Table 2, respondent rate GHA22 (contributes toward conservation of the environment) as the utmost importance attribute that is perceived as green hotel attributes. Followed by GHA21 (is in a clean and natural environment), GHA14 (use recycled materials), and GHA20 (has architecture in harmony with nature) as the perceived attributes with mean score above 4.5, meaning that respondent tend to strongly agree for its importance.

Meanwhile, there are also three attributes that are perceived as the lowest mean score, which are GHA10 (use occupancy sensors to control lighting in the hotel), GHA16 (use low-flow showerheads), and GHA15 (use low-flow sinks). Meaning that among all 22 green hotel attributes, these three are less priority. Working from a different perspective such as hotel attributes in general, not particularly for green hotel, customer prefer room quality, that consist of room size, room environment, room amenities, room technology and bathroom, as the most important attributes considered upon deciding hotel option [60, 61]. As for Part III and Part IV questionnaire, respondent was asked to rate their behavioral intention to stay at green hotels (BIGH) and willingness to pay a premium for green hotels (WTP). According to Table 2, respondent tend to strongly agree to stay at green hotel when travelling. However, they are not willing to pay more including extra money for hotel practices toward green hotel. Respondents tend to show less aggregable should related about money or cost. It implied that respondent support green practices conduct by hotel, embrace it and recommend to others, but not with if hotel allocate extra cost to cover the green practices.

The measurement results show that the trust toward green hotels (TGH) poses as the greatest direct influence on the behavioral intention to stay at green hotels (BIGH). Meanwhile, the willingness to pay a premium for green hotels (WTP) is directly influenced by the green hotel attributes (GHA). The direct effects of the structured model of this research show the R-square value. The R-square value of the TGH variable is 0.611, meaning that TGH is 61.1% influenced by GHA. The R-square value of the BIGH is 0.719, meaning that BIGH is 71.9% influenced by the TGH, GHA, and WTP. The R-square value of the WTP is 0.468, meaning that WTP is 46.8% influenced by TGH and GHA.

The total effect test results show that there is a positive influence seen from the estimated value of each effect, namely 0.928; 0.403; 0.035; 1.122; 0.755; and 0.150. Therefore, it is possible to continue testing with the addition of a mediating variable. Furthermore, the results of the indirect effect test in show that there is a positive influence between GHA and BIGH through TGH with an estimate value of 0.537 and a Sobel Z value of 4.398 which passes the 1.96 requirement. So, it can be concluded that the indirect effect of TGH on GHA and BIGH is significant. Then, the results of the indirect effect test of GHA and WTP through TGH showed a positive influence with an estimate value of 0.033 and a Sobel Z value of 0.224 which did not pass the 1.96 requirement. So, it can be concluded that the indirect effect of TGH on GHA and WTP is not significant.

As for the hypotheses result can be seen in Table 3. Result found that GHA→TGH has an estimated parameter value of .928; with a standard error value of .106; CR value of 8.724; and a probability value of ***, which represents the number 0.000. Thus, there is strong empirical evidence to accept H₁. Result found that TGH→BIGH has an estimated parameter

value of .398; with a standard error value of .079; CR value of 5.067; and a probability value of ***, which represents the number 0.000. Thus, there is strong empirical evidence to accept H₂. Result found that TGH→WTP has an estimated parameter value of 0.035; with a standard error value of 0.156; CR value of 0.227; and a probability value of 0.820. In this study, the hypothetical decision-making criteria were 0.05; then, it can be concluded that in the third hypothesis there is no strong empirical evidence to reject H₃. Then it can be concluded that trust toward green hotels has a positive effect on willingness to pay a premium for green hotels is rejected.

As for the hypotheses result can be seen in Table 3 and structured model in Figure 4. Result found that GHA→BIGH has an estimated parameter value of 0.218; with a standard error value of 0.105; CR value of 2.082; and a probability value of 0.037. Thus, there is strong empirical evidence to accept H₄. Result found that GHA→WTP has an estimated parameter value of 1.089; with a standard error value of 0.207; CR value of 5.266; and a probability value of ***, which represents the number 0.000. Thus, there is strong empirical evidence to accept H₅. Hence, the result in line with the several studies [10, 49]. Fonts 2020). Result found that WTP→BIGH has an estimated parameter value of 0.150; with a standard error value of 0.043; CR value of 3,488; and a probability value of ***, which represents the number 0.000. Thus, there is strong empirical evidence to accept H₆. Hence, the result is in line with the several studies [23, 34].

Table 3. Hypothesis result

Hypothesis	Estimate	S.E.	C.R.	P	Result
H ₁ : GHA → TGH	.928	.106	8.724	***	Accept
H ₂ : TGH → BIGH	.398	.079	5.067	***	Accept
H ₃ : TGH → WTP	.035	.156	.227	.820	Reject
H ₄ : GHA → BIGH	.218	.105	2.082	.037	Accept
H ₅ : GHA → WTP	1.089	.207	5.266	***	Accept
H ₆ : WTP → BIGH	.150	.043	3.488	***	Accept

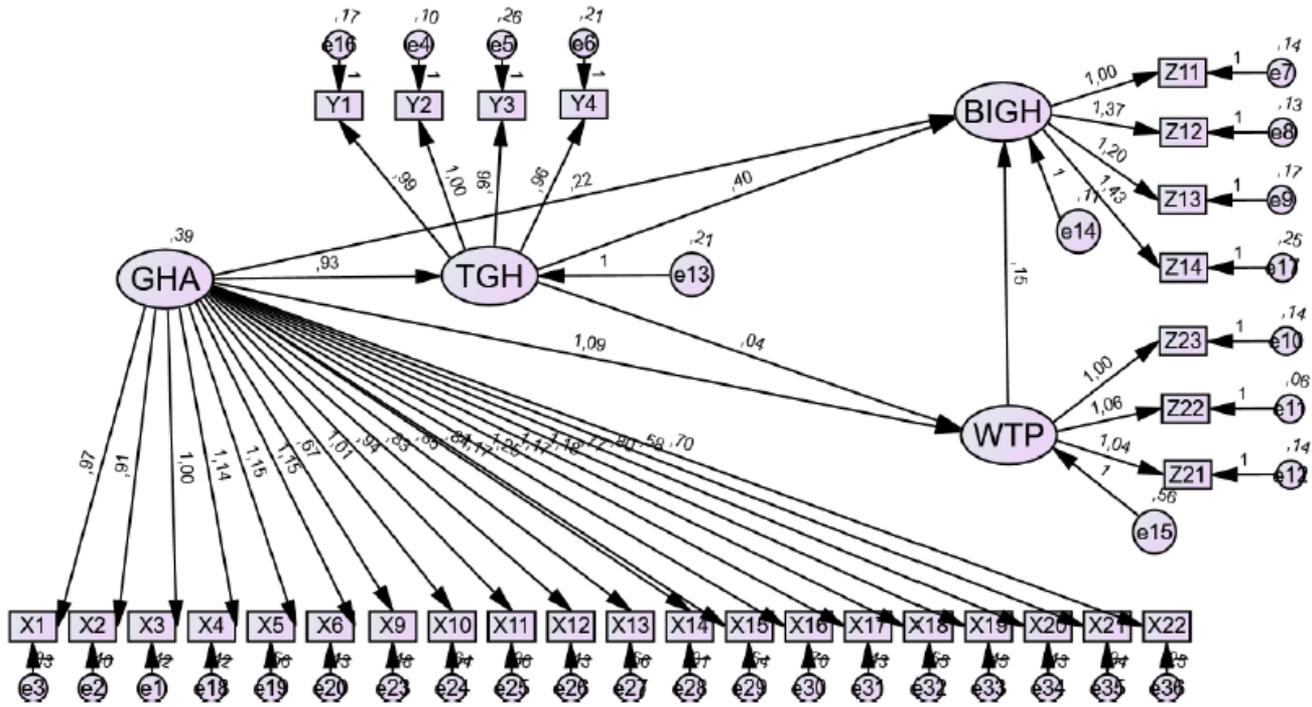
Note: S.E. – standard error, C.R. – critical ratio, P – probability, GHA (Green Hotel Attributes), TGH (Trust toward Green Hotels), BIGH (Behavioral Intention to stay at Green Hotels), dan WTP (Willingness To Pay a premium for green hotels)

Based on the results of the study, it can be said that green hotel attributes have a positive influence on the response of guests and potential customer to green hotels. Respondents' willingness to stay at green hotels arises because of perceptions of green hotel attributes, namely the benefits of guests received, energy efficiency, recycling policies, water efficiency, and green landscapes. In addition, trust in green hotels encourages positive respondents' responses to green hotels. After the perception of the green hotel attributes is accepted, the respondents feel that the green hotel's environmental care is in accordance with the respondent's expectations. Thus, respondents can state that they feel that the commitment and environmental performance of green hotels are generally reliable and trustworthy. Therefore, green hotel attributes are the driving factors in influencing respondents' trust toward green hotels. After being influenced by green hotel attributes, the behavioral intention response to green hotels becomes positive. This is evidenced by the results of research showing that respondents have behavioral intentions to stay at green hotels because they feel that the environmentally friendly motives carried out by green hotels are generally trustworthy so that respondents have plans to stay at green hotels while traveling. This study proves that behavioral intention to stay at green hotels is influenced by

trust toward green hotels. In the future, respondents have the willingness, plan, recommend, and strive to stay at a green hotel.

Through this research, it can be concluded that green hotel attributes have a positive effect on behavioral intention to stay at green hotels and willingness to pay a premium for green hotels with trust toward green hotels which act as mediation. Respondents initially assessed the importance scale regarding

green hotel attributes which then encouraged them to have behavioral intentions to stay at green hotels and willingness to pay a premium for green hotels. After the desire arises, there is trust toward green hotels which is the stage where respondents evaluate respondents' perceptions of green hotel attributes. Therefore, green hotel attributes can influence trust toward green hotels on behavioral intention to stay at green hotels and willingness to pay a premium for green hotels.



Note: X – GHA, Y – TGH, Z1 – BIGH, Z2 – WTP, GHA (Green Hotel Attributes), TGH (Trust toward Green Hotels), BIGH (Behavioral Intention to stay at Green Hotels), dan WTP (Willingness To Pay a premium for green hotels)

Figure 4. Structured model

5. CONCLUSION

The results of this study conclude the application of green hotels to increase trust and intention to stay at green hotels for existing customer and future potential customer into four conclusions. First, it can be concluded that green hotel attributes have a positive effect on trust toward green hotels. Second, trust toward green hotels has a positive effect on behavioral intention to stay at green hotels. However, trust toward green hotels does not have a positive effect on willingness to pay a premium for green hotels. Third, green hotel attributes have a positive effect on behavioral intention to stay at green hotels and willingness to pay a premium for green hotels. After being influenced by green hotel attributes, trust toward green hotels significantly mediates behavioral intention to stay at green hotels. Fourth, willingness to pay a premium for green hotels has a positive effect on behavioral intention to stay at green hotels.

The results of the analysis show that green hotel attributes and trust have a positive impact on behavioral intention to stay at green hotel. However, although customer and potential customer have the intention to stay at the hotel, the extra cost of staying remain as a barrier. Thus, researchers suggest that the management of green hotel should reconsider the extra costs that must be paid by customer. Hotel should communicate clearly and transparently about consideration

that make customer pay additional costs for implementing environmentally friendly practices, so that customer will understand its benefits and accept the condition.

This study found that green landscapes is considered as the most important factor of green hotel attributes. It covers on how hotel contribute to the environment preservation from its various facilities and services. In this sense, hotel in the future should then emphasize to publish and do a lot of exposure for all hotel activities and programs related to environment to increase public awareness. It is crucial for hotel to not only concentrate in the internal managerial, but also expand to bring more public awareness on what hotel had accomplished in term of environmental activities. Good things should be heard not only by employee and customer, but others in general as well. Thus, the way hotel communicate green practice should be emphasizes [17] as it will not only benefit for customer but also able to positively influence organizational performance. In addition, hotel must also improve social media marketing. This marketing strategy must be carried out consistently in updating the content on each platform to build awareness of guests and potential guests. Researchers advise hotel for providing a suggestion box or survey which can be responded, as well as providing valuable comment or feedback for any questions found in various hotel social media platforms, in order to maintain and improve the hotel's eco-friendly practices that are in line with the customer expectations.

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