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FACTORS INFLUENCING MALAYSIAN LOCAL TOURISTS' INTENTION TO STAY AT GREEN HOTELS

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Universiti Utara Malaysia

DOCTOR OF BUSINESS ADMINISTRATION

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Factors Influencing Malaysian Local Tourists' Intention to Stay at Green Hotels

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ABSTRACT

Sustainable tourism is gaining critical importance, yet sustainable accommodation practice in Malaysia faces multiple challenges, including tourists′ negative attitudes stemming from limited environmental awareness, weak subjective norms in supporting green hotel choices, low perceived behavioural control due to insufficient knowledge, ineffective electronic word-of-mouth (eWOM) in environmental messaging and unclear perceived value of eco-friendly accommodations. The research examines the impact of tourists′ attitudes, subjective norms, perceived behavioural control, eWOM and perceived value on Malaysian local tourists′ intention to stay at green hotels. Additionally, the moderating effect of environmental knowledge on these relationships are investigated. This study employed a quantitative methodology, surveying 415 local Malaysian tourists through convenience sampling. Data were analyzed using multiple regression analysis via the Statistical Packages for the Social Sciences (SPSS) version 26. The results reveal that tourists′ attitudes, subjective norms, perceived behavioural control, eWOM and perceived value significantly influenced tourists′ intention to stay at green hotels. Furthermore, environmental knowledge moderated the relationships between eWOM, perceived value, and intention to stay at green hotels. Consumer awareness and demand for sustainable practices drive industry trends, compelling hotels to continuously innovate in their sustainability efforts. Hotel operators should prioritize environmental initiatives to promote acceptance of sustainable practices in hospitality. They should also incorporate educational components in their marketing communications to strengthen the impact of eWOM and value perceptions, considering the moderating role of environmental knowledge. In terms of theoretical contributions, this study applies the theory of planned behaviour (TPB). It incorporates eWOM and perceived value with environmental knowledge as a moderator in the proposed research framework focusing on Malaysian local tourists′ intention to stay at green hotels. Positive attitudes contribute to tourists′ eco-friendly choices and shape their preferences for sustainable accommodations, and social media is crucial in raising tourists′ environmental awareness.

Keywords: Green Hotel, Intention to Stay, Sustainable Tourism, Electronic Word-of-Mouth (eWOM), Perceived Value.

ABSTRAK

Pelancongan lestari semakin kritikal, namun amalan penginapan lestari di Malaysia menghadapi pelbagai cabaran, termasuk sikap negatif pelancong yang berpunca daripada kesedaran alam sekitar yang terhad, norma subjektif yang lemah dalam menyokong pilihan hotel hijau, kawalan tingkah laku yang dianggap rendah kerana pengetahuan yang tidak mencukupi, perkataan mulut ke mulut elektronik (eWOM) yang tidak berkesan dalam pemesejan alam sekitar dan nilai persepsi yang tidak jelas bagi penginapan mesra alam. Penyelidikan ini mengkaji kesan sikap pelancong, norma subjektif, kawalan tingkah laku yang dirasakan, eWOM dan nilai persepsi terhadap niat pelancong tempatan Malaysia untuk menginap di hotel hijau. Selain itu, kesan penyederhanaan pengetahuan alam sekitar terhadap hubungan-hubungan ini disiasat. Kajian ini menggunakan metodologi kuantitatif, meninjau 415 pelancong tempatan Malaysia melalui persampelan mudah. Data dianalisis menggunakan analisis regresi berganda melalui Pakej Statistik untuk Sains Sosial (SPSS) versi 26. Hasil kajian menunjukkan bahawa sikap pelancong, norma subjektif, kawalan tingkah laku yang ditanggap, eWOM dan nilai yang dilihat secara signifikan mempengaruhi niat pelancong untuk menginap di hotel hijau. Tambahan pula, pengetahuan alam sekitar menyederhanakan hubungan antara eWOM, nilai yang dilihat dan niat untuk menginap di hotel hijau. Kesedaran dan permintaan pengguna terhadap amalan mampan memacu trend industri, mendorong hotel untuk terus berinovasi dalam usaha kemampanan mereka. Pengusaha hotel harus mengutamakan inisiatif alam sekitar untuk menggalakkan penerimaan amalan mampan dalam hospitaliti. Mereka juga harus menggabungkan komponen pendidikan dalam komunikasi pemasaran mereka untuk mengukuhkan kesan eWOM dan persepsi nilai, dengan mengambil kira peranan penyederhana pengetahuan alam sekitar. Dari segi sumbangan teori, kajian ini mengaplikasikan teori tingkah laku terancang (TPB). Ia menggabungkan eWOM dan nilai yang dirasakan dengan pengetahuan alam sekitar sebagai moderator dalam rangka kerja penyelidikan dicadangkan yang memfokuskan kepada niat pelancong tempatan Malaysia untuk menginap di hotel hijau. Sikap positif menyumbang kepada pilihan mesra alam pelancong dan membentuk pilihan mereka untuk penginapan yang mampan, dan media sosial adalah penting dalam meningkatkan kesedaran alam sekitar pelancong.

Kata kunci: Hotel Hijau, Niat Menginap, Pelancongan Mampan, Perkataan Mulut-ke-Mulut Elektronik (eWOM), Nilai yang Dirasakan.

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ABBREVIATION

ADR	Average Regular Rate
ATB	Attitude Towards Behaviour
CATB	Compute Attitude Towards Behaviour
CSN	Compute Subjective Norm
CPBC	Compute Perceived Behaviour Control
CEK	Compute Environmental Knowledge
CeWOM	Compute Electronic Word of Mouth
CPV	Compute Perceived Value
DOSM	Department of Statistics Malaysia
DV	Dependent Variable
CITS	Compute Intention to Stay
CMCO	Conditional Movement Control Order
EK	Environmental Knowledge
eWOM	Electronic Word of Mouth
GDP	Gross Domestic Product
ITS	Intention to Stay
IV	Independent Variable
KMO	Kaiser-Meyer-Olkin
MAH	Malaysian Association of Hotels
MATTA	Malaysian Association of Tour and Travel Agents
MCO	Movement Control Order
MOTC	Ministry of Tourism and Culture
NGO	Non-profit Organization
OCR	Online Customer Reviews

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PBC	Perceived Behaviour Control
PV	Perceived Value
SMM	Social Media Marketing
SN	Subjective Norm
SOP	Standard Operating Procedure
TEATA	Thai Ecotourism and Adventure Travel Association
TPB	Theory Plan Behaviour
TRA	Theory of Reasoned Action
UN	United Nations
UNWTO	United Nations of the World Tourism Organization
VMY2020	Visit Malaysia Year 2020
WHO	World Health Organization
WTO	World Tourism Organization

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The tourism industry represents a multi-faceted sector that integrates inputs from economic, social, cultural, and environmental dimensions, concurrently fostering employment opportunities both directly and indirectly, thereby catalysing development in associated industries (Mosbah & Abd Al Khuja, 2014). As per the United Nations World Tourism Organization (UNWTO), Malaysia ranked 13th in terms of tourism arrivals in 2018, with a total of 25.83 million tourists and 21st in terms of tourism receipts, totaling RM84.14 billion in spending. Data from the Ministry of Tourism, Arts and Culture of Malaysia (MOTAC) corroborates these figures, indicating tourist arrivals of 25.83 million and tourism receipts amounting to RM84.1 billion in 2018, with a subsequent increase in arrivals to 26.10 million and receipts to RM86.14 billion in 2019. However, the year 2020 witnessed a significant downturn, with only 4.33 million tourist arrivals recorded, marking an 83.4% reduction from 2019 figures, and receipts totaling RM12.7 billion. This drastic decline can be attributed to the profound disruptions inflicted upon the global tourism industry by the COVID-19 pandemic, which severely impacted Malaysia's tourism sector, necessitating the cancellation of the "Visit Malaysia Year 2020" campaign (VMY2020) (Hirschmann, 2021; Kumar, Subramaniam & Supina, 2023).

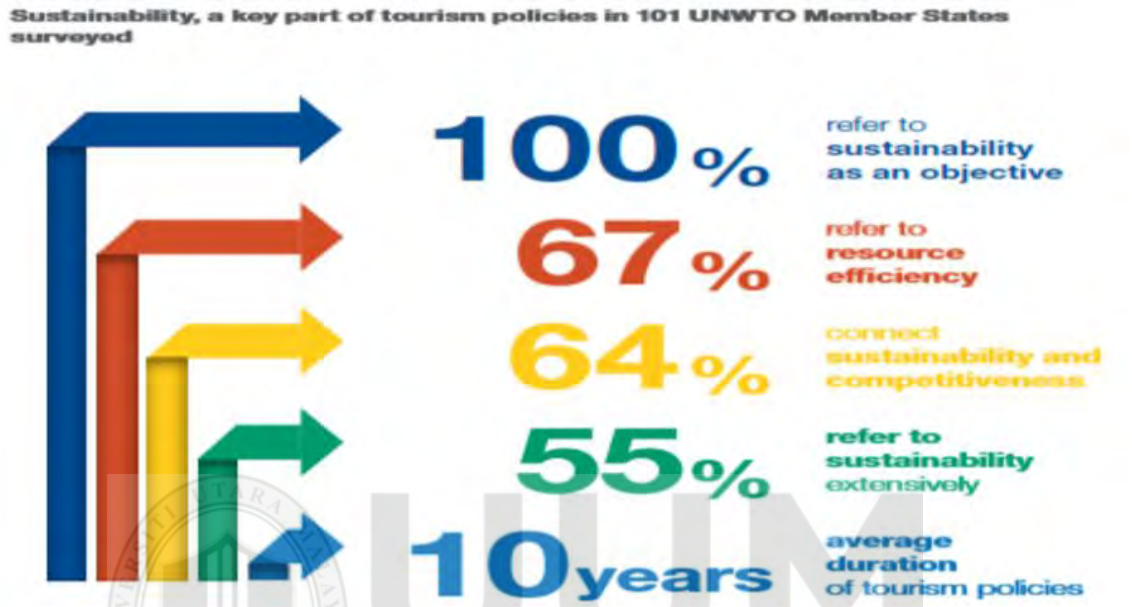
From an economic perspective, tourism is recognised for its potential to generate income for local communities. However, from an ecological standpoint, tourism can have adverse effects on delicate environments (Ateljevic, 2010). As noted by Datuk Tan Kok

Liang, President of the Malaysian Association of Tour and Travel Agents (MATTA), Malaysia has been primarily focused on increasing tourist arrivals. While this has resulted in significant economic gains, it has also led to a concerning level of risk for the country, neglecting certain societal and environmental considerations, exacerbating stress and threats to the tourism ecosystem, including beaches, national parks, and coastlines (Lo, Chin & Law, 2017). To promote sustainable travel practices, Datuk Tan Kok Liang advocates for measures such as regulating tourist entry into sensitive tourism destinations and preserving local culture and heritage. Additionally, attention is drawn to environmental concerns, urging industry stakeholders to develop initiatives to commercialise ecotourism products, promote ecological activities, and preserve cultural attractions (MATTA, 2019).

The advent of sustainable tourism holds the potential to yield positive outcomes for the advancement of the tourism industry. Defined by the United Nations World Tourism Organization (UNWTO) as a concept aimed at mitigating environmental, economic, and social impacts to align with the needs of visitors, industry stakeholders, the environment, and host communities (Mbithe, Zuwarimwe & Tshipala, 2020), sustainable tourism represents a paradigm shift towards more responsible and equitable tourism practices. As emphasised by Zurab Pololikashvili, Secretary-General of the UNWTO, the convergence of sustainability and competitiveness is imperative for destinations and businesses alike. This entails promoting biodiversity conservation, fostering efficient resource utilisation, and addressing climate change concerns, thus ensuring tourism destinations and enterprises' long-term viability and resilience (UNWTO, 2019).

Figure 1.1

Baseline Report on Integrating Sustainable Consumption and Production Patterns into Tourism Policies, 2019.



Note. Source: UNWTO, 2019.

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Figure 1.1 illustrates the prominence of sustainability within tourism policies across the 101 surveyed UNWTO Member States. The findings reveal that sustainability is universally acknowledged as a fundamental objective, with 100% of respondents citing its importance. Specifically, 67% of respondents emphasise resource efficiency, while 64% highlight the intertwined nature of sustainability and competitiveness. Additionally, 55% of respondents underscore the enduring commitment to sustainability, with policies spanning an average duration of 10 years. Hence, advancing sustainable tourism necessitates collective engagement from all stakeholders within the tourism sector (Feyers, Stein & Klizentyte, 2019).

According to Kallmuenzer *et al*. (2018), environmental concerns have garnered increasing international attention within business frameworks. In Malaysia, research on sustainable tourism has seen significant growth, encompassing various dimensions such as destination management, stakeholder engagement, environmental studies, and integrating sustainable tourism principles into tourism products (Lim *et al*., 2019; Mohamad *et al*., 2014). Consequently, it is noteworthy that establishments continually strive to strike a balance between governmental policies and regulations, corporate performance, escalating stakeholder expectations, profitability considerations, and resource constraints (Lim *et al*., 2019; Rahman & Reynolds, 2016). As highlighted by Datuk Isham Ishak, Secretary-General of the Ministry of Tourism, Arts and Culture (MOTAC), the implementation of sustainable practices in tourism has yielded benefits for local communities. The sustainability initiatives within destinations have not only created additional employment opportunities for locals but have also enhanced the quality of work. Furthermore, they have opened avenues for locals to venture into tourism or related industries, thus contributing to economic growth and empowerment (The Star, 2019).

Hence, it is imperative for Malaysia's tourism industry to embrace the principles and tenets of sustainable consumption, ensuring long-term viability while mitigating adverse environmental impacts. Sustainability has emerged as a pivotal focus across various sectors, including the hospitality industry, where its integration is deemed essential for industry advancement (Shen, Qian & Chen, 2020). The growing emphasis on sustainability is attributed to pressure exerted by governmental bodies, media outlets, and consumer advocates, driving the adoption of sustainable expansion practices (Kapera,

2018). In alignment with the sustainable tourism paradigm, numerous stakeholders and organisations are directing increased attention towards environmentally friendly products, notably green hotels, which embody eco-friendly principles in their day-to-day operations (Chen & Peng, 2012). This trend has prompted many hotels to adopt environmentally responsive practices, leading to substantial improvements in construction methods to minimise environmental impact (Green Building Index, 2015). Green hotels prioritise implementing environmentally sustainable practices such as water and energy conservation, waste management, and recycling initiatives to attract environmentally conscious clientele (Han & Chan, 2013). In today's context, there is a discernible trend toward prioritising environmentally friendly products, reflecting a broader societal shift toward sustainability (Norazah, 2013).

Numerous earlier investigations have primarily been conducted within mature economies, characterised by an advanced adoption of sustainable practices. However, scant attention has been given to studies examining customers' inclination to stay at green hotels. Additionally, as highlighted by Eslaminosratabadi (2013), Ng (2011) and Kasim (2004), previous research endeavours have predominantly focused on delineating the demand for green hotels and the extent of green practices implemented within Malaysian hospitality establishments (Joo & Seo, 2018; Kasim *et al*., 2014; Jamaludin & Yusof, 2013), with relatively limited exploration of customers' environmental awareness pertaining to sustainable issues. Furthermore, empirical inquiries centred on customer eco-friendly or pro-environmental behaviour in the context of green hotels have been notably scarce. A comprehensive review of green research in the hospitality sector spanning from 2000 to 2014, conducted by Kim *et al*. (2017), revealed that out of 146

empirical studies, only 37 (25.3%) were customer-centric, while the majority (41.8%) focused on management aspects.

The gap in research regarding Malaysian local tourists' awareness, acceptance, and intentions to stay at green hotels lies in the need for a more comprehensive exploration into how their attitudes toward specific actions influence their intentions. While existing studies have examined general perceptions and intentions related to green hotel accommodation, there needs to be more research focusing on the specific behaviours and actions that contribute to these intentions. Moreover, the dearth of theoretically-driven perspectives in investigating the formation of customer eco-friendly or green practices behaviour towards staying in green hotels underscores the need for expanded exploration in this area (Nimri *et al*., 2019). Such endeavours are crucial for enhancing understanding of the determinants influencing customers' intentions to stay at green hotels, which uphold environmental sustainability principles (Fatoki, 2020).

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It impacts the hotel industry's business operations which emphasize on environmental preservation. The operational dynamics of the hotel industry undergo significant transformation with a pronounced emphasis on environmental preservation. By integrating sustainable practices into business operations, hotels experience tangible shifts in resource management, cost structures, brand positioning, and stakeholder engagement. This strategic pivot towards environmental protection not only aligns with evolving consumer preferences and regulatory imperatives but also catalyses innovation and resilience within the industry, driving long-term viability and sustainability. The escalating demand for environmentally sustainable practices within the hotel sector has

spurred extensive scholarly inquiry into green hotel initiatives and customer perceptions regarding environmental concerns (Han, Hsu, Lee & Sheu, 2011; Han, Hsu & Lee, 2009).

Previous research has indicated that prevailing practices within the hotel industry are poised to shape future consumer behaviours in Malaysia. However, scant attention has been directed toward exploring customer attitudes and behaviours regarding green ideologies and practices, which significantly influence the decisions of local tourists regarding their intentions to stay at green hotel in Malaysia. This is particularly salient given that local tourists constitute a substantial portion of the future customer base. Consequently, the outcomes of this study shed light on the preferences of local tourists and their motivations for embracing green practices, thereby enabling hoteliers to cultivate a deeper understanding of the eco-consciousness exhibited by local tourists. This, in turn, facilitates cost savings for hotels and may even warrant the imposition of nominal fees to support local environmental conservation efforts. In light of the preceding rationale, the primary objective of this study is to discern the inclination of local Malaysian tourists towards staying in green hotel in Malaysia.

1.1.1 Tourism Industry in Malaysia

The tourism industry is a leading global sector, yielding substantial economic benefits and fostering cross-cultural exchanges that enrich travellers' knowledge base (SELECTUSA, 2019). Malaysia's tourism sector has exhibited robust growth in recent years, mirroring the expansion witnessed in the global hospitality domain. According to Tourism Malaysia Corporate Site (2020), approximately 25 million tourists visit Malaysia

annually. In 2019, this sector contributed approximately 15.9% to the nation's total Gross Domestic Product (GDP), positioning it as the third-largest contributor to Malaysia's GDP, trailing only behind the manufacturing and commodities sectors (Santandertrade, 2019).

The tourism industry represents a pivotal segment within Malaysia's service sector, demonstrating noteworthy progression to emerge as one of the nation's fastest-growing sectors (Ahmad *et al.*, 2019). As tourist expenditures from the ASEAN region amounted to a total of RM43.72 billion, with West Asian tourists registering the highest per capita expenditure at RM10,214, reflecting a notable increase of +2.7% compared to RM9,947 in 2018 (MOTAC, 2019).

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Meanwhile for domestic tourism, the Department of Statistics Malaysia (DOSM) reported that domestic tourism in Malaysia experienced significant growth in 2022, with a 160.1% increase in domestic visitor arrivals, reaching 171.6 million visitors. The highest contribution came from households with an income of RM5,001 to RM10,000, accounting for 31.2% of visitors. However, domestic visitors from households with an income between RM1,001 and RM3,000 decreased by 2.2 percentage points to 27.1% in 2022 compared to the previous year.

Figure 1.2

Number of domestic visitors in Malaysia 2013-2022 (in million).

Note. Source: Statista Research Department, 2023.

Figure 1.2 shows, in 2022, the number of domestic tourists in Malaysia amounted to approximately 171.6 million, a significant increase compared to the previous year. In 2021, restrictions on movement were still in place to curb the spread of COVID-19, which resulted in a decrease in domestic tourists in Malaysia. The main reasons for domestic travels Malaysia 2022 highlight that 33.7 percent of domestic trips were undertaken to visit relatives and friends. The second-most cited reason for making domestic trips was shopping, which made up around 29.9 percent of domestic trips (DOSM, 2023).

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In the first quarter of 2023 (1Q23), Malaysia recorded 48.6 million domestic visitors, a 33.7% increase from the same period in 2022, according to DOSM. Domestic tourism expenditure for 1Q23 reached RM19.2 billion, marking a 47.0% year-on-year increase and a 4.6% increase from the previous quarter. The fourth quarter of 2023 (Q4 2023) saw a 16.1% rise in domestic tourism, with 54.3 million visitors, compared to the same period in the previous year. Chief Statistician, Datuk Seri Dr. Mohd Uzir Mahidin noted that domestic visitors increased by 1.6% from the third quarter of 2023, while domestic tourism expenditure in the second quarter of 2023 (Q2 2023) was RM23.8 billion, reflecting a 29.5% year-on-year increase and an 18.5% increase from the previous quarter. Overall, Malaysia's domestic tourism in 2023 recorded 210.9 million visitors, a 22.9% increase from the previous year (Bernama, 2023).

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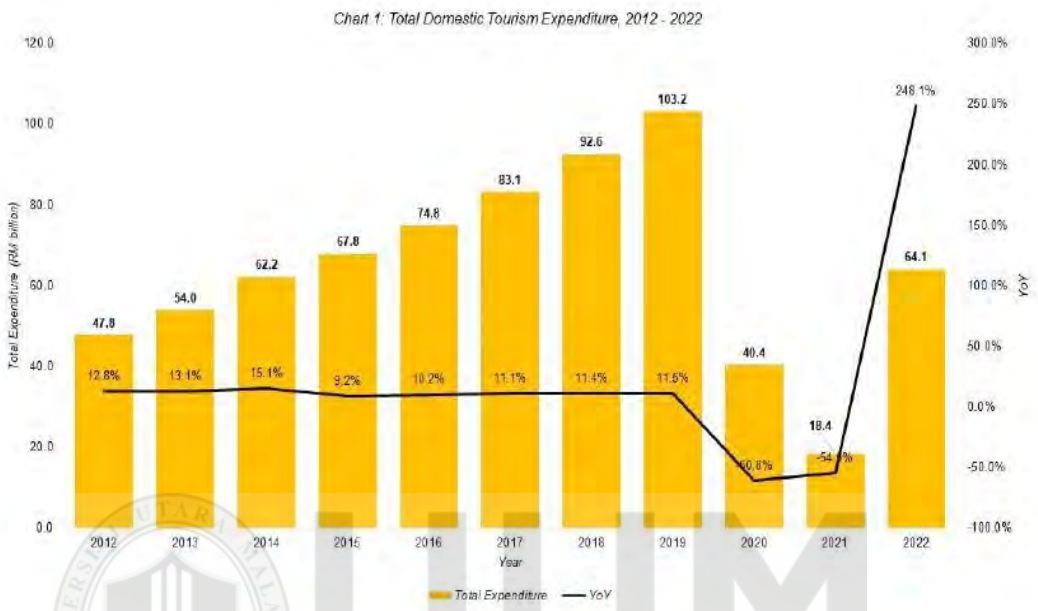
Figure 1.3

Total Domestic Tourism Expenditure 2013-2022.



Note. Source: Department of Statistics Malaysia (DOSM)

Figure 1.3 shows that domestic tourism expenditure surged by 248.1% in 2022, reaching RM64.1 billion, a significant increase from RM18.4 billion in 2021. Shopping emerged as the largest contributor, accounting for 38.9% of total expenditure, followed by food and beverage at 15.2% and automotive fuel purchases at 13.8%. Regarding travel trends among domestic visitors, the Department of Statistics Malaysia (DOSM) reported that visiting friends and relatives was the most common reason for domestic travel, representing 33.7% of visits. This was followed by shopping at 29.9% and holiday and leisure activities at 16.4%.

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The accommodation revenue index also saw a 12.5% increase, with occupancy rates for five-star hotels rising by 2.1%, four-star hotels by 0.7%, three-star hotels by 14.8%, and two-star hotels, chalets, or motels by 9.3%. Occupancy rates at hill and town locations increased by 2.2% and 2.6%, respectively, compared to the same period last year (The Star, 2024). The average length of stay for domestic tourism trips in Malaysia was approximately 2.5 days. The length of stay for domestic tourism trips decreased in 2020 and 2021 due to the implementation of the movement restrictions to curb the spread of COVID-19 in 2021 (DOSM, 2023). According to a survey conducted in Malaysia in January 2023, common issues about traveling among Malaysians 2023 has highlight around 58.12 percent of participants were worried about health and safety issues while traveling. Meanwhile, another 27 percent of the respondents said they were concerned about the increase in prices of traveling.

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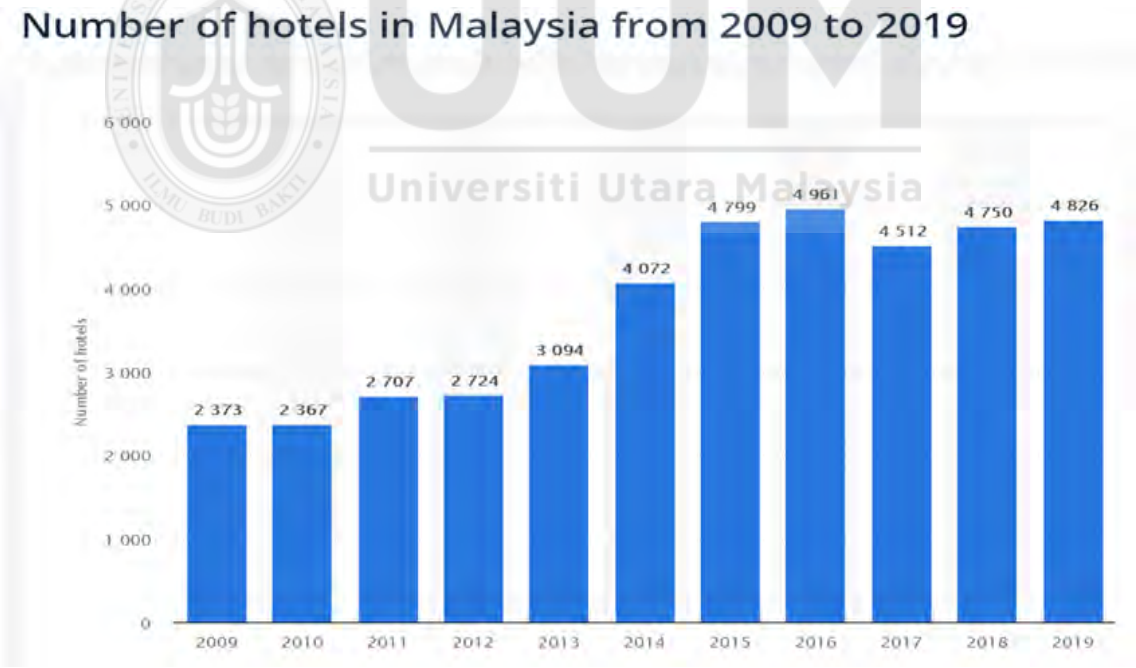
1.1.2 Hotel Industry in Malaysia

The hotel industry has experienced remarkable growth, witnessing the emergence of numerous establishments, particularly city hotels and resorts. Figure 1.5 illustrates the evolution of hotel numbers in Malaysia, spanning from 2009 to 2019. By 2019, the country boasted a total of 4.83 thousand hotels, representing nearly double the count recorded in 2009 (Hirschmann, 2020).

Figure 1.4

The number of hotels in Malaysia from 2009-2019.



Note. Source: Hirschmann, 2020.

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The Malaysian hospitality industry has witnessed robust and sustained business expansion, with hotels across all segments reporting strong occupancy rates. This growth can be attributed to a dynamic national economy, the rapid expansion of the aviation sector driven by the proliferation of low-cost airlines, initiatives aimed at liberalising foreign investment, and substantial infrastructure development. Notably, these efforts have bolstered Malaysia's image as a premier tourist destination under the iconic branding of "Malaysia, Truly Asia," thereby fostering high demand in urban centres and tourist hubs nationwide. Consequently, Malaysia has emerged as one of the world's fastest-growing hotel markets.

Presently, numerous hotels are grappling with the challenge of delivering exceptional service and curating an exclusive guest experience. The onset of the COVID-19 pandemic precipitated significant challenges and disruptions to hotel operations, impacting demands for services, financial stability, and customer behaviour (Milovanovic, 2021). In 2020, the World Tourism Organization (WTO) reported a staggering 74% decrease in international tourist arrivals, plummeting to 381 million compared to 1.5 billion in 2019. Consequently, the hotel sector has borne the brunt of COVID-19 repercussions, experiencing a dramatic decline in sales due to travel restrictions, event cancellations, and heightened customer apprehensions about infection risks (MATTA, 2021). This scenario has translated into substantial losses for the Malaysian hotel industry, with an estimated RM 3.37 billion in revenue lost within the initial two months of the Movement Control Order (MCO) period (Dzulkifly, 2020). A survey conducted by the Malaysian Association of Hotels (MAH), involving 324 hotels nationwide, revealed dire circumstances, with 35% of hotels temporarily suspending

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operations and an anticipated 60% decline in business revenue. Additionally, 15% of hotel operators face insurmountable challenges and are projected to cease operations by the end of 2020 (Dw.com, 2020).

To navigate operational challenges and adapt to evolving customer demands, hotels have assumed new roles, responding to shifts in both physical and psychosocial needs (Jiang & Wen, 2020). This includes providing accommodations for individuals requiring isolation during quarantine periods, as well as facilitating isolation for medical personnel attending to COVID-19 patients (Kaushal & Srivastava, 2021). Presently, hygiene considerations have emerged as paramount in ensuring customer satisfaction within hotel settings (Yu *et al*., 2021). Consequently, maintaining high standards of hygiene during the pandemic is crucial not only for health protection but also serves as a cornerstone of hotel quality management, aimed at mitigating fear and anxiety among guests (Milovanovic, 2021).

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In light of the COVID-19 pandemic's repercussions, numerous scholars advocate for heightened attention within the tourism and hospitality sectors toward environmental and sustainability considerations. As highlighted by Everingham and Chassagne (2020) and corroborated by Benjamin *et al*. (2020), a consensus among scholars underscores the imperative for the tourism and hospitality industry not only to recuperate financially but also to undergo substantive reforms aimed at enhancing sustainability practices. The crisis precipitated by the COVID-19 pandemic has profoundly impacted the tourism industry, shedding light on pre-existing concerns regarding its societal, environmental, and human ecological footprint, such as the erosion of local community values and the proliferation of over-tourism into previously pristine areas (Benjamin *et al*., 2020; Galvani, 2014;

Galvani *et al*., 2020). Over recent decades, the industry has been criticized for perpetuating unsustainable practices, fostering over-tourism, exhibiting complacency towards sustainability principles, and operating within neoliberal and capitalistic frameworks (Cheer, 2020).

1.1.3 Green Hotel

A green hotel is an establishment that utilizes materials, energy, and water resources in an environmentally sustainable manner, aiming to minimize its ecological footprint and prevent detrimental environmental impacts (Chen & Peng, 2012). In response to increasing environmental pressures and growing concerns, many hotels have implemented a range of innovative measures to improve the sustainability of their operations (Merli *et al*., 2019). These measures align with the broader push for sustainable tourism practices, which have become even more pertinent amidst the COVID-19 pandemic.

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The United Nations (2020) has underscored the critical need for stakeholders in the tourism industry to protect millions of livelihoods while promoting sustainable and responsible travel. This involves ensuring the safety of host communities, workers, and travelers while adapting to new health and safety challenges posed by the pandemic. In line with these guidelines, numerous hotels, particularly in Malaysia, have adopted a comprehensive set of policies aimed at enhancing environmental sustainability and public health (refer to Table 1.4).

These policies include various measures such as utilizing natural ventilation through open windows to improve air circulation, considering environmental factors in building requirements, and implementing effective waste management protocols. To support these initiatives, cleaning personnel are required to undergo specialized training to manage waste in an environmentally responsible manner, which helps mitigate potential environmental harm and adverse impacts on human health caused by pollutants in the air, water, soil, and food chain. Additionally, training for cleaning staff includes adherence to national guidelines for waste management related to COVID-19, as well as following the World Health Organization (WHO) guidance on waste management for the SARS-CoV-2 virus (WTO, 2020).

It is clear that green hotels have adopted these comprehensive policies not only to reduce operational costs but also to contribute significantly to environmental and tourism sustainability efforts. The World Tourism Organization (WTO) has provided the hotel industry with valuable guidelines through its publication "Operational Considerations for COVID-19 Management in the Accommodation Sector: Interim Guidance," offering a framework for hotels to follow (WHO, 2020). In addition, the Malaysian Association of Hotels (MAH) and other tourism stakeholders have committed to supporting government-mandated precautionary measures and standard operating procedures (SOPs) to combat the spread of COVID-19 (MAH, 2020).

This commitment reflects the industry's dedication to both enhancing environmental sustainability and ensuring the health and safety of guests and staff. According to a survey conducted in Malaysia in January 2023, around 29.16 percent of the respondents believed it was somewhat safe to travel internationally with the current

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COVID-19 situation. Meanwhile, 29.55 percent of the respondents said it was somewhat not safe to travel internationally (DOSM, 2023).

Table 1.1

The ASEAN Green Hotel Standard - ASEAN Tourism Resource and Management Development Networks (ATRM, 2016)

Major Criteria	**Requirements – Hotels**
i. Environmental policy and actions for hotel operation	Promotion of environmental activities in order to encourage the involvement of hotel staff, clients and suppliers to participate in environmental management practices. Existence of plan for raising staff awareness of the environment, i.e; training. Existence of environmental management plan for hotel operation. Existence of monitoring program for environmental management of hotels.
ii. Use of Green products	Encouragement for the use local products for hotel operation, i.e; food, amenities and handicrafts. Encouragement for the use of environmentally friendly products.
iii. Collaboration with the community and local organizations	Existence of plans/activities to help improve quality of life of the community. Existence of awareness raising programs for local community on environmental management.
iv. Human Resource Development	Provision of training programs for operation and management staff on environmental management.
v. Solid Waste Management vi. Energy efficiency	Introduction of waste management techniques, i.e; waste reduction, reuse, recycling, waste separation and composting program. Introduction of energy saving techniques and/or energy-saving technology and equipment for hotel to reduce energy consumption. Installation of meters/equipment to monitor energy consumption.
vii. Water efficiency viii. Air quality management (indoor and outdoor)	Introduction of water saving techniques and/or use of water-saving technology and equipment to reduce water consumption. Regular maintenance for water saving equipment. Designation of smoking and non-smoking area. Regular monitoring and maintenance for equipment and hotel facilities to ensure the air quality, i.e; air conditioning.
ix. Noise pollution control	Existence of noise control program from hotel operation.

The primary rationale behind implementing environmental practices by hotels and resorts is to mitigate their adverse impacts on the environment (Ham & Han, 2013). As local tourism continues to thrive, there is a growing preference among local tourists for accommodations that prioritize sustainability. This shift in consumer behaviour has led hotels to increasingly adopt green practices, such as energy conservation, waste reduction, and the use of eco-friendly materials, to meet the expectations of environmentally conscious guests. Local tourists, in particular, are favouring hotels that demonstrate a commitment to sustainability, viewing these practices as a reflection of the establishment's values and community responsibility.

An increasing number of consumers are pressuring service providers, including hotels, to embrace more environmentally responsible practices (Yusof *et al*., 2014). Hotels that implement green initiatives, such as installing solar panels, using water-saving technologies, and sourcing locally produced organic foods, not only reduce their environmental footprints but also attract a loyal customer base. This eco-friendly approach is becoming a significant factor in the decision-making process for local tourists, who are more likely to support businesses that align with their values. These green practices enhance the appeal of these establishments, giving them a competitive edge in the market.

The adoption of environmental practices by hotel operators is perceived as a potential strategy for fostering customer loyalty and encouraging guests to stay and recommend the hotel to others (Ham & Han, 2013; Yusof, Rahman & Daud, 2012). Consequently, it is imperative to investigate whether customers' perceptions of a hotel's environmental practices influence their intention to stay. This is particularly relevant among local tourists, who may prioritize sustainability in their travel choices and be more

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inclined to choose hotels that are actively engaged in green practices. By understanding the impact of these perceptions, hotels can better tailor their strategies to meet the demands of the growing segment of eco-conscious local tourists.

As of 2021, a total of fifty-two hotels in Malaysia have been designated as Green Hotels by the Ministry of Tourism, Arts, and Culture (MOTAC) Malaysia. This designation highlights their commitment to sustainable practices and their role in promoting eco-friendly tourism within the country. Among these establishments, twenty-one have received the prestigious Green Award from the ASEAN Green Hotel Committee, an entity under the ASEAN organization tasked with evaluating and recognizing exemplary sustainable initiatives across ASEAN nations (MOTAC, 2020).

These awards and recognitions underscore the growing importance of sustainability in the hospitality industry, particularly among local tourists who are increasingly favoring hotels that demonstrate a commitment to environmental stewardship. Notable examples of these environmentally conscious hotels in Malaysia include Shangri-La's Tanjung Aru Hotel and Spa in Sabah, Shangri-La's Rasa Sayang Hotel and Spa in Penang, and The Frangipani Hotel and Spa in Langkawi. These hotels have set a high standard for ecological and green practices, earning ISO 14001 certification for their adherence to environmental management standards and eco-certification criteria (Norazah & Norbayah, 2014).

These Green Hotels have implemented a wide range of sustainable practices, including energy-efficient systems, water conservation measures, waste reduction programs, and the use of environmentally friendly products. These initiatives not only

reduce the environmental impact of their operations but also resonate with local tourists who prioritize sustainability in their travel choices. The policies adopted by these hotels are designed not only to influence customers' intention to stay at green hotels but also to promote broader awareness and acceptance of green products and services within the tourism industry.

Among the fifty-two eco-friendly hotels recognized as Green Hotels by MOTAC Malaysia, those receiving the "Green Award" from the ASEAN Green Hotel Committee have been specifically identified and endorsed by MOTAC Malaysia as leaders in sustainable hospitality (refer Table 1.2). This endorsement further enhances their appeal to local tourists who are increasingly making environmentally responsible choices when selecting accommodations. The recognition of these hotels by both national and regional bodies reflects the growing demand for sustainability in tourism and the successful integration of green practices by these establishments.

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Table 1.2

List of Green Practice Hotels in Malaysia with Green Award Winners (highlighted) from Year 2016 – 2020.

Numbers	Name of Green Hotels	Year Award	State	Operating Status till (2023)
1	Borneo Rainforest Lodge	-	Sabah	Operating
2	Gaya Island Resort	-	Sabah	Operating
3	Gayana Marine Resort, Gaya Island	-	Sabah	Operating
4	Sepilok Jungle Resort, Sandakan	-	Sabah	Operating
5	Nexus Resort Karambunai	2008 2018	Sabah	Operating
6	Shangri-La Rasa Ria Resort & Spa Kota Kinabalu	2016	Sabah	Operating
7	Shangri-La Tanjung Aru Resort & Spa, Kota Kinabalu	2010 2016	Sabah	Operating
8	The Palace Hotel Kota Kinabalu	2010	Sabah	Operating
9	Borneo Tropical Rainforest Resort	2016	Sarawak	Operating
10	Permai Rainforest Resort	-	Sarawak	Operating
11	Puteri Wing - RiversideMajestic Hotel Kuching	2018	Sarawak	Operating
12	Grand Margherita Hotel, Kuching	-	Sarawak	Operating
13	Miri Marriott Resort & Spa	2016	Sarawak	Operating
14	Hotel Penaga	-	Penang	Operating
15	Hotel Jen Penang by Shangri-la	2019	Penang	Operating
16	Shangri-La Rasa Sayang Resort & Spa	2008 2016	Penang	Operating
17	Golden Sand Resort Penang by Shangri-La	2020	Penang	Operating
18	Holiday Inn Resort	2016	Penang	Closed
19	The Zenith Hotel, Kuantan	2016	Pahang	Operating
20	Time Capsule Retreat Eco-Lodge	-	Pahang	Operating

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Numbers	Name of Green Hotels	Year Award	State	Operating Status till (2023)
21	Bentong Eco Wellness Resort	-	Pahang	Operating
22	Japamala Resort, Tioman Island	-	Pahang	Operating
23	Banjaran Hotsprings Retreat	-	Perak	Operating
24	Joe Fisherman Inn, Pangkor Island	-	Perak	Operating
25	The Element - Westin	-	Kuala Lumpur	Operating
26	Alila Bangsar	-	Kuala Lumpur	Operating
27	Four Seasons Hotel	-	Kuala Lumpur	Operating
28	Shangri-La Hotel KL	2008 2016	Kuala Lumpur	Operating
29	Melia Hotel	2010 2016	Kuala Lumpur	Operating
30	Mandarin Oriental Hotel	2016 2020	Kuala Lumpur	Operating
31	The Dusun Boutique Resort, Banjaran Titiwangsa	-	Kuala Lumpur	Operating
32	Furama Bukit Bintang	-	Kuala Lumpur	Operating
33	GTower Hotel	-	Kuala Lumpur	Operating
34	Tanah Aina Farrah Soraya Eco-Lodge	-	Kuala Lumpur	Operating
35	Sekeping Serendah Retreats Eco-Lodge	-	Kuala Lumpur	Operating
36	Container Hotel	-	Kuala Lumpur	Operating
37	Renaissance Hotel	2010	Kuala Lumpur	Operating
38	The RuMa Hotel and Residences	-	Kuala Lumpur	Operating
39	Mines Wellness Hotel	2010	Selangor	Operating
40	The Explorer Hotel	-	Melaka	Operating
41	Novotel Melaka	-	Melaka	Operating
42	Kings Green Hotel	-	Melaka	Operating
43	Eco Tree Hotel	-	Melaka	Operating
44	M Suites Johor Bahru	-	Johor	Operating

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Numbers	Name of Green Hotels	Year Award	State	Operating Status till (2023)
45	Min House Camp, Kubang Krian	2018	Kelantan	Operating
46	Tanjong Jara Beach Resort	-	Terengganu	Operating
47	The Andaman Hotel Langkawi	2010 2018	Kedah	Operating
48	The Datai Langkawi	2020	Kedah	Operating
49	The Frangipani Resort & Spa Langkawi	2008 2016	Kedah	Operating
50	Tubotel, Langkawi	-	Kedah	Operating
51	Vivanta Langkawi, Rebak Island	-	Kedah	Operating
52	Berjaya Langkawi Resort	-	Kedah	Operating

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The hotel industry in Malaysia, buoyed by governmental support, is experiencing heightened competitiveness, with an increasing emphasis on environmental practices and protection. This trend is underscored by a commitment to sustainable development, as articulated by Datuk Seri Mustapa Mohamed, Minister in the Prime Minister's Department, Economy. He has highlighted the importance of preserving the nation's environmental heritage for future generations as a key priority for the federal government.

In response to the growing global focus on environmental conservation and climate change mitigation, driven by Malaysia's trading partners, there is a significant push for green policies within the hospitality sector. The Malaysian government has introduced various initiatives to support this shift, including the Green Technology Financing Scheme, Green Investment Tax Allowance, and Green Income Tax Exemption. These programs are designed to encourage the adoption of sustainable practices across industries, with the hotel sector being a major beneficiary.

A central element of Malaysia's sustainable development strategy is the "MyHIJAU" program, managed by the Malaysian Green Technology and Climate Change Centre. This program emphasizes the integration of environmental, social, and governance (ESG) principles and aligns with the United Nations Sustainable Development Goals (Green Building Index, 2020). The "MyHIJAU" program promotes green practices by certifying eco-friendly products and services, making it easier for local tourists to identify and support environmentally responsible hotels.

Additionally, various incentives are available to encourage the adoption of green technologies within the hotel industry. These incentives, administered by entities such as the Malaysia Investment Development Authority (MIDA) and the Malaysian Green Technology Corporation, include soft loans, pioneer status, and tax exemptions (FDMAsia, 2020). These financial and regulatory supports are aimed at reducing the barriers to implementing sustainable practices, thereby fostering a more eco-conscious hospitality sector.

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The strategy helped as local tourists increasingly favoured hotels that demonstrated a commitment to sustainability, driven by both personal values and growing awareness of environmental issues. The combination of governmental backing, financial incentives, and consumer preferences pushed the hotel industry towards greater environmental responsibility, benefiting both the industry and the wider community by promoting sustainable tourism practices.

Under the sustainable development agenda, consumer purchasing behaviour significantly influences various ecological concerns. As Millar and Baloglu (2011) observed, many travellers now expect hotels to show a heightened sensitivity towards environmental issues by adopting eco-friendly practices through effective green management. In response to this growing demand, numerous hotels have restructured their organizational frameworks to integrate environmental friendliness into their operations. This includes implementing energy-efficient lighting systems, establishing comprehensive recycling programs for disposable items, and incorporating other green practices into their daily activities (Ahmed, Thowayeb & Mohammed, 2020).

Despite the availability of government incentives, industry efforts, and increasing consumer encouragement, ambiguities still exist regarding the effectiveness of green initiatives. Persuading consumers and building their trust in these practices remains a challenge (Azizan & Suki, 2013; Rahbar & Wahid, 2010). Although a substantial portion of consumers express positive attitudes towards purchasing green products, several barriers hinder their actualization of green purchasing decisions.

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Previous literature has indicated that while environmental awareness and concern have been on the rise since the 1970s, consumer environmental behaviour remains inconsistent on a global scale (Carrigan & Attalla, 2001; Carrington, Neville, & Whitwell, 2010; Joshi & Rahman, 2015; Nizam, Rajiani, Mansor, & Yahaya, 2014). This ongoing uncertainty highlights the need for continued efforts to bridge the gap between consumer intentions and actual sustainable purchasing behaviour, as well as to enhance the effectiveness of green practices implemented by hotels to meet the evolving expectations of eco-conscious travellers.

Simultaneously, governmental directives underscore the necessity for various industries, including hospitality, to address environmental considerations within their operational and production activities. In response to these directives, the hotel industry has strategically positioned itself by adopting the concept of green lodging and actively promoting their eco-friendly practices to attract and retain customers. As noted by Manaktola and Jauhari (2007), "Adopting a green hotel approach can form the cornerstone of an effective marketing strategy, with the initial step in marketing being the provision of customer-centric offerings." This perspective highlights the importance of aligning hotel practices with the growing customer demand for sustainability.

Previous research shows that when given the option between an environmentally conscious hotel and a conventional one, customers are generally inclined to choose establishments that are committed to green practices, provided that other factors are equal. This preference for eco-friendly accommodations demonstrates that product differentiation based on green initiatives and sustainable practices can offer a significant competitive advantage (Wen, 2014; Manaktola & Jauhari, 2007). By integrating and promoting sustainable practices, hotels not only enhance their market appeal but also cater to the increasing number of local tourists who favour eco-friendly options.

Despite the expanding body of research on green management and sustainable practices within the hospitality industry (Hu, Parsa, & Self, 2010; Lee *et al*., 2010), there remains a gap in the literature regarding the specific preferences of Malaysian local tourists for green hotels. Understanding these preferences is crucial for tailoring green initiatives to better meet the expectations of local travellers and for effectively positioning hotels within the competitive landscape. This underscores the need for further research

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into how Malaysian local tourists perceive and prioritize environmental practices when selecting accommodations.

1.1.4 ASEAN Green Hotel Standard and Green Certification

The ASEAN Green Hotel Standard (ASEAN Secretariat, 2016) defines a green hotel as "an environmentally-friendly establishment that adopts measures for energy conservation." However, a more comprehensive definition is warranted given the multifaceted nature of green practices within hotels, which are implemented to varying degrees and involve multiple departments, including engineering, housekeeping, front office, and services. Hu *et al*. (2010) assert that the essence of a green hotel lies in its commitment to environmental preservation. Consequently, both the design and operations of such establishments are meticulously planned to minimise energy consumption, promote water conservation, and ensure efficient waste management. Notably, a green hotel adheres to the principles of the three Rs (recycle, reduce, and reuse) and emphasised the importance of energy efficiency.

ASEAN green hotels have proactively established standardised criteria to guide stakeholders and management participating in the implementation of green hotel concepts. These criteria serve as the benchmark for green hotel practices within the ASEAN hotel industry (refer Table 1.4). An increasing number of hotels have been adopting eco-friendly practices to enhance their competitiveness which resulted in positive outcomes that extend to both environmental preservation and consumer satisfaction (Gan & Seo, 2018; Chen, 2014; Gao & Attila, 2014; Han *et al*., 2010; Manaktola & Jauhari, 2007).

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The attainment of green certification enables hotels to showcase their environmental commitments, leading to various ancillary advantages such as increased revenue, cost reduction, enhanced brand image, and competitive edge (Geerts, 2014; Black & Crabtree, 2007). Butler (2008) highlighted that green hotel practices contribute to decreased operational expenses. Hotels implementing energy-saving initiatives can realise substantial reductions, with potential savings ranging between 30% to 50% in energy costs, alongside notable decreases of up to 35% in carbon emissions and 40% in water consumption. A specific case study conducted on green hotels in Malaysia, which included the Frangipani Hotel and SPA in Langkawi, demonstrated significant reductions in water usage per room (Zeenat & Mariam, 2013).

Green certification entails a voluntary process aligning a hotel's sustainability initiatives with criteria established by environmentally conscious bodies such as Green Key, Green Globe, Green Leaf, and Green Seal (Geerts, 2014; Black & Crabtree, 2007). Each program outlines its own eco-conscious benchmarks, offering varying degrees of applicability across diverse contexts. Furthermore, certification schemes like LEED (Leadership in Energy and Environmental Design) and Green Globe scrutinise the role of third-party accreditation in validating environmental performance, fostering transparency and enhancing accountability within the industry. Research has delved into the criteria and standards articulated by these certification frameworks, along with their ramifications on hotel operations, guest satisfaction and market positioning. For instance, the rating system employed by the US Green Business Council’s LEED is typically better suited to newly constructed hotels than existing ones (Verma & Chandra, 2017; Eco-green Hotel, 2010).

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Although green initiatives are not intrinsic to hotel operations, heightened awareness and escalating demand have compelled the industry to make substantial investments in addressing guests' mounting environmental concerns in recent years (Kang *et al*., 2012; Christy *et al*., 1996; Sen & Bhattacharya, 2001; Henion, 1972). Against the backdrop of the ongoing pandemic, the WTO (2020) has delineated guidelines in its "Operational Considerations for COVID-19 Management in the Accommodation Sector: Interim Guidance," which the hotel industry is urged to adhere to. Likewise, the Malaysian Association of Hotels (MAH) and other stakeholders in the tourism sector have pledged to uphold precautionary measures and standard operating procedures mandated by the government to curb the spread of COVID-19 (MAH, 2020).

In Malaysia, there is a noticeable surge in green initiatives within the hotel industry, with green certification emerging as a pivotal component of a hotel's corporate identity (Kasim *et al*., 2014). Numerous hotels have embarked on the path to sustainability, with The Frangipani Langkawi Resort & SPA leading the charge. This establishment has garnered acclaim from both governmental and non-governmental organisations for its pioneering and inventive green initiatives (Kasim *et al*., 2014; Jamaludin & Yusof, 2013).

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1.1.5 Tourism Industry during the Pandemic of Covid-19

Amid the Coronavirus (COVID-19) pandemic, the tourism and hotel industry experienced a severe setback, with business declining by more than 80%, despite a brief resurgence in domestic tourism between June 2020 and September 2020. The hotel sector

alone incurred losses surpassing RM6.53 billion in 2020, with an estimated RM300 million decrease in revenue every two weeks during the Movement Control Order (MCO) period. As of the present year, losses in hotel revenue have already exceeded RM5 billion, surpassing figures from the previous year (MAH, 2020). The imposition of travel restrictions by the government, affecting both domestic and international borders, has significantly impacted the tourism and hotel industry.

Between June and December 2020, domestic tourism operations resumed following regulatory adjustments. In response, green hotels capitalised on this opportunity by offering special promotions and discounts, with online bookings through platforms such as Booking.com, TripAdvisor.com, Agoda.com, Hotels.com, and hotel websites receiving discounts exceeding 50% (Similarweb, 2021). The Malaysian government reinstated domestic travel starting from June 10, 2020, under strict adherence to standard operating procedures (SOPs) including social distancing, personal hygiene maintenance, and compliance with COVID-19 prevention protocols (Monisha, 2020). With Malaysia's borders closed to international tourists, the local tourism sector became pivotal in sustaining the hospitality industry, emerging as a significant customer segment.

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However, in 2022, the number of domestic tourism trips made within Malaysia amounted to around 207.8 million. This was a significant increase from around 72 million domestic trips made in the previous year. The tourism industry in Malaysia has started to recover after the COVID-19 pandemic (DOSM, 2023). Henceforth, hotels are advised to prioritise local tourists as their primary target demography, shifting focus from past reliance on international visitors. Accordingly, this study aims to bridge the research gap concerning Malaysian local tourists' environmental consciousness and inclination to

patronise green hotels. Given the prominence of Malaysian local tourists as the primary focal market for green hotel initiatives within the Malaysian hospitality sector, addressing this aspect becomes imperative for sustaining hotel operations and ensuring business resilience amidst the COVID-19 pandemic and beyond.

1.2 Problem Statement

Amidst the burgeoning global landscape characterised by an increasing array of environmentally sustainable offerings, there exists a pressing need in both scholarly inquiry and practical domains to decipher the factors shaping the intentions of Malaysian local tourists to opt for accommodation in green hotels, especially among those predisposed to eco-conscious behaviours. Unravelling the nuances of local tourists' decision-making regarding their choice to stay at green hotels and the underlying determinants thereof presents a formidable task given the intricate nature of human behaviour. Research highlights that factors such as perceived green hotel practices, personal values, and subjective norms play critical roles in shaping tourists' intentions (Han *et al*., 2018). Therefore, this study endeavours to confront three central challenges inherent in this intricate research sphere. Firstly, understanding the interaction between environmental attitudes and actual behaviours; secondly, identifying the impact of external influencers such as social media on eco-friendly accommodation choices; and thirdly, determining how perceived environmental benefits are weighed against cost and convenience in decision-making (Suki & Suki, 2017).

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The primary issue addressed in this research is the widespread lack of awareness among customers, especially local tourists, about the availability of green hotels that are dedicated to environmental sustainability. This lack of awareness contributes to their reluctance to choose to stay at green hotels as their holiday destination. Furthermore, a conspicuous deficiency in environmental consciousness within local communities is apparent, as evidenced by the absence of substantial enhancements in environmental conditions. This insufficiency is further exacerbated by the observation that environmentally conscious consumers demonstrate inconsistent preferences and lack of intentions to patronise green hotels (Ataul, Hamimi & Shaharuddin, 2020; Ha & Janda, 2012; Kilbourne & Pickett, 2008). Bonini *et al*. (2008) have identified several impediments, including inadequate environmental initiatives, concerns regarding affordability, perceptions of quality, and considerations of product convenience, which hinder environmentally conscious consumers from embracing green practices.

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The research has identified a significant gap pertaining to the awareness levels among Malaysian local tourists regarding the presence of green hotels advocating environmental and sustainable practices. Radzi, Hanafiah, and Yahya (2018) discuss the challenges encountered by the Malaysian tourism industry in advancing sustainable practices. They indicate that despite the increasing implementation of green initiatives, local tourists' awareness and engagement remain limited, emphasizing the need for more focused efforts to raise public awareness about the benefits and presence of green hotels. Despite the escalating adoption of green initiatives within the hospitality sector, there persists a conspicuous dearth of knowledge among local tourists in Malaysia regarding the accessibility and advantages offered by green hotels committed to environmentally

responsible practices. This disparity highlights the necessity for empirical inquiry into the determinants contributing to this lack of awareness and potential strategies aimed at enhancing the visibility and promotion of green hotels among Malaysian local tourists. Mohamad *et al*. (2014) found that a significant portion of Malaysian tourists are either unaware of or indifferent to green hotel practices. Their findings indicate a clear need for better communication strategies to bridge this awareness gap and encourage more sustainable tourism behaviours. Furthermore, investigating the ramifications of this gap on sustainable tourism development and the broader hospitality industry would yield valuable insights for industry stakeholders and policymakers.

Rawan, Patiar and Jin (2019) emphasise the importance of research in the context of green accommodation, highlighting a shortage of studies investigating the impact of past experiences in the hospitality management literature. Consequently, closing this research gap holds critical significance for the hotel industry, especially green hotel operators, as it provides valuable insights into the preferences of local tourists regarding green hotels. It is essential for operators to grasp the factors influencing tourists' attitudes towards behaviour, subjective norms and perceived behavioural control. This understanding enables operators to effectively promote tourists' selection of green hotels and cultivate loyalty towards these establishments.

The first focal point of this study concerns tourists' views on the higher costs of green hotels can greatly affect their attitudes towards behaviour on green hotels accommodations. Recent studies show that the perceived higher expense of eco-friendly hotels compared to traditional ones can discourage travellers. This cost perception has been identified as a significant barrier to adopting sustainable lodging options (Suki &

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Suki, 2015). Additionally, doubts about the authenticity of green practices, such as concerns about "greenwashing," can also deter tourists. Moreover, the perception that green hotels offer fewer amenities or less comfort compared to conventional hotels contributes to a negative view.

The presence or absence of subjective norms reflect either the social support can greatly influence tourists' decisions regarding green hotels. When an individual's social network does not actively discuss or value the benefits of eco-friendly accommodations, there is a reduced incentive for them to choose these options, potentially leading to negative behaviour patterns. Besides that, cultural resistance further affects attitudes towards green hotels. In some cultures, environmental concerns may not be a priority, causing the concept of green hotels to be viewed as unnecessary or unconventional. Li and Wang (2020) suggest that in regions where environmental sustainability is not deeply embedded in cultural values, tourists are less likely to opt for green hotels, as the concept may appear foreign or irrelevant to their travel preferences. Additionally, insufficient or negative media coverage of green hotels can influence public perception and awareness.

The limited availability of green hotels can significantly impact tourists' decisions, especially when these accommodations are rare or not ideally located (Jones, Hillier, & Comfort, 2016). When travellers perceive that there are few options for eco-friendly hotels, they may feel they have less control over their choice, resulting in a reduced intention to stay at such places (Han, Hsu, & Sheu, 2010). Furthermore, if booking a green hotel is perceived as more complicated or less straightforward than reserving a traditional hotel, tourists may find the process discouraging (Millar & Baloglu, 2011). Additionally, some tourists may doubt the impact of their individual choice to stay in a green hotel,

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believing their personal contribution to environmental sustainability is negligible (Barr, Shaw, & Coles, 2011). These perceived behavioural control factors collectively contribute to lower intentions to stay in eco-friendly hotels.

The second importance of the problem is the lack of green advertisements by green hotel operators among Malaysian local tourists. This research stresses the pivotal role of electronic word of mouth as a crucial social media marketing channel in fostering environmental awareness and encouraging eco-friendly behaviours among the general public, particularly local tourists. As emphasised by Payne (2019), a significant percentage (83%) of millennial hotel bookings are influenced by content encountered on social media platforms. Additionally, a vast majority (73%) of consumers acknowledged consulting a hotel's social media page before making a booking (Payne, 2019). Consequently, green marketing initiatives utilising electronic word of mouth (via social media) to communicate a company's dedication to mitigating negative environmental impacts are imperative. Such efforts align with the increasing environmental consciousness observed among numerous consumers, who are inclined to support hotels implementing environmentally responsible practices (Ahn & Kwonb, 2020; Groening, Sarkis, & Zhu, 2018; Han, Hsu, & Lee, 2009).

Green advertising is defined as the presentation of firms' environmental claims and practices via media, including television, magazines, newspapers and the internet which aims to project a green image to consumers (Schmuck *et al*., 2018). Electronic word of mouth through social media such as the internet (hotel website), Facebook, Twitter, Instagram, Tik-tok and online booking agencies (Travelodge, Booking.com, Agoda) are viable platforms for promoting a hotel's environmentally friendly activities directly to

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customers (local tourists). According to Xingyi, Eun, and Eric (2020), effective communication strategies with customers could help overcome these negative perceptions and promote customer engagement in order to have green practices on the environment. Green messages for prosocial communication have been identified as an effective way to encourage customers' green behaviours in the hospitality sector (Hardeman *et al*., 2017; Xingyi, Z *et al*., 2020).

Despite the growing prevalence of sustainable practices within the hospitality industry, Malaysian green hotels face a significant challenge in effectively communicating their environmental initiatives to local tourists through advertising campaigns. Despite their commitment to eco-friendly operations, many green hotels in Malaysia struggle to engage and attract local tourists due to a lack of targeted marketing efforts. Most previous studies have focused on promoting green consumption and recycling behaviours in restaurant and hotel contexts (Grazzini *et al*., 2018; Kim & Kim, 2014; Lee & Oh, 2014; Line *et al*., 2016; Xingyi, Z *et al*., 2020). Likewise, previous studies focused more on the promotion of green products (Kareklas *et al*., 2012; Xingyi, Z *et al*., 2020), green services (Line *et al*., 2016; Xingyi, Z *et al*., 2020) and green activities (Blose *et al*., 2015; Xingyi, Z *et al*., 2020) in the restaurant and foodservice industries. Unfortunately, the gap in green practice advertisements by green hotels have not received much attention from researchers, and it remains unclear. By bridging the gap between green hotels and local tourists through strategic advertising efforts, Malaysian green hotels can enhance their visibility, attract a larger customer base, and contribute to the growth of sustainable tourism in the country.

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The third focal point of this study concerns the exploration of customers' intention to stay and its correlation with perceived value, particularly regarding pricing and costs. This research explores the impact of perceived value on customers' inclination to opt for accommodation in a green hotel. Perceived value in service, as outlined by McDougall and Levesque (2000), denotes the benefits perceived by customers relative to the costs associated with consumption. It encapsulates the balance between advantages and sacrifices, reflecting the interaction between customers and a product or service (Payne & Holt, 2001). Furthermore, this investigation recognises perceived value as a pivotal determinant of local tourists' inclination to select green hotels for accommodation.

Although green hotels have embarked on initial efforts to advocate and incorporate green principles for environmental conservation, the demand from local tourists remains subpar. This limited inclination towards green alternatives among local tourists poses a substantial financial risk to the hotel industry's investments in sustainability endeavours (Ataul, Hamimi & Shaharuddin, 2020). Therefore, it is difficult for marketers to persuade local tourists to choose green hotels, which causes fluctuations and ambiguity about local tourists' choices for green hotels despite environmental concerns. Indeed, it is apparent that local tourists harbour conflicting interests in green hotels (Nimri *et al*., 2019). There exists an urgent necessity for deeper insights into local tourists' intention to stay and their readiness to pay a premium for environmentally friendly products or services, as extant research on this matter remains inconclusive (Chou & Chen, 2014; Kang *et al*., 2012; Manaktola & Jauhari, 2007; Zhang *et al*., 2014).

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The evaluation of pricing and cost implications on the intention to stay in a green hotel invokes emotional responses throughout the decision-making process. Hence, there exists a crucial imperative to enrich the decision-making processes of local tourists by emphasising the pricing and cost dimensions of green hotel brands, which are intertwined with customers' expectations, attitudes, and behavioural intentions (Ahn & Kwonb, 2020). A profound comprehension of the factors influencing individuals' adoption of green practices when opting for green products and services empowers marketers to tailor strategies specifically to this target demography, particularly local tourists. By discerning the green practice inclinations of customers who prefer green hotels, hoteliers can devise strategies customised for this segment (Rabiatul, Basri & Azimin, 2019). Thus, this study aims to identify these significant factors that may shape Malaysian local tourists' preferences of green hotels.

This issue stems from a combination of factors, including limited awareness of sustainable tourism among local tourists, inadequate advertising strategies by green hotels and the absence of tailored messaging that resonates with the preferences and values of Malaysian consumers. As a result, green hotels in Malaysia miss out on opportunities to capitalise on the increasing demand for eco-conscious travel experiences among domestic tourists, leading to underutilisation of sustainable facilities and reduced competitiveness in the local hospitality market. In line with customers' increasing ecological concerns, green hotel operators in Malaysia should foster positive attitudes toward the hotels through green advertising. Examples of this can be seen when Marriott International designed "Serve 360" programmes to minimise environmental impacts derived from their hotel operations (Marriott International, 2020) and Hilton when it promoted its environmental

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protections by operating “Light Stay” management system in their properties (Hilton Worldwide Holdings, 2020). As such, major hotel firms have developed their own eco-friendly programmes and have also advertised these programs to hotel consumers. It is important for green hotel operators in Malaysia to promote their green practices through green advertisement as it can benefit hoteliers who are targeting environmentally conscious customers. Moreover, the hoteliers will be able to understand the drivers of green practices in the tourism industry. It can assist them in formulating better promotion strategies to attract and retain potential customers.

Addressing this problem requires a comprehensive understanding of the barriers preventing green hotels from effectively promoting their environmental initiatives to Malaysian local tourists and developing targeted advertising strategies that highlight the unique value proposition of sustainable accommodation options. Therefore, green hotel operators in Malaysia should find optimal strategies by utilising the concepts of promotion focus to encourage local tourist engagement towards their intention to stay at green hotel as their vacation destination.

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1.3 Research Questions

The research questions of this study are as follows:

RQ1: Does attitude towards behaviour significantly affect Malaysian local tourists' intention to stay at green hotel?

RQ2: Does subjective norm significantly influence Malaysian local tourists' intention to stay at green hotel?

RQ3: Does perceived behavioural control significantly impact Malaysian local tourists' intention to stay at green hotel?

RQ4: Does e-word of mouth significantly affect Malaysian local tourists' intention to stay at green hotel?

RQ5: Does perceived value significantly influence Malaysian local tourists' intention to stay at green hotel?

RQ6: Does environmental knowledge significantly moderate the relationship between e-word of mouth and perceived value towards Malaysian local tourists' intention to stay at green hotel?

1.4 Research Objectives

The research objectives of this study are as follows:

RO1: To investigate the relationship between attitude towards behaviour and intention to stay at green hotel.

RO2: To investigate the relationship between subjective and intention to stay at green hotel.

RO3: To investigate the relationship between perceived behavioural control and intention to stay at green hotel.

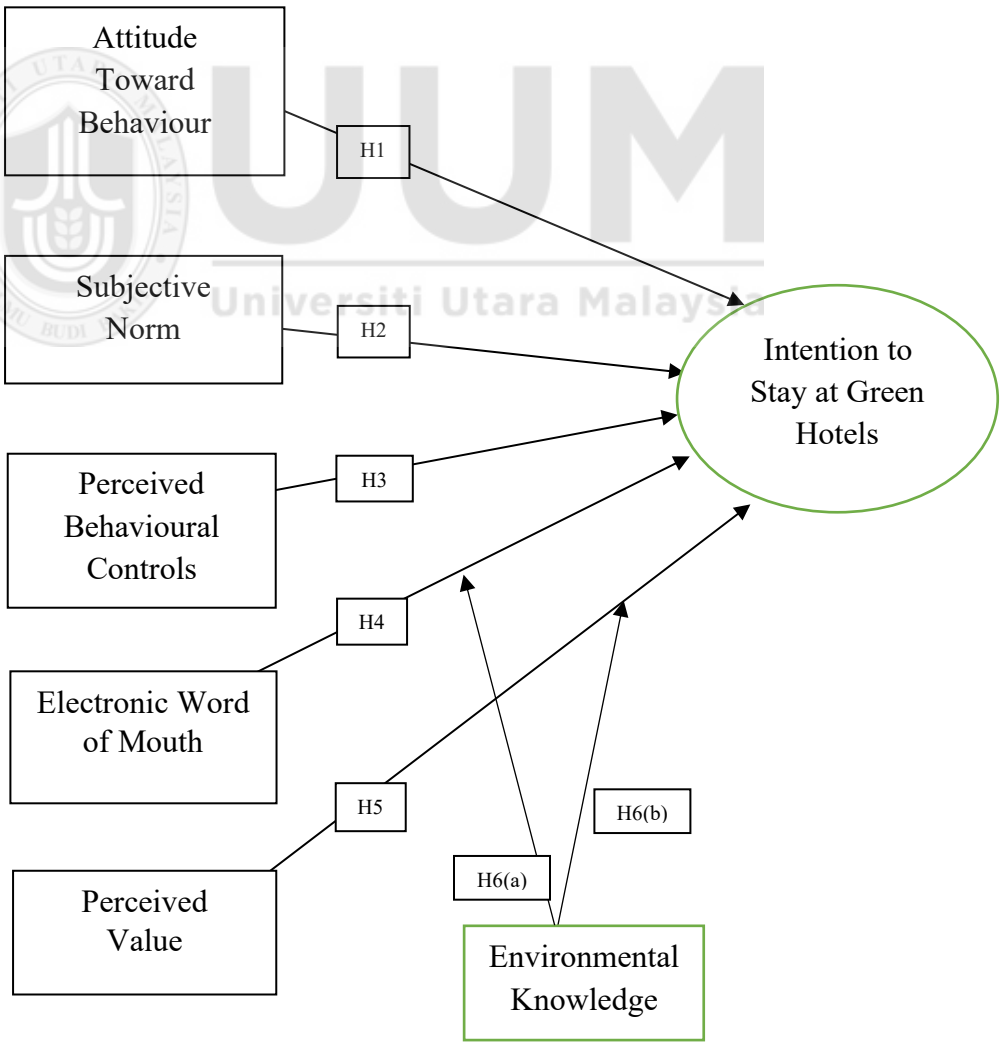
RO4: To investigate the relationship between the impact of e-word of mouth and intention to stay at green hotel.

RO5: To investigate the relationship between the influence of perceived value and intention to stay at green hotel.

RO6: To investigate the effect of environmental knowledge that moderate the relationship between electronic word of mouth and perceived value towards Malaysian local tourists' intention to stay at green hotel.

1.5 Research Model

Figure below shows a research model of the variables significant to this study, developed based on the review of available literature. The primary constructs of interest are depicted here and the conceptual model is further developed and described in chapter 2.



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1.6 Scope of the Study

This research was formulated to investigate the factors influencing the intention to stay at green hotel among Malaysian local tourists. The study focuses specifically on Malaysian local tourists as the target respondents, with an emphasis on their preferences regarding green hotels. The research aims to encompass participants from all 13 states and Federal Territories (Wilayah Persekutuan) in Malaysia. Consequently, this paper addresses the existing research gap concerning Malaysian local tourists' environmental awareness and their intention to stay at green hotel. The prominence of local tourists as the primary target market for the green hotel concept in the Malaysian hospitality industry has become a significant concern, particularly in light of the COVID-19 pandemic, which prompted Malaysia to close its borders to international tourists. This situation has led to a shift in the primary market for green hotels, with a notable decline in international tourist patronage.

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A majority of previous research has been conducted within mature economies characterized by widespread adoption of sustainable practices. However, limited attention has been given to exploring customers' inclination to stay at and financially support green hotels specifically within the context of Malaysia. Moreover, existing literature primarily focuses on assessing the level of demand for green hotels (Eslaminosratabadi, 2013; Ng, 2011; Kasim, 2004) and delineating the green initiatives implemented by Malaysian hotels (Kasim *et al*., 2014; Jamaludin & Yusof, 2013), with relatively less emphasis on investigating customers' environmental consciousness.

The findings of this study hold significant implications for hotel business operations and leadership, particularly with regard to prioritising environmental conservation efforts. The escalating demand for environmentally sustainable practices within the hotel industry has spurred extensive research on green hotel practices and customer attitudes toward environmental issues (Han, Hsu, & Lee, 2009). Prior research suggests that the prevailing image of the hotel industry plays a pivotal role in shaping future consumer behaviour in Malaysia. Moreover, the burgeoning prominence of Malaysian local tourists as a key segment of lodging customers underscores the importance of understanding their preferences for green hotel accommodations. Nevertheless, scant attention has been directed toward investigating the specific dimensions of green amenities and practices sought by local tourists during their stays in Malaysian green hotels.

The outcomes of this investigation elucidate the dimensions and perceived benefits of green practices sought by Malaysian local tourists, thereby offering valuable insights for hotel marketers to enhance their understanding of this demographic. A comprehensive comprehension of eco-conscious consumer behaviours enables hotels to implement cost-saving measures while potentially justifying nominal charges for services associated with local environmental conservation efforts.

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1.7 Operational Definition

As per Guershon Harel (2010), the concept of "Operational Definition" refers to articulating a variable in precise terms of testing criteria or operations, delineating the

specific measurements or data that must be collected through researchers' observations. This facilitates researchers in outlining and quantifying variables in their current research endeavours to attain meaningful outcomes.

1.7.1 Attitude Towards Behaviour

According to Ajzen (2005, p.3), attitude refers to a predisposition to respond favourably or unfavourably to an object, person, or event, influenced by emotions, cognitions, experiences, and external information. It serves as a determinant of individual choices, reflecting one's comprehensive perception of the suitability and value of a given option. From a sociological standpoint, attitudes are assessed and utilised to predict behaviour without necessarily altering them (Chaiklin, 2011). Attitude towards behaviour involves the individual's assessment of the behaviour based on perceived benefits and drawbacks, which in turn affects their willingness to perform that behaviour (Taylor & Todd, 1995).

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1.7.2 Subjective Norm

According to Ajzen (1991; 2005), subjective norms represent an individual's perception of others' opinions and views regarding a proposed behaviour. These norms may vary across cultures and groups within cultures, reflecting an individual's understanding of the social acceptance of a contemplated action within both reference groups and broader society. According to Norman and Conner (2006), subjective norm

involves an individual's perception of the social pressure to engage or not engage in a specific behaviour. Subjective norms are the perceived social expectations regarding a behaviour, influencing an individual's decision-making process (Scholz & Taddicken, 2013).

1.7.3 Perceived Behavioural Control

Perceived behavioural control, as outlined by Ajzen (1991; 2005), refers to individuals' perceptions of their ability to perform a given behaviour. It indicates the extent to which individuals believe they can effectively carry out a contemplated action, encompassing considerations of capability and feasibility. According to Conner and Armitage (1998), perceived behavioural control refers to the individual's perception of the ease or difficulty of performing a behaviour, influenced by past experiences and perceived obstacles. Perceived behavioural control reflects an individual's belief about their ability to perform a behaviour and is influenced by factors such as resources, opportunities, and obstacles (Pérez & García, 2022).

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1.7.4 Electronic Word of Mouth

Electronic word of mouth encompasses oral communication conducted through various online platforms, such as ratings, comments, personal opinions, product evaluations, and reviews (Hirzianto *et al*., 2019**).** According to Chu and Kim (2011), electronic word of mouth encompasses online reviews, ratings, and comments about

products or services shared through digital platforms, which significantly influence consumer perceptions and decisions. Electronic word of mouth involves consumer-generated online communications about products or services, which can influence the attitudes and behaviours of other potential consumers (Cheung & Thadani, 2012).

1.7.5 Perceived Value

Perceived value refers to the benefits, such as quality and convenience, that consumers expect from products and services they receive or are provided with (Ye *et al.*, 2019). According to Dodds, Monroe and Grewal (1991), perceived value is the consumer's evaluation of the difference between the benefits gained from a product or service and the costs incurred in obtaining it. Perceived value is conceptualized as the consumer's overall assessment of the utility of a product or service based on perceptions of what is received versus what is given, encompassing various dimensions such as functional, emotional, and social value (Sweeney & Soutar, 2001).

1.7.6 Sustainable Tourism

Sustainable tourism encompasses guidelines and management practices applicable to all tourism forms and destinations, including mass tourism and niche segments. It involves balancing tourism development's environmental, economic, and socio-cultural aspects to ensure long-term sustainability (UNWTO, 2005). Sustainable tourism refers to tourism that respects both local people and the traveller, cultural heritage, and the environment. It seeks to achieve a balance among economic growth, conservation of

natural resources, and social equity (Gossling, Scott & Hall, 2015). According to Bramwell and Lane (2011), sustainable tourism is a concept that aims to reduce the negative impacts of tourism on the environment and local communities while maximizing the benefits for tourists and host communities. It involves practices that promote the long-term health of the destination.

1.8 Significance of the Study

This study can significantly contribute to the understanding through several key aspects, such as knowledge transfer and skill development This can be done through academic programmes in hospitality management and sustainable tourism that provide students with the knowledge, skills, and competencies necessary to understand and address environmental challenges in hotel operations.

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Academic education plays a significant role in shaping the future of green hotels by equipping students with the knowledge, skills, and passion to drive sustainability in the hospitality industry. Past research in this area of paramount importance in academic inquiry and knowledge dissemination. They facilitate the advancement of knowledge, critical thinking skills, and the transfer of knowledge to society. Besides that, academic education plays a crucial role in advancing the adoption and implementation of sustainable practices within the hospitality industry, particularly in the context of green hotels.

In addition, the significance of the study also benefits the local communities. These benefits extend beyond the environmental aspects and encompass various social and

cultural dimensions, highlighting the significance of such research endeavours. Involvement of customer behaviour and preferences, mainly local tourists on green hotels, explores consumer attitudes, motivations, and behaviours towards eco-friendly sustainable tourism. Sustainable Tourism practised by the green hotels concept ensures lasting local communities' economic benefits and creates long-term resources for the locals (Kiper, 2013). If sustainable tourism is being maintained, the government would raise the local ecotourism destination which enables the locals to have more awareness of environmental sustainability.

Furthermore, understanding consumer preferences for sustainability informs marketing strategies and helps hoteliers tailor their offerings to meet evolving demand. Additionally, the finding investigates the impact of eco-certifications and environmental labelling on consumer decision-making processes in the hospitality sector. Thus, studying the benefits of green hotels to local communities is essential to recognise the multifaceted contributions of sustainable tourism initiatives. By examining the social, cultural and environmental dimensions of green hotel operations, research in this area informs decision-making processes, promotes responsible tourism practices, and fosters inclusive and sustainable development that benefits both present and future generations.

Furthermore, the study of green hotels' economic benefits holds substantial significance due to their potential to drive sustainable economic growth, create employment opportunities, and foster innovation within the hospitality industry. Understanding the economic impact of green hotels is crucial for policymakers, investors and stakeholders seeking to promote environmentally responsible tourism practices. The economic aspects of sustainable tourism are delegated to a few stakeholders, mainly the

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hotel industry. This includes income benefits that ensure the suitable contention happens in the region and the business can last for a longer term. More resources are believed to be used when the population increases, but if customers' eco-friendly behaviour on environmental sustainability is being practised, it will indeed balance the economic growth (Munier, 2015).

Likewise, social equity ensures fair and equal distribution of social and economic benefits coming from the tourism and hospitality industry. Environmentally sustainable practices by green hotels might not be the only solution to the elimination of poverty, but they can reduce it and make a huge difference. The contribution of tourism to poverty reduction, however, depends on various factors. (Secretariat, 2013). It is essential for maximising the positive impact of sustainable tourism on local and national economies. By quantifying the revenue generation, cost savings, competitive advantage and long-term resilience associated with green hotel operations, research in this field informs policy decisions, investment priorities, and business strategies aimed at promoting inclusive and sustainable economic development within the hospitality industry.

Finally, the importance of examining the advantages of green hotels for the environment resides in comprehending their contribution to alleviate the adverse effects of tourism on ecosystems, preserve natural resources, and foster sustainable development. Green hotels, which prioritise environmental stewardship and implement eco-friendly practices, play a vital role in minimising the ecological footprint of the hospitality industry. Sustainable tourism practised by green hotels enables the reduction of negative impacts on the environment. The impacts that will cause damage to the environment

include air pollution, sound pollution, solid waste, wastewater and food, wrong transportation policies, and the sale of souvenirs made from endangered species (Avcikurt *et al*., 2015). It is important to plan ahead in tourism to avoid all the negative impacts on the environment, and much costs will be needed to restore the beauty of nature.

The hotel industry in Malaysia, with support from the government, is becoming more competitive and concerns for the environment practices and protection are evident in the marketplace. It is believed that customers' eco-friendliness contributes significantly to many ecological issues. According to Millar and Baloglu (2011), many travellers expected hotels to pay greater attention to environmental issues and implement eco-friendly criteria by practising green management. Hence, many hotels have changed their organisational structure to be more environment-friendly and incorporate into their daily operations green practices, such as installing energy-efficient lighting and recycling disposable items.

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At the same time, the government is emphasising the need for many industries to look into environmental issues in their production and daily activities. In order to position themselves successfully in the marketplace, the hotel industry has acted by implementing the green lodging concept and effectively marketing their green practices to their consumers. Manaktola and Jouhari (2007) state: "Becoming a green hotel can be the foundation for a great marketing strategy, and the first step in marketing is providing customers with what they want or need." Previous studies have concluded that if a customer is faced with the option of choosing a green hotel or a conventional one, that customer, ceteris paribus, is most likely to choose a hotel participating in green practices.

In this sense, product differentiation based on green practices and eco-friendly strategies can become a competitive advantage (Wen, 2014; Manaktola & Jauhari, 2007).

In conclusion, studying the environmental benefits of green hotels is crucial in recognising their positive contributions to ecosystem conservation, resource efficiency, and environmental education. By quantifying the ecological impact of green hotel operations, research in this field informs policy decisions, industry standards and consumer choices aimed at promoting sustainable tourism. Furthermore, hotels can save operational costs and reduce the entire societal cost by carrying out green management. In addition, they can increase hotels' reputation, popularity and brand effect, all forming invisible assets that the hotels can gain. Meanwhile, hotels can reach the standard of green hotels and strengthen their key competitiveness through environmental protection and highlighting these features in their branding.

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CHAPTER 2:

LITERATURE REVIEW

2.0 Introduction

This chapter describes the outcome of the literature review, which was conducted for the research preparation. The literature review draws principally on academic literature which includes reviews of journals, articles, books and other sources related to the area of study. This will help establish a theoretical framework for the study and the empirical information that is required. Hence it will allow for the establishment of a conceptual framework and hypotheses as a basis of the academic literature.

The chapter also reviews the existing research on consumer responses towards green hotels and the gap in the research from Malaysian consumers as local tourists. Green hotels, also known as eco-friendly or sustainable hotels, have emerged as key players in the hospitality industry, driven by the increasing global awareness of environmental issues and the growing demand for responsible tourism practices. These establishments prioritise sustainability in their operations, seeking to minimise their environmental footprint while providing guests with comfortable and eco-conscious accommodation experiences. As the concept of green hotels continues to gain traction worldwide, academic research exploring various aspects of their implementation, impact, and effectiveness has also proliferated. The literature review includes the explanation of the Theory of Planned Behaviour model to predict their relationships, which includes attitude towards behaviour, subjective norm and perceived behavioural control as well as electronic word of mouth and perceived value as independent variable (IV). The variables are predicted to measure the effect and result

of the intention to stay as dependent variable (DV) by the target consumers who are Malaysian local tourists. This chapter also explains the study's conceptual framework and examines the five hypotheses for the primary research.

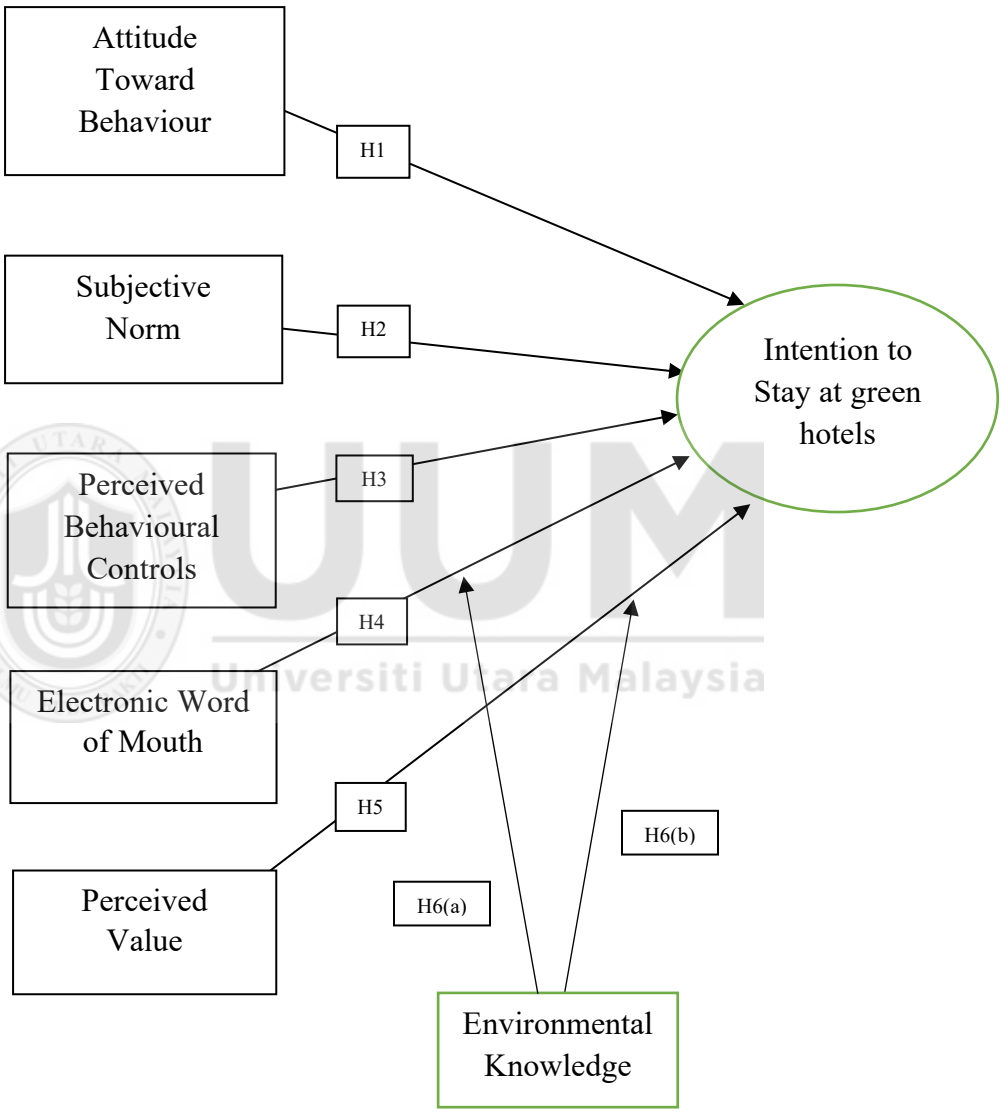
Moreover, research on customer behaviour and preferences sheds light on the factors influencing travellers' decisions on intention to stay at green hotel, including their awareness of environmental issues, attitudes towards sustainability and willingness to pay a premium for eco-friendly accommodations. By examining customer perceptions, motivations, and behaviours, scholars aim to identify strategies for effectively marketing green hotels to environmentally conscious local tourists and enhancing their competitiveness in the hospitality market.

Overall, the literature on green hotels offers valuable insights into the opportunities and challenges associated with sustainable hospitality practices. It provides a foundation for further research and practical applications in the pursuit of a more environmentally sustainable tourism industry. In this literature review, the researcher has synthesised and critically analysed existing studies to identify key themes, gaps, and future directions for research in the field of green hotels.

2.1 Research Framework

Figure 2.1

Research Framework (Proposed Framework)



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2.2 Theoretical Concept of Intention to Stay at Green Hotel

The initial theoretical concept examined in this chapter pertains to the response of Malaysian local tourists regarding their intention to stay at green hotels. Page (2009) defines these intentions as the actions of consumers who function as tourists or individuals travelling temporarily for specific purposes, such as leisure, business, or entertainment. This notion is corroborated by Chen and Tung (2014), who suggest that intention to stay may be influenced by various factors associated with specific consumption decisions. In summary, tourist intention emerges as a pivotal aspect guiding tourists' decisions regarding visiting a destination and staying at a particular location, such as a green hotel. Nevertheless, the formation of tourist intention is intricate and involves consideration of other contributing factors such as social influence, financial considerations, and the range of products and services offered by green hotel operators.

While several studies exist on green hotels in Malaysia, with a predominant focus on customer response and product development, the research landscape tends to emphasise environmental awareness among Malaysians regarding green hotels. However, there is a notable absence of studies specifically investigating the behavioural patterns of Malaysian local tourists employing the Theory of Planned Behaviour (TPB) when selecting green hotels in Malaysia.

Research by Han *et al*. (2017) underscores the myriad environmental challenges confronting tourism destinations, ranging from waste disposal to water pollution and energy conservation. Such challenges have spurred local tourists to adopt green practices at tourist destinations, including within the hotel industry. Central to tourists' behaviour is

their intention, which signifies their willingness to engage in environmentally responsible actions (Ajzen, 1991; Han *et al*., 2017; Kim & Hwang, 2020). Consequently, the intention to stay at green hotels in this study serves as an indicator of Malaysian local tourists' readiness to partake in environmentally responsible behaviours during their hotel stays, acting as proximal determinants of actual green activities (Ajzen, 1991; Han, 2020; Perugini & Bagozzi, 2001). Therefore, intentions to stay at green hotels are frequently utilised as a metric for such green activities (Joshi & Rahman, 2015; Kim & Hwang, 2020) and are considered immediate precursors to actual green behaviours (Perugini & Bagozzi, 2001; Han, 2020).

Dhirasasna, Becken and Sahin (2020) highlights the significant contribution of the hotel industry to greenhouse gas emissions. Approximately 75% of the adverse environmental impacts stemming from the hotel industry are attributed to the over utilisation of natural resources, coupled with emissions released into water, air, and soil (Aboelmaged, 2018). Consequently, unchecked consumption patterns can have detrimental effects on the environment (Han, Moon & Hyun, 2019). Recognising this, environmental sustainability has garnered increasing attention among hospitality businesses, especially with the rapid expansion of hotels (Agag, Brown, Hassanein & Shaalan, 2020; Lee, Hsu, Han & Kim, 2010).

Thus, as environmental consciousness continues to rise in the marketplace, this study aims to investigate the intention to stay at green hotels among Malaysian local tourists. Moreover, a notable gap in the literature pertaining to hotel environments is the lack of studies incorporating robust theoretical frameworks (Kim, Lee, & Fairhurst, 2017; Nimri, Patiar, Kensbock & Jin, 2020). Consequently, there is a critical need to integrate

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theoretical perspectives into this area to better understand Malaysian local tourists' behaviour. Thus, the present study seeks to address these gaps by forecasting Malaysian local tourists' intention to stay at green hotels through the incorporation of a solid theoretical foundation based on the Theory of Planned Behaviour model.

In this study, the Theory of Planned Behaviour model is employed to advocate for Malaysian local tourists to engage in intention to stay at green hotels. According to the Theory of Plan Behaviour model, positive attitudes toward behaviour strengthen individuals' intentions to engage in environmentally responsible behaviours (Ajzen, 1991). Therefore, the Theory of Plan Behaviour model is utilised to address this gap, given its prominence and widespread use in social-psychological models for understanding human behaviour (Elif Ulker & Gulsel, 2020; Yuriev *et al*., 2020).

In this regard, the Theory of Plan Behaviour aims to serve as a precise predictor of individual behaviour regarding environmental practices through intention to stay at green hotels. Individuals with favourable environmental behaviour tend to have better intention to stay at green hotels and demonstrate commitment to environmental sustainability (Han *et al*., 2009; Han *et al*., 2011). Additionally, Manaktola and Jauhari (2007) observed that tourists with environmentally friendly behaviours exhibit a preference for intention to stay at green hotels, a finding supported by Noor, Shaari, and Kumar (2014), who established a relationship between environmental behaviour and intention to stay at green hotels among travellers visiting Malaysia. Consequently, the green hotel sector appears to be exploring the behaviours and perceptions of international tourists toward eco-savvy tourism practices, aiming to increase their engagement without compromising environmental sensitivity (Samah, Husam & Wong, 2020).

2.3 Comprehensive Theory of Planned Behaviour (TPB) Model

The primary objective of this study is to explore customers' decisions regarding accommodation at green hotels through the lens of the Theory of Planned Behaviour model, which was posited by Ajzen (1991). While originally rooted in psychology, the Theory of Planned Behaviour model has found widespread application across various domains, including the hospitality industry, to investigate environmentally conscious customer behaviour (Chang *et al*., 2014; Han, 2015; Han *et al*., 2010). This theory offers valuable insights into the prediction and comprehension of human behaviour, postulating that individuals' intentions to engage in specific actions are influenced by their attitudes toward the behaviour, subjective norm, and perceived behavioural control. The central hypothesis of this study posited that tourist attitudes and behaviour play a pivotal role in shaping intention. Considering the prevalent utilisation of the Theory of Planned Behaviour in the examination of environmentally conscious behaviours, a green hotel served as an ideal subject for investigation. Thus, the study addressed two primary objectives. Firstly, it aimed to scrutinise the propensity of local tourists to opt for green hotel accommodations by employing the Theory of Plan Behaviour framework. Secondly, it sought to enhance the Theory of Plan Behaviour model by establishing a direct association between local tourists' engagements in green practices and their intention to stay at green hotel.

This study also delves into customer feedback regarding the attitudes and behaviours of Malaysian local tourists toward intention to stay at green hotels; hence, the Theory of Planned Behaviour model is selected. Ajzen (2005) elucidates in his Theory of Plan Behaviour model that attitudes and behaviours are constructs that can describe a

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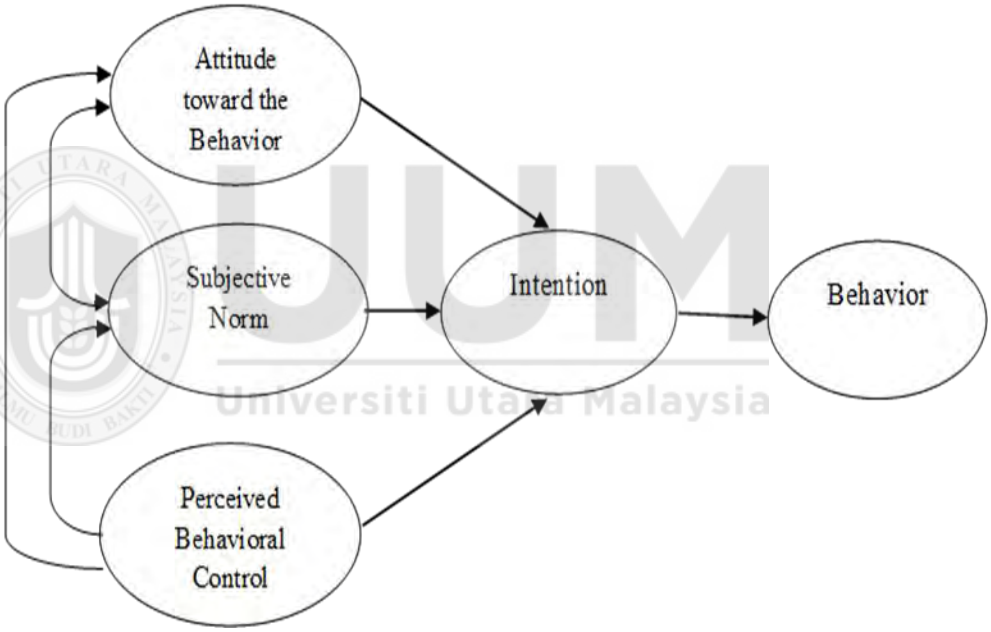
person's actions based on their attitudes. The Theory of Plan Behaviour was proposed as an extension of the Theory of Reasoned Action (TRA), aiming to enhance the linkage between attitudes and behaviour by incorporating a third component of attitude, namely perceived behavioural control (Ajzen, 1991). Below is the Theory of Plan Behaviour model, as delineated b by Ajzen (1991), depicted in Figure 2.1.

Figure 2.2

The Theory of Planned Behaviour Model.



Note. Source: Ajzen, 1991, p.182.

Ajzen (2012) posited that the Theory of Planned Behaviour, which originated in 1985, serves as an extension of the Theory of Reasoned Action (TRA) introduced by Martin Fishbein and Icek Ajzen in 1975. It represents a prominent reasoned action model and has emerged as a fundamental framework for comprehending and predicting changes

in human social behaviours. The Theory of Plan Behaviour suggests that intention serves as the immediate precursor to behaviour and is influenced by Attitude Toward Behaviour, Perceived Behavioural Control and Subjective Norm (Shen & Chen, 2020). Intention can be conceptualised as the inclination of a customer or individual to utilise or procure a service or product based on the perceived fulfilment of their needs. Behavioural intention serves as a predictor of future behaviour, and past studies have demonstrated that intention often precedes current or actual behaviour (Harsheshkumar & Pratiksinh, 2018).

In the Theory of Plan Behaviour model, attitude towards behaviour is conceptualised as an individual's belief system regarding their stance towards an object. An individual develops an attitude toward behaviour by evaluating various attributes, characteristics, and qualities associated with the object. Thus, a positive attitude towards behaviour suggests that the individual perceives the object to possess favourable attributes (Promotosh, 2011). Conversely, negative attitudes may arise if the object is perceived to have negative characteristics. Individuals consider the attributes of an object as significant determinants of their attitude formation. Research findings have consistently demonstrated that a positive attitude correlates with an increased intention to engage in the behaviour (Myriam & Emine, 2019).

Numerous scholarly inquiries have employed the Theory of Planned Behaviour model as a foundational framework to delve into customers' intentions regarding their accommodation choices in environmentally sustainable lodging establishments, employing robust empirical methodologies. Within the realm of hospitality literature, various researchers have endeavoured to dissect the determinants shaping tourists' inclinations toward patronizing eco-friendly hotels (Chen and Tung, 2014; Hou & Wu,

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2021; Lim *et al*., 2019; Nimri *et al*., 2020; Teng *et al*., 2020; Wang *et al*., 2018; Yan & Chai, 2021). It has been evidenced that tourists' intentions to lodge in environmentally conscious accommodations are significantly swayed by an array of factors, such as altruistic inclinations and environmental self-identity (Fatoki, 2020), environmental consciousness, and perceived ethical obligations (Lim *et al*., 2019), pro-environmental perceived value (Trang, Lee, & Han, 2019), prior experiences (Nimri *et al*., 2020), green purchasing attitudes (Wang, 2020), as well as a sense of obligation and corporate image (Eid *et al*., 2021).

Considerable scholarly efforts have primarily concentrated on investigating these phenomena within developed nations, with scant attention afforded to developing countries. For instance, Han *et al*. (2010) employed the Theory of Plan Behaviour model to scrutinize intentions toward selecting green accommodations in the United States. Similarly, Wu and Teng (2015) integrated altruistic considerations within the Theory of Plan Behaviour framework to predict behavioural intentions to patronize eco-friendly hotels in Taiwan. Additionally, Norazah and Norbayah (2015) utilized the Theory of Plan Behaviour model to delve into the interplay between repeat consumer behaviour and tourists' propensity to opt for green lodging options in Malaysia. Furthermore, Lim *et al*. (2019) extended the Theory of Plan Behaviour model to decipher the multifaceted factors that shape customers' decisions to choose environmentally conscious accommodations in Malaysia. Meanwhile, Nimri *et al*. (2020) employed the Theory of Plan Behaviour model to discern customers' intentions to stay at green hotels in Australia. Additionally, Bouarar, Mouloudi & Moulaudi (2021) applied the Theory of Plan Behaviour model to explore customers' intentions to patronize eco-friendly accommodations in Algeria. Thus, it is

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imperative to rigorously test and explicate the likelihood of selecting green lodging options, with further empirical substantiation deemed indispensable, given the potentially divergent ecological practices between developing and developed nations (Nimri *et al.*, 2020).

Perceived behavioural control, as outlined by Marco (2012), constitutes a pivotal component within the Theory of Plan Behaviour model, representing customers' perceptions of their ability to exercise control over a given behaviour. It posits that individuals with low perceived behavioural control are likely to exhibit less motivation to enact the behaviour. Notably, a higher intention to perform the behaviour is associated with a stronger customer inclination. Within the Theory of Plan Behaviour model framework, subjective norm pertains to individuals' perceptions of others' opinions regarding the behaviour. It serves as an independent variable reflecting individuals' estimations of the social pressure exerted on them to either perform or abstain from the intended behaviour. Research has revealed a positive influence of subjective norm on customers' intention to utilise a product or service (Zainabu & Nafisat, 2019).

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According to Li and Jaharuddi (2021), the Theory of Planned Behaviour model is highly recommended as a primary framework for delineating the associations between attitude and behavioural intention factors. It stands as a foundational theory supporting research endeavours concerning customer decisions and intentions. Within the Theory of Planned Behaviour model framework, customer intention is depicted as being influenced by three primary factors: attitude toward purchase intention, the perceived influence of reference groups subjective norms and the Theory of Planned Behaviour over the intended

decision-making process (Morteza & Maedeh, 2017). These factors serve as predictive indicators of customer behaviour and intention.

In recent studies, integrating additional antecedents into the Theory of Planned Behaviour has been highlighted as essential for a more nuanced understanding of tourists' intentions to stay at green hotels. For example, Molinillo, Ximénez-de-Sandoval, Fernández-Morales, and Coca-Stefaniak (2022) emphasize the role of electronic word of mouth in shaping tourists' attitudes and intentions. Similarly, Wang, Li, and Liu (2023) underscore the significance of perceived value, where tourists' assessments of the benefits versus the costs of green accommodations strongly influence their decision-making. These factors, when incorporated into the Theory of Plan Behaviour model, provide a deeper understanding of how local tourists' attitudes towards green hotels develop, leading to better strategies for promoting environmental sustainability in the hospitality industry.

Electronic word of mouth is a critical factor in shaping consumer attitudes towards products or services, particularly in the hospitality industry. Theory of Plan Behaviour posits that attitudes toward a behaviour are based on beliefs about the outcomes of that behaviour. Electronic word of mouth provides detailed and personalized information, often perceived as more trustworthy than traditional advertising, which significantly influences these beliefs. Positive electronic word of mouth can create favourable attitudes by reinforcing the perceived benefits of a behaviour, such as staying at a particular hotel, while negative electronic word of mouth can lead to adverse attitudes by highlighting potential drawbacks. Study by Wu and Lin (2023) demonstrates that electronic word of mouth significantly impacts consumer attitudes, with positive online reviews enhancing favourable perceptions and increasing the likelihood of engaging in the behaviour being

reviewed. Research has shown that electronic word of mouth significantly impacts tourists' perceptions and decisions, especially in the context of eco-friendly accommodations. Ryu, Han, and Kim (2022) emphasize that positive electronic word of mouth concerning green hotels, particularly reviews focusing on their sustainable practices and eco-friendly amenities, can greatly influence tourists' value perceptions and willingness to stay at these hotels. On the other hand, negative electronic word of mouth can dissuade potential guests from considering such accommodations.

Theory of Plan Behaviour suggests that social norms, or the perceived social pressure to perform or not perform a behaviour, are a vital determinant of behavioural intentions. Electronic word of mouth serves as a form of social proof, reflecting the opinions and experiences of others. When a consumer perceives that the majority of electronic word of mouth supports a particular behaviour, such as choosing a sustainable hotel, this can create a perceived social norm that influences their intention to conform to this behaviour. A study by Zhang *et al*. (2024) highlights that electronic word of mouth can act as a powerful determinant of social norm, with individuals more likely to engage in behaviours endorsed by their peers online, thereby shaping their intentions.

In Theory of Plan Behaviour, behavioural intention is influenced by attitudes, social norms, and perceived behavioural control. Perceived value directly impacts these intentions by determining the attractiveness of the behaviour. When customers perceive that a behaviour, such as choosing a particular hotel, offers substantial value, they are more likely to form a strong intention to engage in that behaviour. High perceived value reduces perceived risks and increases the motivation to act, making it a crucial factor in the decision-making process. Kim and Lee (2024) demonstrated that perceived value

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significantly impacts customers' behavioural intentions in the hospitality industry, with higher perceived value correlating with stronger intentions to stay at environmentally friendly hotels. Recent studies highlight that perceived value is a critical determinant of tourists' intentions to stay at green hotels. According to Wang, Li, and Liu (2023), perceived value in the context of eco-friendly accommodations encompasses tourists' assessments of the benefits, such as sustainability practices, in relation to the costs. Their findings suggest that when tourists perceive a high value in green hotels, considering both environmental benefits and service quality, they are more likely to choose these accommodations over conventional hotels.

Recent research has shown that incorporating electronic word of mouth and perceived value into the Theory of Planned Behaviour model enhances the model's ability to predict customer behaviour in the digital and sustainability-focused age and significantly enhances its ability to explain tourists' intentions. Electronic word of mouth influences both attitudes and social norm by providing peer-endorsed information that shapes customer beliefs and perceived social pressures. In a study by Molinillo, Ximénez-de-Sandoval, and Coca-Stefaniak (2022), the impact of electronic word of mouth on attitudes and subjective norms was found to be a crucial factor in shaping tourists' decisions. Perceived value, on the other hand, directly impacts attitudes and behavioural intentions by offering a measure of the attractiveness of the behaviour. In study by Li, Wang, and Zhang (2023) demonstrated that perceived value strongly influences perceived behavioural control, thereby enriching the Theory of Plan Behaviour model's predictive power for sustainable tourism practices. Together, these variables capture the complexity

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of customer decision making, making Theory of Plan Behaviour more robust and applicable in contemporary contexts.

2.4 The Relationship of Attitudes Towards Behaviour on Intention to Stay

In psychology, attitude is operationally defined as "the extent to which an individual holds a favourable or unfavourable evaluation or appraisal of the behaviour under consideration" (Ajzen, 1991). Essentially, attitude denotes the overarching and enduring sentiment or viewpoint, whether positive or negative, toward a particular individual, object, or issue. Research has revealed that attitudes toward behaviour are notably shaped by various factors, including the quality of eco-friendly products, eco-friendly advertising, customers' environmental concerns, and eco-labelling (Vazifehdoust *et al*., 2013). Furthermore, perceived customer efficacy, altruism, and environmental knowledge (Wang, 2020), social motivations and awareness of consequences (Eid *et al*., 2021), as well as environmental concerns (Eid *et al*., 2021; Wang, 2020), exert a favourable influence on attitudes toward green hotels. Several studies have underscored that attitudes toward environmentally friendly purchases serve as the most robust predictor of travellers' intentions to patronize eco-friendly hotels (Eid *et al*., 2021; Fatoki, 2020; Han *et al*., 2010; Teng *et al*., 2015; Trang *et al*., 2019; Wang, 2020). Additionally, a positive attitude toward eco-friendly purchasing behaviour has been shown to significantly impact the selection of eco-friendly accommodations (Wang *et al*., 2020).

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In this first relationship under investigation pertains to the attitude towards behaviour (ATB) of Malaysian local tourists regarding their intention to stay at green hotels. As explained by Han *et al*. (2010), attitude towards behaviour refers to the extent to which individuals hold a favourable or unfavourable evaluation when engaging in a specific behaviour, establishing a direct link between attitude towards behaviour and local tourists' intention to stay at green hotels within the Theory of Planned Behaviour model framework (Ajzen, 1991). Han, Hsu, and Cheu (2010) emphasised that attitude towards behaviour emerges as the most significant factor within the Theory of Plan Behaviour model framework in regard to intention to stay at green hotels. This finding is corroborated by Kun-Shan and Teng (2011), who emphasised the influential role of attitudes over subjective norm. Similarly, Chen *et al*. (2011) and Jirawat *et al*. (2011) affirmed that attitudes toward a hotel's environmental practices significantly impact tourists' future intention to stay.

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As outlined by Han *et al*. (2010), attitude denotes an individual's preferences or aversions towards performing a behaviour and reflects their overall evaluation of that behaviour. Typically, customers exhibit positive attitudes toward environmental conservation efforts. Prior research indicates that tourists' positive attitudes are positively associated with their intention to stay at green hotels, as well as influencing positive word-of-mouth recommendations and a willingness to pay a premium for hotels offering green initiatives (Cheng & Peng, 2012; Han *et al*., 2009, 2011; Han & Kim, 2010).

The Theory of Planned Behaviour model posits that attitude towards behaviour, subjective norm and perceived behavioural control serve as the three conceptual independent variables influencing behavioural intention. Ajzen and Fishbein (2010) defined behavioural belief as an individual's subjective expectation regarding the likelihood of performing a behaviour and its associated positive outcomes. For instance, Malaysian local tourists may exhibit an intention to stay at green hotels due to their favourable attitude towards guest room amenities, facilities, healthy food options, and a desire to contribute to environmental conservation efforts. When considering whether to engage in a particular behaviour, individuals are expected to assess the benefits and costs associated with that behaviour (Chen *et al*., 2011). Based on this rationale, the following hypothesis can be formulated:

Hypothesis 1: Attitude towards behaviour has a positive influence on Malaysian local tourists' intention to stay at green hotels.

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2.5 The Relationship of Subjective Norm on Intention to Stay

The second relationship under scrutiny pertains to the impact of social influence, as captured by subjective norm (SN), on Malaysian local tourists' intention to stay at green hotels. Subjective norm is associated with the responsiveness to societal influence, which shapes an individual's behavioural intentions and attitudes (Han & Kim, 2010). Ryu and Jang (2016) found that subjective norm positively correlate with an individual's attitude toward specific behaviours. This social influence on decision-making plays a pivotal role, as individuals rely on information gathered from various societal sources (Promotosh &

Vladimir, 2011; Zam Zuriyati, *et al*., 2014). The Theory of Plan Behaviour model supports a positive relationship between subjective norm and customer intention to stay (Ajzen, 1991).

Subjective norm, as conceptualized by Ajzen (1991, p.188), denotes the perceived social pressures exerted on individuals either to engage or refrain from a particular behaviour. Lim *et al*. (2019) articulated that an individual's inclination toward favourable or unfavourable views regarding green behavioural performance significantly shapes their attitude toward lodging at eco-friendly hotels. Similarly, Teng *et al*. (2015) discerned subjective norm constructs as pivotal predictors of travellers' intentions to patronize environmentally conscious lodging establishments. The study by Lim *et al*. (2019) elucidated a noteworthy correlation between customers' subjective norm and their intentions to stay at eco-friendly hotels. Moreover, both subjective descriptive norms and subjective injunctive norms were found to wield substantial influence on intentions to stay at eco-friendly hotels (Fatoki, 2020). Recent research by Yan & Chai (2021) uncovered that personal norms positively and significantly impact customers' intentions to lodge at environmentally friendly hotels. Additionally, Auza & Mouloudj (2021) demonstrated that subjective norms positively affect intentions to purchase green food. However, Mohd Suki & Mohd Suki (2015) reported no significant influence of subjective norm on returning tourists' intentions to patronize green hotels.

Meanwhile, according to Han and Kim (2010) highlighted subjective norm as the second most influential aspect in the Theory of Planned Behaviour model concerning intention, following the overall image, emphasising the significant role of subjective norm in predicting intention to stay. Kun-Shan and Teng's (2011) study identified subjective

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norms as influencing customer intention to stay at green hotels. Notably, the authors suggested that subjective norm exerted greater control over attitude towards behaviour in regard to customer intention to stay at green hotels.

Goh *et al*. (2015) asserted that social influences commonly impact customer behaviour, with individuals often referencing important or close relationships, such as relatives, parents, romantic partners, siblings, and peers, when forming opinions on services or products they intend to choose. Positive sentiments contribute to the perception of the green hotel segment within the hotel industry as more aligned with environmental sustainability, representing a scenario governed by subjective norms as delineated by the Theory of Planned Behaviour model. Consequently, the following hypothesis can be formulated:

Hypothesis 2: Subjective norm has a positive influence on Malaysian local tourists' intention to stay at green hotels.

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2.6 The Relationship of Perceived Behaviour Control on Intention to Stay

As per Ajzen (1991, p.188), Perceived Behavioural Control (PBC) encompasses the individual's perception of the ease or difficulty associated with executing a particular behaviour. It encapsulates the perceived capacity to influence behaviour in the context of perceived barriers. Consequently, the reduction of barriers and obstacles is presumed to heighten the likelihood of actualizing the desired behaviour. However, certain barriers, stemming from cultural (religious beliefs), physical (disabilities), personnel (feelings of

inferiority), and economic (resource scarcity) factors, pose formidable challenges in terms of removal or alleviation.

In this third relationship under examination focuses on the value-belief construct, namely perceived behavioural control, concerning Malaysian local tourists' intention to stay at green hotels. Perceived behavioural control can be defined as the perceived ease or difficulty of performing a behaviour (Ajzen, 1991, p. 122). It reflects individuals' beliefs and self-confidence in their ability to execute the behaviour (Ajzen, 1991; Taylor & Todd, 1995). Perceived behavioural control has been found to significantly impact customers' intention to stay at green hotel (Chen & Peng, 2012; Lien *et al*., 2012).

According to Theory of Planned Behaviour model, Ajzen (1991) emphasised a positive relationship between perceived behavioural control and intention to stay. Han (2015) identified perceived behavioural control as another significant determinant of consumer intention to stay at green hotels using the Theory of Planned Behaviour model. The study underscored perceived behavioural control as a robust factor influencing the values-beliefs-norms framework, thus highlighting its pivotal role as an influential factor.

Previous research suggests that individuals with limited control over performing a behaviour due to resource constraints, such as time, costs and other resources, are less likely to intend to engage in the behaviour, even if they possess positive attitudes or subjective norms regarding the behaviour. Han and Kim (2010) argue that perceived behavioural control refers to an individual's ability to control various factors that affect actual behaviour. Lee *et al*. (2010) confirms that perceived behavioural control towards

intention is a critical factor in determining consumer behaviours, as stronger intentions are more likely to drive individual performance.

Finding from Chen & Tung (2014) assert that customers' perception of readiness for lodging at eco-friendly hotels constitutes a pivotal determinant shaping their intentions. Tourists exhibiting higher levels of perceived behavioural control have been observed to harbour stronger intentions to patronize eco-friendly lodging establishments compared to their counterparts with weaker perceived control (Lim *et al*., 2019). Mohd Suki & Mohd Suki (2015) demonstrated a positive influence of perceived behavioural control on returning tourists' intentions to stay at eco-friendly hotels. Similarly, Teng *et al*. (2015) underscored perceived behavioural control as a primary predictor of participants' intentions to visit eco-friendly hotels. Several preceding studies have elucidated the robust positive impact of perceived behavioural control on customer intentions to stay at green hotels (Chen & Peng, 2012; Eid *et al*., 2021; Fatoki, 2020; Nimri *et al*., 2020). Furthermore, Yan & Chai (2021) revealed that perceived customer effectiveness exerts a positive and significant influence on intentions to stay at green hotels.

In the context of this study, local tourists' intention to stay at green hotel is influenced by their resources and willingness to invest in environmental protection. Perceived behavioural control has been identified as significantly influencing customers' intention to stay at green hotels (Chen & Peng, 2012; Lien *et al*., 2012). Thus, the following hypothesis can be posited:

Hypothesis 3: Perceived behavioural control has a positive influence on Malaysian local tourists' intention to stay at green hotels.

2.7 The Relationship of Electronic Word of Mouth on Intention to Stay

Electronic word of mouth pertains to "any favourable or unfavourable statement articulated by potential, current, or former customers concerning a product or company, disseminated across the Internet to a broad audience" (Hennig-Thurau, *et al.*, 2004). The proliferation of the Internet and digital communication has facilitated the emergence of e-commerce platforms, offering online forums where users can engage in interactive discussions and share their viewpoints and experiences. Given that customers' perceptions of products or services are substantially influenced by the behaviour of their peers, electronic word of mouth has emerged as a credible source of information for consumers during their decision-making processes (Thompson, 2003). Online review comments represent a significant manifestation of electronic word of mouth, serving as invaluable repositories of consumers' digital perceptions. In instances where customers lack firsthand experience with a product, they often rely on electronic word of mouth channels to glean insights from previous customers, thereby mitigating potential risks or uncertainties surrounding product quality.

Electronic word of mouth facilitated by social networking sites, web 3.0, and travel applications have transformed the green hotels sector, impacting the tourism and hospitality business in 2020. According to the Statista Research Department (2021), over 3.6 billion individuals globally utilized social media, a figure projected to rise to nearly

4.41 billion by 2025. These users share reviews, posts, pictures, or videos across various social media platforms, significantly raising awareness among local tourists regarding intention to stay at green hotels has an environmentally sustainable accommodation. The dissemination of green hotel product promotions through social media channels proves effective in attracting visitors and fostering trust in the products and services offered (Sabbagh, 2018). Utilising social media to promote sustainability in tourism yields more positive outcomes compared to conventional promotion methods (Sangpikul, 2010). The Thai Ecotourism and Adventure Travel Association (TEATA) actively engages in online marketing and product promotions (Sangpikul, 2010), underlining the critical role of the Internet in enhancing consumer awareness of sustainable tourism.

Electronic word of mouth emerges as a critical influencer in shaping consumers' perceptions and choices concerning sustainable mobility (Higueras-Castillo, *et al*., 2021; Huang, Kuo & Chou, 2018). With the escalating demand for eco-friendly transportation solutions, potential buyers actively seek credible information to assess the utility and merits of such products. Sustainable mobility introduces distinct considerations encompassing environmental impact, energy efficiency, and incentives (Bhalla, Ali, & Nazneen, 2018; Minutillo, Forcina, Jannelli, & Lavadera, 2018). Consequently, consumers engage in deliberate information-seeking endeavours to make informed decisions consonant with their values and environmental consciousness (Scorrano & Rotaris, 2022). Through electronic word of mouth channels, users seize the opportunity to share their firsthand experiences, facilitating prospective buyers in comprehending the nuanced features of sustainable mobility products.

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In parallel with the burgeoning adoption of electronic word of mouth in consumer decision-making processes, several studies have sought to elucidate its significance and ramifications. For instance, in Indonesia, Tjhin and Aini (2019) explored the impact of electronic word of mouth on purchasing decisions among consumers in the clothing industry. Similarly, Handi, *et al*., (2018) endeavoured to examine the influence of electronic word of mouth and perceived values on users' food purchasing decisions through the Go-Food application, revealing substantial impacts on consumer behaviour. Furthermore, Aravindan *et al*. (2023) corroborated that positive electronic word of mouth, emotional value, and epistemic value significantly influence green purchase intention.

In recent studies, the influence of electronic word of mouth on sustainable mobility purchases has gained attention, though it remains underexplored. Research by Wang *et al*. (2023) highlights the significance of electronic word of mouth, particularly from online reviews, in shaping consumer decisions regarding sustainable products. They argue that attributes of electronic word of mouth embedded in consumer reviews can significantly impact purchasing behaviour, suggesting the need for further investigation into how these online comments affect decisions related to sustainable mobility products.

Nowadays, individuals rely on electronic word of mouth to assess the value of products or services through various online platforms such as travel websites, blogs, and social media. Social media platforms serve as essential information channels for travellers, with Social Media Marketing (SMM) emerging as a potent tool for promoting green hotels' environmental initiatives. Through Social Media Marketing, green hotels can effectively communicate their sustainability efforts to the public and target audience, facilitating direct engagement (Akhmedov, 2017).

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The pervasive nature of electronic word of mouth through social media has become integral to people's daily lives, influencing their destination choices (Kapoor *et al*., 2018). Consequently, negative electronic word of mouth on social media platforms can undermine tourists' confidence in a destination. Han *et al*. (2009) highlights that hotel guests readily share their thoughts via social media, affecting local tourists' decisions regarding intention to stay at green hotels. Green hotels should actively monitor and respond to local tourists' comments on social media platforms, as they serve as valuable sources of feedback and inquiries regarding the hotel's environmental practices (Rabiatul, Basri & Azimin, 2019). Management responses to negative reviews can mitigate the impact of unfavourable impressions (TripAdvisor, 2014b).

Previous studies have established a theoretical framework based on the Theory of Planned Behaviour model to examine its influence on websites regarding intention. Website quality has been found to positively correlate with consumers' intention to purchase online, influenced by the Theory of Planned Behaviour model (Rukhsana, Ghulam & Haroon, 2018). Customers' perception of social media's usefulness for obtaining updated information and recommendations influences their leisure time expenditure and effort in evaluating services and products (Francesca & Gilda, 2017). Moreover, trust in social media reviews or comments significantly impacts local tourists' decisions to purchase green hotel products (Saleem *et al*., 2017). Positive electronic word of mouth reduces perceived risk and enhances online credibility, thereby influencing consumers' decisions to stay at green hotel (Isa *et al*., 2020).

Electronic word of mouth serves as a potent driver of human behaviour, significantly influencing consumer decision-making processes (Filieri *et al*., 2018; Nam

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et al., 2018). According to Ismagilova *et al*. (2019), 93% of consumers report being influenced by electronic word of mouth in their decision-making. Trust in messages received via electronic word of mouth influences intention decisions, as it enhances understanding of the green hotel concept and garners social approval (Ismagilova *et al*., 2019; Isa *et al*., 2020). Online trust is crucial in reducing perceived risk, fostering positive electronic word of mouth, and impacting consumer decisions regarding green hotel stays (Isa *et al*., 2020). Thus, electronic word of mouth significantly influences local tourists' preferences for staying at green hotels for their holiday destinations. Consequently, the following hypothesis can be posited:

Hypothesis 4: Electronic word of mouth has a positive influence on Malaysian local tourists' intention to stay at green hotels.

2.8 The Relationship of Perceived Value on Intention to Stay

Perceived value (PV) is a subjective evaluation undertaken by consumers during the product purchasing process, wherein they assess the perceived benefits vis-à-vis their contributions (Sirdeshmukh, *et al*., 2002; Zeithaml, 1988). It is imperative to underscore that this perceived value hinges on consumers' subjective perceptions rather than the production endeavours of the enterprise. However, the delineation of perceived value dimensions remains a topic of contention (Zeithaml, *et al*., 2020). Kai *et al*. (2019) categorizes the perceived value of green products into four dimensions: price factor, quality value, emotional value, and brand value. Among these, price and value are deemed utilitarian values, while emotion and brand are regarded as hedonic values.

Perceived value has been widely applied in various fields to predict consumer willingness and behaviour. In the hospitality and tourism industry, perceived value emerges as a critical determinant for customers when selecting tourist destinations. According to Yin *et al*. (2020), travellers predominantly base their decisions on intangible, diverse, and consistent services. Ye *et al*. (2019) assert that perceived value encapsulates the anticipated benefits, such as product quality and convenience, that customers expect to derive. High perceived value ensues when customers perceive they receive greater advantages or benefits than the cost incurred for the destination (Abror *et al*., 2021). Conversely, perceived value diminishes when a tourist destination fails to meet local tourists' expectations, as highlighted by Al-Ansi *et al*. (2019), who define perceived value as the perceived advantages or disadvantages gained or lost.

Furthermore, perceived value is intricately linked with trust (Al-Ansi *et al*., 2019; Sharma *et al*., 2020). Wongkitrungrueng *et al*. (2020) have established a positive correlation between perceived value, such as utilitarian value, and trust. Customers with a higher perceived value of the tourism product are likely to bolster their trust in the destination (Sharma *et al*., 2020). Additionally, when services and products meet local tourists' expectations, they attribute high perceived value to them, fostering positive impressions of the destination (Abror *et al*., 2021). This positive perception leads local tourists to trust the destination, subsequently influencing their choice to stay at green hotel or visit the places and recommend the tourist sites to others.

According to Momin (2013), the Theory of Planned Behaviour model significantly influences perceived value regarding price and costs, establishing a positive relationship toward intention to stay at green hotels. Previous studies have demonstrated the

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applicability of the Theory of Planned Behaviour model to perceived value in comprehending the demand growth in customer intention. Specifically, the study has employed a component of perceived value, namely price transparency, as a moderator (Bhutto *et al*., 2019). The moderating effect of price transparency between purchase behaviour and purchase intention has proven to be significant, as it can enhance customers' buying intention influenced by the Theory of Plan Behaviour model (Morteza, Fatemeh & Maedeh, 2017). Thus, the following hypothesis can be formulated:

Hypothesis 5: Perceived value has a positive influence on Malaysian local tourists' intention to stay at green hotels.

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2.9 Relationship of Environmental Knowledge Moderating Electronic Word of Mouth and Perceived Value towards Intention to Stay

Environmental knowledge encompasses customers' awareness and understanding of issues related to environmental degradation, ecological systems, and socially responsible behaviour, which influences their sensitivity towards environmental conscientiousness (Mostafa, 2007). Efforts by NGOs and government agencies, such as the 3R (Reduce, Reuse, Recycle) programs, aim to enhance awareness and promote environmental protection. However, challenges remain, particularly in educating the Malaysian public, who often lack awareness about the importance of separating household waste and exhibit limited participation in recycling initiatives.

Environmentalism has become a great concern in all business sectors, including hotel industry, and almost all the business sectors are starting to push their business to "Go Green" (Darnall *et al*. 2008; King *et al*. 2005; Tarig, Suhaiza & Jayaraman, 2010). Hospitality industries around the world are alert of the needs and business sense of caring towards environmental and applying sound environmental knowledge into the business (Asia Green Buildings 2013). Many travellers and other customers of the tourism industries are aware of the measures that should be taken to preserve nature, whilst ensuring the satisfaction of customers (Darnall *et al*. 2008; King *et al*. 2005; Tarig, Suhaiza & Jayaraman, 2010). Hence, the green hotels are also putting a lot of effort to create a comfortable and quality physical environment to attract the customers intention to stay the hotel (Asia Green Buildings 2013).

Environmental knowledge encompasses an individual's awareness and understanding of environmental issues and sustainable practices. It has been well-documented that this knowledge influences customer behaviour, particularly in the hospitality sector. Nguyen and Simkin (2023) assert that guests with higher environmental awareness are more inclined to favour hotels that engage in sustainable practices. This preference is driven by a greater appreciation for eco-friendly initiatives and a willingness to support businesses that align with their values.

In the context of the hospitality industry, sustainability and eco-friendly practices have become increasingly vital. This relationship on how environmental knowledge moderates the influence of electronic word of mouth on customers' decisions, contributing to a nuanced understanding of consumer behaviour in sustainable tourism. The role of electronic word of mouth involves online customer discussions and reviews about

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products or services. In the hospitality industry, electronic word of mouth significantly influences potential guests' decision-making processes. Positive electronic word of mouth can enhance a hotel's reputation and attract more guests, while negative electronic word of mouth can deter potential customers. Zhang, Wang, and Lee (2023) found that consumers with substantial environmental knowledge are more likely to be swayed by positive electronic word of mouth concerning a hotel's eco-friendly initiatives. Recent studies highlight that electronic word of mouth's impact on customer decisions is profound, with positive reviews leading to increased booking intentions (Lee & Kim, 2024). This effect is amplified in the context of sustainability, where positive electronic word of mouth regarding eco-friendly practices can attract environmentally conscious customers.

Environmental knowledge plays a crucial moderating role in the relationship between electronic word of mouth and customer intention to stay. Zhang, Wang, and Lee (2023) investigate this interaction and find that individuals with higher levels of environmental knowledge are more receptive to electronic word of mouth that highlights sustainable practices. This moderating effect occurs because knowledgeable customers are more likely to align their preferences with hotels that demonstrate a commitment to environmental sustainability, thereby enhancing the impact of positive electronic word of mouth. A study by Liu and Wu (2023) highlights that customers with high environmental awareness are more likely to be influenced by positive electronic word of mouth about a hotel's eco-friendly practices. Another study by Choi and Lee (2024) further supports this by demonstrating that positive electronic word of mouth about a hotel's sustainability efforts is particularly influential among environmentally knowledgeable customers. These

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customers are not only more likely to choose hotels based on positive electronic word of mouth but also to actively share their positive experiences, thereby amplifying the effects of electronic word of mouth within their social networks. Their study reveals that positive electronic word of mouth about a hotel's sustainability initiatives is more influential on customers with substantial environmental knowledge.

The interplay between environmental knowledge and electronic word of mouth significantly influences customers' intention to stay in hotels. Environmental knowledge not only shapes how customers perceive and react to electronic word of mouth but also moderates its effectiveness. According to Park and Kim (2024), underscores the importance of understanding these dynamics for the development of marketing strategies that leverage electronic word of mouth to attract environmentally conscious customers. Their research reveals that hotels aligning their practices with customers' environmental values not only enhance their appeal but also improve their market position. By aligning their practices with customers' environmental values, hotels can enhance their appeal and improve their market position.

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Meanwhile, perceived value is a critical factor in customer decision-making, reflecting the balance of benefits and sacrifices associated with a service or product. In the hospitality industry, perceived value is particularly influential in shaping customers' intentions to stay. Recent research by Li and Wang (2024) highlights that perceived value is a critical factor in determining customers' willingness to stay at a hotel, especially when the value aligns with their expectations and preferences.

The interaction between environmental knowledge and perceived value has garnered significant attention. Zhang, Wang, and Lee (2023) explore how environmental knowledge moderates the relationship between perceived value and customers' intention to stay. Their study reveals that customers with substantial environmental knowledge perceive higher value in hotels that demonstrate a commitment to sustainability. This enhanced perceived value, influenced by environmental knowledge, positively impacts their intention to stay. For instance, Zhang *et al*. (2023) found that environmentally knowledgeable customers are more likely to perceive higher value in hotels that engage in sustainable practices. This perception is further amplified when these customers evaluate the hotel's environmental efforts as integral to the overall value proposition, thus increasing their likelihood of choosing the hotel.

In addition, a study by Chen and Xu (2024) confirms that environmental knowledge enhances the perceived value of sustainable practices in the hospitality sector. Customers with higher environmental awareness are more likely to value hotels' sustainability efforts, which, in turn, increases their intention to stay. Chen and Xu (2024) highlight that this effect is particularly pronounced in markets where sustainability is a growing customer priority. The relationship between environmental knowledge, perceived value, and intention to stay is intricate and significant. Environmental knowledge moderates the perceived value of hotel services by enhancing the appreciation of sustainability efforts, which subsequently influences customers' intention to stay.

Previous studies have established that customers' knowledge of green perceptions and environmental issues significantly influences their decision-making (Chan & Lau, 2000; Eze & Ndubisi, 2013). Cherian and Jacob (2012) highlighted that a lack of

environmental knowledge, often due to insufficient awareness of green products, is prevalent among many customers. Norazah (2013) further observed that a green hotel's image has a notable impact on customers' particularly local tourists' intentions to stay at green hotels. Consequently, education should be prioritized as a strategy to enhance environmental awareness, especially among young Malaysians, who constitute nearly 30% of the population. This demographic represents the future consumer base, and shaping their understanding of sustainable consumption is crucial for fostering environmentally responsible behaviour in the next generation. With these findings and the theoretical relationships stated in the Theory of Plan Behaviour, the hypotheses can be concluded:

Hypotheses 6(a): Environmental knowledge moderate the relationships between electronic word of mouth and intention to stay at green hotels.

Hypotheses 6(b): Environmental knowledge moderate the relationships between perceived value and intention to stay at green hotels.

CHAPTER 3

METHODOLOGY

3.0 Introduction

This chapter commences with an extensive exposition on research methodology, focusing particularly on the quantitative method employed in this study. A proposed research framework delineates the dependent and independent variables. In addition to explaining the study design, the measurement of variables and instrumentation, including questionnaire sources catering to demographic factors, dependent variables, and independent variables, are detailed for survey administration among respondents. Furthermore, a pilot test was executed, accompanied by reliability analysis outcomes, to ascertain the validity of variable items. Ultimately, the chapter expounds upon the methods employed for actual data collection and analysis, accompanied by justifications for the selection of the chosen research approach.

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3.1 Research Framework

The aim of this research is to explore the impact of attitudes towards behaviour (ATB), subjective norm (SN), perceived behavioural control (PBC), electronic word of mouth (eWOM), perceived value (PV), and intention to stay (ITS) in green hotel on Malaysian local tourists, with a focus on understanding their behaviours in fostering environmental sustainability. This study adopts a correlational approach, aiming to discern variables that could potentially shape the decision-making process of Malaysian local tourists when selecting their vacation destinations.

3.2 Propositions Development

The examination of the subsequent hypotheses concerning Malaysian local tourists' intention to stay at green hotel seeks to elucidate customers' endorsement of sustainable tourism in their vacation preferences within Malaysia. Derived from the preceding research, there emerges a degree of assurance in the credibility of the conventional Theory of Plan Behaviour model, its delineated pathways, and the associated hypotheses:

Hypothesis 1: Attitude towards behaviour has a positive influence on Malaysian local tourists' intention to stay at green hotel.

Hypothesis 2: Subjective norm has a positive influence on Malaysian local tourists' intention to stay at green hotels.

Hypothesis 3: Perceived behavioural control has a positive influence on Malaysian local tourists' intention to stay at green hotels.

Hypothesis 4: Electronic word of mouth has a positive influence on Malaysian local tourists' intention to stay at green hotels.

Hypothesis 5: Perceived value has a positive influence on Malaysian local tourists' intention to stay at green hotels.

Hypotheses 6(a): Environmental knowledge moderate the relationships between electronic word of mouth and intention to stay at green hotels.

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Hypotheses 6(b): Environmental knowledge moderate the relationships between perceived value towards and to stay at green hotels.

3.3 Research Design

This study utilised a survey methodology employing a self-administered structured questionnaire. A total of 450 questionnaires were disseminated among the target population, consisting of Malaysian local tourists. The purpose of gathering information and data from the respondents was to assess the implementation of green practices in sustainable tourism destinations.

The survey instrument employed in this investigation comprised three distinct sections. Part A: The initial segment solicited demographic details from participants, Part B: addressed the dependent variable, gauged respondents' intention to stay at green hotels among Malaysian local tourists, and Part C: encompassed the predictor constructs, including attitude towards behaviour, subjective norm, perceived behavioural control, electronic word of mouth and perceived value. The questionnaire employed a range of scale types, including nominal, ordinal, and interval. Specifically, a 5-point Likert scale was employed, ranging from "Strongly Disagree" to "Strongly Agree".

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3.4 Measurement of Variables/Instrumentation

A quantitative approach was selected to conduct the survey, utilising an internet-based method via Google Forms. The questionnaire was disseminated to respondents through various electronic channels including WhatsApp, email, and Facebook. The research instrument employed in this study is a primary information-gathering tool

utilising a survey questionnaire methodology. The questionnaire, designed using Google Forms, was distributed to Malaysian citizens aged 18 and above, irrespective of their gender or occupation. Structured as closed-ended questions with multiple-choice options, respondents were prompted to indicate their level of agreement.

The questionnaire was administered in English, given its widespread use globally. Items related to attitude towards behaviour, subjective norm and perceived behavioural control were adapted from the works of Han *et al*. (2010) and Chen *et al*. (2011). Questions pertaining to the rationale behind the use of electronic word of mouth were adapted from Westaby (2005) and Westaby *et al*. (2010), while queries on perceived value were drawn from Petrick (2002), Nasution & Mavondo (2008) and intention to stay was adapted from Han *et al*. (2010) and Chen *et al*. (2011). This study extends upon the Theory of Plan Behaviour model, with instrument items tailored to suit the context of the research, focusing on Malaysian local tourists' intention to stay at green hotel (refer Table 3.1).

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Table 3.1

The measurement scales of each section:

Section	Variable	Scale	Type of measurement	Source of Scale
A	Demographic	Nominal Scale	Nominal Scales and Multiple-Choice Question	Lau, *et al*., 2019
B	Intention to stay (DV)	Interval Scale	Five-point Likert Scale	Han *et al*., 2010 & Chen *et al*. (2011)
C (i)	Attitude Towards Behaviour	Interval Scale	Five-point Likert Scale	Ajzen (1991), Han (2015), Han *et al*.

	(IV1)			(2010) & Chen *et al.* (2011)
C (ii)	Subjective Norm (IV2)	Interval Scale	Five-point Likert Scale	Ajzen (1991), Han (2015), Han *et al.* (2010) & Chen *et al.* (2011)
C (iii)	Perceived Behavioural Controls (IV3)	Interval Scale	Five-point Likert Scale	Ajzen (1991), Han (2015), Han *et al.* (2010) & Chen *et al.* (2011)
C (iv)	Electronic Word of Mouth (IV4)	Interval Scale	Five-point Likert Scale	Westaby (2005) & Westaby *et al* (2010).
C (v)	Perceived Value (IV5)	Interval Scale	Five-point Likert Scale	Petrick (2002) & Nasution & Mavondo (2008)
D	Environmental Knowledge (MV)	Interval Scale	Five-point Likert Scale	Petrick (2002) & Nasution & Mavondo (2008)

The survey questionnaire is divided into three sections. Section A encompasses demographic factors (refer Table 3.2). For example, in section A(i), questions regarding demographic information such as gender are formulated using a nominal scale. Conversely, the subsequent sections employ a five-point Likert scale. This scale ranges from One (1) representing "strongly disagree" to Five (5) indicating "strongly agree."

Section B focuses on collecting data for the dependent variable (intention to stay), while section C, denoted as the final part of the questionnaire (refer to section C

questions), is dedicated to independent variables. This section includes questions regarding Malaysian local tourists' intention to stay (refer Table 3.2), with each subsection comprising eight questions (covering attitude towards behaviour, subjective norm, perceived behavioural control, electronic word of mouth and perceived value) for respondents to complete.

The final part of the questionnaire prepares for environmental knowledge as moderating variable which comprised of 8 questions for the section D. The objective is to test the relationship of environmental knowledge moderating electronic word of mouth and perceived value towards intention to stay at green hotels and respondents to answer the survey.

Table 3.2

The measurement scales of section A (Demographic Information).

No.	Section A: Demographic Information	
1.	Gender	a. Male b. Female
2.	Race	a. Chinese b. Malay c. Indian d. Others (Please be specific)
3.	Marital Status	a. Single b. Married c. Others (Please be specific)

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No.	Section A: Demographic Information	
4.	Age	a. 18-29 b. 30-39 c. 40-49 d. 50-59 e. 60 and above
5.	Education level	a. Secondary/SPM/STPM b. Diploma c. Degree d. Master e. PHD
6.	Occupation status	a. Employed by wages b. Unemployed c. Own Business d. Others (Please be specific)
7.	Income	a. Below RM 2,000 b. RM 2,001 – RM 4,000 c. RM 4,001 – RM 6,000 d. RM 6,001 – RM 8,000 e. RM 8,001 – RM 10,000 f. RM 10,001 and above
8.	State you are residing.	a. Perlis b. Kedah c. Penang d. Perak e. Selangor f. W.P Kuala Lumpur /Putrajaya/Labuan g. Negeri Sembilan h. Melaka j. Kelantan

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No.	Section A: Demographic Information	
		k. Terengganu l. Pahang m. Johor n. Sarawak o. Sabah
9.	How many times do you go for vacation for the past 1 – 2 years (Before Covid-19)?	a. 1 time b. 2 – 3 times c. 4 – 5 times d. 6 – 7 times e. 8 – 9 times f. More than 10 times
10.	Do you understand the concept of green hotel?	a. Yes b. No
11.	Have you stay at green hotel d during your vacation?	a. Yes b. No

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Table 3.3

The items for variables measurement scales for ATB, SN, PBC, eWOM, PV, EK on ITS.

No.	Intention to Stay (ITS)	Source of Scale
1.	I am willing to stay at a green hotel when traveling.	Han *et al*., 2010 and Chen *et al*. (2011)
2.	I plan to stay at a green hotel when travelling.	
3.	I will make an effort to stay at a green hotel when travelling.	
4.	I intend to stay at green hotels next time because of its positive environmental contribution.	
5.	I plan to stay at green hotels rather than conventional hotels.	
6.	I will consider switching to green hotel for ecological reason.	
7.	I need to practice green while staying at the hotel to save the environment.	
8.	I want to continue practicing green while staying at the hotel.	
No.	**Attitude Towards Behaviour (ATB)**	**Source of Scale**
1.	For me, staying at green hotels when travelling in the country is good.	Ajzen (1991), Han (2015), Han *et al*. (2010) & Chen *et al*. (2011)
2.	For me, staying at green hotels when travelling in the country is desirable.	
3.	For me, staying at green hotels when travelling in the country is positive.	
4.	I believe that green hotels help to save nature and its resources.	
5.	Green hotel can ensure the quality of the environment.	
6.	Green hotel can enhance my knowledge of resource.	
7.	For me staying at a green hotel when traveling is ethical.	
8.	The overall feeling, I get about green hotels put me in the environmentally safe mode.	
No.	**Subjective Norm (SN)**	**Source of Scale**

1.	Most people who are important to me think I should stay at green hotels when travelling.	Ajzen (1991), Han (2015), Han *et al*. (2010) & Chen *et al*. (2011)
2.	Most people who are important to me would want me to stay at green hotels when travelling.	
3.	People whose opinions I value would prefer that I stay at green hotels when travelling.	
4.	Most people who are important to me and support me to stay at green hotels in the future.	
5.	My family thinks that conserving habits are good when staying at the green hotel.	
6.	My friends expect me to conserve energy and water as much as possible when I'm staying at the green hotels.	
7.	Government action in preserve environmental influence me to stay at green hotels.	
8.	NGO effort in supporting environmental issue influence me to stay at green hotels.	
No.	**Perceived Behavioural Control (PBC)**	**Source of Scale**
1.	The decision to practicing green at the hotel is entirely up to me.	Ajzen (1991), Han (2015), Han *et al*. (2010) & Chen *et al*. (2011)
2.	I am confident that if I want, I can stay at a green hotel when travelling.	
3.	I have money to stay at green hotels when traveling.	
4.	Whether or not I stay in a green hotel when traveling is completely up to me.	
5.	I would recommend the green hotels to my friends and/or others.	
6.	We should encourage young generations to support green hotels.	
7.	I would like to continue stay at green hotels in the future as well.	
8.	Overall image of green hotels is valued for my vacation.	

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No.	Electronic Word of Mouth (eWOM)	Source of Scale
1.	I believed that eWOM provides excellence information.	Westaby (2005) and Westaby *et al* (2010).
2.	I believed comments shared at online is dynamic issue.	
3.	All comments by the general customer (both positive and negative) is more trustworthy.	
4.	Reviews and rating from existing customer is more confidence and accurate.	
5.	Information provide by green hotel website is more reliable.	
6.	Recommendation and feedback from existed consumers is very useful and helpful.	
7.	I believed that using eWOM information able to help in making the right choice.	
8.	The use of eWOM is extremely useful in the decision-making process.	
No.	**Perceived Value (PV)**	**Source of Scale**
1.	Using the services of the green hotel is considered prestigious.	Petrick (2002) and Nasution & Mavondo (2008)
2.	Using the services of the green hotel represents a status symbol.	
3.	Using the services of the green hotels is in accordance with my social status.	
4.	Prices of stay in the green hotel are value for money.	
5.	The ratio of green hotel package and service quality is very convenient.	
6.	The staff recognizes and understands the needs of their customers.	
7.	Every promise given to customers is verified in a stated period.	
8.	The staff is willing to help their customers in every moment.	

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No.	Environmental Knowledge (EK)	Source of Scale
1.	Green practice generally brings benefit to hotel.	Wong & Yeh (2009) and Dagher (2015)
2.	Green practice in hotel operation supports green environmental.	
3.	The greener hotel environment provides the guests have healthier atmosphere.	
4.	I am familiar with hotels' environmental policies.	
5.	I am familiar with hotels' green programmes.	
6.	I am familiar with hotels' green labels.	
7.	I will encourage my friends to stay at green hotel more than non-green hotel.	
8.	I am an environmental conscious person.	

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3.5 Data Collection Sampling and Procedure

This data collection process employs quantitative methods via internet survey technique. A pilot test involving a cohort of 30 participants was conducted to evaluate the modified research questionnaire's validity and reliability. This procedure also serves to identify ethical considerations and practical challenges inherent in the main research endeavour (Doody & Doody, 2015). Pilot test outcomes aid in assessing the method's reliability, determining the study protocol's feasibility, and pinpointing any study weaknesses. Furthermore, they assess whether the study instruments effectively address

the intended inquiries, gauge the comprehensibility of the format, and ascertain the suitability of the selected validated tools for the target population. The primary aim of conducting a pilot study is to enhance research quality across various facets of the research process (Gudmundsdottir & Brock-Utne, 2010; Van Teijlingen & Hundley, 2001). Pilot tests underscore their significance in bolstering research reliability and validity (Gudmundsdottir & Brock-Utne, 2010), enabling the resolution of any emerging issues prior to the formal survey. This study employed convenience sampling to ensure a robust response rate. Subsequently, the latest version of SPSS was utilised to analyse the gathered data.

To collect data, a comprehensive set of 450 questionnaires was distributed via the online platform Google Form, complemented by manual dissemination for self-administered surveys conducted within Malaysia. The data collection process spanned one month in December 2019, resulting in 415 valid responses available for analysis.

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3.5.1 Target Population

The research objective is to examine the Malaysian local tourists on intention to stay at green hotel. The respondents are mainly above 18 years old, have travel experience, and are from various fields. The target respondents are all Malaysians as local tourists. Malaysian refers to people of ethnicities or races who are living in Malaysia. The reason why Malaysian local tourists are chosen in this study as the target respondents is because this research is mainly focused on the Malaysian acceptance and support towards green hotels as sustainable tourism destinations for their holidays. Therefore, all Malaysians

have opportunities to be involved in this survey as long as they understand the green hotel concept and support sustainable tourism.

Data collection is sourced from all states of Malaysia to represent Malaysian local tourists. The survey form was disseminated via email, social media networking, and through colleagues.

3.5.2 Sampling Procedure

The data collection process commences with the identification of required data, followed by the selection of samples from a specific population that meets the research criteria. This study employs non-probability sampling methods, particularly convenience sampling, as the primary sampling approach. This method is chosen to ascertain the appropriate sample size required to estimate the proportion of the population possessing a particular characteristic within a specified margin of error.

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To determine the total sample size for data collection, an online Select Statistical Services Calculator (refer Table 3.4) was utilised. The calculation for sample size (n) employs the formula: $n = NX / (X + N - 1)$, where X represents $Z\alpha/22 -p*(1-p) / MOE2$.

Table 3.4:

Indicator for Sample Size

Symbol	Indicator
Zα/2	is the critical value of the normal distribution at α/2 (e.g., for a confidence level of 95%, α is 0.05 and the critical value is 1.96).
MOE	Is the margin of error, p is the sample proportion.
p	Is the sample proportion.
N	Is the population size.

Table 3.4, indicates that the sample size formula has been adjusted with the application of a Finite Population Correction (FPC), as outlined by Daniel W. W. (1999). According to the Statista Research Department (2023), the adult population in Malaysia reached approximately 23 million in 2022, indicating a rise from the previous year's figure of around 22.73 million adults. In this context, adults are defined as individuals aged 18 years and above (Statista Research Department, 2023). This encompasses the population of Malaysia across all 13 states, spanning Peninsular Malaysia, Sabah, and Sarawak, thereby ensuring representation from each region.

The questionnaires are designed in accordance with the research objectives and subsequently disseminated to the target population via Google Form for online survey administration. Upon retrieval, the raw data provided by respondents may encounter various issues, rendering them unsuitable for analysis which necessitated a logical check. Subsequently, the data underwent coding to convert them into a numerical format compatible with computer-assisted analysis. Following coding, the gathered data were inputted into SPSS software. Prior to commencing data analysis, certain items may require

transformation through various methods. The process culminates with data analysis followed by statistical interpretation.

3.5.3 Primary Data and Sample

For this research, a quantitative approach to data collection has been adopted. The primary method of data collection involved the administration of a questionnaire survey. Utilising standardised responses, this method facilitated the compilation of data (Kabir, 2016). In light of the Movement Control Order imposed during the COVID-19 Pandemic, Google Form was employed to mitigate logistical constraints. Consequently, the survey questions were distributed online to ensure timely response gathering. Dissemination of the questionnaire was conducted via email and various social media platforms.

3.5.4 Secondary Data

Existing data will be collected as secondary data, sourced from reputable electronic journals, online newspapers, published electronic materials, and government records online (Kabir, 2016). Additionally, a comprehensive literature review will be conducted using esteemed online databases such as Emerald, ScienceDirect, ProQuest, and Google Scholar. This review will encompass relevant reference books, journals, and articles from both national and international researchers to bolster the study.

3.5.5 Pre-Test

A pre-test serves as an evaluative tool administered to participants prior to undergoing any form of intervention within a research investigation. For this study, three industry experts have been engaged to participate in a pre-test process, ensuring that the

survey encompasses pertinent questions that accurately capture all essential aspects to be measured. The evaluation of expert reviewers' scores is presented in Table 3.5, delineating the measurement outcomes.

Table 3.5

Number of Experts and its Effect on the CVI Acceptable Threshold

Number of Experts	Acceptable CVI Value	Recommendation Source
2 experts	> .80	Grant and Davis (1991)
3-5 experts	1	Polit and Beck (2006)
6-8 experts	> .83	Polit, Beck *et al*. (2007)
> 9 experts	> .78	Lynn (1986)

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Three experts (refer Appendix A) were engaged in the pre-test phase, comprising an academic expert, Professor Dr. Vikneswaren Nair, the President of Disted College, Penang, who previously served at the University of Bahamas, Bahamas and Taylor's University, Malaysia. Additionally, two industry experts participated: Mr. Anthony Wong, the Managing Director of The Frangipani Resort and SPA, Langkawi, Kedah, and Tuan Haji Wan Sharin Bin Wan Ahmad, the General Manager of Kemena Hotel Bintulu, Sarawak, who formerly held the position of Resort Manager at De Rhu Beach Resort, Kuantan. Both hoteliers serve on the panel for Malaysia's green hotels certification and are members of the Malaysia Association Hotel. As per Polit and Beck (2006), the number

of experts and its impact on the Content Validity Index (CVI), which ranges from 0 to 1 (indicating greater agreement on relevance), typically involves between 3 to 5 experts.

A series of questionnaires was electronically dispatched to the experts to assess the comprehensive content of inquiries encompassing six factors: intention to stay as the dependent variable, alongside attitude towards behaviour, subjective norm, perceived behavioural control, electronic word of mouth and perceived value as independent variables (IV), with each factor comprising eight questions. The outcomes are presented below (refer Table 3.6):

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Table 3.6

CVI – Number of Experts Rating the Items as Relevant or Appropriate

Items	ITS	CVI	ATB	CVI	SN	CVI	PBC	CVI	eWOM	CVI	PV	CVI	EK	CVI
1	4,4,4	1	4,4,4	1	4,4,4	1	4,4,4	1	4,4,2	0.67	4,4,4	1	4,4,2	0.67
2	4,4,4	1	4,4,4	1	4,4,4	1	4,4,4	1	4,4,2	0.67	4,4,4	1	4,4,2	0.67
3	4,4,4	1	4,4,4	1	4,4,4	1	4,4,2	0.67	4,4,3	1	4,4,4	1	4,4,4	1
4	4,4,4	1	4,4,4	1	4,4,4	1	4,4,4	1	4,4,3	1	4,4,4	1	4,4,4	1
5	4,4,4	1	4,4,4	1	4,4,4	1	4,4,4	1	4,4,2	0.67	4,4,4	1	4,4,4	1
6	4,4,4	1	4,4,4	1	4,4,4	1	4,4,2	0.67	4,4,4	1	4,4,4	1	4,4,4,	1
7	4,4,4	1	4,4,4	1	4,4,4	1	4,4,4	1	4,4,2	0.67	4,4,4	1	4,4,4	1
8	4,4,4	1	4,4,4	1	4,4,4	1	4,4,3	1	4,4,4	1	4,4,4	1	4,4,4	1

Note. Relevance ratings by independent experts (Experts: 1, 2 and 3), Rating 1 – 4 (1 – highly irrelevant, 2 – irrelevant, 3 – relevant, 4 – highly relevant)

Table 3.6 presents the outcomes of the expert reviewers' score measurement. The Content Validity Index (CVI) computation for each item within the categories of intention to stay (ITS), attitude towards behaviour (ATB), subjective norm (SN) and perceived value (PV) indicates unanimous agreement on relevance, with all eight items achieving a value of 1. However, the CVI computation for perceived behavioural control (PBC) reveals that while six items exhibit unanimous agreement with a value of 1, two items, specifically items number 3 and 6, demonstrate some disagreement with a value of 0.67.

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Similarly, the CVI computation for electronic word of mouth (eWOM) indicates that while four items achieve unanimous agreement with a value of 1, four items, specifically items number 1, 2, 5 and 7, exhibit some disagreement with a value of 0.67. Consequently, items 3 and 6 for perceived behavioural control and items 1, 2, 5 and 7 for electronic word of mouth necessitate refinement. Meanwhile, The CVI computation for environmental knowledge (EK) reveals that while six items exhibit unanimous agreement with a value of 1, two items, specifically items number 1 and 2, demonstrate some disagreement with a value of 0.67.

3.5.6 Pilot Test

A survey employing multiple Likert scales was administered. Consequently, the Cronbach's Alpha coefficient was utilised as a prevalent method for assessing internal consistency and scale reliability. Cronbach's Alpha, denoted by the Greek letter α, is commonly reported in such analyses. Following the collection of 30 responses, a reliability test was conducted to ascertain the dependability of the questions, focusing on both the Reliability Statistic table and Item-Total Statistic. The Reliability Statistic table indicates the overall reliability, while the Item-Total Statistic aids in determining whether any questions should be excluded. This table facilitates decision-making by revealing the correlation of each item with the total questionnaire score, thereby providing insight into the reliability of each question. Furthermore, the construct validity of the questionnaire was assessed through pilot testing. Pilot testing enables researchers to identify errors, anticipate challenges, and refine research questions, thereby enhancing the quality of the final study (Van Teijlingen & Hundley, 2010). The results are presented below (refer Table 3.7).

Table 3.7

Number of Respondents and Demographic involved in Pilot Test.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Note. Source: Analysis generated from SPSS Software.

Demographic		N	Percentage (%)
Gender	Male	13	43.3
	Female	17	56.7
Race	Malay	9	30.0
	Chinese	20	66.7
	Indian	1	3.3
Marital Status	Single	11	36.7
	Married	19	63.3
Age	20 – 29	3	10.0
	30 – 39	9	30.0
	40 – 49	12	40.0
	50 – 59	6	20.0
	Above 60	5	1.2
Education Level	SPM/STPM/Foundation	3	10.0

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	Diploma	2	6.7
	Degree	10	33.3
	Master	15	50.0
Occupation Status	Employed by wages	23	55.2
	Unemployed	3	34.7
	Own business	3	6.5
	Non-profit organization	1	2.9
Monthly Income	Below RM2,000	4	13.3
	RM2,001 - RM4,000	5	16.7
	RM4,001 - RM6,000	15	50.0
	RM6,001 - RM8,000	3	10.0
	RM8,001 - RM10,000	2	6.7
	Above RM10,001	1	3.3
Which state you are from?	Perak	5	16.7
	Selangor	7	23.3
	Kuala Lumpur/Putrajaya	3	10.0
	Negeri Sembilan	3	10.0
	Melaka	2	6.7
	Kelantan	6	20.0
	Johor	2	6.7
	Sabah	2	6.7

Table 3.7 presents the demographic characteristics of the survey respondents, total 30 participants. The sample consists of 13 male and 17 female respondents, including 20 individuals of Chinese ethnicity, 9 Malays, and 1 Indian. Regarding marital status, 11

respondents are single, while 19 are married. The age distribution comprises 3 respondents aged 20 – 29 years, 9 respondents aged 30 – 39 years, 12 respondents aged 40 - 49 years, and 6 respondents aged 50 – 59 years. Respondents have diverse educational backgrounds, with 3 holding SPM/STPM/Foundation qualifications, 2 with Diplomas, 10 with Degrees, and 15 with Masters. Regarding occupation, 23 respondents are employed, 3 are unemployed, 3 have their own businesses, and 1 works for a non-profit organisation. Monthly income ranges from below RM2,000 for 4 respondents to above RM10,001 for 1 respondent. Geographically, respondents are from various states in Malaysia, with 5 from Perak, 7 from Selangor, 3 from Kuala Lumpur/Putrajaya, 3 from Negeri Sembilan, 2 from Melaka, 6 from Kelantan, 2 from Johor, and 2 from Sabah.

The survey was conducted from December 1 to 30, 2019. Questionnaires were distributed through various networks across Malaysia, including Tunku Abdul Rahman University of Management and Technology, Sunway University, Taylor's University, the Berjaya Hotel and Resort group, Cyberview Resort and SPA and UUM DBA students from diverse backgrounds (corporate and management levels). The majority of respondents were between 30 and 49 years old and employed in academic, hotelier, or corporate management positions, with monthly incomes ranging from RM4,001 to RM10,000. A total of 60 questionnaires were distributed online via social media, comprising 20 Chinese, 20 Malay, and 20 Indian respondents. Most responses were received from Chinese respondents, and their data were promptly processed for reliability analysis.

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Table 3.8

Understand Green Hotel Concept.

Question		N	%
Do you understand the concept of green hotel?	Yes	24	80.0
	No	6	20.0
	Total	30	100.0

Note. Source: Analysis generated from SPSS Software.

Table 3.8 is utilised to assess the respondents' comprehension of the green hotel concept. The findings indicate that 24 respondents exhibit familiarity with the green hotel concept, whereas 6 respondents lack familiarity. However, it is noteworthy that all 30 respondents possess experience in travel and have stayed at hotel accommodations.

Upon completion, all responses from the Google Form were gathered and stored. Participants' personal information will remain confidential, as stipulated in the informed consent form, they consented to. Subsequently, the collected data were inputted into the SPSS software to generate reliability statistics.

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Table 3.9

Summary Reliability statistics of Intention to stay, Attitude Towards Behaviour, Subjective Norm, Perceived Behavioural Control, Electronic Words of Mouth, Perceived Value and Environmental Knowledge

Scale	Items	Cronbach's Alpha if item Deleted
Intention to Stay	8	.912
Attitude Towards Behaviour	8	.919
Subjective Norm	8	.930
Perceived Behavioural Control	8	.768
Electronic Words of Mouth	8	.853
Perceived Value	8	.910
Environmental Knowledge	8	.855

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Table 3.9 presents the finalised version of the questionnaire, comprising 8 items allocated to each of the five variables (DV and IV). Following the pilot study, participants received a set of questionnaires via Google Form, total 48 sets pertaining to intention to stay, attitude towards behaviour, subjective norm, perceived behavioural control, electronic word of mouth, perceived value and environmental knowledge. The Cronbach's Alpha coefficients for the constructs are as follows: intention to stay = 0.912, attitude towards behaviour = 0.919, subjective norm = 0.930, perceived behavioural control = 0.768, electronic word of mouth = 0.853, perceived value = 0.910 and environmental knowledge = 0.855. Based on the obtained reliability statistics, perceived behavioural control and electronic word of mouth fall within the acceptable range of 0.7 to 0.8, while attitude towards behaviour, subjective norm, perceived value and intention to stay

demonstrate very good reliability within the range of 0.8 to 0.9. Consequently, all items are deemed valid for final data collection.

3.6 Technique of Data Analysis

The process of data analysis involves the conversion of raw data into meaningful insights. Through this process, various analytical tools, including modelling, are employed to identify patterns and relationships within the data, enabling informed decision-making (Jake, 2023). Central to the implementation of data analysis techniques in this study is the objective of comprehending the analytical potential and its application in enhancing factors that influence the intention of Malaysian local tourists to stay at green hotel. Therefore, the utilization of data analysis techniques is essential, as they contribute to the efficiency of the research within a condensed timeframe.

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3.6.1 Frequencies Analysis

Frequency analysis has been employed in this study to streamline complex information into its fundamental components across various occurrences. A frequency distribution serves as a graphical or tabular depiction, illustrating the number of observations within specific intervals. Frequency pertains to the occurrence rate of a value within an interval, while distribution delineates the frequency structure of the variable (Julie, 2022).

Frequency statistics are utilised to portray demographic variables. This study employed frequency analysis to gauge the central tendency of demographic factors such as occupation and others. Gender data will be examined in terms of both percentage and frequency. Analysts commonly utilise frequency distributions to visually represent or elucidate the data gleaned from a sample, encompassing diverse groups or ranges (Julie, 2022).

3.6.2 Missing Data Analysis

Analysing missing data constitutes a crucial aspect of data preprocessing and analysis in academic research endeavours. It encompasses identifying, managing, and examining absent values within the dataset, thereby safeguarding the integrity and credibility of the study's outcomes.

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Missing data, colloquially referred to as missing values, arises when specific variables or participant data are not recorded within the dataset. Various factors may contribute to the occurrence of missing data, including data entry errors, equipment malfunctions, file loss, among others. Investigating the root cause of missing data is imperative as it facilitates the classification of the missing data type, subsequently informing appropriate remedial actions (Bhandari, 2023).

3.6.3 Outlier Analysis

Outliers represent data points that exhibit substantial deviation from the remaining dataset, potentially distorting the outcomes and impacting the overall conclusions derived from the analysis. The process of outlier analysis encompasses the identification of these aberrant data points, comprehension of their characteristics, and determination of appropriate strategies for their management. Outliers may manifest due to diverse factors, including errors in data entry, inaccuracies in measurement, or genuine instances of extreme observations within the dataset.

Outlier analysis constitutes an integral aspect of data analysis, essential for drawing meaningful insights from the dataset (Bush, 2020). Furthermore, inclusion of outlier analysis is imperative across all data analysis methodologies, often serving as an initial step in the analytical process (Bush, 2020). Moreover, it is typically conducted as part of the data preparation phase preceding any modelling or analytical procedures.

3.6.4 Normality Test

All variables collected during the survey were subject to a normality assessment. This statistical procedure evaluates whether the sampled data adheres to a normal distribution, which is pivotal as numerous statistical methods rely on this assumption. Deviations from normality can impact the validity of subsequent statistical analyses.

Various facets of the data distribution, such as skewness and kurtosis, are scrutinised to ascertain its approximation to a normal distribution. Each item across all

variables underwent computation and analysis to perform the normality test. Skewness and kurtosis are indicators, with the z-value falling within the range of -1.96 to +1.96 for the sample.

Given the smaller sample sizes, the Shapiro-Wilk test was utilised. This test generates a test statistic, subsequently compared to critical values or p-values to ascertain significant deviations from normality.

3.6.5 Descriptive Analysis

Descriptive analysis has been employed to elucidate the fundamental characteristics of the collected data. Also referred to as measures of variability or measures of dispersion, descriptive analysis facilitates the examination of the distribution spread of numerically represented data. Furthermore, it entails interpreting the mean to assess data tendency and the standard deviation to gauge variable variability. Moreover, determining central tendency is integral to descriptive analysis, involving the calculation of mean, median, and mode (Ayush, 2021).

Descriptive analysis serves as a pivotal data analysis technique, enabling the elucidation, visualisation, and summarisation of data points in a structured manner, thereby revealing underlying patterns that accommodate the data's diverse aspects. It constitutes a foundational step in statistical data analysis, offering insights into data distribution, identifying anomalies and outliers, and uncovering commonalities among variables, thus laying the groundwork for subsequent statistical analyses (Ayush, 2021).

3.6.6 Factor Analysis

Factor analysis is a statistical technique utilised in research data analysis to identify the underlying structure of a set of variables. It aims to uncover the relationships between observed variables and the underlying latent constructs, or factors, that may explain the patterns in the data.

Exploratory factor analysis (EFA) is employed to reduce data into smaller sets of aggregate variables and to unveil the underlying theoretical structure of phenomena. EFA utilises Principal Axis Factoring (PAF) to make an initial estimation of the common variance for communalities less than 1. This preliminary estimate presupposes that each variable's communalities, including attitude towards behaviour, subjective norm, perceived behavioural control, electronic word of mouth and perceived value, have coefficient relations with intention to stay. PAF is implemented to substitute composed correlation matrices (Jaapar, 2014).

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3.6.7 Reliability Analysis

The reliability assessment within the research methodology pertains to the replicability of findings across multiple instances. Consistent outcomes from research methods suggest reliability, indicating resilience to external influences. This critical evaluation aids in discerning whether the employed research methods effectively capture data conducive to supporting subsequent endeavours in the field (Middleton, 2023).

Cronbach's Alpha analysis has been adopted to ascertain the most dependable and precise variables derived from the multiple Likert-scale data. For each scale, Cronbach's Alpha computes the correlation coefficient alpha, ranging between 0 and 1. Higher values signify enhanced reliability. Questions scoring above 0.7 are retained, while those falling below this threshold are eliminated to ensure research accuracy. Furthermore, reliability tests facilitate the assessment of consistency among variables.

3.6.8 Correlation Analysis

Correlation analysis serves as a method to ascertain the extent of association among variables, although it does not delineate the specific variables that exert influence or contribute to the relationship. Simple correlation entails examining the correlation between two variables, whereas multiple-variable correlation may encompass partial or multiple correlations (Sarad, 2019). Statistical correlation analysis evaluates relationships between variables in three distinct manners.

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The Pearson Product-Moment Coefficient analytical formula has been adopted as the research methodology. In a positive correlation, two variables demonstrate a simultaneous increase, whereas in a negative correlation, one variable tends to decrease as the other increases. This analytical technique is poised to investigate the relationships between independent variables and the dependent variable. Consequently, correlation analysis has emerged as an indispensable tool for data scrutiny.

3.6.9 Multiple Regression Analysis

Multiple linear regression, commonly referred to as multiple regression, is a statistical method that integrates numerous explanatory variables to anticipate the outcome of a response variable. The objective of multiple linear regression is to delineate the linear association between explanatory (independent) variables and the response (dependent) variable (Adam, 2023).

Regression analysis is employed to ascertain the relationships among the dependent variable (DV) and independent variables (IVs). Multiple regression has been chosen as the methodology for scenarios with more than one IV, enabling the prediction of DV values. This study investigates five independent variables, namely ATB, SN, PBC, e-WOM, and PV. Multiple regression analysis aids in comprehending whether the support of green hotels for sustainable tourism in Malaysia can be forecasted.

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CHAPTER 4

RESULTS AND DISCUSSION

4.0 Introduction

This chapter discusses the data analysis and findings derived from the study. The questionnaire utilized in this retrospective study, representing Attitude Towards Behaviour (ATB), Subjective Norm (SN), Perceived Behavioural Control (PBC), Electronic Word of Mouth (eWOM), and Perceived Value (PV) as Independent Variables (IVs), and Intention to Stay (ITS) as the Dependent Variable (DV) and environmental knowledge as moderator, underwent meticulous analysis to ensure clear presentation of the gathered data, facilitated by tables, figures, percentages, graphs, and other forms of summarized data. A retrospective chart analysis was undertaken to capture essential data for achieving the research objectives.

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Proper completion of this study necessitates thorough analysis of the collected data to test hypotheses and address research inquiries. As delineated in the preceding chapter, data interpretation encompassed normality testing, frequency analysis, reliability testing, descriptive analysis, correlation analysis, regression analysis, and exploratory factor analysis. This chapter presents the data pertinent to the study's research questions.

A total of 450 questionnaires were distributed, yielding 430 collected responses. However, only 415 questionnaires were deemed complete and valid for result interpretation. Consequently, 15 questionnaires, out of the 430 collected, were excluded from analysis due to substantial missing data, thereby reducing the total sample size. The

questionnaire, administered to participants aged 18 years and above, was self-administered.

The entire dataset was analysed using SPSS version 26. Additionally, the demographic profiles of respondents, data analysis, and results are thoroughly examined and presented in this chapter. Multiple data analysis techniques were applied to the collected data.

4.1 Characteristic of the sample (Demographic Profiles)

Examination of the demographic profiles of respondents is presented in Table 4.1 and Figures 4.1 to 4.8 below, prior to delving into the research questions, objectives, and hypotheses. A total of 415 valid datasets from Malaysian (local tourist) respondents were utilized for the analysis. Demographic analysis entails scrutinizing population characteristics based on independent variables.

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Table 4.1

Demographic Profiles

Demographic variables	Category	Frequency	Percentage (%)
Gender	Male	140	33.7
	Female	275	66.3
Race	Malay	211	41.2
	Chinese	171	50.8
	Indian	25	6.0
	Other – Kadazan	5	1.2
	Other – Punjabi	3	0.7
Marital Status	Single	290	69.9
	Married	121	29.2
	Widow	2	0.5
	Divorced	2	0.5
Age	20 – 29	243	58.6
	30 – 39	67	16.1
	40 – 49	66	15.9
	50 – 59	34	8.2
	Above 60	5	1.2
Education Level	SPM/STPM/Foundation	30	7.2
	Diploma	67	16.1
	Degree	251	60.5
	Master	61	14.7
	Phd	6	1.4

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Demographic variables	Category	Frequency	Percentage (%)
Occupation Status	Employed by wages	229	55.2
	Unemployed	144	34.7
	Own business	27	6.5
	Housewife	12	2.9
	Retired	3	0.7
Monthly Income	Below RM2,000	175	42.2
	RM2,001 - RM4,000	112	27.0
	RM4,001 - RM6,000	62	14.9
	RM6,001 - RM8,000	29	7.0
	RM8,001 - RM10,000	19	4.6
	Above RM10,001	18	4.3
Which state you are from?	Perlis	5	1.2
	Kedah	39	9.4
	Pulau Pinang	13	3.1
	Perak	39	9.4
	Selangor	107	25.8
	Kuala Lumpur/Putrajaya/Labuan	69	16.6
	Negeri Sembilan	21	5.1
	Melaka	13	3.1
	Kelantan	29	7.0
	Terengganu	5	1.2
	Pahang	20	4.8
	Johor	27	6.5

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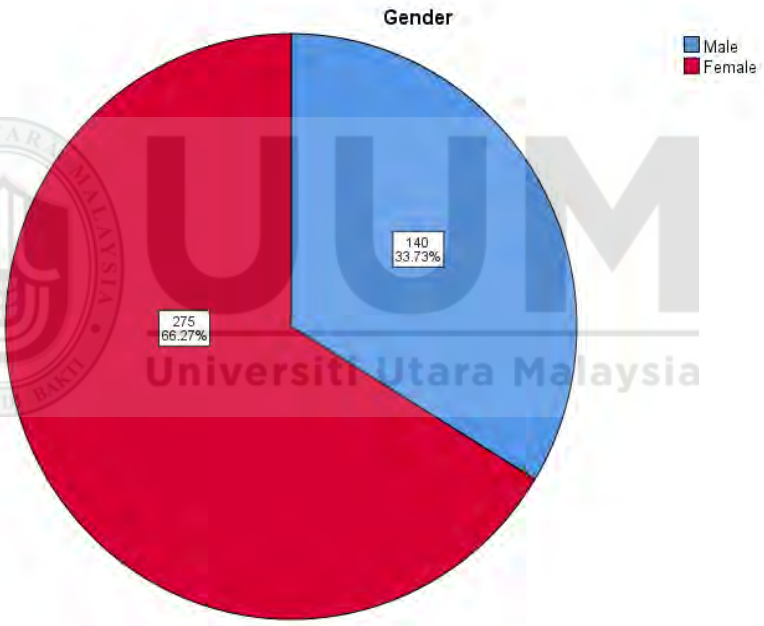
Demographic variables	Category	Frequency	Percentage (%)
	Sabah	17	4.1
	Sarawak	11	2.7

Figure 4.1

Gender of Respondents



Based on Figure 4.1, the pie chart depicted above illustrates the gender distribution within the study cohort. It reveals that out of the total 415 respondents representing all states in Malaysia, 140 individuals, constituting 33.7%, are male, while the remaining 275, accounting for 66.3%, are female.

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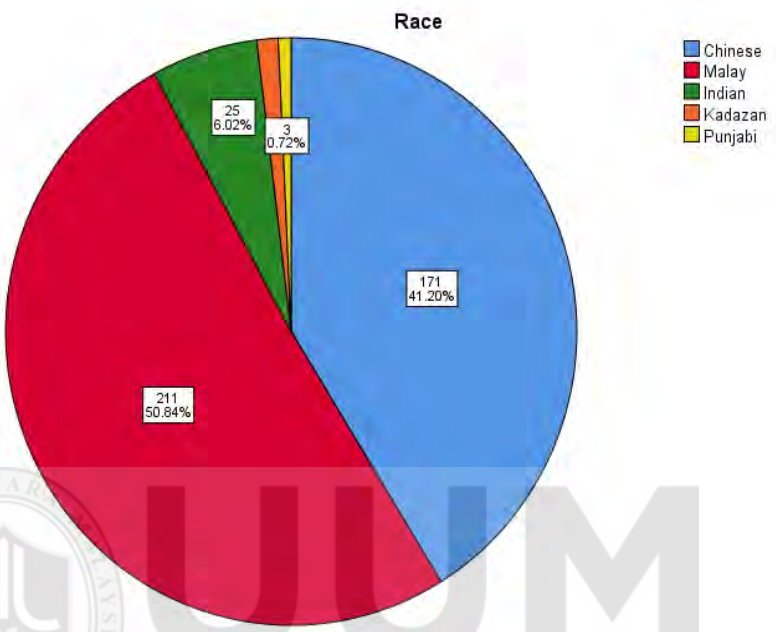
Figure 4.2

Race of Respondents



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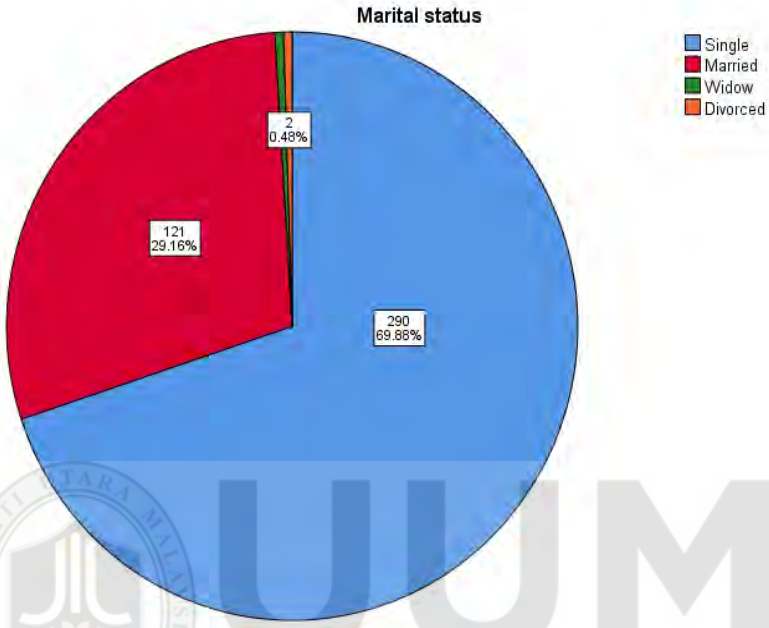
Based on the data presented in Figure 4.2, it is observed that the largest ethnic group among the respondents is Chinese, comprising 211 individuals, which accounts for 50.8% of the total sample. Following this, Malay respondents constitute 171 individuals, representing 41.2% of the sample. The Indian demographic is represented by 25 respondents, making up 6.0% of the total. Additionally, 5 respondents, belonging to the Kadazan tribes from Sabah, constitute 1.2% of the sample, while 3 respondents, representing Punjabi ethnicity from Selangor, account for 0.7% of the total respondents.

Figure 4.3

Marital Status of Respondents



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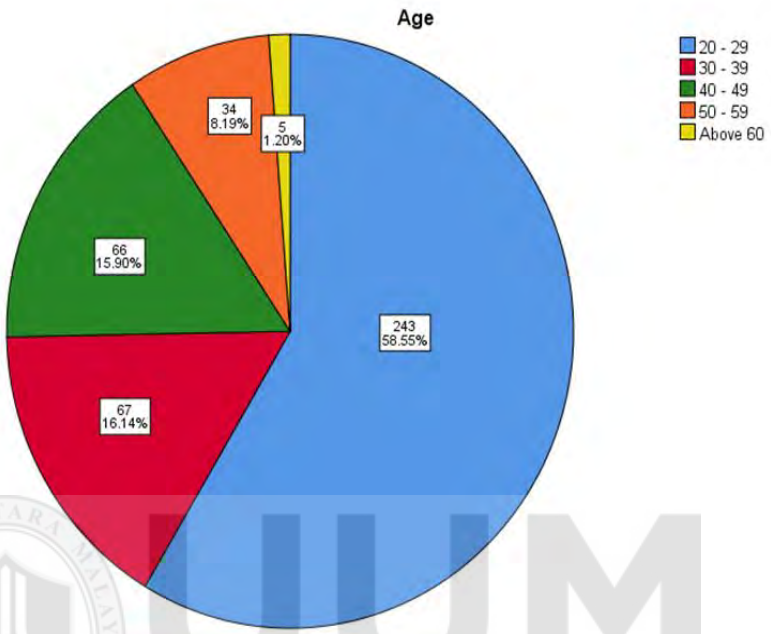
In Figure 4.3, the marital status distribution of the respondents is depicted. The majority of respondents, comprising 290 individuals, are categorized as single, representing 69.9% of the total sample. Following this, 121 respondents, accounting for 29.2% of the sample, are classified as married. Additionally, both widowed and divorced statuses are each represented by 0.5% of the sample, with 2 respondents falling into each category.

Figure 4.4

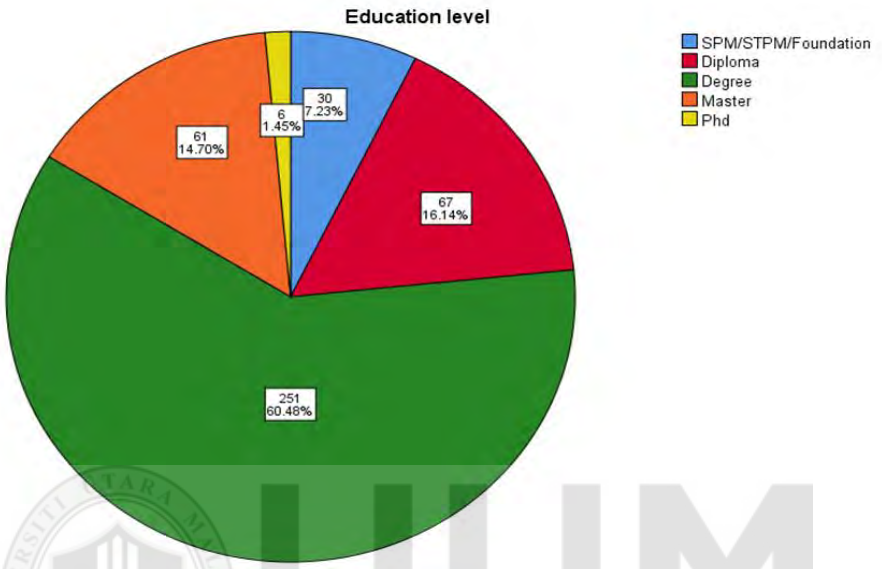
Age of Respondents



In Figure 4.4, the distribution of respondents across different age groups is illustrated. Among the total 415 respondents who participated by completing the questionnaires, the majority fall within the age bracket of 20 to 29 years, constituting 243 individuals, which corresponds to 58.6% of the sample. Subsequently, 67 respondents, comprising 16.1% of the total, belong to the age group of 30 to 39 years. Furthermore, 66 respondents, representing 15.9% of the sample, are categorized within the age range of 40 to 49 years. Conversely, there are 34 respondents, accounting for 8.2% of the total, within the age group of 50 to 59 years, while a small proportion of respondents, specifically 5 individuals, fall into the category of those aged above 60 years, constituting 1.2% of the sample.

Figure 4.5

Educational Level of Respondents



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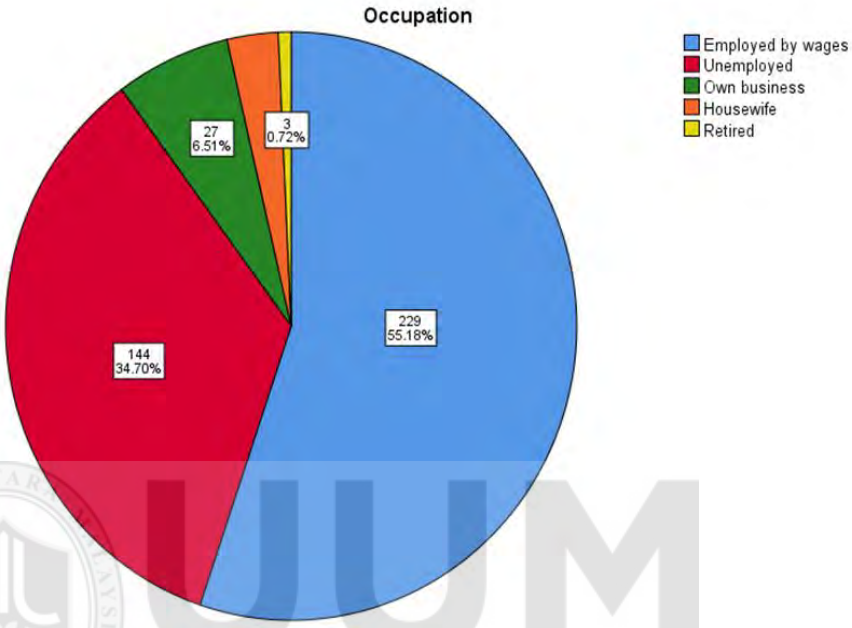
Based on the collected data, Figure 4.5 depicts the educational background of the respondents. The majority, comprising 251 individuals, corresponding to 60.5% of the sample, possess a degree. Following this, 67 respondents, representing 16.1% of the total, hold diplomas, while 61 respondents, constituting 14.7% of the sample, have attained a master's degree. Additionally, there are 30 respondents, accounting for 7.2% of the total, classified as holders of SPM/STPM/Foundation qualifications. The remaining 6 respondents, representing 1.4% of the sample, are identified as Ph.D. holders.

Figure 4.6

Occupation Status of Respondents



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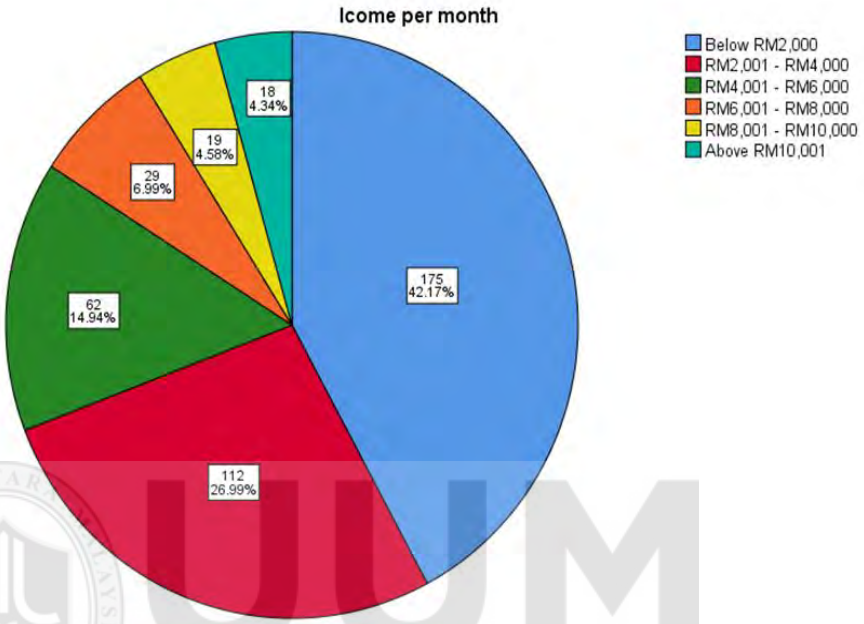
According to Figure 4.6, the analysis reveals that the largest segment of respondents, totaling 229 individuals, accounting for 55.2% of the sample, are categorized as employed with wages. The second most significant group consists of 144 respondents, representing 34.7% of the total, who are unemployed. Furthermore, 27 respondents, constituting 6.5% of the sample, are classified as owning their own business. Additionally, there are 12 respondents categorized as housewives, making up 2.9% of the sample. The remaining respondents, totaling 3 individuals, or 0.7% of the sample, fall into the retired category.

Figure 4.7

Monthly Income of Respondents



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In Figure 4.7, the graphical representation depicts the distribution of monthly income among respondents. Among the participants, a total of 175 individuals, comprising 42.2% of the sample, reported earning a monthly income below RM2,000. Following this group, 112 respondents, representing 27.0% of the sample, reported an income range between RM2,001 and RM4,000 per month. Moreover, 62 respondents, accounting for 14.9% of the sample, reported earning between RM4,001 and RM6,000 monthly. Additionally, 29 respondents, constituting 7.0% of the sample, reported earning an income ranging from RM6,001 to RM8,000 per month. Furthermore, 19 respondents, making up 4.6% of the sample, reported earning between RM8,001 and RM10,000 monthly, while

the remaining 18 respondents, representing 4.3% of the sample, reported earnings above RM10,001 monthly.

Figure 4.8

State of Respondents

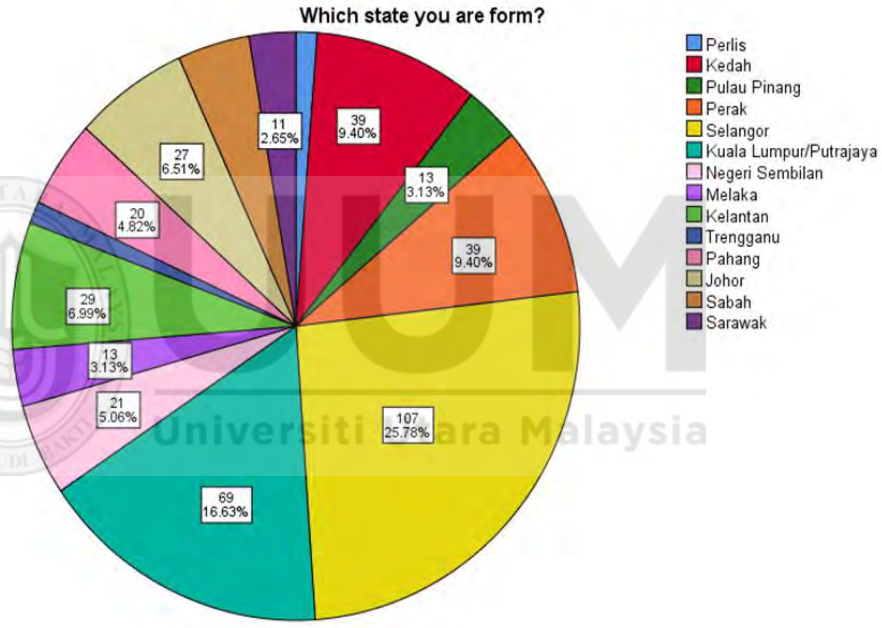

Figure 4.8 serves to delineate the geographic distribution of respondents according to their respective states. Pertaining to the query "Which state are you from?" the findings reveal that 107 respondents, constituting 25.8% of the sample, hail from Selangor, followed closely by respondents from Kuala Lumpur/Putrajaya states, totaling 69 individuals, representing 16.6%. Kedah and Perak states each account for 39 respondents, making up 9.4% of the sample. Additionally, 29 respondents, comprising 7.0%, originate

from Kelantan state, while Johor state hosts 27 respondents, constituting 6.5% of the sample. Negeri Sembilan state is represented by 21 respondents, equivalent to 5.1%, followed by Pahang state with 20 respondents, representing 4.8%. Sabah state hosts 17 respondents, accounting for 4.1%, while Pulau Pinang and Melaka states each accommodate 13 respondents, amounting to 3.1% of the sample. Furthermore, other states such as Sarawak are represented by 11 respondents, equivalent to 2.7%, while Perlis and Terengganu each house 5 respondents, representing 1.2% from each state.

To ensure the representation of respondents from local Malaysian tourists, data were collected through various channels, including social media and email distribution to friends, relatives, former students, and networking contacts across Malaysia. Additionally, collaboration was established with colleagues from institutions such as Tunku Abdul Rahman University of Management and Technology in Kuala Lumpur and its branches in Penang, Perak, Pahang, and Sabah. Former colleagues from Sunway University in Selangor, University College of International Sendayan in Kuala Lumpur, Negeri Sembilan, and Sarawak, as well as Kuala Lumpur Metropolitan University College and Berjaya University College in Kuala Lumpur, were also approached. Furthermore, input was sought from respondents' lecturers at Universiti Teknologi MARA in Selangor, Penang, Kedah, Perlis, Melaka, Johor, Kelantan, and Terengganu.

4.1.1 Other Supporting Question on Vacation and Green Hotel

In addition to the demographic data gathered from respondents, inquiries such as "How frequently did you vacation per year prior to Covid-19?", "Are you familiar with the concept of green hotel?" and "Have you previously lodged at a green hotel?" were incorporated. These inquiries aimed to ascertain the frequency of respondents' vacations, their comprehension of green hotel principles, and their past experiences staying in environmentally sustainable accommodations.

Table 4.2

Screening Questions

		Frequency	Percentage (%)
How many times you go for vacation in 1 year before Covid-19?	1 time	124	29.9
	2 - 3 times	229	55.2
	4 - 5 times	48	11.6
	6 - 7 times	9	2.2
	8 - 9 times	3	0.7
	More than 10 times	2	0.5
Do you understand the concept of green hotel?	Yes	332	80.0
	No	83	20.0
Have you ever stayed in a green hotel before?	Yes	137	33.0
	No	278	67.0

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Table 4.2 present data corresponding to the inquiry, "How frequently did you vacation annually prior to Covid-19?" A total of 124 respondents, comprising 29.9%, reported vacationing once a year. Meanwhile, the majority of respondents, totalling 229 individuals (55.2%), indicated vacationing 2-3 times annually before the pandemic. Additionally, 48 respondents (11.6%) reported vacationing 4-5 times, 9 respondents (2.2%) vacationed 6-7 times, 3 respondents (0.7%) vacationed 8-9 times, and only 2 respondents (0.5%) vacationed more than 10 times per year before Covid-19.

For the question ‘Do you understand the concept of green hotel? The objective of this inquiry is to assess respondents' awareness and comprehension of the concept of green hotels, emphasizing their role in environmental conservation and the amenities offered by such accommodations. The findings reveal that the majority of respondents, totalling 332 individuals or 80.0%, demonstrated a clear understanding of the green hotel concept. Conversely, 20.0% of respondents, comprising 83 individuals, exhibited a lack of awareness and familiarity with the concept of green hotels.

Pertain to the inquiry on respondents' history of staying in green hotels, aimed at gauging their experiential insights. Additionally, the study endeavours to inform and intrigue respondents without prior exposure to green hotels, encouraging their consideration of such accommodations for future vacation destinations. The findings indicate that only 137 respondents, comprising 33.0% of the total, have previously stayed in a green hotel during their vacations. Conversely, the majority, totalling 278 respondents or 67.0%, have not encountered a stay in a green hotel.

4.2 Response Rate

Table 4.3 below, it shows the summary of the total of response rate. From the survey conducted, total of 450 questionnaires were distributed to Malaysian from 13 states and federal territories (Kuala Lumpur, Putrajaya and Labuan). Total of 430 questionnaires were collected from the respondents at response rate 95.55% and only 415 questionnaires at 96.51% valid response rate from Malaysian respondent's data are answered the questionnaires completely and were analysed.

Table 4.3

Summary of the total questionnaire and the response rate

Response	Total
Distributed questionnaire	450
Questionnaires Not Returned	20
Questionnaire Returned	430
Questionnaires Not Valid	15
Questionnaires Valid	415
Response Rate	95.55%
Valid Response Rate	92.22%

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4.3 Data screening

Prior to commencing the analysis phase, data screening was performed using SPSS to scrutinize data entry accuracy, identify missing values, detect outliers, and assess normality. The outcomes of these analyses are presented in detail as follows:

4.3.1 Missing data

Table 4.4

Compute Descriptive Statistics (for Missing Value)

	N	Minimum	Maximum	Mean	Std. Deviation
CATB	417	2.38	5.00	4.0621	.51729
CSN	417	1.63	5.00	3.4946	.69934
CPBC	417	2.63	5.00	4.0453	.54659
Ce-WOM	417	2.63	5.00	4.0800	.54603
CPV	417	2.13	5.00	3.6921	.62192
CITS	417	2.13	8.00	3.8693	.57466
Valid N (listwise)	417				

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Figure 4.9

Summary of Missing Values

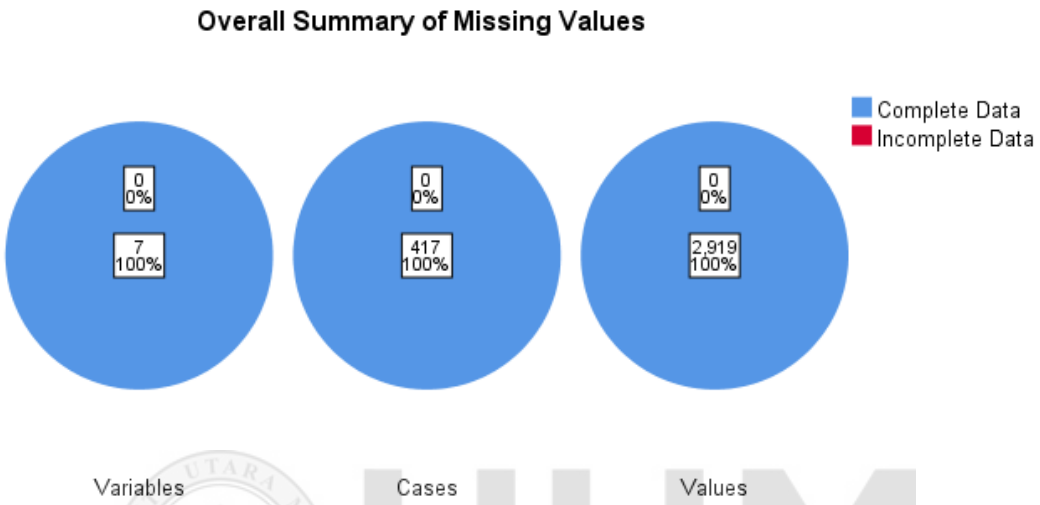

Table 4.5

No Missing Value for Variables data

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
CATB	417	100.0%	0	100.0%	417	100.0%
CSN	417	100.0%	0	100.0%	417	100.0%
CPBC	417	100.0%	0	100.0%	417	100.0%
CeWOM	417	100.0%	0	100.0%	417	100.0%
CPV	417	100.0%	0	100.0%	417	100.0%
CEK	417	100.0%	0	100.0%	417	100.0%
CITS	417	100.0%	0	100.0%	417	100.0%

Note. Source: Analysis generated from SPSS Software

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Table 4.4, Table 4.5, and Figure 4.9 present the findings indicating an absence of missing values across compute seven variables, namely intention to stay (CITS) as the dependent variable. Meanwhile, attitude towards behaviour (CATB), subjective norm (CSN), perceived behavioural control (CPBC), electronic word of mouth (CeWOM) and perceived value (CPV) (as Independent Variables). Follow by environmental knowledge (CEK) as moderating variable. The analysis encompasses 417 cases, comprising a total of 2,919 values. The Valid N (listwise) in the descriptive table pertains to these 417 cases, signifying instances devoid of any missing values across all variables delineated in the table.

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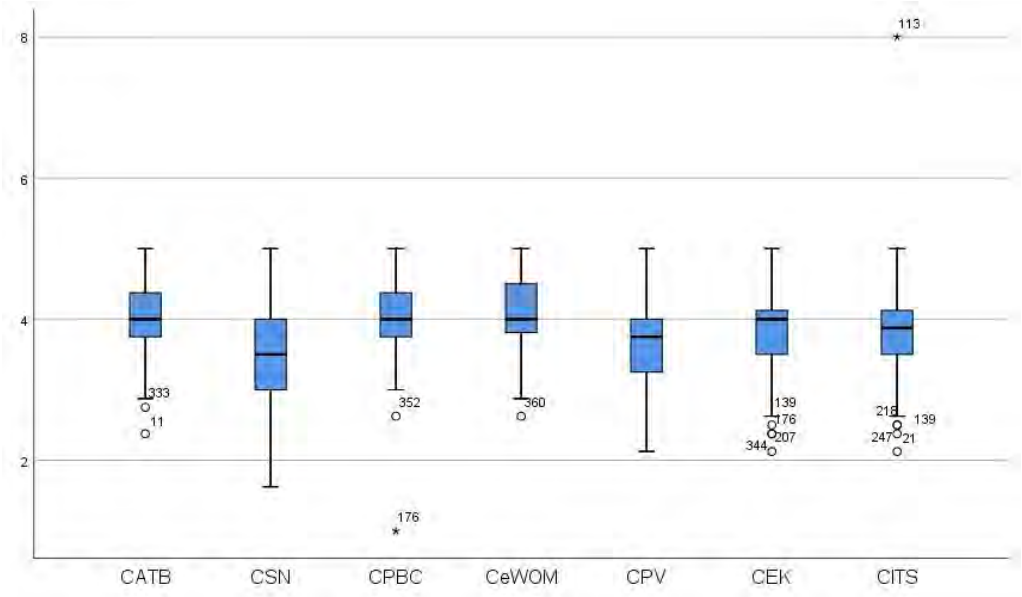
4.3.2 Outliers Analysis

Figure 4.10

Outliers Plot (before trimming)



In Figure 4.10, a total of 417 cases (respondents) were examined, and outlier tests were administered. The box plot displayed in Figure 4.10 indicates the presence of 14 outliers, of which 2 are classified as extreme outliers. Consequently, a decision was made to remove these 2 extreme outliers, specifically respondent number 113 for the intention to stay variable and respondent number 176 for the PBC variable, attributed to measurement errors.

Figure 4.11

Outliers Plot (after trimming)

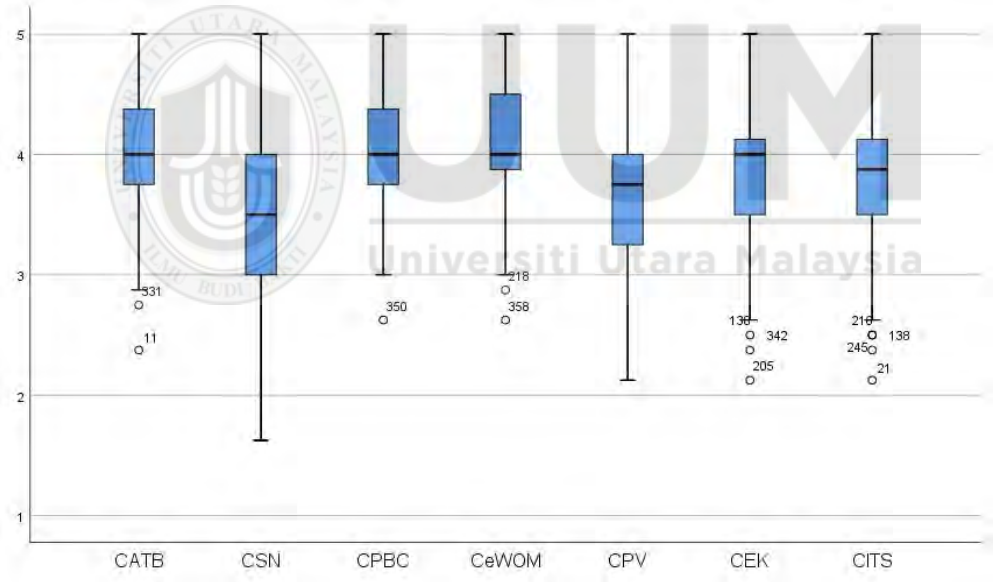


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Table 4.6

Compute Descriptive Statistics Missing Value (Outlier Result after Trimming)

	N	Minimum	Maximum	Mean	Std. Deviation
CATB	415	2.38	5.00	4.0623	.51384
CSN	415	1.63	5.00	3.4919	.69687
CPBC	415	2.63	5.00	4.0503	.52496
CeWOM	415	2.63	5.00	4.0789	.54502
CPV	415	2.13	5.00	3.6901	.61971
CEK	415	2.13	5.00	3.8705	.57547
CITS	415	2.13	5.00	3.8614	.53733
Valid N (listwise)	415				

Table 4.7

Outliers Result After Trimming

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
CITS	415	100.0%	0	100.0%	415	100.0%
CATB	415	100.0%	0	100.0%	415	100.0%
CSN	415	100.0%	0	100.0%	415	100.0%
CPBC	415	100.0%	0	100.0%	415	100.0%
CeWOM	415	100.0%	0	100.0%	415	100.0%
CPV	415	100.0%	0	100.0%	415	100.0%
CEK	415	100.0%	0	100.0%	415	100.0%

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Table 4.6, Table 4.7, and Figure 4.11 illustrate that the final count of valid cases amounts to 415 instances (respondents) following the exclusion of 2 extreme cases. These 415 cases will be utilized as the definitive dataset for the analysis.

4.4 Normality test

A normality test was executed on all variables to assess the normal distribution of the data collected during the survey. Each item for all variables underwent computation and analysis as part of the normality assessment process. Given the dataset comprising 415 observations, Skewness and Kurtosis served as indicators, with the z-values ranging between -1.96 and +1.96 for the sample.

The analysis revealed that all variables exhibited normal distribution characteristics. Consequently, parametric tests were employed for their statistical analysis. In order to assess the adherence to normality test assumptions, both visual and textual analyses of the output were conducted. The examination considered Skewness and Kurtosis z-values within the range of -1.96 to +1.96, as recommended by Khatun (2021). The ensuing section presents the outcomes of the normality test.

Table 4.8

Normality test of Dependent Variable (ITS), Independent Variables (ATB, SN, PBC, eWOM, PV) and Moderating Variable (EK).

Variables	N	Means	SD	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	SEM	Statistic	SEM
Intention to Stay	415	3.8614	.53733	.048	.120	.178	.239
Attitude towards Behaviour	415	4.0623	.51384	-.109	.120	-.057	.239
Subjective Norm	415	3.4919	.69687	-.118	.120	.117	.239
Perceived Behavioural Control	415	4.0503	.52496	.170	.120	-.470	.239
Electronic Words of Mouth	415	4.0789	.54502	-.128	.120	-.401	.239
Perceived Value	415	3.6901	.61971	.153	.120	-.271	.239
Environmental Knowledge	415	3.8705	.57547	.152	.120	-.161	.239
Valid N (Listwise)	415						

Note. Source: Analysis generated from SPSS Software

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Table 4.8 presents the Z-scores for the skewness and kurtosis of the dependent variable intention to stay and independent variables. The skewness of the intention to stay (ITS) variable is positively skewed at 0.40 (0.048/0.120), while its kurtosis is also positively skewed at 0.74 (0.178/0.239). In contrast, the skewness of the independent variables demonstrates the following: Attitude towards behaviour (ATB) is negatively skewed at -0.90 (-0.109/0.120), while its kurtosis is negatively skewed at -0.23 (-0.057/0.239). Subjective norm (SN) is negatively skewed at -0.98 (-0.118/0.120), while kurtosis is positively skewed at 0.48 (0.117/0.239). Perceived behavioural control (PBC) is positively skewed at 1.41 (0.170/0.120), while its kurtosis is positively skewed at -0.11 (-0.470/0.239). Electronic word of mouth (eWOM) is negatively skewed at -1.06 (-

0.128/0.120), while its kurtosis is negatively at -1.67 (-0.401/0.239). Perceived value (PV) is positively skewed at 1.27 (0.153/0.120), while its kurtosis is negatively skewed at -1.13 (-0.271/0.239). Environmental knowledge (EK) is positively skewed at 1.26 (0.152/0.120), while its kurtosis is negatively skewed at -0.67 (-0.161/0.239). These observations collectively indicate a normal distribution for both the dependent and independent variables, affirming the normality of the data distribution.

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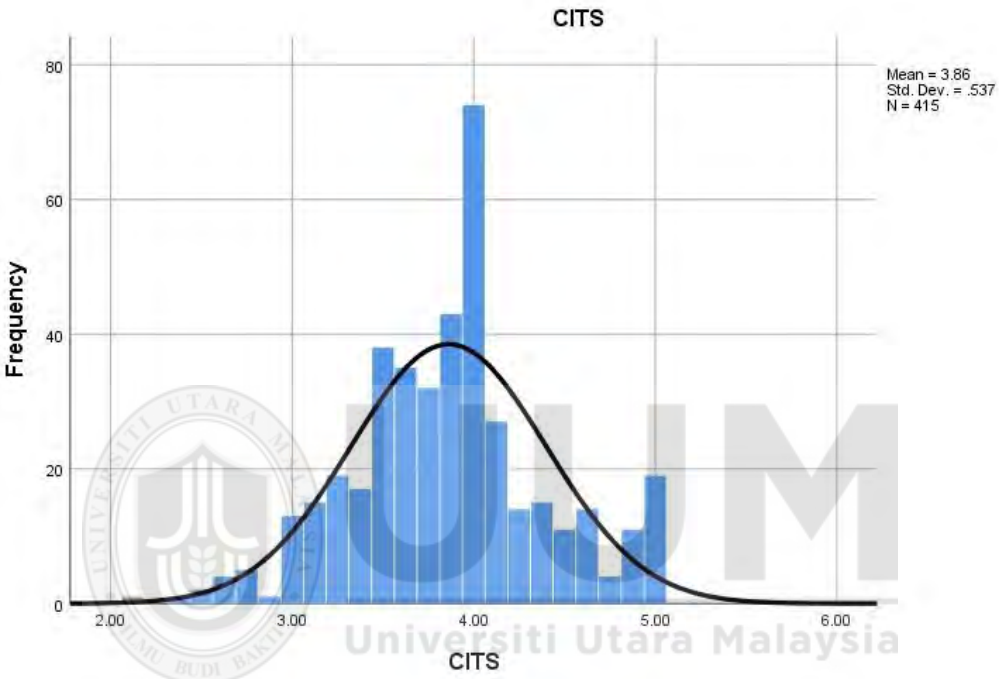
4.4.1 Histogram and Q-Q Plots Output

Figure 4.12

Histogram for Intention to Stay (CITS)



In Figure 4.12, the histogram for intention to stay (CITS) demonstrates a normal distribution, where the mean, median, and mode are approximately equal, as indicated by the formula [Mo=3Md-2M]. Substituting the values yields Mo=3(3.8614)-2(3.8750) = 11.5842-7.7500 = 3.8342.

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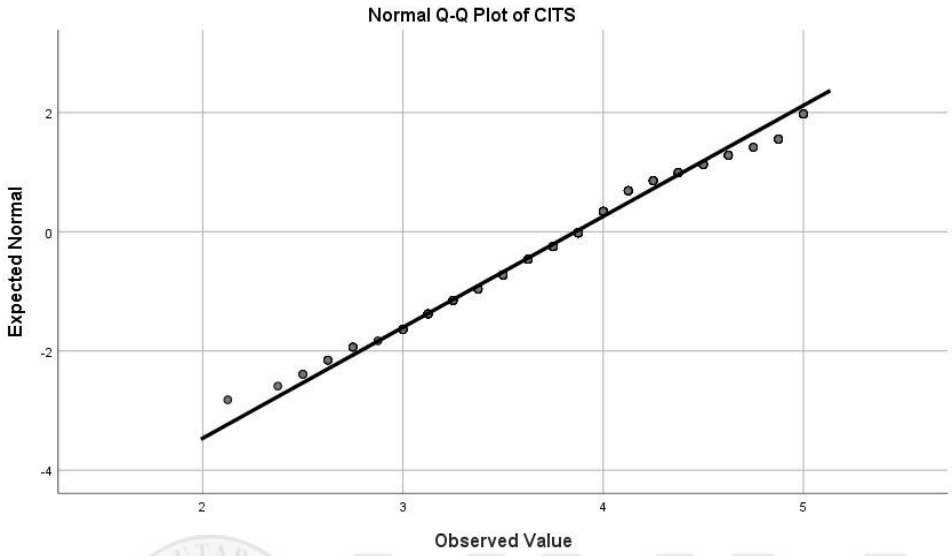
Figure 4.13

Normal Q-Q Plot for Intention to Stay (CITS)



On the other hand, in Figure 4.13, the Normal Q-Q Plot illustrates that most of the observations of intention to stay (CITS) values align closely with the straight line, indicating conformity to a normal distribution. However, one value deviates slightly from the expected pattern. These observations suggest that the intention to stay values are sampled from a population that adheres to a normal distribution. In summary, both the Histogram and the Normal Q-Q Plots for intention to stay provide visual evidence supporting the assertion that the data approximates a normal distribution.

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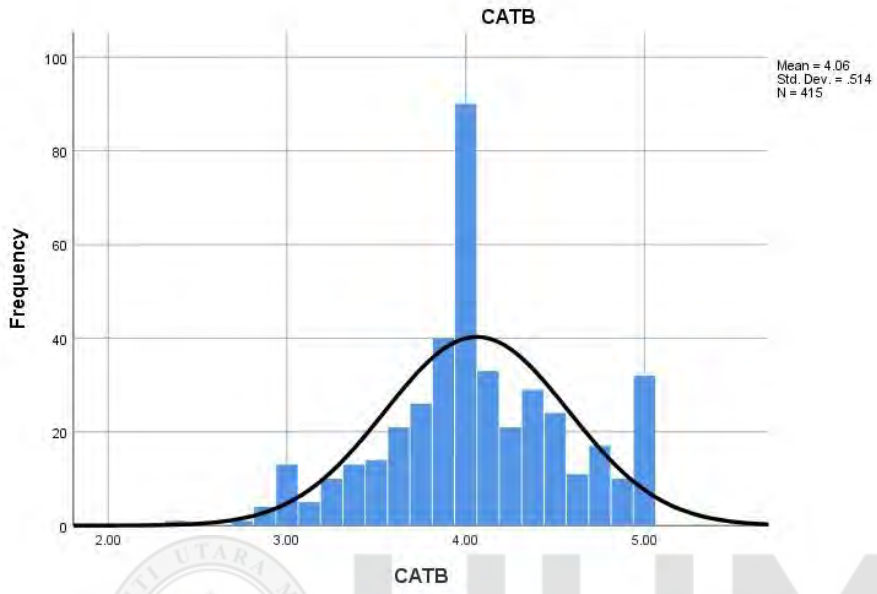
Figure 4.14

Histogram for Attitude Towards Behaviour (CATB)



In Figure 4.14, the histogram representing attitude towards behaviour (CATB) illustrates a normal distribution, where the mean, median, and mode are approximately equal, as determined by the formula [Mo=3Md-2M]. Substituting the values yields Mo=3(4.0643)-2(4.0000) = 12.1869-8.000 = 4.1869.

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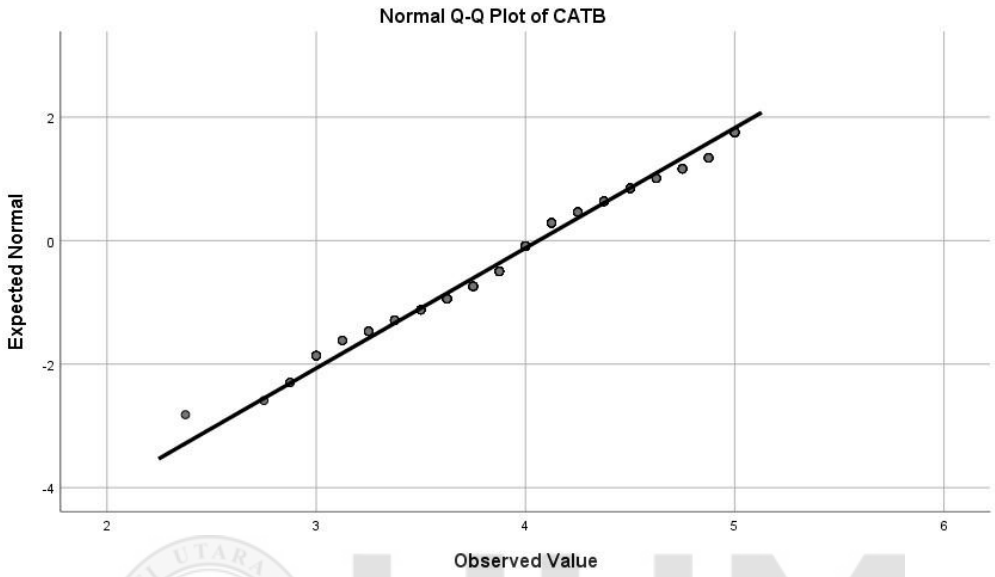
Figure 4.15

Normal Q-Q Plot for Attitude Towards Behaviour (CATB)

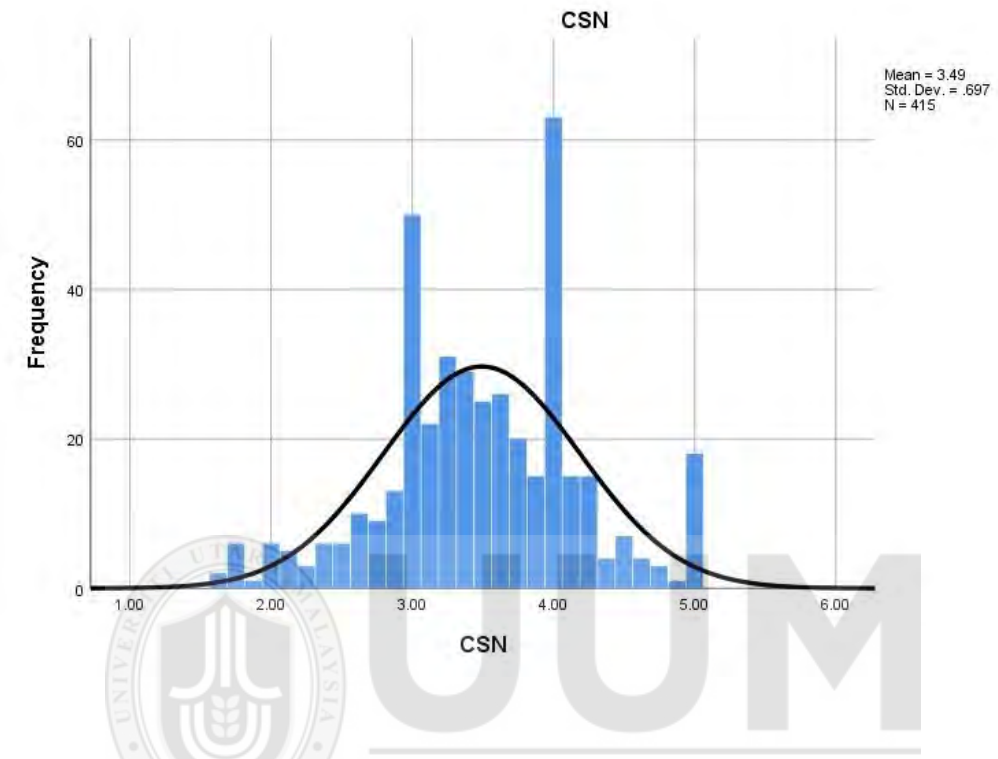


In contrast, Figure 4.15 displays the Normal Q-Q Plot for attitude towards behaviour (CATB), revealing that the majority of observations align closely with the straight line, indicative of adherence to a normal distribution. However, one value appears slightly distant from the expected pattern. These observations suggest that the attitude towards behaviour values are derived from a population that conforms to a normal distribution.

In summary, both the Histogram and the Normal Q-Q Plots for attitude towards behaviour provide visual evidence supporting the assertion that the data approximates a normal distribution.

Figure 4.16

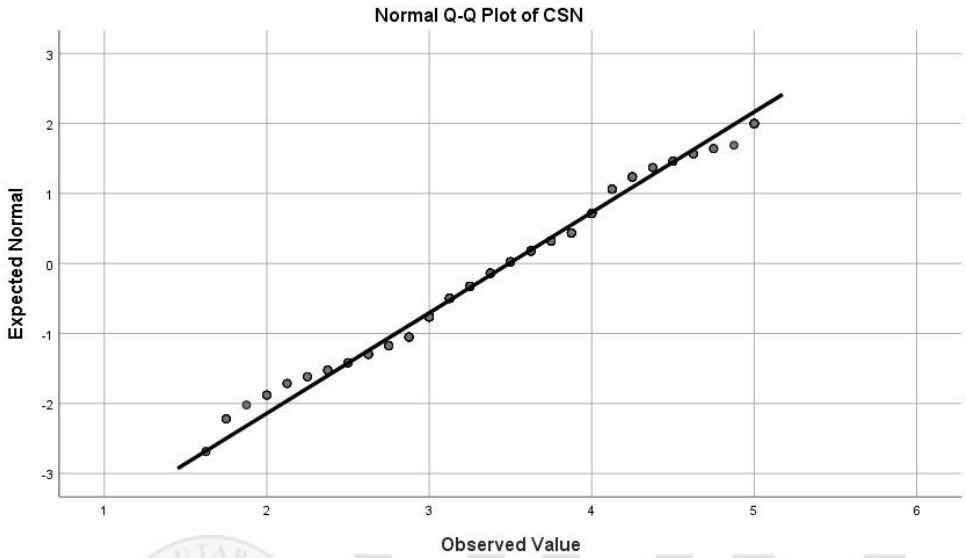
Histogram for Subjective Norm (CSN)



In Figure 4.16, the histogram representing subjective norm (CSN) exhibits a normal distribution, evidenced by the equality of the mean, median, and mode. This is confirmed by applying the formula [Mo=3Md-2M], resulting in Mo=3(3.4919)-2(3.5000) = 10.4919-7.0000 = 3.4757.

Figure 4.17

Normal Q-Q Plot for Subjective Norm (CSN)



Similarly, Figure 4.17 depicts the Normal Q-Q Plot for subjective norm (CSN), where the observations (dots) closely align with the straight line, indicating conformity to a normal distribution. These observations suggest that the values of subjective norm are drawn from a population that adheres to a normal distribution.

In summary, both the Histogram and the Normal Q-Q Plots for subjective norm visually demonstrate that the data conform to a normal distribution.

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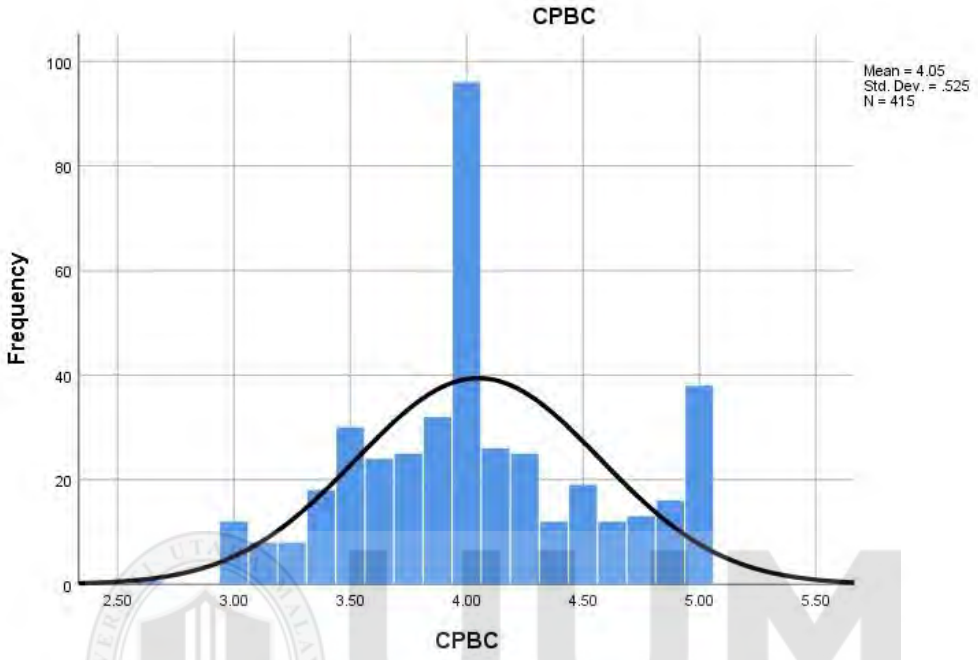
Figure 4.18

Histogram for Perceived Behavioural Control (CPBC)



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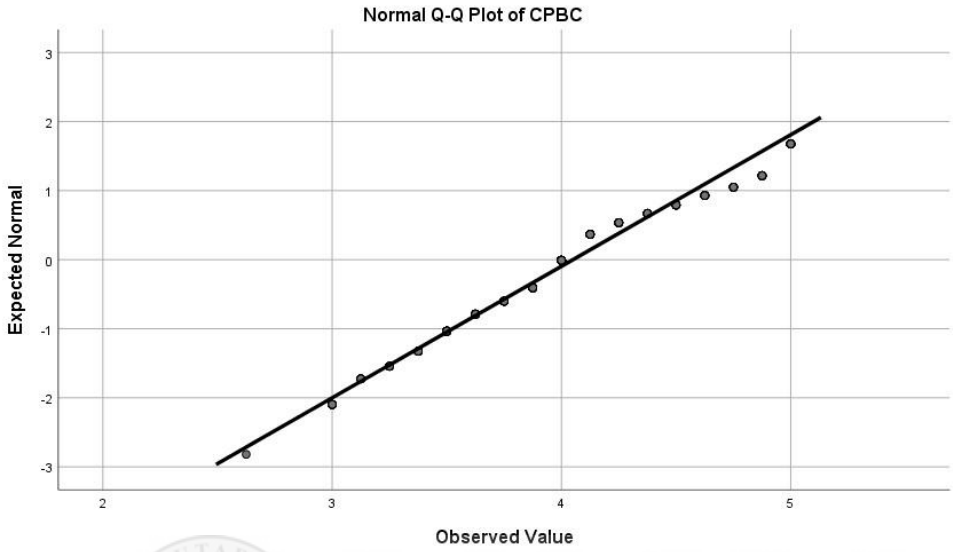
In Figure 4.18, the histogram representing perceived behavioural control (CPBC) demonstrates a normal distribution, as indicated by the equality of the mean, median, and mode. This is validated using the formula [Mo=3Md-2M], resulting in Mo=3(4.0503)-2(4.0000) = 12.1509-8.0000 = 4.1509.

Figure 4.19

Normal Q-Q Plot for Perceived Behavioural Control (CPBC)



Furthermore, Figure 4.19 displays the Normal Q-Q Plot for perceived behavioural control (CPBC), where most observations (dots) align closely with the straight line, signifying adherence to a normal distribution. Although one value deviates slightly from the line, the overall pattern suggests that the values of perceived behavioural control are derived from a population that conforms to a normal distribution.

In summary, both the Histogram and the Normal Q-Q Plots for perceived behavioural control visually indicate that the data exhibit approximately normal distribution characteristics.

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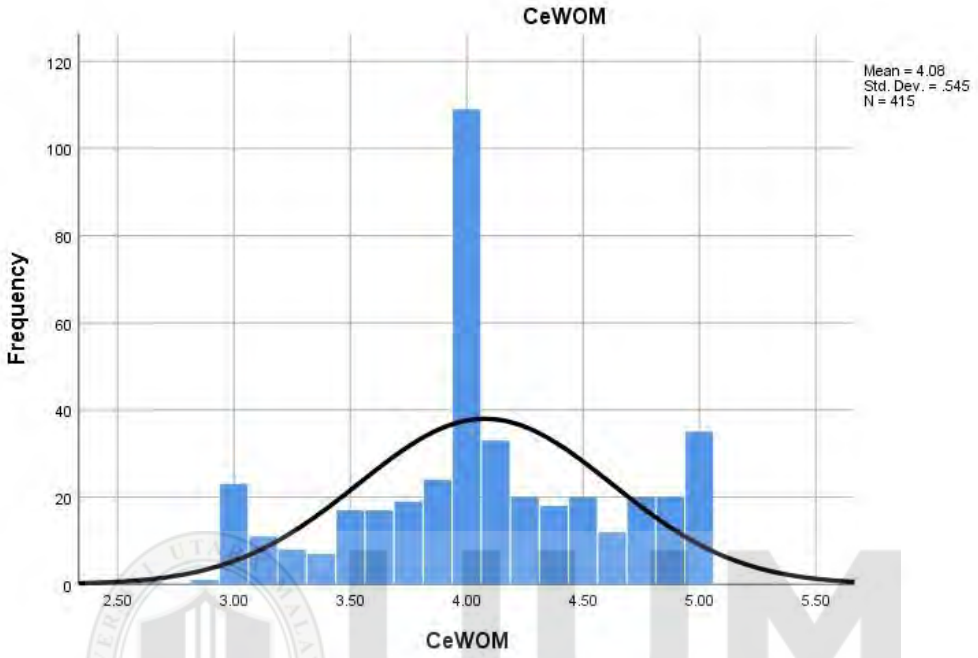
Figure 4.20

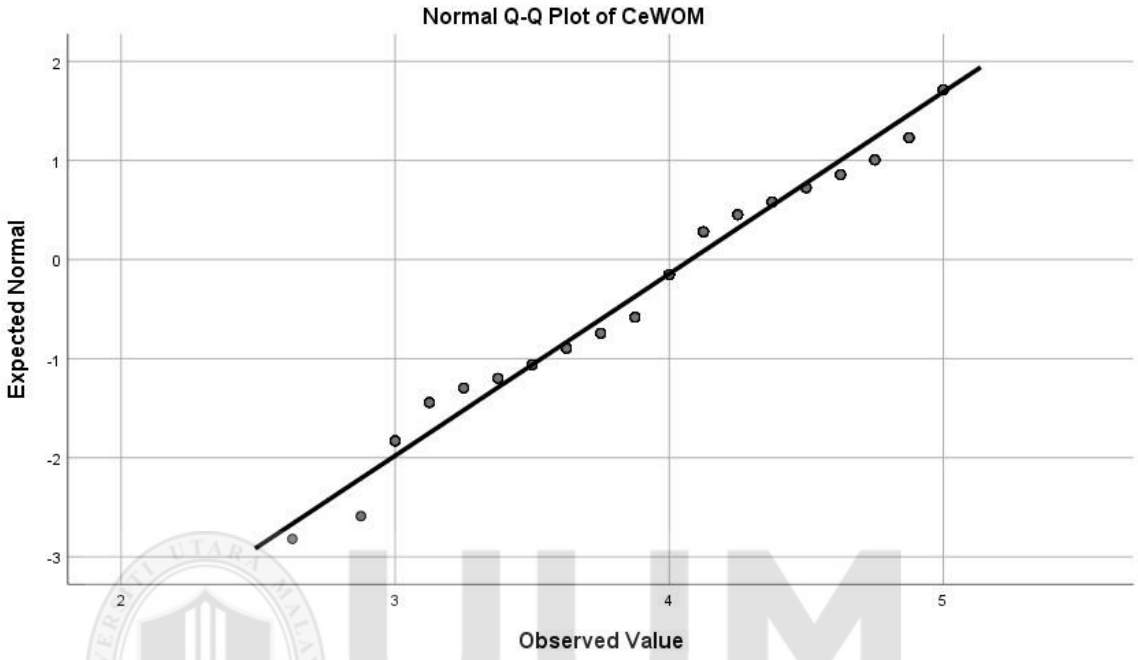
Histogram for Electronic Word of Mouth (CeWOM)



In Figure 4.20, the histogram representing electronic word of mouth (CeWOM) illustrates a normal distribution, with the mean, median, and mode being equal. This equality is confirmed using the formula [Mo=3Md-2M], resulting in Mo=3(4.0789)-2(4.0000) = 12.2367-8.0000 = 4.2367.

Figure 4.21

Normal Q-Q Plot for Electronic Word of Mouth (CeWOM)

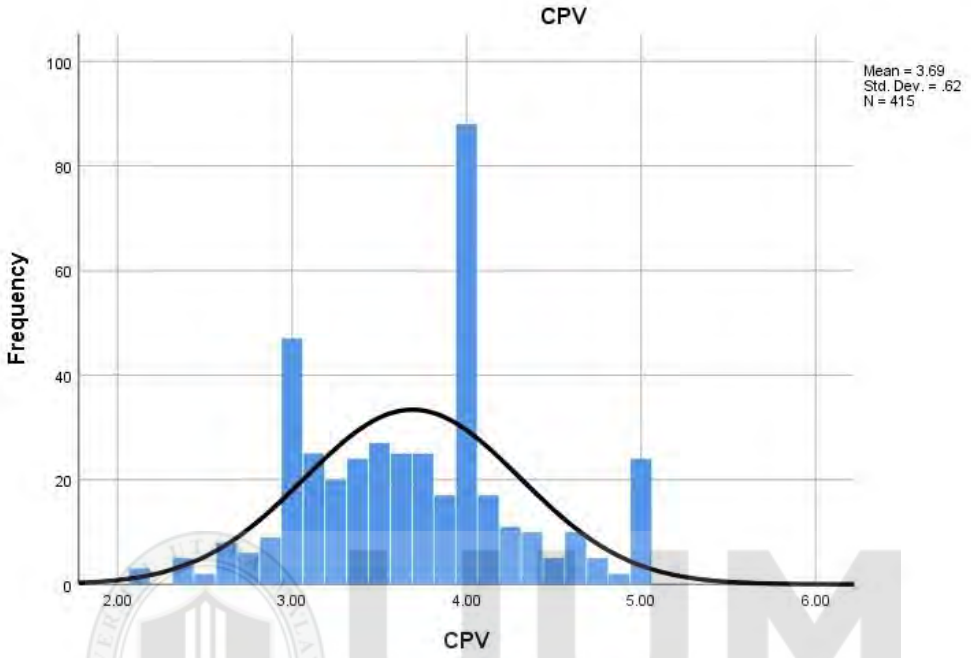


Additionally, Figure 4.21 exhibits the Normal Q-Q Plot for electronic word of mouth (CeWOM), where the majority of observations (dots) align closely with the straight line, indicating adherence to a normal distribution. While there may be slight deviations in some values, the overall pattern suggests that the electronic word of mouth values are drawn from a population that conforms to a normal distribution.

In summary, both the Histogram and the Normal Q-Q Plots for electronic word of mouth visually demonstrate that the data exhibit characteristics of a normal distribution.

Figure 4.22

Histogram for Perceived Value (CPV)



In Figure 4.22, the histogram depicting perceived value (CPV) illustrates a normal distribution, where the mean, median, and mode align closely. This alignment is confirmed using the formula [Mo=3Md-2M], resulting in Mo=3(3.6901)-2(3.7500) = 11.0703-7.5000 = 3.5703.

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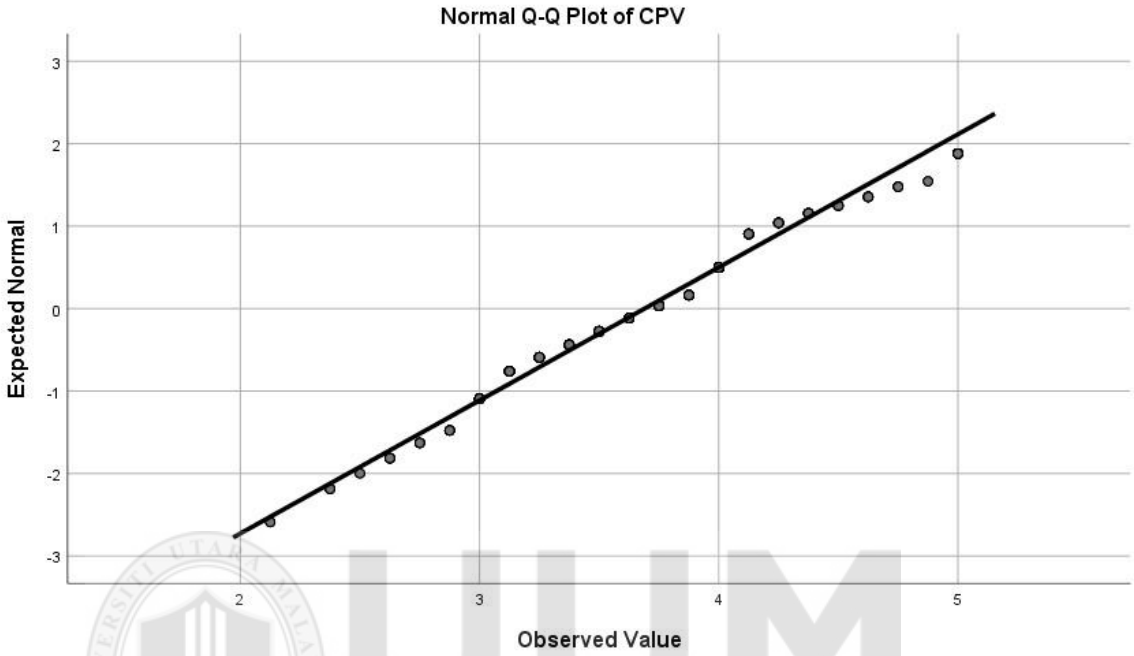
Figure 4.23

Normal Q-Q Plot for Perceived Value (CPV)



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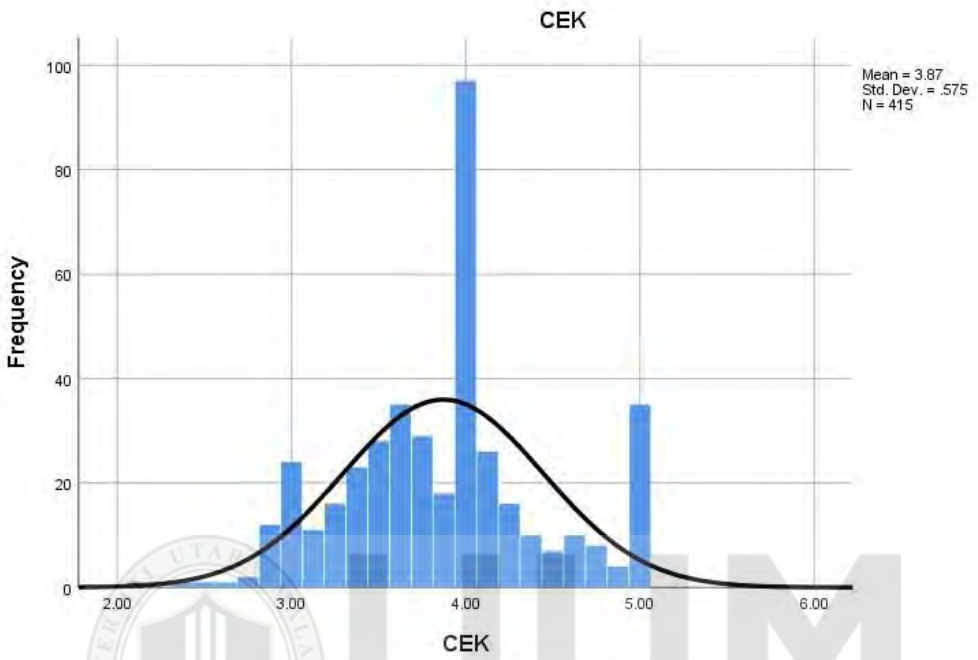
Moreover, Figure 4.23 displays the Normal Q-Q Plot for perceived value, indicating that the majority of values (dots) are situated near the straight line. This observation suggests that the perceived value values are sampled from a population that conforms to a normal distribution.

Figure 4.24

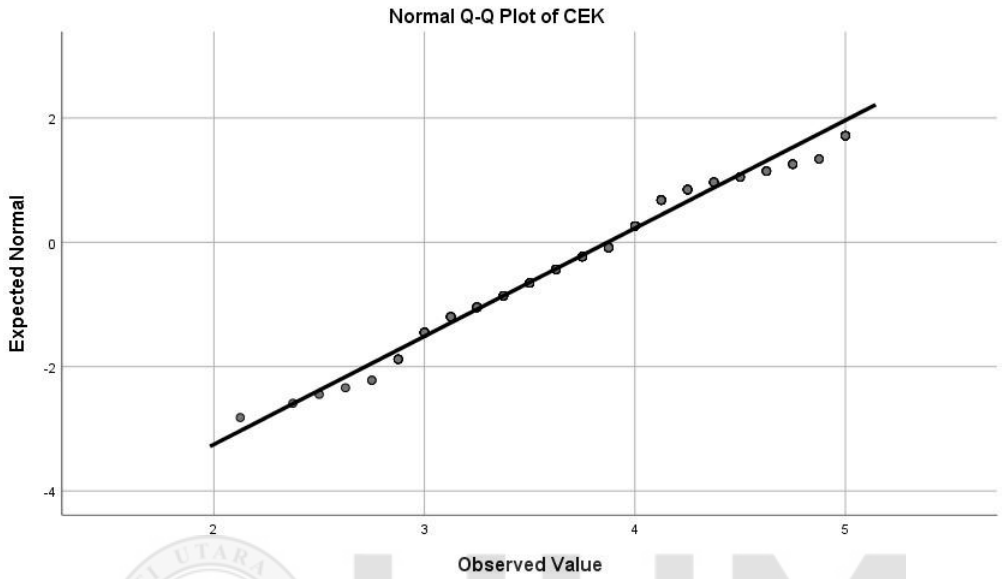
Histogram for Environmental Knowledge (CEK)



In Figure 4.24, the histogram depicting environmental knowledge value (CEK) illustrates a normal distribution, where the mean, median, and mode align closely. This alignment is confirmed using the formula [Mo=3Md-2M], resulting in Mo=3(3.8705)-2(3.7500) = 11.6115-7.5000 = 4.1115.

Figure 4.25

Normal Q-Q Plot for Environmental Knowledge (CEK)



Moreover, Figure 4.25 displays the Normal Q-Q Plot for environmental knowledge value, indicating that the majority of values (dots) are situated near the straight line. This observation suggests that the environmental knowledge value values are sampled from a population that conforms to a normal distribution.

In summary, both the Histogram and the Normal Q-Q Plots for environmental knowledge value visually depict characteristics consistent with a normal distribution of the data.

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4.5 Descriptive Analysis

To assess the influence of factors affecting the intention of Malaysian local tourists to stay at green hotels, the researcher will elucidate the findings in tabular format as outlined below:

Table 4.9

Mean value and standard deviation (n=415).

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Intention to Stay	415	2.13	5.00	3.8614	.53733
Attitude Towards Behaviour	415	2.38	5.00	4.0623	.51384
Subjective Norm	415	1.63	5.00	3.4919	.69687
Perceived Behavioural Control	415	2.63	5.00	4.0503	.52496
Electronic Word of Mouth	415	2.13	5.00	4.0789	.54502
Perceived Value	415	2.13	5.00	3.6901	.61971
Environmental Knowledge	415	2.13	5.00	3.8705	.57547
Valid N (Listwise)	415				

Note. Source: Analysis generated from SPSS Software

Tables 4.9 through 4.16 present the standard minimum, maximum, mean, and deviation values for each construct developed in the study. Upon overall observation, the findings indicate minimal disparity in values among the seven constructs representing intention to stay as the dependent variable, attitude towards behaviour, subjective norm, perceived behavioural control, electronic word of mouth and perceived value as

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independent variables and environmental knowledge as moderating variable. The collective mean values of all variables range from 3.4919 to 4.0789. Notably, the items related to electronic word of mouth exhibit the highest mean value at 4.0789, with a standard deviation of 0.54502, while subjective norm items demonstrate the lowest mean value at 3.4919, accompanied by a standard deviation of 0.69687. Below delineates the comprehensive findings for each construct:

Table 4.10

Minimum, maximum, mean and standard deviation values for the construct of Intention to Stay (n=415).

Items	N	Minimum	Maximum	Mean	Std. Deviation
Q1	415	1	5	3.94	.778
Q2	415	1	5	3.75	.740
Q3	415	1	5	3.68	.794
Q4	415	2	5	3.93	.738
Q5	415	1	5	3.59	.817
Q6	415	2	5	3.93	.730
Q7	415	2	5	4.05	.716
Q8	415	1	5	4.04	.706
Valid N (Listwise)	415				

Table 4.10 presents the findings regarding the minimum, maximum, mean, and standard deviation of the intention to stay construct. Generally, respondents' responses

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range between 1, indicating "strongly disagree," and 5, representing "strongly agree." Five items elicited responses with a value of 1, indicating strong disagreement. These items include "I am willing to stay at a green hotel when traveling," "I plan to stay at a green hotel when traveling," "I will make an effort to stay at a green hotel when traveling," "I plan to stay at green hotels rather than conventional hotels," and "I want to continue practicing green while staying at the hotel."

Upon examination of the mean values, they fall within the range of 3.59 to 4.05. The highest mean values were observed for the item Q7; "I need to practice green while staying at the hotel to save the environment", which registering a mean value of 4.05, with standard deviations of 0.716, respectively. Conversely, the lowest mean value was associated with the item Q5; "I plan to stay at green hotels rather than conventional hotels," with a mean value of 3.59 and a standard deviation of 0.817. These results indicate that respondents' intention to stay levels are situated between medium and high. Consequently, this instrument demonstrates appropriate quality for use in practical research endeavours.

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Table 4.11

Minimum, maximum, mean and standard deviation values for the construct of Attitude Towards Behaviour (n=415).

Items	N	Minimum	Maximum	Mean	Std. Deviation
Q1	415	2	5	4.08	.691
Q2	415	2	5	3.82	.765
Q3	415	1	5	4.09	.651
Q4	415	1	5	4.30	.682
Q5	415	2	5	4.19	.722
Q6	415	2	5	4.08	.692
Q7	415	2	5	3.90	.732
Q8	415	2	5	4.04	.724
Valid N (Listwise)	415				

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Table 4.11 presents the outcomes regarding the minimum, maximum, mean, and standard deviation of the attitude towards behaviour construct. In general, respondents' responses spanned from 2, indicating "disagree," to 5, signifying "strongly agree." However, two items garnered responses with a value of 1, representing "strongly disagree." These items are "For me, staying at green hotels when traveling in the country is positive." and "I believe that green hotels help to save nature and its resources."

Upon scrutiny of the mean values, they range from 3.82 to 4.30. The study findings reveal that the highest mean value is associated with the item Q4; "I believe that green hotels help to save nature and its resources," which recorded a mean value of 4.30, with a

standard deviation of 0.682. Conversely, the lowest mean value pertains to the item Q2; "For me, staying at green hotels when traveling in the country is desirable," with a mean value of 3.82 and a standard deviation of 0.765. This discovery indicates that respondents' attitude towards behaviour levels range from medium to high. Consequently, this instrument exhibits suitable quality for utilization in practical research endeavours.

Table 4.12

Minimum, maximum, mean and standard deviation values for the construct of Subjective Norm (n=415).

	N	Minimum	Maximum	Mean	Std. Deviation
Q1	415	1	5	3.22	.928
Q2	415	1	5	3.24	.923
Q3	415	1	5	3.48	.845
Q4	415	1	5	3.59	.843
Q5	415	1	5	3.66	.886
Q6	415	1	5	3.55	.902
Q7	415	1	5	3.51	.990
Q8	415	1	5	3.68	.901
Valid N (Listwise)	415				

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Table 4.12 presents the outcomes regarding the minimum, maximum, mean, and standard deviation of the subjective norm construct. In general, respondents' responses ranged from 1, indicating "strongly disagree," to 5, signifying "strongly agree." All eight items received responses with a value of 1, representing "strongly disagree." These items

include "Most people who are important to me think I should stay at green hotel when traveling," "Most people who are important to me would want me to stay at green hotel when traveling," "People whose opinions I value would prefer that I stay at green hotel when traveling," "Most people who are important to me support me to stay at green hotel in the future," "My family thinks that conserving habits are good when staying at the green hotel," "My friends expect me to conserve energy and water as much as possible when I'm staying at the green hotel," "Government action in preserving the environment influences me to stay at green hotel," and "NGO effort in supporting environmental issues influences me to stay at green hotels."

Upon examination of the mean values, they range from 3.22 to 3.68. The study findings indicate that the highest mean value is associated with the item Q8; "NGO effort in supporting environmental issues influences me to stay at green hotel," which recorded a mean value of 3.68 with a standard deviation of 0.901. Conversely, the lowest mean value pertains to the item Q1; "Most people who are important to me think I should stay at green hotel when traveling," with a mean value of 3.22 and a standard deviation of 0.928. This finding suggests that the level of subjective norm of the respondents falls within the medium range. Hence, this instrument demonstrates suitable quality for application in practical research endeavours.

Table 4.13

Minimum, maximum, mean and standard deviation values for the construct of Perceived Behavioural Control (n=415).

	N	Minimum	Maximum	Mean	Std. Deviation
Q1	415	1	5	4.11	.727
Q2	415	2	5	4.16	.692
Q3	415	1	5	3.80	.825
Q4	415	2	5	4.10	.740
Q5	415	2	5	4.04	701
Q6	415	2	5	4.22	.699
Q7	415	2	5	3.98	.712
Q8	415	2	5	3.99	.740
Valid N (Listwise)	415				

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Table 4.13 presents the findings concerning the minimum, maximum, mean, and standard deviation of the perceived behavioural control construct. In general, respondents provided responses ranging from 1, indicating "strongly disagree," to 5, representing "strongly agree." However, only two items received responses with a value of 1, indicating "strongly disagree." These items include "The decision to practice green at the hotel is entirely up to me," and "I have money to stay at green hotel when traveling."

Upon examination of the mean values, they range from 3.80 to 4.22. The study findings indicate that the highest mean value is associated with the item Q6; "We should encourage young generations to support green hotels," which recorded a mean value of

4.22 with a standard deviation of 0.699. Conversely, the lowest mean value pertains to the item "I have money to stay at green hotel when traveling," with a mean value of 3.80 and a standard deviation of 0.825. This finding suggests that the level of perceived behavioural control of the respondents falls within the medium range. Hence, this instrument exhibits appropriate quality for utilization in practical research endeavours.

Table 4.14

Minimum, maximum, mean and standard deviation values for the construct of Electronic Word of Mouth (n=415).

	N	Minimum	Maximum	Mean	Std. Deviation
Q1	415	2	5	3.97	.762
Q2	415	2	5	4.10	.703
Q3	415	2	5	4.05	.704
Q4	415	2	5	4.18	.702
Q5	415	2	5	3.95	.732
Q6	415	2	5	4.28	.648
Q7	415	2	5	4.03	.680
Q8	415	2	5	4.07	.691
Valid N (Listwise)	415				

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Table 4.14 displays the outcomes concerning the minimum, maximum, mean, and standard deviation of the construct of electronic word of mouth. In general, respondents' responses ranged between 2, indicating "disagree" (minimum value), and 5, representing

"strongly agree" (maximum value). However, there is no item for which respondents provide a response of 1.

Upon examination of the mean values, they range from 3.95 to 4.28. The study findings indicate that the highest mean value is associated with the item Q6; "Recommendation and feedback from existing consumers is very useful and helpful," which recorded a mean value of 4.28 with a standard deviation of 0.648. Conversely, the lowest mean value pertains to the item Q5; "Information provided by green hotel websites is more reliable," with a mean value of 3.95 and a standard deviation of 0.732. This finding suggests that the level of electronic word of mouth of the respondents falls within the medium to high range. Thus, this instrument exhibits appropriate quality for utilization in practical research endeavours.

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Table 4.15

Minimum, maximum, mean and standard deviation values for the construct of Perceived Value (n=415).

	N	Minimum	Maximum	Mean	Std. Deviation
Q1	415	1	5	3.65	.821
Q2	415	1	5	3.60	.887
Q3	415	1	5	3.49	.927
Q4	415	1	5	3.62	.828
Q5	415	2	5	3.68	.743
Q6	415	2	5	3.81	.703

Q7	415	1	5	3.80	.691
Q8	415	2	5	3.88	.712
Valid N (Listwise)	415				

Table 4.15 presents the findings regarding the minimum, maximum, mean, and standard deviation of the construct of perceived value. In general, respondents' ratings ranged from 1, indicating "strongly disagree" (minimum value), to 5, representing "strongly agree" (maximum value). However, there are 5 items for which respondents provided a response of 1, indicating "strongly disagree." These items are “Using the services of the green hotel is considered prestigious,” “Using the services of the green hotel represents a status symbol,” “Using the services of the green hotels is in accordance with my social status,” “Prices of stay in the green hotel are value for money,” and “Every promise given to customers is verified in a stated period.”

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Upon examining the mean values, they range from 3.49 to 3.88. The study's findings reveal that the highest mean value is associated with the item Q8; "The staff is willing to help their customers in every moment," which recorded a mean value of 3.88 with a standard deviation of 0.712. Conversely, the lowest mean value pertains to the item Q3; "Using the services of the green hotels is in accordance with my social status,” with a mean value of 3.49 and a standard deviation of 0.927. This finding indicates that the level of perceived value of the respondents falls within the medium to high range. Therefore, this instrument demonstrates suitable quality for application in practical research endeavours.

Table 4.16

Minimum, maximum, mean and standard deviation values for the construct of Environmental Knowledge Value (n=415).

	N	Minimum	Maximum	Mean	Std. Deviation
Q1	415	1	5	4.25	.684
Q2	415	1	5	4.25	.680
Q3	415	1	5	4.13	.723
Q4	415	1	5	3.65	.907
Q5	415	2	5	3.47	.952
Q6	415	2	5	3.53	.895
Q7	415	1	5	3.82	.789
Q8	415	2	5	3.88	.782
Valid N (Listwise)	415				

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Table 4.16 presents the findings regarding the minimum, maximum, mean, and standard deviation of the construct of environmental knowledge. In general, respondents' ratings ranged from 1, indicating "strongly disagree" (minimum value), to 5, representing "strongly agree" (maximum value). However, there are five items for which respondents provided a response of 1, indicating "strongly disagree." These items are “Green practice generally brings benefit to hotel,” “Green practice in hotel operation supports green environmental,” “The greener hotel environment provides the guests have healthier atmosphere,” “I am familiar with hotels’ environmental policies,” and “I will encourage my friends to stay in green hotel more than non-green hotel.”

Upon examining the mean values, they range from 3.47 to 4.25. The study's findings reveal that there are two items with highest mean value is associated with the item Q1; "Green practice generally brings benefit to hotel," and “Green practice in hotel operation supports green environmental.” Both items recorded a mean value of 4.25 with a standard deviation of 0.684 and 0.680. Conversely, the lowest mean value pertains to the item Q5; "I am familiar with hotel green programmes,” with a mean value of 3.47 and a standard deviation of 0.952. This finding indicates that the level of environmental knowledge value of the respondents falls within the medium to high range. Therefore, this instrument demonstrates suitable quality for application in practical research endeavours.

4.6 Factor analysis

This study encompasses 48 variables, which underwent Principal Axis Factoring (PAF). The findings, as depicted in Table 4.8, reveal the results of the Kaiser-Meyer-Olkin (KMO) measure and Bartlett’s test, yielding a KMO value of 0.911. According to Noor *et al*. (2016), values at or above 0.9 are indicative of excellent suitability for factor analysis. This suggests a robust partial correlation among the 48 variables, while values below 0.50 are deemed unsuitable for further analysis. Moreover, Bartlett’s test of Sphericity yielded all zero results, with $p<0.001$ indicating a significant difference. Consequently, our dataset is deemed appropriate for conducting factor analysis.

4.6.1 Principal Axis Factoring (PAF)

An exploratory factor analysis (EFA) was employed to reduce the dataset into smaller aggregated variables and to elucidate the underlying theoretical structure variance for communalities less than 1. The subsequent section presents the outcomes of this analysis.

Table 4.17

Parallel Analysis Output

```
Monte Carlo PCA for Parallel Analysis Version.

Number of variables:     56
Number of subjects:     415
Number of replications: 100
++++++++++++++++++++++++++++++++++++++++++++++++++++++++
Eigenvalue #    Random Eigenvalue    Standard Dev
++++++++++++++++++++++++++++++++++++++++++++++++++++++++
      1               1.8009              .0431
      2               1.7232              .0339
      3               1.6696              .0284
      4               1.6202              .0281
      5               1.5756              .0246
      6               1.5395              .0215
      7               1.5024              .0205
      8               1.4666              .0198
      9               1.4354              .0179
     10               1.4024              .0169
     11               1.3742              .0183
     12               1.3452              .0192
     13               1.3160              .0174
     14               1.2886              .0156
     15               1.2631              .0145
     16               1.2383              .0141
     17               1.2117              .0161
     18               1.1886              .0164
     19               1.1640              .0143
     20               1.1397              .0153
     21               1.1174              .0138
     22               1.0941              .0132
     23               1.0715              .0128
     24               1.0510              .0144
```

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Eigenvalue #	Random Eigenvalue	Standard Dev
25	1.0287	.0120
26	1.0105	.0118
27	0.9896	.0136
28	0.9685	.0125
29	0.9484	.0120
30	0.9277	.0118
31	0.9053	.0120
32	0.8869	.0109
33	0.8694	.0105
34	0.8512	.0120
35	0.8318	.0115
36	0.8121	.0116
37	0.7931	.0099
38	0.7749	.0109
39	0.7571	.0098
40	0.7394	.0108
41	0.7209	.0119
42	0.7032	.0115
43	0.6852	.0130
44	0.6670	.0127
45	0.6491	.0108
46	0.6306	.0112
47	0.6137	.0116
48	0.5949	.0123
49	0.5759	.0124
50	0.5580	.0122
51	0.5394	.0124
52	0.5190	.0127
53	0.4992	.0120
54	0.4769	.0139
55	0.4521	.0137
56	0.4209	.0182

Note. Source: Analysis generated from Monte Carlo PCA for Parallel Analysis

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Table 4.18

Comparison of eigenvalues from PAF and criterion values from parallel analysis.

Eigenvalue Number	Actual Eigenvalue from PAF	Criterion Value from Parallel Analysis	Decision
1	19.413	1.8009	Accept
2	4.835	1.7232	Accept
3	3.020	1.6696	Accept
4	2.065	1.5756	Accept
5	1.748	1.5395	Accept
6	1.596	1.5024	Accept
7	1.354	1.4666	Reject

Note. Source: Analysis generated from SPSS Software

Tables 4.17 and 4.18 present the outcomes of the parallel analysis, revealing that 26 factors are retained from the initial 56 variables as their eigenvalues surpass the threshold of 1. The eigenvalue serves as a criterion for determining the number of factors to be retained (Yong and Pearce, 2013), with the eigenvectors associated with the largest eigenvalue being considered the primary components. The parallel analysis output was derived from a dataset comprising 56 variables across 415 cases in SPSS statistics. Notably, Factors 1 and 2 of the actual eigenvalues obtained from Principal Axis Factoring (PAF) exceeded the threshold set by the parallel analysis criteria, whereas seven factors were rejected due to their actual eigenvalues not meeting the criterion value (refer to Table 4.20).

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4.6.2 Variance Explained

Table 4.19

Total Variance Explained

Initial Eigenvalues			
Component No.	**Total**	**% of Variance**	**Cumulative %**
1	19.413	34.666	34.666
2	4.835	8.633	43.299
3	3.020	5.392	48.691
4	2.065	3.688	52.379
5	1.748	3.121	55.500
6	1.596	2.850	58.350
7	1.354	2.418	60.768
8	1.327	2.370	63.138
9	1.132	2.022	65.160
10	1.000	1.786	66.946

Note. Source: Analysis generated from SPSS Software

Table 4.19 show the total variance of components 1, 2, 3, 4 and 5 are equal to cumulative 55.500%. Component 1 with a variance of 34.666%, follow by Component 2 with a variance of 8.633%, Component 3 with a variance of 5.392%, Component 4 with a variance of 3.688% and Component 5 with a variance of 3.121%. In the interpretation, Varimax rotation performed for these five factors and showed a fairly positive inter-correlation (r=05).

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Factor 1, 2, 3, 4 and 5 with positive affect items loading strongly and negative affect items loading on Factor 6 onwards. The results of this analysis support the use of the positive affect items and the negative affect items as separate scales (Watson, *et al*., 1988).

4.6.3 Principal Component Analysis and Varimax Rotation

Table 4.20

KMO and Bartlett's Test (After Remove Unloaded Items)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.937
Bartlett's Test of Sphericity	Approx. Chi-Square	16394.837
	df	1540
	Sig.	.000

In Table 4.20, the exploratory factor analysis was reconducted after excluding eleven items. The subsequent analysis revealed a Kaiser-Meyer-Olkin measure of 0.937, indicating excellent sampling adequacy. The factor solution derived from this refined analysis explained 66.946% of the variance in the dataset. Furthermore, Bartlett's Test of Sphericity yielded significant results, χ^2 (n=415) = 16394.837 (p<0.000), affirming the inter-correlations among variables. Additionally, all communalities exceeded a value of 0.50, further supporting the suitability of the data for factor analysis.

Table 4.21

Output Summarization with Loadings (Rotated Component Matrix)

	Component Number									
	1	2	3	4	5	6	7	8	9	10
ITS1					.548					
ITS2					.677					
ITS3					.730					
ITS4					.606					
ITS5					.634					
ITS7									.599	
ITS8									.667	
ATB1					.548					
ATB2					.677					
ATB3					.730					
ATB4					.606					
ATB5					.634					

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	Component Number									
ATB7									.599	
ATB8									.667	
SN1		.765								
SN2		.769								
SN3		.733								
SN4		.740								
SN5		.708								
SN6		.737								
SN7		.624								
PBC1						.740				
PBC2						.673				
PBC3						.598				
PBC4						.800				
e-WOM1	.704									
e-WOM2	.739									

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	Component Number									
e-WOM3	.771									
e-WOM4	.727									
e-WOM6	.697									
e-WOM7	.808									
e-WOM8	.804									
PV1				.585						
PV2				.648						
PV3				.616						
PV4				.631						
PV5				.718						
PV6				.686						
PV7				.753						
PV8				.654						
EK1								.698		
EK2								.685		

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Component Number										
EK3								.647		
EK5							.810			
EK6							.818			
Cronbach's alpha	.888									
Eigenvalues	19.413	4.835	3.020	2.065	1.748	1.596	1.354	1.327	1.132	1.000
KMO Measure of Sampling Adequacy	.937									
Bartlett's Test of Sphericity Significance	.000									

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An exploratory factor analysis was conducted utilizing principal component analysis and varimax rotation. A minimum factor loading criterion of 0.50 was applied to ensure the adequacy of the scale's communalities, indicating the proportion of variances in each dimension. The results revealed that all communalities exceeded the threshold of 0.50.

In Table 4.21, ten factors emerged from the exploratory factor analysis, aligning with the theoretical framework of the study. Within the independent variables, Factor 1 encompassed items e-WOM1, e-WOM2, e-WOM3, e-WOM4, e-WOM6, e-WOM7 and e-WOM8 which represents electronic word of mouth (e-WOM). Factor 2 included items SN1, SN2, SN3, SN4, SN5, SN6 and SN7, indicative of subjective norm (SN). Factor 4 comprised items PV1, PV2, PV3, PV4, PV5, PV6, PV7 and PV8 reflecting perceived value (PV). Additionally, attitude towards behaviour (ATB) items were clustered in Factor 5 comprised items ATB1, ATB2, ATB3, ATB4, ATB5 and Factor 9 includes ATB7, ATB8. Factor 6 encompassed items PBC1, PBC2, PBC3 and PBC4, denoting perceived behaviour control (PBC). For moderating variable which is Environmental Knowledge, located at Factor 7 includes items EK7 and EK8, also at Factor 8 includes items EK1, EK2 and EK3. Lastly, the dependent variable, intention to stay (ITS), was distributed across Factor 5 comprised items ITS1, ITS2, ITS3, ITS4, ITS5 and Factor 9 which includes ITS7, ITS8.

During the initial exploratory factor analysis, eleven items failed to load significantly on any dimension. These items included ATB6 ("Green hotel can enhance my knowledge of resource"), SN8 ("NGO effort in supporting environmental issue influence me to stay at green hotel"), PBC5 ("I would recommend the green hotels to my

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friends and/or others"), PBC6 ("We should encourage young generations to support green hotels"), PBC7 ("I would like to continue stay at green hotels in the future as well"), PBC8 ("Overall image of green hotels is valued for my vacation"), e-WOM5 ("Information provide by green hotel website is more reliable"), EK4 “I am familiar with hotels’ environmental policies” and ITS6 ("I will consider switching to green hotel for ecological reason"). Consequently, these eleven items were excluded from further analysis.

4.7 Reliability Analysis

Table 4.22

Reliability Statistics

Cronbach’s Alpha	Cronbach’s Alpha Based on Standardized Items	N of Items
.888	.892	7

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Table 4.23

Reliability Test for Variables

Variables	N of Items	Cronbach's Alpha
Intention to Stay (CITS)	8	.869
Attitude towards Behaviour (CATB)	8	.865
Subjective Norm (CSN)	8	.881
Perceived Behavioural Control (CPBC)	8	.868
Electronic Word of Mouth (CeWOM)	8	.887
Perceived Value (CPV)	8	.863
Environmental Knowledge (CEK)	8	.869

Note. Source: Analysis generated from SPSS Software

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Table 4.22 and 4.23, presents the reliability test results for both the dependent variable and independent variables. The Cronbach's alpha values obtained for the dependent variable intention to stay (ITS) and the independent variables attitude towards behaviour (ATB), subjective norm (SN), perceived behavioural control (PBC), electronic word of mouth (eWOM), perceived value (PV) and environmental knowledge (EK) are 0.869, 0.865, 0.881, 0.868, 0.887, 0.863 and 0.869 respectively with overall result 0.888 from seven number of factors (variables). Cronbach's alpha is employed to assess the reliability and internal consistency of a measurement instrument (Creswell, 2010). The obtained reliability statistics indicate that all variables' Cronbach's Alpha values, even

after removing items, fall within the range of 0.8 to 0.9, indicating excellent reliability and consistency.

4.8 Inferential Statistic Analysis - Pearson Correlation Coefficient Analysis

The correlation test evaluates the strength and direction of the relationship between two variables (Fernando, 2020). Represented by 'r', the correlation coefficient ranges from -1 to +1. Significance testing determines if 'r' significantly deviates from 0; a p-value below 0.01 indicates a substantial association between the variables (Rumsey, 2021). Conventional guidelines suggest that an 'r' value between 0.1 to 0.3 indicates a weak correlation, 0.4 to 0.6 suggests a moderately strong correlation, 0.7 to 0.9 implies a very strong correlation, and a value of 1 represents a perfect correlation (Akoglu, 2018).

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4.8.1 Correlation Analysis of Attitude Towards Behaviour, Subjective Norm, Electronic Word of Mouth, Perceived Value and Environmental Knowledge towards Intention to Stay

In this study, an in-depth correlation coefficient analysis was conducted to thoroughly investigate the intricate relationship between the independent variables, namely attitude towards behaviour, subjective norm, perceived behavioural control, electronic word of mouth and perceived value, environmental knowledge as moderating variable and the dependent variable, intention to stay. The comprehensive findings stemming from this meticulous analysis are expounded upon in detail within Table 4.26.

Table 4.24

Pearson correlations of Dependent Variable: Intention to Stay and Independent Variables: Attitude Towards Behaviour, Subjective Norm, Perceived Behavioural Control, Electronic Word of Mouth, Perceived Value and Environmental Knowledge.

Measures	Total CITS	Total CATB	Total CSN	Total CPBC	Total CeWOM	Total CPV	Total CEK
Total CITS	1.000	.645**	.597**	.580**	.416**	.489**	.573**
Total CATB	.645**	1.000	.507**	.671**	.493**	.551**	.661**
Total CSN	.597**	.507**	1.000	.452**	.286**	.618**	.547**
Total CPBC	.580**	.671**	.452**	1.000	.558**	.502**	.623**
Total CeWOM	.416**	.493**	.286**	.558**	1.000	.492**	.476**
Total CPV	.489**	.551**	.618**	.502**	.492**	1.000	.640**
Total CEK	.489**	.551**	.618**	.502**	.492**	.640**	1.000

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Table 4.24 reveals the outcomes ($r=0.645$, $p<0.001$), highlighting the strongest correlation, indicating a moderately robust positive association between attitude towards behaviour (CATB) and the intention to stay (CITS) at green hotels by Malaysian local tourists. With a p-value below 0.01, the statistical significance underscores the substantial

link between attitude towards behaviour and Malaysian local tourists' intention to stay at green hotels. These findings suggest a positive correlation, implying that heightened levels of attitude towards behaviour among Malaysian local tourists correspond to increased levels of intention to stay at green hotels.

The second-highest correlation value is evidenced for subjective norm (CSN) ($r=0.597$, $p<0.001$), depicting a moderately strong correlation between subjective norm and Malaysian local tourists' intention to stay at green hotels. This positive correlation implies that elevated levels of subjective norm are associated with heightened levels of intention to stay among local tourists at green hotels.

Additionally, perceived behavioural control (CPBC) demonstrates the third-highest correlation value ($r=0.580$, $p<0.001$), indicating a moderately strong correlation with Malaysian local tourists' intention to stay at green hotels. The p-value, below 0.01, signifies a significant positive relationship, suggesting that an increase in perceived behavioural control corresponds to higher levels of intention to stay among local tourists at green hotels.

Follow by environmental knowledge (CEK), exhibits a moderately strong correlation with Malaysian local tourists' intention to stay at green hotels, with a correlation value of ($r=0.573$, $p<0.001$). The p-value below 0.01 underscores a significant positive relationship, indicating that heightened perceived value aligns with increased levels of intention to stay among local tourists at green hotels.

While perceived value (CPV), exhibits a moderate correlation with Malaysian local tourists' intention to stay at green hotels, with a correlation value of ($r=0.489$,

p<0.001). The p-value below 0.01 underscores a significant positive relationship, indicating that heightened perceived value aligns with increased levels of intention to stay among local tourists at green hotels.

Finally, there exists a moderately robust correlation between electronic word of mouth (CeWOM) and Malaysian local tourists' intention to stay at green hotels, with a correlation value of (r=0.416, p<0.001). This correlation is statistically significant, supported by the p-value below 0.01, suggesting that a stronger belief in electronic word of mouth is linked to increased adaptation of local tourists' intention to stay at green hotels.

4.9 Multiple Regression Analysis

Multiple Regression Analysis was employed to scrutinize the relationship between a solitary dependent variable and two or more independent variables. This method builds upon the foundation of simple linear regression, which evaluates the connection between two variables, enabling researchers to evaluate the collective influence of multiple predictors on the outcome variable concurrently. Regression analysis, a statistical technique employed to investigate the relationship between independent and dependent variables, assumes a crucial role in unveiling patterns within time series data and elucidating causal relationships among variables (Ray, 2015).

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4.9.1 Regression Analysis of Attitude Towards Behaviour, Subjective Norm, Perceived Behavioural Control, Electronic Word of Mouth and Perceived Value towards Intention to Stay

Table 4.25

Model Summary of Attitude Towards Behaviour (CATB), Subjective Norm (CSN), Perceived Behavioural Control (CPBC), Electronic Word of Mouth (CeWOM), Perceived Value (CPV) on Intention to Stay (CITS)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.734[a]	.538	.532	.39315	1.973

a. Predictors: (Constant), CPV, CeWOM, CATB, CSN, CPBC
b. Dependent Variable: CITS

Note. Source: Analysis generated from SPSS Software

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Table 4.25 presents the Model Summary, revealing a substantial linkage between attitude towards behaviour (CATB), subjective norm (CSN), perceived behavioural control (CPBC), electronic word of mouth (CeWOM), perceived value (CPV) and intention to stay (CITS) at green hotels by Malaysian local tourists. The beta coefficient of 0.734 indicates a steady escalation across all components from attitude towards behaviour, subjective norms, perceived behavioural control, electronic word of mouth and perceived value to local tourist intention to stay at green hotels. As a result, with an R-squared value of 0.538, about 53.8% of the variability in Malaysian local tourists' intention to stay at green hotels is explained by attitude towards behaviour, subjective norms,

perceived behavioural control, electronic word of mouth, and perceived value elucidating the extent to which the data conform to the regression line.

Table 4.26

ANOVA of Attitude Towards Behaviour (CATB), Subjective Norm (CSN), Perceived Behavioural Control (CPBC), Electronic Word of Mouth (CeWOM), Perceived Value (CPV) on Intention to Stay (CITS)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.638	5	14.728	95.284	.000[b]
	Residual	63.217	409	.155		
	Total	136.855	414			

a. Dependent Variable: CITS
b. Predictors: (Constant), CPV, CeWOM, CATB, CSN, CPBC

Note. Source: Analysis generated from SPSS Software

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Table 4.26 presents insightful findings, notably highlighting that 53.8% (73.638/136.855 x 100) of the variance remains unexplained, warranting further investigation within this study. Furthermore, the table underscores the significant impact of attitude towards behaviour, subjective norms, perceived behavioural control, electronic word of mouth, perceived value on Malaysian local tourists' intention to stay at green hotels, as evidenced by the F statistic of 95.284 and p-value < 0.001, signifying the robustness of the regression model.

Table 4.27

Regression analysis of Attitude Towards Behaviour (CATB), Subjective Norm (CSN), Perceived Behavioural Control (CPBC), Electronic Word of Mouth (CeWOM), Perceived Value (CPV) on Intention to Stay (CITS)

	B-values	**Standard error**	**Beta**	**Adjusted R^2**	**t-value**	**Sig.**
Attitude towards behavior	0.371	0.055	0.334	0.532	6.779	0.000*
Subjective Norms	0.286	0.037	0.348	0.532	7.769	0.000*
Perceived Behavioural Control	0.185	0.052	0.176	0.532	3.585	0.000*
e-Word of Mouth	0.073	0.045	0.069	0.532	1.606	0.000*
Perceived Value	0.030	0.045	0.033	0.532	0.679	0.000*

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Note. * sig. at 0.05 level

In regression analysis, the purpose of this test was to understand more deeply the effect of attitude toward behaviour, subjective norms, perceived behavioural control, e-word of mouth and perceived value on intention to stay at green hotel. As shown in Table 4.27, attitude toward behaviour (p = 0.000, ß = 0.334, t = 6.779), subjective norms (p = 0.000, ß = 0.348, t = 7.769), perceived behavioural control (p = 0.000, ß = 0.176, t = 3.584), e-word of mouth (p = 0.000, ß = 0.069, t = 1.606), and perceived value (p =

0.000, ß = 0.033, t = 0.679) were found to be significant predictors of intention to stay at green hotel with $p \geq 0.05$.

4.10 Moderation Analysis

4.10.1 Moderation effects on Environmental Knowledge on the relationship between Electronic Words of Mouth, Perceived Value and Intention to Stay

Moderation analysis between two independent variables (electronic word of mouth and perceived value) and dependent variable (intention to stay) was performed. A check was accomplished to determine the presence or absence of mediation for all of the relationships. Moderation is present if all the pairs of variables – Independent Variable and Dependent Variable, Independent Variable and Moderating Variable, Moderating Variable and Dependent Variable are significantly correlated.

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Table 4.28

Correlations Between Constructs Environmental Knowledge Moderating Electronic Word of Mouth and Perceived Value towards Intention to Stay.

Measures	Total ITS	Total e-WOM	Total PV	Total EK
Total ITS	1.000	.416**	.489**	.573**
Total e-WOM	.416**	1.000	.492**	.476**
Total PV	.489**	.492**	1.000	.640**
Total EK	.573**	.476**	.640**	1.000

Note. Source: Analysis generated from SPSS Software

Table 4.28 presents the correlation between the variables. Result shows all the relationships are significant, moderation is present and analysis is possible. Result show environmental knowledge as moderating on electronic word of mouth and perceived value as independent variable towards local tourists on intention to stay as dependent variable. Results show, perceived value as the highest score with correlation value, $r=0.489$, $p<0.001$. It presents a moderate relationship effect by environmental knowledge on perceived value towards local tourists on intention to stay at green hotels. The p-value is less than 0.01 indicates, the correlation analysis result supports the environmental knowledge is statistically significant effect perceived value on local tourists on intention to stay at green hotels. The pairs variables have positive correlation and if the local tourist have environmental knowledge, perceived value will significantly influence local tourists' intention to stay at green hotels.

Followed by electronic word of mouth as the second highest score with correlation value, $r=0.416$, $p<0.001$ presents a moderate relationship effect by environmental knowledge on electronic word of mouth towards local tourists' intention to stay at green hotels. The p-value is less than 0.01 indicates, the correlation analysis result supports the environmental knowledge is statistically significant effect electronic word of mouth towards local tourists' intention to stay at green hotels. The pairs variables have positive correlation and if the local tourist have environmental knowledge, electronic word of mouth will significantly influence local tourists' intention to stay at green hotels.

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Table 4.29

Model Summary of Environmental Knowledge Moderates Electronic Word of Mouth (CeWOM) and Perceived Value (CPV) on Intention to Stay (CITS)

					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.607[a]	.369	.364	.45854	.369	79.963	3	411	.000

a. Predictors: (Constant), CEK, CeWOM, CPV

Note. Source: Analysis generated from SPSS Software

Table 4.29 presents the Model Summary, revealing a substantial linkage between environmental knowledge (CEK) moderating electronic word of mouth (CeWOM) and perceived value (CPV) on intention to stay (CITS) at green hotels by Malaysian local tourists. The beta coefficient of 0.607 indicates a steady escalation across all components from relationship between environmental knowledge moderates' electronic word of mouth and perceived value to local tourist intention to stay at green hotels. As a result, with an R-squared value of 0.369, about 36.9% of the variability in Malaysian local tourists' intention to stay at green hotels is explained by positive relationship between environmental knowledge with electronic word of mouth and perceived value elucidating the extent to which the data conform to the regression line.

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Table 4.30

ANOVA of Environmental Knowledge Moderates Electronic Word of Mouth (CeWOM) and Perceived Value (CPV) on Intention to Stay (CITS)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.439	3	16.813	79.963	.000[b]
	Residual	86.416	411	.210		
	Total	136.855	414			

a. Dependent Variable: CITS
b. Predictors: (Constant), CEK, CeWOM, CPV

Note. Source: Analysis generated from SPSS Software

Table 4.30 presents insightful findings, notably highlighting that 36.9% (50.439/136.855 x 100) of the variance remains unexplained, warranting further investigation within this study. Furthermore, the table underscores the significant impact of attitude towards behaviour, subjective norms, perceived behavioural control, electronic word of mouth, perceived value on Malaysian local tourists' intention to stay at green hotels, as evidenced by the F statistic of 79.963 and p-value < 0.001, signifying the robustness of the regression model.

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Table 4.31

Coefficients of Environmental Knowledge Moderates Electronic Word of Mouth (CeWOM) and Perceived Value (CPV) on Intention to Stay (CITS)

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations		
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	1.161	.189		6.149	.000	.790	1.533			
	CeWOM	.154	.049	.146	3.154	.002	.058	.251	.416	.154	.124
	CPV	.149	.049	.161	3.027	.003	.052	.246	.489	.148	.119
	CEK	.395	.052	.400	7.611	.000	.293	.497	.573	.351	.298

a. Dependent Variable: CITS

Source: Analysis generated from SPSS Software

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Table 4.31 presents the coefficient serves as the predicted value, indicating the direction of the relationship between the response and predictive variables. As depicted in Table 4.31, each coefficient's sign delineates this relationship. The formula y = a + bx can be derived from the value in column B, representing 'a' in the formula. Thus, y = 1.161 + 0.154x represents the formula for the relationship between electronic word of mouth (CeWOM) and Malaysian local tourists' intention to stay (CITS) level at green hotels. Additionally, the table presents the 95% confidence interval for the unstandardized coefficient, ranging between 0.058 and 0.251. Notably, the analysis reveals a significant relationship between electronic word of mouth and Malaysian local tourists' intention to stay level at green hotels, as indicated by a p-value of 0.002 (where $p < 0.05$).

Follow by the perceived value, the formula y = a + bx can be derived from the value in column B, representing 'a' in the formula. Thus, y = 1.161 + 0.149x represents the formula for the relationship between perceived value (CPV) and Malaysian local tourists' intention to stay (CITS) level at green hotels. Additionally, the table presents the 95% confidence interval for the unstandardized coefficient, ranging between 0.052 and 0.246. Notably, the analysis reveals a significant relationship between perceived value and Malaysian local tourists' intention to stay level at green hotels, as indicated by a p-value of 0.003 (where $p > 0.05$).

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4.11 Hypothesis Testing

Hypothesis testing is a fundamental aspect of data analysis in research, providing a systematic approach to evaluate assumptions or claims about population parameters based on sample data. In this research, a hypothesis testing analysis was conducted to examine the relationships between five independent variables (attitude towards behaviour, subjective norm, perceived behavioural control, electronic word of mouth and perceived value) and the dependent variable (intention to stay). The findings of this analysis, presented in Table 4.32 below, offer a comprehensive summary of the hypothesis testing outcomes for the variables under scrutiny.

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Table 4.32

Summary of Hypothesis Testing

	Hypothesis	Findings
H1	Attitude towards behaviour had a significant influence on Malaysian local tourists' intention to stay at green hotels.	Supported
H2	Subjective norm had a significant influence on Malaysian local tourists' intention to stay at green hotels.	Supported
H3	Perceived behavioural control had a significant influence on Malaysian local tourists' intention to stay at green hotels.	Supported
H4	Electronic word of mouth had a significant influence on Malaysian local tourists' intention to stay at green hotels.	Supported

	Hypothesis	Findings
H5	Perceived value had a significant influence on Malaysian local tourists' intention to stay at green hotels.	Supported
H6(a)	Environment knowledge significantly moderate the relationship on electronic word of mouth towards Malaysian local tourists' intention to stay at green hotels.	Supported
H6(b)	Environmental knowledge significantly moderate the relationship on perceived value towards Malaysian local tourist' intention to stay at green hotels.	Supported

Table 4.32 reveals significant findings indicating a notable relationship between attitude towards behaviour and intention to stay among Malaysian local tourists in green hotel. Hypothesis (H1) garnered support as the association between attitude towards behaviour and Malaysian local tourists yielded a substantial result at a significance level of r=0.645 and p=0.000, falling below the threshold of 0.05.

Similarly, the examination of the relationship between subjective norm and Malaysian local tourists' intention to stay at green hotel revealed a significant positive correlation, with a coefficient of r=0.597 and p=0.000, below the 0.05 threshold. Thus, hypothesis (H2) received empirical validation in this study.

Furthermore, hypothesis (H3) explored the relationship between perceived behavioural control and Malaysian local tourists' intention to stay at green hotel. The analysis yielded a noteworthy outcome with a coefficient of r=0.580 and p=0.000,

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signifying a significant positive relationship. Consequently, hypothesis (H3) found support in this study.

Moreover, hypothesis (H4) scrutinized the association between electronic word of mouth and Malaysian local tourists' intention to stay at green hotel, yielding a substantial coefficient of r=0.416 and p=0.000, indicating a significant positive relationship. Hence, hypothesis (H4) was substantiated in this investigation.

Similarly, hypothesis (H5) delved into the relationship between perceived value and Malaysian local tourists' intention to stay at green hotel. The analysis unveiled a significant positive correlation, with a coefficient of r=0.489 and p=0.000, below the 0.05 threshold. Consequently, hypothesis (H5) was upheld in this study.

Overall, the hypothesis testing analysis involving attitude towards behaviour, subjective norm, perceived behavioural control, electronic word of mouth and perceived value as independent variables and intention to stay as the dependent variable underscores the supported relationships between all independent and dependent variables.

For environmental knowledge as moderating variable towards independent variables referring to electronic word of mouth and perceived value. The results found that, Hypothesis H6(a) shows, environmental knowledge significantly moderate the relationship on electronic word of mouth towards local tourists' intention to stay at green hotels at significant level with r=0.416 and p=0.000, which is below 0.05. Therefore, H6(a) is supported. Follow by Hypothesis H6(b) shows, environmental knowledge significantly moderates the relationship on perceived value towards local tourists'

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intention to stay at green hotels at significant level with r=0.489 and p=0.000, which is below 0.05. Therefore, Hypothesis H6(b) is supported.

4.12 Conclusion

In summary, SPSS is used in analysing the data collected from 415 valid respondents. Analysis such as normality test, frequency test, descriptive test, correlation test and regression test analysis have been carried out in analysing and demonstrating the normal distribution of data collection, demographic profiles of respondents and relationship between attitude towards behaviour, subjective norm, perceived behavioural control, electronic word of mouth, perceived value towards intention to stay by Malaysian local tourists in green hotel.

From Pearson correlation test, the results obtained are significant at 0.01 level with two-tailed. From the findings, all independent variables have Pearson correlation coefficient in data range of +1 which indicates a positive correlation relationship with p-value less than 0.01 towards dependent variable. The p-value of all variables below 0.01 shows that correlation is statistically significant different from 0. It indicates that there is a significant and positive relationship between independent variables which are attitude towards behaviour, subjective norm, perceived behavioural control, electronic word of mouth and perceived value and dependent variable as intention to stay by Malaysian local tourists in green hotel.

Based on the regression analysis, the result is significant if p-value is below 0.05. According to results, the relationship between independent variables and dependent variable is significant. The p-value is 0.000, which means less than 0.05 shows that the

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attitude towards behaviour, subjective norm, perceived behavioural control, electronic word of mouth and perceived value are significant towards Malaysian local tourists' intention to stay at green hotel. Meanwhile, the p-value is 0.000, which mean less than 0.05 show environmental knowledge moderating electronic word of mouth and perceived value on intention to stay at green hotels by Malaysian local tourist. The relationship between moderating variable and independent variables is significant.

The results will be further discussed in the next chapter in analysing the relationship between each independent variables, moderating variable and dependent variable.

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CHAPTER 5

DISCUSSION AND RECOMMENDATION

5.0 Introduction

The primary aim of this research is to investigate the factors influencing Malaysian local tourists' decisions to stay at green hotel, specifically focusing on their intention to stay in such establishments. Chapter 4 of this study analyses demographic profiles, encompassing variables such as gender, age range, race and all variables. Examination of the results indicates a balanced representation across respondent profiles, thereby mitigating biases related to gender, age, race and geographic location during data collection. Additionally, the analysis reveals a diverse range of backgrounds among respondents concerning occupation status, monthly income, education level, frequency of vacations, familiarity with the concept of green hotels and prior experience staying in such accommodations. The research posits and evaluates eight hypotheses, all of which are substantiated by the study findings.

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5.1 Summary of the findings

A total of 415 participants contributed to this study. Chapter 4 examines demographic profiles, encompassing variables such as gender, age range and race. Upon reviewing the result figures, it is evident that respondent profiles are evenly distributed across genders, age groups and racial categories, ensuring a lack of bias during survey

collection. Furthermore, the analysis reveals variations in occupational status, monthly income and education levels among respondents.

This study aims to investigate five key areas of interest, expanding upon the Theory of Plan Behaviour model with additional constructs, namely electronic word of mouth and perceived value. The outcomes analysed in the preceding chapter have successfully achieved the research objectives. Derived from a World-Wide Fund project initiated in 1992 to bolster Sabah's "Environmental Development and Progress in Sabah's Tourist Industry," six principles were delineated for sustainable tourism (WWF, 1992). This investigation specifically focuses on principle number six (refer Table 5.1), which highlights Malaysian customers' endorsement of environmental sustainability through opting to stay at green hotel during their vacations or "Cuti-Cuti Malaysia" trips.

Table 5.1

Environmental Development and Progress in Sabah's Tourist Industry, WWF, 1992.

Six principles for the sustainable tourism principles
1. Using resources sustainability
2. Reducing overconsumption and waste
3. Maintaining diversity
4. Integrating tourism into planning
5. Supporting local economic
6. Involving local communities*

This emphasis is because it underscores how such decisions aid in preserving Malaysia's diverse natural heritage, safeguarding delicate ecosystems and advancing sustainable tourism practices. By accentuating the pivotal role of green hotels in mitigating carbon emissions, conserving water and energy resources and bolstering local communities, this study aims to showcase the tangible advantages of eco-friendly lodging options. Such benefits, including a diminished environmental footprint and enriched guest experiences, serve to inspire customers to make conscientious choices that resonate with their principles and contribute to the enduring prosperity of Malaysia's environment and tourism sector. This research stresses the involvement of local communities, particularly local tourists, in advocating environmental sustainability by patronising green hotels during their vacations or "Cuti-Cuti Malaysia" excursions. As a result, the study findings align with the subsequent analysis.

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5.1.1 Attitude Towards Behaviour on Intention to Stay at green hotel

The first objective of this study was to assess the substantial impact of attitude towards behaviour on Malaysian local tourists' intention to stay at green hotel. The analysis revealed a moderately significant relationship between attitude towards behaviour and local tourists' intention to stay at green hotel, as evidenced by the results of $r=0.645$ and $p<0.000$. Consequently, hypothesis (H1) is supported, asserting that attitude towards behaviour significantly influences Malaysian local tourists' intention to stay at green hotel. A total of eight items, drawn from Ajzen (1991), Chen (2011), and Han (2015), were employed to measure attitude towards behaviour and determine its impact

on Malaysian local tourists' intention to stay at green hotel. The study found attitude towards behaviour to be the second-highest contributing factor, with a mean of 4.0642, indicating its significant influence on local tourists' intention to stay at green hotel. Hence, the hypothesis can be concluded as:

H1: Attitude towards behaviour significantly influences Malaysian local tourists' intention to stay at green hotel.

This investigation delved into various aspects of attitude towards behaviour expected to affect local tourists' intention to stay at green hotel. This encompasses customer sentiments and ethical behaviours during travel, environmentally sustainable practices, and customer awareness of environmental quality. Malaysian customers exhibited a willingness to express their desire to stay at green hotel, viewing it as an ethical choice. Hossein, Bagheri and Tümer (2018) highlighted the significance of ethical knowledge in shaping the behavioural intentions of green hotel customers. To leverage customers' ethical knowledge in shaping their behavioural intentions to stay at green hotel and support sustainable practices, it is crucial to understand the interconnectedness between ethical values, environmental consciousness and customer behaviour. Customers are increasingly prioritising ethical considerations in their purchasing decisions, seeking products and services that align with their values and contribute to positive social and environmental outcomes. By tapping into customers' ethical awareness, green hotels can effectively communicate their commitment to sustainability and also foster trust and loyalty among environmentally conscious travellers. Furthermore, examining the drivers behind customers' ethical awareness reveals key insights into their decision-making processes. Factors such as environmental awareness, social responsibility and concern for

future generations play significant roles in shaping customers' attitudes and behaviours towards sustainable practices. Leveraging this understanding, green hotels can tailor their marketing messages, emphasising the ethical implications of choosing eco-friendly accommodations and highlighting the tangible benefits of supporting sustainable tourism.

Moreover, the impact of ethical awareness on customer behaviour allows green hotels to identify opportunities for strategic interventions. By offering educational resources, transparency in eco-certifications and incentives for environmentally friendly behaviours, hotels can empower customers to make informed choices that align with their ethical values. Collaborative efforts with stakeholders, such as government agencies and environmental organisations, can amplify the message of sustainability and foster a culture of responsible tourism. In essence, leveraging customers' ethical knowledge requires a multifaceted approach that integrates environmental consciousness, social responsibility and customer engagement. By aligning with customers' ethical values and preferences, green hotels can effectively influence their behavioural intentions, driving support for sustainable practices and thus, contributing to a more environmentally friendly tourism industry. In the same vein, Malaysian customers perceived green hotels as providing an environmentally safe environment, emphasising the importance of environmental conservation. Çabuk *et al*. (2014) highlighted the influence of attitude towards behaviour on environmental issues, which in turn impacts customer behaviour and intentions. Additionally, Malaysian customers believed that staying at green hotel could enhance their knowledge of resources and contribute to nature conservation. Norazah (2016) emphasised the fundamental role of environmental awareness in shaping attitude towards behaviour, which ultimately influences customer behaviour.

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In conclusion, the attitudes towards behaviour regarding customer sentiments and ethical behaviours during travel, along with environmentally sustainable practices and awareness of environmental quality, collectively contribute to shaping Malaysian customers' attitudes toward sustainability. Han *et al*. (2010) underscored the importance of individual accountability in engaging in sustainable behaviours, a sentiment echoed by Malaysian customers who perceive staying at green hotel during travel as a positive influence on local tourists' intention to stay at green hotel. Therefore, it is recommended that stakeholders in the hospitality industry prioritize initiatives aimed at fostering a culture of sustainability among customers. This can include implementing educational programs to raise awareness about the environmental impact of travel, promoting the benefits of staying at green hotels, and encouraging responsible consumption practices (Chen & Chang, 2013). By empowering individuals to make informed and ethical choices, stakeholders can contribute to the promotion of sustainable tourism practices and the preservation of natural resources for future generations (Kim *et al*., 2019).

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5.1.2 Subjective Norm on Intention to Stay at green hotel

The second objective of this study was to investigate the significant impact of subjective norm on Malaysian local tourists' intention to stay at green hotel. The analysis revealed a moderately significant relationship between subjective norm and local tourists' intention to stay at green hotel, with results indicating $r=0.597$ and $p<0.000$. Consequently, hypothesis (H2) is supported, asserting that subjective norm significantly

influences Malaysian local tourists' intention to stay at green hotel. Eight items, adapted from Ajzen (1991), Chen (2011) and Han (2015), were utilised to gauge subjective norm and their impact on Malaysian local tourists' intention to stay at green hotel, focusing on environmental sustainability. Despite subjective norms registering as the lowest factor (with a mean of 3.4970), they exhibited a notable influence on local tourists' intention to stay at green hotel. Hence, the hypothesis can be concluded as:

H2: Subjective norm significantly influences Malaysian local tourists' intention to stay at green hotels.

This study examined subjective norms expected to affect local tourists' intention to stay at green hotels, including influences and opinions from various sources such as peers, family, government, and non-governmental organizations (NGOs). This social influence was particularly strong among Malaysian tourists, who viewed such behaviour as aligning with broader societal goals of environmental conservation (Munar & Jacobsen, 2014). Customers placed importance on advice from family and friends, perceiving staying at green hotels as an opportunity to demonstrate environmentally responsible behaviour, such as conserving energy and water (Han *et al*., 2017). These influences were pivotal in encouraging environmentally responsible behaviours, such as choosing eco-friendly accommodations, which were perceived as contributing to environmental conservation (Chen *et al*., 2018).

The significance of guidance received from family and friends in viewing the choice to stay at green hotels as a means to exhibit environmentally responsible conduct and contribute to environmental preservation is rooted in the social influence it exerts and

the validation it offers. Han, H., Hsu, L. T., & Sheu, C. (2017) found that individuals are more likely to view staying at green hotels as a socially acceptable and desirable behaviour when they receive positive feedback and recommendations from family and friends. The validation from these trusted sources significantly enhances the perceived social acceptance of such sustainable choices. Individuals often seek guidance and recommendations from their social circles when making decisions, especially those related to ethical or environmentally conscious choices. Advice from trusted sources such as family and friends carry significant weight, shaping perceptions and attitudes towards sustainability. Chen, M. F., & Chang, C. H. (2018) demonstrated that individuals who received recommendations from their social circles regarding green hotels were more inclined to consider these accommodations as a viable and ethical choice. This social validation not only reinforced the importance of sustainability but also increased the likelihood of individuals adopting environmentally conscious behaviours. By receiving positive feedback or recommendations from their peers about the benefits of staying at green hotels, individuals are more likely to perceive it as a socially acceptable and desirable behaviour.

Furthermore, the social validation derived from following advice from family and friends reinforces the belief that staying at green hotels is a meaningful contribution to environmental conservation. Research shows that social influence, including advice from family and friends, plays a significant role in shaping customer behaviour and promoting sustainable practices. According to Chen, M. F., & Chang, C. H. (2013), personal recommendations and social validation enhance the perceived value of green hotels, making them a more attractive option for environmentally conscious customers. Han, H.,

Hsu, L. T., & Sheu, C. (2017) also found that subjective norms and social influences, such as advice from peers and family, significantly impact individuals' intentions to choose green hotels, reflecting the power of interpersonal communication in promoting sustainable behaviours. Moreover, Hwang, J., & Lyu, S. (2020) demonstrated that social norms and environmental concerns strongly influence customers' choices of green hotels, highlighting the role of social validation in encouraging sustainable consumption. Leveraging these insights, green hotels can effectively cultivate a community of environmentally conscious travellers by encouraging guests to share their experiences and recommendations, thereby fostering positive behavioural change and a collective commitment to environmental conservation.

However, not all Malaysian local tourists are influenced by government actions or NGO initiatives aimed at environmental preservation. A lack of awareness regarding governmental and NGO efforts has been cited as a key reason for this. For instance, the Green Building Index (GBI), which aims to minimize environmental impact through green hotel construction, has not been universally recognized or understood by customers, hindering broader adoption of sustainable practices in the hospitality industry (Mok & Cheung, 2019). National campaigns such as 'No Plastic Bag Day' and the '3R Campaign - Reduce, Reuse, Recycle,' led by government bodies and NGOs like the Malaysia Nature Society and World-Wide Fund Malaysia, have had varied impacts due to uneven awareness levels among consumers. While some customers actively embraced these campaigns, others remained unaware or indifferent, limiting their overall effectiveness (Yusof & Kamarulzaman, 2021; Ishak & Sulaiman, 2018).

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Various factors contribute to the low effectiveness of government policies or NGO programs aimed at environmental preservation among Malaysian local tourists. Customers may perceive government actions or NGO initiatives as disconnected from their daily lives or lacking in tangible benefits, thereby diminishing their motivation to participate (Yusof & Kamarulzaman, 2021). Furthermore, scepticism or distrust towards government institutions or NGOs may lead customers to question the efficacy or sincerity of environmental preservation efforts, further reducing their willingness to engage (Noor & Ahmad, 2022). Without adequate incentives or support mechanisms in place, customers may prioritise short-term benefits over long-term sustainability goals. Overall, addressing the lack of influence from government actions or NGO initiatives on Malaysian customers requires a multifaceted approach encompassing effective communication strategies, cultural sensitivity, trust-building measures and economic incentives to encourage sustainable behaviours.

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Additionally, this study underscores the significant impact of peer pressure and societal norms on local tourists' adoption of green practices. Research has shown that peer influence and societal expectations are crucial in motivating environmentally conscious behaviour among. The joint efforts of these parties have been shown to enhance the effectiveness of such campaigns, especially when practical steps are provided for customers to adopt eco-friendly practices (Yusof & Kamarulzaman, 2020). These campaigns should focus on raising awareness about the importance of green behavior, highlighting the benefits of sustainable practices, and offering practical tips for adopting eco-friendly habits (Cheong, Manaf, & Lee, 2021).

5.1.3 Perceived Behavioural Control on Intention to Stay at green hotel

The third objective of this study is to investigate the significant impact of perceived behavioural control on Malaysian local tourists' intention to stay at green hotel. The analysis revealed a moderately significant relationship between perceived behavioural control and local tourists' intention to stay at green hotel, with results indicating $r=0.580$ and $p<0.000$. Consequently, hypothesis (H3) is supported, affirming that perceived behavioural control significantly influences Malaysian local tourists' intention to stay at green hotel. Eight items representing perceived behavioural control, sourced from Ajzen (1991), Chen (2011), and Han (2015), were utilised to assess its influence on Malaysian local tourists' intention to stay at green hotel. Despite perceived behavioural control ranking as the third factor (with a mean of 4.0458), it notably influenced local tourists' intention to stay at green hotel. Hence, the hypothesis can be concluded as:

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H3: Perceived behavioural control significantly influences Malaysian local tourists' intention to stay at green hotel.

This study explored perceived behavioural control factors expected to affect local tourists' intention to stay at green hotels, including the influence of the green hotel image, individual resources, time and opportunities, confidence levels, and decision-making regarding green practices. The findings revealed that most Malaysian customers valued the image of green hotels and expressed a willingness to continue staying at these hotels for future vacations. Respondents also indicated they had sufficient resources, time, and opportunities to stay at green hotels. Ajzen (2009) highlights that perceived behavioural

control becomes prominent when individuals have ample resources and opportunities, as it significantly influences their ability to perform behaviours, including sustainable tourism practices (Ajzen, 2009). Furthermore, recent research supports that customers' positive perceptions of green hotel attributes and their perceived control over staying at such accommodations are critical in driving eco-friendly behaviours (Han & Kim, 2019; Yusof & Kamarulzaman, 2021).

If customers possess a strong sense of perceived behavioural control, which includes having sufficient financial resources and time, it serves as a catalyst for promoting environmentally friendly conduct. The perceived image of green hotels is a critical determinant, shaping tourists' perceptions of the environmental friendliness and sustainability credentials of these accommodations (Han & Kim, 2019). Additionally, individual resources, including financial means and accessibility, play a pivotal role in facilitating or impeding the adoption of green hotel stays (Yusof & Kamarulzaman, 2021). Time constraints and opportunities further influence tourists' decision-making processes, as they weigh the feasibility and convenience of choosing eco-friendly accommodations amidst competing demands (Cheong *et al*., 2021). Confidence levels in navigating green practices and the perceived efficacy of adopting sustainable behaviours also impact tourists' intentions to stay at green hotels (Ajzen, 2009). Overall, understanding the multifaceted nature of perceived behavioural control factors provides insights into the complexities underlying tourists' decision-making processes and underscores the importance of addressing these factors to promote sustainable tourism practices and support the growth of green hotels in the hospitality sector.

Environmental behaviour is intricately influenced by a multitude of factors that encompass both individual values and broader societal norms. The decision to engage in environmentally friendly actions such as resource conservation, commitment to sustainability, pleasure derived from supporting nature, or concern for future generations is shaped by a complex interplay of personal beliefs, attitudes, and external influences (Han & Kim, 2019). Individuals who prioritize resource conservation may do so out of a sense of responsibility towards minimizing waste and preserving natural resources for future generations (Yusof & Kamarulzaman, 2021). Similarly, a commitment to sustainability may stem from ethical considerations and a desire to mitigate one's ecological footprint (Cheong *et al*., 2021). Pleasure derived from supporting nature may manifest as a sense of fulfilment from contributing to environmental preservation efforts, while concern for future generations may drive individuals to adopt sustainable practices with long-term environmental consequences in mind (Ajzen, 2009). Understanding these diverse motivations is essential for designing effective interventions and policies aimed at promoting environmentally responsible behaviour and fostering a culture of sustainability within society. The study found that local tourists who value sustainability are not only willing to stay at green hotels but are also likely to recommend these eco-friendly accommodations to friends, encouraging support from future generations (Masoumeh *et al*., 2015).

Notably also the findings suggest that certain Malaysian customers displayed diminished confidence when considering stays at green hotels, even with encouragement from peers, family, and friends. The process of making decisions regarding green practices appeared to hinge on individual levels of confidence and resolve (Hwang & Lyu, 2020).

The observation of low confidence levels among certain Malaysian customers in opting to stay at green hotels, despite encouragement from peers, family, and friends, underscores the nuanced nature of decision-making processes regarding green practices (Kong, 2020). Individual confidence levels play a pivotal role in shaping attitudes and behaviours towards sustainability initiatives, including the choice of eco-friendly accommodations (Ajzen, 2009). While external influences such as peer recommendations and familial encouragement may serve to instil motivation, the ultimate decision to engage in green practices is often contingent upon an individual's level of self-assurance and determination (Cheong *et al*., 2021).

Factors such as perceived competence in navigating green behaviours, familiarity with sustainable alternatives, and perceived efficacy in making environmentally responsible choices significantly impact one's confidence levels. For instance, Cheong *et al*. (2021) highlighted that individuals' confidence in adopting green practices is closely linked to their familiarity with sustainable options and their perceived ability to make effective environmental choices. Similarly, Kong (2020) emphasized the importance of perceived efficacy and competence in shaping individuals' confidence in engaging with environmental policies and practices. Understanding these dynamics is crucial for designing targeted interventions that enhance consumer confidence and promote the adoption of sustainable behaviours, such as patronage of green hotels, within Malaysian society.

Based on the findings of this research study, several dimensions play crucial roles in shaping customers' decision-making processes and encouraging support for green hotels. Key dimensions include the perception of the green hotel image, the availability of

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individual resources, considerations of time, opportunities, and confidence levels in adopting green practices. As noted by Hwang and Lyu (2020), when customers view staying at green hotels as beneficial for the environment, it enhances their perceived behavioural control, which significantly affects their intention to choose eco-friendly accommodations. This finding aligns with Ajzen's (2009) theory, which underscores that perceived behavioural control is a critical factor in shaping sustainable behaviours and reinforcing the importance of confidence in decision-making processes regarding green practice.

Customers with higher levels of self-assurance were more likely to commit to green hotel stays, while those with diminished confidence hesitated, even when encouraged by their social circles. In line with the findings of Hwang and Lyu (2020), the majority of respondents affirmed that perceived behavioural control significantly influences local tourists' intention to stay at green hotels. Therefore, it is recommended that stakeholders in the hotel industry, particularly those operating green hotels, prioritize efforts to enhance the perceived environmental benefits associated with staying at eco-friendly accommodations, as this can increase customer confidence and commitment to sustainable practices.

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5.1.4 Electronic Word of Mouth on Intention to Stay at green hotel

The fourth study objective aimed to discern the impact of electronic word of mouth on local tourists' intention to stay at green hotel. The analysis revealed a moderately significant relationship between electronic word of mouth and Malaysian local tourists'

intention to stay at green hotel, with results indicating r=0.416 and p<0.000. Consequently, hypothesis (H4) is supported, affirming that electronic word of mouth significantly influences Malaysian local tourists' intention to stay at green hotel. Eight items representing electronic word of mouth, drawn from Westaby (2005) and Westaby *et al*. (2010), were employed to gauge its impact on Malaysian local tourists' intention to stay at green hotel. electronic word of mouth emerged as a predominant factor, with a mean of 4.0825, and exhibited a notable influence on local tourists' intention to stay at green hotel. Hence, the hypothesis can be concluded as:

H4: Electronic word of mouth significantly influences Malaysian local tourists' intention to stay at green hotel.

This study examined electronic word of mouth factors expected to influence local tourists' intention to stay at green hotels, encompassing information, comments, recommendations and feedback. The survey findings on electronic word of mouth underscore the significant influence of comments, recommendations and feedback from previous customers in shaping the decision-making process regarding stays at green hotels. Evidently, electronic word of mouth serves as a powerful source of social influence, providing prospective guests with firsthand insights and perspectives on the sustainability practices and guest experiences offered by green hotels (Kwortnik & Thompson, 2020). Customers tend to place substantial trust in the opinions and experiences shared by their peers, valuing the authenticity and credibility of user-generated content.

Consequently, negative electronic word of mouth may deter potential guests, highlighting the importance of proactive reputation management and responsive customer service in the hospitality industry. Recognizing the pivotal role of electronic word of mouth in shaping customer perceptions and behaviours, green hotels can leverage this influential channel to cultivate a positive reputation, attract environmentally conscious travellers, and foster a loyal customer base committed to sustainable tourism practices (Munar & Jacobsen, 2014). Additionally, Malaysian local tourists regard electronic word of mouth analysis as a valuable source of information that enriches decision-making processes and cultivates trustworthiness (Munar & Jacobsen, 2014). The utilization of electronic word of mouth via the Internet acts as a conduit for disseminating information across various social media platforms, forums, blogs, and website comments (Kwortnik & Thompson, 2020).

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Electronic word of mouth plays a pivotal role in determining Malaysian local tourists' intention to stay at green hotels. As customers disseminate electronic word of mouth, it attracts more customers, particularly in the digital age where social media platforms serve as channels for information sharing (Lee & Kim, 2019). The hotel industry has undergone significant changes with the proliferation of online customer reviews (OCRs) and the widespread use of smartphones, facilitating the utilization of electronic word of mouth (Choi & Lee, 2017). Hotels with higher online customer reviews and ratings tend to foster greater customer loyalty and financial stability (Schmeltzer, 2021). Therefore, managers and stakeholders in the hotel industry must recognize the significant impact of electronic word of mouth on customer attitudes and behaviours, particularly in product selection and intention. Greater online customer reviews and positive ratings

contribute to enhanced customer loyalty and financial sustainability for hotels (Hashim & Yusoff, 2020).

Acknowledging the influential role of electronic word of mouth highlights the necessity for stakeholders in the hotel industry, particularly those within the green hotel sector, to prioritize and harness electronic word of mouth effectively in influencing customer decisions. As such, it is recommended that green hotel operators actively engage with online platforms, social media channels, and review websites to monitor and manage their online reputation. By actively participating in electronic word of mouth conversations, responding to guest feedback, and soliciting positive reviews from satisfied guests, green hotels can enhance their visibility, credibility, and reputation within the digital sphere (Choi & Lee, 2017). Additionally, fostering partnerships with influencers, bloggers, and eco-conscious communities can amplify the reach and impact of electronic word of mouth initiatives, further strengthening the hotel's positioning as a sustainable accommodation option (Lee & Kim, 2019). Furthermore, investing in digital marketing strategies, such as targeted advertising campaigns and content creation, can help green hotels effectively communicate their sustainability initiatives and unique selling points to a broader audience, thereby maximizing the potential of electronic word of mouth to drive consumer engagement and patronage (Schmeltzer, 2021).

Millennials' preference for green practices as sustainability values. Millennials, who are often characterized by their strong commitment to sustainability and environmental issues, represent a substantial segment of the travel market. Studies have

shown that this generation is more likely to prioritize eco-friendly practices when making travel decisions (Yusof *et al*., 2014). In Malaysia, this trend is evident as local millennials increasingly seek out green hotels that demonstrate a genuine commitment to reducing their environmental impact.

Influence of electronic word of mouth as social media usage among young traveller as local tourist, the millennial generation is highly active on social media platforms, where they frequently share and seek information about products and services. Social media and electronic word of mouth play a crucial role in shaping travel decisions, as reviews, recommendations, and shared experiences significantly influence customer behaviour (Chechi *et al*., 2020). In the Malaysian context, social media is a primary source of information for millennials, who rely on these platforms to gather insights about green hotels and their sustainability practices.

Integration of Green Practices and electronic word of mouth as marketing and reputation. Green hotels in Malaysia leverage electronic word of mouth as a tool to market their eco-friendly initiatives and build a positive reputation among potential guests. Positive reviews and recommendations shared on social media about their sustainability efforts can enhance the hotel's attractiveness to millennial travellers. Conversely, negative feedback or lack of information about green practices can impact their decision to stay. Empirical studies have demonstrated that there is a positive relationship between customers' intention to stay at green hotels and the influence of electronic word of mouth. Research indicates that millennials are more likely to consider online reviews and social media endorsements when selecting accommodations, and this trend is particularly pronounced in the Malaysian market (Lee *et al*., 2010; Nizam *et al*., 2014).

In summary, the relationship between electronic word of mouth and the intention to stay at green hotels is particularly significant in the context of Malaysian millennials, who prioritize environmental values and heavily rely on social media for travel information. Research has shown that millennials' sustainability preferences make them more likely to seek out green hotels and electronic word of mouth has a substantial impact on their decision-making process. This generation's reliance on social media for recommendations and reviews further amplifies the role of electronic word of mouth in shaping their travel behaviour, making it essential for green hotels to leverage online platforms to attract millennial customers (Wang *et al*., 2018) Green hotels aiming to appeal to this demographic should focus on active engagement on social media, sharing positive customer experiences, and highlighting their sustainability efforts. By doing so, they can enhance brand visibility and influence booking intentions, driving both customer acquisition and retention (Wilbert *et al*., 2024).

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5.1.5 Perceived Value on Intention to Stay at green hotel

The fifth research objective was to examine the influence of perceived value on local tourists' intention to stay at green hotel. The analysis revealed a moderately significant relationship between perceived value and local tourists' intention to stay at green hotel, with results indicating $r=0.489$ and $p<0.000$. Consequently, hypothesis (H5) is supported. Eight items representing perceived value, drawn from Petrick (2002); Nasution and Mavondo (2008), were employed to assess its impact on Malaysian local tourists' intention to stay at green hotel. Perceived value emerged as the fourth-ranking

factor with a mean of 3.6964, and demonstrated an upward trend in its influence on local tourists' intention to stay at green hotel. Hence, the hypothesis can be concluded as:

H5: Perceived value significantly influences Malaysian local tourists' intention to stay at green hotel.

This study delved into the various components of perceived value anticipated to influence local tourists' intention to stay at green hotel, including service quality, pricing, packaging and interactions with hotel staff. Survey findings highlights that the services offered by green hotels emerged as the predominant factor motivating Malaysian local tourists to choose them with a notable enhancement in their perceived social status. The role of perceived value in influencing local tourists' decisions to stay at green hotels, particularly in Malaysia, is supported by several studies. Research shows that Malaysian tourists are more inclined to stay at green hotels when they perceive higher value in the services offered. This perceived value includes factors such as service quality, environmentally friendly amenities, and positive social experiences. A study by Ahn & Kwon (2020) highlights the importance of perceived value in shaping customers' positive emotions and revisit intentions, emphasizing that hotels offering superior value through sustainable practices and high-quality services are more likely to attract and retain customers.

Additionally, research by Patwary et. al., (2023) points to the significance of service quality and social status as key motivators for tourists choosing green hotels. The findings suggest that green hotel patrons not only seek cost-effective services but also value the symbolic prestige of supporting eco-friendly businesses, reflecting a shift

towards sustainability-conscious consumption. High-quality service, attentive staff, and the prestige associated with staying in environmentally responsible hotels enhance guests' perceptions, ultimately fostering loyalty and increasing spending. Lastly, the relationship between service quality and guest satisfaction in green hotels is further reinforced by studies focusing on guest experiences, where factors such as room comfort, food quality, and service excellence are paramount in shaping positive customer perceptions and behaviours (Acampora *et al*., 2022; Olorunsola *et al*., 2020). Together, these findings underscore the multifaceted nature of perceived value, blending practical benefits with symbolic social rewards to influence customer decision-making in the green hotel sector.

Evidently, this suggests that beyond tangible benefits such as cost-effectiveness and service excellence, customers also prioritize the symbolic value associated with supporting environmentally responsible businesses. The emphasis on service quality highlights the significance of experiential factors in shaping customer preferences and influencing decision-making processes within the hospitality industry. Furthermore, the positive correlation between patronizing green hotels and elevated social status reflects broader societal shifts towards sustainability-conscious consumption and the growing prestige associated with eco-friendly behaviours, as noted by Kim and Choi (2019), who found that the perceived social status linked to staying at green hotels enhanced customer satisfaction and loyalty.

The survey findings emphasised the significant influence of perceived values regarding green hotel packages and service quality, which were perceived as highly convenient by respondents. The influence of perceived value on tourists' decisions to stay at green hotels has been recognized as critical, especially in Malaysia. Research shows

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that service quality, such as the convenience and attentiveness of green hotel offerings, significantly impacts customer perceptions and decision-making. For instance, high-quality services tailored to customer expectations in terms of sustainability and convenience have been shown to enhance perceived value, shaping positive behaviours toward green hotels. Studies also suggest that perceived value mediates the relationship between service quality and customer loyalty (Keshavarz & Jamshidi, 2018). Thus, these results suggest that the perceived value of green hotel products and services plays a pivotal role in shaping the relationship between Malaysian local tourists and green hotel offerings.

However, the survey findings revealed a notable challenge in the form of pricing, where the perceived cost of staying in green hotels was deemed relatively high, potentially exerting a negative influence on local tourist attitudes and behaviours. Several studies have highlighted the pricing challenges faced by green hotels in Malaysia, particularly regarding customer perceptions of higher costs. Research suggests that price sensitivity is a critical factor for Malaysian local tourists, as the perceived high cost of staying in green hotels may negatively affect customer attitudes and decision-making processes. A study by Ahn and Kwon (2020) emphasize that customers often weigh perceived costs heavily when evaluating green hotels. This can deter price-sensitive customers from choosing green accommodations, especially when cheaper alternatives are available. Similarly, Patwary *et al*. (2023) found that Malaysian customers are highly price-sensitive toward green hotel options, indicating that higher pricing can drive customers to consider non-green hotels offering lower rates. This presents a competitive challenge for green hotels aiming to attract environmentally conscious travellers while maintaining affordability (Nelson, et. al., 2021). Therefore, strategic pricing is crucial for green hotels. Balancing

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affordability with perceived value is essential to mitigate price sensitivity and enhance competitiveness. Understanding the local market's demand for sustainable tourism, combined with pricing strategies that align with consumer expectations, will allow green hotels to better position themselves in Malaysia's growing hospitality market (Nelson, et. al., 2021).

In conclusion, the crucial role of perceived values in influencing Malaysian local tourists' decisions to stay at green hotel. Higher perceived value correlates with a greater willingness to patronise green hotels. The role of perceived value in influencing tourists' decisions to stay at green hotels has been studied extensively, especially in the Malaysian context. Research indicates that a higher perceived value is closely linked to a greater willingness among Malaysian local tourists to stay at green hotels. This suggests that eco-friendly hotels must prioritize delivering superior perceived value to attract more consumers. Ahn and Kwon (2020) highlight the importance of perceived value in shaping positive customer attitudes and behavioural intentions toward green hotels. They suggest that offering high-quality sustainable amenities, exceptional customer service, and unique eco-friendly experiences can enhance guests' perceived value. Similarly, research by Patwary *et al*. (2023) emphasizes that green hotels should invest in marketing efforts to effectively communicate these values to environmentally conscious customers. This approach can drive guest loyalty and increased spending, positioning green hotels as preferred choices in the hospitality market. Overall, perceived value plays a critical role in influencing customer decisions, particularly in competitive markets where pricing and sustainability intersect (Mohd Suki & Mohd Suki, 2015).

5.1.6 Environmental Knowledge Moderate the Relationship between Electronic Words of Mouth and Perceived Value on Intention to Stay at Green Hotel

The research of the moderating outcome on environmental knowledge (EK) on the proposition relationship is what motivate this study. environmental knowledge is commonly understood as the coherent judgement of individuals towards the worth of protecting environmental. Customers attitude is important for interprets of the behavioural intention and reasons that describe the differences for each individual behaviour (Dagher, Itani and Kassar, 2015; Kotchen and Reiling, 2000). This research inspects the moderating outcome of relationship between electronic word of mouth, perceived value towards Malaysian local tourists on intention to stay at green hotels. The result showed, a significant relationship between electronic word of mouth, perceived value towards Malaysian local tourists on intention to stay at green hotels with the results of $r = 0.416$, $p < 0.001$. and $r = 0.489$, $p < 0.000$. Thus, hypothesis H6(a) and H6(b) are supported.

H6(a): Environmental knowledge moderate the relationships between e-words of mouth and Malaysian local tourist on intention to stay at green hotels.

H6(b): Environmental knowledge moderate the relationships between perceived value and Malaysian local tourist on intention to stay at green hotels.

Environmental knowledge acting as an important role as mediator in improving sustainable objective. The advantages with good environmental knowledge are the ability to educate Malaysian customers on awareness in protecting the environmental by assisting

to avoid negative effects of tourism expansion (Verma, Chandra, and Kumar, 2019). According to Norazah (2016), environmental knowledge was initiate as the greatest significant factor of intention to stay and had a significant influence on customers on sustainable. Study by Egea & Frutos, (2013) found that educations levels were proven to demonstrate and be effective on reduction of environmentally motivated consumption. As such, environmental knowledge supports in enlightening customers' appreciation of the natural environment and increasing their intention to stay at green hotels. This is support by Verma, Chandra, & Kumar (2019), found that person with a robust knowledge on intention to stay will feel responsible for these harmful impact on the environment. However, inadequate information related to Environmental knowledge becomes one of the issues that make customers misunderstand the concept of green hotels. This will affect local tourists' behavioural intentions intention to stay at green hotels.

For the electronic word of mouth factor, customer satisfaction is valued and significant to successful destination marketing because it influences the local tourist intention to stay at green hotels. The result showed a moderate positive correlation relationship moderate between environmental knowledge and electronic word of mouth on local tourist intention to stay at green hotels, with the lowest results ($r=0.416$, $p<0.001$). Hence the differences in consumption of green hotels products, facilities and services offered help customers in the decision to stay (Kozak and Rimmington, 2000). Furthermore, with the Environmental knowledge encourage for staying intention by present customers is able to influence and make them recommend to others after they make the visitation (Abbas, *et al.*, 2019; Chen, Chen, and Lee, 2011). Besides that, potential repeat customers have higher environmental knowledge that bring satisfaction

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with the green hotel attractions and this behaviour can lead them to feel willingness to stay (Abbas, *et al*., 2019; Chen, Chen, and Lee, 2011).

Furthermore, electronic word of mouth through social media network changed the mode how persons connect by using internet-based sites which separate content between internet users and digital media (Abbas, *et al*., 2019; Baccarella, *et al*., 2018). This is a new era where information is the valued (Saura, Ribeiro-Soriano & Palacios-Marqués, 2021), hotel operators can more easily confirm customers' preferences and consumption needs through data mining and analysis to accurately grasp customers' psychological needs (Berezan, *et al*., 2018). Undoubtedly, choosing good electronic word of mouth as a marketing instrument is crucial for developing the hospitality industry. It is important to look on contents and information of the social media in market and increase awareness among customers and expand environmental knowledge (Dagher, Itani and Kassar, 2015). Malaysia's local tourists believe the green hotels help to save nature and its resources, green hotel able to guarantee the environmental quality, staying at green hotels when travelling in the country is desirable has a significant influence on their tourism sustainability.

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Meanwhile for the perceived value factor, local tourist behaviour is valued and significant to successful destination marketing because it influences the local tourist on intention to stay at green hotels. The result showed a strong positive correlation relationship moderate between environmental knowledge and perceived value on local tourists towards intention to stay at green hotels with the highest results ($r=0.489$, $p<0.001$). According to Ahn and Back (2018), Perceived value has created local tourists'

perceived experience with green hotel brands such as emotional, behavioural, and valuable experience is associated with their environmental knowledge.

As conclusion, local tourists with good environmental knowledge have confidence that the green hotels help to save nature and its resources. The more environmental knowledge concern of individual has, the better concerns that lead to growth in local tourist on intention to stay at green hotels. Green hotels able to ensure the environmental quality, by staying at green hotels when travelling in the country is desirable has a significant influence on the local tourist on intention to stay at green hotels.

5.2 Implications of The Research

5.2.1 Theoretical Implication

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Thus, this study aims to address two primary objectives. Firstly, it seeks to delve into the inclination of Malaysian local tourists towards choosing green hotel accommodation by employing the Theory of Planned Behaviours (TPB) model framework. By utilising this theoretical framework, the study aims to provide a nuanced understanding of the factors influencing local tourists' decisions regarding green hotel stays, including their attitudes, subjective norms, and perceived behavioural control. Ajzen's (1991) TPB has been extensively applied to tourism research, as it allows for the exploration of both personal attitudes and social influences on decision-making (Ajzen, 1991). In the context of green hotel selection, previous studies have shown that tourists' pro-environmental attitudes significantly influence their intention to stay at eco-friendly

hotels (Chen & Tung, 2014). Similarly, subjective norms—defined as the perceived social pressures to engage or not in a certain behaviour—play a crucial role in shaping tourists' decisions (Han, Hsu, & Sheu, 2010). Lastly, perceived behavioural control, which refers to the perceived ease or difficulty of performing the behaviours, has been found to impact tourists' green hotel choices when they feel empowered to make sustainable decisions (Han & Yoon, 2015).

Secondly, the study endeavours to enhance the Theory of Planned Behaviours (TPB) model by establishing a direct linkage between local tourists' engagement in specific green practices and their intention to stay at green hotels. By identifying and examining the specific actions and behaviours that contribute to intention formation, the study aims to offer insights into the underlying mechanisms driving local tourists' decisions in favour of green hotel accommodation. This approach not only contributes to the theoretical development of the TPB model but also provides practical implications for the promotion of sustainable tourism practices in Malaysia. Previous studies have established that incorporating environmentally friendly behaviours such as recycling, energy saving, and waste reduction are key determinants of green hotel choices (Han, Hsu, Lee, & Sheu, 2011). In particular, Han *et al*. (2010) demonstrated that individuals who engage in green practices are more likely to form intentions to stay at green hotels, as their actions align with their pro-environmental attitudes and perceived behavioural control (Verma & Chandra, 2018). Furthermore, studies have suggested that integrating additional variables like personal environmental responsibility enhances the predictive power of the TPB model in the context of sustainable tourism (Chen & Tung, 2014).

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The findings of this research align with the Theory of Planned Behaviours model, which posits that potential customers' destination choices and planned behaviours are influenced by their attitude towards behaviours, subjective norm, and perceived behavioural control, subsequently impacting their intentions (Ajzen, 1991). Recent studies have demonstrated that electronic word of mouth and perceived value are influential in shaping consumer decision-making in hospitality settings, including green hotels (Filieri & McLeay, 2014). Specifically, Verma and Chandra (2018) identified that electronic word of mouth and perceived value significantly contribute to the intentions of local tourists to stay in eco-friendly accommodations.

This study sheds light on the efforts of both the Malaysian government (MOTAC, 2019) and the hotel industry (Chua & Oh, 2011) toward sustainable development and green initiatives. The findings underscore some positive trends among local tourists in supporting these initiatives. Moreover, this study corroborates the observations of several local researchers who have highlighted a lack of market awareness, support and demand for green hotel concepts in the country (Deraman *et al*., 2017; Muniandy *et al*., 2019; Nezakati *et al*., 2015).

The survey conducted as part of this study revealed that 80% of respondents (332 individuals) had a clear understanding of the concept of green hotels and 33% (137 individuals) had previously stayed in one. The survey conducted for this study unveiled intriguing insights into customer awareness and behaviours regarding green hotels. With 80% of respondents demonstrating a clear understanding of the concept of green hotels, it indicates a notable level of awareness among the sampled population. This aligns with prior studies, such as those by Han *et al*. (2011), which found that increased awareness of

eco-friendly practices strongly influences customers' attitudes towards green hotels. Additionally, the revelation that 33% of respondents had previously stayed in a green hotel underscores a moderate level of adoption of eco-friendly accommodations. This finding mirrors results from studies conducted by Verma and Chandra (2018), which identified that younger demographics are more inclined to adopt eco-friendly lodging practices, driven by perceived environmental benefits. Evidently, these findings suggest a growing interest and receptiveness towards sustainability initiatives within the hospitality sector among customers. Furthermore, it implies a potential market opportunity for green hotels to capitalise on the existing awareness and drive further adoption through targeted marketing and promotional efforts. Chen and Tung (2014) also emphasize that targeted strategies, such as promoting the perceived benefits of sustainability, can lead to greater customer engagement with green hotels. Understanding the levels of customer awareness and adoption of green hotels is instrumental for stakeholders in the tourism industry to develop effective strategies for promoting sustainable tourism practices and fostering greater customer engagement with eco-friendly accommodations. These findings serve as valuable insights for shaping future initiatives aimed at advancing sustainability within the hospitality sector and catering to the evolving preferences of environmentally conscious travellers.

However, the data from the survey revealed a concerning trend, with 20.0% of respondents (83 individuals) demonstrating a lack of comprehension and awareness regarding green hotels. This deficit in sensitivity among local tourists to the presence of green hotels may have significant implications, particularly concerning environmental degradation. The lack of awareness regarding sustainable accommodation options is a

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recurring theme in studies, such as those by Han *et al*. (2010), which highlight how limited knowledge about eco-friendly practices impedes the growth of green hotel markets. This not only limits customer choice but also hampers efforts to promote environmentally responsible tourism practices.

Furthermore, it highlights the need for enhanced education and awareness campaigns to bridge this knowledge gap and foster greater understanding and appreciation for the importance of green initiatives within the hospitality sector. Chen and Tung (2014) emphasize the role of public awareness and education in shifting customer behaviour toward eco-friendly choices, reinforcing the importance of tailored marketing campaigns to engage this uninformed segment. Failure to address this issue may perpetuate unsustainable consumption patterns, exacerbating environmental challenges and hindering progress towards a more sustainable future.

Therefore, proactive measures to raise awareness and educate the public about the benefits of green hotels are essential for promoting responsible tourism behaviour and mitigating the adverse environmental impacts associated with conventional accommodation options. Despite the efforts of green hotels to implement sustainable practices, tourists' failure to recognize these establishments may lead to increased resource consumption, waste generation, and pollution. As noted by Han *et al*. (2011), tourists' lack of recognition of green practices can also financially strain these hotels, which often invest heavily in eco-friendly technologies and marketing efforts aimed at environmentally conscious travellers.

The study's revelations regarding the lack of prior experience staying in green hotels among 67.0% of respondents (278 individuals) underscore broader issues in customer behaviours within the tourism industry. This aligns with research by Han *et al*. (2010) and Verma & Chandra (2018), which identified a general reluctance among tourists to choose eco-friendly accommodations due to factors like price and convenience. This lack of demand for sustainable products and services reflects broader issues in consumer behaviours and preferences within the tourism industry. Apparently, when tourists prioritise factors such as price and convenience over sustainability considerations, it may create disincentives for businesses to embrace environmentally friendly practices. This dynamic could hinder the transition towards a more sustainable tourism industry by perpetuating the dominance of conventional accommodations over eco-friendly alternatives. As Han *et al*. (2010) argue, the lack of customer demand may discourage hotels from fully committing to green practices, fearing a lack of return on investment. Furthermore, it emphasises the need for initiatives to enhance customer awareness and promote the benefits of sustainable tourism. Efforts to incentivise green practices, such as offering competitive pricing and highlighting the added value of sustainability, may help bridge this gap and encourage greater adoption of environmentally friendly options among tourists. Ultimately, addressing the lack of demand for green hotels requires collaborative efforts from stakeholders across the tourism sector to align customer preferences with sustainability goals and drive positive change towards a more sustainable future.

Addressing this trend is imperative for achieving long-term sustainability goals in tourism. As highlighted by Filieri and McLeay (2014), promoting sustainable tourism practices, such as staying in green hotels, can play a pivotal role in encouraging eco-

friendly behaviours among tourists. Collaborative efforts among tourists, businesses, governments, and communities are essential to balance economic, social, and environmental concerns. Failure to acknowledge the significance of green hotels may lead to missed opportunities for sustainable tourism, exacerbating environmental challenges. Han and Yoon (2015) have emphasized that neglecting environmental concerns in tourism planning can have detrimental effects, limiting the ability of green hotels to make meaningful contributions to sustainability. Furthermore, the underutilised potential of sustainable tourism, exemplified by green hotels, plays a crucial role in advancing sustainability efforts by preserving natural resources, supporting local communities, and safeguarding cultural heritage. Studies like those of Verma and Chandra (2018) have demonstrated that sustainable accommodations not only reduce environmental impact but also benefit local economies and communities. Disinterest among tourists in these establishments could overlook opportunities to promote responsible travel behaviours and positively impact destination sustainability. Hence, recognizing and addressing this lack of demand for sustainable options is essential for fostering a more sustainable and responsible tourism industry.

The findings of the study underscore their practical implications, demonstrating the potential of the acquired data to serve as a crucial resource for guiding strategic decision-making processes within the hotel industry. This is consistent with the work of Aripin *et al*. (2018), which highlights the significance of market data in understanding consumer preferences and market dynamics essential for advancing green hotels. They emphasize that strategic decision-making can benefit from such insights, enabling

stakeholders to develop effective strategies, policies, and initiatives aimed at promoting the growth and sustainability of green hotels in Malaysia (Aripin *et al*., 2018).

This notion aligns with broader literature on the importance of actionable market data for strategic planning. For example, studies like those by Kim *et al*. (2020) have shown that integrating consumer preferences and market insights into strategic decision-making can drive positive changes in the hospitality sector, leading to more environmentally sustainable practices. Furthermore, employing the Theory of Planned Behaviours model to analyse customer behaviour towards green hotels, as discussed by Ajzen (1991), underscores the necessity of a flexible and context-driven approach to accurately capture customer attitudes and behaviours regarding sustainability in the hotel industry.

The study's findings significantly enhance the understanding of how subjective norms and perceived behavioural control impact local tourists' intentions to stay at green hotels. While attitudes are identified as the primary predictor of such intentions, the research underscores the importance of a holistic approach that integrates values and awareness alongside the traditional factors of the Theory of Planned Behaviour model. This approach is supported by existing literature, which highlights the role of broader societal and psychological factors in shaping customer behaviour. For instance, Han *et al*. (2010) emphasizes the importance of attitudes, subjective norms, and perceived behavioural control in predicting green hotel intentions, suggesting that a comprehensive approach is necessary for accurate predictions. The role of societal acceptance is also crucial in shaping customer behaviour towards green hotels in Malaysia. Studies such as those by Ng *et al*. (2016) reveal that societal attitudes and norms significantly influence

environmental behaviours in the hospitality industry. However, conflicting findings regarding the significance of subjective norms and perceived behavioural control indicate the need for a nuanced and contextual application of the Theory of Planned Behaviour model. This aligns with the work of Ajzen (1991), who notes that the effectiveness of the model can vary based on contextual factors and the specific behaviours being studied. Overall, the study emphasizes the importance of supporting green hotels in Malaysia to promote sustainable tourism and address environmental challenges. This requires concerted efforts from stakeholders to raise awareness, educate customers, and incentivize sustainable practices. Supporting evidence from the research by Hsu *et al*. (2016) suggests that increasing customer awareness and education are crucial for fostering sustainable tourism behaviours.

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5.2.2 Practical Implication

Based on the practical implications, the findings reveal that perceived value is a significant factor influencing Malaysian local tourists' intentions to stay at green hotels, highlighting its importance as a promotional tool for the hotel industry. This aligns with the work of Kim *et al*. (2013), who found that perceived value plays a crucial role in shaping customer intentions towards sustainable accommodations.

The study explored the impact of attitude towards behaviour (ATB) on local tourists' decisions regarding their intention to stay at green hotels. This approach is supported by research demonstrating that attitudes significantly impact behavioural intentions in tourism contexts (Ajzen, 1991; Han *et al*., 2010). Our analysis involved assessing correlation coefficients between observed variables and latent common factors.

The results of the exploratory factor analysis revealed that five items were loaded onto factor 5, with an item such as ATB5, "Green hotel can ensure the quality of the environment," exhibiting the highest factor loading at 0.682. This high factor loading suggests strong agreement among respondents, which is consistent with previous studies emphasizing the importance of environmental quality in shaping attitudes towards green hotels (Ng *et al*., 2016). The Cronbach's alpha value for the attitude towards behaviour score was determined to be 0.919, indicating high reliability and a strong inclination among respondents to prefer staying in green hotels when traveling in Malaysia.

This study has also revealed that subjective norms (SN) significantly influence local tourists' intentions to stay at green hotels. This finding aligns with Ajzen's (1991) Theory of Planned Behaviour, which posits that subjective norms play a crucial role in shaping behavioural intentions. To identify latent common factors, all variables were subjected to correlation analysis. Exploratory factor analysis revealed that seven items loaded onto factor 1, with item SN1, "Most people who are important to me think I should stay at a green hotel when traveling," exhibiting the highest factor loading at 0.794. This high factor loading indicates strong endorsement among respondents, consistent with findings from previous research that highlights the significant impact of subjective norms on green hotel choices (Han *et al*., 2010). Additionally, the overall Cronbach's alpha value for the subjective norm score was calculated to be 0.930, indicating a high level of consensus among respondents in favour of staying in green hotels when traveling in Malaysia. This result supports the reliability of the subjective norm measure and aligns with the research conducted by Kim and Han (2013), who demonstrated the importance of subjective norms in influencing tourists' intentions towards green accommodations.

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Besides that, the research study also revealed that perceived behavioural control (PBC) significantly influences local tourists' intentions to stay at green hotels. This finding aligns with Ajzen's (1991) Theory of Planned Behaviour, which posits that perceived behavioural control is a crucial factor influencing behavioural intentions. All variables underwent correlation analysis to uncover latent common factors. Exploratory factor analysis identified four items loaded onto factor 7, with item PBC4, "Whether or not I stay in a green hotel when traveling is completely up to me," exhibiting the highest factor loading at 0.798. This high factor loading indicates a strong sense of personal agency among respondents, supporting the view that perceived control is integral to decision-making processes (Han *et al*., 2010). Moreover, the overall Cronbach's alpha value for the perceived behavioural control score was calculated to be 0.768, suggesting a prevailing inclination among respondents to continue staying at green hotels for their future trips in Malaysia. This result indicates a reliable measure of perceived behavioural control, consistent with the findings of Kim and Han (2013), who emphasize the importance of perceived control in influencing tourists' intentions towards green hotels.

Furthermore, the research study identified electronic word of mouth (eWOM) as a significant factor influencing local tourists' intention to stay at green hotels. This finding aligns with the broader literature on the impact of electronic word of mouth in customer decision-making processes. All variables were assessed for their relationship to latent common factors through correlation analysis. Exploratory factor analysis revealed that seven items were consolidated into factor 3, with item eWOM7, "I believe that using electronic word of mouth information was able to help me in making the right choice," exhibiting the highest factor loading at 0.807. This high factor loading indicates a strong

association with the measured construct, consistent with studies highlighting the significant influence of electronic word of mouth on customer behaviour (Cheung & Thadani, 2012; Zhu & Zhang, 2010). Additionally, the overall Cronbach's alpha value for the eWOM score was calculated to be 0.853, underscoring the widespread agreement among respondents regarding the importance of social media (electronic word of mouth) as a crucial information source influencing their decisions to stay at green hotels during their future travels in Malaysia. This result supports the findings of research by Kim and Fesenmaier (2017), who emphasize the role of electronic word of mouth in shaping travel decisions and preferences.

The research investigation further posited that perceived value (PV) serves as a determinant influencing local tourists' decisions to stay at green hotels. This aligns with existing literature on the role of perceived value in shaping customer behaviour in the hospitality sector. Through an assessment of correlation coefficients between observed variables and latent common factors, all items were analysed. Exploratory factor analysis revealed that eight items were consolidated into factor 4, with item PV5, "The ratio of green hotel package and service quality is very convenient," exhibiting the highest factor loading at 0.730. This high factor loading suggests a robust association with the construct being assessed, consistent with findings by Chen and Tsai (2007), who highlight the importance of perceived value in influencing hotel choices. Moreover, the overall Cronbach's alpha value for the perceived value score was calculated to be 0.910, indicating a high level of internal consistency among the items. This result supports the reliability of the measure and aligns with the research by Sweeney and Soutar (2001), who demonstrated the significant impact of perceived value on customer decision-making.

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Thus, these findings elucidate that a significant portion of respondents opt to stay at green hotels due to the perceived enhancement of their social status.

From the study, several practical implications for managerial action emerge to cultivate green behaviours among tourists. The results underscore the significance of augmenting environmental concerns to enhance tourists' intentions to patronize green hotels. Consequently, eco-friendly hotels are urged to intensify efforts aimed at elevating both employees' and customers' levels of environmental awareness and knowledge, while instilling confidence in the credibility of their environmental initiatives. It is imperative that these initiatives transcend mere rhetoric and manifest as tangible actions, facilitated by the effective implementation of green practices. This aligns with Lee *et al*. (2016), who elucidate that guests exhibit a favourable response to identifiable green practices, such as energy conservation and water-saving measures. Additionally, incentivizing employees to voluntarily embrace green practices is paramount, which entails augmenting their ecological knowledge and integrating green practices into the organizational culture (Bouarar & Mouloudj, 2021). Furthermore, cultivating a positive attitude among current customers towards eco-friendly accommodations is crucial. This involves offering competitive and equitable pricing structures that align with perceived benefits, ensuring customers do not perceive a disjunction between costs and value gained. Failure to address these factors may render eco-friendly hotels less competitive compared to traditional counterparts in the long run.

Undoubtedly, a considerable portion of customers exhibit indifference towards environmentally sustainable practices, prioritizing price considerations above all else. Consequently, green hotels must endeavour to identify and address factors contributing to

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negative attitudes among customers, particularly stemming from perceptions of higher pricing and scepticism regarding the authenticity of green initiatives. Studies have highlighted that customers often question the credibility of green claims and may view eco-friendly practices as an added cost rather than a value proposition (Delmas & Burbano, 2011). Hence, the implementation of effective strategies becomes imperative to challenge and modify these unfavourable beliefs. This includes transparent communication about the benefits of green practices and demonstrating the tangible value these practices provide (Luchs *et al*., 2010).

Moreover, the findings underscore the pivotal role of subjective norms in fostering positive intentions among customers towards green hotels. Research indicates that subjective norms, such as reference groups and normative influences, significantly impact customer intentions (Ajzen, 1991). In light of this, hotels are encouraged to leverage these reference groups, including normative and comparative influences, to amplify the informational, utilitarian, and value-expressive impact of such groups. Opinion leaders such as mosque imams, prominent athletes, and celebrities wield significant influence over public behaviour and thus represent valuable allies in promoting eco-friendly practices (Kumar *et al*., 2013). Mosque imams hold significant sway in Muslim communities due to their respected positions and moral authority. Their influence can be instrumental in promoting environmentally friendly behaviours. Research has shown that religious leaders can effectively advocate for social and environmental issues by leveraging their moral authority (Khan *et al*., 2018). Imams can deliver sermons that emphasize Islamic principles of environmental stewardship and sustainability, thereby encouraging followers to choose green hotels as part of their commitment to ethical living

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(Al-Kahtani, 2021). By incorporating environmental messages into their teachings, imams can help align religious values with sustainable practices.

Prominent athletes, known for their broad appeal and media presence, can also be powerful advocates for green practices. Their endorsements can reach large audiences and significantly shape public attitudes toward sustainability (Popp *et al*., 2017). Athletes can use their platforms to publicly support green hotels, participate in campaigns or advertisements, and highlight the benefits of staying in eco-friendly accommodations (Doherty & Meehan, 2021). By sharing personal experiences of staying in green hotels and emphasizing the importance of environmental responsibility, athletes can influence customer perceptions and enhance the attractiveness of green hotels. This form of endorsement can help normalize eco-friendly practices and make them more appealing to the general public. Hotels should seek to build partnerships with these opinion leaders to enhance their green credentials and foster a more sustainable tourism culture. Such strategic alliances contribute to broader environmental goals by encouraging widespread adoption of sustainable practices (Smith *et al*., 2015).

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Concurrently, hotels must actively facilitate electronic word of mouth communication channels, recognizing their burgeoning importance in shaping consumer perceptions and behaviours within the travel industry. Electronic word of mouth has been shown to significantly affect customer decision-making and brand perceptions in the hospitality sector (Cheung & Thadani, 2012; Kim & Fesenmaier, 2017).

Addressing the financial dimension of Perceived Behavioural Control (PBC), green hotels must address the financial concerns of price-sensitive customers by

implementing promotional incentives that make eco-friendly accommodations more attractive. These incentives could include discounts, special offers, or loyalty rewards that highlight the value of staying in a green hotel while making it financially appealing to a broader audience (Hsu, Lee, & Chen, 2016). Such promotional strategies not only address the financial barriers but also enhance consumer awareness about the environmental benefits of these hotels. Promotional activities can be significantly amplified through partnerships with governmental entities. Engaging with tourism promotion boards, such as those involved in national campaigns like Visit Malaysia and Cuti-Cuti Malaysia, can be an effective way for green hotels to increase their visibility and appeal. These collaborations provide a platform for green hotels to reach a broader audience and showcase their environmental initiatives as part of larger, high-profile tourism campaigns (Bohdanowicz, 2006). Besides that, collaborations with these bodies can help integrate green hotels into broader tourism marketing strategies, reaching a larger and more diverse audience. This engagement can serve as a powerful tool in promoting sustainable practices and making green hotels more appealing to local tourists (Tzeng, Huang, & Li, 2012).

In conclusion, this study contributes meaningfully to the promotion of environmental sustainability and the conservation of natural resources for both current and future generations. It offers valuable insights into addressing societal concerns and fostering stability by advocating for responsible tourism practices. Moreover, the study provides a comprehensive understanding of the standard operating procedures implemented by green hotels and sheds light on how customers' emotional and perceptual

attributes influence their environmental attitudes and behaviours in the context of evolving green tourism practices.

5.3 Limitations of The Research

This research underscores notable limitations that merit careful consideration. Firstly, its exclusive focus on local tourists overlooks the substantial impact of international tourists on Malaysia's green hotel sector. Historically, international visitors constitute a significant portion of clientele, and their exclusion undermines the study's comprehensiveness. Moreover, the onset of the COVID-19 pandemic in 2020 has imposed unprecedented constraints, rendering it impractical to expand the study's scope. The disruptions caused by the pandemic exacerbate resource constraints, impeding the study's capacity to capture a comprehensive understanding of green hotel practices. Research indicates that the pandemic has led to significant changes in tourism behaviour and industry practices, further complicating the assessment of green practices (Gössling *et al.*, 2020; Sigala, 2020). Consequently, while insightful, the study's findings may not fully encapsulate the dynamics of the broader tourism landscape influenced by both local and international factors.

This study attempts to obtain respondents that represent local tourists from each state in Malaysia. Nevertheless, this study faces additional limitations due to the significant challenge of gathering complete data that is crucial for accurately representing the diverse demographics of the Malaysian population, which is dispersed throughout many states. Research indicates that achieving a representative sample in geographically

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dispersed populations can be particularly challenging due to variations in response rates and demographic diversity (Vogt, 2011). Gathering inclusive data from every state in Malaysia presents a substantial difficulty because of the nation's heterogeneous demographics and wide geographic distribution. The study's use of Google Forms distributed through email and social media platforms is a practical approach to reach potential participants. However, verifying the authenticity of respondents' stated locations remains a challenge. This is crucial because inaccurate data could skew the study's findings and compromise its validity. Previous studies have highlighted the difficulties associated with online surveys, including issues related to data authenticity and response verification (Weible & Wallace, 2018; Revilla *et al*., 2016). Without a reliable method to confirm respondents' locations, the study risks inaccuracies in representing local tourists' perspectives from each state. Thus, despite efforts to obtain comprehensive data, ensuring its accuracy remains a persistent obstacle.

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Moreover, the current investigation is confined to quantitative methodology, thereby restricting the exploration of customer viewpoints on determinants of green hotel visit intentions to numerical and statistical analyses exclusively, which overlook potential insights from qualitative or mixed-method approaches. Research highlights those qualitative methods, such as face-to-face interviews, can provide richer, more nuanced insights that are often missed in purely quantitative studies (Creswell & Plano Clark, 2017; Guest *et al*., 2013). Unfortunately, the governmental imposition of the Movement Control Order (MCO), mandating stringent mobility constraints, has hindered the feasibility of conducting face-to-face interviews for data collection, notably obstructing qualitative methodologies. Face-to-face interviews cultivate rapport and trust between the

interviewee and researcher, thereby enhancing the integrity of the data gathered (Opdenakker, 2006). Non-verbal cues contribute to a nuanced understanding of responses, and real-time clarification ensures precision in data collection, while the flexibility of face-to-face interactions allows for probing into subtle nuances (Bryman, 2016). The interpersonal nature of such interviews promotes openness, facilitating the revelation of profound insights (Mason, 2018). Consequently, they serve as a cornerstone for robust qualitative data collection.

Finally, the research adopts a survey methodology, prompting respondents to answer predefined questions. As a result, there is a lack of exploration into individual-related aspects like levels of green marketing awareness or prior experiences with green marketing, which may impact customer behaviour. Research indicates that survey methodologies, while useful for quantifying data, often do not capture the nuanced, individual-level insights that qualitative methods can provide (Dillman *et al*., 2014; Bryman, 2016). Engaging in interviews with customers of green hotels could provide invaluable insights into these factors. Qualitative methods, such as in-depth interviews, can uncover deeper understandings of customer perceptions, including their levels of green marketing awareness and prior experiences, which significantly influence their behaviour (Gordon *et al*., 2011; Saunders *et al*., 2019).

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5.4 Recommendation for Future Research

As a recommendation, future research endeavours pertaining to local tourists' intention to stay at green hotels could contemplate broadening their investigation by

targeting specific age demographics, such as the millennial generation, envisioned as a pivotal market segment for embracing the concept of green hotels. Expanding the scope of research to target the millennial generation as a future market segment for the green hotel concept presents an intriguing avenue for exploration within the hospitality industry. Millennials, typically born between the early 1980s and the mid-1990s, represent a substantial and influential customer group known for their values of sustainability, environmental consciousness, and social responsibility (Gordon *et al*., 2011; Gajdzik & Houghton, 2018). Research has shown that this demographic increasingly prioritizes eco-friendly practices and experiences in their purchasing decisions, including their choices of accommodation during travel (Luchs *et al*., 2010).

Research focusing on understanding the attitudes, perceptions, and behaviours of millennials towards green hotels could provide valuable insights into this demographic's preferences and motivations. Studies have shown that millennials are particularly conscious of environmental issues and are willing to pay a premium for sustainable accommodations (Ellen *et al*., 1991; Hsu *et al*., 2017). By examining factors such as their awareness of environmental issues, their willingness to pay a premium for sustainable accommodations, and their engagement with eco-friendly practices, researchers can gain a deeper understanding of how to effectively market green hotels to this target audience (Kiefer *et al*., 2017; Kang *et al*., 2012).

Moreover, given millennials' affinity for technology and social media, future research could explore innovative digital marketing strategies and online platforms to engage and attract them to green hotels. Research highlights the effectiveness of leveraging social media influencers, creating interactive sustainability-focused

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campaigns, and utilizing virtual reality experiences to showcase eco-friendly hotel amenities and initiatives (Mariani *et al*., 2018; Tuten & Solomon, 2017). By targeting the millennial generation as a future market segment for green hotels, researchers can contribute to the advancement of sustainable tourism practices while meeting the evolving preferences of this influential demographic.

Additionally, expanding the research scope to include comparative analyses in choosing green hotels across various eco-friendly tourism destinations provides an invaluable opportunity to explore the factors influencing travellers' decisions and preferences in sustainable accommodations. Comparative studies in green tourism can offer insights into how different eco-friendly attributes and practices affect travellers' choices. For instance, comparative analyses can highlight variations in green certifications, energy efficiency measures, and the effectiveness of sustainability marketing strategies across different destinations (Boley & Uysal, 2017; Dolnicar & Leisch, 2008).

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By conducting such analyses, researchers can investigate the different attributes and offerings of green hotels in diverse locations, shedding light on their respective strengths, weaknesses, and overall appeal to environmentally conscious travellers. Studies have shown that destination-specific factors, such as local environmental policies and cultural attitudes towards sustainability, play a significant role in shaping travellers' preferences for green accommodations (Gössling *et al*., 2015; Tzeng & Chang, 2010).

This approach can provide a comprehensive understanding of how green hotels can effectively cater to the needs of eco-conscious travellers across various contexts.

Comparative analyses allow researchers to examine a range of factors that may influence travellers' choices, including the availability of eco-friendly amenities, the implementation of sustainable practices, and the certification status of green hotels. Systematic comparisons across different eco-friendly tourism destinations can reveal patterns and trends in travellers' preferences for sustainable accommodations (Chen & Chen, 2017; Dolnicar, 2008). For example, studies have shown that travellers are increasingly seeking accommodations with certified green practices and specific environmental amenities, such as energy-efficient systems and waste reduction programs (Gössling, Scott, & Hall, 2015).

By systematically comparing these factors, researchers can assess the effectiveness of green hotel initiatives and policies in addressing environmental concerns and meeting the expectations of environmentally conscious travellers. This approach enables a deeper understanding of which sustainability practices resonate most with travellers and which practices drive positive environmental impacts (Lee, Hsu, & Han, 2010; Tzeng & Chang, 2010). For instance, evaluating the performance of green hotels in various contexts can help identify best practices and areas for improvement, contributing to the advancement of sustainable hospitality practices (Boley & Uysal, 2017).

Overall, conducting comparative analyses in choosing green hotels across various eco-friendly tourism destinations offers a comprehensive approach to understanding the dynamics of sustainable tourism. By utilizing these research methods, scholars can

advance sustainable hospitality practices and promote responsible travel behaviours worldwide (Mason, 2018; Mariani, Buhalis, & Longhi, 2018).

Furthermore, it is suggested that additional research employ qualitative or mixed-method approaches, integrating in-depth interviews to extract detailed feedback from participants, thus enabling a comprehensive exploration of potential changes in consumer trends. This recommendation is substantiated by prior literature, as elucidated by numerous preceding scholars concerning the application of the Theory of Plan Behaviours model (Yarimoglu & Gunay, 2020; Yadav, Balaji & Jebarajakirthy, 2019). Expanding the research scope to incorporate qualitative or mixed-method approaches, including in-depth interviews, offers a promising avenue for gaining deeper insights into the nuances of consumer behaviours and preferences regarding green hotels. Qualitative methods, such as in-depth interviews, provide a platform for respondents to express their opinions, attitudes, and experiences in greater detail, allowing researchers to uncover rich and contextualised data that may not be captured through quantitative surveys alone.

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By conducting in-depth interviews allows researchers to explore the underlying motivations, values, and decision-making processes that influence travellers' choices regarding green hotels. These qualitative interviews enable researchers to delve deeply into respondents' subjective experiences and perceptions, providing rich insights into the factors that drive their preferences for sustainable accommodations (Charmaz, 2014; Mason, 2018). By capturing the nuances of individual experiences, in-depth interviews reveal the complexities behind customer behaviour that quantitative surveys alone might overlook (Denzin & Lincoln, 2011).

Furthermore, adopting mixed-method approaches, which combine both qualitative and quantitative methods, enhances the research process by triangulating findings. This approach offers a more comprehensive understanding of customer trends in green hotel preferences. Integrating diverse data sources allows researchers to corroborate results, identify patterns, and uncover insights that may not be apparent through a single method (Creswell & Plano Clark, 2017; Bryman, 2016). The combination of qualitative and quantitative data not only enriches the analysis but also strengthens the validity of the research findings by providing multiple perspectives on the same issue (Yin, 2018).

Overall, expanding the research scope to incorporate qualitative or mixed-method approaches, including in-depth interviews, offers a robust framework for exploring the complexities of customer trends in green hotel preferences and facilitating a more nuanced understanding of sustainable tourism behaviours. Qualitative methods, such as in-depth interviews, enable researchers to capture rich, contextual data that quantitative approaches might miss, including the underlying motivations, values, and decision-making processes influencing consumer behaviour (Charmaz, 2014; Creswell & Plano Clark, 2017).

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The integration of qualitative data with quantitative findings through mixed-methods research provides a comprehensive view of consumer preferences and trends, allowing for the triangulation of results and the identification of patterns and inconsistencies (Teddlie & Tashakkori, 2010). This approach not only enhances the depth and breadth of understanding but also improves the reliability and validity of the research outcomes (Johnson & Onwuegbuzie, 2004). By employing these methodologies,

researchers can uncover deeper insights into sustainable tourism behaviours, contributing to more effective strategies for promoting green hotels and advancing sustainable tourism practices (Bryman, 2016; Denzin, 2012).

5.5 Conclusion

The Malaysian tourism industry stands as the third-largest sector contributing to the country's economy (Omar & Lechner, 2020). However, the rapid expansion of the hotel industry has led to environmental degradation, necessitating the adoption of green practices by stakeholders to preserve the environment (Saufi, Othman, & Marzuki, 2014). Implementing green hotels plays a crucial role in enhancing environmental sustainability within the tourism sector, as evidenced by the Frangipani Langkawi Resort and Spa on Langkawi Island in Kedah, which exemplifies environmentally sustainable tourism through sustainable building practices, water treatment plants for wastewater recycling, and material reuse and recycling initiatives (Hassan & Kaur, 2019).

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Customer behaviours significantly influence environmental management, and mitigating the impact of environmental degradation requires a shift in local tourists' attitudes towards staying in green hotels. Embracing the concept of green hotels not only supports environmental sustainability in tourism development but also raises awareness among local tourists about environmental conservation (Liu, Chen, & Li, 2017). Moreover, it aids in managing negative impacts on hotels and tourism development,

thereby attracting more tourists to Malaysia, bolstering economic growth, stability, and the country's green image (Ismail & Nair, 2021).

Preliminary results indicate that from 415 respondents, a majority of 80% of respondents were aware of the existence of green hotels, and only 20% of respondents exhibited a lack of awareness and familiarity with the concept of green hotels and their dedication to environmental and sustainable initiatives. Besides that, the findings indicate that only 33.0% of respondents have previously stayed in a green hotel during their vacations, while the majority of 67.0% of respondents have not encountered a stay in a green hotel. In this discussion, we highlight the critical role of educational attainment in shaping the environmental consciousness of tourists, particularly in relation to sustainable tourism initiatives like green hotels. Those with higher levels of education exhibit a marked awareness of, and a preference for, travel options that are environmentally benign. Several studies highlight the link between education and environmental awareness. For example, Kollmuss and Agyeman (2002) argue that education is a critical determinant of environmental consciousness, shaping individuals' attitudes and behaviours towards the environment (Kollmuss & Agyeman, 2002). Specifically, within the context of tourism, research by Chen *et al*. (2018) demonstrates that tourists with higher educational levels display greater receptivity and commitment to environmental practices, including choosing accommodations that prioritize sustainability (Chen, Yang, & Chen, 2018).

This observation implies that education provides essential cognitive resources that enhance an individual’s comprehension and engagement with ecological challenges. Therefore, it is essential that education be enriched with extensive environmental instruction, aiming to develop a knowledgeable tourist demographic that supports

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sustainable practices. It is crucial for policymakers and educational authorities to implement such comprehensive educational strategies to advance the sustainability of Malaysia's tourism industry. Additionally, a higher level of education correlates with more awareness of green hotels, suggesting that educational background plays a significant role in environmental awareness among Malaysian tourists. Research indicates that educational background significantly influences environmental awareness, suggesting that more educated individuals are likely to be more aware of and prefer sustainable travel options (Jones, 2019; Kim *et al*., 2013).

There is the matter of Malaysian local tourists perceiving that the prices and related costs of accommodations in green hotels are high even though green hotels represent a significant move towards sustainability within the tourism industry, catering to a growing demographic of environmentally conscious travellers. Evidently, the pricing and associated expenses of staying in such establishments can often be a barrier, particularly for local tourists in Malaysia. With this in view, this research explores the implications of higher costs associated with green hotels and discusses strategic measures that operators can implement to make sustainable accommodations more accessible to Malaysian local tourists. The concept of green hotels incorporates a range of sustainable practices, from energy-efficient lighting and water-saving fixtures to the use of renewable energy sources and eco-friendly building materials (Bohdanowicz, 2005; Chan & Hsu, 2016; Gössling, 2002).

While environmentally beneficial, these practices often entail higher upfront costs and ongoing expenses compared to traditional hotel operations. For example, installing

solar panels or a grey water recycling system requires significant investment, which can lead to higher room rates to recover costs (Murray & Skene, 2004; Chan & Hawkins, 2019). Additionally, the procurement of organic linens, natural cleaning products, and locally sourced organic food items can further inflate operational costs (Bohdanowicz, 2005; Kasim, 2009).

For local tourists in Malaysia, where the domestic cost of living and average income levels must be considered, these increased costs can make green hotels less appealing despite their environmental benefits. The challenge for green hotel operators is to balance the cost implications of their sustainable practices with competitive pricing strategies that attract local tourists. One potential strategy to address this challenge is the implementation of cost-saving technologies that reduce long-term operating costs. For example, green hotels can invest in advanced energy management systems that minimize energy waste, leading to lower utility bills (Gossling, Scott, & Hall, 2015; Dangelico & Pontrandolfo, 2015).

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Furthermore, green hotel operators can explore partnerships with government bodies and environmental organizations to secure subsidies or grants aimed at promoting sustainable tourism practices. These financial incentives can help alleviate the initial burden of adopting green technologies and practices, enabling operators to maintain reasonable pricing for local tourists (Boley & Uysal, 2017; Chen *et al.*, 2018). Besides that, marketing strategies also play a crucial role in attracting local tourists to green hotels. By effectively communicating the long-term environmental and health benefits of staying in green accommodations, operators can shift the perception of green hotels from being a luxury option to a value-added choice (Luchs *et al.*, 2010). Highlighting features such as

improved air quality, chemical-free living environments, and the overall contribution to combating climate change can appeal to the growing environmental awareness among Malaysian tourists (Kang *et al*., 2012).

Additionally, green hotel operators should consider introducing loyalty programs or discounted rates for repeat guests who are local. Such initiatives can build a dedicated customer base that values sustainability and chooses green hotels over traditional alternatives repeatedly (Kwortnik & Thompson, 2009). Educational programs and workshops on sustainability practices within the hotel can also enhance guest engagement and appreciation for the higher costs associated with green accommodations (Baker *et al*., 2014). These strategies not only foster customer loyalty but also increase awareness and support for sustainable practices, potentially offsetting the perceived higher costs (Tuzunkan *et al*., 2019).

Lastly, it's essential for operators to conduct regular price comparisons with non-green competitors and adjust their pricing strategies accordingly. This competitive pricing analysis can help ensure that green hotels remain accessible to local tourists without compromising on their sustainability commitments (Baker *et al*., 2014). Strategic cost management, including the use of energy-efficient technologies and partnerships for financial support, can mitigate the impact of higher expenses on pricing (Tuzunkan *et al*., 2019). Additionally, effective marketing and guest engagement initiatives can emphasize the value of green hotels, helping to bridge the financial gap and attract local tourists (Kwortnik & Thompson, 2009). By making sustainable accommodations more financially accessible and highlighting their environmental and personal health benefits, green hotel

operators can expand their appeal among local tourists, fostering a more sustainable tourism industry in Malaysia.

The absence of green advertising from green hotel operators targeting local Malaysian tourists leads to desensitisation among the audience due to insufficiently targeted marketing endeavours. Effective marketing strategies tailored to consumers can counteract negative perceptions and stimulate customer engagement in environmentally friendly practices within the hospitality sector (Xingyi, Eun & Eric, 2020). Incorporating green messages into promotional efforts proves to be an efficient method for encouraging customers to adopt green behaviours (Hardeman *et al*., 2017; Xingyi, Z *et al*., 2020). Here are several initiatives particularly advocating for green hotels aimed at promoting awareness and fostering sustainable behaviours across various demographics, while also driving broader societal shifts towards environmental sustainability. Firstly, the "Green Staycation Challenge" encourages individuals from all walks of life to participate in a challenge to choose green hotels for their staycations or vacations. This can be carried out by providing resources, tips, and incentives to support participants in making eco-friendly accommodation choices and sharing their experiences on social media platforms (Lee *et al*., 2018). Such initiatives have been shown to enhance consumer awareness and promote sustainable behaviours by leveraging social influence and engagement (Dolnicar & Grün, 2019). Additionally, campaigns that utilize digital platforms and social media to advocate for green practices can significantly boost the visibility and appeal of sustainable tourism options (Gössling *et al*., 2021).

Another initiative can be the "Sustainable Travel Pledge," which invites travellers of all ages and backgrounds to commit to prioritizing sustainability in their travel

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decisions. Green hotels can support this by providing educational materials, downloadable guides, and practical tips for choosing green accommodations, reducing carbon footprints, and supporting local communities during their travels (Boley & Uysal, 2017). Additionally, the "Community Sustainability Workshops" can be organized to raise awareness about environmental issues and promote sustainable practices through interactive workshops and community events in collaboration with local NGOs, government agencies, and green hotels. This approach has been effective in fostering community engagement and promoting environmental stewardship (Dolnicar & Leisch, 2008). Such workshops can include hands-on activities, guest speakers, and demonstrations that highlight the benefits of green living and responsible tourism (Mariani *et al*., 2018).

Another potential project is the "Green Hotel Certification Awareness Campaign," which aims to promote understanding and awareness of green hotel certifications and eco-labels. This campaign can educate consumers about the criteria and standards used to evaluate green hotels, empowering them to make informed choices and support environmentally responsible accommodations (Gössling *et al*., 2015). Additionally, the "Youth Environmental Ambassador Programme" can engage youth and students in environmental advocacy by establishing an ambassador program focused on promoting sustainable tourism and supporting green hotels. This initiative can provide training, resources, and leadership opportunities for young people to lead awareness campaigns, organize events, and advocate for sustainability in their communities (Kiefer *et al*., 2017). Such programs not only increase environmental awareness but also foster a culture of

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sustainability among the younger generation, supporting broader adoption of green practices in tourism (Hsu *et al*., 2017).

Next is the "Green Hotel Rewards Programme," which involves partnering with green hotels to develop a rewards program that incentivizes consumers to choose eco-friendly accommodations. This can be implemented by offering discounts, loyalty points, or exclusive perks for guests who stay at participating green hotels, thereby encouraging repeat visits and fostering a culture of sustainability (Boley & Uysal, 2017). Additionally, the "Celebrities for Sustainability" initiative can collaborate with influencers, celebrities, and public figures to endorse and promote green hotels and sustainable tourism practices. Leveraging their influence and reach can help raise awareness among their followers and inspire positive behavioural changes towards environmentally responsible travel (Dolnicar & Leisch, 2008). Such endorsements not only elevate the profile of green hotels but also contribute to shaping customer attitudes towards sustainability in tourism (Chen & Chen, 2017). By implementing these awareness campaigns and engaging diverse segments of the population, stakeholders can contribute to broader societal shifts toward environmental sustainability while supporting green hotels and promoting responsible tourism practices.

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The primary objective of this study is to analyse the determinants of green hotel concepts in influencing the readiness of Malaysian local tourists to choose green accommodations. The findings support hypotheses related to willingness to choose, visit, and stay intentions at green hotels, thereby offering both theoretical and practical implications (Chen & Chen, 2017; Lee, Hsu, & Han, 2010). Future studies are recommended to delve deeper into this topic. Notably, recent surveys, such as Agoda's

Sustainable Travel Trends survey, highlight Malaysia as one of the top three markets for choosing eco-friendly accommodations (Agoda.com, 2023).

Although Malaysians may not have been traditionally associated with environmental awareness or green hotel preferences, this study demonstrates significant support for green hotels among the respondents (Chen & Chen, 2017; Lee, Hsu, & Han, 2010). This illustrates the potential for green hotels to thrive. In addition, it is imperative to employ a strategic awareness campaign approach to increase awareness and adoption in the future. As consumer opinions and market trends evolve, it is crucial for researchers to monitor these changes and explore their underlying factors (Dolnicar & Leisch, 2008). The current findings lend optimism to the green hotel industry and underscore the importance of strategic initiatives to promote sustainability in tourism.

The study also highlights the benefits of implementing environmentally friendly practices in hotels, such as improved efficiency, profitability, guest satisfaction, and competitive positioning (Kwortnik & Thompson, 2009; Lee, Hsu, & Han, 2010). However, significant gaps persist in empirical research, particularly within developing nations. This research endeavours to bridge these lacunae by investigating the perspectives of environmental management professionals within the Malaysian hotel industry. The study seeks to elucidate the extent to which green hotel practices contribute to environmental sustainability goals, focusing on key areas including clean water and sanitation (SDG 6), access to affordable and clean energy (SDG 7), promotion of responsible consumption and production (SDG 12), and mitigation of climate change (SDG 13) (United Nations, 2015). Prominent global hotel chains are increasingly prioritising sustainability, aligning their objectives with the United Nations Sustainable

Development Goals (SDGs). For instance, the Intercontinental Hotel Group has demonstrated its commitment to the SDGs by actively integrating them into its operations, thereby addressing societal challenges and combating the adverse effects of climate change (IHG, 2023). Similarly, Wyndham Destinations implements energy-saving strategies and adopts eco-friendly measures to minimise energy consumption and emissions (Wyndham, 2020). Likewise, Marriott International's sustainability initiatives extend beyond its hotel properties, emphasising the preservation of natural resources (Marriott, 2022).

The 2030 Agenda for Sustainable Development, endorsed by the United Nations in 2015, unveiled 17 Sustainable Development Goals (SDGs) comprising 169 targets aimed at fostering holistic economic, social, and environmental progress (UN, 2023). These goals function as a comprehensive framework for worldwide development, addressing pressing issues such as poverty, inequality, climate change, environmental degradation, and peace. Within the tourism sector, the incorporation of green hotels facilitates sustainable tourism development by addressing economic, social, and environmental considerations, while also aiming for a harmonious balance among the requirements of tourists, the tourism industry, the environment, and local communities (UNWTO, 2021). To make sustainable tourism development a reality, it is essential to integrate three critical dimensions: promoting economic advancement, fostering social inclusivity, and conserving environmental integrity into its practices and approaches. Tourism management policies should be implemented to safeguard natural resources and meet tourists' social and cultural needs, both presently and in the future. This research

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contributes to understanding Malaysian local tourists' preferences for green practices and assists hotel stakeholders and marketers in catering to local tourists.

From the findings, this study reveals a positive awareness among local tourists regarding green hotels, indicating their inclination to choose green accommodations for holiday destinations. However, stakeholders in the green hotel industry must incentivise local tourists to support their sustainable practices further. The survey results indicate a high level of understanding among local tourists regarding the concept of green hotels, underscoring the importance of environmental sustainability in addressing environmental degradation issues.

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APPENDIXES

Appendix A: Pre-Test Validity by Expert from Academic and Industry on questionnaire.

No.	Name	Position	Industry	Institutions/Establishment
1.	Professor Dr. Vikneswaren Nair	President of Disted College/ Professor	Education	• Disted College, Penang • University of Bahamas, Bahamas • Taylor's University, Malaysia
2.	Mr. Anthony Wong	Managing Director/ Adjunct Professor	Hotelier	• The Frangipani Resort and SPA, Langkawi, Kedah
3.	Tuan Haji Wan Sharin Bin Wan Ahmad	General Manager/ Resort Manager	Hotelier	• Kemena Hotel Bintulu, Sarawak. • De Rhu Beach Resort, Kuantan.

Remark: Refer to the PDF file attached.

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Appendix B: Sampling Size for Number of Respondent.

Calculator

What margin of error do you need? 5% is a common choice	5%
What confidence level do you need? Typical choices are 90%, 95%, or 99%	95%
How big is the population? If you don't know, use 100,000	100000
What do you believe the likely sample proportion to be? If you're not sure, leave this as 50%	50%
Your recommended sample size is	**383**

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Alternative Scenarios

With a sample size of	100	1000	100000
Your margin of error would be	**9.79%**	**3.08%**	**0.00%**
With a margin of error of	1%	2%	5%
Your sample size would be	**8763**	**2345**	**383**
With a confidence level of	90%	92%	95%
Your sample size would be	**270**	**306**	**383**
With a population size of	100	1000	100000

Alternative Scenarios

Your sample size would be	**80**	**278**	**383**
With a sample proportion of	10%	20%	50%
Your sample size would be	**139**	**288**	**383**

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Appendix C: SPSS Data Output Result

Missing Data (Value)

Statistics

		CATB	CSN	CPBC	CeWOM	CPV	CITS
N	Valid	417	417	417	417	417	417
	Missing	0	0	0	0	0	0

CATB

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.38	1	.2	.2	.2
	2.75	1	.2	.2	.5
	2.88	4	1.0	1.0	1.4
	3.00	14	3.4	3.4	4.8
	3.13	5	1.2	1.2	6.0
	3.25	10	2.4	2.4	8.4
	3.38	12	2.9	2.9	11.3
	3.50	14	3.4	3.4	14.7
	3.63	21	5.1	5.1	19.8
	3.75	26	6.3	6.3	26.0
	3.88	39	9.4	9.4	35.4
	4.00	90	21.7	21.7	57.1
	4.15	37	8.2	8.2	65.3
	4.25	21	5.1	5.1	70.1
	4.38	29	7.0	7.0	77.1
	4.50	24	5.8	5.8	82.9
	4.63	11	2.7	2.7	85.5
	4.75	17	4.1	4.1	89.6
	4.88	10	2.4	2.4	92.0
	5.00	33	8.0	8.0	100.0
	Total	417	100.0	100.0	

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CSN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.63	2	.5	.5	.5
	1.75	6	1.4	1.4	1.9
	1.88	1	.2	.2	2.2
	2.00	6	1.4	1.4	3.6
	2.13	5	1.2	1.2	4.8
	2.25	3	.7	.7	5.5
	2.38	6	1.4	1.4	7.0
	2.50	6	1.4	1.4	8.4
	2.63	10	2.4	2.4	10.8
	2.75	9	2.2	2.2	13.0
	2.88	13	3.1	3.1	16.1
	3.00	48	11.6	11.6	27.7
	3.13	23	5.5	5.5	33.3
	3.25	31	7.5	7.5	40.7
	3.38	29	7.0	7.0	47.7
	3.50	25	6.0	6.0	53.7
	3.63	26	6.3	6.3	60.0
	3.75	20	4.8	4.8	64.8
	3.88	15	3.6	3.6	68.4
	4.00	63	15.2	15.2	83.6
	4.15	17	3.8	3.8	87.5
	4.25	15	3.6	3.6	90.8
	4.38	4	1.0	1.0	91.8
	4.50	7	1.7	1.7	93.5
	4.63	4	1.0	1.0	94.5
	4.75	3	.7	.7	95.2
	4.88	1	.2	.2	95.4
	5.00	19	4.6	4.6	100.0
	Total	417	100.0	100.0	

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CPBC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.2	.2	.2
	2.63	1	.2	.2	.5
	3.00	12	2.9	2.9	3.4
	3.13	8	1.9	1.9	5.3
	3.25	8	1.9	1.9	7.2
	3.38	18	4.3	4.3	11.6
	3.50	30	7.2	7.2	18.8
	3.63	24	5.8	5.8	24.6
	3.75	25	6.0	6.0	30.6
	3.88	31	7.5	7.5	38.1
	4.00	95	22.9	22.9	61.0
	4.15	28	6.5	6.5	67.4
	4.25	25	6.0	6.0	73.3
	4.38	12	2.9	2.9	76.1
	4.50	19	4.6	4.6	80.7
	4.63	12	2.9	2.9	83.6
	4.75	13	3.1	3.1	86.7
	4.88	16	3.9	3.9	90.6
	5.00	39	9.4	9.4	100.0
	Total	417	100.0	100.0	

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CeWOM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.63	1	.2	.2	.2
	2.88	1	.2	.2	.5
	3.00	22	5.3	5.3	5.8
	3.13	11	2.7	2.7	8.4
	3.25	8	1.9	1.9	10.4
	3.38	7	1.7	1.7	12.0
	3.50	17	4.1	4.1	16.1
	3.63	18	4.3	4.3	20.5
	3.75	19	4.6	4.6	25.1
	3.88	24	5.8	5.8	30.8
	4.00	109	26.3	26.3	57.1
	4.15	34	7.9	7.9	65.0
	4.25	20	4.8	4.8	69.6
	4.38	18	4.3	4.3	74.0
	4.50	20	4.8	4.8	78.8
	4.63	12	2.9	2.9	81.7
	4.75	20	4.8	4.8	86.5
	4.88	20	4.8	4.8	91.3
	5.00	36	8.7	8.7	100.0
	Total	417	100.0	100.0	

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CPV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.13	3	.7	.7	.7
	2.38	5	1.2	1.2	1.9
	2.50	2	.5	.5	2.4
	2.63	7	1.7	1.7	4.1
	2.75	6	1.4	1.4	5.5
	2.88	9	2.2	2.2	7.7
	3.00	46	11.1	11.1	18.8
	3.13	25	6.0	6.0	24.8
	3.25	21	5.1	5.1	29.9
	3.38	24	5.8	5.8	35.7
	3.50	27	6.5	6.5	42.2
	3.63	25	6.0	6.0	48.2
	3.75	25	6.0	6.0	54.2
	3.88	17	4.1	4.1	58.3
	4.00	88	21.2	21.2	79.5
	4.15	19	4.3	4.3	83.8
	4.25	11	2.7	2.7	86.3
	4.38	10	2.4	2.4	88.7
	4.50	5	1.2	1.2	89.9
	4.63	10	2.4	2.4	92.3
	4.75	5	1.2	1.2	93.5
	4.88	2	.5	.5	94.0
	5.00	25	6.0	6.0	100.0
	Total	417	100.0	100.0	

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CITS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.13	1	.2	.2	.2
	2.38	1	.2	.2	.5
	2.50	2	.5	.5	1.0
	2.63	4	1.0	1.0	1.9
	2.75	5	1.2	1.2	3.1
	2.88	1	.2	.2	3.4
	3.00	14	3.4	3.4	6.7
	3.13	15	3.6	3.6	10.4
	3.25	18	4.3	4.3	14.7
	3.38	17	4.1	4.1	18.8
	3.50	37	8.9	8.9	27.7
	3.63	35	8.4	8.4	36.1
	3.75	32	7.7	7.7	43.9
	3.88	43	10.4	10.4	54.2
	4.00	74	17.8	17.8	72.0
	4.15	29	6.7	6.7	78.8
	4.25	14	3.4	3.4	81.9
	4.38	15	3.6	3.6	85.5
	4.50	11	2.7	2.7	88.2
	4.63	14	3.4	3.4	91.6
	4.75	4	1.0	1.0	92.5
	4.88	11	2.7	2.7	95.2
	5.00	19	4.6	4.6	99.8
	8.00	1	.2	.2	100.0
	Total	417	100.0	100.0	

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Descriptive Statistics Missing Value (Outlier Result After Trimming)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CATB	415	2.38	5.00	4.0642	.51735
CSN	415	1.63	5.00	3.4970	.70018
CPBC	415	1.00	5.00	4.0458	.54784
CeWOM	415	2.63	5.00	4.0825	.54476
CPV	415	2.13	5.00	3.6964	.62026
CITS	415	2.13	8.00	3.8717	.57495
Valid N (listwise)	415				

No Missing Value

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
CATB	415	100.0%	0	0.0%	415	100.0%
CSN	415	100.0%	0	0.0%	415	100.0%
CPBC	415	100.0%	0	0.0%	415	100.0%
CeWOM	415	100.0%	0	0.0%	415	100.0%
CPV	415	100.0%	0	0.0%	415	100.0%
CITS	415	100.0%	0	0.0%	415	100.0%

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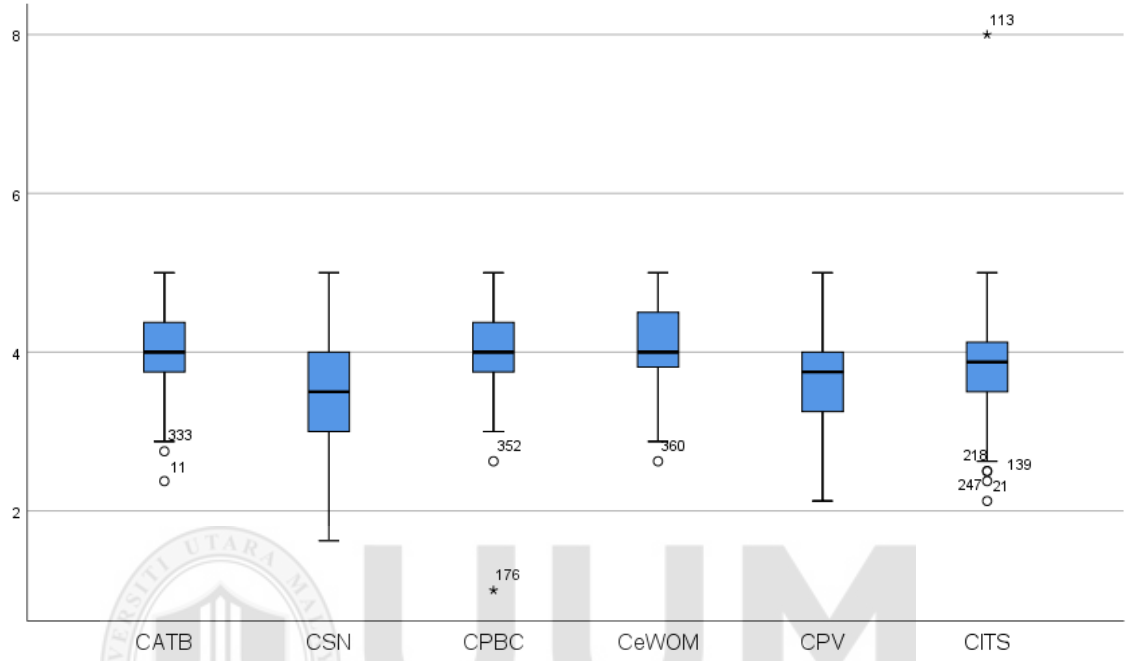
Outlier Analysis (Result before Trimming)



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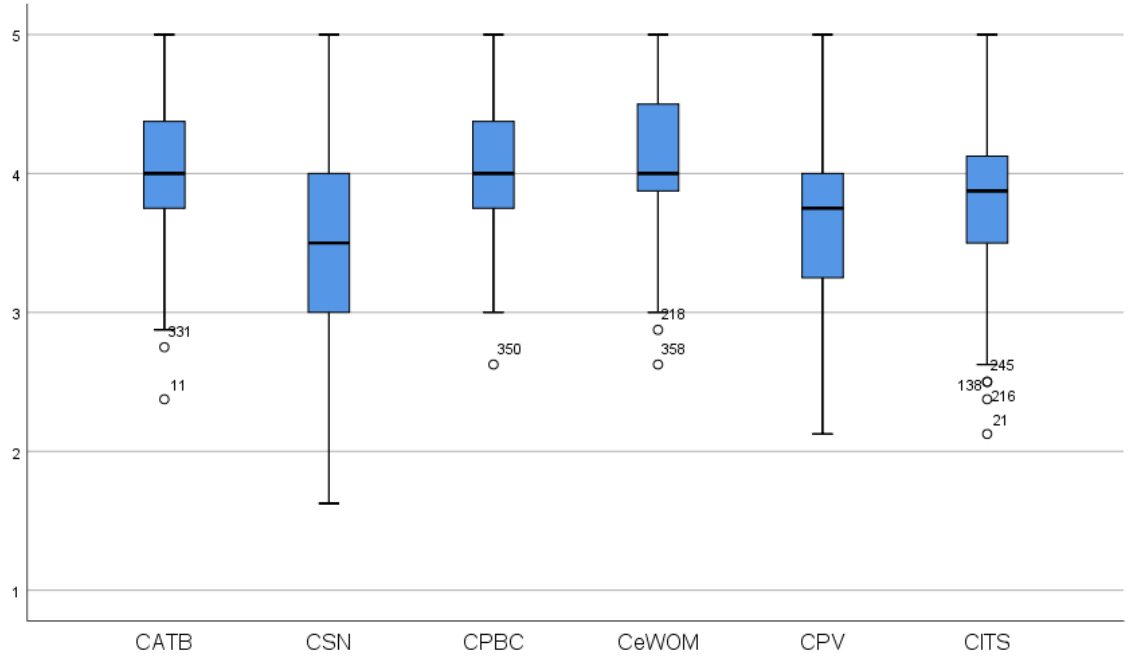
Outlier Analysis (Result after Trimming)



NORMALITY TEST

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
CATB	.120	415	.000	.968	415	.000
CSN	.079	415	.000	.979	415	.000
CPBC	.143	415	.000	.947	415	.000
CeWOM	.131	415	.000	.952	415	.000
CPV	.107	415	.000	.970	415	.000
CITS	.132	415	.000	.940	415	.000

a. Lilliefors Significance Correction

Descriptives

			Statistic	Std. Error
CATB	Mean		4.0642	.02540
	95% Confidence Interval for Mean	Lower Bound	4.0142	
		Upper Bound	4.1141	
	5% Trimmed Mean		4.0747	
	Median		4.0000	
	Variance		.268	
	Std. Deviation		.51735	
	Minimum		2.38	
	Maximum		5.00	
	Range		2.63	
	Interquartile Range		.63	
	Skewness		-.118	.120
	Kurtosis		-.072	.239
CSN	Mean		3.4970	.03437
	95% Confidence Interval for Mean	Lower Bound	3.4294	
		Upper Bound	3.5646	
	5% Trimmed Mean		3.5017	
	Median		3.5000	
	Variance		.490	
	Std. Deviation		.70018	
	Minimum		1.63	
	Maximum		5.00	

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	Range		3.38	
	Interquartile Range		1.00	
	Skewness		-.112	.120
	Kurtosis		.113	.239
CPBC	Mean		4.0458	.02689
	95% Confidence Interval for Mean	Lower Bound	3.9929	
		Upper Bound	4.0986	
	5% Trimmed Mean		4.0550	
	Median		4.0000	
	Variance		.300	
	Std. Deviation		.54784	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		.63	
	Skewness		-.232	.120
	Kurtosis		1.499	.239
CeWOM	Mean		4.0825	.02674
	95% Confidence Interval for Mean	Lower Bound	4.0300	
		Upper Bound	4.1351	
	5% Trimmed Mean		4.0930	
	Median		4.0000	
	Variance		.297	
	Std. Deviation		.54476	
	Minimum		2.63	
	Maximum		5.00	
	Range		2.38	
	Interquartile Range		.75	
	Skewness		-.119	.120
	Kurtosis		-.409	.239
CPV	Mean		3.6964	.03045
	95% Confidence Interval for Mean	Lower Bound	3.6365	
		Upper Bound	3.7562	
	5% Trimmed Mean		3.6903	
	Median		3.7500	
	Variance		.385	
	Std. Deviation		.62026	
	Minimum		2.13	

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	Maximum		5.00	
	Range		2.88	
	Interquartile Range		.75	
	Skewness		.159	.120
	Kurtosis		-.263	.239
CITS	Mean		3.8717	.02822
	95% Confidence Interval for Mean	Lower Bound	3.8162	
		Upper Bound	3.9272	
	5% Trimmed Mean		3.8640	
	Median		3.8750	
	Variance		.331	
	Std. Deviation		.57495	
	Minimum		2.13	
	Maximum		8.00	
	Range		5.88	
	Interquartile Range		.63	
	Skewness		.886	.120
	Kurtosis		5.942	.239

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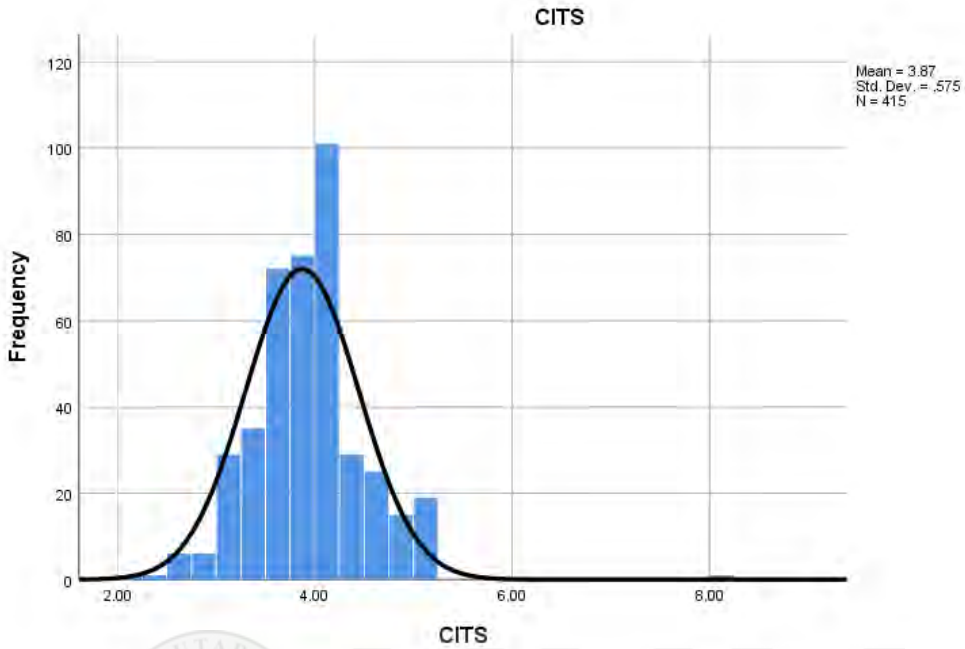
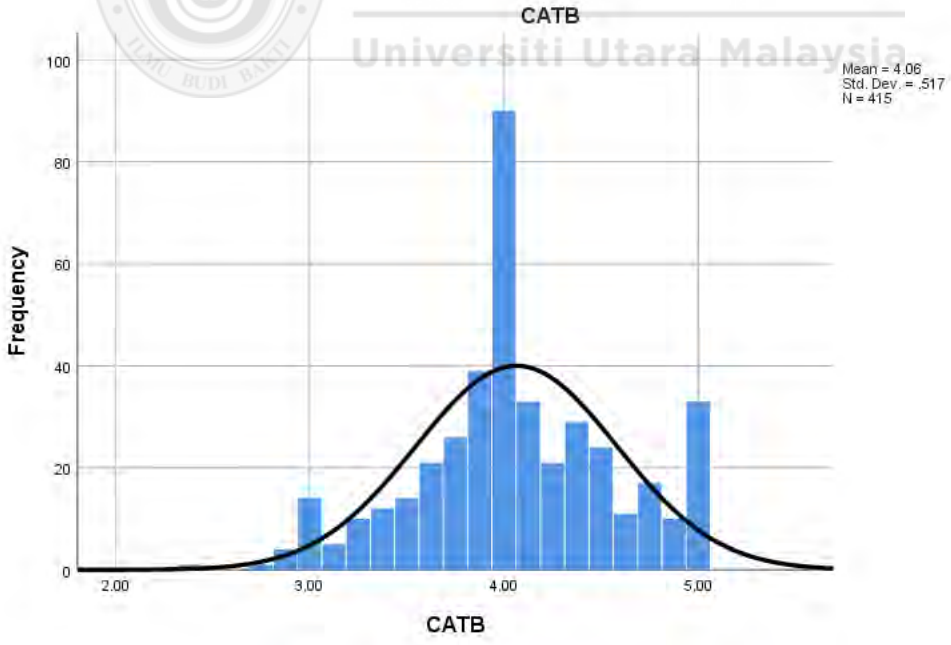
HISTOGRAM CHART





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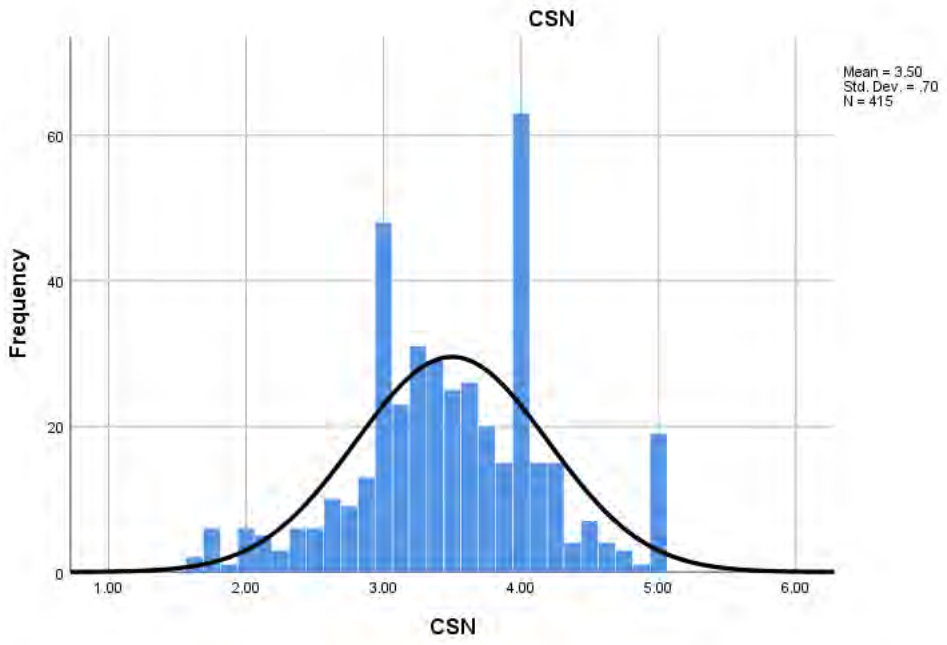

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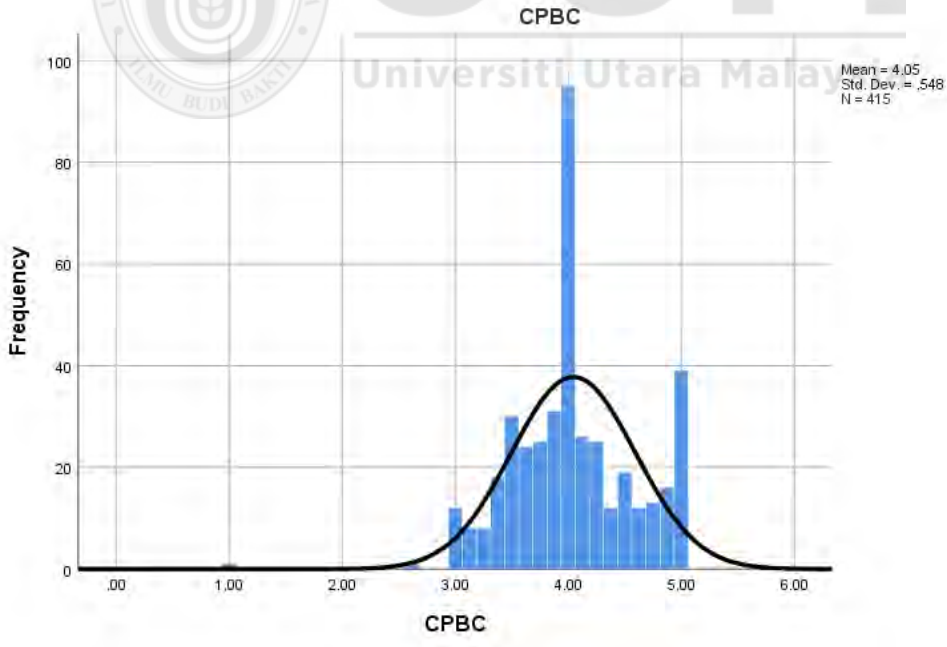

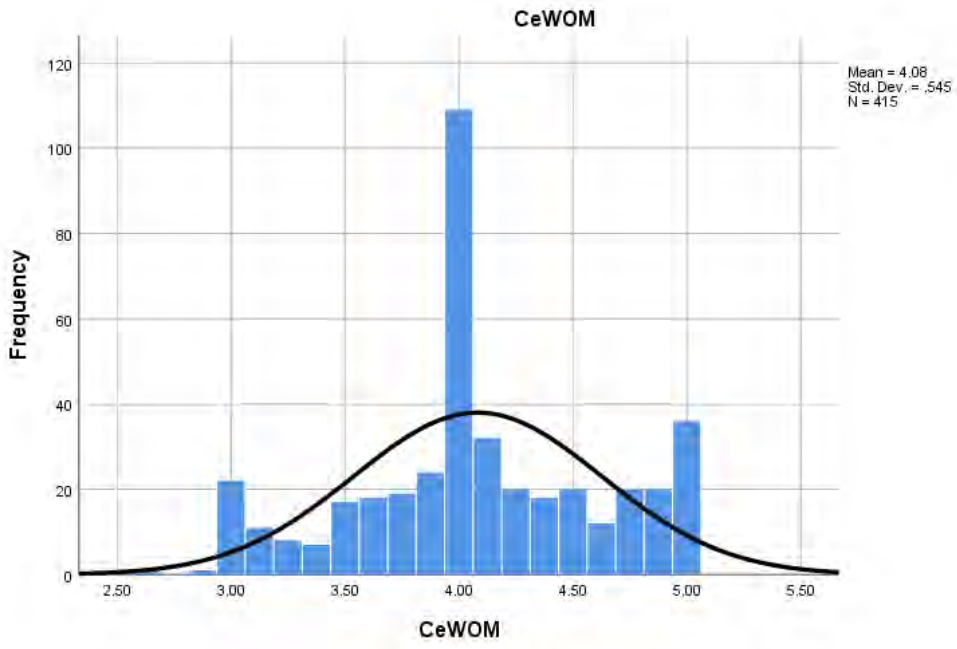

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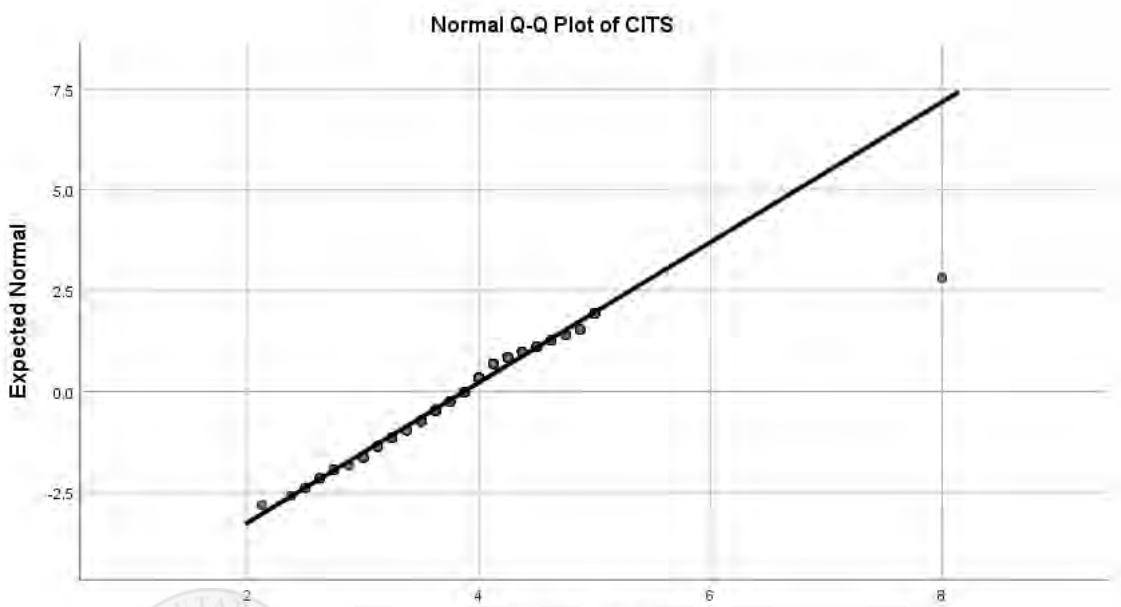
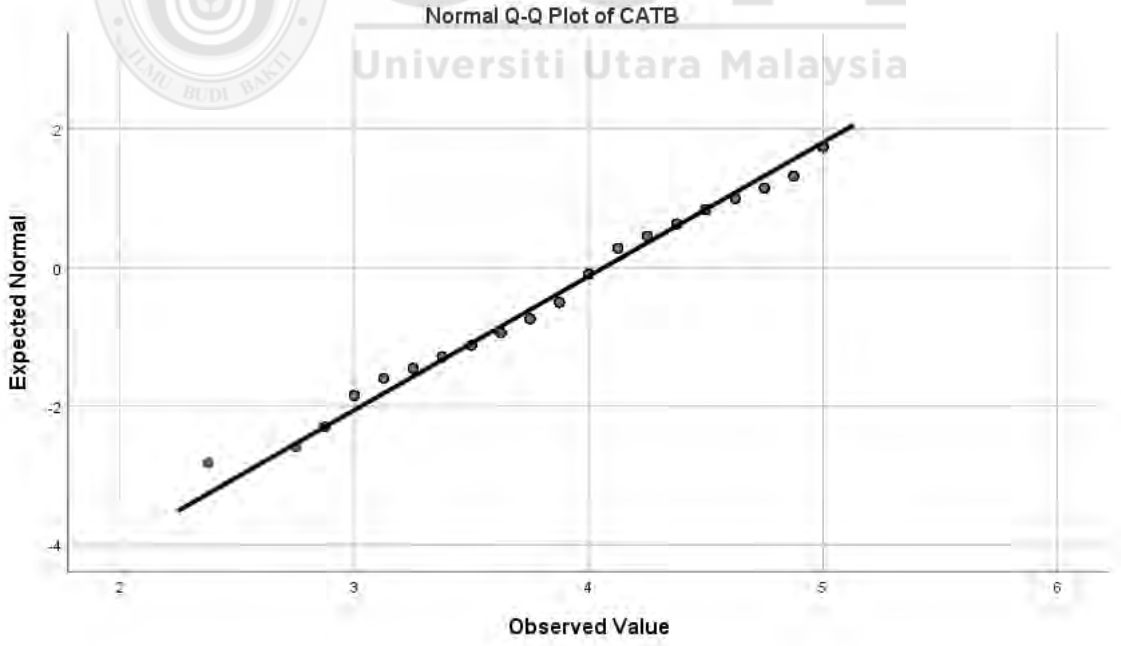
Q-Q PLOT CHART





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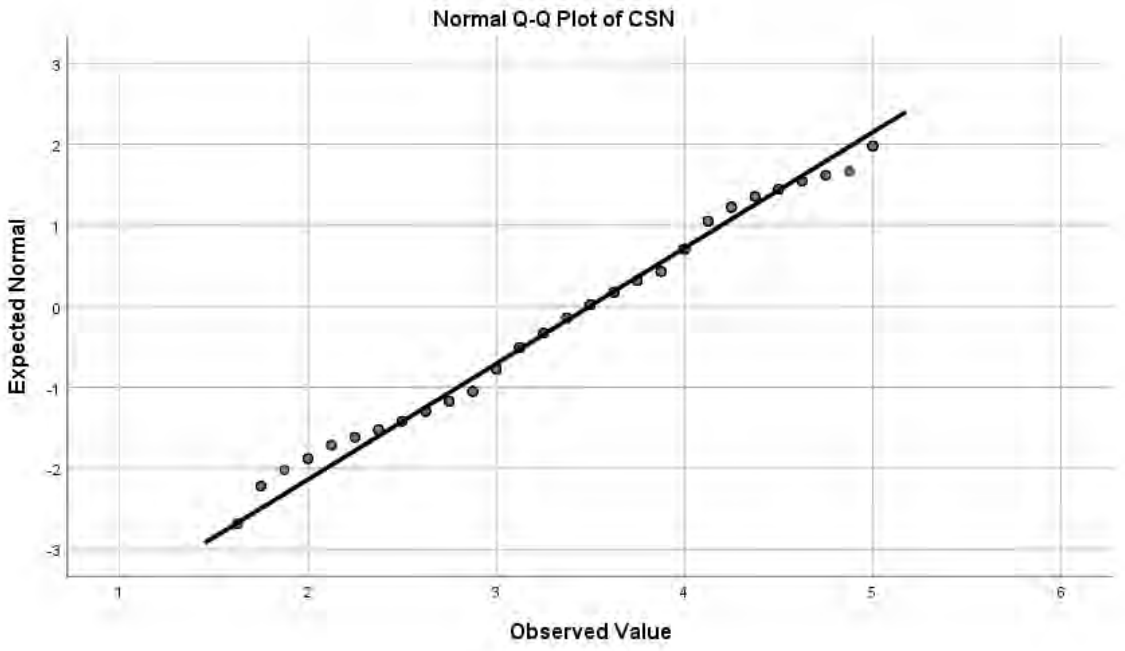

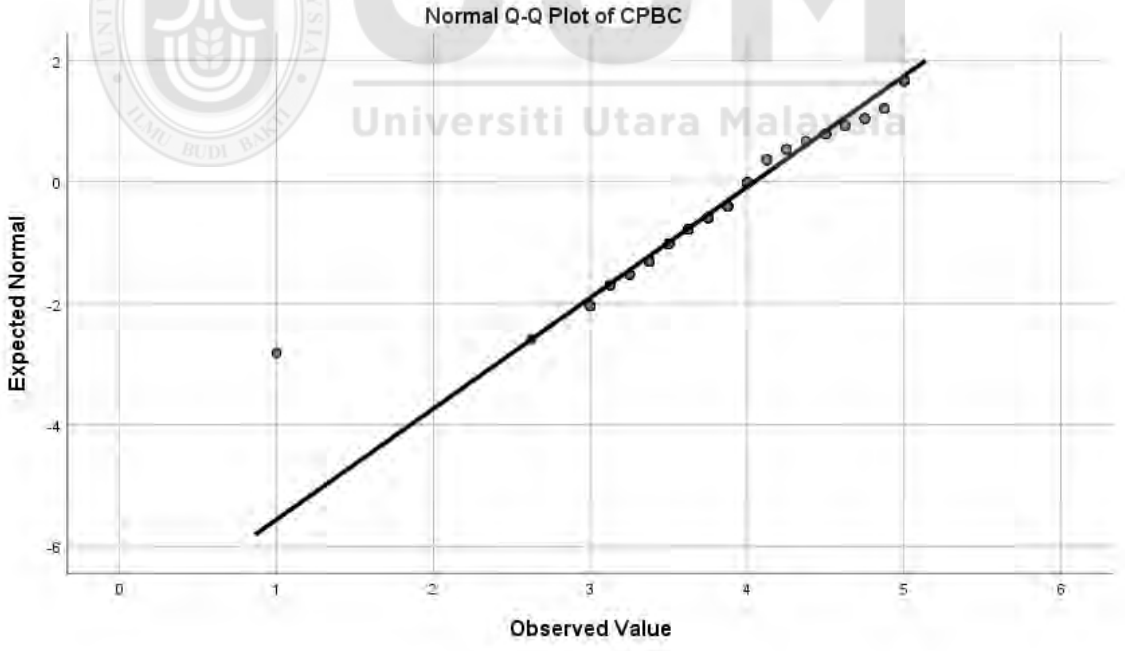

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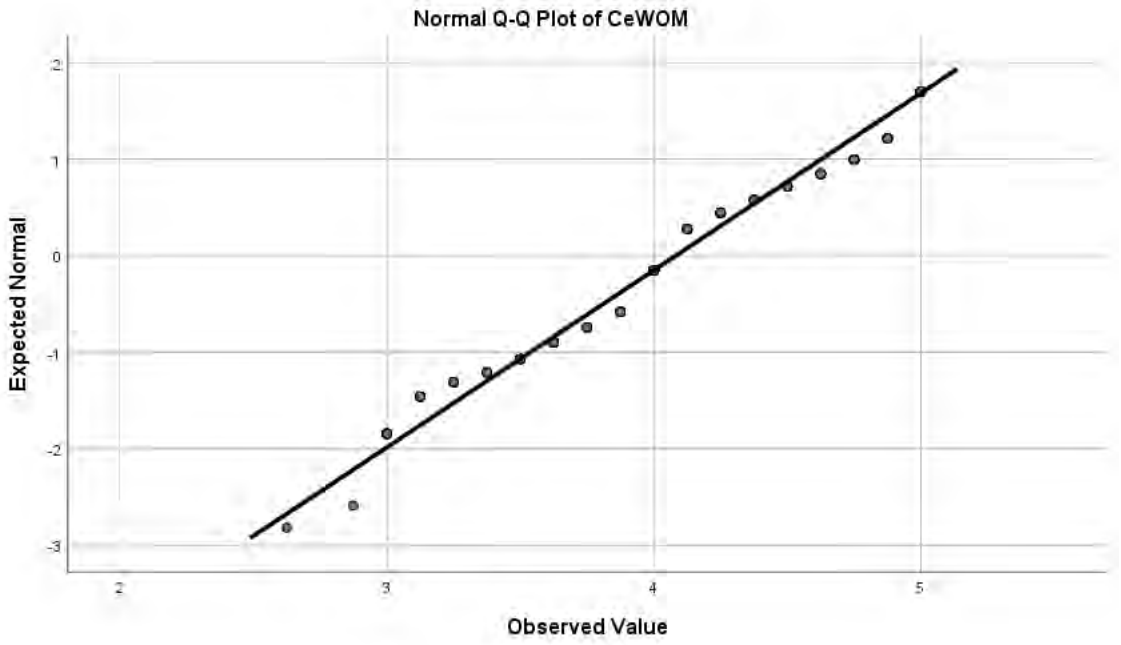

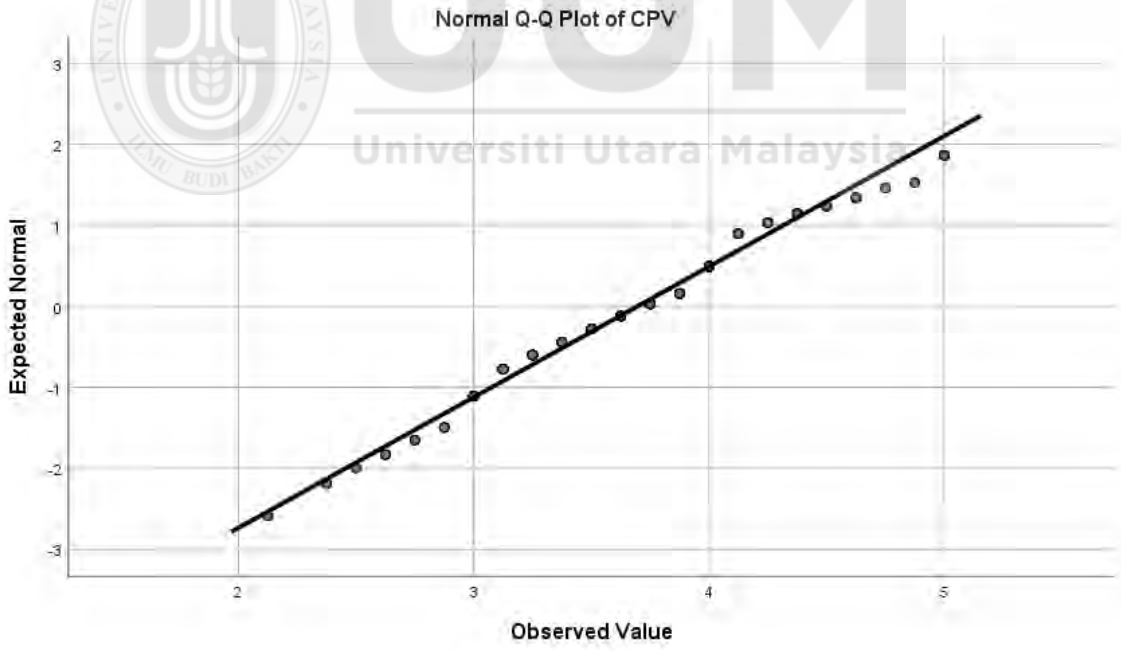

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QUESTIONNAIRE (GOOGLE FORM)

(Refer to the PDF file attached)

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