Customers Intention Towards Green Hotel Practice in Malaysia

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Abstract

Tourism industry in Malaysia has experienced continued growth due to Malaysia’s beautiful natural assets over decades. Tourism is largely depending on the clean environment, so the issues of operational hotel waste cannot be ignored. It is expected that customer behaviour while staying at the hotel can produce tonnes of waste. As a result, becoming a green customer is a step to cope with this problem. Green customers are people who committed about going green that will help to create a better environment. This concept is widely used in other countries but "limited" in Malaysia especially on green customers’ intention.

Therefore, the theory of planned behaviour has been tested to define which factor is influencing the customer intention to practice green while staying at the hotel. This paper aimed to define which measurement items represent the factors of (attitude, subjective norm, perceived behaviour control and overall image). Confirmatory Factor Analysis (CFA) is used to validate the measurement model. The questionnaires are distributed and 210 respondents are received. The respondents are focussed to hotel customers in Malaysia. Data analysing is using Analysis of Moments Structures (AMOS) to confirm the unidimensional, validity and reliability for measurement model. Findings indicate most respondents perceived positive perception toward participating in green campaign favourably affect to practice green while staying at the hotel while the other factors were found no significantly generalise the finding.

This highlighted the finding as to the emerging of group green customer in Malaysia still a long way to go.

Keywords: Hotel customer, Theory of Planned Behaviour, Confirmatory Factor Analysis, Hotel, Behavioural Intention

1.0 Introduction

Business travel and pleasure are the most common mode on why people travel and they need a place that will let them rest for a day (Walker, 2007) like hotels. The basic definition of hotels is a building that contains guest rooms to sleep and is a key scope in the lodging industry. According to Hayes & Ninemeier (2007), the hotels can be classified into sizes of small hotels (not more than 75 rooms), large hotels (350 rooms) and mega-hotels (more than 3,000 rooms). Hotels play a major trading component in Malaysia’s prosperous tourism industry. There were 2,072 registered Malaysia rated (1-5 stars) hotels in September 2015 and it can be expected that hotels will continue to the growth of various types and sizes of hotels in the future (Ministry of Tourism and Culture Malaysia, 2015).

Nevertheless, Kasim (2004) reveals that hotels may cause negative impacts created by construction and daily operation of its existence. If the activities of the growing hotel developments are uncontrolled during construction, it can constitute a threat to the environment such as destruction of habitats, land-use changes, higher
demand for scarce resources and services (land, water and energy supply, sewage treatment, etc.) (Beccali, Gennusa, Coco & Rizzo, 2009). According to Manaktola & Jauhari (2007), the daily operation of hotels may exert consume of resources due to their usage of different types of solid, liquid and gas emission are released from the hotels. As a result, these processes cause hotels to turn into more wasteful units than other buildings if not well develop and manage.

The daily hotel operation was highlighted as the most factors that translate into negative impacts on the environment. Two types of waste released from hotel operation, which is a non-hazardous and hazardous waste in the hotel industry (Tey, Goh & Ang, 2017; Zein, Wazner & Meylan, 2008). However, the hotel operation is not the only one should be responsible for environmental problems, but, customer should also play a role (Chen & Tung, 2014). Another study from Huang, Lin, Lai & Lin (2014), hotels produce other types of waste, which is used a large amount of water and detergents to wash such as towels and bedsheets. These activities come from the demanding and hotel customer behaviour such as change the towels and bedsheets, using non-disposable toiletries and asking for hotel housekeeping room to clean their room. Behaviours such reuse the hotel towel, using disposable toiletries and not frequently ask for hotel housekeeping room, can help the hotel to reduce the amount of water, energy and detergents released into the environment and that is the type of green customers. Hence, customer should act as a green customer while staying at the hotel and that is the solution to reducing waste and conservation in hotels.

However, Hassan, Noordin & Sulaiman (2010) found that even though Malaysian had higher environmental concerns, they felt difficult about going green. Paim, Othman, Hashim, Haron, Osman & Masud (2013) highlighted those customers might not going green because they cannot see the impact of their behaviour. Therefore, this study aims to identify the readiness of the Malaysian towards green customer while staying at the hotel. This remains some questions on which factors influence the Malaysian decision making to perform some intention.

Several studies have been used Theory of Planned Behaviour (TPB) to predict human intention and behaviour and they successfully find the key factors that influence their respondents to perform the behaviour (Han & Yoon, 2015; Kim, Jang & Kim, 2014; Chen & Peng, 2012). Chen & Tung (2014) also used TPB theory to predict Taiwan customer intention to visit a green hotel and a total of 26 measurement items were taken from previous researchers to conduct in their study. Whereas, Ramayah, Lee & Lim (2014) also apply TPB theory in predicting the recycling behaviour using multiple measurement items were developed from the previous studies. Hence, this study used TPB theory to investigate which measurement items representing their underlying factors of Attitude, Subjective Norm, Perceived Behaviour Control and Overall image toward the green hotel.

2.0 Literature Review

Theory of Planned Behaviour (TPB) is widely used to investigate customer intention to perform some behaviour. This theory has been developed by Ajzen (1991) and there are three original factors based on that theory. Those factors are attitude, subjective norm and perceived behavioural control as base theory (theoretical framework) for this study. To get more clarity about the theoretical
framework is the application of a theory that explains some phenomena the researcher chooses to guide in their research (Imenda, 2014). Thus, since this study used the TPB approach that originally from Ajzen (1991), Additional factor should be added to the theory since there are many other factors should be considered (Han, Hsu & Sheu, 2010; Han & Kim, 2010; Ramayah et al, 2012). These authors suggested that overall image toward green hotel should be included in the future study as they suspected that this factor may influence the customer intention toward behaviour in different countries and economy (Han & Kim, 2010; Chen & Tung, 2014). Since green business in the hotel industry in Malaysia is still new, overall image toward a green hotel is important to find out whether this factor influences the intention to become a green hotel guest. Taking noted that the TPB theory allows the additional factors, therefore overall image toward green hotel included in the model TPB of this study. This additional factor in the TPB theory would make a new sign to the explanation about the intention toward behaviour. Hence, this study tested the appropriateness of TPB theory and given that model, namely the Model of readiness of Malaysian to become a green hotel guest as the conceptual model in Figure 1.

The adopted variables (attitude, subjective norm, perceived behaviour control and overall image) are constructed toward the intention of practising green while staying at the hotel. The model of this study is suitable in the current Malaysian scenario and it is believed that customer attitude, subjective norm, perceived behaviour control and overall image are affected by customer environmental concern (Chen & Tung, 2014). To illustrate how well the applicability of TPB theory, Confirmatory Factor Analysis (CFA) is applied.

Chen & Tung (2014) and Hang & Yoon (2015) have focused on hotel customer behaviour and next section discussed on how measurement items (taken from previous studies) that represent the attitude, subjective norm, perceived
behaviour control and overall image toward the green hotel.

Ajzen (1991) defined attitude as the positive and negative perceived from the individual perspective to perform a certain behaviour. Therefore, if the hotel customer perceived positive attitude toward hotel environmental efforts, it will let them intends to go green customer. For example, hotel customer with a positive attitude by taking a small portion of food at the hotel restaurant will prevent the extras from becoming (Jeong, Jang, Day & Ha, 2014). Baker, Davis & Weaver (2013) suggested hotel customer with a positive attitude by turning off lights and air conditioner when not using them will help conserve hotel resources. Whereas, customer positive attitude with feeling good toward hotel that put out sign/ notices encourage customer to conserve water and eco-friendly, and reducing housekeeping to change hotel towels or hotel room will save on hotel detergent, water, labour, utility and laundry expenses (Huang et al., 2014; Wang, 2012). Therefore, a total of four measurement items were used to measure the attitude for this study.

Subjective norm is defined as the individual felt a degree of social pressure (parents, friends, relatives & co-workers) that affects the intention before performing a certain behaviour. Taking the advice from Chen & Tung (2014), friends that close to the individual expect to conserve energy and water as much as possible while staying at the hotel, conserving habits from family thoughts while staying at the hotel and people (important to that individual) would prefer that individual should stay conserving habits, even though staying at the hotel. Hence, a total of three measurement items were used to measure the subjective norm for this study.

Perceived behaviour control refers to the individual that considered such as money, time and the availability of opportunity before perform the intention to perform certain. Therefore, the more power of an individual can control over money, time and opportunity then they will have the intention to perform the behaviour. For example, the decision to practising green while staying at the hotel entirely depends on that individual. Individual confidence could stay practice green if staying at the hotel and lastly, availability of resources, time and opportunities of the individual to practising green while staying at the hotel. Thus, a total of three measurement items were used to measure the perceived behaviour control for this study.

Next, the overall image is about the formation of the perceptual process toward products and services (Han & Kim, 2010). Since this factor as an additional factor to the TPB theory of this study, it is suitable in the Malaysia surroundings. Green hotel in Malaysia is still new and this finding is important to see how well the respondents perceived toward the green hotel. Lee, Hsu, Han & Kim (2010) dedicated that the image of the green hotel would become a powerful method that will attract more customers, especially for the green customer to visit. Therefore, an overall image such as staying at the green hotel is expensive, the difference between a green hotel and non-green hotel, green hotel in Malaysia is new and change our habits is important than just staying at the green hotel. Hence, a total of four measurement items were used to measure the overall image toward a green hotel for this study.

Overall, there are three measurement items were used to measure the intention. The list of measurement items, which is whether they want to continue practising green, they will do it and they will need to practice green in the future. As a result, that is the measurement items that measure the intention before performing the behaviour.
3.0 Methodology

A quantitative method through a self-administered questionnaire is applied for data gathering to the potential hotel customers in Malaysia. The independent variables such as Attitude and Overall Image are measured using four measurement items respectively, while the latent constructs of Subjective Norm and Perceived Behaviour Control have three measurement items questionnaires. Hence, Intention is a dependent variable with three measurement items.

Invitations to participate in the online survey are sent to 250 green hotel guests. After excluding 3 questionnaires for an incomplete and unusable response, a total of 210 valid questionnaires representing the response rate 84%. Table 1 presents the profile of respondents of this study. About 77 of the respondents are male and 132 are female. Out of the 210 respondents, 60% of them are Malay, 26% Chinese, 8% Indian and 6% others. Most of the respondents are 128 respondents between 20 and 29 years of age. About 66 of them had an undergraduate degree, and 13 respondents had a PhD level. Among the respondents, 74 of them had annual monthly income was under RM1, 500 and only 43 respondents were over RM10, 000. A total of 87 respondents indicated that they were not sure whether they are a green customer or not and 83 of the respondents called themselves as a green customer. Based on the results, many of the respondents, 158 respondents agreed that sometimes they will go to travel. Notwithstanding, 52 of them stated that they always going to travel.

Of these respondents, 85 respondents did have a trip purpose on vacation while 75 of them did have a purpose on family trips. Out of this sample, 20 of the respondents revealed that when they are on a trip purpose only for business. In terms of customer selection in star rating hotels, although about 134 of the respondents prefer choosing 3 to 4 star hotel to stay, only 58 of these respondents stated that they are comfortable with the rating 1 to 2 star hotel, whereas other respondents 18 answered rather staying at the 5 star hotel when they are travelling.

Table 1 : Profile of the respondents

<table>
<thead>
<tr>
<th>Variable</th>
<th>Range</th>
<th>Frequency</th>
<th>Variable</th>
<th>Range</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>78</td>
<td>Green customer</td>
<td>Yes</td>
<td>83</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>132</td>
<td></td>
<td>No</td>
<td>29</td>
</tr>
<tr>
<td>Race</td>
<td>Malay</td>
<td>126</td>
<td>Not sure</td>
<td>87</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chinese</td>
<td>55</td>
<td>Not familiar word</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Indian</td>
<td>16</td>
<td>Always</td>
<td>52</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>13</td>
<td>Sometimes</td>
<td>158</td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>20-29</td>
<td>128</td>
<td>Travel</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td></td>
<td>30-39</td>
<td>57</td>
<td>On business</td>
<td>85</td>
<td></td>
</tr>
<tr>
<td></td>
<td>40 and over</td>
<td>25</td>
<td>On vacation</td>
<td>75</td>
<td></td>
</tr>
<tr>
<td>Level of education</td>
<td>PhD</td>
<td>13</td>
<td>Meetings/conference</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Master</td>
<td>55</td>
<td>Visiting friends/relatives</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td></td>
<td>First degree</td>
<td>63</td>
<td>1-2 star hotel</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Diploma</td>
<td>29</td>
<td>3-4 star hotel</td>
<td>134</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SPM</td>
<td>50</td>
<td>5-star hotel</td>
<td>18</td>
<td></td>
</tr>
</tbody>
</table>
4.0 Results

This section addressed how confirmatory processes can test a proposed measurement theory and CFA to test how well the measured variables represent the constructs (Hair, Black, Babin, Anderson & Tatham, 2006). The importance of thoroughly assessing the unidimensionality, reliability and validity of the measurement model before modelling their inter-relationship in a structural model cannot be overstated. This is because no valid conclusions exist without a valid measurement (Hair et al., 2006). Therefore, as a preliminary step to test a proposed measurement model for all constructs involved in this study should be assessed together and it was found that the fitness indexes as follows: (Chi-Square/ Chi-Square d.f. = 1.835), (GFI= 0.92), (AGFI= 0.87), (CFI= 0.98) and (RMSEA= 0.063). According to Bagozzi & Yi (1988); Browne & Cudeck (1992); Chau & Hu (2001); Iacobucci (2010) with the above discussion, it can conclude that the measurement model fitted the data well.

After the fitness indexes have been achieved, the researcher needs to compute certain measures which indicate the validity and reliability of the constructs and summarise them in a table (Awang, 2014; Xu & Gursoy, 2015).

Table 2: The CFA results for the measurement model

<table>
<thead>
<tr>
<th>Construct</th>
<th>Measurement Item</th>
<th>Factor Loading</th>
<th>Cronbach’s Alpha (Above 0.70)</th>
<th>AVE (Above 0.50)</th>
<th>CR (Above 0.60)</th>
</tr>
</thead>
</table>
| Attitude        | I believe that by taking a small portion of food at the hotel restaurant will prevent the extras from becoming waste.  
I believe that by turning off lights and air conditioning when I’m not in the room will help conserve hotel resources.  
I feel good to the hotel that put out sign/notices encourage guests to conserve water and eco-friendly.  
I believe that by reducing housekeeping to change my towels of the room will save on hotel detergent, water, labour, utility and laundry expenses. | 0.88           | 0.838                        | 0.723            | 0.839          |
| Subjective Norm | My friends expect me to conserve energy and water as much as possible when I’m staying at the hotel.  
My family thinks that conserving habits are good when staying at the hotel.  
People whose opinions I value would prefer that I should stay conserving habits, even though staying at the hotel. | 0.80           | 0.899                        | 0.765            | 0.907          |
<p>|                 | These items were deleted due to non-normality data                                |                |                               |                  |                |</p>
<table>
<thead>
<tr>
<th>Perceived Behaviour Control</th>
<th>The decision to practising green at the hotel is entirely up to me.</th>
<th>0.88</th>
<th>0.906</th>
<th>0.774</th>
<th>0.911</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I’m confident that I could stay practice green if I staying at the hotel.</td>
<td>0.86</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I have resources, time and opportunities to practising green even though while staying at the hotel</td>
<td>0.90</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall Image</td>
<td>Staying at a green hotel is expensive.</td>
<td>0.87</td>
<td>0.941</td>
<td>0.798</td>
<td>0.940</td>
</tr>
<tr>
<td></td>
<td>I don’t see any difference between a green hotel and hotel.</td>
<td>0.83</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Green hotel in Malaysia is new to me.</td>
<td>0.94</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Change our habit more important than just stay one or two green hotels.</td>
<td>0.93</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intention</td>
<td>I want to continue practising green while staying at the hotel.</td>
<td>0.91</td>
<td>0.943</td>
<td>0.846</td>
<td>0.942</td>
</tr>
<tr>
<td></td>
<td>I will practice green while staying at the hotel if I go to travel.</td>
<td>0.93</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I need to practice green while staying at the hotel to save the environment.</td>
<td>0.92</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: AVE= Average Variance Extracted, CR= Composite Reliability

Table 2 lists the overall CFA results of the measurement model. The convergent validity should be supported by Composite Reliability (CR) and Average Variance Extracted (AVE). The formula for CR, AVE and Cronbach’s Alpha can be referred to in the previous study. All of the CR estimates ranging from 0.839 to 0.942 exceeded the recommended CR threshold (0.60) (Awang, 2014). The AVE ranged from 0.723 to 0.846, with a satisfying value of 0.50 (Bagozzi & Yi, 1988). The Cronbach’s Alpha of all items in the measurement model ranged from 0.838 to 0.943. According to Hair et al. (2006), the Cronbach’s coefficient Alpha exceeding 0.70 for a scale could be considered as reliable. To ensure unidimensionality, any item with factor loading 0.60 or higher is considered acceptable and for an item with below 0.60 should be deleted as recommended by Awang (2014). This is because the item with below 0.60 can cause the measurement model for the constructs to be poorly fit. Therefore, the factor loading for all items of this model are above 0.60 and the unidimensionality is achieved. Regarding the CR, AVE, Cronbach’s Alpha and the unidimensionality, results suggest that the measurement items had acceptance validity and reliability, respectively.

Next, the discriminant validity needs to be measured by comparing the correlations between the constructs and square root of the variance extracted for a construct (Awang, 2014). To access the discriminant validity of the constructs, the following Table 3 presents the resulted. The diagonal values (in bold) is the square root of AVE is higher than the values of the correlation between the respective constructs (in its row and column). Therefore, the discriminant validity for all constructs is achieved and it means that the measurement model is free from redundant items.
Table 3: The discriminant validity index summary

<table>
<thead>
<tr>
<th>Construct</th>
<th>A</th>
<th>SN</th>
<th>PBC</th>
<th>OI</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>0.85</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SN</td>
<td>0.54</td>
<td>0.87</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PBC</td>
<td>0.74</td>
<td>0.57</td>
<td>0.88</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OI</td>
<td>0.52</td>
<td>0.36</td>
<td>0.50</td>
<td>0.89</td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>0.47</td>
<td>0.31</td>
<td>0.50</td>
<td>0.47</td>
<td>0.92</td>
</tr>
</tbody>
</table>

The data are examined for normality test to obtain insights about the distributional characteristics. This step is particularly important for CB-SEM since it assumes normality in the data (Astrachan, Patel & Wanzenried, 2014). SEM using the Maximum Likelihood Estimator (MLE) like AMOS is fairly robust to Skewness greater than 1.0 in absolute value if the sample size is greater than 200 and the Critical Region (CR) for kurtosis does not exceed 3.0 and the value of CR for Skewness does not exceed 8.0 (Awang, 2014). Therefore, since the sample of this study is 210 which it is enough to be considered as the large sample; further analysis is needed to access the normality data. If the measurement model for the absolute value of Skewness and Kurtosis fall within a range of -1 to 1, data are considered within an acceptable range (Hair, Celsi, Money, Samouel & Page, 2011). In this case, item (I believe that by turning off lights and air conditioning when I’m not in the room will help conserve hotel resources) with (Skew = CR -11.787) (Kurtosis= 12.134) and item (I feel good to hotel that put out sign/notices encourage guests to conserve water and eco-friendly) with (Skew =-12.139) (Kurtosis= 12.611) which is both items fell outside the normal range for Skewness and Kurtosis acceptable range and the data were not fulfilled the normality assumption. Therefore, both items were removed because of non-normal data from the measurement model as suggested from Awang (2014). Figure 3 presents the resulted of the final measurement model after removing both items. Then, these results revealed that the data was closely to a normal distribution.

Figure 2: Final measurement model

Fitness Indexes

\[
\begin{array}{l}
1 \text{ CMIN/DF=} 1.835 \\
2 \text{ GFI=} 0.92 \\
3 \text{ AGFI=} 0.87 \\
4 \text{ CFI=} 0.98 \\
5 \text{ RMSEA=} 0.063
\end{array}
\]
Note:
A1= I believe that by taking a small portion of food at a hotel restaurant will prevent the extras from becoming waste.
A4= I believe that by reducing housekeeping to change my towels of the room will save on hotel detergent, water, labour, utility and laundry expenses.
B1= My friends expect me to conserve energy and water as much as possible when I’m staying at the hotel.
B2= My family thinks that conserving habits are good when staying at the hotel.
B3= People whose opinions I value would prefer that I should stay conserving habits, even though staying at a hotel.
C1= The decision to practising green at the hotel is entirely up to me.
C2= I’m confident that I could stay practice green if I staying at the hotel.
C3= I have resources, time and opportunities to practising green even though while staying at the hotel.
D1= Staying at a green hotel is expensive.
D2= I don’t see any difference between a green hotel and hotel.
D3= Green hotel in Malaysia is new to me.
D4= Change our habit more important than just stay one or two green hotel
E1= I want to continue practising green while staying at the hotel.
E2= I will practice green while staying at the hotel if I go to travel.
E3= I need to practice green while staying at the hotel to save the environment.

5.0 Discussion

Overall, the result of CFA for the measurement model showed very good acceptable model fitness. In other words, it confirms that the theory fits the data very well of this study. Since this study was the focus on which items is the meaningfulness in representing their underlying constructs. The finding was found that item A1 and A4 really representing the latent construct of Attitude as they have acceptable factor loading (>0.60), while item A2 indicates customers are practising to turn off appliances while leaving the room will help to conserve hotel resources, and A3 indicates sign and notices that encourage customers to conserve water and eco-friendly. Both indicators were deleted due to having non-normality data, as both measurement items fall outside the normal range for both Skewness and Kurtosis acceptable range. This finding indicates that two indicators are not as crucial because most of the hotels used a key card system which will automatically switch off the electrical system while customers leaving the room. Meanwhile, practising green is rely on personal attitude towards green, therefore sign and notices are just acting as an educational guide instead of influencing personal attitudes (Baker, Davis & Weaver 2013). Therefore, to attract more customers to practising green while staying at the hotel, their positive attitude toward the small portion of food at the hotel restaurant will prevent the hotel waste and by reducing housekeeping hotel services will help hotel resources.

For latent constructs of Subjective Norm, the finding revealed all the items (B1, B2 and B3) are meaningfulness. This finding consistent with Chen & Tung (2014) and Wan, Cheung & Shen (2012) as they found the individual thoughts and behaviour are influenced by their family, friends and co-workers. This means that the individual favourable/unfavourable to perform certain behaviour is largely dependent on the positive/ negative behaviour that comes from (their family, friends or co-workers perceptions). Next, all items of (C1, C2 and C3) that represent perceived behaviour control is acceptable. As that item had acceptance factor loading and normality data. Time, money and opportunities are the irrational factors that
individuals always consider before performing a certain behaviour. This finding is supported as Conner & Abraham (2001), perceived behaviour control has a direct impact on the intended behaviour. Therefore, all items in the perceived behaviour control play an important role to influence the customer intention of practising green while staying at the hotel.

All items of (D1, D2, D3 and D4) present the meaningfulness toward overall image green hotel. As has been said before, a green hotel in Malaysia is still an early stage. Therefore, the findings revealed the customer has a different perception toward a green hotel and they do have limited access to the differences between a green hotel and non-green hotel. All respondents agreed that changing the behaviour is much more important rather than staying at the green hotel which is costly. Lastly, all items of intention (E1, E2 and E3) with focus more on the customer wants will and needed to practising green while staying at the hotel. This indicated that respondents did have a good plan for practising green when visiting a hotel in the future. Hence, those findings are achieving the objective of this study.

6.0 Conclusion

A good model depends on the validating measurement model. Therefore, there are two steps that the researcher needs to be taken after the assessment of CFA processes for all constructs has been achieved. The first steps, the normality test needs to be estimated before proceeding to the structural model. This step is particularly important for CB-SEM since it assumes normality in the data (Astrachan et al., 2014). This study sought to provide a deeper understanding toward intention to practising green while staying at the hotel by incorporating four latent constructs, namely attitude with 2 items, subjective norm (3 items), perceived behaviour control (3 items) and overall image (4 items) into the TPB model. Specifically, the study results indicated that Malaysian people are ready to become green practitioners while staying at the hotel due to having positive items of latent constructs.

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