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INSIGHT JOURNAL
UNIVERSITI TEKNOLOGI MARA CAWANGAN JOHOR

Drivers of Consumer Staying Intention Towards Islamic Green Hotel Industry: Evidence from Quantitative Findings

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ABSTRACT

This research study is endeavoured to discover the factors that will lead the consumers' staying intention at green hotels, especially of those who practise the Shariah Law (Islamic green hotels). Nowadays, there has been an increase in public concern regarding environmental issues. Consumers are more environmentally aware than they were in past decades. Hotels are among the largest contributors of energy consumers in the tertiary building sector, which contribute to some negative impacts to the earth at the same time. The most obvious negative impact of hotels on environment are solid waste generation and disposal. Therefore, numerous consumers are supportive of green consumption and consider it as a successful method to protect the environment. In Islamic green hotels, Muslim-friendly amenities have also been provided to protect Muslims travellers' welfare that is by providing them a comfortable prayer room, the Holy Quran and Islamic practices booklets, prayer mats and a direction of Qibla. A set of questionnaires was distributed to 256 respondents among the community and tourists in Kuching, Sarawak. The dependent variable in this study was consumers' staying intention while the independent variables were green image, green satisfaction, Muslim amenities and lifestyle and price fairness. This research study also made use of the Statistical Package for Social Science (SPSS) software to analyse the result based on the questionnaires distributed to the respondents. Based on the result of analysis, it is shown that the green image and green satisfaction were found of having a positive significant that influence the consumers' staying intention at the Islamic green hotels. Besides that, Muslim amenities and lifestyle was also found to have a positive significant impact that influences the consumers' staying intention. Most Muslims were likely to choose a destination with Islamic practice to fulfil their daily duties. However, green price fairness did not significantly influence the consumers' staying intention.

This is because if green image, green satisfaction, Muslim amenities, and lifestyle meet the requirements of the Muslim tourists, they would not be affected by the price. As a matter of fact, price may be the least factor of consideration by the tourists in choosing a hotel to stay.

Keywords: *Green hotel; green image; green satisfaction; Muslim amenities and lifestyle; price fairness.*

1.0 INTRODUCTION

Malaysia's tourism industry has turned out to be a national income, hence the government has encouraged the hoteliers to build more hotels in the future. The hotel development should be continued to ensure Malaysia's positive economic growth. In the meantime, consumers' behaviours ought to be tended to. At the end of the day, both hotels and consumers should cooperate in creating a healthy tourism environment. Therefore, to ensure this a success, consumers should make use of the amenities provided by the green hotels effectively while staying at the hotel. This is because waste generation can only be reduced if the hotel consumers are willing to reuse hotel towels, not actively using disposable toiletries and not requiring to change bed linen everyday (Huang et al., 2014). Mathieu (2001) stated that hotel industry can be classified under the service industry. This industry always confronts many different characteristics of customers. The characteristics of customers are extremely fascinating to study such as their response behaviour towards the product, especially in knowing their intention to stay at the hotel that practises green living. In connection to this study, visitors' preferences in choosing the green hotels are influenced by the resources of the hotels such as the hotels' image or the satisfaction that they obtained during their previous stay (Chen & Chen 2012; Lien et al., 2012). Furthermore, consumers are more likely to show their interest towards staying at the hotel when they realise the fair cost of the service or product, hence repeating the purchase (Bei & Chiao, 2001). Therefore, this study intended to discover which factors could influence the consumers' staying intention at the green hotels, especially of those that practise the Shariah Law.

2.0 LITERATURE REVIEW

2.1 Consumer's Staying Intention

The accessibility of green products is quite small in the hotel industry. Previous studies have found that the accessibility of green products is crucial in

order to allow the consumers to practise an environmentally friendly behaviour (Ismail et al., 2008). An increase of company loyalty and job longevity could lead to employees serving the customers better because of their understanding towards the customers' needs and wants. Moreover, it also encourages the employees to work harder in providing a good service to the customers such as being polite while encountering or greeting people. This would influence the consumers' staying intention in a hotel (Naim et al., 2018). Customers would give their first reaction of a service through the job behaviour and performance by frontline employees (Chernatony & Segal, 2003). On the other hand, Nandiri and Tanova (2010) stated the service quality depends on the employee performance in avoiding turnover customers as supported by Griffeth et. al. (2000) on the reflection of job behaviour or services. In this study, consumers' intention refers to an intention that is made to repeat a stay in an Islamic green hotel. This would correspond to various elements such as intentions to spread positive or negative word-of-mouth feedback of the hotel, the willingness or unwillingness to pay for a price given for the hotel room and the customers' intention to revisit or switch to another hotel, resort or green hotel.

2.2 Green Image

Green image is a series of perceptions of a company where each of the perception is related to environmental commitments and issues, resulting from the associations of the company in the memories of the consumers (Keller, 1993; Chen, 2010). Han et al. (2011) discovered that older female customers have a favourable belief towards eco-friendly behaviours and positive images of green hotels and they are more willing to remain at a green hotel, and pay more for it or recommend it to others. As indicated by Kandampully and Suhartanto (2003), conceptual images have a high impact on customers' behaviour in buying or consuming goods and services. According to Wang et. al. (2018), there are relationships between the green hotel image industry and the word-of-mouth intention among consumers. They explored the Stimulus-Organism-Response (S-O-R) framework to understand the relationships concerning the stimuli individuals receive (S), the internal evaluations individuals generate (O), and their subsequent responses or attitudes (R). Such positive image generates a good first impression for the customers. An alluring image that can create good word of mouth from the previous customers and at the same time can attract or gain new customers (Khan, 2013). The success in attracting additional customers and loyalty for the company's products plays an important step in proper marketing strategies. This implies that the reputation and brand image are legitimate reasons that affect an individual's purchasing activities, decisions and behaviours (Muhammad et al., 2016). Therefore, the industry

players should be quick to find space and make full use of this opportunity to boost this sector by ensuring that more existing and future hotels can fully commit in practising green practices. This is to ensure that they can be role models and responsible tourism sector leaders. Among the benefits of green practice are to help save money and build efficiency in running hotel operations, apply corporate social responsibility to save costs and build economic, social and at the same time ensure the environment is always safe and sustainable for living together (Grayson & Hodges, 2017). Green practices and image also allow for new opportunities for collaboration, development of sustainable tourism products and activities that do not pollute the environment as well as add value to the products and services provided to tourists and customers. It can also be a platform for the application of educational elements to all parties involved. They can immediately understand and apply green practices to ensure that all operations are efficient, save costs and do not affect the environment while fulfilling individuals and corporate social responsibility to the local community (Vanclay & Hanna, 2019; Hu et al, 2019.)

2.3 Green Satisfaction

Green satisfaction is a feeling of pleasure arising from the ability of a product or service to satisfy needs, wants, and desires in a manner that is environmentally sound, sustainable, and eco-friendly (Martinez, 2015). Satisfaction can be referred as "a pleasant level of sensation emerging from a product's or service's capacity to fulfil the needs, wants and desires of consumers" (Yoon & Uysal, 2005). Darian et al. (2001) stated that the marketing exchange process has put customer satisfaction as a key element as it certainly contributes to the provision of successful services. Besides, customer satisfaction is one of the fundamental factors to foresee the consumers' behaviour and more explicitly could lead to a purchase repetition (Martin-Consuegra et al., 2019). Part of what motivates guests to visit the same hotel often is their positive feelings and satisfaction to apply pure values to environment (Nor Rabiatul Adawiyah & Nor Azam (2015) and Granquist, Nilsson, & Angerbjörn, (2019). Zaidi SMMR et al. (2019) put forward that green trust had a significant mediating effect among green satisfaction while strengthening trust positively and influenced customers' loyalty towards green approaches. Nowadays, tourist behavior is constantly changing, therefore tourist demand and supply need to be changed accordingly. It is concurrent with the support and efforts to create a healthy environment and quality of life because finding a hotel with an environmental initiative has never been easier, but knowing which hotel is really worth it. Nowadays, tourist behaviour is constantly changing, therefore tourists' demand and supply need to be changed accordingly. The "Green Hotel" can easily lead to visitation of socially responsible users, and the formation

of benign interaction mechanisms. At the same time, this strengthens conservation awareness and energy saving implementation of new technologies. The success of the Islamic green hotel industry does not simply depend on campaigns and promotional activities. This success can also be extended from `stories' on positive experiences of consumers who had visited the hotel. Consumers who have a good experience with their stay will certainly come back and tell their friends. This is the best campaign and promotion. Complaints from consumers must be seen as the best way to further develop the industry. An attitude shift should occur in providing the best treatment towards satisfaction.

2.4 Green Price Fairness

Green price fairness is an assessment made by a consumer and related emotions as to whether the difference between the price of a seller and the price of another party's comparison is sensible, acceptable or justifiable (Xia et al., 2004). Extend research has also proposed on using price fairness judgement in common scenario (Nguyen & Meng, 2016). Furthermore, the perception of visitors regarding price fairness can increase satisfaction and loyalty with the service provided (Gumussoy & Koseoglu, 2016). To be exact, price fairness could affect customers' intention to stay at the Islamic green hotels. They are willing to pay for the price if it is fair enough and worth it according to the type of room. Grewal et al. (2004) stated that when the price differences are unfavourable to them, customers would probably react to it and it will lead to negative emotions, reduction of demand and negative word-of-mouth. At the same time, it would affect the hotel operators when the customers decided not to make the purchase (Cockrill & Goode, 2010; Grewal et al., 2004). If refined, many things need to be repaired and corrected. In the previous practice, there is no specific price level adjustment for programs accommodation involving accommodation facility service providers (Singh et al, 2020). Therefore, market research information should be gathered to ensure consumers to be more prudent in spending and get a fair green price. Revenue management can increase revenue without affecting customers' satisfaction. Abdul Malek Abdul Rahman & Karam M. Al-Obaidi (2018) stated that it can be applied to hotels that have a relatively fixed volume of demand compared to those with variable of uncertain, pricing structure, and varying customer price sensitivity. Islamic green hotels are portrayed to be a conducive energy efficient with a competitive price.

2.5 Muslim Amenities and Lifestyles

'Muslim amenities and lifestyles' in this study refers to catering for and providing Islamic hospitality to Muslim tourists (Collins & Tisdell, 2002). Opportunities for hotels in Malaysia to provide facilities as well as activities that are in line with Islamic principles have indirectly come to existence. Some hotels are even promoting a traditional halal food for the Muslims, organising Ramadan Bazaar and buffet during fasting month and also providing prayer rooms for tarawih prayers (Pitra et al., 2018). Like what has been stated in Shariah Law, the main objective is for the protection of human beings who are ruled throughout the ages on "the basic of things of permissibility" as appeared to be in the Qur'an. Hence, the life decision in Islam is mostly based on the principle of Shariah Law that prohibits the consumption of pork and other forbidden food that may cause harm to the human body, gambling, adultery, drinking liquor, dressing inappropriately, sharing of room between unmarried couples, doing forbidden physical contact and breaking fast during fasting month (Zamani & Henderson, 2010). It is important to take into account to provide separate facilities by gender, install an ablution tap in the bathroom, provide a comfortable prayer room, a copy of the Holy Qur'an and Islamic practices booklets, prayer mats, direction of Qibla, prayer call in the hotel rooms, halal toiletries and prohibit non-Islamic entertainment (Majid et. al., 2015). Most hoteliers are still unclear with this and do not understand the Shariah-compliant concept and also the needs of Muslim travellers. In the end, it leads to misinterpretation. There are some hotels that claim themselves as Muslim-friendly for the sake of attracting more customers (Che Ahmat et al., 2012).

3.0 METHODOLOGY

3.1 Data Collection

Primary data was selected to be used for the data collection method in this research study. The survey was conducted in the form of online survey which was through Google Form, and also by distributing printed questionnaires. The 300 respondents were targeted among the community and tourists in Kuching City, Sarawak using simple random sampling method. Data were obtained using structured questionnaire through survey. There are two sections which were Section A and Section B. Section A involved demographic profile with five questions on gender, age, working status, educational level and income level. Section A used a nominal and interval scale that required the respondents to answer the questions by only selecting the options in the box provided. Section B was about the dependent variables and independent variables which were "Green Image" consists of the four

items that were adapted from Wang et. Al (2018). "Green Satisfaction" consists of the three items that were adapted from Wang et. Al (2018), "Green Price Fairness" consists of the four items that were adapted from (Martin Consuegra et al., 2019). "Muslim Amenities and Lifestyle" consists of the six items that were adapted (Nassar et al., 2015). "Consumers' Staying Intention" consists of the four items that were adapted from (Adaviah & Thoo, 2013). All the independent variables have different types of questions which discussed the elements that influence the consumers' staying intention in the Islamic green hotels by using a five-point Likert scale, also known as an interval scale. The scale can range from Strongly Disagree (1) to Strongly Agree (5), Not at all Important (1) to Very Important (5) and Never True (1) to Always True (5). Analysis of data was done using statistical analysis from SPSS version. Further analysis included Descriptive Statistics, Correlation and Regression testing.

4.0 FINDINGS

4.1 Survey Response

The total of 300 sets of questionnaires were sent out to the targeted respondents. However, only 256 sets of questionnaires were filled by the respondents for the analysis purposes. The response rate for the questionnaires distributed and filled were 85.3% for this research study. This research study received a good response since the minimum sample size needed to be achieved based on G-Power analysis was 138 respondents.

4.2 Descriptive Analysis for Independent and Dependent Variables

Table 1 : Summary results of descriptive analysis for variables under investigation

Variables	MIn	Max	Mean	SD
Green Image	2.00	5.00	4.09	.6397
Green Satisfaction	2.00	5.00	4.11	.6553
Green Price Fairness	1.75	5.00	3.78	.6659
Muslim Amenities and Lifestyle	2.17	5.00	4.31	.6536
Customer's Staying Intention	2.00	5.00	4.11	.6861

Note: SD = Standard Deviation; M = Mean; Min = Minimum; Max = Maximum

This section highlights the results for descriptive analysis in percentage for the independent variables and dependent variables. This analysis showed that on

average, the respondents tend to agree on the terms of Customers' Staying Intention (M = 4.11, SD = .6861). From the independent variables perspective, the analysis from Table 2 stated that on average, the respondents tend to agree in the terms of Green Image (M = 4.09, SD = .6397), Green Satisfaction (M = 4.11, SD = .6553), Green Price Fairness (M = 3.78, SD = .6659), and Muslim Amenities and Lifestyle (M = 4.31, SD = .6536).

4.3 Correlation Analysis

Table 2 : Pearson's Correlation analysis variables under investigation

Variables	(1)	(2)	(3)	(4)	(5)
(1)	1				
(2)	.793**	1			
(3)	.544**	.575**	1		
(4)	.515**	.523**	.486**	1	
(5)	.572**	.586**	.463**	.613**	1

Note: (1) = Green Image; (2) = Green Satisfaction; (3) = Green Price Fairness; (4) = Muslim Amenities and Lifestyle; (5) = Customer's Staying Intention; n = 256; **p < .01

Based on the result of t he correlation analysis, Green Image [r(256) = .572, p < .01], Green Satisfaction [r(256) = .586, p < .01], Green Price Fairness [r(256) = .463, p < .01], Muslim Amenities and Lifestyle [r(256) = .613, p < .01] there is a positive correlation between these factors to Green Staying Intention. According to Cohen (1988), these types of strengths can be considered having a low to medium strength. Therefore, if the level of Green Image, Green Satisfaction, Green Price Fairness and Muslim Amenities and Lifestyle were high, then the level of Customers' Staying Intention was also high. Moreover, all independent variables were positively significant bivariate correlated to each other since all the probability values were also significant at least 99.0% at confidence level (all p's < .01). Plus, the power of the correlation between the independent variables can also be regarded as small to medium strength (Cohen, 1988). To conclude, the bivariate relationship between the variables engaged in this research study is in a positive relationship with a highly significant relationship (p < .01). So, this implies that the measurements that were used in this research study had a good nomological validity.

4.4 Regression Analysis

Table 3: Summary Results of Regression Analysis

Variables	B (SE)	beta	t-statistic	TOL, VIF
Constant	461		1.920	
IV: Green Image	183 (0.82)	.171	2.244**	.352, 2.844
IV: Green Satisfaction	.225 (.082)	.215	2.751**	.335, 2.989
IV: Green Price Fairness	.062 (.060)	.050	1.042 (NS)	.611, 1.636
IV: Muslim Amenities and Lifestyle	403 (0.58)	.384	6.888**	.659, 1 .517

Note: Dependent Variable = Consumer's Staying Intention; R2 adjusted = .479; Standard Error of the Estimate = .49538; Model Fits = F (4, 256) = 59.550, p < .01; B = Unstandardized Coefficient; beta = Standardized Coefficient; SE = Standard Error, TOL = Tolerance; VIF = Variance Inflation Factor; IV = Independent Variable; NS = Not Significant; **p <.01

Regression analysis was used in this research study to measure the percentage of the dependent variables which can be explained by the independent variable (Sundram et. al., 2016). Basically, multiple regression analysis was performed between the set of targeted variables (Green Image, Green Satisfaction, Green Price Fairness and Muslim Amenities and Lifestyle) towards Customers' Staying Intention. Table 3 showed that the Green Image (B = .183, t = 2.244, p < .01), Green Satisfaction (B = .225, t = 2.751, p < .01) and Muslim Amenities and Lifestyle (B = .403, t = 6.888, p < .01) were positively significant which influence the Customers' Staying Intention. However, Green Price Fairness (B = .062, t = 1.042, p < .299) did not significantly influence the Customers' Staying Intention. The analysis also indicated that if the average level of Green Image was high, then the average level of Customers' Staying Intention was also high while controlling to balance the other factors. The same goes to Green Satisfaction: when the average level of Green Satisfaction was high, then the average level of Customer's Staying Intention was also high. If the average level Muslim Amenities and Lifestyle was high, then the average levels of Customers' Staying Intention would be high by controlling other variables. Hence, the increase or decrease of Green Price Fairness did not give any significant effect towards Customers' Staying Intention.

5.0 CONCLUSION

Basically, this research study discussed the factors that influence the consumers' staying intention in the Islamic green hotels. It also highlighted the environmental public concern that are increasingly becoming an issue in which most of the consumers are aware about it. According to previous studies, it was shown that hotel operations give the most negative impacts to the environment through its solid waste generation and disposal (Radwan et. al., 2012). Thus, the hoteliers build hotels that practise the concept of green hotel which is an eco-friendly hotel that follows the practices of green living and at the same time, provide the Muslim consumers Islamic amenities and lifestyles. Based on the discussion, it seems like most of the tourists especially Muslims were satisfied with their holidays or business trips when the products and services meet or exceed their needs. At the same time, the tourists also can reduce their concern on the environmental issues by choosing to stay at the green hotels. Thus, hoteliers should bear in mind that by developing beneficial services on the idea is essential to improve the intention of the consumers staying at the hotel (Che Ahmat, et al., 2015).

Based on the result of analysis, it is shown that the green image and green satisfaction were found of having a positive significant influence on the consumers' staying intention at the

Islamic green hotels. This result was basically supported by the previous research study (Wang et. al., 2018). The development of Islamic green hotels is a good initiative to increase the awareness in this matter even though some Malaysians are still not aware about the existence of these Islamic green hotels.

Besides that, Muslim amenities and lifestyle was also found to have a significantly positive result that influences the consumers' staying intention. Most Muslims were likely to choose a destination with Islamic practice to fulfil their daily duties. This result can be supported by the previous research study of Nassar et. al. (2015). However, green price fairness did not significantly influence the consumers' staying intention. This is because if the green image, green satisfaction and Muslim amenities and lifestyle meet the requirements, the tourists especially the Muslims would not be affected by the price. As a matter of fact, price may be the least factor of consideration by the tourists in choosing a hotel to stay.

5.1 RECOMMENDATIONS

After the research was conducted, there were various suggestions that could be considered for improvement. In terms of the hotel industry itself, the hoteliers need to find the best way to accommodate the needs of the tourists especially the Muslims in a mutually satisfactory way by providing a Muslim-friendly amenities and lifestyle so that they could accept the concept of a green hotel. Besides that, the guests' feedback also plays an important role on showing their satisfaction while staying at the Islamic green hotels. This is because, when the hoteliers themselves actively respond to the guests, this shows that they value their guests' opinions and are willing to go the extra mile in providing a better customer service.

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