THE INFLUENCE OF GREEN BRAND KNOWLEDGE, ENVIRONMENTAL KNOWLEDGE, AND ENVIRONMENTAL CONCERN WITH THE MEDIATING ROLE OF ATTITUDE TOWARDS GREEN BRAND ON INTENTION TO STAY IN SINGGASANA HOTEL SURABAYA

Proposal Thesis for S-1

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THESIS

THE INFLUENCE OF GREEN BRAND KNOWLEDGE, ENVIRONMENTAL KNOWLEDGE, AND ENVIRONMENTAL CONCERN WITH THE MEDIATING ROLE OF ATTITUDE TOWARDS GREEN BRAND ON INTENTION TO STAY IN SINGGASANA HOTEL SURABAYA

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Surabaya, June 20, 2017
Researcher

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TABLE OF CONTENTS

COVER PAGE.............................................................................................................. i
AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND
PUBLICATION APPROVAL OF SCIENTIFIC PAPER .................................. ii
APPROVAL PAGE .................................................................................................. iii
RATIFICATION PAGE ............................................................................................... iv
FOREWORDS ............................................................................................................... v
TABLE OF CONTENTS ............................................................................................ vii
LIST OF TABLES ....................................................................................................... xi
LIST OF FIGURES ..................................................................................................... xii
LIST OF APPENDIX .................................................................................................. xiii
ABSTRACT .................................................................................................................. xiv
ABSTRAK .................................................................................................................... xv
CHAPTER 1: INTRODUCTION .................................................................................... 1
1.1. Background ....................................................................................................... 1
1.2. Research Question ............................................................................................. 7
1.3. Objective of the Study ....................................................................................... 7
1.4. Significance of the Study ................................................................................... 8
1.4.1 Theoretical Benefit ......................................................................................... 8
1.4.2 Practical Benefit ............................................................................................... 8
1.5. Systematic of Writing ....................................................................................... 9
CHAPTER 2: LITERATURE REVIEW ......................................................................... 11
2.1. Previous Research ............................................................................................. 14
2.2. Theoretical Basis ............................................................................................... 14
2.2.1 Green Product ................................................................................................. 14
2.2.2 Green Brand Knowledge ................................................................................ 17
2.2.3 Environmental Knowledge .............................................................. 20
2.2.4 Environmental Concern ................................................................. 21
2.2.5 Attitude towards Green Brand ......................................................... 22
2.2.6 Green Purchase Intention ................................................................. 27

2.3 The Relationship among Variables .................................................... 31

1. The effect of Green Brand Knowledge on Attitude towards Green Brand .............................................................. 31
2. The effect of Environmental Knowledge on Attitude towards Green Brand .............................................................. 32
3. The effect of Environmental Concern on Attitude towards Green Brand .............................................................. 33
4. The effect of Attitude towards Green Brand on Green Purchase Intention .............................................................. 34
5. The effect of Green Brand Knowledge with Mediation of Attitude towards Green Brand on Green Purchase Intention 35
6. The effect of Environmental Knowledge with Mediation of Attitude towards Green Brand on Green Purchase Intention 36
7. The effect of Environmental Concern with Mediation of Attitude towards Green Brand on Green Purchase Intention 36

2.4 Research Model .................................................................................. 37
2.5 Hypothesis ......................................................................................... 38

CHAPTER 3: RESEARCH METHOD ................................................................. 39

3.1 Research Design ................................................................................ 39
3.2 Identification of Variables .................................................................. 39
3.3 Operational Definition of Variable .................................................... 39
3.4 Type and Source of Data ..................................................................... 42
3.5 Variable Measurement ....................................................................... 42
3.6 Data Collection Method ............................................................................. 43
3.7 Population, Sample, and Sampling Technique ........................................ 43
  3.7.1 Population .......................................................................................... 43
  3.7.2 Sample ................................................................................................ 43
  3.7.3 Sampling Technique .......................................................................... 44
3.8 Data Analysis Techniques ........................................................................ 44
3.9 Validity and Reliability ............................................................................ 46
  3.9.1 Validity Test ....................................................................................... 46
  3.9.2 Reliability Test ................................................................................... 47
3.10 Hypothesis Test ....................................................................................... 48

CHAPTER 4: DISCUSSION AND ANALYSIS ......................................................... 49
4.1 Respondent Characteristics ...................................................................... 49
4.2 Descriptive Statistic Variable Research .................................................. 50
  4.2.1 Descriptive Statistics Variable of Green Brand Knowledge (X₁) .... 51
  4.2.2 Descriptive Statistic Variable of Environmental Knowledge (X₂) .... 54
  4.2.3 Descriptive Statistic Variable of Environmental Concern (X₃) ....... 55
  4.2.4 Descriptive Statistic Variable of Attitude towards Green Brand (Y₁) ................................................................................................. 56
  4.2.5 Descriptive Statistic Variable of Intention to Stay (Y₂) ..................... 58
4.3 Test assumptions Structural Equation Modeling (SEM) .......................... 58
  4.3.1 Normality Test ................................................................................... 58
  4.3.2 Validity Test ....................................................................................... 60
  4.3.3 Reliability Test ................................................................................... 62
  4.3.4 Evaluation of The Suitability Models ................................................ 66
  4.3.5 Model Test Match ............................................................................. 67
  4.3.6 Hypotheses Test ................................................................................ 68
4.4 Discussion ................................................................................................. 70
4.4.1 Green Brand Knowledge affects toward Attitude towards Green Brand ................................................................. 70
4.4.2 Environmental Knowledge significantly affects toward Attitude towards Green Brand ................................................................. 72
4.4.3 Environmental Concern significantly affects toward Attitude towards Green Brand ................................................................. 73
4.4.4 Attitude towards Green Brand significantly affects toward Intention to Stay in Singgasana Hotel Surabaya ......................... 74
4.4.5 Green Brand Knowledge affects significantly toward Intention to Stay in Singgasana Hotel Surabaya through Attitude towards Green Brand ................................................................. 77
4.4.6 Environmental Knowledge affects significantly toward Intention to Stay in Singgasana Hotel Surabaya through Attitude towards Green Brand ................................................................. 77
4.4.7 Environmental Concern does not affect significantly toward Intention to Stay in Singgasana Hotel Surabaya through Attitude towards Green Brand ................................................................. 78

CHAPTER 5: CONCLUSION AND SUGGESTION ................................................. 80
5.1 Conclusion ....................................................................................... 80
5.2 Suggestion ...................................................................................... 81

REFERENCES

APPENDIX
# LIST OF TABLES

<table>
<thead>
<tr>
<th>Table Number</th>
<th>Table Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Goodnes-of-fit Index</td>
<td>46</td>
</tr>
<tr>
<td>4.1</td>
<td>Age of Respondents</td>
<td>49</td>
</tr>
<tr>
<td>4.2</td>
<td>Know about Concept of Green Environment</td>
<td>50</td>
</tr>
<tr>
<td>4.3</td>
<td>Know about Green Hotel</td>
<td>50</td>
</tr>
<tr>
<td>4.4</td>
<td>Interval Ratings</td>
<td>51</td>
</tr>
<tr>
<td>4.5</td>
<td>Descriptive Statistics Variable of Green Brand Knowledge</td>
<td>51</td>
</tr>
<tr>
<td>4.6</td>
<td>Descriptive Statistics Variable of Environmental Knowledge</td>
<td>54</td>
</tr>
<tr>
<td>4.7</td>
<td>Descriptive Statistics Variable of Environmental Concern</td>
<td>55</td>
</tr>
<tr>
<td>4.8</td>
<td>Descriptive Statistics Variable of Attitude towards Green Brand</td>
<td>56</td>
</tr>
<tr>
<td>4.9</td>
<td>Descriptive Statistics Variable of Intention to Stay</td>
<td>57</td>
</tr>
<tr>
<td>4.10</td>
<td>Result Test of Univariate Normality</td>
<td>59</td>
</tr>
<tr>
<td>4.11</td>
<td>Result Test of Multivariate Normality</td>
<td>60</td>
</tr>
<tr>
<td>4.12</td>
<td>Result Test of Validity Test</td>
<td>60</td>
</tr>
<tr>
<td>4.13</td>
<td>Reliability Test of Green Brand Knowledge (X1)</td>
<td>63</td>
</tr>
<tr>
<td>4.14</td>
<td>Reliability Test of Environmental Knowledge (X2)</td>
<td>64</td>
</tr>
<tr>
<td>4.15</td>
<td>Reliability Test of Environmental Concern (X3)</td>
<td>64</td>
</tr>
<tr>
<td>4.16</td>
<td>Reliability Test of Attitude towards Green Brand (Y1)</td>
<td>65</td>
</tr>
<tr>
<td>4.17</td>
<td>Reliability Test of Intention to Stay (Y2)</td>
<td>66</td>
</tr>
<tr>
<td>4.18</td>
<td>Overall Sitability Testing Model</td>
<td>67</td>
</tr>
<tr>
<td>4.19</td>
<td>Hypotheses Test</td>
<td>68</td>
</tr>
</tbody>
</table>
LIST OF FIGURES

Figure 2.1. Research Model.......................................................... 37
LIST OF APPENDIX

Appendix 1. Questionnaire
Appendix 2. Recapitulation of Questionnaire
Appendix 3. Characteristic of Respondent
Appendix 4. Descriptive Statistics Variable Research
Appendix 5. Normality Test
Appendix 6. Validity Test
Appendix 7. Reliability Test
Appendix 8. Model Test Match
Appendix 9. Hypotheses Test
Appendix 10. Output Lisrel
Appendix 11. Estimates Diagram
Appendix 12. Standarized Solution’s Diagram
Appendix 13. T-Value’s Diagram
The Influence of Green Brand Knowledge, Environmental Knowledge, and Environmental Concern with the Mediating Role of Attitude towards Green Brand on Intention to Stay in Singgasana Hotel Surabaya

ABSTRACT

This study was conducted to examine the influence of Green Brand Knowledge, Environmental Knowledge, and Environmental Concern with the mediating role of Attitude Towards Green Brand on Intention To Stay in Singgasana Hotel Surabaya. This research used non probability sampling of 110 people in Surabaya with characteristics know about green environment and concept of green hotel with an age ≥ 17 years old. This study used Structural Equation Modeling (SEM) as a data analysis technique with LISREL program.

The results of this study is there is positive and significant effect of Green Brand Knowledge and Environmental Knowledge to Attitude Towards Green Brand. There is positive and significant effect of Attitude Towards Green Brand to Intention to Stay in Singgasana Hotel Surabaya. There is positive and significant effect of Green Brand Knowledge and Environmental Knowledge on Intention to Stay in Singgasana Hotel Surabaya through mediating role of Attitude towards Green Brand. However, there is negative and not significant effect of Environmental Concern to Attitude towards Green Brand. It has also negative effect of Environmental Concern to Intention to Stay in Singgasana Hotel Surabaya through Attitude towards Green Brand.

Suggestions for further research, additional factors that influence attitude towards green brand and intention to stay in green hotel can also be added, such as demography and level of education. Suggestion for government, green hotel management, and society are enhancing the knowledge and concern about environmental issue and green brand through positive attitude and action. So, the positive cognitive component (beliefs) and affective component may represent more good intentions of buying and using green product, in this case intention to stay in green hotel, in the future, especially Surabaya people.

Keywords: Green Brand Knowledge, Environmental Knowledge, Environmental Concern, Attitude Towards Green Brand, Intention To Stay, Green Hotel, Green Product
The Influence of Green Brand Knowledge, Environmental Knowledge, and Environmental Concern with the Mediating Role of Attitude towards Green Brand on Intention to Stay in Singgasana Hotel Surabaya

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh Pengetahuan Merek Hijau, Pengetahuan Lingkungan, dan Kepedulian Lingkungan dengan peran mediator Sikap terhadap Merek Hijau pada Niat untuk Menginap di Hotel Singgasana Surabaya.

Penelitian ini menggunakan non probability sampling sebanyak 110 orang di Surabaya dengan karakteristik pengetahuan tentang lingkungan hijau dan konsep green hotel dengan usia ≥17 tahun. Penelitian ini menggunakan Structural Equation Modelling (SEM) sebagai teknik analisis data dengan program LISREL.


Saran untuk penelitian lebih lanjut, faktor tambahan yang mempengaruhi sikap terhadap green brand dan niat untuk menginap di green hotel juga bisa ditambah, seperti demografi dan tingkat pendidikan. Saran bagi pemerintah, manajemen green hotel dan masyarakat semakin meningkatkan pengetahuan dan kepedulian terhadap isu lingkungan dan merek hijau melalui sikap dan tindakan positif. Jadi di masa mendatang, komponen kognitif positif (kepercayaan) dan komponen afektif dapat mewakili niat baik membeli dan menggunakan produk hijau, dalam hal ini niat untuk menginap di green hotel, terutama masyarakat Surabaya.

Kata Kunci : Pengetahuan Merek Hijau, Pengetahuan Lingkungan, Kepedulian Lingkungan, Sikap Terhadap Merek Hijau, Niatuntuk Menginap, Green Hotel, Produk Hijau