

The Influence of Attitudes and Subjective Norms of Domestic Millennial Tourists on the Intention to Stay at An Environmentally-Friendly Hotel

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Abstract

This research aims to determine the influence of domestic millennial tourists' attitudes and subjective norms on their intention to stay at an environmentally friendly hotel. Attitude results from a psychological process that cannot be observed directly but must be inferred from what is said or done. Attitudes towards environmentally friendly products are a relevant subject. Subjective norms are a person's beliefs regarding expectations influenced by other parties, individually and in groups, to perform or not perform a particular behavior. Intention indicates the extent to which people are willing to carry out a specific behavior or a person's willingness to carry out a particular behavior. This research focuses on domestic millennial tourists, consisting of 100 respondents. The data were analyzed using multiple regression statistical techniques, resulting in a positive and significant influence of the attitude and subjective norm variables on the intention to stay at an environmentally friendly hotel. It was found that domestic millennial tourists are highly concerned about selecting environmentally friendly hotels as their accommodation and obtain direct influence from their closest relatives in determining the choice of environmentally friendly hotels.

Keywords: Attitudes; Domestic millennial tourists; Environmentally friendly hotel; Intention to stay

INTRODUCTION

Indonesia is a popular and favored destination for tourists from various parts of the world. Not only foreign tourists but also domestic ones show a keen interest in traveling around Indonesia. They exhibit immense enthusiasm for experiencing Indonesia's diverse offerings. According to data from BPS – Statistics Indonesia presented in Table 1.1, domestic tourists from January to June 2023 reached 433,566,512. This figure underscores the significant volume of domestic tourist trips within Indonesia.

Table 1. Number of Domestic Tourists

No.	Year	Total
1	2021	613.299.459
2	2022	7.34.864.693
3	2023	433.566.512

Source: bps.go.id

The increasing number of domestic tourist visits will significantly impact the development of the tourism sector, which will significantly affect the environment. This is underscored by Law Number 1 of 2009, which mandates that the tourism industry must prioritize the preservation of nature and the environment. Therefore, every tourism entrepreneur and tourist must maintain and protect the environment. This concept must be implemented in a manner that fosters sustainable tourism practices. The environmental impact of tourism extends to various aspects, including land use, investment, infrastructure, and

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waste management. Additionally, tourism contributes to the rise in CO² emissions, species extinction, and the spread of diseases (Nofriya, 2019).

The hotel sector, as a significant part of the tourism industry, has the potential to impact the environment through the waste it generates significantly. Recognizing this issue, the central government has initiated various programs aimed at environmental conservation within the hospitality sector. Former Minister of Tourism and Creative Economy, Ms Mari Elka Pangestu, elucidated the concept of "green hotels." A green hotel is an establishment that integrates environmental awareness and sustainable development principles into its operations within the tourism sector. Subsequently, Mr Arif Yahya, the succeeding Minister of Tourism, highlighted in (Liputan Magazine, 2015) that tourists are becoming increasingly discerning and seeking out hotels that adhere to the green hotel concept. This trend suggests that the green hotel concept is poised to grow in popularity.

Additionally, several green hotel concepts can be implemented to promote environmental sustainability in the hospitality sector. Examples include the ASEAN Green Hotel Standard and the Tri Hita Karana (THK) concept, which is prevalent among many hotels on the island of Bali. Both concepts contribute significantly to environmental conservation efforts within the hotel industry. The Tri Hita Karana (THK) concept is widely adopted across various tourism industry segments, including hotels, food and beverage establishments, tour operators, and tourism education institutions. Its implementation aims to enhance environmental awareness from multiple perspectives within the tourism sector.

The Tri Hita Karana (THK) concept is considered relevant and widely implemented by most hotels in Bali. The environmental impact is extraordinary if excessive consumption occurs. To overcome this, it is necessary to promote environmentally friendly products (Basiroen, 2023). One of the strategies to address the adverse effects of environmental pollution is encouraging tourists to engage in activities aligned with sustainable tourism principles, prioritizing environmental concerns (Khaerul et al., 2023). Consuming environmentally friendly products or using environmentally friendly hotels can be a driver of the environmentally friendly revolution because consumers are the primary key to protecting the environment. Current global trends can be seen in environmentally friendly consumption and developing environmentally friendly production (Supriyanto, 2019).

Attitudes and subjective norms are influential factors shaping intentions, as posited by the Theory of Reasoned Action (TRA) (Fishbein in Natawibawa, 2018). Subjective attitudes and norms can forecast consumer behavior towards environmentally friendly products. (Wu and Chen, 2024) asserted that subjective attitudes and norms guide consumers' intentions to use environmentally friendly products. Forming judgments about entities based on preferences or aversions typically constitutes an attitude (Arora, 2017). Choosing products that promote environmental sustainability reflects an attitude oriented towards purchasing eco-friendly goods, particularly in how the consumer perceives the utility of the goods (Tanaya and Rastini, 2016). According to (Santriono, 2019), consumer attitudes towards environmentally friendly products vary globally due to divergent social and market dynamics.

An individual's involvement or non-involvement signifies their beliefs regarding the influence of others, forming part of subjective norms (Raahsyid, 2019). Subjective norms can be viewed as the product of an individual's perception of the expected approval of certain behaviors by others within their social sphere, such as family or colleagues. This perception is a motivational factor driving individuals to conform to societal expectations. Examining tourist behavior is vital for advancing tourism (Novianti et al., 2022).

The research delves into the Theory of Planned Behavior context to comprehend consumer behavior regarding purchasing organic vegetables in Brazil. (Dorce et al., 2021) elucidate the positive influence of purchasing intentions stemming from subjective norm factors. (Keni et al., 2019) expound that the involvement of intentions tends to manifest in behavior at specific times and places. Environmental concern manifests as consumer behavior inclined towards environmentally friendly products (Rehman & Dost, 2013). Green tourism, or green tourism products, represents a facet of green hotels that encompasses aspects of tourism aimed at conserving resources, preserving culture, and contributing to the economy (Gracy and Dodds, 2008).

Based on Tourism Trends 2022/2023 (Kemenparekraf, 2022), it is indicated that there is a potential market growth among the millennial generation, who exhibit a heightened focus on environmental issues. This assertion is further supported by (UNWTO, 2016) research, which estimates millennials will account for 370 million tourist trips by 2020. Millennials represent a significant target market with the potential to impact the tourism sector (Ananda et al., 2021). The rise in millennial tourists correlates with the increased adoption of environmentally friendly products. Given the substantial size of the millennial demographic, it becomes imperative to understand their intentions regarding stays in environmentally friendly hotels (Jaitley, 2023).

According to (Garikapati et al., 2016), the millennial generation encompasses individuals aged between 23 and 44 years, spanning birth years from around 1979 to 2000. (Garikapati et al., 2016; p. 558) also provides insights into the number of millennials in the United States based on data from the Pew Research Center (2015). The millennial generation is the most significant demographic cohort compared to other generations. According to the BPS - Central Statistics Agency, in 2019, the millennial population in Indonesia accounted for 38.56% (aged 20-44 years). In Bali, the millennial population amounts to 1,653,500 individuals. The significant presence of millennials can be attributed to the dominance of millennial tourists in current tourism activities.

The generation characterized by leadership qualities is known as the millennial generation. This demographic holds significant potential in tourism activities and is often identified as environmentally conscious and sustainable. It is imperative to investigate the intentions of millennial tourists towards environmentally friendly accommodations. The millennial cohort exhibits a bold approach to engaging in tourism activities across diverse circumstances and is notably concerned about environmental issues (Kaufman, 2018). Consequently, this trend prompts the industry, exceptionally eco-friendly hotels, to target new customers with robust eco-friendly initiatives. Sahron, as cited in Kaufman (2017), suggests that environmentally friendly hotels stand to earn the trust of over a third of the millennial generation. Research findings presented by Arachchi (2022) elucidate the attitudes and beliefs of domestic millennial tourists towards environmentally conscious hotel practices in Sri Lanka, drawing insights from 150 millennial respondents who had stayed at hotels. The outcomes of this study demonstrate a positive correlation between attitudes and beliefs in selecting environmentally friendly accommodations.

The explanation above regarding products classified as environmentally friendly can serve as a motivating factor for environmental preservation. In essence, environmentally friendly products can be pivotal in environmental conservation efforts. This research aims to ascertain millennial tourists' attitudes and subjective norms concerning their intentions to select hotels with environmental preservation programs. Subjective attitudes and norms are predictive of consumer behavior.

LITERATURE REVIEW

This research will center on the theory proposed by (Fishbein and Ajzen, 1975), specifically focusing on the Theory of Reasoned Action (TRA). This theory has been developed and adapted to suit the context of this research. The conclusion drawn from this theory elucidates an individual's deliberate behavior, wherein they consider the information acquired and respond to the intended action. The TRA posits that intentions, shaped by various factors, lead to actions. Social and personal factors represent behavioral determinants stemming from intentions, both of which exert a positive influence on intention. In this context, behavior refers to the actions undertaken by individuals due to these influencing factors.

Attitude represents the primary factor associated with personal considerations. It reflects the degree of favor or disfavor a person holds towards accepting or rejecting an object or behavior. Attitude is typically measured through a procedure that positions individuals on a two-pole evaluative scale ranging from positive to negative (Fishbein and Ajzen, 1975). On the other hand, subjective norms constitute the second factor linked to social influence. These norms entail perceptions concerning the social pressures exerted on individuals to engage in specific behaviors. Both attitudes and subjective norms, which shape intentions, serve as the principal determinants of behavior, while various other factors may also influence behavior (Fishbein and Ajzen, 1975). The desire to visit denotes a consumer behavior wherein individuals express a wish to explore a particular destination, driven by their experiences and aspirations associated with that place (Grady & Sihombing, n.d.). According to (Fishbein and Ajzen, 1975), intention denotes the likelihood of carrying out a particular behavior or an individual's readiness to engage in that behavior.

Factors associated with personal considerations are termed attitudes. Attitudes represent an evaluative scale through which individuals assess their inclination to accept or reject an object (Fishbein and Ajzen, 1975). In addition to attitudes, a second factor, subjective norms, holds significance in social influence. This theory also elucidates individuals' willingness to engage in behavior, termed intention.

Attitudes and intentions regarding lodging demonstrate a parallel relationship in consumer studies. Attitude is reported to wield significant influence over the intention to stay (Lim et al., 2017). Moreover, consumer attitudes, encompassing cognitive, affective, and conative dimensions, positively and notably impact the inclination to stay overnight. An attitude shaped by a product or service satisfaction is a crucial indicator that can enhance consumers' intention to stay (Helen Minarto et al., n.d.). Attitudes toward the environment also wield a positive and substantial effect on the intention to stay at environmentally friendly hotels, signifying that a more positive attitude towards the environment correlates with a heightened intention to stay at such accommodations (Kalpikawati et al., 2021). Consumer interest is not solely discerned through attitudes

but also subjective norms, which consider others' perceptions when undertaking certain actions (Purwantini & Tripalupi, n.d.). Research findings suggest that the results of the subjective norm variable positively influence interest (Liriswati, 2004).

Based on this logical foundation, a research hypothesis is formulated and depicted in Figure 1 in the form:
H1: attitude has a significant effect on the intention to stay
H2: subjective norms have a significant effect on the intention to stay.

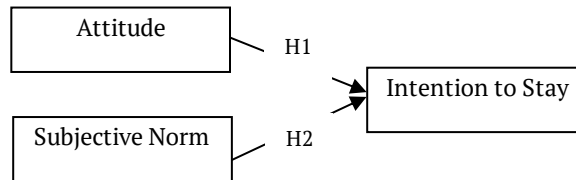


Figure 1. Proposed Model

METHODS

This research investigates the relationship between millennial tourists' preferences for environmentally friendly hotels. It primarily focuses on the collection and analysis of quantitative data, employing the philosophy of positivism as a quantitative research method (Sugiyono, 2019:17). According to Sugiyono (2013:62), a population refers to entities characterized by numerical attributes and features defined by researchers for analytical purposes. Samples represent subsets of the population characterized by similar attributes (Sugiyono, 2013:63). This study utilized a simple random sampling technique to select the sample. The respondents comprised 100 domestic tourists from the millennial generation, aged between 23 and 44. The research spanned four months, from August to November 2023. Data collected through questionnaires will be analyzed using multiple regression analysis.

RESULT

Respondent Characteristics

Characteristics of respondents based on gender reveal fewer male respondents, accounting for 47%, compared to female respondents, constituting 53%. This suggests that attitudes and subjective norms among domestic millennial tourists intending to use environmentally-friendly hotels are more prevalent among women. The majority of respondents in this study fell within the 23-28 age range, comprising 39% of the total. This implies that the younger millennial generation predominantly influences attitudes and subjective norms among domestic millennial tourists intending to stay in environmentally friendly hotels. The second most common age range among respondents is 29-34 years, representing 31% of the total.

Furthermore, in terms of occupation, the majority of respondents were employed. Specifically, 50 respondents, accounting for 50%, were recorded as employees. These findings suggest that most domestic tourists from the millennial generation, who possess subjective attitudes and norms and intend to stay in environmentally friendly hotels, are employed. The significant number of respondents employed indicates a high travel demand, influencing the choice to select environmentally-friendly hotels. Moreover, respondents who participated in this research predominantly held bachelor's degrees, with 49 individuals comprising 49%. This indicates that graduates predominantly shape the attitudes and subjective norms among domestic millennial tourists intending to stay in environmentally friendly hotels.

Multiple Linear Regression Analysis

Statistical techniques such as multiple regression analysis aim to assess the relationship between two or more variables, distinguishing between the independent variable (X) and the dependent variable (Y). Multiple regression analysis enables us to determine the extent of influence that the independent variable exerts on the dependent variable.

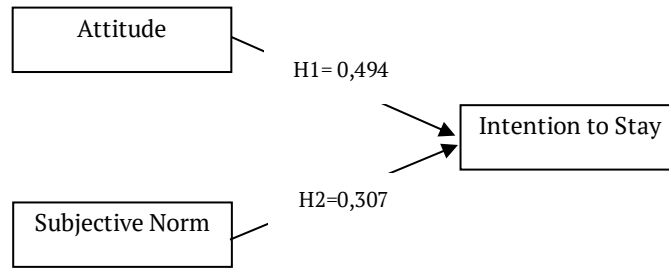


Figure 2. Result Model

Table 2. Multiple Linear Regression Analysis

		Coefficients ^a						Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients					
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1	(Constant)	3.055	1.504		2.032	.045			
	X1	.494	.110	.341	4.482	.000	.927	1.078	
	X2	.307	.045	.516	6.776	.000	.927	1.078	

a. Dependent Variable: Y

Source: Research Data, 2023

The constant value observed in Table 2 and Figure 2 is 3.055. The regression coefficient for attitude is 0.494, and for subjective norm, it is 0.307. Based on the independent variables' constant and regression coefficient values, a simple linear regression equation can be derived as $Y = 3.055 + 0.494 X1 + 0.307 X2$. The constant value of 3.055 suggests that if the attitude variables and subjective norms of domestic millennial tourists are absent, the intention to stay at an environmentally friendly hotel would be 3.055. The positive constant value indicates that both attitude variables and subjective norms positively influence the intention variable. The coefficient value of 0.494 for the attitude variable implies that if the attitude variable increases by one unit while the subjective norm remains at zero, there will be an increase of 0.494 in the intention variable to stay at an environmentally friendly hotel. Similarly, the coefficient value of 0.307 for the subjective norm variable suggests increasing by one unit if the subjective norm variable increases. At the same time, if the attitude remains at zero, there will be an increase of 0.307 in the intention variable to stay at an environmentally friendly hotel.

The significance of the relationship between the independent and dependent variables can be determined by analyzing the t-test.

Table 3. T-test

		Coefficients ^a						Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients					
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1	(Constant)	3.055	1.504		2.032	.045			
	X1	.494	.110	.341	4.482	.000	.927	1.078	
	X2	.307	.045	.516	6.776	.000	.927	1.078	

a. Dependent Variable: Y

Source: Research Data, 2023

Based on the t-test results, the attitude variable shows a t-value of 4.482 with a significance of 0.000. These findings indicate a significant influence of the attitude variable on the intention to stay at environmentally friendly hotels among domestic millennial tourists. Similarly, the t-test results for the subjective norm variable reveal a t-value of 6.776 with a significance of 0.000, signifying a significant influence of the subjective norm variable on the intention to stay at environmentally friendly hotels among domestic millennial tourists.

Table 4. Determination Analysis Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.691 ^a	.478	.467	1.42517	2.119

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source: Research Data, 2023

Table 4 displays the coefficient of determination value of 0.478. This indicates that the two independent variables, namely attitudes and subjective norms, collectively account for 47.8% of the variance in the intention to stay among domestic millennial tourists. The remaining 52.2% of the variance is attributed to other factors influencing the intention to stay among domestic millennial tourists. The presentation of data in the research should be relevant to the central theme and can take various forms, such as descriptions, narratives, images, figures/tables, and tools. It is advisable to avoid lengthy descriptive-narrative presentations and instead utilize illustrations such as pictures, graphs, photos, diagrams, and maps, accompanied by clear explanations and legends for easy comprehension. The discussion should involve analysis, correlation, and data or theoretical evidence synthesis.

Table 5. Standardized Coefficient Beta Value

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	3.055	1.504		2.032	.045		
	X1	.494	.110	.341	4.482	.000	.927	1.078
	X2	.307	.045	.516	6.776	.000	.927	1.078

a. Dependent Variable: Y

Source: Research Data, 2023

This research also aims to elucidate the distinct contributions of each independent variable to the dependent variable. Utilizing SPSS Statistics 26.0 software, the standardized beta coefficient value is computed to ascertain the extent to which the intention of the millennial generation to stay at environmentally friendly hotels is influenced by attitudinal variables and subjective norms. Table 5 reveals that attitudinal variables and subjective norms make differential contributions to shaping the intention of domestic millennial tourists to stay at environmentally friendly hotels. Specifically, the attitudes of domestic millennial tourists contributed 0.494, accounting for 24.40% (0.4942 x 100%) of the variance in the intention to stay among domestic millennial tourists at environmentally friendly hotels. Conversely, the subjective norms of domestic millennial tourists contributed 0.307, representing 9.42% (0.3072 x 100%) of the variance in the intention of the domestic millennial generation to stay overnight at environmentally friendly hotels.

Discussion

Empirically, it can be elucidated that the attitudes and subjective norms of domestic tourists significantly influence the intention of millennial generation tourists to stay in environmentally friendly hotels. These findings align with the outcomes of interviews conducted with several domestic millennial tourists. It was observed that they possess a comprehensive understanding of the benefits associated with staying in environmentally friendly hotels and are cognizant of the practices implemented by such establishments. Domestic millennial tourists are willing to choose environmentally friendly hotels during their travels. Additionally, they highlighted that their employer is the primary influencer in their choice of accommodation. The emphasis on selecting environmentally friendly hotels underscores the commitment of domestic millennial tourists to contribute to environmental preservation. Hotel management prioritizes adopting high-quality and sustainable environmentally friendly technologies to attract the millennial market.

Research conducted by Arachchi (2022) is in line with the results of this research, namely that it shows that the attitudes of domestic tourists greatly influence the choice of hotels with an environmentally friendly concept. Millennial tourists have a supportive attitude when choosing environmentally friendly hotels. The theory put forward by (Solomon et al., 2010) follows the results of this research; attitudes towards environmentally friendly products are a relevant subject of discussion. Attitude has one function, namely usefulness. The attitude of domestic millennial tourists prioritizes benefits in determining the products to buy, and when choosing a hotel as accommodation, they will see the benefits in choosing that hotel. Environmentally friendly hotels are the main choice when traveling because they benefit the environment. Hotels can be considered tourist attractions because the hotel's main product in services plays a role in determining the overall tourist experience.

The results of this research are highly consistent with the theory proposed by (Fishbein and Ajzen, 1975) regarding subjective norms. Subjective norms denote perceived social pressures that motivate individuals to engage in certain behaviors. (Ajzen, 1991) elaborates that subjective norms encompass individual beliefs regarding norms, the influence of people in their social circle, and the individual's motivation to adhere to these norms. The choice of staying at an environmentally friendly hotel is significantly influenced by individuals closest to the person, such as family members, coworkers, or immediate superiors at work. Subjective norms among domestic millennial tourists play a pivotal role in shaping their preference for

environmentally friendly hotels. Domestic millennial tourists typically seek recommendations regarding their accommodation choices while traveling, which significantly impacts their decision-making process in favor of hotels with positive environmental impacts.

The presence of environmentally friendly hotels significantly contributes to sustainable tourism, particularly regarding accommodation. One effective strategy to promote environmentally friendly hotels is encouraging millennial tourists who have stayed at such establishments to share their experiences and the benefits they received on social media platforms and online travel agencies. Encouraging millennials to opt for environmentally friendly hotels during their travels can promote sustainable tourism practices. This research adopts a quantitative approach; however, future qualitative research must explore the motives behind tourists' choices to stay at environmentally friendly hotels.

CONCLUSION

This quantitative research employed questionnaire-based data collection techniques targeting 100 respondents from the millennial generation. Based on the analysis and discussion of the influence of attitudes and subjective norms among domestic millennial tourists on their intention to stay at environmentally friendly hotels, it can be concluded that both attitude variables (X1) and subjective norms (X2) significantly and positively influence the intention of domestic millennial tourists to stay at environmentally friendly hotels (Y). This is attributed to the careful consideration of domestic millennial tourists regarding the benefits and environmental impact of selecting a hotel. Therefore, environmentally friendly hotels should continue conducting environmental campaigns to foster positive attitudes towards them, consequently driving purchasing interest. Moreover, hotels should encourage tourists to leave online reviews on social media platforms to promote Hotel Environmentally and attract more environmentally conscious travelers.

Based on the research findings, several recommendations can be proposed. First, trust in environmentally friendly hotels among domestic millennial tourists can be enhanced to boost their intention to stay at such establishments. Trust plays a crucial role in determining the purchasing intention of millennial tourists; hence, efforts should be made to build trust in eco-friendly hotels. Secondly, emphasizes the influence of closest relatives who can sway domestic millennial tourists' choices towards environmentally friendly hotels. Proper guidance from relatives can highlight the benefits of these hotels, serving as a reference for domestic millennial tourists when making purchasing decisions. Thirdly, the scope of respondents should be broadened to include foreign tourists visiting Bali, thereby extending the study's reach and providing insights into the preferences of international travelers toward environmentally friendly accommodations.

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