

INVESTIGATING THE ANTECEDENTS OF CONSUMER INTENTION IN DONATING FOR HOTELS' GREEN PRACTICE

Abstract

In today's growing hotel industry, eco-friendly donation has become prevalent. Given a unique characteristic of the context, a consumer behavior research was conducted to get better insight upon the predictors of guests' intentions, specifically for participating in eco-friendly donation in hotels. This exploratory research explains about the role of additional anticipated regret in the construct of Theory of Planned Behavior (TPB) which processed with Partial Least Square analysis. Research is conducted in Greater Jakarta area, with from middle class university graduates sample. Result has explained how anticipated regret has moderate impact on intention, and that Perceived Behavior Control (PBC) has the highest impact on intention of donating for hotel's green practice. Thus, the result should give insightful information for hotels managers to develop their eco-friendly donation programs.

Keywords: green marketing, anticipated regret, Theory of Planned Behavior, hospitality, hotel

INVESTIGASI ANTECEDENTS DARI KEINGINAN KONSUMEN UNTUK BERDONASI PADA PRAKTER RAMAH LINGKUNGAN DI HOTEL

Abstrak

Dalam industri perhotelan yang kian berkembang saat ini, program donasi ramah lingkungan telah menjadi hal yang lazim. Mengingat karakteristik unik dari konteksnya, penelitian dilakukan untuk mendapatkan wawasan yang lebih baik tentang prediktor minat tamu, khususnya untuk berpartisipasi dalam donasi ramah lingkungan di hotel. Penelitian eksplorasi ini menjelaskan tentang peran tambahan antisipasi penyesalan dalam membangun Theory of Planned Behavior (TPB) yang diproses dengan analisis Partial Least Square. Penelitian dilakukan di wilayah Jabodetabek dengan sample dari kelas menengah, dan lulusan universitas. Hasil riset menjelaskan adanya hubungan moderat antara *anticipated regret* dengan minat konsumen. Serta *Perceived Behavioral Control (PBC)* memiliki pengaruh kuat terhadap minat konsumen. Penelitian ini dapat bermanfaat bagi para manajer hotel untuk mengembangkan program donasi ramah lingkungan mereka.

Kata kunci: green marketing, anticipated regret, Theory of Planned Behavior, perhotelan, hotel