

CHAPTER I

BACKGROUND

1.1 Research Background

The escalating concern for environmental sustainability has sparked a heightened curiosity surrounding consumers' behaviors and attitudes towards green products and services. In response, green marketing has emerged as a pivotal strategy employed by businesses aiming to appeal to environmentally conscious consumers and foster a more sustainable future.

The hospitality industry is one sector that has been greatly affected by the COVID-19 pandemic. To ensure operational continuity and build consumer confidence, many hotels have implemented various health and hygiene protocols. In Indonesia, Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) certification has been introduced by the Ministry of Tourism and Creative Economy. This certification aims to guarantee that an entity in the tourism industry has implemented strict health and hygiene protocols.

In the city of Padang, several hotels such as WHIZ Prime, Grand Inna, and Santika Premiere Hotel have received CHSE certification from Ministry of Tourism. This shows their commitment to providing a safe and comfortable environment for their guests. However, the impact of this certification on consumer behavior still needs further research.

Additionally, customers are growing more conscious of how hotels affect the environment and appear to value hoteliers' attempts to be sustainable, which improves customer pleasure, encourages the establishment of positive behavioral

intentions, and tangentially boosts businesses' competitiveness (Alessia et al., 2022).

With a reference of studies exploring the factors that influence consumers' green purchase behavior and intentions to support eco-friendly products, the Theory of Planned Behavior (TPB) has emerged as a widely utilized theoretical framework (Aktaş & Başak, 2020). According to TPB, consumers' behavioral intentions are influenced by their attitudes towards the behavior, subjective norms, and perceived behavioral control.

Environmental awareness stands out as a crucial determinant of green purchase behavior. Individuals who possess a higher level of environmental awareness are more likely to exhibit greater concern for the environment and a stronger intention to engage in pro-environmental behaviors, such as purchasing green products. Additionally, factors like environmental knowledge, personal values, and perceived consumer effectiveness can also sway consumers' green purchase behavior (Hung & Chen, 2018).

In conjunction with individual-level factors, contextual factors and marketing strategies play an instrumental role in shaping consumers' attitudes and behaviors towards green products. Eco-labeling and certification programs, such as the Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) certification, have been introduced to furnish consumers with information regarding the environmental attributes of products and services (Bigne-Alcaniz et al., 2019). These eco-labels and certifications function as signals of environmental quality,

trustworthiness, and authenticity, exerting influence over consumers' purchase decisions (Chen & Chang, 2013).

The CHSE (Cleanliness, Health, Safety, and Environment) protocol, developed by the Ministry of Tourism and Creative Economy of Indonesia in response to the COVID-19 pandemic, sets rigorous standards for businesses in the tourism and creative economy sector. It encompasses regular cleaning, provision of hand sanitizers and masks, physical distancing measures, improved ventilation, waste management procedures, and sustainable practices. Three hotels in West Sumatra, namely Whiz Prime Hotel, Santika Premiere Hotel, and Grand Inna Padang, have been certified as CHSE-compliant for meeting all the requirements. By following the protocol, these businesses ensure the well-being of their guests, employees, and the environment.

Beyond its role in safeguarding health and safety during the pandemic, the CHSE protocol serves as a powerful green marketing tool. Businesses that comply with the protocol can showcase their commitment to environmental sustainability. This can attract and retain customers who prioritize eco-conscious choices. Additionally, adopting the CHSE requirements can lead to resource efficiency, reduced waste output, and improved recycling practices, contributing to businesses' efforts in minimizing their environmental impact. By promoting these sustainable practices, companies can save costs and actively participate in the global movement toward a greener future.

The CHSE protocol's implementation in West Sumatra exemplifies the dedication of businesses like Whiz Prime Hotel, Santika Premiere Hotel, and Grand

Inna Padang to maintaining high standards of cleanliness, health, safety, and environmental responsibility. These certified hotels not only prioritize the health and safety of their guests and staff but also demonstrate their commitment to sustainability. Embracing the CHSE requirements allows businesses to build trust with environmentally conscious customers and position themselves as responsible industry leaders. By continuing to meet the protocol's standards, businesses can contribute positively to the environment while enjoying the long-term benefits of a greener and more resilient tourism and creative economy sector.

Green marketing tools are strategies used by companies to show their commitment to the environment. This tool includes eco labels, eco branding, and environmental advertisements. Green purchasing behavior is consumer behavior in choosing products or services based on their impact on the environment. Green marketing tools can influence this behavior by providing information about the environmental benefits of products or services, and by building a positive image of the company as an entity that cares about the environment.

Green marketing tools can be used to encourage green purchasing behavior, and conversely, an increase in green purchasing behavior can encourage companies to invest more in green marketing tools. Prior research has also delved into the impact of green advertising and marketing communication strategies on consumers' attitudes and purchase intentions (Kim et al., 2020). The effectiveness of ecofriendly advertisements in promoting green products and shaping consumers' attitudes has been scrutinized, with environmental concern identified as a potential moderating factor (Karabulut & Yildirim, 2019).

Nevertheless, while the body of literature on green purchase behavior and its influencing factors continues to expand, further research is still needed to deepen our understanding of consumers' attitudes, motivations, and behaviors towards green products and services (Lin et al., 2018). In particular, it is crucial to investigate these factors within different cultural contexts and industries to glean insights that can inform marketing strategies and sustainability initiatives (Cheng & Chen, 2019).

The connection between the CHSE (Cleanliness, Health, Safety, and Environment) protocol and the Stimulus-Organism-Response (S-O-R) model is evident in how businesses in the tourism and creative economy sector respond to external stimuli. The stimuli encompass factors like the COVID-19 pandemic, health and safety guidelines, environmental concerns, and customer expectations. Businesses in this sector, as the "organism," must consider their internal characteristics, such as values, resources, and organizational culture, when responding to these stimuli. The CHSE protocol provides a clear set of requirements that businesses can implement as a response to these external stimuli, fostering cleanliness, health, safety, and environmental sustainability.

As businesses embrace the CHSE protocol, their response to external stimuli involves concrete actions to ensure safety and sustainability. They adopt measures such as regular cleaning and disinfection, provision of personal protective equipment, adherence to physical distancing guidelines, improved ventilation, efficient waste management, and sustainable practices like using recycled materials.

This response aligns with their internal characteristics, showcasing their commitment to environmental responsibility and public health.

The S-O-R model emphasizes the influence of internal factors on responses to external stimuli, making it relevant to the CHSE protocol's adoption. Businesses that prioritize environmental sustainability and employee well-being (organism) are more likely to proactively implement the CHSE requirements (response). By doing so, they demonstrate their adaptability and responsibility in the face of challenges like the COVID-19 pandemic and customer expectations for sustainable practices. The connection between the CHSE protocol and the S-O-R model illustrates how businesses' internal characteristics shape their responses to external stimuli, ultimately contributing to a safer, cleaner, and more sustainable tourism and creative economy sector.

The Stimulus-Organism-Response (SOR) model, combined with the Social Cognitive Career Theory, provides a valuable approach for understanding the impact of psychological cognitive processes on various aspects of human behavior, including consumer satisfaction and decision-making (Zhang et al., 2021). By incorporating the SOR model into the study of consumers' attitudes and behaviors towards green products and services, we can gain deeper insights into the underlying processes and factors that influence their actions.

In the SOR framework, stimuli refer to the various environmental cues that individuals encounter, including information from different sources such as advertisements, eco-labels, word-of-mouth, and employee interactions. These stimuli can have a significant impact on consumers' cognitive processes and

evaluations (Zhang et al., 2021). For instance, eco-labels and certification programs act as stimuli that provide consumers with information about the environmental attributes of products and services, influencing their perceptions of trustworthiness and authenticity. Similarly, green advertising and marketing communication strategies serve as stimuli that shape consumers' attitudes and intentions towards green products (Kim et al., 2020).

The cognitive processes occurring within individuals, including their beliefs, attitudes, and values, form the organism component of the SOR model. Consumers' pre-existing environmental awareness, knowledge, personal values, and perceived consumer effectiveness play a vital role in shaping their cognitive processes and evaluations regarding green products (Hung & Chen, 2018). These cognitive processes act as filters through which consumers interpret and make sense of the stimuli they encounter.

Finally, the response component of the SOR model encompasses consumers' behavioral responses, such as their intentions to purchase green products, engage in pro-environmental behaviors, or support sustainability initiatives. Understanding the link between stimuli, cognitive processes, and consumer responses allows businesses and policymakers to develop targeted interventions and marketing strategies that encourage sustainable consumption (Zhang et al., 2021).

In addition to the SOR framework, it is essential to consider the influence of contextual factors, such as the in-store crowd and employee perceptions, on consumers' intentions to revisit stores and engage in word-of-mouth communication. These factors can shape the overall consumer experience and

subsequent behaviors (Hsieh, 2021). For instance, a crowded store environment may negatively impact consumers' satisfaction and likelihood of revisiting, while positive employee interactions and perceptions can enhance customer satisfaction and encourage positive word-of-mouth communication (Hsieh, 2021.).

By integrating the SOR model and considering the role of contextual factors, businesses and policymakers can gain a comprehensive understanding of consumers' attitudes, motivations, and behaviors towards green products and services. This holistic approach enables the development of effective marketing strategies, communication tactics, and sustainability initiatives that align with consumers' cognitive processes, stimulate positive responses, and contribute to a more sustainable future.

Therefore, the primary objective of this study is to contribute to the existing literature by examining the factors that influence consumers' green purchase behavior and their attitudes towards eco-labeling and certification programs in a specific context or industry. By comprehending these factors, businesses and policymakers can develop more effective strategies to encourage sustainable consumption and promote environmental responsibility. The findings of this research endeavor will offer valuable insights for businesses seeking to implement green marketing strategies and contribute to the overarching goal of achieving a more sustainable future.

Numerous studies have investigated the factors influencing consumers' green purchase behavior and their intentions to support environmentally friendly products (Aktaş & Başak, 2020). The Theory of Planned Behavior (TPB) has been

widely used as a theoretical framework to understand and predict consumer behavior in the context of green purchasing. According to TPB, consumers' behavioral intentions are influenced by their attitudes towards the behavior, subjective norms, and perceived behavioral control (Chen & Chang, 2013).

Environmental awareness is a key determinant of green purchase behavior. Individuals who are more environmentally aware are likely to have a greater concern for the environment and a stronger intention to engage in proenvironmental behaviors, such as purchasing green products (Lee, 2008). Moreover, factors such as environmental knowledge, personal values, and perceived consumer effectiveness can also influence consumers' green purchase behavior (Hung & Chen, 2018).

In addition to individual-level factors, contextual factors and marketing strategies play a crucial role in shaping consumers' attitudes and behaviors towards green products. Eco-labeling and certification programs, such as Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) certification, have been introduced to provide consumers with information about the environmental attributes of products and services (Bigne-Alcaniz et al., 2019). These eco-labels and certifications serve as signals of environmental quality, trustworthiness, and authenticity, which can influence consumers' purchase decisions (Chen & Chang, 2013).

This research aims to evaluate the impact of CHSE certification and green marketing tools on consumers' green purchasing behavior. It is hoped that the results

of this research can provide new insights for the hotel industry in Padang in facing current challenges.

1.2 Research Question

1. What is the effect of eco brands on green purchasing behavior on CHSE Hotels consumer in Padang, West Sumatra, Indonesia?
2. What is the effect of eco labels on green purchasing on CHSE Hotels consumer in Padang, West Sumatra, Indonesia?
3. What is the effect of environmental advertisements on green purchasing behavior on CHSE Hotels consumer in Padang, West Sumatra, Indonesia?

1.3 Research Objective

1. To determine the effect of eco brands on green purchasing behavior of consumers of CHSE hotels in Padang, West Sumatra, Indonesia.
2. To determine the effect of eco labels on green purchasing of consumers of CHSE hotels in Padang, West Sumatra, Indonesia.
3. To determine the effect of environmental advertisements on green purchasing behavior of consumers of CHSE hotels in Padang, West Sumatra, Indonesia.

1.4 Research Implications

- Theoretical implication:
 1. The research can help to develop a better understanding of the factors that influence green purchasing behavior in hotel industry.
 2. The research can help to identify new green marketing tools that can be used to encourage green purchasing behavior in hotel industry.
 3. The research can help to develop new theoretical frameworks for understanding green marketing and green purchasing behavior in hotel industry.

- Managerial implication:
 1. The research can help businesses to develop more effective green marketing strategies.
 2. The research can help businesses to identify new green market segments.
 3. The research can help businesses to measure the effectiveness of their green marketing campaigns.
 4. The research can help businesses to improve their reputation as environmentally responsible companies.

1.5 Research Scope and Limitation

This study aims to investigate the awareness of eco brands, eco labels, and environmental advertisements among consumers of CHSE hotels in Padang, West Sumatra, Indonesia, as well as their attitudes towards green products and services. Additionally, the research seeks to understand the effects of eco brands, eco labels, and environmental advertisements on the green purchasing behavior of consumers in this context. However, there are certain limitations to consider, including the fact that the research will be limited to Padang, West Sumatra, Indonesia, potentially limiting the generalizability of findings to other regions or countries. Furthermore, the focus solely on consumers of CHSE hotels may restrict the applicability of results to other consumer groups.

1.6 Outline of the Research

This research is divided into five chapters to make it easier and moderate the forwarding of content. They are as follows:

Chapter I INTRODUCTION

This chapter includes the problem statement, research background, research purpose, research benefits, research scope, and writing structure. It concludes with the research structure.

Chapter II LITERATURE REVIEW

The description of theoretical variables, which includes the theories that emphasize and support the variables utilized in the framework and research, is contained in this chapter. This chapter will also include a review of earlier research and the formulation of hypotheses.

Chapter III RESEARCH METHOD

In this chapter, the author described the study's purpose, the demographic data and its sources, data collection methods, operational definitions of the variables, data display methods, and data analysis methods.

Chapter IV ANALYSIS AND DISCUSSION

This chapter includes an examination of the research findings, a respondent description, a descriptive analysis, and the respondent response derived from questionnaire completion.

Chapter V CONCLUSION

This chapter included the research's conclusion as well as its implications, limitations, and recommendations.