

FACTORS INFLUENCING TOURIST ATTITUDES TOWARD ENVIRONMENTALLY FRIENDLY PRACTICES IN FOUR-STAR HOTELS IN GARUT

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Abstract:

This study aims to identify and analyze the factors that influence tourist attitudes toward environmentally friendly practices in four-star hotels in Garut. The research employs a quantitative approach using Confirmatory Factor Analysis (CFA) to validate the measurement model based on five latent constructs: environmental concern, personal norms, perceived value, willingness to pay, and green purchasing behaviour. Data were collected through a structured online questionnaire distributed to 100 respondents who had previously stayed in four-star hotels in Garut. The questionnaire items were adapted from previous studies and measured using a five-point Likert scale. The analysis confirmed that the observed variables grouped into three key dimensions that influence tourist attitudes, namely: green awareness and responsibility, perceived economic value, and green action tendencies. These results suggest that internal awareness, perceived benefits, and behavioral orientation play a critical role in shaping tourist support for green practices in the hospitality industry. The study provides practical insights for hotel managers to improve communication strategies, enhance sustainable facility offerings, and design guest participation programs that align with tourist values. This research highlights the importance of aligning environmental initiatives with guest expectations to increase acceptance and active involvement in sustainable tourism.

Keywords: Tourist Attitude, Green Hotel, Environmentally Friendly Practices, Confirmatory Factor Analysis, Garut

INTRODUCTION

In recent years, the tourism industry has significantly contributed to economic development in many countries. As one of the world's largest economic sectors, tourism not only drives economic growth but also presents an opportunity to enhance environmental awareness (Susanti, 2023). Sustainable tourism has gained growing attention, particularly in the hospitality industry, which accounts for 11% of global greenhouse gas emissions – a figure projected to double by 2050 (Abate, 2023). It underscores the urgent need for sustainable practices within hotels, particularly those operating in tourist destinations.

Global concern for climate change has further driven the need for sustainability. The Paris Agreement, adopted as part of global climate action, motivates countries to reduce emissions through Nationally Determined Contributions (NDCs). In line with this commitment, hotels are encouraged to adopt green practices such as waste reduction, energy conservation, and the use of renewable resources (Plakitkina et al., 2021). However, tourist responses to these practices vary: while some strongly support eco-friendly hotels, others may avoid them, citing concerns about reduced comfort or higher prices.

As the trend of sustainable tourism grows, the degree to which hotels adopt environmentally friendly initiatives often depends on tourist responses and demand. If tourists express favorable





attitudes toward such practices, hotels are more likely to implement them. Nevertheless, a gap remains in understanding the factors influencing these attitudes, especially in tourism destinations like Garut. Given this context, it is crucial to explore the variables that shape tourists' perceptions and decisions in choosing eco-friendly accommodations in four-star hotels in the area.

This study seeks to fill that gap by identifying and analyzing the underlying factors that affect tourists' attitudes toward green practices in Garut's hospitality sector. Understanding these factors will help hotel managers evaluate whether their current sustainability programs align with guest expectations. It will also offer insights into areas needing improvement, such as clearer communication of green policies, better eco-friendly infrastructure, and strategic incentives that encourage guest participation in sustainable tourism efforts.

METHODS

This study employed a quantitative descriptive approach using Confirmatory Factor Analysis (CFA) to examine the factors influencing tourist attitudes toward environmentally friendly practices in four-star hotels in Garut. Data were collected through a structured online questionnaire utilizing a five-point Likert scale (Simamora, 2022). A total of 100 respondents were selected using purposive sampling, targeting tourists who had previously stayed at four-star hotels in Garut and were familiar with eco-friendly practices (Rofiudin et al., 2022). The questionnaire consisted of 15 items derived from five conceptual variables: environmental concern (EC), personal norms (PN), perceived value (PV), willingness to pay (WTP), and green purchasing behavior (GPB) (Herny Susanti, 2023; Kalpikawati, 2018; Martha & Febriyantoro, 2019; Sari et al., 2020; Yulianti & Riorini, 2023). The data were analyzed using IBM SPSS 26 and AMOS software to test the validity and reliability of the measurement model through CFA, with model fit assessed using standard indices such as CFI, TLI, RMSEA, and Chi-square.

RESULT AND DISCUSSION

This study investigated the key factors that influence tourists' attitudes toward environmentally friendly practices in four-star hotels in Garut. Data were collected from 100 respondents who had stayed in green hotels and had been exposed to sustainable hospitality practices. The analysis focused on five main components: Environmental Concern (EC), Personal Norms (PN), Perceived Value (PV), Willingness to Pay (WTP), and Green Purchasing Behaviour (GPB).

The results of the Confirmatory Factor Analysis (CFA) confirmed the validity of the proposed model. The KMO measure yielded a value of 0.665, and Bartlett's Test was significant ($p < 0.001$), indicating that the data were appropriate for factor analysis. Five dimensions were extracted using Varimax rotation, each corresponding to one of the theoretical constructs.

Table 1. CFA Component Loading

Variable Code	Component 1 (EC)	Component 2 (GPB)	Component 3 (PV)	Component 4 (WTP)	Component 5 (PN)
EC1	0.859				
EC2	0.926				
EC3	0.860				
GPB1		0.844			
GPB2		0.842			





GPB3	0.745		
PV1		0.748	
PV2		0.628	
PV3		0.808	
WTP1			0.852
WTP2			0.827
WTP3			0.832
PN1			0.848
PN3			0.837

Extraction Method: Principal Component Analysis
 Rotation Method: Varimax with Kaiser Normalization
 Note: Loadings < 0.6 are suppressed for clarity.
 Source: Data Processed 2025

The highest-rated indicators for each factor include EC2 (0.926), indicating a strong emotional concern about environmental issues, and WTP1 (0.852), showing respondents' willingness to support eco-hotels financially. These results suggest that tourists not only care about the environment but are also ready to act, even if it means paying a premium.

Environmental Concern (EC) was identified as the most influential factor in forming tourist attitudes. It reflects the findings by Kalpikawati (2018), who noted that awareness and worry about environmental degradation drive individuals to prefer eco-conscious travel.

Personal Norms (PN) also significantly shaped behavior, where tourists felt a moral obligation to support green practices. It aligns with Ajzen's (1991) in Sofiani et al. (2022) Theory of Planned Behavior, which positions personal norms as essential in predicting pro-environmental

Perceived Value (PV) showed that tourists make decisions based on a perceived balance between quality, comfort, and the environmental impact of the hotel. According to Sari et al. (2020), a strong perceived value increases trust and customer loyalty, even in green service settings.

Willingness to Pay (WTP) was relatively high, affirming previous research by Yulianti & Riorini (2023), who found that environmentally conscious consumers are often willing to invest more in sustainable products.

Green Purchasing Behaviour (GPB) suggests that consistent eco-friendly consumption patterns influence hotel preferences. Respondents who frequently chose green products also tended to select hotels with strong sustainability credentials. It aligns with the findings of Martha & Febriyantoro (2019), mirroring Joshi & Rahman's (2015) theory that sustainable behavior is habitual and value-driven.

In summary, the findings confirm that tourist attitudes toward environmentally friendly practices are shaped by emotional concern, perceived personal responsibility, and behavioral consistency. Hotels in Garut are encouraged to emphasize sustainability not only in operational strategies but also in guest engagement—especially by enhancing the perceived value of green services and promoting eco-awareness campaigns.

These insights are essential for tourism practitioners in Garut to align sustainability goals with customer expectations, thereby improving satisfaction and loyalty in the green hospitality sector.

CONCLUSION

Based on the data analysis, it can be concluded that the research instrument used in this study—namely, the questionnaire—has been proven valid and reliable. All statement items across



each factor demonstrated significance values below 0.05 in the Pearson Product-Moment validity test, and Cronbach's Alpha values exceeded 0.7, indicating high internal consistency. The respondents in this study were primarily tourists who had stayed in four-star hotels in Garut, with diverse backgrounds and a shared experience in encountering environmentally friendly hotel practices.

This study identified five core components influencing tourist attitudes toward green hotel practices: environmental concern, personal norms, perceived value, willingness to pay, and green purchasing behaviour. Among these, environmental concern was found to be the most dominant factor, reflecting strong awareness and emotional involvement in environmental issues. Personal norms and willingness to pay also showed significant influence, indicating that moral responsibility and financial readiness play vital roles in shaping attitudes. Meanwhile, perceived value and green purchasing behaviour highlight the importance of service quality and consistent eco-conscious actions in tourists' decision-making.

The findings suggest that four-star hotels in Garut can increase guest satisfaction and loyalty by aligning their sustainability strategies with tourist expectations. Communicating environmental initiatives clearly and offering tangible value from green practices will strengthen guest engagement and perception.

For future research, it is recommended to investigate how environmental education and cultural values influence green attitudes, or how digital tools such as sustainability apps and AI-driven personalization may enhance eco-friendly hotel experiences. Expanding the research to include comparative analysis across different hotel categories or regions could also provide deeper insights into tourist behavior and sustainability in the hospitality sector.

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