

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This study examined 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. Based on the results of research and discussion by using Sturctural Equation Modelling (SEM), then the conclusion can be drawn as follows :

1. Green Brand Knowledge influence significantly and have a positive influence on Attitude towards Green Brand. Thus the first hypothesis which states that Green Brand Knowledge give effect on Attitude towards Green Brand is accepted.
2. Environmental Knowledge give direct influence significantly and have a positive influence on Attitude towards Green Brand, accepted. Thus the second hypothesis which states that Environmental Knowledge give effect on Attitude towards Green Brand is accepted.
3. Environmental Concern have a negative influence on Attitude towards Green Brand. Thus the third hypothesis which states that Environmental Concern give positive effect on Attitude towards Green Brand, rejected.
4. Attitude towards Green Brand influence significantly and have a positive influence on Intention to Stay. Thus the fourth hypothesis which states that Attitude towards Green Brand give effect on Intention to Stay in Singgasana Hotel Surabaya, accepted.

5. Green Brand Knowledge influence significantly and have a positive influence on Intention to Stay through Attitude towards Green Brand. Thus the fifth hypothesis which states that Green brand knowledge has a significant effect on intention to stay in Singgasana Hotel Surabaya with mediation of attitude towards green brand, accepted.
6. Environmental Knowledge influence significantly and have a positive influence on Intention to Stay through Attitude towards Green Brand. Thus the sixth hypothesis which states that Environmental knowledge has a significant effect on green brand on intention to stay in Singgasana Hotel Surabaya with mediation of attitude towards green brand, accepted.
7. Environmental Concern have negatively affect influence on Intention to Stay through Attitude towards Green Brand. Thus the seventh hypothesis which states that Environmental concern has a significant effect on intention to stay in Singgasana Hotel Surabaya with mediation of attitude towards green brand, rejected.

5.2 Suggestion

Based on the conclusions that have been put forward several recommendations can be given in the form of suggestions that can be taken into consideration for Singgasana Hotel Surabaya :

1. Academic Suggestion

This object on Singgasana Hotel Surabaya used in this study focused on respondents who know about concept of green environment and green hotel. 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.

2. Practical Suggestion

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. For management of green hotel especially in Singgasana Hotel Surabaya need to pay attention about not significant factor of environmental concern people in Indonesia, especially in Surabaya to the attitude towards Singgasana Hotel that adopt green hotel concept. Eventhough people in Surabaya are concern about environmental issue, they still do not prefer to response positively through their attitude and then decrease effect of intention to stay in Singgasana Hotel (green hotel). So, for further practice that can be done by management of green hotel, for society, and government, such as enhancing awaranness of important implementing green activity in daily life through many campaign and advertisement via various kind of media and activities. For example, government can give support in recycling and green movement from smallest community in lowest administrative unit.

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