ANALYSIS of THE EFFECT PERCEIVED BEHAVIOR CONTROL, WILLINGNESS TO PAY MORE to STAY

Irvan Septian Nugraha[1] and Sonny Indrajaya[2]
[1]Universitas Mercu Buana, Jakarta, Indonesia,
[2]Universitas Mercu Buana, Jakarta, Indonesia

Abstract: This study aims to analyze the influence of Environmental Concern, Subjective Norms, Attitudes and Willingness to Pay More on Intention to Stay. The object of this research is Green Hotels and the number of samples used in this study were 205 respondents using the unsaturated sample method. That data collection method using the questionnaire method and data analysis used is Partial Least Square. That Research result shows influential and significant results for the relationship between Perceived Behavior Control to Intention To Stay, Willingness To Pay More Than Intention To Stay.

Keywords: Perceived Behavior Control. Willingness To Pay More, Intention to Stay

I. INTRODUCTION

The tourism sector is one of the largest and strongest industrial sectors in the world economy. The tourism sector is one of the main drivers of the world's economy because there are advantages that can provide a large enough foreign exchange for the country, expand employment opportunities and introduce the country's culture.

The ASEAN (Association of Southeast Asian Nations) region is often referred to as a "tourist paradise" in Asia because it has abundant wealth in terms of tourism. Countries with the main tourism destinations in ASEAN include Indonesia, Thailand, Malaysia, Singapore and the Philippines. To encourage the growth of the tourism sector in ASEAN countries, one of the efforts being made is by convening the ASEAN Tourism Forum (ATF) which aims to make ASEAN the main destination for tourists.

The average hotel releases around 160–200 kg of carbon dioxide per square meter of room floor area per year, whereas water consumption per guest per night is between 170 and 440 liters in a 5-star hotel and the average hotel generates 1 kg of waste per guest per night (Choy et al., 2021). Tourists are aware that tourism-related industries including building, travel and purchasing contribute to environmental degradation on a large scale (Ibnou-Laaroussi et al., 2020).

The environmental concern of hotel customers positively influences their Intention to Stay to stay at Green Hotels, spreads positive word of mouth and is willing to pay more for hotels that engage in green practices (Zheng et al., 2022). Willingness To Pay More reflects the guest's intention to pay more than the usual price for travel (Balaji et al., 2019).

Perceived Behavioral Control (PBC) is a statistically significant determinant of visit intentions (Eid et al., 2021). The research findings indicate that PBC is relatively high in the intention to visit Green Hotels. PBC as the perceived ease or difficulty in carrying out behavior that reflects the obstacles and experiences that the customer anticipates. PBC is the feeling one has when facing difficulties or ease in deciding how to behave (Tsai and Tan, 2022). PBC is the only factor that influences individuals in their actions or in making decisions (Sudarsono et al., 2021).

II. LITERATURE REVUEW

Consumer Behavior

The study of individuals, groups or organizations and stop using products, services, experiences or ideas to meet needs and the impact of these processes on consumers and society (Hawkins and Mothersbaugh, 2016). According to Kumar and Ghodeswar (2015) consumer behavior has a role in determining the purchasing decision-making process. Because consumers will find it easier to make decisions in purchasing there or continuity in nature or in other words, if consumers are satisfied then they will not do the initial process, they may immediately go to the buying decision process.

Intention To Stay

In a hotel or place to stay is basically closely related to consumer behavior. Consumer behavior is an important element in tourism marketing activities that companies need to know, because companies, in this case hotel management, basically do not know about what is on a consumer's mind before, while, and after staying at the hotel. Consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. Purchasing decisions are the next stage after there is an intention or desire to buy (Rapti and Gkouna, 2022). Purchase decisions are not the same as actual purchases (Ibnou-Laaroussi et al., 2020).

Perceived Behavior Control (PBC)

Component that complements the Theory of Planned Behavior (TPB) to predict consumer intensity or intention to behave. Ajzen (2002) explains that Perceived Behavior Control is a feeling of self-efficacy or a person's ability to show the desired behavior. Perceived Behavior Control is also considered as a function of belief (belief), namely a person's belief in the presence or absence of factors that support or hinder the appearance of behavior (control belief).

This belief can be caused by past experiences with behavior, but can also be influenced by indirect information about that behavior obtained from observing the experiences of other people who are known. This information is called control factors, which include the skills and abilities needed, such as the availability of resources (time, money, etc.) and cooperation with others.

Perceived Behavior Control represents a person's belief about how easy it is for an individual to perform a behavior. When an individual believes that he lacks resources or does not have the opportunity to show a behavior (low behavioral control), then an individual will not have a strong intention to show that behavior.

Willingness To Pay More

Is an individual's willingness to pay more for an environmental condition or assessment of natural resources and natural services in order to improve environmental quality. According to Miller and Mills (2012) Willingness to Pay is a method that aims to find out at what level a person can afford to pay for environmental improvements if he wants the environment to be good.

Research Framework

Independent variables are variables that are not directly observed, but are inferred by using a mathematical model of other variables that are being observed and that are measured directly. The independent variable in this study is Perceived Behavior Control and Willingness To Pay More, while the dependent variable is Intention to Stay (Y1).

The following is a picture of the research framework in this study:

Figure 1. Research Framework
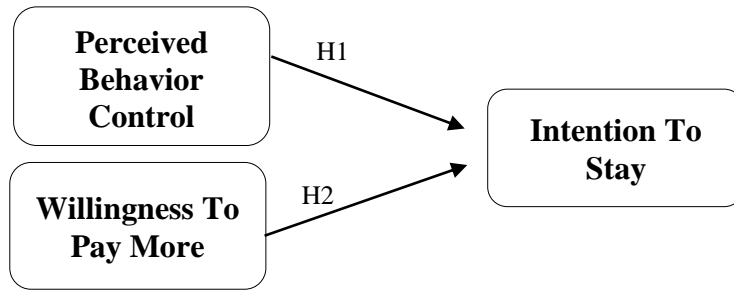
III. RESEARCH METHODS

This research is included in the research to test the hypothesis of the relationship between variable. This research uses a quantitative approach using a questionnaire as an instrument collect consumer data. Population in this study The population in this study is Jabodetabek people who have never stayed at a hotel is not known with certainty. the sample in this study amounted to 34 x 6 = 205 for the minimum sample value. Based on these calculations, this study will use a sample of 205 respondents. Data in The analysis used in this research is Partial Least Square (PLS).

IV. RESULTS AND DISCUSSION

Characteristics of Respondents

The results of the analysis of the characteristics of the respondents based on the questionnaire questions:
1. Gender

Characteristics of respondents based on gender are shown in Table 1 as follows:

Table 1. Respondents' description

No	Gender	Frequency	Persentage
1	Man	128	62.4%
2	Woman	77	37.6%
	Total	205	100%

2. Age

The characteristics of respondents based on age are shown in Table 4.2 as follows:

Table 2. Age of Respondents

No	Age	Frequency	Persentase
1	18 - 25 Tahun	40	19.5%
2	26 - 35 Tahun	80	39.0%
3	36 - 45 Tahun	57	27.8%
4	Diatas 45 Tahun	28	13.7%
	Total	205	100%

Descriptive Variables

Descriptive analysis was carried out on all indicators of the research variables in the questionnaire with a total of 205 respondents from Jabodetabek residents who had never stayed at the Hotel.

1. Variable Descriptive Perceived Behavior Control
   The results of responses to the Variable Perceived Behavior Control variables can be explained as follows:

Table 3. Descriptive Perceived Behavior Control Variables

Variable	Code Indicator	Distribution of Answers					Total	Mean
		STS	TS	N	S	SS		
Perceived	PBC1	2	1	28	72	102	205	4.32
Behavior	PBC2	-	3	40	63	99	205	4.26
Control								

2. Descriptive Variable Willingnes To Pay More

The results of responses to the Willingnes To Pay More variable can be explained as follows:

Table 4. Descriptive Variables of Willingness to Pay More

Variable	Code Indicator	Distribution of Answers					Total	Mean
		STS	TS	N	S	SS		
Willingness To Pay More	WTP1	2	4	24	63	112	205	4.36
	WTP2	-	7	31	59	108	205	4.31
	WTP3	1	8	22	69	105	205	4.31

3. Variable Descriptive Intention To Remain

The results of responses to the Intention To Stay variable can be explained as follows:

Table 5. Descriptive Variables of Intention To Stay

Variable	Code Indikacor	Distribution of Answers					Total	Mean
		STS	TS	N	S	SS		
Intention To Stay	ITS1	1	1	18	79	106	205	4.40
	ITS2	1	2	21	83	98	205	4.34
	ITS3	-	1	24	79	101	205	4.37
	ITS4	1	4	19	77	104	205	4.36
	ITS5	-	3	24	77	101	205	4.35
	ITS6	1	2	23	79	100	205	4.34
	ITS7	3	4	22	83	93	205	4.26
	ITS8	-	2	19	71	113	205	4.43

PLS-SEM analysis

The data analysis used in this study is Structural Equation Modeling (SEM) using Partial Least Square (PLS) or PLS-SEM for short. The analysis in PLS-SEM consists of outer models and inner models. The outer model aims at specifying the relationship that occurs between latent variables and their indicators. Meanwhile, the inner model aims at predicting causal relationships between latent variables. The convergent validity test is based on the outer loading and AVE values. The condition used is the outer value loading ≥ 0.5 so that an item is declared valid, and the minimum value of AVE is 0.5 so that the research variable can be declared valid.

**Table 6. Variable Convergent Validity Test**

No	Item Statement	Value Outer Loading	Description
	Perceived Behaviour Control		
PBC1	Whether or not I stay in eco-friendly hotels when I travel is entirely up to me	0.841	Valid
PBC2	I have the resources, time, and opportunity to stay in eco-friendly hotels when I travel	0.919	Valid

	Willingness to Pay More		
No	Item Statement	Value Outer Loading	Description
WTP1	I'm willing to spend more money to stay in eco-friendly hotels.	0.931	Valid
WTP2	I would choose an eco-friendly hotel even though there are cheaper conventional hotels.	0.918	Valid
WTP3	I am willing to pay more for an eco-friendly hotel even if there are conventional hotels in the same location	0.893	Valid
	Intention To Stay		
ITS2	I'm willing to spend money to stay in an eco-friendly hotel	0.708	Valid
ITS3	I want to refer my friends and family to the eco-friendly hotel that I will choose.	0.699	Valid
ITS4	I will post a photo on Social Media of the eco-friendly hotel I choose.	0.687	Valid
ITS5	I am more interested in eco-friendly hotels than conventional hotels.	0.796	Valid
ITS6	I prefer eco-friendly hotels to increase knowledge.	0.788	Valid
ITS7	I have tried many hotels and want to choose an eco-friendly hotel	0.776	Valid

Measurement

The results of the test measurement model on SmartPLS in the study

Figure 2. Measurement Model
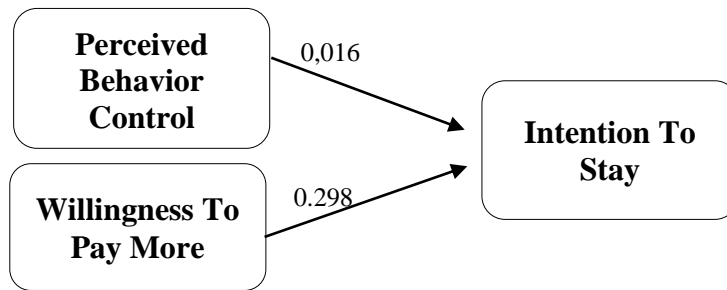
Cross Loading

1. Discriminant Validity

Discriminant validity was performed using cross loading values. Validity test results based oncross loading.

Table 7. Test Discriminant Validity

Item	ITS	PBC	WTP
ITS2	0.708	0.336	0.531
ITS3	0.699	0.331	0.340
ITS4	0.687	0.097	0.330
ITS5	0.796	0.182	0.402
ITS6	0.788	0.192	0.438
ITS7	0.776	0.154	0.428
PBC1	0.216	0.843	0.267
PBC2	0.293	0.918	0.373
WTP1	0.522	0.306	0.930
WTP2	0.494	0.349	0.918
WTP3	0.522	0.360	0.894

2. Average Variance Extracted (AVE)

Table 8 shows all indicators of the construct have good discriminants. This is because the loading value possessed by the indicator on the construct is greater than the loading value on the other constructs.

Table 8. AVE

Variabel	Value AVE
Intention To Stay	0.553
Perceived Behavior Control	0.776
Willingness To Pay More	0.836

3. Fornell Larcker

The results shown in Table 9 show that each variable is valid and in accordance with the criteria.

Table 9. Fornell Larcker

Item	ITS	PBC	WTP
ITS	**0.744**		
PBC	0.294	**0.881**	
WTP	0.561	0.370	**0.914**

4. Heterotrait-Monotrait Correlation Ratio (HTMT).

Assess discriminant validity, namely the Heterotrait-Monotrait correlation ratio (HTMT).

Table 10. HTMT

Item	ITS	PBC	WTP
ITS			
PBC	0.367		
WTP	0.637	0.451	

5. Cronbach's Alpha

Reliabilitas suatu konstruk dengan indikator reflesif dapat dilakukan dengan dua cara, yaitu dengan mengukur Cronbach's Alpha

Table 11. Cronbach's Alpha

Variable	Cronbach's Alpha
Intention To Stay	0.838
Perceived Behavior Control	0.717
Willingness To Pay More	0.902

Inner Model

Inner Model Test: A concept- and theory-based model development in order to analyze the relationship between exogenous and endogenous variables as already exists in the conceptual framework.

1. R-Square

Testing of the structural model

Table 12. R-Square

Variable	R-Square
Intention To Stay	0.478

2. F-Square

Assessing the magnitude of the influence between variables with the Effect Size or F-square

Table 13. F-square

Variable	Intention To Stay
Perceived Behavior Control	0.000
Willingness To Pay More	0.108

3. Predictive-Relevance (Q^2)

Testing the Goodness of Fit structural model on the inner model uses the Predictive-Relevance (Q2) value.

Table 14. Cross-validated Redundancy

Variable	Q^2 *Predict*
Intention To Stay	0.251

Hypothesis Test (Path Coefficient Estimation)

In assessing the significance of the effect between variables, a bootstrapping procedure is required. The bootstrapping procedure is a procedure that uses the entire original sample for resampling. (Ghozali and Latan, 2015).

Tabel 15. Hypothesis Test

Influence Between Variables	Original Sample	T Statistics	P Values	Conclusion
Perceived Behavior Control -> Intention To Stay	0.016	0.261	0.794	H1 Influential and Not Significant
Willingness To Pay More -> Intention To Stay	0.298	4.055	0.000	H2 Influential and Significant

Results

1. Relationship between Perceived Behavior Control and Intention to Stay
   Intention to Stay has a positive path coefficient of 0.016 with T Statistics 0.261 <1.65 and significant 0.794 > 0.05. It can be explained that Perceived Behavior Control has a positive and insignificant influence on Intention to Stay. This research is in line with the results of research by Yarimoglu and Gunay (2020) which states that Perceived Behavior Control has an influence and is not significant on Intention to Visit Green Hotels. However, the results of research conducted by Sudarsono et al., (2021); Verma et al.., (2019) stated that Perceived Behavior Control has an effect and is not significant on Intention to Stay.

2. Relationship between Willingness To Pay More and Intention to Stay

    Based on the research results, the relationship between Willingness to Pay More and Intention to Stay has a positive path coefficient of 0.298 with T Statistics 4.055 > 1.65 and a significant 0.000 <0.05. It can be explained that Willingness To Pay More has a positive and significant influence on Intention to Stay. In line with previous research, the results of Balaji et al. (2019); Fauzi *et al.*. (2022) found that Willingness To Pay More has a positive and significant influence on the Intention to Stay Green Hotel.

Conclusion

Based on the results of research conducted, it can be concluded

1. 1. The relationship between Perceived Behavior Control and Intention to Stay has a positive but not significant path coefficient, which means that it is difficult for someone to carry out the desired behavior. It can be concluded that Perceived Behavior Control is not a major factor in the Intention to Stay variable.

2. The relationship between Willingness to Pay More and Intention to Stay has a positive and significant path coefficient so that an individual's willingness to pay more for an environmental condition or assessment of natural resources and natural services. It can be concluded that Willingness To Pay More is one of the main factors in the Intention to Stay variable.

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