

The Effect of Commitment on Environmentally Responsible Behavior (A Case Study of Surabaya Tourist)

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Abstract. The natural environment began being framed as a “problem” since nearly four decades ago, but now being referred to as a global environmental crisis. Technology, population growth, and increasing consumption have all been identified as the root causes, but nowadays, there has been a consciousness about human impact on the environment. The “problem” with human impact on the environment is also a major concern on tourism industry. Previous studies showed tourism presents a range of potential threats to their natural habitats. This study tried to determine the influence of Commitment on Environmentally Responsible Behaviour (ERB). The result shown the result model was accepted at sig. 0.000, the relationship between variable was moderate. Both of Affect and Verbal Commitment could explain the variance of ERB 39.1%, while 60.9% was explain by the other factors outside the model.

Keywords: Affect, Verbal, Commitment, Environmentally Responsible Behaviour, Tourism.

1. Introduction

The natural environment began being framed as a “problem” since nearly four decades ago, but now being referred to as a global environmental crisis. Technology, population growth, and increasing consumption have all been identified as the root causes, but nowadays, there has been a consciousness about human impact on the environment [1]. The “problem” with human impact on the environment is also a major concern on tourism industry. Island tourism was one of the fastest-growing tourism industries between 1990 and 2008 [2]. There are several challenge faced by the island resources, such as natural ecology and historic artefacts [3].

Previous studies showed tourism presents a range of potential threats to their natural habitats, as well as local culture [4]. With the increasing popularity of island tourism; there might be a chance that the ecological and cultural environment of the islands may be unable to withstand the influx of more tourists [5]. Since Environmentally Responsible Behavior (ERB) is an important indicator of sustainable tourism [6], finding factors to enhance tourists’ ERB is critical to the sustainability of island tourism [7].

Many previous studies tried to determine what factors may encourage people to initiate the changes necessary to stop the increasing damage caused by the behaviour of people. In the 1970’s, various disciplines from: psychologists, social, educational and others initiate a research to explain the lack of human response to the environment. Some of this early research has framed the issue of human responses that are not responsible for the environment due to the lack of fundamental knowledge [8], then in the late 1980’s, it is view because of the attitude-based [9]. Starting the era of 1990’s, it is believed that the human responses to the environment were grounded in values and belief systems [10].

This study aims to explore the ecological tourist psychographic profile. Since there is no similar study has been conducted in Indonesia especially Surabaya, as far as researcher known, this research objective is to provide the basis for a new analysis in the future. Thus, this study tried to determine the influence of commitment on ERB. Commitment selected as the antecedents because tourists have been assumed to have enough basic knowledge about the environment, and there have been many efforts done by the government, NGO, or community to shape tourist attitudes, values and beliefs, so tourists are expected already have a commitment to the environment.

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2. Literatures Review

2.1. Environmentally Responsible Behaviors (ERB)

Environmentally Responsible Behaviour (ERB) refers to actions that reflect concerns for the natural environment by individuals or groups [11] and ways to present or address environmental problems [12]; [13]. People with ERB traits initiate behaviours that minimize impacts on the natural environment [14] and even perform actions that benefit the environment [15].

Since the 1970s, the significance of ERB has drawn substantial attention from environmental scholars and sociologists, and measurement constructs have evolved [16]. Earlier research constructs tackled individuals' attitudes and behaviours towards environment [17], and gradually developed into more sophisticated structures involving dimensions of perceived knowledge of ecology to built environmental concern by being aware with the consequences [18].

However, the first approaches focused on linking knowledge to attitudes and then to behaviour, and how to modify behaviour to raise environmental awareness proved to be incomplete in practice [19], because it fails to consider the myriad of psychosocial variables [20].

Since then, many have continued to develop education and communication campaigns and strategies based on the assumption of linear relationship between knowledge, attitude and behaviour [21]. According to Kurtycz, two main directions have been taken by research developed in the field of environmental education regarding ERB [19]. One front focuses on the predictors of ERB within the individual; and the other pursues an understanding of the connections between the behaviour change process and its practical outcomes.

2.2. Environmentally Commitments

Nowadays, people have gradually become more aware that environmental problems should be addressed and urgently resolved [22]. Maloney et. al. attempted to conceptualize the problem of environmental irresponsibility as one of maladaptive behaviour and proposed that it was purely a problem that could be treated psychologically. They proposed that to understand environmentally behaviours, it must firstly determine what people knows regarding ecology, the environment, and pollution; how they feel about it; what commitments they are willing to make; and what commitments they do make [23].

Tourist commitment to environmental conservation may take many forms: some recycle, use public transit, buy local or organic products, or participate in protests on environmental issues. Others may write letters to the newspaper, help to restore damaged ecosystems, compost, or make efforts to conserve water and energy. However, despite evidence showing that a large proportion of the public in various regions of the world expresses commitment to the environment, participation in environmentally-supportive behaviour rarely mirrors the strength of this stated commitment [24]; [25]; [26].

Within tourism, empirical results also show that people can only be persuaded to perform ERB if they have developed a firm commitment to the environment [27]. Maloney et. al. [23] overriding conclusion was that most persons have a relatively high degree of verbal and affect commitment, with lower levels of actual commitment and knowledge. In other words, most people say they are willing to do a great deal to help curb environmental problems and are fairly emotional about it but, in fact, they actually do fairly little and know even less.

3. Research Methodology

Affect commitment (AC) refers to the degree of emotionality related to pollution, environmental issues [23]. Verbal Commitment (VC) refers to what a person states that he or she is willing to do in reference to environmental issues [23]. Environmentally Responsible Behaviour (ERB) refers to actions that reflect concerns for the natural environment by individuals or groups [11] and ways to present or address environmental problems [12]; [13].

During the course of behavioural research, data are gathered, recorded and analyzed in a systematic and objective manner so as to apprehend and foresee how tourists feel, think and behave. A quantitative study, consistent with the quantitative paradigm, is an inquiry into a social or human problem, based on testing a

theory composed of variables, measured with numbers, and analyzed with statistical procedures, in order to determine whether the predictive generalizations of the theory hold true.

The research design is conclusive, in which it is single cross sectional descriptive in nature. The primary data was collected using non probability sampling technique. A quota sample of 100 credit tourist was chosen. A self-response questionnaire was used to collect data. The data cleaning has reduced the final sample size to 83.

A six point scale (likert type) was used to measure affect commitment (seven items), verbal commitment (seven items), and ERB (seven items) to avoid the respondents to take a neutral position. The validity and reliability of the scales is tested to enhance the validity and reliability of the measuring instruments. The reliability statistics Cronbach's alpha and the validity statistics inter-item correlation matrix for each of the variable is looked into. The alpha of a scale should be greater than .60 for items to be used together as a scale which is accomplished by all the constructs. The scales need to be improved on its inter-item correlation to >.3. The significance is kept at .05 or less to reduce type I error.

4. Finding

Table 1. Model Summary

Model	R	Adjusted R Square	F Sig.
1	0.637	0.391	0
Predictors: (Constant), VERBAL, AFFECT			
Dependent Variable: BEHAVIOUR			

Table 2. Hypothesis Testing

Model	Standardize Coefficients	t Sig.
1 (Constant)		.003
AFFECT	.556	.000
VERBAL	.203	.026
Dependent Variable: BEHAVIOUR		

Table 1 shown that the relationship between Environmentally Responsible Behaviour (ERB) and Affect and Verbal Commitment is moderate with the value of R (.637). The value of Adjusted R Square (.0391), means that both of Affect and Verbal Commitment could explain the variance of ERB 39.1%, while 60.9% was explain by the other factors outside the model. The F test showed that the model is accepted at sig. 0.000. Based on hypothesis testing on table 2, it obtained results that both Affect and Verbal Commitment have positive and significance influence on ERB with sig. < .05.

5. Discussion

The psychological concept of "commitment", normally used to understand relationships between people, in this research is use to investigate tourist relationship with the environment. The results indicate that tourist's commitment to the environment is important in their Environmentally Responsible Behaviour (ERB), for example, their willingness to use public transport and make sacrifices for the environment.

This research also shows that ERB is mainly determined by affect commitment. It seems that ERB is better explained by affect than by verbal commitment, and, at the same time, affect appears more significant in determining ERB, one of the reasons could be that affective influences are captured by attitude measurements. Therefore, the relationship between attitudes and behaviour will be shaped by the affect influence. In previous work, Davis et. al., employed interdependence theory to introduce commitment to the natural environment as a new theoretical approach to understanding the person environment relationship [28]. Tourist who's high in affective commitment demonstrates emotional attachment, identification with and involvement in the environment. This would explain why tourist are less likely to engage in "destruction" behaviour and more likely to be responsible [29].

According to Meyer and Herscovitch, a possible explanation for why affective commitment correlates with a higher range of outcomes is that, when commitment is accompanied by a mind-set of desire (such as the case with affective commitment), the behaviour shown are perceived to be broader than when it is only

“force” as an obligation [30]. Tourist with high affective commitment towards an environment is more likely to consider the best interests of that “place” than someone with high continuance or normative commitment. They further recommend that wherever possible, it is desirable to foster affective commitment. Furthermore, Meyer and Allen state that affective commitment is the most desirable form of commitment and the one that “organisations” are most likely to want to instil [29].

6. Conclusion

Sometimes, tourists have a positive attitude and want to behave in an Environmentally Responsible Behaviour (ERB), but they cannot act properly because they do not have sufficient means to do so. Therefore, it is important to establish the extent to which tourist are responsible for their actions. Government intervention or competent institutional involvement is needed to solve this problem. This research shows that people feel strongly about environmental problems (information, concern). This may be because individuals believe that their responsibility as tourist for ecological effects. Thus, publicity campaigns that encourage tourist to behave in a more ERB would be appropriate. Institutions could also persuade tourist to make their voices heard and to make choices about their purchasing behaviour, which would support environmental criteria.

Although this study attempts to translate the scale items into Surabaya tourist, it does not include some of the values, feelings and lifestyles that Surabaya people have. So, it would make sense to develop and validate a different scale, which collects these absent features. The next limitation is the sample number. In the future, another research could be done in a bigger sample number. Thus, this will give more clearly and general picture about Surabaya tourist ERB.

7. References

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