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Research Article

Predicting Consumers' Attitudes and Behaviors Toward Green Practices and Perceived Ecological Image of a Green Restaurant

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Abstract.

The increasing awareness of environmental concerns and the demand for sustainable practices have sparked the adoption of green initiatives across various industries, including the restaurant sector. As consumers become more conscious of their ecological impact, there is a growing interest in comprehending how these green practices influence customers' ecological behavior. This study focuses on investigating the relationship between green practices implemented by restaurants, perceived ecological image, and customers' ecological behavior, with a particular emphasis on the case of KFC Malang Town Square. By examining the potential mediating role of attitude, the research sheds light on the underlying mechanisms driving pro-environmental behavior. Through the distribution of questionnaires to 100 KFC Malang Town Square consumers and subsequent analysis using structural equation modeling, the study confirms that green practices positively impact perceived ecological image, which affects customers' attitudes and behavioral intentions toward the environment. These findings hold practical implications for promoting sustainability in the restaurant industry and offer valuable insights for future research in fostering pro-environmental practices. Moreover, this research contributes to the literature by exploring the interplay between green practices, perceived ecological image, attitude, and ecological behavioral intention within the unique context of the restaurant industry, with a focus on the specific setting of KFC Malang Town Square and the examination of attitude as a mediating factor.

Keywords: theory of green purchasing behavior, recycling, energy-saving, organic menus, eco-friendly cutlery and packaging

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1. Introduction

In recent years, there has been a global focus on addressing environmental issues such as extreme weather events, greenhouse gas emissions, and overall sustainability [1-3]. This has prompted companies to confront the challenge of integrating environmental considerations into their strategic and operational decision-making processes. The incorporation of these environmental factors has become a paramount priority for businesses, necessitating a reassessment of approaches and the adoption of informed

choices to tackle the prevailing environmental challenges [4]. Within the context of the restaurant industry, the environmental impact is clearly demonstrated by concerning statistics. A study conducted by the Ministry of National Development Planning/National Development Planning Agency (PPN/Bappenas) in collaboration with various institutions has revealed that Indonesia generates an estimated 23-48 million tons of food waste annually from 2000 to 2019, which equates to 115-184 kilograms per capita per year [5]. Additionally, a concerning figure indicates that each year, a staggering 33 to 40 percent of the world's food goes to waste. This excessive waste generation translates into significant economic losses, amounting to approximately $15-39 trillion per year, equivalent to 4-5 percent of Indonesia's GDP. Moreover, from a social perspective, this loss is equivalent to the energy required to feed 61-125 million people on an annual basis [5]. Teng and Wu [6] then reported that in China, the food service industry worldwide contributed about 30% of global greenhouse gasses which resulted in protests from various parties. Research by Nimri et al. [7] also shows the effect of concern for the environment in UK society on restaurant operations. These figures highlight the urgent need for the restaurant industry to address food waste and implement sustainable practices to minimize its environmental impact and mitigate economic and social consequences.

In addition to the concerning food waste statistics, the issue of plastic waste presents a significant concern within the restaurant industry. It is estimated that approximately 40 billion units of plastic cutlery, including forks, spoons, and other utensils, find their way into landfills and oceans each year [8]. Despite these challenges, there is a noticeable shift in consumer awareness, with a growing sense of responsibility to minimize their environmental impact. This positive trend is reflected in the rise of responsible green consumerism, where individuals actively seek out environmentally sustainable options. Furthermore, it has been revealed that over 60 percent of respondents in the United States are willing to pay a premium for products that are packaged sustainably. However, the restaurant industry continues to grapple with wasteful practices and its substantial ecological footprint, highlighting the urgent need for restaurants to adopt greener practices and contribute to a healthier, more sustainable future.

Furthermore, although less widely recognized than the local and organic food movements, the sustainable food movement has steadily gained momentum [9-12]. According to McNeill and Moore [13] consumers are increasingly choosing products that are environmentally sustainable and ethical, reflecting significant changes in their awareness. This shift has led to responsible green consumerism, where individuals actively seek options that align with their environmental values. The growing demand for sustainable

packaging and practices signifies consumers' heightened awareness of their impact on the environment [14, 15]. Consequently, the restaurant industry faces mounting pressure to embrace sustainability and adopt more environmentally friendly practices to minimize its ecological footprint. Meeting these evolving consumer expectations and addressing the environmental challenges are becoming crucial considerations for restaurants aiming to thrive in a sustainability-driven market.

Furthermore, research has highlighted the growing public awareness of the environmental impact of restaurants and their suggestions for mitigating these effects [16-18]. In response to this, companies have adopted various environmentally friendly practices, leading to the emergence of the concept of a green restaurant. A green restaurant is an establishment that prioritizes environmentally sustainable practices in its operations, aiming to minimize its ecological footprint and promote sustainability. These practices may include initiatives such as reducing food waste, implementing energy-efficient systems, sourcing local and organic ingredients, using eco-friendly packaging, and promoting recycling and composting. The increasing interest in consumers' adoption of green restaurants has spurred research in recent years, focusing on understanding consumer behaviors and preferences, particularly their willingness to pay a premium for dining at environmentally conscious establishments [19, 20]. This research signifies the growing importance of consumer choices in supporting and promoting environmentally friendly practices within the restaurant industry.

This awareness has given rise to the concept of a green restaurant, which has gained prominence among businesses, academics, consumers, and policymakers as a means to address environmental concerns [21, 22]. The existing literature has emphasized that running a restaurant involves various instances of environmental unsustainability, both related to food (such as cooking, serving, and leftovers) and non-food factors (including energy and water wastage) [23]. Consequently, restaurants implement a range of green practices to address these inefficiencies and promote sustainability. These green initiatives manifest in the form of offering green products and services to customers. The former primarily entails providing environmentally friendly prepared food options [24] and introducing initiatives like reusable cutlery [25]. Meanwhile, the latter focuses on making the restaurant experience more efficient and environmentally friendly through innovative approaches such as creating an eco-friendly ambiance, enabling consumers to pre-order food, and adopting responsible food sourcing practices [26], among other strategies. The notion of a green restaurant centers around establishing and operating food establishments in an eco-friendly and energy-efficient manner. This emphasis on green practices further reinforces the positive image of restaurants that prioritize

environmental responsibility, contributing to their reputation as socially conscious and forward-thinking establishments.

Due to the wide acceptance of environmental protection as an important value in society [27], many businesses including restaurants that prioritize environmentally friendly practices will be considered responsible and progressive players. Referring to stakeholder theory [28], restaurant companies that pay attention to complaints and concerns about the environment will positively impact company performance and value. While investing in green initiatives may not directly impact product or service quality, it can positively impact stakeholders such as employees and customers. By adopting eco-friendly practices, restaurants demonstrate their commitment to addressing stakeholder concerns and enhancing the overall value offered. By adopting eco-friendly practices, restaurants can also create a strong positive image. When choosing where to dine, customers often heavily rely on the restaurant's image. It is presumed that they are more inclined to select establishments with a stronger positive image [21]. However, despite the clear recognition among professionals and scholars in the restaurant industry regarding the impact and benefits of a company's green image, which is cultivated through the implementation of green practices, there has been limited research exploring the substantial influence of these practices and green image on customers' decision-making processes within the context of restaurant management.

Image, as defined by Bravo et al. [29], refers to the overall impression that remains in customers' minds, resulting from a collection of emotions, ideas, attitudes, and experiences they have with an organization. This impression is stored in memory, transformed into positive or negative meanings, and retrieved when the organization's name is mentioned or recalled. Image is a product of a communication process in which organizations create and disseminate a specific message that embodies their strategic intent, including their mission, vision, goals, and identity, all of which reflect their core values [29]. Company image is closely tied to the physical and behavioral characteristics of a company, including its name, products or services, and ideology, as well as the quality of communication between its service personnel and clients [30]. The significance of company image lies in its ability to differentiate one organization from another. A positive company image plays a crucial role in establishing and sustaining loyal relationships with customers, shareholders, and the general public. It serves as a reflection of how the organization is perceived and valued by its stakeholders, influencing their level of trust, satisfaction, and loyalty. By cultivating a favorable company image, organizations can enhance their reputation, attract and retain customers, and strengthen their overall standing in the marketplace. In a recent study conducted by

Namkung and Jang [21] in the field of restaurant management, it was revealed that green practices significantly impact customers' perceptions of a brand's green image and their intentions to engage in environmentally friendly behaviors. This underscores the importance of integrating eco-friendly practices into restaurant operations not only to enhance brand image but also to encourage customers to embrace an attitude of environmentally conscious intention.

Attitude, according to Keller [31], holds great significance in shaping consumers' brand choices as it is influenced by the attributes and benefits associated with a brand, thereby making it prominent in consumers' minds. In the context of green restaurants, consumers' attitudes are influenced by their perception of the restaurant's ecological image and the implementation of green practices. Kwok et al. [22] conducted a study that explored the essential attributes of green restaurants impacting consumer attitudes and behavioral intentions, highlighting the relationship between green practices and the formation of positive attitudes among consumers. When consumers perceive a restaurant as environmentally conscious and witness the adoption of sustainable practices, it fosters a favorable attitude towards the establishment. This positive attitude, in turn, influences their decision-making processes and behavioral intentions, increasing the likelihood of choosing a green restaurant for their dining experiences.

Furthermore, attitude toward a green restaurant specifically refers to consumers' evaluative judgments and emotional responses towards the restaurant's environmentally friendly practices and sustainability initiatives [32]. It encompasses their overall positive or negative disposition towards the restaurant's commitment to environmental responsibility. This attitude is shaped by various factors, including the perceived ecological image of the restaurant, the extent of its green practices, and consumers' personal values and beliefs regarding environmental sustainability. Positive attitudes towards green restaurants reflect consumers' appreciation for businesses that prioritize environmental stewardship and demonstrate social responsibility [33]. These favorable attitudes can significantly influence consumers' behavioral intentions, such as their willingness to visit and support green restaurants, recommend them to others, and even pay a premium for their eco-friendly offerings. Understanding consumers' attitudes toward green restaurants is crucial for restaurant managers and marketers as it enables them to design effective strategies that attract and retain environmentally conscious customers while enhancing the overall brand image of the restaurant [34].

This research aims to fill the gap in the literature by examining the specific impact of adopting green practices in restaurants on customer attitudes and behavioral intentions.

While previous studies have explored the influence of green marketing and environmental values on consumer behavior, they have not specifically addressed the relationship between green practices in restaurants and their effects on customer attitudes, intentions, and behavior. By investigating this relationship, this research seeks to provide a more comprehensive understanding of how the implementation of green practices in restaurants can shape customer perceptions and actions. Additionally, this study extends the theoretical framework of the Theory of Green Purchasing Behavior (TGPB) by exploring the mediating role of attitude toward green restaurants. By shedding light on this mediating mechanism, this research contributes to a deeper understanding of the factors that drive customers' environmentally conscious decision-making processes. The findings of this study will provide valuable insights for restaurant managers and policymakers to develop effective strategies that promote green practices and enhance customer engagement with environmentally sustainable dining options.

2. Material and Methods

This study employs a quantitative approach and distributes questionnaires to 200 KFC Malang Town Square consumers. The sampling technique used in this research is purposive sampling. The criteria for the respondents are as follows: (i) Indonesian citizens, (ii) aged 17 years and above, and (iii) have made a purchase at KFC Malang Town Square within the past year. A Likert scale ranging from 1 to 5 (strongly disagree - strongly agree) is used in this study. The collected data will be analyzed using PLS-SEM (Partial et al. Equation Modeling), a statistical analysis method that aims to maximize the explained variance of the dependent latent constructs. This type of research is categorized as explanatory research, where PLS-SEM primarily focuses on explaining the variance in the structural equation modeling constructs. PLS-SEM is a powerful statistical tool that can be applied to various data scales, does not require strict assumptions, and can validate relationships even when theoretical foundations are not well-established [35].

Unlike traditional SEM approaches, PLS-SEM does not rely on solid theoretical assumptions and is more flexible in constructing hypotheses and predicting complex situations. A pilot study will be conducted before the primary data collection to ensure the reliability and validity of the questionnaire. The pilot study will involve a small sample of respondents similar to the target population. Feedback from the pilot study will be used to refine the questionnaire and address any potential issues or ambiguities in the survey items. The primary data collection will follow ethical guidelines and ensure the privacy and confidentiality of the respondents' information. The collected data will

be analyzed using appropriate statistical techniques, including descriptive analysis, correlation analysis, and structural equation modeling (SEM). The findings of this study are expected to contribute to the existing body of knowledge on the relationship between green practices, perceived ecological image, attitude toward green practices, and ecological behavioral intention in the context of KFC Malang Town Square. The results will provide insights for restaurant managers and policymakers to develop strategies that promote environmentally sustainable practices and enhance customer engagement with green initiatives.

Additionally, the findings may have implications for other restaurants and businesses in the food industry seeking to adopt sustainable practices and attract environmentally conscious consumers. The reliability of the measurement in PLS-SEM analysis is assessed using Cronbach's α and composite reliability, with standardized indicator loadings of at least 0.70. At the same time, construct validity is evaluated using the average variance extracted (AVE) with a recommended threshold of 0.50 [36]. The questionnaire design is based on previous research conducted in similar contexts, and established measurement scales are used for the constructs of green practice, perceived ecological image, and ecological behavioral intention (references). The initial items were initially drafted in English based on these inputs. To ensure linguistic accuracy and consistency, a translation process was undertaken. The items were translated from English to Indonesian and subsequently back-translated from Indonesian to English. This translation process aimed to validate the accuracy of the expressions and maintain their intended meanings in both languages. By employing this rigorous translation approach, we sought to ensure the fidelity and appropriateness of the measurement items for the study's participants. Additionally, the measurement of attitude toward green practice is adapted from existing scales [37]. Then, green practice, perception of ecological image and ecological behavioral intention adopted form Jeong and Jang [38].

3. Results and Discussion

3.1. Results

To analyze the data, we utilized Partial Least Squares (PLS) as our chosen method due to the presence of reflective constructs in our research model [35]. Following the guidelines outlined by Hair et al. [35], the data analysis comprised two main components: measurement models and structural models. These analyses were conducted using SmartPLS 3.0 software, a widely recognized tool for PLS analysis. By employing

PLS, we aimed to examine the relationships between the constructs in our research model and gain insights into the underlying mechanisms. This approach allows for a comprehensive exploration of the interrelationships among green practices, perceived ecological image, attitude toward green practices, and ecological behavioral intention at KFC Malang Town Square. The results obtained from the data analysis will contribute to a better understanding of the factors that influence consumers' attitudes and behaviors regarding environmentally sustainable practices in the restaurant industry.

3.1.1. Sample profile

The fast-food restaurant industry is a significant player in the culinary sector in Indonesia [39]. This study gathered data from consumers of KFC, a restaurant that implements green practices, specifically in Malang Town Square, between 2021 and 2022. A team of trained researchers and assistants administered a face-to-face survey using a questionnaire. The survey was conducted with a total of 100 respondents who participated voluntarily. The sample included 35 male and 65 female participants. The majority of the respondents (n=71) were aged between 17 and 27 years old, with the highest number having completed high school education (n=50), and most earning a monthly income of less than $ 96.87 Indonesian (n=45) (Table 1).

3.1.2. Measurement model

The measurement model underwent confirmatory factor analysis to assess its validity. The results indicate strong convergent validity, as all item loadings exceeded the threshold of 0.731 and were statistically significant at the 0.001 level (refer to Table 2). Moreover, the average variance extracted (AVE) for each construct surpassed the value of 0.567, demonstrating that a substantial portion of the construct's variance is accounted for by its measurement items. Additionally, the square root of the AVE for each construct exceeded the correlation coefficients between constructs, indicating the presence of discriminant validity (Table 2). The reliability of the constructs was also satisfactory, as evidenced by Cronbach's α coefficients ranging from 0.839 to 0.947 and Composite Reliability values ranging from 0.839 to 0.947 (Table 2). These values surpass the recommended thresholds established by Fornell and Larcker (1981) for evaluating the internal consistency and reliability of measurement constructs. Collectively, these findings provide robust support for the reliability and validity of the reflective measurement constructs utilized in our study.

Table 1: Demography of respondents (n=96).

Demographic		Frequency
Gender	Male	35
	Female	65
Age (Years old)	17-27	71
	28-38	25
	39-49	2
	>50	0
Education Level	Elementary School	0
	Midle school qualification	0
	High school qualification	50
	Bachelor	46
	Master	2
	Doctorate	0
Monthly Income	< $ 96.87	45
	$ 96.88 – $ 161.45	12
	$ 161.46 – $ 225.99	32
	$ 226.00 – $ 290.56	6
	> $ 290.56	5

Source: Author's own work

The presence of valid cross-loading factors is crucial for establishing the reliability and validity of the measurement model. It provides evidence that the items effectively capture the intended constructs and are not influenced by other factors or constructs. This reinforces the confidence in the reliability and accuracy of the measurement model used in our study. Cross-loading factors refer to the extent to which items of a measurement scale load significantly on their intended construct and show minimal loading on other constructs in a structural equation modeling (SEM) analysis. It is an essential aspect of assessing the convergent validity of the measurement model. In our study, all items were subjected to cross-loading analysis to evaluate their convergent validity. The results indicate that each item demonstrates a substantial and statistically significant loading on its intended construct, supporting the validity of the measurement model (Table 3). These findings suggest that the items effectively measure the latent constructs they were designed to represent. Overall, the analysis of cross-loading factors supports the robustness of our measurement model and provides evidence for the convergent and discriminant validity of the constructs. These findings enhance the credibility and reliability of the study's results and strengthen the foundation for drawing meaningful conclusions from the data.

Table 2: Survey instrument, statistics of the measurement model and reliability analysis.

GP - Green Practice		
Cronbach α=0.744; Composite Reliability=0.839; AVE=0.567		
GP 1	KFC conducts waste processing (recycling) at each outlet.	0.743
GP 2	KFC implements energy-saving practices (using energy-saving lamps & minimizing the use of lights during the day) and water efficiency (using greywater flushing technology).	0.796
GP 3	KFC uses eco-friendly cutlery and packaging.	0.764
GP 4	KFC provides organic menus (derived from organic ingredients) or environmentally friendly products.	0.705
PEC - Perception of Ecological Image		
Cronbach α=0.845; Composite Reliability=0.896; AVE=0.683		
PEC 1	I believe KFC's business activities pay attention to social aspects.	0.800
PEC 2	I feel that KFC Malang Town Square is very sensitive to environmental issues or problems.	0.849
PEC 3	There are concrete efforts made by KFC Malang Town Square to help preserve the environment.	0.840
PEC 4	I feel that KFC Malang Town Square aims to make a profit and contribute to the environment and customers.	0.815
AGP - Attitude toward Green Purchase		
Cronbach α=0.837; Composite Reliability=0.885; AVE=0.607		
AGP 1	For me, buying eco-friendly restaurant products is a good thing.	0.731
AGP 2	It is wise for me to buy eco-friendly restaurant products.	0.763
AGP 3	It is convenient for me to buy eco-friendly restaurant products.	0.767
AGP 4	It is beneficial for me to buy eco-friendly restaurant products.	0.855
AGP 5	For me, buying environmentally friendly restaurant products is exciting.	0.775
EBI - Ecological Behavioral Intention		
Cronbach α=0.926; Composite Reliability=0.947; AVE=0.818		
EBI 1	I want to say positive things about KFC because KFC is doing eco-friendly practices.	0.848
EBI 2	I would recommend KFC to others because I think it is an eco-friendly restaurant.	0.925
EBI 3	I want to continue visiting KFC because of its environmentally friendly practices.	0.921
EBI 4	I will encourage friends and relatives to visit KFC because KFC is very responsive to environmental issues.	0.922
Note: all loadings are significant at α = 0.01.		

Source: Author's own work

Another criterion employed in this study was the heterotrait-monotrait ratio (HTMT), which was used to evaluate discriminant validity. The HTMT values were compared to

Table 3: Cross loading factor.

	Attitude toward Green Restaurant	Ecological Behavioral Intention	Green Practice Restaurant	Perceived Ecological Image
GP 1	0.311	0.469	0.743	0.497
GP 2	0.203	0.549	0.796	0.555
GP 3	0.178	0.454	0.764	0.567
GP 4	0.404	0.493	0.705	0.497
PEC 1	0.448	0.567	0.528	0.800
PEC 2	0.393	0.630	0.641	0.849
PEC 3	0.518	0.600	0.632	0.840
PEC 4	0.531	0.599	0.515	0.815
AGP 1	0.731	0.407	0.324	0.527
AGP 2	0.763	0.385	0.315	0.426
AGP 3	0.767	0.441	0.171	0.353
AGP 4	0.855	0.439	0.319	0.474
AGP 5	0.775	0.467	0.290	0.435
EBI 1	0.518	0.848	0.510	0.665
EBI 2	0.509	0.925	0.609	0.683
EBI 3	0.480	0.921	0.639	0.621
EBI 4	0.476	0.922	0.610	0.650

Source: Author's own work

the predefined threshold, as recommended by Henseler et al. [40, 41]. The findings, as presented in Table 4, indicate that none of the HTMT values exceeded the threshold of 0.85 [42], providing additional support for the establishment of discriminant validity. This analysis further strengthens the evidence of distinctiveness between the constructs in the measurement model.

Table 4: Discriminant validity: Heterotrait-monotrait ratio (HTMT).

	Attitude toward Green Restaurant	Ecological Behavioral Intention	Green Practice Restaurant	Perceived Ecological Image
Attitude toward Green Restaurant				
Ecological Behavioral Intention	0.623			
Green Practice Restaurant	0.460	0.788		
Perceived Ecological Image	0.675	0.818	0.844	

Source: Author's own work

3.1.3. The structural model estimation

The PLS structural model was evaluated by analyzing the path coefficients and their statistical significance. To determine the significance level of the path coefficients, the bootstrapping method with 5000 sub-samples was employed in this study, following the procedure outlined by Hair et al. [43]. Rather than solely calculating t-values, 95% bootstrap confidence intervals were also computed to assess the stability of coefficient estimates. Table 5 presents a summary of the path coefficients, t-values, significance levels, confidence intervals, and the variances explained by each construct. This comprehensive analysis provides valuable insights into the strength and significance of the relationships within the research model. The R^2 value, which represents the percentage of explained variance by the independent latent variables, was calculated for each dependent variable in the model. In the full model, ecological behavioral intention exhibited an R^2 value of 0.302, indicating that 30.2% of the variance in this variable can be explained by green practice, perceived ecological image and attitude toward green restaurants.

TABLE 5: Results of R^2 values.

	R Square	R Square Adjusted
Attitude toward Green Restaurant	0.331	0.317
Ecological Behavioral Intention	0.302	0.295
Perceived Ecological Image	0.495	0.489

Source: Author's own work

The f^2 values, representing the communality factor, have been calculated for the latent constructs Attitude toward Green Restaurant, Ecological Behavioral Intention, Green Practice Restaurant, and Perceived Ecological Image. The f^2 value for Attitude toward Green Restaurant is 0.433, indicating that 43.3% of the variance in this construct is explained by its indicators. The f^2 value for Green Practice Restaurant is 0.979, indicating that a significant proportion, specifically 97.9%, of the variance in Green Practice Restaurant is explained by its indicators. As for Perceived Ecological Image, the f^2 value is 0.293, suggesting that 29.3% of the variance in this construct is explained by its indicators (Table 6). These f^2 values provide evidence that the chosen indicators effectively capture the variance in their respective constructs, contributing to a comprehensive understanding of the constructs in the study.

The Q2 values, which represent the predictive relevance of the latent constructs, have been calculated for Attitude toward Green Restaurant, Ecological Behavioral Intention,

Table 6: Results of f^2 values.

	Attitude toward Green Restaurant	Ecological Behavioral Intention	Green Practice Restaurant	Perceived Ecological Image
Attitude toward Green Restaurant		0.433		
Ecological Behavioral Intention				
Green Practice Restaurant	0.004			0.979
Perceived Ecological Image	0.293			

Source: Author's own work

Green Practice Restaurant, and Perceived Ecological Image. The Q2 value for Attitude toward Green Restaurant is 0.181, indicating that the model can explain 18.1% of the variance in this construct beyond the mean. Similarly, the Q2 value for Ecological Behavioral Intention is 0.240. suggesting that the model can explain 24% of the variance in this construct beyond the mean. For Green Practice Restaurant, the Q2 value is not applicable since the model's predictive relevance cannot be determined due to perfect model fit. Lastly, the Q2 value for Perceived Ecological Image is 0.331, indicating that the model can explain 33,1% of the variance in this construct beyond the mean (Table 7). These Q2 values provide evidence of the model's ability to predict the latent constructs and highlight the relevance of the chosen indicators in explaining the variances in the constructs.

Table 7: Results of Q^2 values.

	SSO	SSE	Q^2 (=1-SSE/SSO)
Attitude toward Green Restaurant	500.000	409.549	0.181
Ecological Behavioral Intention	400.000	303.935	0.240
Green Practice Restaurant	400.000	400.000	
Perceived Ecological Image	400.000	267.601	0.331

Source: Author's own work

The results revealed a significant positive effect of green practice on perceived ecological image (β=0.703; p=0.000). This indicates that when organizations adopt and implement green practices, it positively influences how customers perceive their ecological image. The findings suggest that customers recognize and appreciate the efforts of organizations in adopting sustainable practices, which enhances their perception of the organization as environmentally responsible.

However, Structural Equation Modeling (SEM) analysis was conducted to examine the relationship between green practice and ecological behavioral intention, mediated by

attitude. However, the results indicated that the mediating effect was not significant, as green practice did not have a significant influence on attitude (β=-0.039; p=0.561). On the other hand, attitude had a significant effect on ecological behavioral intention (β=0.550; p=0.000), suggesting that individuals' attitude toward green practices directly influenced their intention to engage in environmentally friendly behaviors (Figure 1). The findings highlight the importance of attitude as a predictor of ecological behavioral intention, emphasizing that individuals' positive or negative attitudes toward green practices play a key role in shaping their behavioral intentions. These results align with previous research that has consistently shown the significance of attitude in driving behavioral intentions. While green practice may not directly influence attitude, organizations and policymakers should focus on strategies to enhance individuals' positive attitudes toward green practices in order to promote sustainable behaviors. Understanding the factors that influence attitude formation and leveraging them effectively can lead to more effective interventions and initiatives aimed at encouraging environmentally friendly actions among individuals.

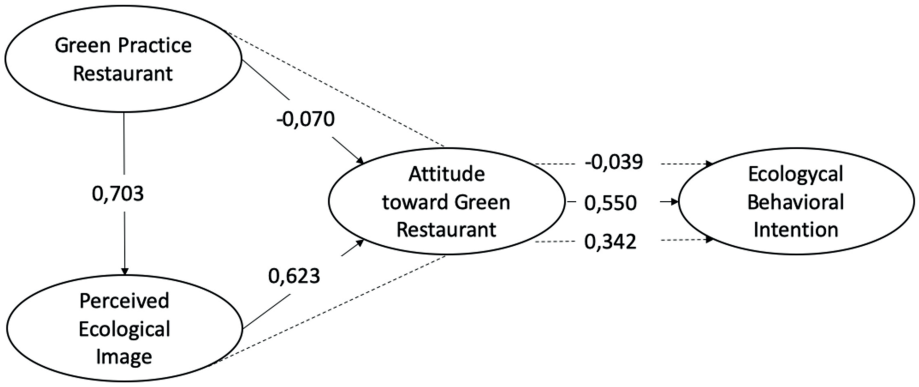

Figure 1: Structural model. Source: Author's own work.

Structural Equation Modeling (SEM) analysis was conducted to evaluate the suitability of the proposed models. To explore the potential mediating effect, the study adopted the approach outlined by Baron and Kenny [44] as recommended by Zhao et al. [45]. Initially, the researchers examined the path between perceived ecological image and the mediating variable, attitude toward green restaurants, and found a positive and significant relationship (β=0.342; p=0.000). Subsequently, the path between attitude toward green restaurants and ecological behavioral intention was assessed, revealing a significant positive association (β=0.550; p=0.000). In the following step, the researchers evaluated the direct path from perceived ecological image to ecological behavioral intention, considering that no direct path was initially included in the model. Notably, Table 8 displayed the significance of the path between perceived ecological image and

ecological behavioral intention in the full model, including all paths (β=0.342; p=0.000). Integrating the findings from these steps, it can be concluded that attitude toward green practice partially mediates the relationship between perceived ecological image and ecological behavioral intention. This indicates that attitude toward green practice plays a role in explaining the influence of green practices on individuals' intentions to engage in environmentally friendly behaviors.

Table 8: PLS structural model results.

Direct Effect	Indirect Effect	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P Values
AGP → EBI		0.550	0.079	6.946	**0.000**
GP→ AGP		-0.070	0.128	0.547	**0.585**
GP → PEI		0.703	0.068	10.327	**0.000**
PEI → AGP		0.623	0.092	6.734	**0.000**
	GP -→ AGP → EBI	-0.039	0.066	0.582	**0.561**
	PEI → AGP → EBI	0.342	0.069	4.959	**0.000**

Source: Author's own work

3.2. Discussion

3.2.1. Green practice on perceived ecological image

As defined by Manaktola and Jauhari [46], green practices encompass a range of environmentally friendly actions undertaken by organizations to minimize adverse environmental impacts. These practices can include initiatives like energy conservation, water preservation, and waste reduction [47]. In the context of restaurants, green practices are often reflected in the core aspects of their products, particularly in the usage of locally sourced or organic ingredients. These tangible attributes directly influence consumers' consumption experiences. Extensive research has highlighted the numerous benefits of green practices, including improved business sustainability, cost savings, environmental advantages, and enhanced firm image [48]. Consumers' perceptions of a restaurant's green practices are pivotal in shaping their attitudes toward the establishment. Jeong et al. [38] revealed that when consumers perceive a restaurant to be actively engaging in green practices, it generates a positive green image, leading to more favorable attitudes toward the restaurant. This association between green practices and perceived ecological image signifies the significance of sustainable initiatives in shaping consumer perceptions.

A restaurant's adoption of green practices demonstrates its commitment to environmental responsibility and sustainability. Such practices create a positive impression among consumers, who are increasingly conscious of environmental issues [48]. Consumers are more likely to develop a favorable perception of a restaurant that actively implements green practices, viewing it as socially responsible and environmentally conscious [38]. The positive link between green practices and the perceived ecological image is essential for the restaurant industry. A favorable ecological image not only enhances the restaurant's overall reputation but also attracts environmentally conscious consumers who value sustainability and are willing to support establishments that align with their values [38]. By embracing green practices, restaurants can effectively differentiate themselves from competitors, build a positive brand image, and cultivate long-term customer loyalty. In summary, the significant relationship between green practices and perceived ecological image underscores the importance of environmental sustainability in the restaurant industry. By implementing environmentally friendly initiatives, restaurants can enhance their reputation, attract like-minded consumers, and contribute to a more sustainable future. The findings emphasize the value of adopting green practices as a strategic approach for restaurants to gain a competitive edge and establish themselves as socially responsible establishments.

3.2.2. Green practice on attitude toward green restaurant

Drawing from Ajzen and Fishbein's [49] expected-value model of attitude, customers' attitudes toward restaurants are shaped by their subjective values and beliefs regarding the restaurant's attributes. Recognized green practices may provide auxiliary benefits to customers by fulfilling their emotional needs regarding sustainable concerns and may drive positive customer attitudes. Green practices, as one of these attributes, have the potential to significantly influence customers' subjective evaluations and beliefs about a restaurant [50]. However, in the specific context of KFC Malang Town Square, the relationship between green practices and attitudes toward the green restaurant was insignificant. Research by Manaktola and Jauhari [46] suggests that while environmental practices may not be considered core functional services, they can be perceived as ancillary services that provide intangible benefits. These benefits may fulfill guests' psychological and emotional needs, contributing to their overall perception and attitude toward the restaurant. In the case of KFC Malang Town Square, the impact of green practices on customers' subjective evaluations and beliefs about the restaurant's attributes did not significantly influence their attitudes towards the green restaurant. This finding

implies that other factors may substantially influence customers' attitudes towards KFC Malang Town Square, overshadowing the impact of green practices. Customers could prioritize other aspects of their dining experience, such as taste, convenience, or price, over environmental considerations. In this context, further research is necessary to explore these factors and uncover the underlying reasons for the non-significant relationship between green practices and attitudes toward green restaurants.

3.2.3. Perceived ecological image on attitude toward green restaurant

Gray and Balmer [51] define corporate image as the immediate mental picture that audiences hold about an organization. Similarly, brand image is created by a company to evoke emotional feelings in customers [52]. It is the desired image that a company aims to project to shape customers' attitudes toward the brand. In line with this, Kotler [53] emphasized the impact of brand image on brand equity, stating that customers' perceptions of brand image positively influence brand attitude. Building upon this premise, previous research has also established a relationship between brand image and brand attitude, demonstrating that a more positive brand image can favor brand attitude.

In recent years, the significance of green image has been recognized, as it can positively influence customer attitudes. Jeong et al. [54] specifically investigated the role of green image and its impact on customer attitudes. The findings of these studies suggest that customers' perceived green restaurant brand image significantly affects their brand attitudes. In the context of KFC Malang Town Square, the relationship between perceived ecological image and attitude toward the green restaurant is significant. This implies that customers' perception of KFC Malang Town Square's commitment to environmental sustainability and green initiatives influences their overall attitude towards the restaurant. When customers perceive the restaurant as environmentally responsible, it fosters a positive attitude toward the brand. This positive attitude, in turn, can shape their behavioral intentions, such as their likelihood of visiting the restaurant, recommending it to others, or engaging in positive word-of-mouth [55]. The significant relationship between perceived ecological image and attitude toward the KFC Malang Town Square green restaurant underscores the importance of cultivating a solid and positive green brand image. By implementing and promoting environmentally friendly practices, the restaurant can enhance its perceived ecological image, which, in turn, influences customers' attitudes toward the brand. This finding highlights the need for

businesses to prioritize environmental sustainability and incorporate green practices to shape customers' attitudes and enhance their brand image positively.

3.2.4. Attitude toward green restaurant on ecological behavioral intention

The attitude toward a green restaurant refers to consumers' evaluative judgments and overall evaluation of its attributes and benefits related to its green practices and environmental sustainability [48]. It reflects the consumers' positive or negative disposition towards the restaurant's commitment to environmental responsibility. Attitude toward a green restaurant plays a crucial role in influencing consumers' decision-making process and intentions to engage in environmentally friendly behaviors [56]. On the other hand, ecological behavioral intention refers to individuals' willingness and intention to engage in environmentally friendly behaviors and contribute to ecological sustainability. It encompasses recycling, conserving energy and water, reducing waste, and supporting environmentally responsible businesses. Ecological behavioral intention is influenced by various factors, including personal values, beliefs, and attitudes toward the environment [56].

In the context of KFC Malang Town Square, the significant relationship between attitude toward a green restaurant and ecological behavioral intention indicates that consumers' positive attitudes towards the restaurant's green practices and environmental initiatives translate into their intention to engage in pro-environmental behaviors. When consumers perceive a green restaurant positively and appreciate its efforts to prioritize environmental sustainability, it fosters a favorable attitude toward the establishment [57]. This positive attitude, in turn, influences consumers' intentions to actively participate in ecological behaviors and support the restaurant's initiatives. The findings suggest that the attitude toward a green restaurant mediates green practices and ecological behavioral intention. The positive perception of the restaurant's green practices and environmental initiatives leads to a favorable attitude, subsequently increasing consumers' intention to engage in pro-environmental behaviors. This indicates the importance of creating a positive and environmentally conscious image for a restaurant, as it influences consumers' attitudes and intentions toward ecological sustainability. Overall, the significant relationship between attitude toward a green restaurant and ecological behavioral intention highlights the role of consumer attitudes in promoting sustainable behaviors and supporting environmentally responsible businesses. By implementing

green practices and effectively communicating their environmental initiatives, restaurants can foster positive attitudes among consumers, encouraging them to engage in pro-environmental actions and contribute to ecological sustainability.

3.2.5. Meadiating effect of attitude toward green restaurant

The mediating effect of attitude toward a green restaurant can be observed in the relationship between green practice and ecological behavioral intention. In this study, it was found that the direct relationship between green practice and ecological behavioral intention was not significant. This suggests that green practice alone does not have a significant impact on consumers' intention to engage in pro-environmental behaviors. However, when an attitude toward a green restaurant is introduced as a mediator, it reveals a different picture. Attitude toward a green restaurant acts as a bridge between green practice and ecological behavioral intention. It reflects consumers' overall evaluation and beliefs about the restaurant's commitment to environmental sustainability. When consumers perceive the restaurant as environmentally conscious and positively evaluate its green initiatives, it fosters a favorable attitude [34]. This positive attitude, in turn, significantly influences consumers' intention to engage in ecological behaviors. Thus, the mediating effect of attitude toward a green restaurant sheds light on the importance of consumers' attitudes in shaping their behavioral intentions towards ecological sustainability.

On the other hand, the relationship between perceived ecological image and ecological behavioral intention is significant. Perceived ecological image refers to consumers' perceptions and beliefs about the restaurant's environmental responsibility and sustainability practices. When consumers perceive the restaurant as having a positive ecological image, it signifies that the restaurant is seen as environmentally conscious, responsible, and committed to ecological sustainability. This positive perception of the restaurant's ecological image has a direct impact on consumers' ecological behavioral intention. It influences their intention to engage in pro-environmental behaviors, such as recycling, conserving resources, and supporting environmentally responsible practices. The significant relationship between perceived ecological image and ecological behavioral intention suggests that consumers' perceptions of the restaurant's ecological image play a crucial role in shaping their intentions to engage in environmentally friendly actions. Therefore, restaurants should focus on building a positive perceived ecological image by implementing and promoting their green practices, as it can positively influence consumers' behavioral intentions towards ecological sustainability.

4. Conclusion

The results of the analysis demonstrate significant relationships between the variables in the study. Firstly, it is found that the implementation of green practices in restaurants positively influences the perceived ecological image among consumers. By adopting sustainable practices and initiatives, such as energy conservation, waste reduction, and sourcing locally grown ingredients, restaurants can enhance their environmental reputation and shape consumers' perception of their ecological image. This highlights the importance of incorporating green practices into the operations of restaurants to cultivate a positive environmental image and attract environmentally conscious consumers. Moreover, the study reveals that the perceived ecological image directly impacts consumers' attitudes toward green restaurants. When consumers perceive a restaurant as environmentally responsible and committed to sustainable practices, it fosters a positive attitude toward the establishment. These findings emphasize the significance of effectively communicating and promoting a restaurant's ecological initiatives to build trust and credibility among consumers. While the indirect effect of attitude toward green restaurants on ecological behavioral intention was found to be non-significant, it does not diminish the importance of cultivating a positive attitude toward sustainability. Restaurants should continue to prioritize and promote environmentally friendly practices to create a favorable ecological image, which can contribute to attracting environmentally conscious consumers and encouraging their intention to engage in pro-environmental behaviors. Overall, the findings highlight the significance of integrating green practices and promoting a positive ecological image in the restaurant industry to appeal to environmentally conscious consumers and foster sustainable behavior.

This study contributes valuable insights into the interplay between green practices, perceived ecological image, attitude, and ecological behavioral intention in the restaurant industry. Nevertheless, several limitations warrant consideration. Firstly, the relatively small sample size of 100 respondents from a single KFC outlet in Malang Town Square may restrict the generalizability of the findings to a broader population of restaurants and consumers. Additionally, the study's cross-sectional design and reliance on self-report data could introduce response bias and may not capture the dynamics of relationships over time. To bolster the study's findings, future research should adopt longitudinal designs with larger and more diverse samples, encompassing various types of restaurants across different geographical locations and cultural contexts. Moreover, exploring additional mediating factors beyond attitude, such as personal values or environmental knowledge, would deepen our understanding of

the mechanisms influencing consumers' ecological behavior. Furthermore, examining the influence of external factors like government policies or social norms on green practices and ecological intentions would provide a more comprehensive perspective on sustainability efforts in the restaurant industry. Addressing these limitations would contribute to practical implications for fostering sustainability and eco-friendly behavior among environmentally conscious consumers.

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