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and linen use in a hotel Wayan G. Santikaa,e1, Dewa Made Suria Antaraa,e2, Anak Agung Ayu Ngurah Harminia,e3 aBali State Polytechnic, Kampus PNB Bukit Jimbaran - Bali, Indonesia e1wayan.santika@pnb.ac.id, e2dwsuria@yahoo.com, e3agung.harmini@yahoo.co.id Abstract Santika, Antara & Harmini (2013) study shows that descriptive and reciprocative messages cannot significantly increase hotel guests participation in a more-than-a-day linen use program. We predict that it is because of the explicit consent approach that we chose to the wording of the messages. The default of the messages is that every guest gets the linen changed everyday and if a guest concerns about the environment she/he can order to get the linen changed every other day. [The present study aims at finding the role of a presumed consent default in increasing hotel guests participation in the linen reuse program.](#) In the presumed consent approach, the default is that guests get their linen changed every other day and they can order to get it changed everyday. A natural field experiment was conducted in which linen reuse participation was observed in more than 240 rooms of a five-star hotel in Indonesia that applies the presumed consent default. Participation was observed in every occupied room for a month. Result shows that participation in the linen reuse program is 97.8% at the hotel applying the presumed consent default. It is a very large increase compared to the 2.7% participation at the hotel applying the explicit consent default found in the previous study.

Keywords: default, presumed consent, explicit consent, hotel, linen, message.

1. Introduction The present study compares the persuasion effect of two default options (i.e. explicit and presumed consents) in increasing hotel guests participation in more-than-a-day linen use program. We refer it as the linen reuse program for the rest of the paper. Santika, Antara & Harmini (2013) study shows that descriptive and reciprocative messages cannot significantly increase hotel guests participation in the linen reuse program. We predict that it is because of the explicit consent approach that we chose to the wording of the messages. The default of the messages is that every guest gets the linen changed everyday and if a 2 guest concerns about the environment she/he can order to get the linen changed every other day. The wording of the message may say: ; "Most of the guests who stayed at this hotel participated in the resource savings program by using their linens more than once. We will continue to refresh all linens on a daily basis unless you choose to place this card on the bed. We will be replacing all linens every second night of your stay." [The present study aims at finding the role of a presumed consent default in increasing hotel guests participation in the linen reuse program.](#) In a presumed consent approach, the default is that hotel guests get their linen changed every other day and they can order to get it changed everyday. The wording of the message is similar to the following: "To preserve the precious natural resources of the world, our guests support the policy of changing linens every other day. Should you prefer daily service, please contact our receptionists." [A natural field experiment](#) was conducted ([Harrison & List, 2004](#)). [In](#) the natural field experiment linen reuse participation was observed in more than 240 rooms of a five-star hotel in Indonesia that applies the presumed consent default. Participation was observed in every occupied room for a month.

2. Literature Review The study of Santika, Antara & Harmini (2013) shows that daily participation of the linen reuse program is less than 6% when explicit consent messages are applied. It means that only six rooms has their guests participating in the linen reuse program for every 100 rooms observed.

2.1. Defaults, explicit and presumed consents Default is a preset condition which is automatically given if someone fails to make a decision (Johnson & Goldstein, 2003) or a standard option provided if someone does not actively choose other options (Brown & Krishna, 2004; Pichert & Katsikopoulos, 2008). Putting our favorable option as the default is effective in increasing the preference to it, as shown in the organ donor participation (Johnson & Goldstein, 2003;2004; Abadie & Gay, 2006),

pension saving plans (Madrian & Shea, 2001), energy conservation in a washing machine (McCalley, 2006), and green electricity options (Pichert & Katsikopoulos, 2008). The unsuccessful linen reuse program, in our opinion, is because of the default option that the hotel management chooses. The management requires guests to actively ask if they want to participate to the program. We suggest the order reversed by asking guests who do not want to participate to actively order to do so. In the former, it takes efforts to be pro-environmental, while in the latter the opposite is true. The default of the former is that no guest participates to the program and an active effort is needed should they want to participate. The default of the latter is that all guests participate to the program and an active effort is required to annul the default. The former is an explicit consent approach, the latter a presumed consent approach. Why a presumed consent approach will make any differences? The answer is provided by Johnson & Goldstein (2003;2004). Their study explained the difference in people willingness to donate organs after they pass away across eleven European countries. Some neighboring countries, which are very similar in culture, such as Denmark-Sweden and Netherlands-Belgium show a very contrastive consent rate. A very careful examination found that [the design of the form at the DMV](#) is [the](#) explanation of the differences. Respondents who had the forms [set as opt-in/explicit consent \(check this box if you want to participate in the organ donation program\)](#) most likely would keep the box unchecked. In this case the participation rate would become low. Similarly, respondents who had the forms [set as opt-out/presumed consent \(check this box if you don't want to participate in the organ donation program\)](#) would [not check the box](#) either [and](#), 3 under this circumstance, the participation rate will be high. Johnson & Goldstein (2003) offers some explanation: "First, decision-makers might believe that defaults are suggestions made by the policy maker, which imply a recommended action. Second, making a decision often involves effort, whereas accepting the default is effortless. Many people would rather avoid making an active decision about donation, because it can be unpleasant and stressful. Physical effort such as filling out a form may also increase acceptance of the default. Finally, defaults often represent the existing state or status quo, and change usually involves a trade-off." 3. Methods The objective of the present study is to find the role of a presumed consent default in increasing hotel guests participation in the linen reuse program. A natural field experiment was conducted, in which no intervention was applied to the natural processes occurred during observation. The observation was done in a 5-star hotel located in Indonesia, which applies more-than-a-day linen use program as the default. The hotel has more than 240 rooms. The wording of the message is similar to the following: "To preserve the precious natural resources of the world, our guests support the policy of changing linens every other day. Should you prefer daily service, please contact our receptionists." All occupied rooms were observed and only stayed over guests' rooms were taken into account. Participating rooms were collected by room attendants from stayed over guests' rooms only. To avoid bias, hotel guests does not know that they were being observed. 4. Results Table 1 shows linen reuse program participation for a month. Data were taken for 31 days in 2014. The averages of occupied rooms, stayed over rooms, and stayed over rooms participating are, respectively, 145, 114, and 112 rooms. The participation rate of the linen reuse program using the presumed consent default is 97.8%. The participation rate is much higher than that using the explicit consent default, which is only 2.7% (Santika, Antara & Harmini, 2013). Fig. 1 shows the comparison of linen reuse program using presumed and explicit consent defaults. 100% 97.8% 50% 2.7% 0% Presumed Explicit Figure 1. Comparison of linen reuse program participation using different defaults 4 Results of the present study support the finding of Johnson & Goldstein (2003). Both studies show that the presumed consent defaults (opt-out) increases participation as expected.

Table 1. Linen reuse program participation when the presumed consent default is applied Date Occupied Rooms Stayed over Rooms Stayed over Rooms Participating Stayover Rooms Participation (%) Day 1 201 150 145 96,67% Day 2 208 175 174 99,43% Day 3 205 125 124 99,20% Day 4 176 124 120 96,77% Day 5 152 112 112 100,00% Day 6 145 100 95 95,00% Day 7 192 165 165 100,00% Day 8 152 100 99 99,00% Day 9 105 70 70 100,00% Day 10 185 171 164 95,91% Day 11 165 125 121 96,80% Day 12 115 90 87 96,67% Day 13 124 92 91 98,91% Day 14 125 100 100 100,00% Day 15 164 140 139 99,29% Day 16 140 135 132 97,78% Day 17 153 145 138 95,17% Day 18 145 100 90 90,00% Day 19 115 110 105 95,45% Day 20 125 100 98 98,00% Day 21 136 100 100 100,00% Day 22 138 95 93 97,89% Day 23 167 112 100 89,29% Day 24 145 135 134 99,26% Day 25 135 125 124 99,20% Day 26 125 100 100 100,00% Day 27 156 125 121 96,80% Day 28 98 75 74 98,67% Day 29 100 80 80 100,00% Day 30 98 75 75 100,00% Day 31 120 98 98 100,00% Average 145,48 114,48 111,87 97,78% 5 5.

Conclusions The present study aims at finding the role of a presumed consent default in increasing hotel guests participation in the linen reuse program. A natural field experiment was conducted, in which no intervention was applied to the natural processes occurred during observation. Results show that the participation rate of the linen reuse program using the presumed consent default is 97.8%, which is much higher than that using the explicit consent default. Acknowledgements The present study is funded by The Indonesian Directorate General of Higher Education (Fund No. DIPA-023.04.1.673453/2015). We would like to thank Made Arcayasa and Anang Mashudi for their generous assistance. References Abadie, A. & Gay, S. (2006). The impact of presumed consent legislation on cadaveric organ donation: a cross-country study. Journal of Health Economics, 25(4), 599-620. Brown, C. L. & Krishna, A. (2004). The skeptical shopper: A metacognitive account for effects of defaults options on choice. Journal of Consumer Research, 31(3), 529-539. Harrison, G. W. & List, J. A. (2004). Field experiments. Journal of Economic Literature, 42(4), 1009-1055. Johnson, E.J. & Goldstein, D. (2003). Do defaults save lives? Science, 302, 1338-1338. Johnson, E.J. & Goldstein, D. G. (2004). Defaults and donation decisions. Transplantation, 78 (12), 1713-1716. Madrian, B.C. & Shea, D.F. (2001). The power of suggestion: inertia in 401(k) participation and savings behavior. Quarterly Journal of Economics, 116 (4), 1149-1187. McCalley, L. T. (2006). From motivation and cognition theories to everyday applications and back again: the case of product- integrated information and feedback. Energy Policy, 34(2), 129-137. Pichert, D. & Katsikopoulos, K. V. (2008). Green defaults: Information presentation and pro-environmental behaviour. Journal of Environmental Psychology, 28(1), 63-73. Santika, W.G., Antara, D. M. S., Harmini, A. A. N. (2013). Memotivasi perilaku hemat energi dan ramah lingkungan di sebuah hotel. Jurnal Bumi Lestari, 13(2), 374-383.