

**EFFECTS OF GREEN INNOVATION ADOPTION ON SUSTAINABILITY
PERFORMANCE OF STAR-RATED HOTELS IN NAIROBI COUNTY,
KENYA**

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Chuka University**


CHUKA UNIVERSITY

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**DECLARATION AND
RECOMMENDATION**


Declaration

This thesis is my original work and has not been submitted for an award of diploma or conferment of degree in this or any other institution.

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Recommendation

This thesis has been examined, passed and submitted with our approval as University supervisors.


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DEDICATION

I dedicate this work to the Lord Almighty for being with me throughout the journey. I also dedicate it to my parents Mr. and Mrs. Githenduka, my family and friends who have been supportive both inspirational, spiritually and financially.

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ABSTRACT

Green innovation adoption has become increasingly important in the hotel industry in order to curb the sector's environmental impact as well as to cater for and satisfy environmentally awake customers. Despite the enormous advantages of green practices on sustainability goals, there has been limited research on contribution of green innovation adoption on sustainability performance of hotels in Nairobi County, Kenya. Therefore, the purpose of this study was to explore the effects of green innovation adoption on the sustainability performance of star-rated hotels in Nairobi County, Kenya. The specific objectives included: to determine the effect of green process innovation adoption on sustainability performance in star-rated hotels; to assess the effect of green organizational innovation adoption on sustainability performance in star-rated hotels; to analyze the effect of green technology innovation adoption on sustainability performance in star-rated hotels and; to evaluate the moderating effect of environmental commitment on the relationship between green innovation adoption and sustainability performance in star-rated hotels. This study was guided by the ResourceBased View Theory and adopted a cross-sectional survey research design. The target population was made up of 212 topmost managers. Complete enumeration method was used to collect data in the 53 star-rated hotels. Questionnaires and observation checklists were used to collect data for this study. The data collected was analyzed using Statistical Package for Social Scientists Software (SPSS) version 25 and presented in tables. The reliability of the research instruments was tested using Cronbach's Alpha at $\alpha \geq 0.70$. The study incorporated descriptive statistics and multiple linear regression analysis to predict the impact of green innovation adoption on sustainability performance as well as the influence of environmental commitment on the relationship between green innovation adoption and sustainability performance. The study showed that green process innovation adoption, green organizational innovation adoption and green technology innovation adoption respectively had a significant positive regression coefficient on the sustainability performance of star-rated hotels in Nairobi County, Kenya as the results were ($\beta=0.12, P<0.05$), ($\beta=0.38, P<0.05$) and ($\beta=0.46, P<0.05$) thus rejecting the null hypotheses. Further, environmental commitment had no significant influence on the relationship between green innovation adoption and sustainability performance of star-rated hotels in Nairobi County, Kenya ($\beta=0.00, P>0.05$), hence, accepting the null hypothesis. The findings of this study concluded that most star-rated hotels had adopted green innovation that contributed to sustainability performance. This study contributes to understanding of green innovation adoption in the hospitality industry and its impact on sustainability performance by the policy makers and hotel managers. The study recommended that hotels should therefore, invest and adopt green innovation to ensure achievement of sustainability performance.

