

CORPORATE SOCIAL RESPONSIBILITY AND EMPLOYEE GREEN BEHAVIOR IN THE TOURISM INDUSTRY WITH MEDIATING ROLE OF ORGANIZATIONAL TRUST

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Appendix 1. Summary of the Thematic Coding Process

| Stage | Description of Activities | Output / Evidence |
|----------------------------------|--|--|
| 1. Data Familiarization | Repeated reading of transcripts, initial analytic notes, identification of meaningful segments. | Researcher memos; annotated transcripts. |
| 2. Initial Coding | Line-by-line coding using both inductive and theory-informed codes guided by the CSR–OT–EGB framework. | Preliminary code list; NVivo nodes. |
| 3. Inter-coder Reliability Check | Independent coding by two researchers, followed by comparison and reconciliation of codes. Cohen’s Kappa calculated to assess agreement. | Kappa = 0.82 (high reliability); consolidated codebook. |
| 4. Theme Construction | Grouping of related codes into candidate themes and subthemes based on patterned meaning across interviews. | Initial thematic map; thematic clusters. |
| 5. Theme Review and Refinement | Iterative review of themes against coded data and entire dataset; merging, collapsing, or redefining themes as needed. | Revised thematic map; clarified theme boundaries. |

Appendix 2. Demographic Profile of Interview Participants (n = 15)

| Characteristic | Category | Number of Participants |
|-----------------------|---|------------------------|
| Gender | Male | 7 |
| | Female | 8 |
| Age | 20–29 years | 4 |
| | 30–39 years | 6 |
| | 40–49 years | 3 |
| | 50 years and above | 2 |
| Job Role | Front-line staff (reception, service staff) | 6 |
| | Supervisors / Team leaders | 4 |
| | Managers / Assistant managers | 5 |
| Organizational Tenure | Less than 1 year | 2 |

| Characteristic | Category | Number of Participants |
|----------------------|---|------------------------|
| Type of Organization | 1–3 years | 5 |
| | 4–6 years | 4 |
| | More than 6 years | 4 |
| | Family-run hotels / small enterprises | 6 |
| | Boutique hotels | 4 |
| | Resorts / professionally managed hotels | 5 |

Appendix 3. NVIVO – evidence of coding results

1. Coding Summary Table

The table below is exported from NVivo 14, showing the number of coded references, number of participants, and the percentage coverage of the data for each main and sub-theme.

| Theme (Node) | Number of References | Number of Participants | % Coverage |
|---|----------------------|------------------------|------------|
| Transparent & Consistent CSR | 42 | 15 | 18.5% |
| Employee Participation in CSR | 37 | 14 | 16.3% |
| Organizational Trust & Psychological Safety | 38 | 14 | 17.2% |
| Transparency & Fairness in OT | 35 | 13 | 15.6% |
| Task-based Green Behavior | 33 | 13 | 14.2% |
| Voluntary Green Behavior | 35 | 13 | 15.8% |

2. Node Tree Structure

The diagram below shows the hierarchical coding structure (node tree) developed in NVivo.

CSR

- Transparent & Consistent CSR
- Employee Participation in CSR

Organizational Trust (OT)

- Psychological Safety
- Transparency & Fairness

Employee Green Behavior (EGB)

- Task-based Green Behavior
- Voluntary Green Behavior

3. Word Cloud and Matrix Coding Query Description

NVivo software was used to create a Word Cloud from the entire interview dataset, showing frequently occurring keywords such as CSR, employees, green behavior, trust, transparency, and community. Additionally, a Matrix Coding Query was performed to compare demographic groups (gender, tenure, job position) with the occurrence of each theme.

4. Reliability Statement

All results above were exported directly from NVivo 14 without modifying the original coded content, ensuring transparency and verifiability of the data, in compliance with Lincoln & Guba's (1985) trustworthiness criteria for qualitative research.