

ABSTRACT

Pariwisata di Indonesia memiliki peran strategis dalam peningkatan devisa negara dan pertumbuhan ekonomi nasional. Pada tahun 2023, sektor pariwisata menunjukkan pencapaian yang signifikan setelah periode pemulihan pascapandemi COVID-19. Nilai devisa yang dihasilkan sektor pariwisata mencapai USD 14 miliar (Kemenparekraf, 2023). Salah satu aspek penting dalam keberlanjutan sektor pariwisata adalah penerapan *green practice* di hotel, yang diyakini berpengaruh terhadap kepuasan dan loyalitas tamu.

Penelitian ini bertujuan untuk menganalisis pengaruh *green practice* terhadap kepuasan dan loyalitas tamu di hotel konvensional maupun *green hotel*. Selain itu, penelitian ini juga mengeksplorasi peran kepuasan tamu sebagai mediator dalam hubungan antara *green practice* dan loyalitas tamu. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan desain survei *cross-sectional*, serta analisis data menggunakan structural equation modeling (SEM) melalui program Smart PLS 4.

Hasil penelitian menunjukkan bahwa *green practice* berpengaruh positif dan signifikan terhadap kepuasan tamu (nilai original sample = 0.683, T-statistics = 12.011, P-values = 0.000) serta loyalitas tamu (nilai original sample = 0.552, T-statistics = 6.249, P-values = 0.000). Namun, pengaruh kepuasan tamu terhadap loyalitas tamu di *green hotel* tidak signifikan (nilai original sample = 0.052, T-statistics = 0.416, P-values = 0.678), mengindikasikan adanya faktor lain yang mempengaruhi loyalitas tamu di *green hotel*. Selain itu, kepuasan tamu terbukti sebagai mediator dalam hubungan *green practice* dan loyalitas tamu pada hotel konvensional, tetapi tidak memiliki peran mediasi yang signifikan di *green hotel*.

Implikasi dari penelitian ini menunjukkan bahwa penerapan *green practice* dapat meningkatkan kepuasan dan loyalitas tamu secara umum, namun strategi khusus perlu diterapkan di *green hotel* untuk meningkatkan keterikatan tamu terhadap konsep keberlanjutan. Penelitian ini memberikan wawasan bagi industri perhotelan dalam merancang strategi pemasaran dan pengelolaan hotel berbasis keberlanjutan untuk meningkatkan kepuasan dan loyalitas tamu.

Kata kunci: *Green Practice*, Kepuasan Tamu, Loyalitas Tamu, *Green Hotel*.

ABSTRACT

Tourism in Indonesia plays a strategic role in increasing foreign exchange earnings and national economic growth. In 2023, the tourism sector achieved significant milestones following the post-pandemic recovery period. The foreign exchange revenue generated by the tourism sector reached USD 14 billion (Kemenparekraf, 2023). One crucial aspect of sustaining the tourism sector is the implementation of environmentally friendly practices (Green Practice) in hotels, which are believed to influence guest satisfaction and loyalty.

This study aims to analyze the impact of Green Practice on guest satisfaction and loyalty in both conventional hotels and Green Hotels. Additionally, it explores the mediating role of guest satisfaction in the relationship between Green Practice and guest loyalty. This research adopts a quantitative approach using a cross-sectional survey design, with data analysis conducted through Structural Equation Modeling (SEM) using the Smart PLS 4 program.

The findings indicate that Green Practice has a positive and significant effect on guest satisfaction (original sample value = 0.683, T-statistics = 12.011, P-values = 0.000) and guest loyalty (original sample value = 0.552, T-statistics = 6.249, P-values = 0.000). However, the impact of guest satisfaction on guest loyalty in Green Hotels is not significant (original sample value = 0.052, T-statistics = 0.416, P-values = 0.678), suggesting the presence of other factors influencing guest loyalty in Green Hotels. Moreover, guest satisfaction is proven to mediate the relationship between Green Practice and guest loyalty in conventional hotels but does not serve as a significant mediator in Green Hotels.

The implications of this study suggest that implementing Green Practice can generally enhance guest satisfaction and loyalty. However, specific strategies are required in Green Hotels to strengthen guest engagement with sustainability concepts. This research provides valuable insights for the hospitality industry in designing marketing strategies and sustainable hotel management to improve guest satisfaction and loyalty.

Keywords: Guest Satisfaction, Green Practice, Guest Loyalty, Green Hotel.