

**UNDERGRADUATE THESIS
GREEN PRACTICE IMPLEMENTATION
AS A DRIVER TO BOOST BRAND IMAGE
OF CAPELLA UBUD BALI**



POLITEKNIK NEGERI BALI

Dewa Ayu Paramita Ening

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

**UNDERGRADUATE THESIS
GREEN PRACTICE IMPLEMENTATION
AS A DRIVER TO BOOST BRAND IMAGE
OF CAPELLA UBUD BALI**



POLITEKNIK NEGERI BALI

**Dewa Ayu Paramita Ening
NIM 2015834015**

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

**UNDERGRADUATE THESIS
GREEN PRACTICE IMPLEMENTATION
AS A DRIVER TO BOOST BRAND IMAGE
OF CAPELLA UBUD BALI**

**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali**



POLITEKNIK NEGERI BALI

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI
**Dewa Ayu Paramita Ening
NIM 2015834015**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

UNDERGRADUATE THESIS APPROVAL SHEET

GREEN PRACTICE IMPLEMENTATION AS A DRIVER TO BOOST BRAND IMAGE OF CAPELLA UBUD BALI

This Undergraduate Thesis has been approved by the Supervisors and the Head of
Tourism Department of Politeknik Negeri Bali on Wednesday, July 24th, 2024

Supervisor I,

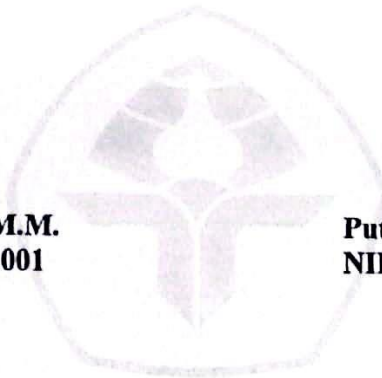


Drs. I Ketut Astawa, M.M.
NIP 196107211988111001

Supervisor II,



Putu Gita Suari Miranti, S.Si, M.Si.
NIP 198611292022032004



JURUSAN PARAWISATA
POLITEKNIK NEGERI BALI

Acknowledged by,
Head of Tourism Department
Politeknik Negeri Bali



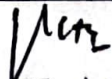
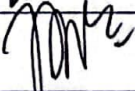
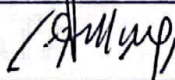
Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par.
NIP 198409082008122004

UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled:

GREEN PRACTICE IMPLEMENTATION AS A DRIVER TO BOOST BRAND IMAGE OF CAPELLA UBUD BALI

by Dewa Ayu Paramita Ening (NIM 2015834015) has been successfully defended in the front of the Board of Examiners and accepted as a partial fulfillment of the requirements for the Applied Bachelor's Degree of Tourism Business Management in **Undergraduate Thesis Examination** on Friday, 19th July 2024

	Examiners Name	Signature
Head	Drs. I Ketut Astawa, M.M. NIP 196107211988111001	
Member	Drs. Budi Susanto, M.Par. NIP 196009251989031001	
Member	Dr. Drs. I Ketut Sutarna, MA NIP 196312311989101001	

Acknowledged by,
Head of Tourism Department
Politeknik Negeri Bali


Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par.
NIP-198409082008122004

LETTER OF FREE PLAGIARISM STATEMENT

I am the undersigned below:

Name : Dewa Ayu Paramita Ening
Student Identification Number : 2015834015
Study Program : D-IV Tourism Business Management

Hereby honestly state that this Undergraduate Thesis entitled:

GREEN PRACTICE IMPLEMENTATION AS A DRIVER TO BOOST BRAND IMAGE OF CAPELLA UBUD BALI

that is written as partial requirement for the Applied Bachelor's Degree of Tourism Business Management is my own work. All the information contained in this undergraduate thesis which is derived from the work of others had been given an award by citing the name of the source authors correctly according to the academic norms, rules and ethics.

If it is discovered in the future that a portion or the whole thesis is not my original work or that there is a case of plagiarism, I willingly accept the consequence of my academic title withdrawal and other sanctions as postulated by Indonesian National Law.

Badung, 20th June 2024



Dewa Ayu Paramita Ening

ACKNOWLEDGEMENT

This is the art of thinking with the aim of having the brain operate properly and the million cells in the body respond. I would like to express gratitude to God, Ida Sang Hyang Widhi Wasa, and the Universe for every one of the processes that went successfully. The journey has been filled with challenges, late nights, but through it all, I remained committed to achieving this goal. I am proud of the growth and leaning I have experienced during this process so that the writer was able to write an undergraduate thesis concerning “**Green Practices Implementation as A Driver to Boost Brand Image of Capella Ubud, Bali**” on time. The undergraduate thesis is one of the components used for composing a bachelor thesis for Diploma 4 Tourism Business Management at Politeknik Negeri Bali's Tourism Department. On this occasion, the author wishes to express heartfelt gratitude to those who always deliver support, guidance, and assistance during the compilation and composing processes:

1. I Nyoman Abdi, SE, M.eCom., as Director of Politeknik Negeri Bali, who generously provided the writer with the ability to acquire knowledge at Politeknik Negeri Bali.
2. Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par., as Head of Tourism Department at Politeknik Negeri Bali, for providing advice and guidance during the writer's study.
3. Putu Tika Virginiya, S.Pd., M.Pd., Secretary of Tourism Department at Politeknik Negeri Bali, for recommendations and guidance during the writer's compilation process.
4. Made Satria Pramanda Putra, S.H., S.E., M.M., as the Head of Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali.
5. Drs. I Ketut Astawa, M.M., as Supervisor I, has been generously spending his precious time providing help during the undergraduate thesis creation process.
6. Putu Gita Suari Miranti, S.Si., M.Si., as Supervisor II, has volunteered her time to provide guidance in developing the undergraduate thesis.
7. All Tourism Department Lecturers for providing their expertise and education provided to the writer and all students.

8. Mr. Mark Swinton, General Manager of the Capella Ubud, Bali, along with all professionals of the Capella Ubud, Bali who contributed to providing the writer information, expertise, and support in every situation through the writer was able to compose this undergraduate thesis.
9. Mr. Dewa Putu Jagaranta and Mrs. Ni Wayan Nuriani, my adored parents, and Mr. Dewa Gede Satriya Darma Jati, my beloved younger brother, for their never-ending affection and encouragement for the writer.
10. Christian Yu, Paulo Dybala, Laufey, Leclerc, and Keshi, who were constantly entertaining as well as inspiring me throughout I worked on this undergraduate thesis.
11. To myself, who has persevered and always found the strength to rise again, the writer wants to say that you are incredible and your light shines brightly. Keep being the person who never gives up, who always strives and faces challenges head-on. This accomplishment deserves to be celebrated. Keep pushing forward and don't stop until you can stand tall with pride.
12. Every single party who cannot be named individually has consistently offered their support and assistance throughout the undergraduate thesis development process.

Together with the greatest of humility, the writer anticipates some criticism and suggestions, particularly from readers, and the expectation that this undergraduate thesis will be useful for both the research and the growth of the hospitality sector.

Writer

Dewa Ayu Paramita Ening

ABSTRACT

Paramita Ening, Dewa Ayu. (2024). *Green Practice Implementation as A Driver to Boost Brand Image of Capella Ubud Bali*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Drs. I Ketut Astawa, M.M., and Supervisor II: Putu Gita Suari Miranti, S.Si., M.Si.

Keywords: Green practice, brand image, green action, green food, green donation, implementation.

This study aims to demonstrate and examine the impact of implementing green practices on Capella Ubud Bali's brand image. This study had 140 respondents, and the author collected data by direct field observation, interviews, and observation in addition to distributing questionnaires. This research utilized quantitative methodology, utilizing the simple linear regression analysis technique. IBM SPSS Statistics 25 was utilized to conduct correlation analysis, simple linear regression analysis, t_test, validity and reliability tests, and other traditional assumption tests, along with data quality assessments (validity and reliability tests), coefficient of determination, and t_test. Based on the analysis's findings, it was concluded that the variable improvements in brand image are positively and significantly impacted by the variable application of green practices. Green practices have a considerable impact on brand image, as evidenced by the regression coefficient result, where the t-count of 15.228 is bigger than the t-table of 1.977. The analysis's findings also show that a higher adoption of green practices will improve a company's reputation. According to the results of the coefficient of determination test, Green Practice boosts Brand Image by 62,7%, with the remaining 37,3% being influenced by other study variables.

ABSTRAK

Paramita Ening, Dewa Ayu. (2024). *Green Practice Implementation as A Driver to Boost Brand Image of Capella Ubud Bali*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh pembimbing I: Drs. I Ketut Astawa, M.M., dan Pembimbing II: Putu Gita Suari Miranti, S.Si., M.Si.

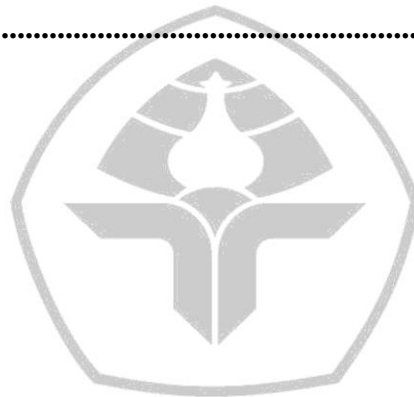
Kata kunci: Praktik hijau, citra merek, aksi hijau, makanan hijau, donasi hijau, implementasi.

Tujuan utama dari penelitian ini adalah untuk membuktikan dan menganalisis pengaruh implementasi praktik hijau terhadap citra merek Capella Ubud Bali. Terdapat 140 responden dalam penelitian ini, penulis menyebarkan kuesioner sebagai bagian dari proses pengumpulan data, yang juga mencakup observasi langsung ke lapangan, wawancara dan observasi. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan teknik analisis regresi linier sederhana dengan menggunakan program IBM SPSS Statistics 25. IBM SPSS Statistics 25 digunakan untuk melakukan uji kualitas data (uji validitas dan reliabilitas), analisis korelasi, analisis regresi linier sederhana, koefisien determinasi, dan uji T, serta uji asumsi klasik (uji normalitas, linearitas, dan heteroskedastisitas). Berdasarkan hasil analisis diperoleh hasil bahwa terdapat pengaruh positif dan signifikan dari variabel implementasi praktik hijau terhadap variabel peningkatan citra merek. Hal ini didukung oleh nilai koefisien regresi yang bernilai positif menunjukkan bahwa implementasi praktik hijau memiliki pengaruh yang signifikan terhadap peningkatan citra merek, serta nilai t-hitung sebesar 15.228 yang lebih besar dari t-tabel sebesar 1.977. Hasil analisis koefisien determinasi sebesar 62.7% mengindikasikan bahwa sebesar 37.3% dipengaruhi oleh faktor-faktor di luar ruang lingkup penelitian, sedangkan sebesar 62.7% merupakan konsekuensi dari penerapan praktik hijau terhadap peningkatan citra merek.

TABLE OF CONTENT

COVER	i
TITLE PAGE	ii
REQUIREMENT SHEET	iii
APPROVAL SHEET	iv
VALIDITY SHEET	v
STATEMENT LETTER	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
ABSTRAK	x
TABLE OF CONTENT	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
CHAPTER I	1
INTRODUCTION	1
1.1. Research Background.....	1
1.2. Research Questions	4
1.3. Research Objectives	4
1.4. Research Significance	5
1.5. Limitation and Scope of Research.....	6
CHAPTER II LITERATURE REVIEW	7
2.1 Theoretical Basis.....	7
2.2 Enviromentally Friendly Hotel.....	7
2.3 Green Practices	8
2.4 Branding Strategy	11
2.5 Theory of Brand Image.....	12
2.6 Brand Image	12
2.7 Benefits of Brand Image.....	15
2.8 Green Practices on Brand Image.....	16
2.2 Empirical Review	17
2.3 Hypothesis.....	20
CHAPTER III RESEARCH METHODOLOGY	21
3.1 Research Location and Period	21
3.2 Research Object	21
3.3 Variable Identification.....	21

3.4	Definition of Operational Variable	22
3.5	Type and Data Source	24
3.6	Population and Sample Determination	25
3.7	Data Collection Method	26
3.8	Data Analysis Technique.....	28
CHAPTER IV.....		36
4.1	Brief Summary of Research Settings.....	36
4.2	Result and Discussion	51
CHAPTER V CONCLUSION AND SUGGESTION.....		63
5.1	Conclusion.....	83
5.2	Sugesstion	83
REFERENCES.....		21
APPENDICES		42



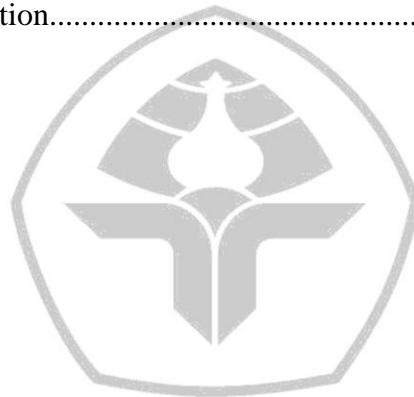
JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF TABLES

Table 3. 1 Operational Definition Variable.....	23
Table 3. 3 Correlation Coefficient.....	31
Table 4. 1 Characteristic of Respondent Based on Gender	63
Table 4. 2 Characteristic of Respondent Based on Age	64
Table 4. 3 Characteristic Respondent Based on Nationality	65
Table 4. 4 The Result of Validity Test (Green Practice).....	66
Table 4. 5 The Result of Validity Test (Brand Image).....	67
Table 4. 6 The Result of Reliability Test (X,Y).....	68
Table 4. 7 The Result of Correlation Analysis.....	69
Table 4. 8 The Result of P-Plot Graph.....	71
Table 4. 9 The Result of Graphic Histogram	71
Table 4. 10 The Result of Kolmogorov-Smirnov Test.....	72
Table 4. 11 The Result of Linearity Test.....	73
Table 4. 12 The Result of Heterocedasticity Test.....	74
Table 4. 13 The Result of Scatterplot Graph.....	75
Table 4. 14 The Result of Simple Linear Regression Analysis	76
Table 4. 15 The Result of Coefficient of Determination.....	77
Table 4. 16 The Result of the T-Test	78

LIST OF FIGURES

Figure 2. 1 Factors Forming Brand Image	15
Figure 2. 2 Frame Work Study.....	20
Figure 4. 1 Terrace Tent Category	38
Figure 4. 2 Rainforest Tent Category.....	39
Figure 4. 3 River Tent Category	40
Figure 4. 4 Green Action.....	55
Figure 4. 5 Green Food	58
Figure 4. 6 Green Donation.....	62



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF APPENDICES

Appendix 1. Research Questionnaire.....	50
Appendix 2. Interview Guideline.....	54



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER I

INTRODUCTION

1.1. Research Background

The increase of environmental awareness of preservation is being observed in Indonesia's hotel industry. Government honors, such as green certification, which boost the reputation of hotels that have attained it, support this trend for lodging establishments in Indonesia. Hotel industry's role in Indonesia's tourist sector, which not only boosts the nation's economy but is also one of the sectors that poses a risk to environmental sustainability. Even if a business's primary focus is profit, tourism entrepreneurs, as one of the industry's stakeholders, play a significant role in preserving the environment and social sustainability of the industry (Ketut Astawa et al., 2021a). This is the reason why green ideas are becoming increasingly popular with consumers as well as businesses, who are interested in the way an organization operates or acts as much as its products (Wang et al. 2021). A growing number of hotels are adopting environmentally friendly practices in response to customers' environmental concerns and to enhance their reputation as consumer awareness of issues related to sustainability rises (Moise et al., 2021).

Indonesian hotels with an emphasis on environmental conservation are generally few and far between. This could get in the way of hand and result in a harmful impact on the environment or the pursuit of sustainable growth because of a lack of understanding of green hotels (Nandari, 2016). A certain number of hotel transformations are not founded on eco-friendly practices; alternatively, they are

operating with the intention of making an income regardless of the harm that may be done in the future. The findings of a study carried out in Yogyakarta under the title that appears " City People's Perceptions of Hotels and Malls" or it can be means as how the existence of hotel and malls are impacted to the society's perceptions, the city's hotel and shopping centers count has in fact surpassed its capacity. There will definitely be residual effects from the anticipated increase in hotel occupancy. It actually seems very optimal when considering the measurement of the city area in relation to the population, but when more buildings are constructed, there will be overcrowding and crowded regions (Diah Sari, 2019). The impact caused by this concentration and crowdedness, which includes a greater psychological weight from discomfort, may generate further issues for the occupants. Water problems and the deterioration of water quality are negatively impacted by hotels. Then, in order to meet the needs of these tourists, hotels in Bali are beginning to employ ecologically friendly lodging management in response to increasingly threatening environmental conditions (Setiawan et al., 2021). It becomes vital for the hotel to adopt green practices to improve its brand image for the benefit of the hospitality industry itself, as the brand image of the hotel can be harmed by hotels which fail to conduct environmentally friendly practices (Yohan, 2017).

Capella Ubud, Bali is a hotel that has a tagline "A balance of tranquility and adventure. Let the everyday fade away" which, based on the writer's personally acquired observations, adopt green techniques; nonetheless, the actualization is thought to have fallen short of its full potential, as evidenced by a deficit of awareness and attention, leading the hotel to frequently ignore it. The significance of environmental strategies in developing nations has been highlighted by earlier

research from (Singjai et al., 2018). Green practices lead to waste management and environmental management risks, competitive advantage through differentiation, and an image that is critically needed to improve given the brand's standing in the market as seen directly on Instagram social media, where followers are steadily decreasing. The primary objective of this study is to ascertain that a brand image can be enhanced by the adoption of green practices, which are defined as activities or processes that are intended to minimize adverse effects on the environment and are included in measures categorized by Schubert (2008) into green action, green food, and green donation. Additionally, the study aims to ascertain the relative importance of the three dimensions of green practice implementation. In improving the brand image of Capella Ubud, Bali, so that later the hotel will be confident to determine steps in maximizing the implementation of green practices based on results that are evidenced by this study. According to the official website, Keliki village is the location of the Capella Ubud, Bali is a village within a forest setting, surrounded by scenic nature and embracing Balinese culture. Nestled with an old grown rainforest, it is positioned as a custodian of the community, the local cultural heritage and the surrounding nature. It is very important to pay attention to the green environment for the sake of the livelihoods of the surrounding community. Based on the correlations with urgency with the surrounding community, awareness and maximum implementation of green practices is deemed necessary to be increased.

Capella Ubud Bali has set a target of 4.000 tourist visits by 2023, marking a 0,86 decrease from the 2022 target of 3.900 (Director of Marcomm, Capella Ubud, 2023). In order to support efforts to increase visitor visits resulting from the study's findings, it can be used to hotel marketing strategies in order to improve the hotel's

brand image, particularly at Capella Ubud, Bali, through the implementation of green practices, to maintain business in an increasingly competitive market, and to gain more confidence in operating an environmentally friendly business for the benefit of the environment and the local community.

In light of this context, the author is keen to carry out research entitled **Green Practice implementation as a driver to boost brand image of Capella Ubud, Bali** and would be interesting to conduct, to see whether or not Green Practices has already implemented and to see how Green Practice have an effect on the brand image at Capella Ubud Bali.

1.2. Research Questions

Based on the explanation of the context within which previously mentioned, the following details can be seen as the declaration of the problem of this research:

1. How is the implementation of green practices at Capella Ubud, Bali?
2. What is the significant role from 3 dimensions of green practices on boosting the brand image of Capella Ubud, Bali?

1.3. Research Objectives

Based on the previously stated background and problem identification, the following is the goal of this research:

1. To acquire information about the implementation of green practices at Capella Ubud, Bali.
2. To investigate the significant role from 3 dimensions of green practices on boosting the brand image of Capella Ubud, Bali.

1.4. Research Significance

This research will be beneficial both philosophically and practically. The following details demonstrate the benefits or significance of this research:

1. Theoretical Significances

Theoretically, this study will be beneficial in that it will raise awareness and provide information about marketing techniques for boosting hotel brand image, which can aid hotels in surviving current conditions by utilizing an analysis of the adoption of environmentally friendly practices for sustainable tourism.

2. Practical Significances

a. Benefit for Student

This research is aimed to provide students with a new perspective on the green practice implementation for brand image improvement.

b. Benefits for Politeknik Negeri Bali

This research aims to provide management with advice and comments, as well as corrective actions, to boost brand image in hotels with the adoption of green practices to boost brand image.

c. Benefits for the Capella Ubud, Bali

This research is aimed at providing the management with advice and comments, in addition to corrective actions, with the goal to implement green practice in hotels through the adoption of green practice to boost brand image.

1.5. Limitation and Scope of Research

The limitation of this research includes consumer perceptions toward brand image of Capella Ubud, Bali related to the implementation of green practices and its role of 3 dimensions proposed by (Schubert, 2008) from green practice implementation toward brand image improvement. Based on the study topic of green practice implementation, the material is quite vast, so it is important to limit the problem to focus research so that it has a specified scope, including:

- a. The variable in this research is green practice.
- b. The sub dimension of variables in this study includes brand image variables.
- c. This research took samples from written sources belonging to Capella Ubud, Bali

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the problem identification and discussion results in the previous chapter, it can be concluded that the green practice variable has a strong correlation with brand image seen from the Pearson correlation coefficient of 0.792, which is in the range of 0.60 - 0.799 which indicates a strong relationship between these variables. This indicates that the implementation of effective green practices at Capella Ubud, Bali contributes significantly to improving the brand image of Capella Ubud, Bali. Then t-count and t-table where t-count 15.228 is greater than t-table 1.977, it can be concluded that the positive t-value indicates that green practices have a direct influence on brand image, so it can be concluded that variable H1 is accepted and H0 is rejected. These results indicate that the implementation of green practices has a significant impact in improving brand image so that the conclusions that can be drawn are as follows:

1. The implementation of green practice has been proven to improve brand image of Capella Ubud, Bali.
2. The three dimensions of green practice have proven to play a role in improving the brand image of Capella Ubud Bali

5.2 Sugestion

Based on problem identification, result and discussion in the previous chapter the suggestion that can be given to the management are:

3. The company needs to continue to implement green practice because the green practice has a strong impact in boosting brand image, so that it could attract more loyal customer to stay at Capella Ubud Bali and regarding green donation need more attention by the company Green donation needs more attention from companies because it not only enhances corporate social responsibility but also strengthens brand reputation. By actively supporting environmental causes through donations and initiatives, companies can demonstrate their commitment to sustainability, which resonates positively with environmentally conscious consumers. This proactive approach not only helps in building a loyal customer base but also contributes to long-term sustainability goals, fostering a positive impact on both society and the environment. It is recommended to maintain a balance between price and the perceived value of products and services offered. This balance is crucial as it directly impacts customer satisfaction and loyalty. When customers perceive that the price of a product or service aligns well with its perceived value—considering factors such as quality, utility, and customer service—they are more likely to perceive the purchase as justified and satisfactory. This not only enhances customer retention but also strengthens the company's competitive position in the market. Furthermore, maintaining this balance supports the company's profitability and long-term sustainability. Setting prices too high relative to perceived value may deter customers and reduce sales volume, whereas setting prices too low may undermine profitability and erode the perceived value of the brand. Therefore, by carefully considering market expectations, competitor pricing strategies, and customer feedback, companies can optimize their pricing strategy to effectively capture market share and sustain growth. In conclusion, the

recommendation to maintain a balance between price and value in this thesis underscores its significance in shaping customer perceptions, enhancing competitiveness, and ensuring sustainable business performance.

4. For future research, conducting a longitudinal study to explore the sustained effects of green practices on brand image would be beneficial. This study could track how consistent implementation influences long-term brand perception and consumer loyalty through surveys or interviews. Additionally, researching the comparative impact of different green practices (e.g., carbon footprint reduction, waste management) on aspects like perceived environmental responsibility and trustworthiness would offer insights into effective sustainability strategies. Furthermore, studying corporate communication strategies' role in shaping consumer perceptions of green practices and brand image, including how these efforts are communicated through social media and other channels, could enhance brand credibility and engagement with environmentally conscious consumers. Overall, these studies would contribute to understanding how businesses can strategically use sustainability to enhance brand image and inform future strategic decisions.

REFERENCES

- Abdou, A. H., Shehata, H. S., Mahmoud, H. M. E., Albakhit, A. I., & Almahayitah, M. Y. (2022). The Effect of Environmentally Sustainable Practices on Customer Citizenship Behavior in Eco-Friendly Hotels: Does the Green Perceived Value Matter? *Sustainability (Switzerland)*, *14*(12). <https://doi.org/10.3390/su14127167>
- Ahyar, H., & Juliana Sukmana, D. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif Seri Buku Hasil Penelitian View Project Seri Buku Ajar View Project*. <https://www.researchgate.net/publication/340021548>
- Akbar, R., Rouly, D., & Pandjaitan, H. (2020). *The Mediating Role of Brand Image in the Effect of Sales Promotion, Product Quality, and Celebrity Endorser on Purchase Intention*.
- Alamsyah¹, I., Wahyuni, S., & Zuliyanto, M. (2021). *Pengaruh Citra Merek Terhadap Keputusan Pembelian Minyak Goreng Tropicana Slim Pada Hypermart Ponorogo City Center Di Kabupaten Ponorogo*. *15*(1). <https://doi.org/10.19184/jpe.v15i1.20275>
- Alfiah, A., Suhendar, A., Yusuf, M., Studi Administrasi Bisnis, P., & Tinggi Ilmu Administrasi Bandung, S. (2023). Seiko: Journal of Management & Business Pengaruh Kualitas Produk, Citra Merek dan Harga terhadap Keputusan Pembelian Vinyl Flooring Merek Taco di CV Indosanjaya Kota Bandung. *SEIKO: Journal of Management & Business*, *6*(1), 492–503. <https://doi.org/10.37531/sejaman.v6i1.3926>
- Aragón-Correa, J. A., Marcus, A. A., & Vogel, D. (2020). The effects of mandatory and voluntary regulatory pressures on firms' environmental strategies: A review and recommendations for future research. *The Effects Of Mandatory And Voluntary Regulatory Pressures On Firms' Environmental Strategies: A Review And Re. Academy of Management Annals*, *14*(1), 339–365. <https://doi.org/10.5465/annals.2018.0014>
- de Ruyter, K., Keeling, D. I., Plangger, K., Montecchi, M., Scott, M. L., & Dahl, D. W. (2022). Reimagining marketing strategy: driving the debate on grand challenges. In *Journal of the Academy of Marketing Science* (Vol. 50, Issue 1, pp. 13–21). Springer. <https://doi.org/10.1007/s11747-021-00806-x>
- Diah Sari, E. Y. (2019). Persepsi Masyarakat Kota Terhadap Keberadaan Hotel Dan Mall. *Jurnal Ecopsy*, *6*(1). <https://doi.org/10.20527/ecopsy.v6i1.5519>
- Director of Marcomm, & Ubud, C. (2023). *Visitors Target at Capella Ubud, Bali*.
- Dolnicar, S. (n.d.). *Market Segmentation In Tourism*.
- Earthcheck. (2018). *Certification EarthCheck*.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
- Kang, K. H., Stein, L., Heo, C. Y., & Lee, S. (2012). Consumers' Willingness to Pay for Green Initiatives of The Hotel Industry. *International Journal of*

- Ketut Astawa, I., Budarma, K., Istri, C., Widhari, S., Pariwisata, J., & Bali, N. (2021a). *Green Hotel Practice Di Bali Dan Respons Perilaku Tamu*.
- Ketut Astawa, I., Budarma, K., Istri, C., Widhari, S., Pariwisata, J., & Bali, N. (2021b). *Green Hotel Practice Di Bali Dan Respons Perilaku Tamu*.
- Kusumastuti, A. (2019). *Metode Penelitian Kualitatif*.
- Londoño, M. P. L., & Hernandez-Maskivker, G. (2016). Green Practices In Hotels: The Case Of The Greenleaders Program From Tripadvisor. *Sustainable Tourism VII, 1*, 1–13. <https://doi.org/10.2495/st160011>
- Luo, J. M., Chau, K. Y., Fan, Y., & Chen, H. (2021). Barriers to the Implementation of Green Practices in the Integrated Resort Sector. *SAGE Open, 11*(3). <https://doi.org/10.1177/21582440211030277>
- Machali, I. (2021). *Metode Penelitian Kuantitatif Panduan Praktis Merencanakan, Melaksanakan, dan Analisis dalam Peneliiian Kuantitatif*.
- Maharani, Y. . (2020). *Pengaruh Green Brand Image, Eco-Label, Dan Green Perceived Quality Terhadap Green Purchase Intention Melalui Green Trust*.
- Miftahul Janna, N., & Pembimbing, D. (n.d.). *Konsep Uji Validitas Dan Reliabilitas Dengan Menggunakan Spss*.
- Mohammed, A., & Rashid, B. (2018). A Conceptual Model of Corporate Social Responsibility Dimensions, Brand image, and Customer Satisfaction in Malaysian hotel industry. In *Kasetsart Journal of Social Sciences* (Vol. 39, Issue 2, pp. 358–364). Kasetsart University. <https://doi.org/10.1016/j.kjss.2018.04.001>
- Moise, M. S., Gil-Saura, I., & Ruiz Molina, M. E. (2021). The Importance of Green Practices for Hotel Guests: Does Gender Matter? *Economic Research-Ekonomska Istrazivanja*, 34(1), 3508–3529. <https://doi.org/10.1080/1331677X.2021.1875863>
- Nandari, N. R. (2016). *Hotel Hijau Sebagai Alternatif Pengurangan Dampak Lingkungan. 18*, 1410–7252.
- Ramadhani Ratnaningsih, Y. (2017). The Effect Value Orientation, Ecological Knowledge, Ecological Affect, Internal Locus of Control on Green Purchase Intention. *Asia Pacific Management and Business Application, 5*(3), 186–202. <https://doi.org/10.21776/ub.apmba.2017.005.03.5>
- Rifka Agustianti, P., Nussifera, L., Angelianawati, L., Meliana, I., Alfiani Sidik, E., Nurlaila, Q., Simarmata, N., Sophan Himawan, I., Pawan, E., Ikham, F., Dwi Andriani, A., & Rai Hardika Editor Ni Putu Gatriyani Nanny Mayasari, I. (2022). *Metode Penelitian Kuantitatif Dan Kualitatif Tohar Media*. <https://toharmedia.co.id>
- Riyanto, slamet, & Andhita Hatmawan, A. (2020). *Metode Riset Penelitian Kuantitatif. Penelitian di Bidang Manajemen, Teknik, Pendidikan dan*

Eksperimen.

- Rizki, M., Pascasarjana, P., Manajemen, M., Buana, S., & Bandung, Y. (2023). *Pentingnya Strategi Pemasaran Melalui Penguatan Citra Merek.*
- Ruiz, Molina, M.E., Gil, Saura, M. (2023). *Green Practice and Value Co-Creation: Does Guest Culture Make A Difference.*
- Schmitt, M. T., Aknin, L. B., Axsen, J., & Shwom, R. L. (2018). Unpacking the Relationships Between Pro-environmental Behavior, Life Satisfaction, and Perceived Ecological Threat. *Ecological Economics*, 143, 130–140. <https://doi.org/10.1016/j.ecolecon.2017.07.007>
- Schubert, F. (2008). *Exploring And Predicting Consumers' Attitudes And Behaviors Towards Green Restaurants.*
- Sekaran, U., & Bougie, R. (2011). *Research Methods for Business: A Skill-Building Approach, 6th Edition.*
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian, Edisi 6, Salemba Empat, Jakarta Selatan 12610.*
- Setiawan, I. G. M., Triyuni, N. N., Budarma, I. K., & Antara, D. M. S. (2021). The Implementation of Green Housekeeping Management at The St. Regis Bali Resort. *International Journal of Green Tourism Research and Applications*, 3(2), 69–76. <https://doi.org/10.31940/ijogtra.v3i2.69-76>
- Sharma, R., Deepak Yadav, M., Sharma, M., & Author, C. (2018). An Insight into Green Practices followed in the Indian Hotel industry. In *African Journal of Hospitality, Tourism and Leisure* (Vol. 7, Issue 1). <http://www.ajhtl.com>
- Sihotang, H., Pd, M., Penerbitan, P., Buku, P., & Tinggi, P. (2023). *Metode Penelitian Kuantitatif.*
- Sugiyono. (2015). *Metode Penelitian Kuantitatif dan Room Division.*
- Tien, N. H. (2021). Branding Strategy for Gamuda Land Real Estate Developer in Ho Chi Minh City Vietnam. Celadon City Project Change management View project E-learning, E-government, E-business View project. *Psychology and Education, March*. <https://www.researchgate.net/publication/352834131>
- Wang, S., Liao, Y. K., Wu, W. Y., & Lê, H. B. K. (2021). Hypothesis The Role Of Corporate Social Responsibility Perceptions In Brand Equity, Brand Credibility, Brand Reputation, And Purchase Intentions. *Sustainability (Switzerland)*, 13(21). <https://doi.org/10.3390/su132111975>
- Wardana, A., Ade Sitorus, S., Pua Tingga, C., Eka Putri, S., Arina Romli, N., & Philippus Kurniawan Gheta, A. (2023). *Brand Marketing: The Art Of Branding.*
- Yanti Andriani, N., Hanis, R., Hamzah, R., Yusuf, M., Bima, S., PASIM Sukabumi, S., Pontianak, I., Bisnis Indonesia, S., & Bandung, S. (2023). Grand Preanger Bandung Effective Marketing Communication Strategy in the Staycation Program. *Jurnal Ekonomi*, 12(01), 48–53. <http://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/1063>

Yohan, R. A. M. (2017). *Persepsi Wisatawan Nusantara Terhadap Penyelenggaraan Pesta Kesenian Bali Sebagai Daya Tarik Wisata.*



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI