

UNDERGRADUATE THESIS
IMPLEMENTATION OF GREEN MARKETING
IN INCREASING ROOM OCCUPANCY
AT SANCTOO SUITES & VILLAS



POLITEKNIK NEGERI BALI

NI LUH WAYAN JULI WIDYANTINI
NIM 2315854057

TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024

UNDERGRADUATE THESIS

**IMPLEMENTATION OF GREEN MARKETING
IN INCREASING ROOM OCCUPANCY
AT SANCTOO SUITES & VILLAS**



NI LUH WAYAN JULI WIDYANTINI

**JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI**

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

UNDERGRADUATE THESIS

**IMPLEMENTATION OF GREEN MARKETING
IN INCREASING ROOM OCCUPANCY
AT SANCTOO SUITES & VILLAS**

**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**



NILUH WAYAN JULI WIDYANTINI
NIM 2315854057

JURISAN PARIWISATA
POLITEKNIK NEGERI BALI

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

UNDERGRADUATE THESIS APPROVAL SHEET

IMPLEMENTATION OF GREEN MARKETING IN INCREASING ROOM OCCUPANCY AT SANCTOO SUITES & VILLAS

This Undergraduate Thesis has been approved by the Supervisors and the Head of
Tourism Department of Politeknik Negeri Bali, on August 14th 2024

Supervisor I,



I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si
NIP. 198009032008122002

Supervisor II,



Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par
NIP. 984090982008122004

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

Acknowledge by
The Head of Tourism Department
Politeknik Negeri Bali



Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par
NIP. 984090982008122004

UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitle:

IMPLEMENTATION OF GREEN MARKETING IN INCREASING ROOM OCCUPANCY AT SANCTOO SUITES & VILLAS

by **Ni Luh Wayan Juli Widyantini (NIM 2315854057)** has been successfully defended in front of the Board of Examiners and accepted as partial fulfilment of the requirements for the Applied Bachelor's Degree of Tourism Business Management in **Undergraduate Thesis Examination**

Badung August 14th 2024

	Nama Tim Penguji	Tanda Tangan
Ketua	I Gusti Agung Mas Krisna Komala Sari, S.Si., M.Si NIP 198009032008122002	
Anggota	Drs. I Ketut Astawa, M.M NIP 196107211988111001	
Anggota	Ni Wayan Merry Nirmala Yani, S.Si., M.Si NIP 199412162023212037	

Acknowledge by
The Head of Tourism Department
Politeknik Negeri Bali



Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par
NIP. 984090982008122004

LETTER OF FREE PLAGIARISM STATEMENT

I am the undersigned below:

Name : Ni Luh Wayan Juli Widyantini
Student Identification Number : 2315854057
Study Program : D-IV Tourism Business Management

Hereby honestly state that Undergraduate Thesis entitled:

IMPLEMENTATION OF GREEN MARKETING IN INCREASING ROOM OCCUPANCY AT SANCTOO SUITES & VILLAS

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 accepted the consequences of my academic title withdrawal and other sanctions as postulated by Indonesian National Law.

Badung, August 2024



Ni Luh Wayan Juli Widyantini

ACKNOWLEDGMENT

First of all, I would like to express my gratitude to the Almighty God, Because of His blessing; the writer could compose this thesis entitled “Implementation of Green Marketing in Increasing Room Occupancy at Sanctoo Suites & Villas.” This thesis aims to explore the impact of implementing green marketing on Room Occupancy generation, specifically at Sanctoo Suites & Villas. By examining the strategies and outcomes of incorporating sustainability into marketing efforts, this research seeks to provide valuable insights for businesses looking to enhance their financial performance through eco-friendly initiatives.

It was composed to fulfill one of the requirements to obtain the Diploma IV in Tourism Business Management in the Tourism Department of Politeknik Negeri Bali. The findings of this study may also contribute to the growing body of knowledge on sustainable tourism in the hospitality industry. Additionally, it may serve as a reference for other businesses seeking to adopt environmentally friendly strategies to improve the bottom line.

During the completion of the thesis, the author would like to express his gratitude to those who have consistently provided support, direction, and assistance. They are:

1. I Nyoman Abdi, SE, M. e Com., as Director of Politeknik Negeri Bali, who has given the writer opportunity to gain acknowledge at Politeknik Negeri Bali.
2. Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par as the Head of Tourism Department at Politeknik Negeri Bali and also the chairman II of the Supervisor who has provided invaluable guidance and support in shaping the direction and focus of this thesis, ensuring its quality and relevancy in the field of tourism. Professional expertise and dedication have greatly contributed to the successful completion of this research project.
3. Putu Tika Virginiya, S.Pd., M.Pd. is the secretary of the Tourism Department at Politeknik Negeri Bali who has provided invaluable guidance and greatly contributed to the successful completion of this research project.
4. Satria Pramanda Putra, S.H., S.E,M.M., was appointed as the Head of Study Program Tourism Business Management. His considerable experience in the

field of tourism has greatly helped both students and faculty members alike, and he nurtured the thesis until it was completed.

5. Ni Ketut Bagiastuti, SH., M.H was appointed as Head of the RPL (Recognition prior Learning) Program, for the guidance and guidelines to this thesis, which has successfully completed.
6. I Gusti Agung Mas Krisna Komala Sari, S.Si., as a chairman I of the Supervisor who has the expertise in cultivating and contributing a lot of time, energy, knowledge, and compassionate wisdom to this thesis have successfully completed.
7. Best of the esteemed lecturers at Politeknik Negeri Bali's Tourism Department who have given their best in teaching and information sharing during my years of education. Also, thanks to all of the Tourism Department's staff and volunteers who assisted students with the administration process.
8. The highly esteemed General Manager, Bapak I Putu Subali Adi Putra S.Tr.Par., who has encouraged the opportunity to pursue further studies at Politeknik Negeri Bali's Tourism Department and to share the knowledge, cultivating, and nurturing for this thesis has successfully completed.
9. The finest family, Rusian S.Bahri , I Wayan Nayottama Putra Lingga, is a husband and wonderful son who provides full reinforcement and persistently supplies prayers, moral support, and material as long as researchers study.
10. All parties who assist in the completion of this thesis, which cannot be mentioned one by one.

I acknowledged that this thesis contains numerous problems and flaws, so any corrections, comments, and criticisms from readers would be very appreciated in order to improve and make it better. I hope that this research thesis is instructive and helpful to readers, particularly students at Politeknik Negeri Bali's Tourism Department.

The Researcher

Ni Luh Wayan Juli Widyantini

ABSTRACT

Widyantini, Ni Luh Wayan Juli. (2024). Implementation of Green Marketing in Increasing Room Occupancy at Sanctoo Suites & Villas. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I : I Gusti Agung Mas Krisna Komala Sari, S.Si., M.Si and Supervisor II : Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par.

Key words: Hotel, Room Occupancy, Green Marketing.

The implementation of green marketing is the critical aspect of consideration, because the management sees that the real fact has not reflected the true green behavior. This research aims to analyze the implementation of green marketing at Sanctoo Suites & Villas and analyze the implementation of Green Marketing to increasing room occupancy at Sanctoo Suites & Villas. The data in this research were collected through observation, interviews, documentation, and questionnaires. The data analysis technique used in this research are quantitative analyze using descriptive statistics and a qualitative descriptive by describing the information obtained from interviews. The research results show that the implementation of green marketing in Sanctoo Suites & Villas can be categorized as well implemented with an average of 3.65, and the application of these green marketing dimensions has led to a significant increase in room occupancy, rising from 34.50% in 2020 to 83.27% in 2023. The connection between each green marketing dimension and room occupancy is evident in several ways like offering eco-friendly amenities, making the pricing both fair and reflective of the added value of eco-friendly features sustainable products and implementation are accessible, and contributing to the overall guest experience.

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

ABSTRAK

Widyantini, Ni Luh Wayan Juli. (2024). Implementation of Green Marketing in Increasing Room Occupancy at Sanctoo Suites & Villas. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I : I Gusti Agung Mas Krisna Komala Sari, S.Si., M.Si dan Pembimbing II : Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par.

Kata kunci: Hotel, *Room Occupancy*, *Green Marketing*.

Penerapan *green marketing* menjadi aspek penting yang menjadi pertimbangan, karena pihak manajemen melihat fakta yang ada belum mencerminkan perilaku ramah lingkungan yang sebenarnya. Penelitian ini bertujuan untuk menganalisis penerapan *green marketing* pada Sanctoo Suites & Villas dan menganalisis penerapan *Green Marketing* terhadap peningkatan okupansi kamar di Sanctoo Suites & Villas. Data dalam penelitian ini dikumpulkan melalui observasi, wawancara, dokumentasi, dan angket. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis kuantitatif dengan menggunakan statistik deskriptif dan deskriptif kualitatif dengan mendeskripsikan informasi yang diperoleh dari wawancara. Hasil penelitian menunjukkan bahwa penerapan *green marketing* di Sanctoo Suites & Villas dapat dikategorikan terimplementasi dengan baik dengan rata-rata sebesar 3,65, dan penerapan dimensi *green marketing* tersebut menyebabkan peningkatan okupansi kamar yang signifikan yaitu naik dari 34,50% pada tahun 2020 menjadi 83,27% pada tahun 2023. Hubungan antara masing-masing dimensi *green marketing* dan tingkat hunian kamar terlihat dalam beberapa cara seperti menawarkan fasilitas ramah lingkungan, menjadikan harga adil dan mencerminkan nilai tambah fitur ramah lingkungan. produk dan praktik berkelanjutan dapat diakses, dan berkontribusi terhadap pengalaman tamu secara keseluruhan.

POLITEKNIK NEGERI BALI

TABLE OF CONTENTS

COVER	i
TITLE	ii
TITLE	iii
UNDERGRADUATE THESIS APPROVAL SHEET	iv
UNDERGRADUATE THESIS VALIDITY SHEET	v
LETTER OF FREE PLAGIARISM STATEMENT	vi
ACKNOWLEDGMENT	vii
ABSTRACT	ix
ABSTRAK	x
TABLE OF CONTENTS	xi
LIST OF TABLE	xiii
LIST OF FIGURE	xiv
LIST OF APPENDICES	xvi
CHAPTER I INTRODUCTION	1
1.1 Research Background	1
1.2 Research Question	8
1.3 Research Objectives.....	8
1.4 Research Significance.....	8
1.4.1 Theoretical Benefit	8
1.4.2 Practical Benefits	9
1.5 Scope and Delimitation in Research.....	9
CHAPTER II LITERATURE REVIEW	11
2.1 Theoretical Basis	11
2.1.1 Hotel.....	11
2.1.2 Sales & Marketing.....	13
2.1.3 Marketing Marketing	14
2.1.4 Green Marketing Mix.....	18
2.1.5 Room Occupancy	23
2.2 Previous Research's Result	26
CHAPTER III RESEARCH METHOD	29
3.1 Location and Period of Research.....	29
3.2 Research Object	30
3.3 Variable Identification	30
3.4 Definition of Operational Variables	30

3.5	Types and Data Sources.....	33
3.5.1	Types of data.....	33
3.5.2	Data Sources	34
3.6	Sample and Informant Determination Method.....	34
3.7	Collecting Data Method.....	36
3.7.1	Observation.....	36
3.7.2	Interviews	36
3.7.3	Documentation.....	37
3.7.4	Questionnaire	37
3.8	Checking Data Validity	37
3.9	Data Analysis.....	39
3.9.1	Quantitative Data Analysis	39
3.9.2	Qualitative Data Analysis	41
 CHAPTER IV RESEARCH RESULTS AND DISCUSSION		43
4.1	Sanctoo Suites and Villas Overview.....	43
4.1.1	History of Sanctoo Suites and Villas	43
4.1.2	Business fields.....	44
4.1.3	Hotel Facilities	45
4.1.4	Organizational structure	54
4.2	Result and Discussion.....	63
4.2.1	Respondent Characteristic.....	64
4.2.2	Checking Data Validity.....	66
4.2.2.	Implementation of green marketing at Sanctoo Suites & Villas.....	69
4.2.3.	Implementation of Green Marketing to increase room occupancy at Sanctoo Suites & Villas.....	94
 CHAPTER V CONCLUSIONS AND SUGGESTIONS.....		122
5.1	Conclusion	122
5.2	Suggestion.....	124
 REFERENCES.....		125
 APPENDICES		129

LIST OF TABLE

Table 3.1 Green Marketing & Room Occupancy Indicator.....	31
Table 3.2 Result of respondent interpretation, average score, and answers	39
Table 4.1 Result of respondent interpretation, average score, and answers	64
Table 4.2 Respondents Characteristics.....	65
Table 4.3 Validity Test.....	67
Table 4.4 Reability Test.....	68
Table 4.5 The implementation green marketing at Sanctoo Suites & Villas.....	69
Table 4.6 The implementation Green Product	70
Table 4.7 The implementation Green Price.....	77
Table 4.8 The implementation Green Place.....	83
Table 4.9 The implementation Green Promotion.....	88
Table 4.10 The implementation of Green Marketing to increasing room occupancy at Sanctoo Suites & Villas.....	95



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF FIGURE

Figure 1.1 Number of Passengers to Bali via Ngurah Rai Airport in 2018–2023.....	2
Figure 1.2 Year on Year Occupancy 2019 – 2024.....	5
Figure 1.3 Year to date Market Segment Production report 2019 -2024.....	7
Figure 2.1 Marketing process simple model.....	16
Figure 4.1 Sanctoo Suite	46
Figure 4.2 Pool Access Suite	47
Figure 4.3 Panoramic Suite.....	47
Figure 4.4 Family Suite.....	48
Figure 4.5 Family Suite Aviary	49
Figure 4.6 Residential Suite	49
Figure 4.7 One Bedroom Garden Pool Villa.....	50
Figure 4.8 One Bedroom Riverside Pool Villa.....	50
Figure 4.9 The Cassowary Restaurant	51
Figure 4.10 Wantilan Restaurant	52
Figure 4.11 Samosir Meeting Room.....	52
Figure 4.12 The Sanctoo Spa & Wellness	53
Figure 4.13 Swimming Pool.....	53
Figure 4.14 Photo of Hotel Organizational Structure	54
Figure 4.15 Sales & Marketing Organizational Structure.....	58
Figure 4.16 Wooden signage around hotel area.....	72
Figure 4.17 Socialization of the use of fruit waste for compost	73
Figure 4.18 Product form local farmers	74
Figure 4.19 Drinking water in glass bottles for guests	75
Figure 4.20 Platinum Certification on Tri Hita Karana Award & Accreditation 2024.....	76

Figure 4.21 Bali Tourism Award for The Sanctoo Spa & Wellness Accreditation 2024.....	77
Figure 4.22 New Room Type with high selling nightly rate.....	79
Figure 4.23 Friendly packaging materials and reusable bag.....	80
Figure 4.24 Product from the local farmer.....	82
Figure 4.25 Room package inclusive of elephant mud fun experience	83
Figure 4.26 Attraction nearby and easy access to main road.....	85
Figure 4.27 Located at leading high demand area and easy to find the location...86	
Figure 4.28 Green Services at Sanctoo Suites & Villas.....	87
Figure 4.29 activities are available on online and offline purchase.....	88
Figure 4.30 special discount for the seasonal moment	89
Figure 4.31 Guest comments on TripAdvisor	90
Figure 4.32 Meta advertising	92
Figure 4.33 Special discounted rate for loyalty member	93
Figure 4.34 The location of Sanctoo Suites & Villa	97
Figure 4.35 Green Services at Sanctoo Suites & Villas	99
Figure 4.36 Room Rate and Occupancy Trend (2021-2023	101
Figure 4.37 E-promotion on Meta and website	103
Figure 4.38 Dimension relationship.....	108

LIST OF APPENDICES

Appendix 1 Research Permit	126
Appendix 2 Research Questionnaire.....	127
Appendix 3 Interview Guidelines.....	130
Appendix 4 Result of Interview.....	132
Appendix 5 Questionnaire Data Tabulation.....	147
Appendix 6 Documentation.....	149



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER I

INTRODUCTION

1.1 Research Background

Indonesia is a country blessed with countless wonders. What makes this country unique is its diverse culture and magnificent nature, which should be celebrated and preserved by everyone. Therefore, The Ministry of Tourism and Creative Economy of the Republic of Indonesia presents Wonderful Indonesia, a promise to make Indonesia a place where everyone can enjoy its natural and cultural wonders (Kemenparekraf.com)

Wonderful Indonesia is our commitment to promote various destinations in the archipelago for domestic and international tourism. Based on what tourists seek to explore and experience, the wonders of Indonesia have been divided into five categories: Nature, Culinary & Wellness, Arts & Heritage, Recreation & Leisure, and Adventure. There are many platforms, both online (social media, news outlet, and official website) and offline (brand & institution partnerships, travel promotions, etc.), that are being utilized for Wonderful Indonesia's campaigns.

Bali boasts a diverse array of tourist destinations. This island offers a lot of natural attractions, including beaches, mountains, waterfalls, hills, and beautiful ocean scenery. Beyond its stunning natural beauty, Bali is also known as an island that has a lot of history, from ancient kingdoms to the contemporary era.

Tourism in Bali is continuously developing day by day. Every year, new trends come to Bali, new tourism markets open, and new tourism opportunities develop in Bali. Sandiaga Uno (Minister of Tourism) was saying that Bali is the most significant source of devices for Indonesia (CNBC:2021). With this statement, we can understand that Bali as a tourism destination still holds a significant impact on the Indonesian economy and tourism leisure destinations.

Bali, also known as the "island of paradise," welcomed 6,093 international visitors and 6,675 domestic visitors in December 2023 . Index emerging economy increased by 5.35 percent compared to previous data for 2021 (Bali Government Tourism Office 2023).

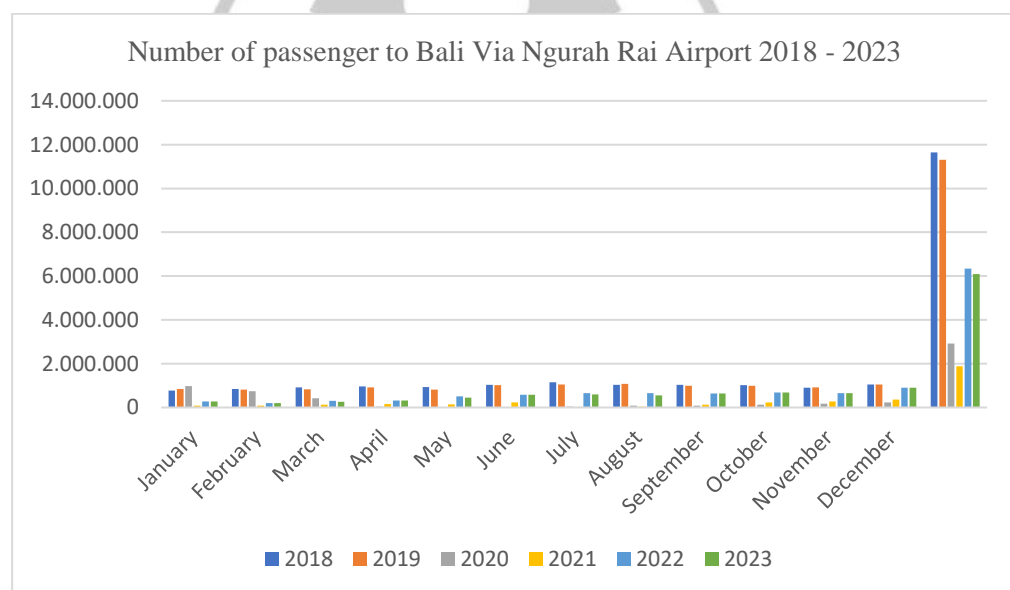


Figure 1.1 Number of Passengers to Bali via Ngurah Rai Airport in 2018–2023
Source: Bali Government Tourism Office (2023)

Referring to Figure 1.1, in 2022, the arrival of international and domestic passengers amazingly increased by 5,35% if compared with 2021, thus due to this massive growth of tourism destination visitors, in order to fulfill the consumer's desire to receive the finest product, safe and environmentally friendly, the company

is incorporating the environmental issue as one of the marketing strategies, also called as Green Marketing (Haryadi et al., 2019). Green marketing is one of the organization's strategies for establishing, promoting, pricing, and distributing products that are not detrimental to the environment (Ashrafi, 2014).

After the post-COVID-19 period, there has been a significant shift in people's behavior towards digital platforms, including how hotels are promoted. The digitization of the hospitality industry has accelerated, impacting customer behavior and necessitating new marketing strategies for hoteliers. Sustainability has emerged as a critical factor influencing consumer behavior and business operations. With increasing environmental concerns and heightened awareness among consumers, businesses are recognizing the importance of integrating green marketing into their daily lives.

The hospitality industry is inherently resource-intensive, with significant energy consumption, waste generation, and carbon emissions associated with hotel operations. In response to growing environmental challenges, hotels are increasingly adopting sustainable implementation to mitigate their environmental impact while simultaneously appealing to eco-minded travelers. Green marketing, which emphasizes the environmental attributes of products and services, presents a strategic approach for hotels to differentiate themselves in the market and attract a segment of environmentally conscious consumers.

Travelers are increasingly booking trips online, with a large percentage of the population being active online users, emphasizing the importance for hotels to engage with customers digitally. Hotel promotion strategies have evolved to meet

the changing behaviors of guests. Hotels are now focusing on customer engagement marketing, customer acquisition marketing, and customer retention marketing to effectively engage with customers at different stages of their journey and ensure a holistic approach to marketing (Booking.com,2023)

To be able to merge with the global trend of digital transformation and anticipate the shifting of consumer behaviour ,in Bali there are numerous hotels that are implementing green themes. One of these hotels is Sanctoo Suites & Villas is a luxury hotel located in Singapadu Village, Sukawati District, Gianyar Regency, Bali. This resort is well-known of the Greenery Resort and has a special characteristic. This boutique resort has 41 room inventories that have a unique concept: conservation. and Bali Zoo Access is available for guests staying at Sanctoo Suites & Villas, providing a unique and immersive experience with conservation, nature, and wildlife at once. The resort also offers eco-friendly amenities and implementation to minimize its environmental impact, aligning with the growing trend of sustainable tourism in Bali.

In reference to an interview with a management representative of Sanctoo Suites & Villas, I Putu Subali Adi Putra (2024), which is always prioritizing green activities by planting more trees, creating open spaces for more breathable and healthy living quality, and setting up less plastic materials in rooms, The Cassowary Restaurant, and public areas, The resort's commitment to sustainability extends to its partnerships with local conservation organizations. At Sanctoo Suites & Villas, we redefine luxury with a commitment to sustainability. Our resort is not just a destination; it's a sanctuary for both indulgence and environmental responsibility.

The pandemic undoubtedly changed how marketers approach channel strategy, and there is no single route to success. With more channels than ever, marketers need to map which channels add clear value and forget the rest. It can be tempting to enter a channel because your competitors are there. But with limited customer time and attention, marketers must strategically determine in which channels they can have the greatest impact. The authors look at five post-pandemic channel strategies gleaned from The CMO Survey and offer analysis on how marketers can operationalize these trends (Moorman et al., 2023).

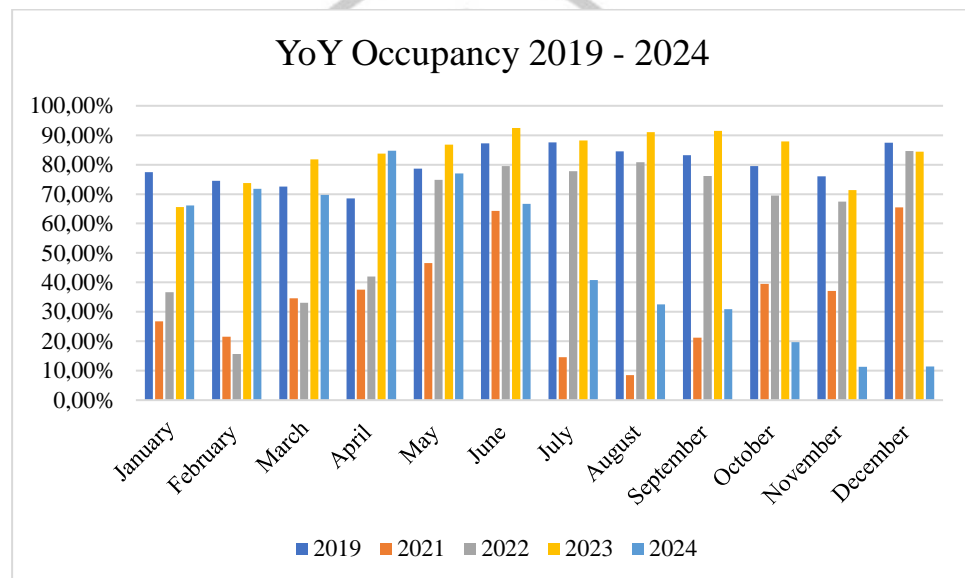


Figure 1.2 Year on Year Occupancy 2019 - 2024

Source: Sales & Marketing data of Sanctoo Suites & Villas (2024)

According to Figure 1.2, Sanctoo Suites & Villas performed admirably in 2019 prior to the pandemic, with an average month-to-date occupancy of 80% and only 12 rooms available. However, the marketing implementation is still adhering to traditional marketing. In 2020, the suite room will add 26 units to the total inventory of 38 units. In comparison to 2023, when the average occupancy was less than 90%, the occupancy rate should improve by maximizing the implementation

of digital marketing strategies. The aim of the research is to understand how digitization is changing consumer behavior from the traditional market to the online market (Gujrati, 2023) When people can easily access hotel information through websites, distribution channels, and bedbanks, property exposure increases, as does hotel occupancy and Green Marketing successfully reduces the usage of paper by using digital platforms.

Traditional markets are changing to digital marketing methods as the internet becomes more widely used in highly competitive technology. Globally, the digital market has captured a large digital market area. It entails investigating business models employing digital technology in a highly competitive market, lowering costs and expanding operations globally. Nowadays, customers are much more satisfied with online shopping, therefore, businesses have a large scope by implementing digital marketing. Digital marketing is open 24 hours a day, seven days a week, and customers can acquire all of the information they need from the companies' websites. They can also quickly compare their products to those of other companies, giving them the opportunity to make the correct choice at the right moment. Customer interconnectivity is rising by the day, and consumer behavior is changing with the use of new technology and the increase of the usage of , Consumer behavior is changing and understanding the digital market.

In the beginning of 2020, The implementation of green marketing is the critical aspect of consideration, because the management sees that the real fact has not reflected the true green behavior. Green marketing refers to the practice of development and promotion of products based on their actual or perceived

environmental sustainability (Mickovic et al., 2020). Social influence is defined as “changes in an individual’s thoughts, feelings, attitudes or behaviors resulting from interaction with another individual or a group” (Liang et al., 2017).

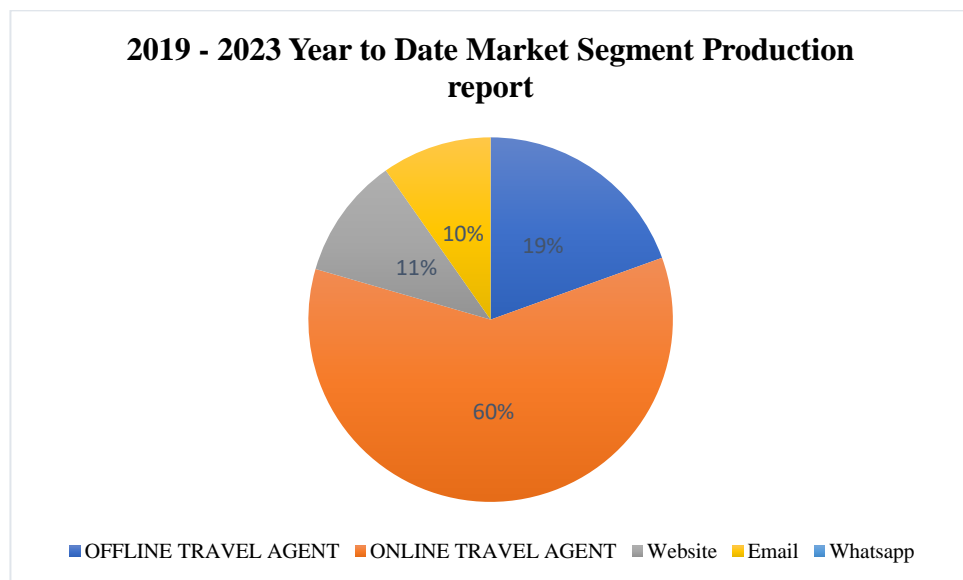


Figure 1.3 Year to date Market Segment Production report 2019 - 2024
Source: Sales & Marketing data of Sanctoo Suites & Villas (2024)

According to Figure 1.3, from 2019 until 2023, the online booking production report shows an increment of 100% every year, thus proof that digitalization is implemented but not in maximum value percentage, some of the marketing mix maximization needs to be implemented to earn multiple percentage values.

In daily operation the team member are still using more printed paper, fact sheet, printed magazine, announcement, promotion artwork ,Restaurant Menu , some part of the public collateral has switched into QR code.

According to those perspectives, green marketing is properly adopted but not efficiently executed; however, the author wishes to conduct research on the implementation of green marketing to boost room occupancy at Sanctoo Suites & Villas. This research emphasized the implementation of green marketing that would

have a favorable impact on the environmental sustainability of Sanctoo Suites & Villas.

1.2 Research Question

Based on the explanation of the background above, the problems that will be discussed in this research are as follows:

1. How is the Implementation of Green Marketing at Sanctoo Suites and Villas?
2. How is the implementation of Green Marketing to increasing room occupancy at Sanctoo Suites & Villas?

1.3 Research Objectives

Based on the challenges listed above, the research should achieve the following objectives:

1. To analyze the implementation of green marketing at Sanctoo Suites & Villas.
2. To analyze the implementation of Green Marketing to increasing room occupancy at Sanctoo Suites & Villas.

1.4 Research Significance

1.4.1 Theoretical Benefit

The theoretical advantages help gain information and understanding that may be applied to more studies and the application of theories that are acquired from academic institutions and then modified for usage in real-world settings.

1.4.2 Practical Benefits

1. For Authors

The writer can apply the knowledge and skills gained during lectures and compare them to real-world situations to gain new knowledge and experience.

2. For the Politeknik Negeri Bali

This research can be used as the most recent reference material to update the state of the industry, which is expected to meet the needs of the industry in the future.

3. For Hotel

Green marketing provides an opportunity to educate guests about the hotel's sustainable practices. This awareness not only aligns with the values of conscious consumers but also encourages guests to adopt more sustainable behaviors during their stay, especially at Sanctoo Suites & Villas.

1.5 Scope and Delimitation in Research

Based on research aspects of Green marketing to increase hotel occupancy, this journal encompasses numerous subjects, thus requiring delimitation to focus the research to ensure a specific scope.

The research was conducted at Sanctoo Suites & Villas, with the implementation of green marketing to increase room occupancy. This research utilized two variables: green marketing and room occupancy. The objective of this research focuses on the implementation of Green Marketing by all employees in the sales and marketing department during the operational period to realize green marketing by analyzing ten variables of the green marketing mix based on research

that has been published by (Jonathan & Sari, 2023) between product, price, place, and promotion.

Based on the information presented, the scope and limitations of this research are qualitative. To gain answers from the research problem framework, this study used qualitative descriptive data analysis methods with stages such as data collection, data reduction, data display, and conclusion withdrawal.



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the analysis and discussion presented in the previous sections regarding the implementation of green hotel implementation to increase room occupancy at Sanctoo Suites & Villas, the following conclusions can be drawn:

5.1.1 Implementation Of Green Marketing at Sanctoo Suites & Villas

Based on the results of a questionnaire conducted with 19 respondents and observations at Sanctoo Suites & Villas, an average score of 3.65 was obtained, indicating that the implementation of green marketing implementation is well-executed. The green marketing implementation consists of four dimensions: green product, green price, green place, and green promotion. Among these dimensions, the highest average score was in the green price dimension, with an average of 3.68, indicating it is well-implemented, followed by green product with an average value 3,66 indicating it is well-implemented, the third dimension is green promotion with an average value of 3,64 indicating it is still well-implemented , the lowest average value falls to green place with 3,62 and even tough green place is the lowest average value among those 4 dimension but still indicating as well – implemented.

5.1.2 Implementation Of Green Marketing To Increase Room Occupancy at Sanctoo Suites & Villas

Based on the results of interviews and observations, the relationship between the dimensions of green marketing implementation and room occupancy at Sanctoo Suites & Villas shows a notable positive impact following the adoption of green marketing strategies. The implementation of green marketing encompasses four dimensions: green product, green price, green place, and green promotion. The application of these green marketing dimensions has led to a significant increase in room occupancy, rising from 34.50% in 2020 to 83.27% in 2023. This impressive growth highlights that green marketing is not merely a short-term trend but an effective and sustainable approach. The connection between each green marketing dimension and room occupancy is evident in several ways. Green product implementation enhances guest appeal by offering eco-friendly amenities, which justifies higher room rates and attracts guests who value sustainability. Green price strategies align room rates with the costs of sustainable practices, making the pricing both fair and reflective of the added value of eco-friendly features. Green place implementation ensure that sustainable products and implementation are accessible, contributing to the overall guest experience and satisfaction. Green promotion strengthens the hotel's brand image and visibility among eco-conscious travelers, effectively communicating the benefits of the green initiatives. Together, these dimensions support the hotel's competitive advantage by integrating environmental responsibility with business success. They collectively contribute to improved guest satisfaction, which in turn drives higher occupancy rates. This

holistic approach demonstrates that adopting green marketing strategies can effectively align environmental stewardship with market demands, fostering long-term success in the hospitality industry.

5.2 Suggestion

Sanctoo Suites & Villas should continue to develop and expand their green marketing strategies by implementing advanced environmentally friendly technologies, such as AI-based energy management systems or more comprehensive recycling programs. Additionally, increasing guest involvement through environmental education programs or local conservation activities would further enhance their sustainability efforts. To boost international recognition, management should consider increasing the marketing budget to pursue global awards beyond the Tri Hita Karana, which would elevate the hotel's credibility and visibility in sustainability practices.

For future research, it is recommended to conduct comparative studies comparing the implementation and effectiveness of green marketing strategies across various hotels or resorts in different locations. Such research could analyze how factors such as geographical location, market segment, or property size influence the success of green marketing strategies. Furthermore, the research could also focus on long-term analysis to assess the sustainability of green marketing impacts on room occupancy rates and hotel profitability over a longer period, for example 5-10 years. This would provide a deeper understanding of the long-term effectiveness of green marketing strategies in the hospitality industry.

REFERENCES

- Alexander, M. J., Jaakkola, E., & Hollebeek, L. D. (2018). Zooming out: actor engagement beyond the dyadic. *Journal of Service Management*, 29(3), 333–351.
- Al-Majali, M., & Tarabieh, S. (2020). Effect of Internal Green Marketing Mix Elements on Customers' Satisfaction in Jordan: Mu'tah University Students. *Jordan Journal of Business Administration*, 16(2), 411–434.
- Anjani, S., & Perdhana, M. S. (2021). Green Marketing Mix Effects On Consumers' Purchase Decision: A Literature Study. *Diponegoro Journal Of Management*, 10(1). <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Arikunto, S. (2016). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta.
- Armstrong, K. (2015). *Marketing an Introducing* Prentice Hall (12th ed.). Pearson Education.
- Arseculeratne, D., & Yazdanifard, R. (2014). How Green Marketing Can Create A Sustainable Competitive Advantage For A Business. *International Business Research*, 130–137.
- Ashrafi, M. (2014). Green Marketing in Hospitality Industry,. *Journal of Appl. Environ. Biol. Sci.*, 4(4), 42–46.
- Basalamah, J., Said, S., Gani, A. A., Taufan, R. R., & Syahnur, H. (2020). Green Marketing Practice In Purchasing Decision Home Care Product. *International Journal of Scientific & Technology Research*, 9, 893–896.
- Bhalerao, V. R., & Deshmukh, A. (2015). Green marketing: Greening the 4 Ps of marketing. *International Journal of Knowledge and Research in Management & E-Commerce*, 5(2), 5–8.
- Bhardwaj, A. K., Garg, A., Ram, S., Gajpal, Y., & Zheng, C. (2020). Research trends in green product for environment: A bibliometric perspective. *Environmental Research and Public Health*, 17(22), 8469.
- Chandra, S., & Ranjan, A. (2022). Sustainability and Competitiveness of Transforming Tourist Accommodation. *Sustainability and Competitiveness in the Hospitality Industry*, 141–165.
- Chen, Y. S., Chang, T. W., Li, H. X., & Chen, Y. R. (2020). The influence of green brand affect on green purchase intentions: The mediation effects of green brand associations and green brand attitude. *International Journal of Environmental Research and Public Health*, 17(11), 4089.

- Fernández, G., Weis, S., Stoffel-Wagner, B., Tendolkar, I., Reuber, M., Beyenburg, S., & Elger, C. E. (2003). Menstrual cycle-dependent neural plasticity in the adult human brain is hormone, task, and region specific. *Journal of Neuroscience*, 23(9), 3790–3795.
- Ginsberg, J., & Bloom, P. (2004). Choosing the Right Green Marketing Strategy. *MIT Sloan Management Review*.
- Gunawan, F. W., Komala, I. G. A. M. K., & Darlina, L. (2023). Analisis Penerapan Green Marketing di Hotel Aruna Senggigi Resort & Convention. *Journal of Mandalika Review*, 2(1), 13–20.
- Haryadi, R. (2009). Pengaruh Strategi Green Marketing Terhadap Pilihan Konsumen Melalui Pendekatan Marketing Mix (Studi Kasus Pada The Body Shop Jakarta). Universitas Diponegoro Semarang.
- Hasan, Z., & Ali, N. A. (2015). The impact of green marketing strategy on the firm's performance in Malaysia. *Procedia-Social and Behavioral Sciences*, 172, 463–470.
- Hossain, A., & Khan, M. Y. (2018). Green marketing mix effect on consumers buying decisions in Bangladesh. *Маркетинг і Менеджмент Інновацій*, 4, 298–306.
- Indrayani, P. A. S., Susyarini, N. P. W. A., & Septevany, E. (2022). Implementasi Green Marketing Mix untuk Meningkatkan Hunian Kamar di Hotel Royal Tulip Springhill Resort Jimbaran. *Politeknik Negeri Bali*.
- Juhari, J. (2016). Analisis Harga Terhadap Room Occupancy Hotel Dan Penginapan Di Kota Pangkalpinang. *Jurnal Bisnis Darmajaya*, 2(2), 1–12.
- Karunarathna, A. K. P., Bandara, V. K., Silva, A. S. T., & De Mel, W. D. H. (2020). Impact of green marketing mix on customers' green purchasing intention with special reference to Sri Lankan supermarkets. Sabaragamuwa University.
- Kemenparekraf. (2024). Siaran Pers: Menparekraf Deklarasikan “Wonderful Indonesia 2030” Bersama Asosiasi Parekraf. <https://kemenparekraf.go.id/berita/siaran-pers-menparekraf-deklarasikan-wonderful-indonesia-2030-bersama-asosiasi-parekraf>
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran*. Erlangga.
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or overvalued customers: Capturing total customer engagement value. *Journal of Service Research*, 13(3), 297–310.

- Li, H., Meng, F., Jeong, M., & Zhang, Z. (2020). To follow others or be yourself? Social influence in online restaurant reviews. *International Journal of Contemporary Hospitality Management*, 32(3), 1067–1087.
- Maia, R. (2017). The WFD implementation in the European member states. *Water Resources Management*, 31(10), 3043–3060.
- Mickovic, A., & Wouters, M. (2020). Energy costs information in manufacturing companies: A systematic literature review. *Journal of Cleaner Production*, 254.
- Miles, M. A. M. H., & Saidana, J. (2014). *Qualitative data analysis. A methods sourcebook* (3rd ed.). Sage Publications.
- Moorman, C., & Kirby, L. (2019). Top marketing trends of the decade. In *The CMO Survey*. <https://cmosurvey.org/results/august-2019/>
- Moshood, T. D., Nawanir, G., Mahmud, F., Mohamad, F., Ahmad, M. H., & AbdulGhani, A. (2022). Sustainability of biodegradable plastics: New problem or solution to solve the global plastic pollution? *Current Research in Green and Sustainable Chemistry*, 5.
- Murah, I. A., Astawa, I. K., & Armoni N.L.E. (2023). Penerapan Green Marketing Mix dalam Meningkatkan Hunian Kamar di Sanur Art Villas. *Politeknik Negeri Bali*.
- Pagani, M., & Pardo, C. (2017). The impact of digital technology on relationships in a business network. *Industrial Marketing Management*, 67, 185–192.
- Rahman, S. U., & Nguyen-Viet, B. (2023). Towards sustainable development: Coupling green marketing strategies and consumer perceptions in addressing greenwashing. *Business Strategy and the Environment*, 32(4), 2420–2433.
- Septian, M. D., & Leksono, A. B. (2023). *Manajemen Branding*. Universitas Brawijaya Press.
- Sereikienė-Abromaitytė, L. Ž. (2013). Marketing mix theoretical aspects. *Journal of Business and Management Review*, 2(6).
- Sharaf, M. A., & Perumal, S. (2018). An overview profile and green purchasing behavior of consumers in the northern region of Malaysia. *Journal of Research in Marketin*, 8(3), 707–712.
- Solaiman, M., Osman, A., & Halim M.S.B.A. (2015). Green marketing: A marketing mix point of view. *International Journal of Business and Technopreneurship*, 5(1), 87–98.
- Suarthana. (2006). *Manajemen Perhotelan edisi Kantor Depan*. Mapindo.

- Subakti, H. (2021). *Metodologi Penelitian Pendidikan*. Yayasan Kita Menulis.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sun, H., Lei, C., Xu, J., & Li, R. (2021). Foliar uptake and leaf-to-root translocation of nanoplastics with different coating charge in maize plants. *Journal of Hazardous Materials*, 416.
- Suryawan, I., Elistyawati, I. A., & Puspita, N. P. L. A. (2023). Implementasi Green Marketing Mix untuk Meningkatkan Penjualan Kamar di The Seminyak Beach Resort & Spa. Politeknik Negeri Bali.
- Tarmoezi, T., & Manurung, H. (2000). *Hotel Front Office*. Kesaint Blanc.
- Wahyuni, D. A. M., & Sagitarini, L. L. (2023). Implementasi Green Marketing Mix dalam Meningkatkan Hunian Kamar di Alam Ubud Villa. Politeknik Negeri Bali.
- Widyastuti, S., Said, M., Siswono, S., & Firmansyah, D. A. (2019). Customer trust through green corporate image, green marketing strategy, and social responsibility : a case study. *European Research Studies Journal*, 22(2).
- World Bank. (2019). Meet the Innovators Battling Plastic Waste in Indonesia: Mohamad Bijaksana Junerosano. <https://www.worldbank.org/en/news/feature/2019/05/31/meet-the-innovators-battling-plastic-waste-in-indonesia-mohamad-bijaksana-junerosano#:~:text=Every%20day%2C%20Indonesia%20generates%20175%2C000,leak%20into%20the%20ocean%20instead>.
- Yan, Y. K., & Yazdanifard, R. (2014). The concept of green marketing and green product development on consumer buying approach. *Global Journal of Commerce & Management Perspective*, 3(2), 33–38.