

**THESIS**

**THE INFLUENCE OF GREEN PRACTICES ON  
GUEST SATISFACTION AND REVISIT INTENTION  
AT HOTEL KOMUNE AND BEACH CLUB BALI**



**POLITEKNIK NEGERI BALI**

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**BALI STATE POLYTECHNIC  
BADUNG  
2025**

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## PREFACE

Praise and gratitude the author prays to Ida Sang Hyang Widhi Wasa / Almighty God because of His blessings and grace the author was able to complete the thesis entitled “The Influence of Green Practices on Guest Satisfaction and Revisit Intention at Hotel Komune And Beach Club Bali”. The preparation of this thesis is one of the requirements for graduation in the Tourism Planning Study Program, Applied Master Program, Tourism Department, Bali State Polytechnic. On this occasion the author would like to thank all those who have helped in completing this thesis, to:

1. I Nyoman Abdi, SE, M.eCom as the Director of Bali State Polytechnic who has given the chance to the author to study and provide the facilities in studies in Bali State Polytechnic.
2. Dr. Ni Nyoman Sri Astuti, SST.Par.,M.Par. the Head of Tourism Department who has given the author the opportunity to study, especially in the Department of Tourism, Politeknik Negeri Bali.
3. Dr. Dra. Ni Gst Nym Suci Murni, M. Par, as the Head of Tourism Planning Study Program, Applied Master Program who has provided a lot of direction, guidance and motivation to the author during the process of preparing this thesis.
4. Prof. Ni Made Ernawati, MATM.,Ph.D as the Counselor I who has patiently provided a lot of guidance, directions, valuable inputs to the author during the process of preparing this thesis.

5. Drs. I Ketut Budarma, M.Par, MMTHRL as the Counselor II who has provided a lot of direction, guidance, and motivation to the author during the process of preparing this thesis.
6. All lecturers and staff of the Applied Master of Tourism Business Planning Study Program for their guidance, support, and knowledge throughout my studies.
7. Management of Hotel Komune and Beach Club Bali for the research opportunity and valuable assistance that contributed to this study's success
8. My dearest parents, I Dewa Made Irawan and Ni Made Dwi, whose unconditional love, unwavering support, and invaluable wisdom have been my greatest source of strength throughout this journey.
9. My amazing siblings, Desak Putu Eka Trisnawati, Desak Made Epianti, Desak Ketut Indah Purwanitami, and Dewa Gede Merta Wiguna, for their endless encouragement, love, and support, which have made this journey even more meaningful.

Constructive criticism and suggestions from various parties are needed to complete the writing of this thesis. The author hopes that this thesis can be useful for all parties. Finally, the author would like to apologize for any remaining errors in writing this thesis.

Badung, May 26<sup>th</sup>, 2025



Desak Nyoman Dewantari

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## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

Bali is a famous island that is recognized throughout the world, known by the nickname "Island of a Thousand Temples" and is a major destination for tourists. Tourism in Bali is closely related to Hinduism on this island. Tourists often come to Bali to witness unique ceremonies that cannot be found anywhere else, such as the Melasti Ceremony, Omed-omedan Ceremony, Tawur Agung Ceremony, Ngaben Ceremony, and many more (Sari *et al*, 2024). Bali's tourism sector plays an important role in the island's economy. Data from the Bali Province Central Statistics Agency shows that the Accommodation and Food and Beverage Provider sector is still the largest contributor to Bali's Gross Regional Domestic Product (GRDP) (Zandy and Ratwianingsih, 2019).

Data from the Central Statistics Agency (2018) shows that the occupancy rate for star hotel rooms in Indonesia in November 2018 was 60.19% from 48.36% in November 2008. The percentage of room occupancy rates has increased continuously over the years. This shows the definite development of the hotel industry in Indonesia every year. Apart from the positive impacts produced, negative impacts such as using resources and producing large amounts of waste are problems that must be solved. The hotel industry is one of the contributors to environmental pollution. Government, community, and tourism players are increasingly concerned about the implications of

global warming, which extend from physical development to the operational stage (Berto et al., 2023). In contrast, tourism has far-reaching consequences for the natural world, leading to deterioration of ecosystems and an increase in sector-related greenhouse gas (GHG) emissions. Natural conditions are currently starting to experience damage and the impact is beginning to be seen. Currently, the sense of responsibility towards the environment shows a significant increase (Akbar et al., 2022). There are many individual movements carried out to protect the environment and prevent serious ecological problems in the environment.

One strategy that can be pursued to overcome environmental impacts in the hotel industry is to commit to implementing an environmentally friendly industry or what is better known as green practice. Products made through "green practices" have a low impact on the environment and help to preserve it (Akbar et al., 2022). This follows from the findings of the study "The Influence of Green Hotel Practice on Consumer Satisfaction at Budget Hotels in Jakarta" (2019) that Brian carried out. A customer's level of environmental consciousness influences how they react to green hotel operations, according to the study's findings. Customers are prepared to pay a premium for environmentally conscious hotel policies, even if it means receiving subpar service.

The Hotel Komune and Beach Club Bali, situated on Jalan Pantai Keramas in the Blahbatuh District of Gianyar Regency, is one of the Bali hotels that has joined the green hotel practice movement. When you book your stay at Hotel Komune and Beach

Club Bali, one of the services you'll receive is a barcode with all the necessary information for your stay. This information barcode is usually used by staff when a guest is checking in so that it can save time because the staff does not need to explain at length about the hotel. Apart from that, this information barcode can also save paper usage which has been used to make leaflets/brochures about hotels. This facility is an innovation that can reflect the green practice strategy itself.

Hotel Komune and Beach Club Bali is a company in the accommodation sector that provides services in the form of lodging, providing food and drinks, as well as clothes washing services for both local and international people who are usually called tourists. This hotel highly considers the positive impact on nature through the implementation of green practices. This hotel has room criteria, namely Resort Room, Komune Suite Room, Beach Front Suite Room, Villa 1 Bedroom and Villa 2 Bedroom. Likewise, employees as one of the determining factors for the success of a company and as the most important element in managing a company often cause problems. This is because every human being has different levels of needs, expectations and social backgrounds and problems. Optimal work morale from a work program reflects the success of a person and his organization. It is hoped that high work enthusiasm can easily achieve company goals (Dewi, 2022).

Based on the initial FGD with the general manager of Hotel Komune and Beach Club Bali, it was revealed that the guests staying at this hotel are relatively repeat guests. The number of repeat guests reaches 20-30% annually. The relatively high percentage of repeat guests indicates that Hotel Komune and Beach Club Bali has an

appealing charm that encourages visitors to return.

According to studies conducted by Barezan et al. (2013), green practices generally correlate positively with guest satisfaction and the likelihood that guests of different nationalities will return. It was also discovered that different nationalities place different amounts of weight on green activities. As a result, if the hotel wants to boost customer satisfaction and the likelihood that customers will return, it must adopt green practices. Guests are more likely to be satisfied and book another stay at the hotel if the green practices are well-implemented.

This study will employ data collection techniques through Focus Group Discussions (FGD). FGD also involve key informants to discuss several concepts related to the revealed data or to address specific research questions (Komariah & Satori, 2012). The purpose of the FGD is to gather insights from the hotel management regarding the analysis results of the distributed questionnaires, ensuring that the developed research model can be validated and approved by the decision-makers at Hotel Komune and Beach Club Bali. The correlations between variables, which form the basis of the research model, will also be presented during the implementation of the FGD.

The correlation between green practices and satisfaction occurs when guests feel that the hotel's environmental practices are carried out sincerely and have a positive impact, which increases their satisfaction. The implementation of green practices in a hotel becomes one of the factors that can enhance the perceived value or benefits experienced by guests (Jiang & Kim, 2015; An et al., 2019). Meanwhile, the correlation

between satisfaction and revisit intention is that satisfied guests are more likely to return or recommend the hotel where they stayed. The correlation between green practices and revisit intention through satisfaction indicates that green practices not only serve as added value but can also create guest loyalty if they successfully enhance guest satisfaction. When guests who also focus on and adopt a *green* lifestyle, it will encourage the intention to revisit accommodations that also implement green practices (Kim et al., 2017).

Based on the results of guest reviews that researchers obtained on the Trip Advisor application, there were several guest reviews while staying at the Hotel Komune and Beach Club Bali which showed that there was still a lack of green practices in guest satisfaction, one of which was a review sent by Evisenna in June 2021 stating that the staff at the Komune Hotel did not work. What the guest asks for is according to the guest's request, such as not refilling toiletries, not cleaning the room or cleaning the trash but still accepting the tips given at the beginning. This is supported by Sanna S's statement sent in October 2019 which stated that Komune Hotel staff did not hold discussions with other guests who turned on music 24/7 so that it disturbed other visitors and also wasted electrical energy.

Based on the results of initial observations made on the booking.com application, it was found that there were guest complaints regarding the use of plastic drinks purchased at the hotel. Quoted from a guest statement on behalf of Pjsimpson7 (2018) who stated that "*Nice place but sooo many rules plus plastic straws. Ok so for an echo health resort. What's with the plastic straws*". This indicates that the

implementation of green practices at the Komune Hotel and Beach Club Bali is not yet optimal. Guest dissatisfaction with the hotel significantly influences the intention of guests to stay again. The more dissatisfied the guests are, the greater the tendency for them not to stay again. This incident resulted in a decrease in the level of guest satisfaction with the hotel, resulting in a low rating.

On the Tripadvisor application, several guest complaints were also found regarding the green practices implemented at Hotel Komune and Beach Club Bali, including regarding cleanliness and the presence of lots of plastic around the hotel and beach. This was quoted from Elizabeth (2019) statement which stated that *"I was so disappointed with how the hotel did nothing about the amount of rubbish around the hotel. The river running through the hotel grounds is filled with plastic, which the hotel does nothing to stop. As with the beach out the front sadly this is the case all over Bali now. If you want to surf in a sea of plastic, this is the place to do it"*. This incident made guests feel disappointed and dissatisfied with their experience of staying at Hotel Komune and Beach Club Bali. Guest dissatisfaction with the hotel has a significant effect on guests' intention to stay again. This incident needs serious attention from hotel management in implementing green practices.

Satisfaction is a complex process of human that involves cognitive processes and emotional, along with psychological and physical effects that reflect a positive experience, that is, after meeting guest needs, managers aim to create strong opportunities to persuade guests to revisit the hotel (Barezan et al., 2013). Persuading guests is done through marketing programs to inform and persuade current guests and

potential guests of the hotel's product value (Suryawardani, 2017). Guest satisfaction during their stay impacts the intention to revisit. The more visitors feel satisfied, the higher the intention to revisit. This is reinforced by research results (Barezan et al., 2013) showing a significant influence of satisfaction on the intention to revisit.

Based on the description above, the implementation of green practices has not yet maximised therefore this research is important to carry out to realize sustainable tourism and increase guest satisfaction with the services provided by hotels. Apart from quality of environmental, green practices implementation can ultimately also have a positive impact on service quality because of the resulting effectiveness. Service quality refers to services to satisfy customer needs. Customer satisfaction is the degree to which customers' needs, desires and expectations can be met, resulting in repeat purchases or continued loyalty (Susepti et al., 2017). Companies can find out the satisfaction of their customers through feedback provided by consumers so that it can become input for development and implementation needs as well as increasing customer satisfaction. This is an opportunity for the company to find out the performance on green practices of employees so that the company can improve and improve services in order to satisfy consumers. Based on the background and phenomena that occur, researchers are interested in choosing a research title **“The influence of green practice on guest satisfaction and revisit intention at Hotel Komune and Beach Club Bali”**.

## **1.2 Formulation of Problems**

Based on the research background that was presented previously, related to the Green Practice at Hotel Komune and Beach Club Bali in increasing hotel revenue, two problems were formulated, which include:

- a. How are the green practices implemented at the Hotel Komune and Beach Club Bali?
- b. What is the model of green practice to maximize guest satisfaction and revisit intention at Hotel Komune and Beach Club Bali?

## **1.3 Objectives of The Study**

The aim of the research is to find answers to the problems raised, through project development at the Hotel Komune and Beach Club Bali and creating activities aimed at obtaining the following results:

### **1.3.1 General Objective**

To knowing and explaining about the influence of green practice on guest satisfaction and revisit intention at Hotel Komune and Beach Club Bali.

### **1.3.2 Specific Objective**

- a. To identify the green practice implemented at the Hotel Komune and Beach Club Bali able to increase guest satisfaction.
- b. To identify and obtain about the model of green practice to maximize guest satisfaction and revisit intention at the Hotel Komune and Beach Club Bali.

## **1.4 Significances of The Study**

Researchers hope that the results of this research can be implied into two classifications of benefits, namely theoretical benefits and practical benefits.

### **1.4.1 Theoretical Benefits**

This research is expected to be able to identify and manage The Green Practices implemented at the Hotel Komune and Beach Club Bali for commercialization and obtain input from guests regarding the expected experience of the green practice implemented.

### **1.4.2 Practical Benefits**

#### **a. For researchers**

The results of this research are a thesis project part of the researcher's journey to complete studies at the Bali State Polytechnic.

#### **b. For Bali State Polytechnic**

It is hoped that this research can be used as a source of supporting information and can be a reference for further research, especially to support the development of green tourism which is in line with the philosophy of the Bali State Polytechnic.

#### **c. For industry**

The results of this research are a model of the green practices implemented to have a financial impact on the company of hospitality.

## **CHAPTER VI**

### **CLOSING**

#### **6.1 Conclusion**

Based on the research results and discussion regarding the influence of green practices on guest satisfaction and revisit intention at Hotel Komune and Beach Club Bali, the following conclusions can be drawn:

1. The implementation of green practices at Hotel Komune and Beach Club Bali is already well-established. The implementation of green action in this study is based on five aspects that have been well-executed. These five aspects include energy and water efficiency, the use of environmentally friendly products, recycling and composting, pollution prevention, and the provision of organic and non-organic waste bins. The successful implementation of the green action concept requires cooperation from all parties within the hotel organization. The implementation of green food at hotel has also been carried out effectively, such as purchasing and using local and organic ingredients in the cooking process, modifying menus based on the use of local and seasonal ingredients, providing special information on the menu, and using environmentally friendly food and beverage products in operations. The implementation of green donation at hotel also been well-executed. Hotel Komune and Beach Club Bali has several activities aimed at environmental preservation, such as collaborative efforts to clean the hotel area and visiting

orphanages to provide education and donations about the importance of protecting the environment.

2. The model of green practices to maximize guest satisfaction and revisit intention at Hotel Komune and Beach Club Bali shows that green practices have a positive and significant influence on guest satisfaction. This indicates that guest behavior in achieving satisfaction during their stay at hotel is influenced by the implementation of green practices, including green action, green food, and green donation. The better the implementation of green practices at the hotel, the more satisfied guests will feel. Green practices also have a positive and significant influence on revisit intention at hotel. This indicates that guest behavior regarding their intention to revisit Hotel Komune and Beach Club Bali is influenced by the implementation of green practices, including green action, green food, and green donation. The better the implementation of green practices, the more likely guests are to express a desire to return, recommend the hotel, and prioritize Hotel Komune and Beach Club Bali over other accommodations. Guest satisfaction has a positive and significant influence on revisit intention at Hotel Komune and Beach Club Bali. This finding indicates that guest behavior regarding their intention to revisit is influenced by the satisfaction they experience during their stay. The more satisfied guests feel, the better or more positive their revisit intention to Hotel Komune and Beach Club Bali. So, green practices have a positive and significant influence on guest satisfaction, green practices have a positive and significant influence on revisit intention, and guest satisfaction have a positive and significant influence on revisit intention.

## 6.2 Recommendations

Based on the conclusions above, several suggestions can be offered to the management of Hotel Komune and Beach Club Bali, researchers, and Bali State Polytechnic as follows:

### 1. For the Management of hotel

The hotel management is expected to authentically elevate your commitment to sustainability particularly in addressing the low performance indicators for "buying local/organic ingredients" and "donating to environmental causes" consider implementing a hyper-localized "Farm-to-Table Alliance" with Balinese subak farmers and organic cooperatives, paired with a transparent "Green Fund" initiative. Instead of generic donations, allocate 2% of F&B revenue to targeted environmental projects (e.g., zero-waste training for local villages), and showcase impact through guest-facing storytelling like QR codes on menus tracing ingredient origins to specific farms, or monthly reports on funded projects. This transforms passive compliance into a competitive differentiator, resonating with eco-conscious travelers while directly supporting Bali's ecosystem and economy.

### 2. For Researchers

This study is solely based on data and implementation at hotel, thus it cannot yet be universally applied. Therefore, further research with a broader population sample is necessary. Researchers can expand the scope of similar studies to other hotels or resorts in Bali to compare results and identify industry trends. Researchers

can also investigate other factors that may influence guest satisfaction and revisit intention, such as service quality or location. Additionally, longitudinal studies can be conducted to understand the long-term impact of green practices on guest loyalty and hotel reputation. Furthermore, researchers can explore the perceptions of domestic and international guests regarding green practices.

### 3. For Bali State Polytechnic

Bali State Polytechnic can develop a green practice-based curriculum by integrating sustainable tourism and green practice concepts into its tourism education programs. Additionally, it can organize training or workshops for students and staff on environmentally friendly practices in the hospitality industry.

Bali State Polytechnic is encouraged to establish partnerships and collaborate with hotels to conduct further research or internship programs focused on green practices. Moreover, it should encourage students and alumni to become agents of change in promoting sustainable tourism in Bali.

## **CHAPTER VI**

### **CLOSING**

#### **6.1 Conclusion**

Based on the research results and discussion regarding the influence of green practices on guest satisfaction and revisit intention at Hotel Komune and Beach Club Bali, the following conclusions can be drawn:

3. The implementation of green practices at Hotel Komune and Beach Club Bali is already well-established. The implementation of green action in this study is based on five aspects that have been well-executed. These five aspects include energy and water efficiency, the use of environmentally friendly products, recycling and composting, pollution prevention, and the provision of organic and non-organic waste bins. The successful implementation of the green action concept requires cooperation from all parties within the hotel organization. The implementation of green food at hotel has also been carried out effectively, such as purchasing and using local and organic ingredients in the cooking process, modifying menus based on the use of local and seasonal ingredients, providing special information on the menu, and using environmentally friendly food and beverage products in operations. The implementation of green donation at hotel also been well-executed. Hotel Komune and Beach Club Bali has several activities aimed at environmental preservation, such as collaborative efforts to clean the hotel area and visiting

orphanages to provide education and donations about the importance of protecting the environment.

4. The model of green practices to maximize guest satisfaction and revisit intention at Hotel Komune and Beach Club Bali shows that green practices have a positive and significant influence on guest satisfaction. This indicates that guest behavior in achieving satisfaction during their stay at hotel is influenced by the implementation of green practices, including green action, green food, and green donation. The better the implementation of green practices at the hotel, the more satisfied guests will feel. Green practices also have a positive and significant influence on revisit intention at hotel. This indicates that guest behavior regarding their intention to revisit Hotel Komune and Beach Club Bali is influenced by the implementation of green practices, including green action, green food, and green donation. The better the implementation of green practices, the more likely guests are to express a desire to return, recommend the hotel, and prioritize Hotel Komune and Beach Club Bali over other accommodations. Guest satisfaction has a positive and significant influence on revisit intention at Hotel Komune and Beach Club Bali. This finding indicates that guest behavior regarding their intention to revisit is influenced by the satisfaction they experience during their stay. The more satisfied guests feel, the better or more positive their revisit intention to Hotel Komune and Beach Club Bali. So, green practices have a positive and significant influence on guest satisfaction, green practices have a positive and significant influence on revisit intention, and guest satisfaction have a positive and significant influence on revisit intention.

## 6.2 Recommendations

Based on the conclusions above, several suggestions can be offered to the management of Hotel Komune and Beach Club Bali, researchers, and Bali State Polytechnic as follows:

### 2. For the Management of hotel

The hotel management is expected to authentically elevate your commitment to sustainability particularly in addressing the low performance indicators for "buying local/organic ingredients" and "donating to environmental causes" consider implementing a hyper-localized "Farm-to-Table Alliance" with Balinese subak farmers and organic cooperatives, paired with a transparent "Green Fund" initiative. Instead of generic donations, allocate 2% of F&B revenue to targeted environmental projects (e.g., zero-waste training for local villages), and showcase impact through guest-facing storytelling like QR codes on menus tracing ingredient origins to specific farms, or monthly reports on funded projects. This transforms passive compliance into a competitive differentiator, resonating with eco-conscious travelers while directly supporting Bali's ecosystem and economy.

### 2. For Researchers

This study is solely based on data and implementation at hotel, thus it cannot yet be universally applied. Therefore, further research with a broader population sample is necessary. Researchers can expand the scope of similar studies to other hotels or resorts in Bali to compare results and identify industry trends. Researchers

can also investigate other factors that may influence guest satisfaction and revisit intention, such as service quality or location. Additionally, longitudinal studies can be conducted to understand the long-term impact of green practices on guest loyalty and hotel reputation. Furthermore, researchers can explore the perceptions of domestic and international guests regarding green practices.

#### 4. For Bali State Polytechnic

Bali State Polytechnic can develop a green practice-based curriculum by integrating sustainable tourism and green practice concepts into its tourism education programs. Additionally, it can organize training or workshops for students and staff on environmentally friendly practices in the hospitality industry.

Bali State Polytechnic is encouraged to establish partnerships and collaborate with hotels to conduct further research or internship programs focused on green practices. Moreover, it should encourage students and alumni to become agents of change in promoting sustainable tourism in Bali.

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