

Implementation Of Green Practice On Guest Satisfaction At Hotel Le Grande Bali

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Abstract: This study aims to analyze how the effect of green action, green food, and green donation on guest satisfaction at Hotel Le Grande Bali. Data collection methods used were observation, interviews, questionnaires, and literature study. The number of respondents in this study amounted to 70 guests who had stayed at Hotel Le Grande Bali using the accidental sampling method. The data analysis technique used is multiple linear regression analysis. Before conducting the analysis, the validity and reliability tests were conducted on the questionnaires distributed to the respondents. Based on the results of the t-test that has been carried out, it is concluded that the three independent variables partially have a positive influence on guest satisfaction at Hotel Le Grande Bali. This is evidenced by the results of $t\text{-count} > t\text{-table}$, namely the green action variable is $2.156 > 1.99656$, the green food variable is $3.841 > 1.99656$, and the green donation variable is $4.083 > 1.99656$. Based on the results of the F test, the three independent variables simultaneously have a positive influence on guest satisfaction at Hotel Le Grande Bali. This is evidenced by the significance value of F of $0.000 < 0.05$. Based on the results of multiple linear regression analysis, the regression coefficient of X1 is 0.201, X2 is 0.380, and X3 is 0.642. Thus, the third variable, namely green donation, has the most dominant effect on guest satisfaction. 1. With the positive influence of green practice (green action, green food, and green donation) on guest satisfaction, the Hotel Le Grande Bali must implement the application of green practice in order to increase guest satisfaction. This is because a hotel that pays attention to the environment can be an added value for guests who want to stay. They assume that the hotel cares about the environment, so that it will create a positive reputation in the minds of consumers.

Keywords: Guest Satisfaction, Green Action, Green Food, Green Donation

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Introduction

Hotel is one of the accommodations that is needed by every tourist who visits an area, as we know that everyone who travels definitely needs a place to rest after a long journey before making a tourist visit. One of the considerations for consumers or guests staying at hotels is choosing hotels that participate in environmental conservation programs, this is in line with the opinion (Moise et al., 2021) which states "Due to growing consumer awareness of environmental problems, more and more hotels have been developing green practices in response to the environmental concerns of their guests and improve their image". Green practices are programs that encourage hoteliers to save water, energy and reduce solid waste, as well as reduce operational costs and protect the earth (Teng, Wu, and Liu, 2015) cited in (Abarca, 2021). One of the five-star hotels in Bali that has implemented green practice is Hotel Le Grande Bali and is designated as one of the green hotels in Bali.

The application of green practice at the Le Grande Bali Hotel, especially the Little Nan Yang Restaurant at the Le Grande Bali Hotel has not been carried out optimally, because there are still some direct complaints from guests. Several complaints from guests directly, namely the freedom to smoke in some areas of the hotel and restaurant which makes other guests feel disturbed, still using packaged soap and shampoo, a list of food menus that still use media such as books, writing orders (captain orders) is still using the manual method. The phenomena above have made some guests feel disappointed and dissatisfied staying at the Le Grande Bali Hotel or eating at the Little Nan Yang restaurant inside the hotel. Guest satisfaction affects the hotel's image in the future and interest in coming again, therefore the hotel must always try to make guests who stay comfortable, safe, calm and satisfied with the services and products provided. The hotel comes from the Latin word "hospes" which has the meaning to show foreigners staying at someone's house which then develops into the word "hotel" which is stated as a lodging house quoted in (Harlina, 2020). Meanwhile, according to Utama (2016) quoted in (Herlina et al., 2020) hotel is an accommodation business by providing lodging services, food, drinks, and other facilities, which are managed professionally in order to gain profits. Green practice is a program that encourages hoteliers to save water, energy and reduce solid waste, as well as reduce operational costs and protect the earth (Teng, Wu, and Liu, 2015) cited in (Abarca, 2021). Green practice steps in hotels are grouped by Schubert cited in (Leonardo et al., 2014) into 3 main areas, namely: green action, green product, and green donation. Green action means activities that aim to protect both the environment and the surrounding community. Green product hotel sells environmentally friendly products in the

lobby shop. Green donation hotel participates in community projects that exist in the neighborhood of the hotel. Green practices in a restaurant is an effort for a restaurant to implement practices that are aimed effectively at reducing social and environmental problems that arise either directly or indirectly from its operational activities. The application of green practices makes a restaurant have a new design structure that has been renovated and arranged to be operated and environmentally friendly and has a work output that saves resources and energy (Leonardo et al., 2014). Based on the above background, the authors are interested in conducting further research with the title "Implementation of Green Practice on Guest Satisfaction at Hotel Le Grande Bali".

Method

This research was conducted for six months at the Le Grande Bali Hotel. In this study, the object to be studied is the effect of implementing green practice (green action, green food, green donation) on guest satisfaction at Hotel Le Grande Bali. The type of data used in this research is quantitative data, while the data sources used are primary data and secondary data. According to (Muliani, 2020) Primary data were obtained directly from respondents who filled out questionnaires at the research location while secondary data was obtained from research conducted by studying, researching and reviewing several literature books, journals, magazines, websites and previous studies related to the problems being researched and then reprocessed which aims to support this research.

The method of determining the sample that will be used for this research is accidental sampling, the technique of determining the sample is based on chance, that is, anyone who coincidentally meets the researcher can be used as a sample (Sugiyono 2012). According to Utama (2021) the size of the sample depends on the minimum number of indicators multiplied by 5. This study has a total of 14 indicators, so $14 \times 5 = 70$ respondents. So, the number of samples in this study were 70 respondents. Data analysis techniques used in this study include validity and reliability tests to test the validity of the reliability of the questionnaire, classical assumption test (normality test, linearity test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, hypothesis testing (t test and F test).), and the coefficient of determination R^2 .

Result and Discussion

Table 1. Characteristics of Respondents Based on Gender

No.	Gender	Frequency (Person)	Percentage (%)
1.	Man	37	52.9
2.	Women	33	47.1
Amount		70	100

(Source: Processed data, 2022)

Based on Table 2, it is known that the male respondents were 37 people or 52.9%, while the female respondents were 33 people or 47.1%. This shows that visitors to Hotel Le Grande Bali who are respondents in this study are more dominantly male than female.

Table 2. Characteristics of Respondents Based on Age

No.	Age	Frequency (Person)	Percentage (%)
1.	18 – 25 years old	20	28.6
2.	26 – 35 years old	27	38.6
3.	> 35 years old	23	32.9
Amount		70	100

(Source: Processed data, 2022)

Based on Table 3, it is known that respondents aged 18-25 years were 20 people or 28.6%, respondents aged 26-35 years were 27 people or 38.6%, and respondents aged > 35 years were 23 people. or 32.9%. This shows that the most dominant guests who stay at Hotel Le Grande Bali in this study are 26-35 years old.

Table 3. Characteristics of Respondents Based on Many Stays

No.	Many Stays	Frequency (Person)	Percentage (%)
1.	1 kali	30	42.9
2.	2 – 3 kali	32	45.7
3.	> 3 kali	8	11.4
Amount		70	100

(Source: Processed data, 2022)

Based on Table 4, it is known that guests/visitors who stayed at Hotel Le Grande 1 time amounted to 30 people or 42.9%, visitors who stayed 2-3 times as many as 32 people or 45.7% fault, while visitors who stayed overnight as much as > 3 times totaling 8 people or 11.4%. This shows that the dominant visitor in this study was the most dominant who had stayed 2-3 times at Hotel Le Grande Bali.

Table 4. Validity Test Results

Statement	Pearson Correlation	r table	Description
Green Action (X₁)			
X1.1	0.851	0.2352	Valid
X1.2	0.924	0.2352	Valid
X1.3	0.925	0.2352	Valid
X1.4	0.835	0.2352	Valid
Green Food (X₂)			
X2.1	0.843	0.2352	Valid
X2.2	0.916	0.2352	Valid
X2.3	0.883	0.2352	Valid
X2.4	0.896	0.2352	Valid
Green Donation (X₃)			
X3.1	0.937	0.2352	Valid
X3.2	0.935	0.2352	Valid
Kepuasan Tamu (Y)			
Y1	0.879	0.2352	
Y2	0.893	0.2352	Valid
Y3	0.867	0.2352	Valid
Y4	0.787	0.2352	Valid

(Source: Processed data, 2022)

Based on Table 5, it can be explained that each indicator of each variable has a Pearson correlation value X1.1 of 0.851, X1.2 of 0.924, X1.3 of 0.925, X1.4 of 0.835, X2.1 of 0.843, X2.2 of 0.916, X2.3 of 0.883, X2.4 of 0.896, X3.1 of 0.937, X3.2 of 0.935, Y1 of 0.879, Y1 of 0.893, Y1 of 0.867, Y1 of 0.787. The Pearson correlation value > r table is 0.2352, then the questionnaire statement indicator is feasible to use because it is declared valid and has met the data validation requirements.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Description
Green Action (X1)	0.904	0.60	Reliable
Green Food (X2)	0.907	0.60	Reliable
Green Donation (X3)	0.859	0.60	Reliable
Kepuasan Tamu (Y)	0.880	0.60	Reliable

(Source: Processed data, 2022)

Based on Table 6, it can be seen that the value of Cronbach's alpha for the green action variable is 0.904, the green food variable is 0.907, the green donation variable is 0.859, and the guest satisfaction variable is 0.880. All variables used in this study had Cronbach's alpha values greater than 0.60; it is concluded that all instruments are reliable.

Table 6. Normality Test Result

N	Test Statistic	Asymp. Sig. (2-tailed)
70	0.64	0.200

(Source: Processed data, 2022)

Based on Table 7, the data is normally distributed if it has a significance value of 0.05. The results of the normality test in Table 7, it is known that the number of samples in this study amounted to 70 respondents, the Kolmogorov-Smirnov (K-S) value was 0.064 and a significance level of 0.200 which was greater than 0.05; so it can be concluded that the data in the regression model has been normally distributed and can be continued for further analysis.

Table 7. Linearity Test Result
Significance of Deviation from Linearity
0.558

(Source: Processed data, 2022)

Based on Table 8, if the significance value is > 0.05, then there is a linear relationship between the dependent and independent variables. Table 8, it is known that the deviation from linearity has a significance value of 0.558. The significance value is greater than 0.05. So, in this study, the results showed that there was a linear relationship between the independent variables, namely green action, green food, and green donation with the dependent variable, namely guest satisfaction because the significance value was 0.558 > 0.05.

Table 8. Multicollinearity Test Result

Variable	Tolerance	VIF
X1	0.185	5.408
X2	0.165	6.074
X3	0.255	3.922

(Source: Processed data, 2022)

Based on Table 9, if the variable tolerance value is more than 0.10 or VIF is less than 10, it can be said that the model is free from multicollinearity symptoms. The results of the multicollinearity test in Table 9, the tolerance value for X1 is 0.185, X2 is 0.165, and X3 is 0.255. The VIF value of the X1 variable is 5.408, X2 is 6.074, and X3 is 3.922. This study obtained a tolerance value of all independent variables more than 0.10 and a VIF value of less than 10, so it can be concluded that the regression model made does not have symptoms of multicollinearity.

Table 9. Heteroscedasticity Test Results

Variable	Significance
X1	0.391
X2	0.858
X3	0.180

(Source: Processed data, 2022)

Based on Table 10, the data is free from heteroscedasticity if it has a significance value > 0.05. The results of the heteroscedasticity test in Table 10 show that there is no effect of the variable in dependence on the absolute residual which is indicated by the significance value of each variable being tested more than 0.05, namely X1 of 0.391, X2 of 0.858, and X3 of 0.180. Thus, the model made does not contain symptoms of heteroscedasticity, so it is feasible to use.

Table 10. Multiple Linear Regression Analysis Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.182	0.601		1.966	0.054
	X1	0.201	0.093	0.218	2.156	0.035
	X2	0.380	0.099	0.412	3.841	0.000
	X3	0.642	0.157	0.352	4.083	0.000

(Source: Processed data, 2022)

Based on Table 11, the following regression equation is obtained:

$$Y = 1.182 + 0.201X_1 + 0.380X_2 + 0.642X_3$$

Description:

Y = Guest Satisfaction, X1 = Green Action
X2 = Green Food, X3 = Green Donation

According to the regression equation above, the results can be interpreted, namely:

- Constant, the constant value obtained is 1.182, meaning that if the three independent variables, namely green action, green food, and green donation, are considered constant (value 0), then the dependent variable, namely guest satisfaction, is 1.182.

- b. Green Action, the regression coefficient value for the green action variable is 0.201 with a significance level of 0.035 where the value is smaller than 0.05. This means that, if the green action increases one unit, the guest satisfaction value will increase by 0.201 units, assuming other variables are constant.
- c. Green Food, the regression coefficient value for the green food variable is 0.380 with a significance level of 0.000 where the value is smaller than 0.05. This means that, if green food increases by one unit, the value of guest satisfaction will increase by 0.380 units, assuming other variables are constant.
- d. Green Donation, the regression coefficient value for the green donation variable is 0.642 with a significance level of 0.000 where the value is smaller than 0.05. This means that, if the green donation increases one unit, the guest satisfaction value will increase by 0.642 units, assuming the other variables are constant.

Table 11 show the results of the t test. Based on the t table, the t-table value is 1.99656 (df = n-k-1 = 70-3-1 = 66).

- a. Green Action, the value of t-count > t-table is 2.156 > 1.99656, so Ho is rejected and Ha is accepted. This means that partially the green action variable has a positive effect on guest satisfaction.
- b. Green Food, the value of t-count > t-table is 3.841 > 1.99656, so Ho is rejected and Ha is accepted. This means that partially the green food variable has a positive effect on guest satisfaction.
- c. Green Donation, the value of t-count > t-table is 4.083 > 1.99656, so Ho is rejected and Ha is accepted. This means that partially the green donation variable has a positive effect on guest satisfaction.

Table 11. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	947.924	3	315.975	153.966	0.000 ^b
	Residual	135.447	66	2.052		
	Total	1083.371	69			

(Source: Processed data, 2022)

Based on Table 12, if the significance probability value is 0.05, the independent variables jointly affect the dependent variable. The results of the F test in Table 4.13 above, obtained the Fcount value of 153.966 with a significance of 0.000; where the value is smaller than 0.05 which indicates that green action (X1), green food (X2), and green donation (X3) simultaneously affect guest satisfaction (Y), and the model is feasible to be used for further tests (model fit with data).

Table 12. Coefficient of Determination (R²)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.935 ^a	.875	.869	1.433	

(Source: Processed data, 2022)

Based on Table 13, the adjusted R square (R2) value is 0.869 or 86.9%. This shows that guest satisfaction has been able to be explained by green action, green food, and green donation of 86.9%; while the remaining 13.1% is explained by other factors outside the research model.

Discussion

The effect of green action, green food, and green donation on guest satisfaction

One of the five-star hotels in Bali that has implemented green practice is Hotel Le Grande Bali and is designated as one of the green hotels in Bali. Green practice is an action to protect the environment and the products produced are minimal in environmental damage. Green practice is defined as "environmentally friendly, i.e. doing business in a way that reduces waste, saves energy, and generally improves environmental health. Green practice in this research includes green action, green food, and green donation. The first hypothesis states that there is a positive effect of green action, green food, and green donation on guest satisfaction at Hotel Le Grande Bali. The test results show that the Fcount value is 153.966 with a significance of 0.000 < 0.05. This means that green action, green food, and green donation simultaneously affect guest satisfaction, so H1 is accepted. Hotel Le Grande Bali has implemented green practices (green action, green food, and green donation), for example by saving energy and water use, using environmentally friendly products, and doing recycling and composting. However, the application of green practice by Le Grande Bali has not been maximized. Le Grande Bali is still receiving complaints from guests

regarding the freedom to smoke in several hotel and restaurant areas. In addition, the use of food menu books for restaurants is still being carried out. There are positive results between green practice and guest satisfaction, meaning that if there is an increase in green practice (green action, green food, and green donation) it will have an impact on increasing guest satisfaction because guests are satisfied if Le Grande Bali Hotel can participate in implementing green practice in a hotel environment. Hotel Le Grande Bali as one of the green hotels in Bali must be able to fully implement the concept of an environmentally friendly hotel. As a green hotel, Le Grande Bali is considered to have contributed to environmental conservation and received a plus value in the eyes of visitors compared to hotels that have not implemented the green hotel concept. The application of green practice can be done in various ways. When viewed from a green action, the hotel can make as much efficiency as possible in the use of energy and water, use tree-free and biodegradable products, or recycle unused materials into new items that are suitable for use. When viewed from green food, the hotel can use food products made from organic and derived from local farmers for food preparation. When viewed from green donation, the hotel can increase socialization regarding the importance of preserving the environment to guests and hotel employees considering the lack of socialization held by Le Grande Bali. The application of green hotels is useful as a marketing strategy where the hotel is responsible for balancing the needs of guests staying while still paying attention to environmental sustainability.

The effect of green action on guest satisfaction

Hotels in Bali do not just prioritize the hotel management process, but there is the application of the Tri Hita Karana principle that in running a business one must be able to create harmony between others, the environment, and the Creator. One of the efforts to prevent further environmental damage is to implement green action. Green action is defined as an action taken with the aim of protecting both the environment and the surrounding community. The second hypothesis states that there is a positive effect of green action on guest satisfaction at Hotel Le Grande Bali. The test results show that the green action variable has a t-count $>$ t-table, which is $2.156 > 1.99656$. This means that the green action has a positive effect on guest satisfaction, so H2 is accepted. Hotel Le Grande Bali has implemented green action in its business activities, but the hotel is still experiencing difficulties in implementing the environmentally friendly movement due to low awareness and too worried about the increase in costs incurred. The application that has been carried out by Hotel Le Grande Bali is that it has replaced the use of plastic straws into paper straws where this paper straw can support the application of green action because it reduces the use of plastic. Other applications that have been carried out are the use of recycle paper for administrative purposes in the back office area, using energy-saving lamps, utilizing the results of restaurant waste as compost to maintain the garden in the hotel area. In addition, the hotel also provides a TV with an energy-efficient LED model, conveys information to guests to turn off the television or lights when not in use, but the application of green practice at Hotel Le Grande Bali has not been carried out optimally because there were complaints from visitors, namely about Hotel Le Grande. Grande Bali still uses soap and shampoo products in plastic containers. Actions that can be taken as a form of green action by the hotel include the use of a dispenser as a standard facility in the bathroom as a container for storing soap and shampoo in order to reduce plastic waste. Hotel Le Grande Bali also still uses food menu books with paper, this causes disappointment for Le Grande Bali Hotel guests. The hotel can use a menu with a barcode instead of a food menu book, thus minimizing the use of paper. Hotel Le Grande Bali still allows guests to order food from outside where food containers use plastic which can increase the amount of plastic waste in the hotel. As a form of implementing green action against this phenomenon, the Hotel Le Grande Bali can limit or even prohibit guests from ordering food from outside, especially those using plastic containers, so that it remains environmentally friendly. In the application of Green action, it should be carried out optimally in order to get maximum results, but in fact at Hotel Le Grande Bali, the application of Green action has not been carried out optimally. The application of Green Action is said to have not been maximized, seen from the presence of several guest complaints, besides that there are other factors that cause the implementation of Green Action to be less than optimal, namely the constraints on costs. Judging from the current situation, which is experiencing a difficult situation due to the Covid virus that is spreading throughout the world. The Covid virus has had many negative impacts on all of us, including the tourism industry. The impact caused by the Covid Virus has made many tourism industries closed and deserted. This causes the hotel's finances to become unstable, while the implementation of Green practice requires sufficient cost so that its implementation can be carried out optimally. Currently Hotel Le Grande Bali has maximized the implementation of Green Action so that guests feel comfortable and happy when visiting, so that with the implementation of a more optimal green action, it is expected to increase guest satisfaction at Hotel Le Grande Bali. Based on the results of research that has been done, the green action variable has a positive effect on guest satisfaction. The various activities described above are the hotel's efforts to implement green actions to increase guest satisfaction at Le Grande Bali. Guests who stay will be satisfied if the hotel is able to implement green action because Hotel Le Grande Bali is considered to have contributed to preserving the environment. Green action is one of the factors supporting the success of hotel operations because it can improve resource efficiency and become an attraction between hotel business competitors.

The effect of green food on guest satisfaction

The development of hotels in Bali is increasing day by day. This increase has an impact on meeting the increasing needs of tourists. One of the impacts of this increase is environmental pollution around the accommodation business caused by residual production. This is slowly making hoteliers realize that maintaining a balance in the environment is important. With the role of a green hotel, the management is able to make operational cost savings and create a good management reputation. One of the applications of green practice in hotels is green food. Green food is the act of using food ingredients that support the environment for the long term. The third hypothesis states that there is a positive effect of green food on guest satisfaction at Hotel Le Grande Bali. The test results show that the green food variable has a t-count $>$ t-table, which is $3.841 > 1.99656$. This means that green food has a positive effect on guest satisfaction, so H3 is accepted. Hotel Le Grande Bali has implemented green food in its business activities, Green food is defined as the use of organic or local ingredients. When it comes to green food, Hotel Le Grande Bali already uses ingredients that come from local farmers. In addition to being able to apply the principle of green food to restaurants, this is also a form of concern for the restaurant for the economy of the surrounding community. As for other implementations that have been carried out by the Little Nan Yang restaurant at the Le Grande Bali Hotel, namely the restaurant always serves fresh food, the food in question is food that is not processed repeatedly but its implementation has not been maximized. The selection of food suppliers is not firm, where not all food suppliers actually use organic ingredients, the action that should be taken is that the hotel uses products made from organic and locally based ingredients or comes from suppliers who have green certificates such as ISO certificates or suppliers who support environmental friendliness. The hotel sometimes still uses imported food ingredients in serving food at hotel restaurants because not all food ingredients can be found at local suppliers. In addition, buying and using organic ingredients for food preparation, making menu changes using local or seasonal ingredients, as well as providing information on menus that have special characteristics such as low fat. With the application of green food, guests will feel happy because they are served food made from healthy ingredients, so guest satisfaction can increase. Based on the results of research that has been done, the green food variable has a positive effect on guest satisfaction. With the implementation of green food in hotels, the satisfaction of guests staying at Hotel Le Grande Bali will increase. The hotel's contribution that is consistent with the application of green food is needed, not only in theory but in practice, it must be improved. Branding with green hotel practices is able to attract public attention, thereby increasing the credibility of the hotel and increasing the satisfaction of guests staying at Hotel Le Grande Bali. With a good reputation, guests will not have a problem with price, as long as guests are satisfied and comfortable with the quality provided by the hotel, guests will gladly stay again and recommend Hotel Le Grande Bali to other parties.

The effect of green donation on guest satisfaction

The hotel industry, especially in the Bali area, has an important role in investment in national tourism development. Thus, the green hotel concept can be a long-term investment value that is able to create tourist loyalty, create a management reputation, establish relationships with local communities, and save operational costs. Green donation is the participation of the hotel in donating funds in community projects to protect the environment. The fourth hypothesis states that there is a positive effect of green donation on guest satisfaction at Hotel Le Grande Bali. The test results show that the green donation variable has a t-count $>$ t-table, which is $4.083 > 1.99656$. This means that green donation has a positive effect on guest satisfaction, so H4 is accepted. Hotel Le Grande Bali has implemented green donation in its business activities, Hotel Le Grande Bali has held socialization related to the environment. Activities carried out by the Le Grande Bali Hotel provide assistance in the form of funds that are used to support positive activities carried out by the environmentalist community. The hotel also provides a place for environmentalist communities to hold education in the form of socializing the impact of environmental damage. Hotel Le Grande Bali has partnered with the government in an effort to support the empowerment of local communities and the process of nature conservation. However, the implementation has not been carried out optimally, Hotel Le Grande Bali does not hold socialization related to the environment to staff, business partners, suppliers, and guests regarding green hotel practices. In addition, the management must also routinely package information about environmentally friendly activities into various media that can be seen by all hotel staff, business partners, suppliers, and guests. Hotel Le Grande Bali can also provide education to the surrounding community regarding the dangers of environmental damage. This can also be done by facilitating educational activities in the form of socialization. Based on the results of research that has been done, the green donation variable has a positive effect on guest satisfaction. Therefore, it is necessary to increase the green donation by Hotel Le Grande Bali so that the satisfaction of guests staying at the hotel also increases. Support from various components such as the Tourism Office, the Environment Agency, academia, associations of tourism players, hotel industry entrepreneurs, and alli-

ances of environmentalists also play an important role. With the synergy between these components, the implementation of green donation will be even better. This causes guests who stay at the hotel will feel satisfied because the hotel is considered able to maintain the surrounding environment.

The most dominant variable

Based on the results of multiple linear regression analysis, the most dominant variable that affects guest satisfaction can be seen from the regression coefficient value of each variable, where the regression coefficient for green action (X1) is 0.201, green food (X2) is 0.380, and green donation (X3). of 0.642. So, based on the three independent variables used, the third variable, namely green donation, has the most dominant effect on guest satisfaction. The green donation variable has the most dominant influence on the satisfaction of guests staying at Hotel Le Grande Bali because guests think that the nature lover community can be supported in one way, namely by making donations. Guests staying at Hotel Le Grande Bali will feel that the hotel cares about the environment, thereby increasing guest satisfaction. The application of green donation in the form of providing funds is very meaningful for the nature lover community because if there is a shortage of funds, the activities they will carry out cannot run optimally. Meanwhile, the variable that needs to be improved in this study is green action because it has the lowest regression coefficient value among the three independent variables used. Guests consider that the green action at Hotel Le Grande Bali is still not optimal, so it needs to be improved again. The application of green action can be started from small things, for example the simplest thing is to always remind guests who come to turn off the TV or lights when not in use.

Conclusion

Based on the results of the research that has been done, it can be concluded that:

- a. Simultaneously, the three independent variables, namely green action, green food, and green donation, have a positive influence on guest satisfaction at Hotel Le Grande Bali as evidenced by the significance value of F of $0.000 < 0.05$.
- b. Partially, the green action variable, green food, and green donation have a positive influence on guest satisfaction at Hotel Le Grande Bali with the results of t-count $>$ t-table, namely the green action variable is $2.156 > 1.99656$, the green food variable is $3.841 > 1.99656$, and the green donation variable was $4.083 > 1.99656$.
- c. The most dominant variable that affects guest satisfaction can be seen from the regression coefficient value of each variable, where the regression coefficient for green action (X1) is 0.201, green food (X2) is 0.380, and green donation (X3). of 0.642. So, based on the three independent variables used, the third variable, namely green donation, has the most dominant effect on guest satisfaction.

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