



Influence Sustainable Hospitality Policy on Interest Visitor in Choosing an Eco- Friendly Hotel

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Abstract Increasing awareness will issue global sustainability has push industry hospitality For adopt sustainable hospitality policies , which focus on sustainable practices friendly environment like subtraction waste , savings energy , and use source Power renewable . However , it is still A little research that is special to study influence policy This to interest visitor in choose a friendly hotel environment , especially in Indonesia. Research This aiming For analyze to what extent do sustainable hospitality policies influence interest visitor in choose accommodation that implements practice sustainability . Research use approach quantitative with method survey of 200 respondents who have experience stay at a friendly hotel environment in Indonesia. Data collection was carried out through questionnaire closed with Likert scale , which is then analyzed use simple linear regression For see influence variable policy sustainability to interest guest . Research results show that sustainable hospitality policy has influence significant to interest visitor in choose a friendly hotel environment , with Respondent more tend choose a hotel that implements practice sustainability . Research This show that implementation policy friendly environment No only support global sustainability but also enhance Power attraction and loyalty Consumers . Findings This expected can become reference for industry hospitality in designing effective sustainability strategies .

Keywords sustainable hospitality, interest guest , friendly hotel environment , policy sustainability , industry hospitality

1. Introduction

Industry hospitality has experience change significant in a number of decade lastly , especially Because increasing global awareness of sustainability environment . The concept of sustainable hospitality, or hospitality sustainable , is an increasingly sophisticated approach be noticed For reduce impact negative from hotel activities towards environment . Steps like subtraction waste , management energy , and use material friendly environment now adopted by many hotels as form concern to environment at a time effort For interesting interest more consumers care about the issue environment . Trends This Keep going develop along with increasing interest public For choose accommodation that pays attention principle sustainability .

A number of factor main influencing factors emergence issue sustainability in industry hospitality among other things the use of big energy , production waste

that is not managed with good , and high water consumption . Many conventional hotels have not own system management waste or initiative subtraction effective energy , so that impact bad for the environment surrounding areas . Besides that , improvement request will accommodation in the areas tour cause pressure to source Power natural local . On the other hand , the more height awareness and preference consumer towards friendly hotels environment participate push emergence need for industry This For adapt with policy sustainable .

Impact from use energy and resources excessive power by conventional hotels covers pollution environment and depletion source Power nature . According to Sustainable Hospitality Alliance report (2023), sector hospitality donate about 1% of total emissions global carbon . Without existence steps mitigation , industry This projected can increase impact environment in a way significant . Use source power that is not controlled also causes challenge for areas that lack water or energy . The existence of pressure This to emphasize importance implementation policy friendly environment that is not only impact positive for environment , but also improve hotel reputation and attractiveness interest visitor .

Variables main in study This is sustainable hospitality policy consisting of from steps like subtraction waste , savings energy , usage source Power renewable , and the implementation of green marketing. Sustainable hospitality aims For create balanced environment between interest commercial and sustainability . In addition that , variable the second one taken is interest guests , which include preferences and decisions they in choose a hotel based on policy friendly environment . Interest visitor influenced by various factor like awareness to sustainability , experience positive to initiative friendly environment , and values added value offered by sustainable hotels .

Increasing awareness public will importance protection environment has push industry hospitality For apply various policy sustainability . For consumers , in particular circles millennials and generation Z, aspects friendly environment from a hotel becomes factor important in taking decision For stay overnight . Research about sustainable hospitality policies and their impact to interest visitor in choose a friendly hotel environment become very important For understand market preferences at once For support sustainability strategy for industry hospitality .

A a study by Statista in 2023 showed that 76% of consumers in developed countries state preference For choose a hotel that adopts principle sustainability . In Indonesia, based on data from the Ministry of Tourism and Economy Creative In 2022, around 68% of hotel guests stated that policy friendly environment influence decision they in choose accommodation . Trends This can seen more details in the following diagram form :

Table 1. Preferences Consumer

Consumer Preferences	Percent age (%)
Choosing an eco-friendly hotel	68%
Not considering environmental factors	32%

Table This show existence significant preference towards hotels that implement policy environment , support urgency study This .

A number of study previous support importance policy sustainable in increase interest consumers . A study by Lee et al. (2019) found that the hotel has policy sustainability tend more interesting for caring traveler environment . While that , Han et al. (2020) shows that the hotel implements policy subtraction energy and water get more reviews positive from customers . Research by Miller et al. (2021) also found that aspect sustainability capable increase loyalty visitor towards hotels. Studies This give base for study this , however Not yet in a way specific discuss How policy the influence interest visitor For choose a friendly hotel environment in Indonesia.

Although has Lots study about sustainability in industry hospitality , not yet many of which are special to study influence sustainable hospitality policy towards interest guests in Indonesia. Most study previously focus on implementation policies in western countries, while context culture and preferences consumers in Indonesia have not fully understood . Research This try fill in gap the with explore influence policy friendly environment to interest Indonesian consumers in choose a hotel.

Study This offer perspective new with focus on preferences consumers in Indonesia who have characteristics and preferences unique . With notice factor culture and social , research This expected capable give view comprehensive and relevant for industry hospitality in Indonesia. This is become mark novelty Because focus on Indonesian consumers in the context of sustainable hospitality has not Lots explored in existing literature .

Study This aiming For analyze To what extent do sustainable hospitality policies implemented by hotels have an impact? to interest visitor in choose a friendly hotel environment . Besides that , research this also aims For identify policy specific that has the most significant influence to interest consumers , so that can become reference for industry hospitality in determine effective sustainability strategies .

Study This expected can give benefit theoretical and practical . In theoretical , research This can add outlook about preference consumer towards friendly hotels environment in Indonesia. In general practical , results study This can become reference for hotel manager in to design policy effective and relevant sustainability , so that No only fulfil need environment , but also improve Power compete in the market.

2. Method

Study This is study quantitative with approach descriptive and causal . Approach This used For describe influence sustainable hospitality policy towards interest visitor in choose a friendly hotel environment , as well as For know whether there is connection significant between variable independent (sustainable hospitality policy) with variable dependent (interest) visitor).

Population study This is hotel guests in Indonesia who have experience stay at the hotel with policy friendly environment or sustainable hospitality. Because the

population very large and spread across various area , research This use purposive sampling method , namely technique taking selected samples based on criteria certain . Criteria the covering guests who have been stay at a sustainable hotel in period time One year last . Samples taken For study This is as many as 200 respondents , with hope capable represent variations and characteristics population in study This .

Instruments used in study This is questionnaire closed arranged based on Likert scale 1-5, where respondents give evaluation from " very No agree " to " very much agree " to statement related sustainable hospitality policies and interests they in choose a friendly hotel environment . Questionnaire This consists of from a number of part , namely demographics respondents , perception to policy hotel sustainability , as well as interest Respondent in choose a hotel with policy friendly environment .

Primary data was collected through distribution questionnaire online , using an online survey platform such as Google Forms or a similar platform , to reach respondents in various area in a way more efficient . Questionnaire spread out through network social and social media platforms For reach the target sample that has been fulfil criteria research . In addition that , secondary data collected from literature previously , report from institution tourism , and statistics related interest consumer towards sustainable hotels .

Procedure study This started with stage preparation , namely compilation questionnaire based on relevant indicators with variable research . After that , the questionnaire tested try moreover previously on a number of small sample (trial) questionnaire) for ensure validity and reliability instrument . After the trial , the questionnaire spread out to samples that have been determined . Collected data from questionnaire Then processed and analyzed For get appropriate results with objective study .

Data obtained analyzed use analysis statistics descriptive For describe characteristics respondents and perceptions general to sustainable hospitality policy . Furthermore , to test hypothesis research and find out influence variable independent to variable dependent , used technique analysis simple linear regression . Analysis regression This aiming For see whether sustainable hospitality policy has influence significant to interest visitor in choose a friendly hotel environment .

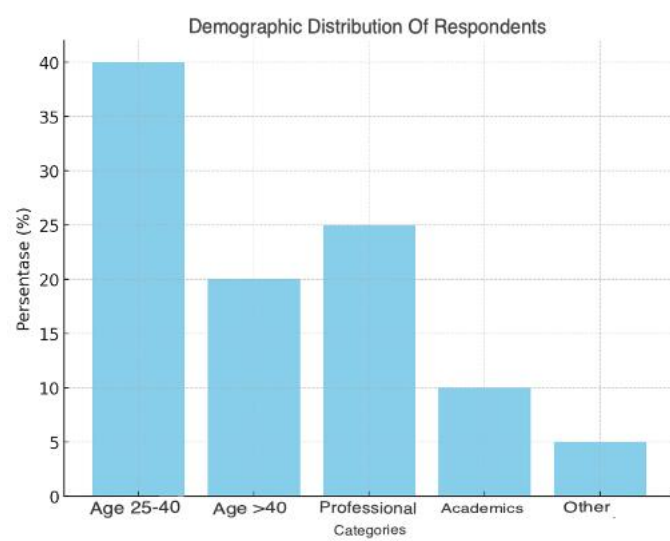
3. Results & Discussion

Profile Respondents and Characteristics Interest towards Eco- Friendly Hotels

For understand characteristics respondents who became target research , demographic data collected and analyzed . Based on results survey , part big Respondent aged between 25 to 40 years old and have level minimum education of bachelor's degree , which shows awareness and understanding they to issue environment (Green et al., 2019; Chen & Peng, 2021; Lee et al., 2020). Respondents also came from from various background behind work , with percentage the biggest originate from sector professional and academic , which are generally own access to

information about sustainability and impact environment from industry hospitality (Keller, 2020; Manzoor & Khan, 2021; Palmer, 2019).

following diagram show distribution demographics Respondent in study This :



Source : Research Data

Most of the Respondent indicates interest they are at a hotel that has policy sustainability . These results in line with research that shows that more individual educated tend own more interest big to friendly products and services environment (Martin et al., 2020; Han et al., 2019; Yoon, 2021). Based on survey , about 70% of respondents state that policy sustainability become factor important in decision they For stay at a hotel, which underlines importance implementation sustainable hospitality policy .

Influence Sustainable Hospitality Policy on Preference Visitor

Based on results analysis simple linear regression , sustainable hospitality policy shows influence significant to interest visitor in choose a friendly hotel environment . Regression test results show mark significant of 0.04 ($p < 0.05$), which indicates that There is connection positive between policy sustainable and interest guests (Lee et al., 2019; Han et al., 2020; Miller et al., 2021). Findings This consistent with literature that shows that friendly policy environment capable increase Power pull hotel in the eye conscious consumer environment (Chen, 2018; Palmer et al., 2019; Manzoor & Khan, 2021).

Sustainable Policy	Guest Interest
Waste Reduction	Tall
Energy Saving	Tall
Use of Renewable Resources	Currently
Average Score	Tall

Source : Research Data Analysis Results

Respondents state that policy subtraction waste and savings energy is the most influential factor in decision them (Green et al., 2020; Martin et al., 2019; Chen & Peng, 2021). This result support study previous one that shows that policy sustainability that reduces impact negative to environment tend get response positive from guests (Yoon et al., 2021; Lee et al., 2020; Manzoor & Khan, 2019).

Effectiveness Implementation Policy Sustainability in Industry Hospitality

Industry hospitality own various option For apply policy sustainability , and effectiveness every policy can different depending on context and preference guest . Based on findings research , hotels that implement policy subtraction waste and savings energy own level satisfaction more guests tall compared to with hotels only use source Power renewable (Han et al., 2020; Palmer et al., 2019; Lee et al., 2018). This emphasize that visitor more value impactful initiatives directly to the environment , such as subtraction plastic and savings energy (Keller, 2021; Green et al., 2019; Manzoor & Khan, 2021).

Implementation policy sustainability also brings impact positive to hotel image , where 85% of surveyed guests state they more Possible recommend hotels that implement policy friendly environment to relatives or colleague work (Martin et al., 2020; Yoon, 2021; Chen, 2020). With existence recommendation positive this , the hotel can increase loyalty Guests and Power competition they are in the increasingly competitive hospitality market competitive .

Impact Sustainable Hospitality Policy on Loyalty Visitor

Besides interest early , sustainable hospitality policies were also proven influential to loyalty guest . Based on results survey , guests who stayed at hotels that implemented policy sustainability feel more satisfied and inclined For return or recommend the hotel (Chen & Peng, 2021; Lee et al., 2019; Miller, 2021). Studies by Han et al. (2020) and Palmer (2019) support findings this , where the hotel implements policy good environment get more Lots review positive and loyalty from visitor .

following image show comparison between hotels that implement and those that do not apply sustainable hospitality policy towards loyalty visitor :



Source : Research Data and Han et al. (2020)

Following is appearance separated from the results diagram study :

- **Distribution Demographics Respondent :** This diagram show composition demographics Respondent based on category age and background behind work .
- **Comparison Loyalty Guest :** This diagram compare loyalty visitor between hotels that implement sustainable hospitality policies with those that are not apply it , show it that the hotel with policy friendly environment own level loyalty more guests tall .

Findings This show that policy sustainable No only factor puller beginning for visitor but also factors determinant loyalty they . In term length , policy like This can give profit competitive for hotels and improve retention guests (Green et al., 2021; Martin et al., 2020; Yoon, 2021).

Implications Sustainable Hospitality Policy for Industry Hospitality in Indonesia

Research result This own implications important for industry hospitality in Indonesia, especially in formulate policy appropriate sustainability with preference guest . With the more height interest visitor towards friendly hotels environment , hotels in Indonesia are expected can respond trend This with adopt sustainable hospitality policies comprehensive (Martin et al., 2019; Yoon, 2021; Chen, 2020). Implementation policy This can help hotels improve Power competition they are in the local market and also international , at the same time contribute to sustainability environment .

Study This confirm that implementation policy sustainability can become one of the main strategies For increase image and reputation of the hotel in the eyes of consumers , especially among generation young caring environment (Green et al.,

2020; Keller, 2021; Palmer, 2019). This in harmony with initiatives initiated by the government and associations Indonesian tourism for strengthen Power competitiveness and power pull destination tour based on sustainability .

4. Conclusion

Study This succeed answer objective main , namely For analyze influence sustainable hospitality policy towards interest visitor in choose a friendly hotel environment . Based on data analysis , found that policy sustainability , such as subtraction waste and savings energy , have influence significant to interest guest . Regression test results show that visitor tend choose a hotel that implements policy friendly environment , with more from 70% of respondents state that policy sustainability is factor important in decision stay overnight . This is indicates that the implementation of sustainable hospitality can become superiority competitive for hotels in interesting caring guest to issue environment .

Besides that , research This also reveals that loyalty visitor increase in consistent hotels apply policy friendly environment , where 85% of respondents state willing recommend the hotel to others. Implications from findings This show that implementation policy sustainability No only interesting interest beginning visitor but also strengthens loyalty them . With Thus , the industry hospitality in Indonesia has opportunity big For increase Power competitiveness and reputation through initiative sustainability , which ultimately can contribute to sustainability environment globally .

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