

IMPLEMENTASI KONSEP *GREEN HOTEL* TERHADAP *MEMORABLE
EXPERIENCE* DAN KEPUASAN TAMU DI KOTA BANDUNG



SKRIPSI

Diajukan untuk memenuhi sebagian syarat untuk untuk memperoleh gelar Sarjana
Pariwisata

Oleh:

Mochamad Kevin Anbiya Dwi Putra

2107518

PROGRAM STUDI MANAJEMEN RESORT & LEISURE
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA

2025

**IMPLEMENTASI KONSEP *GREEN HOTEL* TERHADAP *MEMORABLE
EXPERIENCE* DAN KEPUASAN TAMU DI KOTA BANDUNG**

Oleh:

Mochamad Kevin Anbiya Dwi Putra

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pariwisata pada Fakultas Pendidikan Ilmu Pengetahuan Sosial

© Mochamad Kevin Anbiya Dwi Putra 2025

Universitas Pendidikan Indonesia

Agustus 2025

Hak cipta dilindungi undang-undang Skripsi tidak boleh diperbanyak seluruhnya
atau sebagian, dengan dicetak ulang, difotokopi, atau cara lainnya tanpa izin
penulis.

LEMBAR PENGESAHAN

Mochamad Kevin Anbiya Dwi Putra

2107518

IMPLEMENTASI KONSEP *GREEN HOTEL* TERHADAP *MEMORABLE EXPERIENCE* DAN KEPUASAN TAMU DI KOTA BANDUNG

Disetujui dan disahkan oleh pembimbing:

Pembimbing I



Rosita, S.S., MA

NIP. 19781019200604 2 001

Pembimbing II



Sri Marhanah, S.S., M.M

NIP. 19811014200604 2 001

Mengetahui,

Ketua Program Studi Manajemen Resort & Leisure

Dr. Erry Sukriah, S.E., M.SE.

NIP. 19791215 200812 2 002

PERNYATAAN BEBAS PLAGIARISME

Saya yang bertanda tangan di bawah ini:

Nama : Mochamad Kevin Anbiya Dwi Putra
NIM : 2107518
Program Studi : Manajemen Resort dan Leisure
Judul Karya : Implementasi Konsep *Green Hotel* Terhadap *Memorable Experience* dan Kepuasan Tamu di Kota Bandung.

Dengan ini menyatakan bahwa karya tulis ini merupakan hasil kerja saya sendiri. Saya menjamin bahwa seluruh isi karya ini, baik sebagian maupun keseluruhan, bukan merupakan plagiarisme dari karya orang lain, kecuali pada bagian yang telah dinyatakan dan disebutkan sumbernya dengan jelas.

Jika di kemudian hari ditemukan pelanggaran terhadap etika akademik atau unsur plagiarisme, saya bersedia menerima sanksi sesuai peraturan yang berlaku di Universitas Pendidikan Indonesia.

Bandung, 11 Agustus 2025



Mochamad Kevin Anbiya Dwi Putra

KATA PENGANTAR

Puji syukur penulis panjatkan kehadirat Allah SWT atas segala rahmat, hidayah dan karunia-Nya, sehingga penulis dapat menyelesaikan skripsi yang berjudul “Implementasi Konsep *Green Hotel* terhadap *Memorable Experience* dan Kepuasan Tamu di Kota Bandung” sebagai salah satu syarat untuk memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Resort & Leisure, Fakultas Pendidikan Ilmu Pengerahuan Sosial, Universitas Pendidikan Indonesia.

Penyusunan skripsi ini tidak lepas dari dukungan, bimbingan, dan bantuan dari berbagai pihak. Oleh karena itu dengan segala kerendahan hati, penulis ingin mengucapkan terima kasih yang sebesar-besarnya kepada:

1. Allah SWT yang telah memberikan begitu banyak ridho serta karunia-Nya kepada penulis sehingga penulis mendapatkan kelancaran dalam melaksanakan proses skripsi ini dengan baik.
2. Kedua tentu orang tua tercinta, Bapak Koswara dan Ibu Wiwi Andayani, atas doa, kasih sayang, serta dukungan moral dan material yang tiada henti selama penulis berjuang menyelesaikan skripsi ini.
3. Kepada Nyangnyang tercinta Ibu Ami, Kakak Revan dan Adik bungsu Citra, atas doa, kasih sayang, serta dukungan maupun segala bantuan untuk penulis segera menyelesaikan skripsinya.
4. Ibu Rosita, SS., MA., selaku Dosen Pembimbing I dan Ibu Sri Marhanah, S.S., M.M., selaku Dosen Pembimbing II. Terima kasih atas segala bentuk arahan, motivasi, serta ilmu yang telah diberikan selama proses penyusunan skripsi ini.
5. Ibu Dr. Erry Sukriah, S.E., M.SE., selaku Ketua Prodi Manajemen Resort dan Leisure, atas segala bentuk, dukungan, bimbingan, dan motivasi yang telah beliau berikan kepada penulis
6. Seluruh dosen dan staf Program Studi Manajemen Resort & Leisure, Fakultas Pendidikan Ilmu Pengetahuan Sosial, Universitas Pendidikan

Indonesia, atas ilmu dan pengalaman yang telah diberikan selama masa studi.

7. Nayandra Putri Mahesa selaku sahabat penulis. Terima kasih atas segala dukungan, bantuan, dan dorongan untuk penulis segera menyelesaikan skripsinya.
8. Kepada sahabat semarang muscle, dan gasmabar selaku sahabat yang setia menemani penulis di setiap fase naik dan turunnya kehidupan. Terima kasih telah menjadi tempat bersandar bagi penulis untuk meluapkan berbagai emosi yang dirasakan, semoga pertemanan kita selalu abadi.
9. Teman seperjuangan: Adnan, Risyad, Raihan, Azhar, Fawwaz, Intan, Fauzia selaku teman seperjuangan dalam menyelesaikan skripsi. Terima kasih telah menjadi bagian dari cerita masa kuliah penulis.
10. Seluruh responden dan pihak yang telah membantu pengumpulan data yang tidak dapat peneliti sebutkan namanya satu persatu, sehingga penelitian ini dapat berjalan dengan lancar
11. Kepada Mochamad Kevin Anbiya Dwi Putra, kepada diri saya sendiri. Apresiasi sebesar-besarnya terima kasih telah berjuang sejauh ini. Terima kasih telah memilih untuk terus mencoba meski kadang ingin menyerah namun tetap bertahan pada pilihan yang telah di pilih. Terima kasih telah berusaha menjadi diri sendiri dan berusaha menjadi versi terbaik.

Penulis menyadari bahwa skripsi ini masih jauh dari sempurna. Oleh karena itu, penulis sangat mengharapkan kritik dan saran yang membangun demi perbaikan di masa mendatang. Semoga skripsi ini dapat memberikan manfaat, baik secara teoritis maupun praktis, bagi sektor perhotelan, khususnya dalam penerapan konsep *green hotel*.

Bandung, 11 Agustus 2025

Mochamad Kevin Anbiya Dwi Putra

IMPLEMENTASI KONSEP *GREEN HOTEL* TERHADAP *MEMORABLE EXPERIENCE* DAN KEPUASAN TAMU DI KOTA BANDUNG

Oleh

Mochamad Kevin Anbiya Dwi Putra

ABSTRAK

Pola perilaku wisatawan dan industri perhotelan mulai berubah seiring meningkatnya kesadaran akan isu lingkungan. Kota Bandung sebagai salah satu destinasi wisata utama di Indonesia menunjukkan pertumbuhan hotel yang menerapkan praktik ramah lingkungan atau *green hotel*. Penelitian ini bertujuan untuk menganalisis pengaruh implementasi konsep *green hotel* terhadap *memorable experience* dan kepuasan tamu, serta menguji peran *memorable experience* sebagai variabel mediasi antara *green hotel* dan kepuasan tamu. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif-verifikatif dan analisis jalur (*path analysis*). Pengumpulan data dilakukan melalui kuesioner terhadap 196 responden yang pernah menginap di hotel berbasis *green hotel* di Kota Bandung, dengan teknik *purposive sampling*. Instrumen diuji validitas dan reliabilitasnya. Analisis data dilakukan menggunakan *path analysis* dengan bantuan SPSS. Uji statistik yang dilakukan meliputi uji normalitas, multikolinearitas, uji signifikansi jalur langsung, dan uji Sobel untuk jalur tidak langsung (mediasi). Hasil penelitian menunjukkan bahwa implementasi *green hotel* berpengaruh langsung secara signifikan terhadap *memorable experience*, namun tidak berpengaruh langsung terhadap kepuasan tamu. Sebaliknya, *memorable experience* memiliki pengaruh langsung yang signifikan terhadap kepuasan tamu dan mampu memediasi secara signifikan hubungan antara implementasi *green hotel* dengan kepuasan tamu. Implikasi dari temuan ini menunjukkan bahwa strategi keberlanjutan melalui *green hotel* bukan hanya berdampak pada lingkungan, tetapi juga dapat meningkatkan kualitas pengalaman dan kepuasan tamu. Oleh karena itu, pengelola hotel perlu terus memperkuat praktik ramah lingkungan dalam operasional untuk meningkatkan daya saing.

Kata Kunci: *Green Hotel*, *Memorable Experience*, Kepuasan Tamu, *Path Analysis*, Pariwisata Berkelanjutan

THE IMPLEMENTATION OF GREEN HOTEL CONCEPT ON MEMORABLE EXPERIENCE AND GUEST SATISFACTION IN BANDUNG CITY

By

Mochamad Kevin Anbiya Dwi Putra

ABSTRACT

Tourist behavior patterns and the hospitality industry have begun to shift in response to growing environmental awareness. Bandung City, as one of Indonesia's leading tourist destinations, has seen an increase in hotels adopting environmentally friendly practices, also known as green hotels. This study aims to analyze the effect of green hotel implementation on memorable experience and guest satisfaction, as well as to examine the mediating role of memorable experience between green hotel practices and guest satisfaction. This research employs a quantitative approach using a descriptive-verify method and path analysis. Data were collected through questionnaires distributed to 196 respondents who had stayed at green hotels in Bandung, using purposive sampling. The instrument was tested for validity and reliability. Data were analyzed using path analysis with the assistance of SPSS. Statistical tests included normality test, multicollinearity test, direct path significance test, and Sobel test for indirect (mediating) effects. The results show that green hotel implementation has a direct and significant effect on memorable experience but does not directly affect guest satisfaction. Conversely, memorable experience has a significant direct effect on guest satisfaction and significantly mediates the relationship between green hotel implementation and guest satisfaction. These findings imply that sustainability strategies through green hotels not only benefit the environment but also enhance guest experience and satisfaction. Therefore, hotel managers should continuously strengthen environmentally friendly practices in their operations to increase competitiveness.

Keywords: *Green Hotel, Memorable Experience, Guest Satisfaction, Path Analysis, Sustainable Tourism*

DAFTAR ISI

LEMBAR PENGESAHAN	i
PERNYATAAN BEBAS PLAGIARISME	ii
KATA PENGANTAR.....	iii
ABSTRAK	vi
ABSTRACT	vii
DAFTAR ISI.....	viii
DAFTAR GAMBAR.....	xii
DAFTAR TABEL	xiii
DAFTAR LAMPIRAN	xiv
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	9
1.3 Tujuan Penelitian.....	9
1.4 Kegunaan Penelitian.....	10
1.5 Sistematika Penulisan.....	10
BAB II TINJAUAN PUSTAKA.....	12
2.1 Konsep Pemasaran Pariwisata.....	12
2.1.1 Definisi Kepuasan Tamu (<i>Customer Satisfaction</i>).....	14
2.1.2 Faktor-Faktor Yang Mempengaruhi Kepuasan Tamu Hotel	15
2.2 <i>Experience Economy</i>	16
2.2.1 Definisi <i>Memorable Experience</i>	17
2.2.2 Dimensi Pembentuk <i>Memorable Experience</i>	18
2.3 Industri Hospitality	19
2.3.1 Definisi Hotel	20
2.3.2 Definisi <i>Green Hotel</i>	21
2.3.3 Implementasi <i>Green Practices</i> Dalam Industri Perhotelan.....	22
2.3.4 Dimensi Pembentukan <i>Green Hotel</i>	23
2.4 Penelitian Terdahulu.....	25

2.5	Kerangka Pemikiran	33
2.6	Hipotesis Penelitian	35
BAB III METODE PENELITIAN		36
3.1	Desain Penelitian	36
3.2	Lokasi Penelitian	37
3.3	Populasi dan Sampel	37
3.3.1	Populasi	38
3.3.2	Sampel.....	38
3.4	Teknik Pengumpulan Data	39
3.4.1	Data Primer	39
3.4.2	Data Sekunder	39
3.5	Variabel Penelitian	39
3.5.1	Identifikasi Variabel.....	39
3.5.2	Operasional Variabel.....	40
3.6	Uji Instrumen.....	49
3.6.1	Uji Validitas	50
3.6.2	Uji Realibilitas	62
3.7	Teknik Analisis Data	63
3.7.1	Analisis Statistik Deskriptif	63
3.7.2	Analisis Verifikatif.....	65
3.7.3	Uji Asumsi Klasik.....	65
3.7.4	Uji Normalitas.....	65
3.7.5	Uji Multikolineritas.....	66
3.7.6	Uji Heterokedastisitas	66
3.7.7	Analisis Path	66
3.7.8	Pengujian Hipotesis.....	67
3.7.9	Uji Parsial (Uji T).....	68
3.7.10	Uji Simultan (Uji F)	68
3.7.11	Sobel Test.....	69
BAB IV Hasil dan Pembahasan		70
4.1	Profil Perusahaan	70
4.1.1	Hilton Bandung	70

4.1.2 Novotel Bandung	71
4.1.3 De Braga by Artotel	72
4.1.4 Padma Hotel Bandung.....	73
4.1.5 Grand Tjokro Bandung	74
4.1.6 GAIA Hotel Bandung	75
4.1.7 Ibis Styles Bandung Grand Central.....	76
4.1.8 Grand Mercure Bandung Setiabudi.....	77
4.2 Gambaran Umum Responden.....	77
4.2.1 Karakteristik Responden Berdasarkan Jenis Kelamin	78
4.2.2 Karakteristik Responden Berdasarkan Usia.....	79
4.2.3 Karakteristik Responden Berdasarkan Pendidikan Terakhir	80
4.2.4 Karakteristik Responden Berdasarkan Pekerjaan	81
4.2.5 Karakteristik Responden Berdasarkan Domisili	82
4.2.6 Karakteristik Responden Berdasarkan Penghasilan.....	83
4.2.7 Karakteristik Responden Berdasarkan <i>Green Hotel</i> Yang Pernah di Kunjungi.....	85
4.2.8 Karakteristik Responden Berdasarkan Frekuensi Kunjungan ke <i>Green Hotel</i>	86
4.2.9 Karakteristik Responden Berdasarkan Tujuan Berkunjung.....	87
4.3 Hasil Analisis Deskriptif Variabel.....	88
4.3.1 Tanggapan Responden Terhadap Implementasi Konsep <i>Green Hotel</i> di Kota Bandung	88
4.3.2 Tanggapan Responden Terhadap <i>Memorable Experience</i>	93
4.3.3 Tanggapan Responden Terhadap Kepuasan Tamu	99
4.4 Hasil Uji Asumsi Klasik.....	103
4.4.1 Uji Normalitas Residual.....	103
4.4.2 Uji Multikolinearitas	104
4.4.3 Uji Heteroskedastisitas.....	105
4.5 Analisis Path.....	107
4.5.1 Jalur X Terhadap Y1 (<i>Green Hotel</i> Terhadap <i>Memorable Experience</i>)	107
4.5.2 Jalur X dan Y1 terhadap Y2 (<i>green hotel</i> dan <i>memorable experience</i> terhadap kepuasan tamu).....	108

4.6	Uji Signifikansi Jalur Regresi (Uji F dan Uji t).....	109
4.6.1	Uji F (simultan).....	109
4.6.2	Uji t (Parsial).....	110
4.7	Uji Mediasi (Sobel Test)	113
4.8	Pembahasan	115
BAB V Kesimpulan dan Saran		118
5.1	Kesimpulan.....	118
5.2	Saran.....	119
Daftar Pustaka.....		121
Lampiran		131
	Lampiran 1 Kuesioner Penelitian.....	131
	Lampiran 2 Tabulasi Data.....	135
	Lampiran 3 Surat Keputusan Dosen Pembimbing	141
	Lampiran 4 Riwayat Hidup	143

DAFTAR GAMBAR

Gambar 2.1 Kerangka Pemikiran.....	34
Gambar 3.1 Rumus Reliabilitas	62
Gambar 4.1 logo Hotel Hilton.....	71
Gambar 4.2 logo hotel Novotel Bandung	72
Gambar 4.3 logo hotel de Braga by artotel	73
Gambar 4.4 logo hotel Padma Bandung	74
Gambar 4.5 logo hotel Grand Tjokro Bandung	75
Gambar 4.6 logo hotel Gaia Bandung.....	76
Gambar 4.7 logo hotel Ibis Styles	77
Gambar 4.8 logo hotel Grand Mercure Bandung Setiabudi.....	77
Gambar 4.9 Hasil Sobel Test	114

DAFTAR TABEL

Tabel 1.1 Tabel Jumlah Kunjungan Wisatawan Kota Bandung	2
Tabel 1.2 Hotel yang Menerapkan Konsep <i>Green Hotel</i>	3
Tabel 1.3 Tabel Infografis Review Positif & Negatif Penerapan Konsep <i>Green Hotel</i>	6
Tabel 2.1 Penelitian Terdahulu	25
Tabel 3.1 Operasional Variabel	40
Tabel 3.2 Skala Likert	50
Tabel 3.3 Hasil Uji Validitas	52
Tabel 3.4 Hasil Uji Reliabilitas	62
Tabel 3.5 Persentase Skor	64
Tabel 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin	78
Tabel 4.2 Karakteristik Responden Berdasarkan Usia	79
Tabel 4.3 Karakteristik Responden Berdasarkan Pendidikan Terakhir	80
Tabel 4.4 Karakteristik Berdasarkan Pekerjaan	81
Tabel 4.5 Karakteristik Responden Berdasarkan Domisili	83
Tabel 4.6 Karakteristik Responden Berdasarkan Penghasilan	84
Tabel 4.7 Karakteristik Responden Berdasarkan Hotel yang Pernah di Kunjungi	85
Tabel 4.8 Karakteristik Responden Berdasarkan Frekuensi Kunjungan	87
Tabel 4.9 Karakteristik Responden Berdasarkan Tujuan Berkunjung	88
Tabel 4.10 Tanggapan Responden Mengenai Implementasi Konsep <i>Green Hotel</i>	89
Tabel 4.11 Tanggapan Responden Mengenai <i>Memorable Experience</i>	94
Tabel 4.12 Tanggapan Responden Mengenai Kepuasan Tamu	100
Tabel 4.13 Hasil Uji One-Sample Kolmogorov-Smirnov	103
Tabel 4.14 Hasil Uji Multikolineritas Variabel <i>Green Hotel</i> Terhadap Kepuasan Tamu	104
Tabel 4.15 Hasil Uji Multikolineritas Variabel <i>Green Hotel</i> dan <i>Memorable Experience</i> Terhadap Kepuasan Tamu	105
Tabel 4.16 Hasil Uji Heteroskedastisitas	106
Tabel 4.17 Hasil Uji Heteroskedastisitas	106
Tabel 4.18 Hasil Uji Jalur 1	107
Tabel 4.19 Hasil Uji Jalur 2	108
Tabel 4.20 Hasil Uji Model 1	109
Tabel 4.21 Hasil Uji Model 2	110
Tabel 4.22 Hasil Uji Model 1	111
Tabel 4.23 Hasil Uji Model 2	112
Tabel 4.24 Hasil Uji Model 3	113

DAFTAR LAMPIRAN

Lampiran 1 Kuesioner Penelitian.....	131
Lampiran 2 Tabulasi Data.....	135
Lampiran 3 Surat Keputusan Dosen Pembimbing.....	141
Lampiran 4 Riwayat Hidup.....	143

Daftar Pustaka

- A, P., Valarie A, Z., & Leonard L, B. (1988). *Servqual: A Multiple-Item Scale For Measuring Consumer Perceptions Of Service Quality* (Vol. 64). Journal Of Retailing.
- Abdou, A. H., Hassan, T. H., & El Dief, M. M. (2020). A Description Of Green Hotel Practices And Their Role In Achieving Sustainable Development. *Sustainability*, 12(22), 9624. <https://doi.org/10.3390/Su12229624>
- Akinci, S., Atilgan-Inan, E., & Aksoy, S. (2010). Re-Assessment Of E-S-Qual And E-Recs-Qual In A Pure Service Setting. *Journal Of Business Research*, 63(3), 232–240. <https://doi.org/10.1016/J.Jbusres.2009.02.018>
- Ali And Omar—2014—*Determinants Of Customer Experience And Resulting .Pdf*. (N.D.).
- Ali, F., Hussain, K., & Omar, R. (2016). Diagnosing Customers Experience, Emotions And Satisfaction In Malaysian Resort Hotels. *European Journal Of Tourism Research*, 12, 25–40. <https://doi.org/10.54055/Ejtr.V12i.211>
- Ali, F., Ryu, K., & Hussain, K. (2016). Influence Of Experiences On Memories, Satisfaction And Behavioral Intentions: A Study Of Creative Tourism. *Journal Of Travel & Tourism Marketing*, 33(1), 85–100. <https://doi.org/10.1080/10548408.2015.1038418>
- Alifah, W. R., & Suhirman, S. (2023). Staycation: Tren Pariwisata Baru Untuk Memahami Perilaku Wisatawan (Tourist Behavior) Millenial Pasca Covid-19 Di Kota Bandung. *Warta Pariwisata*, 21(2), 60–65. <https://doi.org/10.5614/Wpar.2023.21.2.05>
- Badan Pusat Statistik Kota Bandung. (N.D.). *Jumlah Kunjungan Wisatawan Kota Bandung Tahun 2022-2024*.
- Baloglu, S., Busser, J., & Cain, L. (2019). Impact Of Experience On Emotional Well-Being And Loyalty. *Journal Of Hospitality Marketing & Management*, 28(4), 427–445. <https://doi.org/10.1080/19368623.2019.1527269>
- Baron, R. M., & Kenny, D. A. (1986). The Moderator–Mediator Variable Distinction In Social Psychological Research: Conceptual, Strategic, And Statistical Considerations. *Journal Of Personality And Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Berry, L. L., Seiders, K., & Grewal, D. (2002). Understanding Service Convenience. *Journal Of Marketing*, 66(3), 1–17. <https://doi.org/10.1509/Jmkg.66.3.1.18505>
- Bitner, M. J. (1992). Servicescapes: The Impact Of Physical Surroundings On Customers And Employees. *Journal Of Marketing*, 56(2), 57–71. <https://doi.org/10.1177/002224299205600205>

- Bohdanowicz, P., Zientara, P., & Novotna, E. (2011). International Hotel Chains And Environmental Protection: An Analysis Of Hilton's *We Care!* Programme (Europe, 2006–2008). *Journal Of Sustainable Tourism*, 19(7), 797–816. <https://doi.org/10.1080/09669582.2010.549566>
- Chakraborty, D., & Polisetty, A. (2024). What Drives Tourists Towards Sustainable Behaviour? A Longitudinal Study. *Asia Pacific Journal Of Tourism Research*, 29(3), 352–374. <https://doi.org/10.1080/10941665.2024.2324178>
- Chang, R., Chanda, R. C., Vafaei-Zadeh, A., Hanifah, H., & Gui, A. (2024). Assessing Green Practices On Eco-Friendly Hotel Customer Loyalty: A Partial Least Squares Structural Equation Modeling And Fuzzy-Set Qualitative Comparative Analysis Hybrid Approach. *Sustainability*, 16(9), 3834. <https://doi.org/10.3390/Su16093834>
- Chen, A., & Peng, N. (2012). Green Hotel Knowledge And Tourists' Staying Behavior. *Annals Of Tourism Research*, 39(4), 2211–2216. <https://doi.org/10.1016/j.annals.2012.07.003>
- Chen, C.-F., & Chen, F.-S. (2010). Experience Quality, Perceived Value, Satisfaction And Behavioral Intentions For Heritage Tourists. *Tourism Management*, 31(1), 29–35. <https://doi.org/10.1016/j.tourman.2009.02.008>
- Chen, M.-F., & Tung, P.-J. (2014). Developing An Extended Theory Of Planned Behavior Model To Predict Consumers' Intention To Visit Green Hotels. *International Journal Of Hospitality Management*, 36, 221–230. <https://doi.org/10.1016/j.ijhm.2013.09.006>
- Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, And Mixed Methods Approaches* (5th Ed.). Sage Publications.
- Damaianti, I., Farradia, Y., Shafi, S., Arzaman, A. F. M., & Salleh, H. S. (2023). Sustainable Practices In West Java Hotels: Perspectives From The Hotel Association, Hotel Management, And Visitors. *International Journal Of Sustainable Development And Planning*, 18(11), 3575–3584. <https://doi.org/10.18280/ijstdp.181122>
- Djafarova, E., & Bowes, T. (2021). 'Instagram Made Me Buy It': Generation Z Impulse Purchases In Fashion Industry. *Journal Of Retailing And Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>
- El-Adly, M. I., Souiden, N., & Khalid, A. (2024). The Impact Of Emotional Perceived Value On Hotel Guests' Satisfaction, Affective Commitment And Loyalty. *Consumer Behavior In Tourism And Hospitality*, 19(4), 551–567. <https://doi.org/10.1108/Cbth-11-2023-0207>
- Elshaer, I. A., Azazz, A. M. S., Hassan, S. S., & Fayyad, S. (2023). Farm-To-Fork And Sustainable Agriculture Practices: Perceived Economic Benefit As A

- Moderator And Environmental Sustainability As A Mediator. *Sustainability*, 15(14), 11462. <https://doi.org/10.3390/Su151411462>
- Etikan, I. (2016). Comparison Of Convenience Sampling And Purposive Sampling. *American Journal Of Theoretical And Applied Statistics*, 5(1), 1. <https://doi.org/10.11648/J.Ajtas.20160501.11>
- Februadi, A., Wibisono, N., & Purnamasari, D. (2019). Bandung's Image As A Tourist Destination: An Application Of Quantitative And Qualitative Approach. *International Journal Of Applied Business Research*, 1(01). <https://doi.org/10.35313/Ijabr.V1i01.41>
- Filimonau, V., & De Coteau, D. A. (2019). Food Waste Management In Hospitality Operations: A Critical Review. *Tourism Management*, 71, 234–245. <https://doi.org/10.1016/J.Tourman.2018.10.009>
- Gholipour Soleimani, A., & Einolahzadeh, H. (2018). The Influence Of Service Quality On Revisit Intention: The Mediating Role Of Wom And Satisfaction (Case Study: Guilan Travel Agencies). *Cogent Social Sciences*, 4(1), 1560651. <https://doi.org/10.1080/23311886.2018.1560651>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariat Dengan Program Ibm Spss* (9th Ed.). Badan Penerbit Universitas Diponegoro.
- Global Travel & Tourism To Reach New Heights In 2025.Pdf*. (N.D.).
- Graci, S., & Dodds, R. (2008). Why Go Green? The Business Case For Environmental Commitment In The Canadian Hotel Industry. *Anatolia*, 19(2), 251–270. <https://doi.org/10.1080/13032917.2008.9687072>
- Gujarati, D. N., & Porter, D. C. (2009). *Basic Econometrics* (5th Ed.). McGraw-Hill Education.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th Edition). Pearson Prentice Hall.
- Han, H., Hsu, L.-T. J., Lee, J.-S., & Sheu, C. (2011). Are Lodging Customers Ready To Go Green? An Examination Of Attitudes, Demographics, And Eco-Friendly Intentions. *International Journal Of Hospitality Management*, 30(2), 345–355. <https://doi.org/10.1016/J.Ijhm.2010.07.008>
- Han, H., Hsu, L.-T. (Jane), & Lee, J.-S. (2009). Empirical Investigation Of The Roles Of Attitudes Toward Green Behaviors, Overall Image, Gender, And Age In Hotel Customers' Eco-Friendly Decision-Making Process. *International Journal Of Hospitality Management*, 28(4), 519–528. <https://doi.org/10.1016/J.Ijhm.2009.02.004>
- Han, H., Hsu, L.-T. (Jane), & Sheu, C. (2010). Application Of The Theory Of Planned Behavior To Green Hotel Choice: Testing The Effect Of Environmental Friendly Activities. *Tourism Management*, 31(3), 325–334. <https://doi.org/10.1016/J.Tourman.2009.03.013>

- Han, H., Lee, J.-S., Trang, H. L. T., & Kim, W. (2018). Water Conservation And Waste Reduction Management For Increasing Guest Loyalty And Green Hotel Practices. *International Journal Of Hospitality Management*, 75, 58–66. <https://doi.org/10.1016/j.ijhm.2018.03.012>
- Han, H., & Yoon, H. J. (2015). Hotel Customers' Environmentally Responsible Behavioral Intention: Impact Of Key Constructs On Decision In Green Consumerism. *International Journal Of Hospitality Management*, 45, 22–33. <https://doi.org/10.1016/j.ijhm.2014.11.004>
- Hardani, N., Ustiawaty, R., Fardhani, D. N., Arnila, R. R., Mega, S. L., & Andriyani, Y. (2020). *Metode Penelitian Kualitatif Dan Kuantitatif*. Pustaka Ilmu.
- Hasan, A. A.-T., & Rahman, M. T. (2023). Factors Influencing Green Hotel Revisit Intentions After The Covid-19 In Bangladesh. *International Journal Of Tourism Cities*, 9(1), 143–158. <https://doi.org/10.1108/Ijtc-03-2022-0065>
- Hasan, I. (2002). *Pokok-Pokok Materi Statistik 1 (Statistik Deskriptif)*. Bumi Aksara.
- Hayes, A. F. (2013). *Introduction To Mediation, Moderation, And Conditional Process Analysis: A Regression-Based Approach*. The Guilford Press.
- Hemmington, N. (2007). From Service To Experience: Understanding And Defining The Hospitality Business. *The Service Industries Journal*, 27(6), 747–755. <https://doi.org/10.1080/02642060701453221>
- Hosseini, S., Cortes Macias, R., & Almeida Garcia, F. (2023). Memorable Tourism Experience Research: A Systematic Review Of The Literature. *Tourism Recreation Research*, 48(3), 465–479. <https://doi.org/10.1080/02508281.2021.1922206>
- Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The Role Of Brand Experience And Affective Commitment In Determining Brand Loyalty. *Journal Of Brand Management*, 18(8), 570–582. <https://doi.org/10.1057/Bm.2010.58>
- Jones, P., Hillier, D., & Comfort, D. (2014). Sustainability In The Global Hotel Industry. *International Journal Of Contemporary Hospitality Management*, 26(1), 5–17. <https://doi.org/10.1108/Ijchm-10-2012-0180>
- Jyoti, Rashid, M. C., & Dash, M. (2024). Waste Management And Recycle Practices In The Hotel Industry. *Pusa Journal Of Hospitality And Applied Sciences*, 10(2), 60–66. <https://doi.org/10.48165/Pjhas.2024.10.2.8>
- Kandampully, J., & Suhartanto, D. (2000). Customer Loyalty In The Hotel Industry: The Role Of Customer Satisfaction And Image. *International Journal Of Contemporary Hospitality Management*, 12(6), 346–351. <https://doi.org/10.1108/09596110010342559>

- Kandampully, J., Zhang, T. (Christina), & Bilgihan, A. (2015). Customer Loyalty: A Review And Future Directions With A Special Focus On The Hospitality Industry. *International Journal Of Contemporary Hospitality Management*, 27(3), 379–414. <https://doi.org/10.1108/Ijchm-03-2014-0151>
- Kelly, M. M., Martin-Peters, T., & Farber, J. S. (2024). Secondary Data Analysis: Using Existing Data To Answer New Questions. *Journal Of Pediatric Health Care*, 38(4), 615–618. <https://doi.org/10.1016/J.Pedhc.2024.03.005>
- Kementerian Pariwisata Dan Ekonomi Kreatif Republik Indonesia. (2013). *Peraturan Menteri Pariwisata Dan Ekonomi Kreatif Republik Indonesia Nomor Pm.53/Hm.001/Mpek/2013 Tentang Standar Usaha Hotel*. Pemerintah Republik Indonesia. <https://jdih.maritim.go.id/permenparekraf-no-pm53-tahun-2013>
- Khalil, N., Che Abdullah, S. N., Haron, S. N., & Hamid, M. Y. (2024). A Review Of Green Practices And Initiatives From Stakeholder's Perspectives Towards Sustainable Hotel Operations And Performance Impact. *Journal Of Facilities Management*, 22(4), 653–682. <https://doi.org/10.1108/Jfm-03-2022-0025>
- Kim, J.-H. (2018). The Impact Of Memorable Tourism Experiences On Loyalty Behaviors: The Mediating Effects Of Destination Image And Satisfaction. *Journal Of Travel Research*, 57(7), 856–870. <https://doi.org/10.1177/0047287517721369>
- Kim, J.-H., Ritchie, J. R. B., & McCormick, B. (2012). Development Of A Scale To Measure Memorable Tourism Experiences. *Journal Of Travel Research*, 51(1), 12–25. <https://doi.org/10.1177/0047287510385467>
- Kotler, P., Bowen, J. T., & Makens, J. C. (2010). *Marketing For Hospitality And Tourism* (5th Ed.). Pearson Education.
- Kotler, Philip And Bowen, John T. And Makens, James C. And Baloglu, Seyhmus. (2017). *Marketing For Hospitality And Tourism* (7th Ed.). Pearson Education.
- Ladhari, R. (2009). Service Quality, Emotional Satisfaction, And Behavioural Intentions: A Study In The Hotel Industry. *Managing Service Quality: An International Journal*, 19(3), 308–331. <https://doi.org/10.1108/09604520910955320>
- Lashley, C. (2000). *Hospitality Retail Management: A Unit Manager's Guide*. Butterworth-Heinemann.
- Lee, J.-S., Hsu, L.-T. (Jane), Han, H., & Kim, Y. (2010). Understanding How Consumers View Green Hotels: How A Hotel's Green Image Can Influence Behavioural Intentions. *Journal Of Sustainable Tourism*, 18(7), 901–914. <https://doi.org/10.1080/09669581003777747>

- Lee, M., Lee, S. (Ally), & Koh, Y. (2019). Multisensory Experience For Enhancing Hotel Guest Experience: Empirical Evidence From Big Data Analytics. *International Journal Of Contemporary Hospitality Management*, 31(11), 4313–4337. <https://doi.org/10.1108/Ijchm-03-2018-0263>
- Lu, B. (2025). Sustainable Tourism Management: Balancing Economic Growth And Environmental Preservation. *Journal Of Lifestyle And Sdgs Review*, 5(5), E06587. <https://doi.org/10.47172/2965-730x.Sdgsreview.V5.N05.Pe06587>
- Lvov, A., & Komppula, R. (2023). The Essence Of The Hotel Room In The Hotel Business – The Hotel Managers’ Perspective. *European Journal Of Tourism Research*, 36, 3609. <https://doi.org/10.54055/Ejtr.V36i.3158>
- Mackinnon, D. P., Lockwood, C. M., Hoffman, J. M., West, S. G., & Sheets, V. (2002). A Comparison Of Methods To Test Mediation And Other Intervening Variable Effects. *Psychological Methods*, 7(1), 83–104. <https://doi.org/10.1037/1082-989x.7.1.83>
- Marketing Managemenr Kotler.Pdf*. (N.D.).
- Mensah, I. (2006). Environmental Management Practices Among Hotels In The Greater Accra Region. *International Journal Of Hospitality Management*, 25(3), 414–431. <https://doi.org/10.1016/J.Ijhm.2005.02.003>
- Mohd Kamal, M. H., Shattar, N. A., Azhar, F. I., Tuan Ahmad Jafri, T. S. I. N., & Kamal, E. M. M. (2025). Perceived Value Dimensions And Guest Satisfaction: An Analysis Of Functional, Social And Emotional Values In Five-Star Hotel Organizations. *Information Management And Business Review*, 17(1(I)S), 192–200. [https://doi.org/10.22610/Imbr.V17i1\(I\)S.4438](https://doi.org/10.22610/Imbr.V17i1(I)S.4438)
- Moise, M. S., Gil-Saura, I., & Ruiz-Molina, M.-E. (2021). “Green” Practices As Antecedents Of Functional Value, Guest Satisfaction And Loyalty. *Journal Of Hospitality And Tourism Insights*, 4(5), 722–738. <https://doi.org/10.1108/Jhti-07-2020-0130>
- Mutia, R. (2024). *Metode Penelitian Kuantitatif: Pendekatan Deskriptif*. Penerbit Ilmu Sosial.
- Namkung, Y., & Jang, S. (Shawn). (2017). Are Consumers Willing To Pay More For Green Practices At Restaurants? *Journal Of Hospitality & Tourism Research*, 41(3), 329–356. <https://doi.org/10.1177/1096348014525632>
- Naparin, M., Aryadi, M., Prihatiningrum, R. R. Y., & Suyatnob, S. (2024). Wetland Tourism Marketing: The Influence Of Experience Dimensions And Memorable Tourism Experience On Tourist Loyalty Of The Bakut Island Nature Tourism Park, Indonesia. *International Review Of Management And Marketing*, 14(6), 1–8. <https://doi.org/10.32479/Irm.17115>

- Oliver, R. L. (2014). *Satisfaction: A Behavioral Perspective On The Consumer* (0 Ed.). Routledge. <https://doi.org/10.4324/9781315700892>
- Otto, J. E., & Ritchie, J. R. B. (1996). The Service Experience In Tourism. *Tourism Management*, 17(3), 165–174. [https://doi.org/10.1016/0261-5177\(96\)00003-9](https://doi.org/10.1016/0261-5177(96)00003-9)
- Peattie, K., & Crane, A. (2005). Green Marketing: Legend, Myth, Farce Or Prophecy? *Qualitative Market Research: An International Journal*, 8(4), 357–370. <https://doi.org/10.1108/13522750510619733>
- Pehin Dato Musa, S. F., & Chin, W. L. (2022). The Role Of Farm-To-Table Activities In Agritourism Towards Sustainable Development. *Tourism Review*, 77(2), 659–671. <https://doi.org/10.1108/Tr-02-2021-0101>
- Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work Is Theatre & Every Business A Stage*. Harvard Business School Press.
- Pizam, A., Neumann, Y., & Reichel, A. (1978). Dimensions Of Tourist Satisfaction With A Destination Area. *Annals Of Tourism Research*, 5(3), 314–322. [https://doi.org/10.1016/0160-7383\(78\)90115-9](https://doi.org/10.1016/0160-7383(78)90115-9)
- Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding The Relationships Between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, And Intention To Recommend. *Journal Of Travel Research*, 56(1), 41–54. <https://doi.org/10.1177/0047287515620567>
- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic And Resampling Strategies For Assessing And Comparing Indirect Effects In Multiple Mediator Models. *Behavior Research Methods*, 40(3), 879–891. <https://doi.org/10.3758/Brm.40.3.879>
- Preziosi, M., Acampora, A., Lucchetti, M. C., & Merli, R. (2022). Delighting Hotel Guests With Sustainability: Revamping Importance-Performance Analysis In The Light Of The Three-Factor Theory Of Customer Satisfaction. *Sustainability*, 14(6), 3575. <https://doi.org/10.3390/Su14063575>
- Qiu, J., Guo, Z., & Sun, C. (2022). Carbon Emission Reduction Calculation For The Green Transformation Of Traditional Hotel Design. *Frontiers In Energy Research*, 10, 985336. <https://doi.org/10.3389/Fenrg.2022.985336>
- Rahman, I., Reynolds, D., & Svaren, S. (2012). How “Green” Are North American Hotels? An Exploration Of Low-Cost Adoption Practices. *International Journal Of Hospitality Management*, 31(3), 720–727. <https://doi.org/10.1016/J.Ijhm.2011.09.008>
- Republik Indonesia. (2009). Undang-Undang Republik Indonesia No. 10 Tahun 2009 Tentang Kepariwisata. In *Uu No. 10 Tahun 2009*. Pemerintah Republik Indonesia. <https://peraturan.bpk.go.id/Home/Details/38718/Uu-No-10-Tahun-2009>

- Riyanto, S., & Hatmawan, A. A. (2020). *Metode Penelitian Kuantitatif: Penelitian Di Bidang Manajemen, Teknik, Pendidikan Dan Eksperimen*. Jejak Publisher.
- Robinot, E., & Giannelloni, J. -L. (2010). Do Hotels' "Green" Attributes Contribute To Customer Satisfaction? *Journal Of Services Marketing*, 24(2), 157–169. <https://doi.org/10.1108/08876041011031127>
- Rubin, A., & Babbie, E. (2013). *Essential Research Methods For Social Work* (3rd Edition). Brooks/Cole.
- Santamouris, M., Balaras, C. A., Dascalaki, E., Argiriou, A., & Gaglia, A. (1996). Energy Conservation And Retrofitting Potential In Hellenic Hotels. *Energy And Buildings*, 24(1), 65–75. [https://doi.org/10.1016/0378-7788\(95\)00963-9](https://doi.org/10.1016/0378-7788(95)00963-9)
- Santoso, S. (2019). *Konsep Dan Aplikasi Analisis Jalur Untuk Riset Bisnis*. Elex Media Komputindo.
- Sanusi, A. (2011). *Metodologi Penelitian Bisnis*. Salemba Empat.
- Sarwono, J. (2016). *Path Analysis: Teori, Aplikasi, Dan Langkah-Langkah Analisis*. Elex Media Komputindo.
- Sekaran, U., & Bougie, R. (2020). *Research Methods For Business: A Skill-Building Approach* (8th Edition). Wiley.
- Shrivastava, P., & Gautam, V. (2024). Examining Patronage Intentions Of Customers: A Case Of Green Hotels. *Frontiers In Sustainable Tourism*, 3, 1429472. <https://doi.org/10.3389/frsut.2024.1429472>
- Silalahi, G. L., Ervina, E., & Taufiq, R. (2023). Hubungan Karakteristik Tamu Dengan Keputusan Tamu Menginap Di Virtual Hotel Operator Di Kota Bandung. *Jiip - Jurnal Ilmiah Ilmu Pendidikan*, 6(11), 9167–9172. <https://doi.org/10.54371/jiip.v6i11.2937>
- Sobel, M. E. (1982). Asymptotic Confidence Intervals For Indirect Effects In Structural Equation Models. *Sociological Methodology*, 13, 290. <https://doi.org/10.2307/270723>
- Solís-Radilla, M. M., Hernández-Lobato, L., Callarisa-Fiol, L. J., & Pastor-Durán, H. T. (2019). The Importance Of Sustainability In The Loyalty To A Tourist Destination Through The Management Of Expectations And Experiences. *Sustainability*, 11(15), 4132. <https://doi.org/10.3390/su11154132>
- Spence, C. (2022). Sensehacking The Guest's Multisensory Hotel Experience. *Frontiers In Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.1014818>
- Stavrianea, A., & Kamenidou, I. (Eirini). (2022). Memorable Tourism Experiences, Destination Image, Satisfaction, And Loyalty: An Empirical Study Of Santorini Island. *Euromed Journal Of Business*, 17(1), 1–20. <https://doi.org/10.1108/emjb-10-2020-0106>

- Su, L., Swanson, S. R., & Chen, X. (2016). The Effects Of Perceived Service Quality On Repurchase Intentions And Subjective Well-Being Of Chinese Tourists: The Mediating Role Of Relationship Quality. *Tourism Management*, 52, 82–95. <https://doi.org/10.1016/j.tourman.2015.06.012>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Alfabeta.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Alfabeta.
- Sukhu, A., Choi, H., Bujisic, M., & Bilgihan, A. (2019). Satisfaction And Positive Emotions: A Comparison Of The Influence Of Hotel Guests' Beliefs And Attitudes On Their Satisfaction And Emotions. *International Journal Of Hospitality Management*, 77, 51–63. <https://doi.org/10.1016/j.ijhm.2018.06.013>
- Sutopo, H. B., & Slamet, A. Y. (2017). *Metodologi Penelitian Kualitatif*. Uns Press.
- Taherdoost, H. (2016). Validity And Reliability Of The Research Instrument; How To Test The Validation Of A Questionnaire/Survey In A Research. *International Journal Of Academic Research In Management*, 5(3), 28–36.
- Tung, V. W. S., & Ritchie, J. R. B. (2011). Exploring The Essence Of Memorable Tourism Experiences. *Annals Of Tourism Research*, 38(4), 1367–1386. <https://doi.org/10.1016/j.annals.2011.03.009>
- Velaoras, K., Menegaki, A. N., Polyzos, S., & Gotzamani, K. (2025). The Role Of Environmental Certification In The Hospitality Industry: Assessing Sustainability, Consumer Preferences, And The Economic Impact. *Sustainability*, 17(2), 650. <https://doi.org/10.3390/su17020650>
- Walker, J. R. (2017). *Introduction To Hospitality* (7th Ed.). Pearson.
- Wang, J., Wang, S., Xue, H., Wang, Y., & Li, J. (2018). Green Image And Consumers' Word-Of-Mouth Intention In The Green Hotel Industry: The Moderating Effect Of Millennials. *Journal Of Cleaner Production*, 181, 426–436. <https://doi.org/10.1016/j.jclepro.2018.01.250>
- Yang, J., Reza, M. N. H., Al Mamun, A., Muhammad Mehedi, M., & Mara Ridhuan Che, A. R. (2024). *Predicting Guest Satisfaction And Willingness To Pay Premium Prices For Green Hotels*. Vol. 11(2024), Article 1487. <https://doi.org/10.1057/S41599-024-04024-Y>
- Ye, S., Wu, J. S., & Zheng, C. J. (2019). Are Tourists With Higher Expectation More Sensitive To Service Performance? Evidence From Urban Tourism. *Journal Of Destination Marketing & Management*, 12, 64–73. <https://doi.org/10.1016/j.jdmm.2019.01.002>
- Yin, Z., Huang, A., & Wang, J. (2023). Memorable Tourism Experiences' Formation Mechanism In Cultural Creative Tourism: From The Perspective

- Of Embodied Cognition. *Sustainability*, 15(5), 4055.
<https://doi.org/10.3390/Su15054055>
- Yoon, Y., & Uysal, M. (2005). An Examination Of The Effects Of Motivation And Satisfaction On Destination Loyalty: A Structural Model. *Tourism Management*, 26(1), 45–56.
<https://doi.org/10.1016/j.tourman.2003.08.016>
- Yu, Y., Li, X., & Jai, T.-M. (Catherine). (2017). The Impact Of Green Experience On Customer Satisfaction: Evidence From Tripadvisor. *International Journal Of Contemporary Hospitality Management*, 29(5), 1340–1361.
<https://doi.org/10.1108/Ijchm-07-2015-0371>
- Zientara, P., & Zamojska, A. (2018). Green Organizational Climates And Employee Pro-Environmental Behaviour In The Hotel Industry. *Journal Of Sustainable Tourism*, 26(7), 1142–1159.
<https://doi.org/10.1080/09669582.2016.1206554>