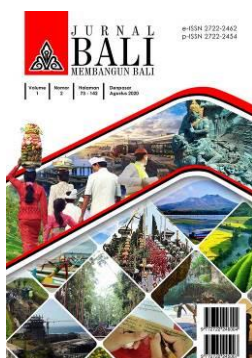




Green Product, Green Corporate Image, and Green Customer Loyalty at Hotel Indigo Bali Seminyak Beach

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Abstract

Purpose: This study aims to analyze the effect of the application of green product quality and green corporate image on green customer loyalty at Hotel Indigo Bali Seminyak Beach.

Research methods: The data collection methods used are observations, interviews, questionnaires, and literature studies. The respondents in this study were 50 guests who stayed at Hotel Indigo Bali Seminyak Beach using the method of determining purposive sampling or sampling based on certain characteristics. The data analysis techniques used are descriptive qualitative and multiple regression analysis. A validity and reliability test was carried out on the questionnaire distributed to the respondents.

Result and discussion: Based on the results of the t test that has been carried out, it was concluded that the two partially free variables have a positive influence on green customer loyalty at Hotel Indigo Bali Seminyak Beach. Green product quality is more dominant in affecting green customer loyalty compared to green corporate image because in reality guests staying at the hotel look more at how the quality of products or services offered by the hotel so that guests can decide to buy the product continuously.

Implications: Green product quality and green corporate image together or simultaneously have a positive and significant effect on green customer loyalty.

Keywords: hotel, green product quality, green corporate image, green customer loyalty.

Abstrak

Tujuan: Penelitian ini bertujuan untuk menganalisis pengaruh penerapan green product quality dan green corporate image terhadap green loyalty pelanggan di Hotel Indigo Bali Seminyak Beach.

Metode penelitian: Metode pengumpulan data yang digunakan adalah observasi, wawancara, kuesioner dan studi literatur. Responden dalam penelitian ini adalah 50 orang tamu yang menginap di Hotel Indigo Bali Seminyak Beach dengan menggunakan metode penentuan purposive sampling atau pengambilan sampel berdasarkan karakteristik tertentu. Teknik analisis data yang digunakan adalah deskriptif kualitatif dan analisis regresi berganda. Uji validitas dan reliabilitas dilakukan terhadap kuesioner yang dibagikan kepada responden.

Hasil dan pembahasan: Berdasarkan hasil uji t yang telah dilakukan, disimpulkan bahwa kedua variabel bebas secara parsial berpengaruh positif terhadap green customer loyalty di Hotel Indigo Bali Seminyak Beach. Green product quality lebih dominan mempengaruhi green customer loyalty dibandingkan dengan green corporate image karena pada kenyataannya tamu yang menginap di hotel ini lebih melihat bagaimana kualitas produk. atau layanan yang ditawarkan oleh hotel sehingga tamu dapat memutuskan untuk membeli produk secara terus menerus.

Implikasi: Green product quality dan green corporate image secara bersama-sama atau simultan berpengaruh positif dan signifikan terhadap green customer loyalty.

Kata Kunci: hotel, green product quality, green corporate image, green customer loyalty.

INTRODUCTION

In the context of development of tourism, people should pay attention to the impact of tourism on the surrounding environment. Global warming has begin to be known and felt by everyone. Therefore, people are starting to become aware of getting products that are feasible, safe, and environmentally friendly. Customers maintain relationships with institutions that care about the environment and are committed to consistently repurchase the preferred product in the future, which is called green customer loyalty (Putro, 2017). Developing products or services in accordance with current market needs is the goal of all companies in order to keep up with the times.

Hotel is a type of accommodation that uses most or all of the building to provide lodging, eating and drinking services and other services to the public, which are managed commercially (Simanjuntak, 2019). Noviasuti & Cahyadi (2020) state hotel is one of the businesses that is managed commercially and aims to provide the best service for guests or tourists staying at the hotel.

Green product quality is a current market need. Green product quality is operationally the quality of products made from natural and environmentally friendly materials (Margaretha,2015.nd). While in addition to paying attention to the quality of products and services, a hotel should pay attention to the image of the company or the image of the hotel. A good or positive corporate image is very important for the continuity of a company or hotel, if the hotel's image is positive then guest trust or guest loyalty will be higher. Green corporate image is a perception that is developed from interactions between institutions, personal, customers, and communities related to environmental commitment and concern for the environment (Putro, 2017).

One of the hotels in Bali that has paid attention to a positive image and quality of environmentally friendly products is Hotel Indigo Bali Seminyak Beach. Based on the phenomena in the field conducted at the beginning of the research, green product quality has been applied by this hotel, for example, the food and drinks provided do not come from rare animals, do not use plastic in packaging, energy-efficient LED lights, smoke-free hotel areas, use scans. barcodes and others. While the implementation to improve the hotel's green image (Green Corporate Image) is shown by environmentally friendly building structures, garden arrangements, and implementing the IHG Green Engage program, namely sorting organic and non-organic waste, leftover food in restaurants that are still edible, donated to orphanages, and so on.

During its implementation, there are still several complaints from guests directly. There are several problems in the application of green product quality and green corporate image, which one is the problem of bath soap provided for guests still using small plastic bottles. Another problem regarding the image of a green or

environmentally friendly hotel was broken by the hotel, where the hotel gave guests the freedom to order food outside and leave it in the front office department. As a result, guests who check-in feel disturbed by the large number of food orders from guests staying at the reception desk. And also the packaging that still uses plastic, this has resulted in an increase in the amount of plastic waste in hotels, so that the image of a hotel like this coupled with the number of complaints can affect the loyalty of guests who will stay at Hotel Indigo Bali Seminyak Beach. This shows that the application of green product quality and green company image has a relationship with guest loyalty at the hotel.

RESEARCH METHODS

The variables in this study consist of two independent variables, one dependent variable. The free variable consists of green product quality (X1), green corporate image (X2) and one bound variable, namely green customer loyalty (Y). This study uses qualitative and quantitative data types with primary and secondary data sources. The primary data used in this study were the results of questionnaires and interview results, while the secondary data used were an overview of the hotel and the hotel's organizational structure. According to Utama, et al (2021) the magnitude of the number of samples depends on the number of indicators multiplied by at least 5. This study has a total number of indicators of 10 indicators, then $10 \times 5 = 50$ respondents. So that the number of respondents in this study was as many as 50 respondents. This study was classified as non-probability sampling with purposive sampling or sampling based on certain characteristics such as: (1) Respondents are repeater guests or guests who have stayed and reserved at Hotel Indigo Bali Seminyak Beach more than once. (2) The respondent is a long stay guest who is staying at Hotel Indigo Bali Seminyak Beach.

The data analysis technique used in this study is descriptive qualitative where data analysis in qualitative research, carried out at the time of data collection takes place, and after completion of data collection in a certain period. Activities in qualitative data analysis are carried out continuously until it is completed, so that the data is saturated. According to Sugiyono (2015), qualitative data can be interpreted as a research method based on the philosophy of postpositivism/enterpretive used to examine the condition of natural objects (as opposed to experiments) where the researcher is a key instrument, data collection techniques are carried out by triangulation (combined), data analysis is inductive / qualitative, and the results of qualitative research emphasize more meaning than qualitative generalizations. According to Miles et al. (2014) activities in qualitative data analysis, cover data

reduction, data display, and conclusion drawing/verification. While the second analysis technique used is quantitative data analysis by testing research instruments, classical assumption tests, multiple linear regression analysis, and determination coefficient analysis.

RESULTS AND DISCUSSION

Based on research conducted and processed using SPSS statistics 25 for Windows, the results of the study can be described as follows:

1. Respondent's Classifications

Respondents in this study were current guests who stayed at Hotel Indigo Bali Seminyak Beach and had experienced the services provided by Hotel Indigo Bali Seminyak Beach. In distributing this questionnaire, the author was assisted by the hotel management so that the number of respondents in this study was met. The distribution of this questionnaire was carried out at Hotel Indigo Bali Seminyak Beach with a total of 50 respondents. The following is an explanation of the characteristics of the respondents:

Tabel 1. Responden's Classifications
[Source: Processed data, 2022]

Classification	Frecuency	Percentage
Gender		
Male	13	26%
Female	37	74%
Job		
Student	12	24%
Entrepreneur	14	28%
Civil Servant	4	8%
Employee	20	40%
Age		
<20 years	7	14%
20-30 years	39	78%
31-40 years	4	8%
>40 years	0	0
Number of reservations		
< 2	13	26%
3 – 5	34	68%
>5	3	6%

Based on Table 1, it can be seen that the respondents who dominated were respondents with a female gender of 37 people or 74% while male respondents were 13 people or 26%, respondents with private employee jobs with a total of 20 or 40%,

while the fewest jobs were civil servants with a number of 4 or a percentage of 8%. The respondents with the most age range were 20-30 years old at 39 people or 78% while the least age range in filling out the questionnaire was the age >40 years with a total of 0 or none.

Respondents who dominated in making reservations at Hotel Indigo Bali Seminyak were respondents who had made reservations 3-5 times by 34 people or 68%. Meanwhile, respondents who have made reservations with the least number are respondents who make reservations > 5 times as many as 3 people or 6%.

2. Validity and Reliability Test Result

a. Validity Test Result

A validity test is a test that serves to see that a measuring instrument is valid or invalid. The measuring instruments referred to here are the questions in the questionnaire (Nilda Miftahul Janna, 2021).

Tabel 2. Validity Test Result
[Source: Processed data, 2022]

Variable	Item Pernyataan	R Hitung	R Tabel	Keterangan
X1	Green Product Quality 1	0,706	0,2787	Valid
	Green Product Quality 2	0,739	0,2787	Valid
	Green Product Quality 3	0,700	0,2787	Valid
	Green Product Quality 4	0,632	0,2787	Valid
	Green Product Quality 5	0,696	0,2787	Valid
	Green Product Quality 6	0,718	0,2787	Valid
X2	Green Corporate Image 1	0,750	0,2787	Valid
	Green Corporate Image 2	0,850	0,2787	Valid
	Green Corporate Image 3	0,734	0,2787	Valid
	Green Corporate Image 4	0,753	0,2787	Valid
	Green Corporate Image 5	0,786	0,2787	Valid
	Green Corporate Image 6	0,788	0,2787	Valid
Y	Green Customer Loyalty 1	0,787	0,2787	Valid
	Green Customer Loyalty 2	0,775	0,2787	Valid
	Green Customer Loyalty 3	0,850	0,2787	Valid
	Green Customer Loyalty 4	0,861	0,2787	Valid
	Green Customer Loyalty 5	0,817	0,2787	Valid

	Green Customer Loyalty 6	0,757	0,2787	Valid
	Green Customer Loyalty 7	0,787	0,2787	Valid
	Green Customer Loyalty 8	0,501	0,2787	Valid

The validity test is carried out by comparing the calculated r value with the table r for the degree of freedom (df) = $n - 2$ in this case n is the number of samples, (df) = $50 - 2 = 48$ with $\alpha = 0.05$. In this validity test, if the calculated value of $r > r$ of the table, the instrument item is declared valid. If the $r_{hitung} < r$ table, the instrument item is declared valid. Table 2 shows that the entire correlation coefficient of the variable indicators tested in this study has a calculated r value greater than r table = 0.2787.

b. Reliability Test Result

According to Sunyoto (2016) reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct.

Tabel 3. Reliability Test Result
[Source: Processed data, 2022]

Variables	Reliabilitas Coeficient	Cronbach Alpha	Information
Green Product Quality	6 item pertanyaan	0,791	Reliabel
Green Corporate Image	6 item pertanyaan	0,868	Reliabel
Green Customer Loyalty	8 item pertanyaan	0,903	Reliabel

The reliability test refers to the alpha value, the interplay against the reliability of the variable can be said to be reliable, if Cronbach's Alpha > 0.60 . Table 3 can be seen that the value of Cronbach's Alpha in the variable instrument green product quality (X1) with 0.791, green corporate image (X2) with a value of 0.868, green customer loyalty (Y) with a value of 0.903. This shows that green product quality, green corporate image, and green customer loyalty can be declared reliable.

3. Classical Assumptions Test

In the use of multiple regression analysis, in order for the regression equation to be feasible to use or apply, there must be several assumptions that must be met, including:

a. Normality Test

The normality test was carried out with the Kolmogorov Smirnov test with a probability value of >0.05 .

Tabel 4. Kolmogorov Normality Test Result - Smirnov One-Sample Kolmogorov-Smirnov Test
[Source: Processed data, 2022]

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.40078746
Most Extreme Differences	Absolute	.119
	Positive	.078
	Negative	-.119
Test Statistic		.119
Asymp. Sig (2-tailed)		.076

Table 4 is known significance values using the Asyp test. Sig. (2-tailed) of 0.076 > 0.05 then it can be concluded that the data has met the normality requirement and the data is said to be normally distributed.

b. Multicollinearity Test

A good regression is one that does not occur multicollinearity, if the tolerance value > 0.10 or a VIF < 10 does not occur multicollinearity.

Tabel 5. Multicollinearity Test Result
[Source: Processed data, 2022]

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	19.768	4.975		3.973	.000		
	Green Product Quality	-.128	.253	-.090	-.508	.614	.472	2.119
	Green Corporate Image	.763	.224	.607	3.410	.001	.472	2.119

Table 5 can be seen that the variables green product quality and green corporate image with a tolerance value of 0.472 (0.472 > 0.1) with a VIF value of 2,119 (2,119 < 10), this shows that green product quality and green corporate image do not occur multicollinearity.

c. Heteroskedasticity Test

According to Mardiatmoko (2020) which there is an inequality of variants of the residual for all observations on the regression model. To detect the presence or absence of heteroskedasticity, it can be seen from the value of the Glesjser correlation coefficient between each free variable and the disruptive variable. Detecting the presence or absence of heteroskedasticity is used glejser model with the condition that the signification is above 0.05 which means that there is no heteroskedasticity.

Tabel 6. Heteroskedasticity Test Result
[Source: Processed data, 2022]

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	8.827	2.541		3.474	.001
	Green Product Quality	-.062	.129	-.094	-.481	.633
	Green Corporate Image	.184	.114	-.315	-1.612	.114

Table 6 can be seen that the significant value for the green product quality variable is 0.633 ($0.633 > 0.05$) and the significant value for the green corporate image variable is 0.114 ($0.114 > 0.05$). All free variables have a significance value of > 0.05 , then no heteroskedasticity occurs in the regression model.

d. Linearity Test

Good data is supposed to have a linear relationship between a free variable and a bound variable. In this test, the regression model is said to be linear when the Deviation form linearity > 0.05 .

Tabel 7. Linearity Test Result
[Source: Processed data, 2022]

ANOVA Tabel

Deviation From Linearity	Sum of Squares	df	Mean Square	F	Sig
Green Product Quality	38.527	5	7.705	1.056	.398
Green Corporate Image	55.654	5	11.131	2.096	.084

Based on calculations obtained through SPSS 25.0 linearity tests on green product quality of 0.398 > 0.05 and green corporate image of 0.084 > 0.05 which means that the variables green product quality and green corporate image explain the existence of a linear or straight relationship with green customer loyalty.

4. Multiple Regression Analysis

Tabel 8. Multiple Regression Analysis Test Result
[Source: Processed data, 2022]

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.095	2.871		5.605	.000
	Green Product Quality	.390	.074	.544	5.257	.000
	Green Corporate Image	.360	.066	.568	5.490	.000

Table 8 can be obtained multiple linear regression equations as follows:

$$Y = 16.095 + 0,390X_1 + 0,360X_2$$

- The constant (a) of 16,095 means that if the variables green product quality and green corporate image have a constant value at zero, the value of green customer loyalty will be valued at 16,095.
- The regression coefficient of the green product quality variable of 0.390 with a positive value means that if the green product quality is valued at 1 unit, the green customer loyalty will also increase by 0.390 assuming that other variables are constant at zero.
- The regression coefficient of the green corporate image variable of 0.360 is positively valued, meaning that if the green corporate image is worth 1 unit, the green customer loyalty will increase by 0.360 assuming other variables are constant

at zero.

5. T Hypothesis Test

In this study, a significance level of 5% (0.05) was used. If the probability value < 0.05 , it can be said that there is a partial significant influence between the free variables and the bound variables.

Tabel 9. T Test Result
[Source: Processed data, 2022]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	16.095	2.871		5.605	.000
	Green Product Quality	.390	.074	.544	5.257	.000
	Green Corporate Image	.360	.066	.568	5.490	.000

Table 9 can be seen the significance value for green product quality (X1) to green customer loyalty (Y) of $0.000 < 0.05$ and the calculated t value of $5,257 > t$ -table 2.01174. Meanwhile, the significance value for the green corporate image (X2) to the green customer loyalty (Y) is $0.000 < 0.05$ and the calculated t value is $5,490 > t$ -table 2.01174. The results of this calculation, it can be concluded that both H0s were rejected, which can be interpreted to mean that green product quality and green corporate image have a positive and significant effect on green customer loyalty.

6. F Test

According to Nanin (2019) said, that the F test is used to see if the existing regression model is feasible or not.

Tabel 10. F Test Result
[Source: Processed data, 2022]

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	73.802	2	36.901	8.250	.001 ^b
	Residual	210.218	47	4.473		
	Total	284.020	49			

Based on Table 10 it is known that the resulting significance is 0.001 and the f-count is 24.610. if the significance in the F test is less than 0.05 ($0.000 < 0.05$) and the f-count is greater than the f-table ($24,610 > 3.19$) then it can be concluded that green product quality (X1) and green corporate image (X2) have a positive and significant effect on green customer loyalty (Y).

7. Coefficient of Determination (R^2)

The value of the determination ranges from 0 to 1, where the value close to 0 means that the ability of the proposed free variable in explaining the bound variable is very limited, on the contrary, if the value of R^2 is close to 1, it means that the proposed free variable almost provides all the information needed to predict its bound variable (Marita, 2015).

Tabel 11. Coefficient of Determination (R^2)

[Source: Processed data, 2022]

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 ^a	.512	.491	1.22452

In table 11, you can see the Adjusted R Square value of 0.512 which shows that the variation in the green product quality and green corporate image variables can only explain 51.2% of the variation in the green customer loyalty variable. The remaining 48.8% is influenced by other factors outside this study that can affect green customer loyalty.

Implementation of Green Product Quality and Green Corporate Image

According to Shaputra (2013)"Green product is an effort to minimize waste during the production process in addition to maximizing the products made while meeting environmentally friendly requirements". In general, the application of green product quality has been implemented by all departments at Hotel Indigo Bali Seminyak Beach, starting from reducing the use of plastic, paper, disposing of waste according to its place has also been carried out. There are several departments that are directly related to guests where the service and product quality provided are felt directly by guests, namely the front office department, housekeeping department, food and beverage department. The three departments have implemented green product quality in order to minimize environmental damage while still prioritizing the satisfaction

of guests staying in the hope of increasing the loyalty of visiting guests. Green products provided by the hotel are products that do not pollute the environment because they come from environmentally friendly raw materials and are not harmful to the environment or consumers, for example welcome drinks, resort activities, and others. In addition, regarding the performance of the green product hotel Indigo Bali Seminyak Beach has been made and conceptualized in such a way that it can meet the satisfaction and needs of consumers, for example guests really appreciate the hotel providing a sustainable menu, the hotel provides a special place to smoke so that for guests who do not smoke undisturbed, environmentally friendly hotel buildings and neatly arranged gardens to soothe the eyes of visitors who come so as to increase guest loyalty. Loyalty is a strongly held commitment to rebuy or continuous loyalty to a product or service that is consistently preferred in the future (Suwena, 2017:97). Green customer loyalty is defined as a customer who wants to maintain a relationship with a company that involves environmental issues and is committed to consistently repurchase a preferred product in the future (Larasati & Octavia, 2015).

Hotel Indigo Bali Seminyak Beach is one of the hotels that joins one of the well-known hotel brands, namely IHG where this hotel brand has standardization for every hotel that joins in running programs that support environmentally friendly movements such as, IHG Green Engage and IHG Clean Promise. Hotel Indigo Bali Seminyak Beach in supporting its commitment to the environment and shaping the image of an environmentally friendly hotel has implemented the IHG Clean Promise which is a commitment to customers regarding the cleanliness of high-level hotels. According to Bathmanathan & Hironaka (2016) mentioned, that "Green Corporate Image means sustainability which is the main factor to meet the current needs of business and others without affecting and affecting the future generation, and is also a key factor for success and progress".

Hotel Indigo Bali Seminyak Beach has made various efforts to form a positive image and benefit the environment and the surrounding community. Green corporate image is not only about commitment to nature but also how commitment to participate in preserving the culture of the surrounding community such as the establishment of hotels can open new job vacancies, for the local people of Seminyak or Bali, participating in or organizing environmental cleanup events, become part of the Bali Hotels Association which supports several orphanages in Bali.

The Effect of Green Product Quality and Green Corporate Image on Green

Customer Loyalty

1. The Influence of Green Product Quality and Green Corporate Image Simultan on Green Customer Loyalty

Based on the results of data analysis that has been carried out, green product quality and green corporate image together or simultaneously have a positive and significant effect on green customer loyalty. This is recorded from the F-count value of 8,250 then the f-count > f-table is $8,250 > 3.19$ with an F significance of 0.001 then a significance value of $0.001 < 0.05$. Green product quality and green corporate image can simultaneously affect green customer loyalty at Hotel Indigo Bali Seminyak Beach. Guests who are willing to buy or stay repeatedly at Hotel Indigo Bali Seminyak Beach and make the main destination when visiting Bali, it can be interpreted that the hotel can meet consumer expectations and satisfy consumers with the products or services offered.

2. The Influence of Green Corporate Image on Green Customer Loyalty

Based on the results of data analysis that has been carried out, it shows that green corporate image has a positive effect on green customer loyalty at Hotel Indigo Bali Seminyak Beach. It is obtained from a significance value of 0.000 with a regression coefficient value of 0.360 positive value. The t-count value of the > the t-table i.e. 5,490 is greater than 2.01174 ($5.490 > 2.01174$) and the significance value is $0.000 < 0.05$ then H_0 is rejected and H_1 is accepted. This shows that it partially has a significant influence between green corporate image and green customer loyalty. the result of calculating the coefficient of determination obtained the value of R square from the variables green product quality and green corporate image, which is 0.512% This shows that it partially has a significant influence between green corporate image and green customer loyalty. the result of calculating the coefficient of determination obtained the value of R square from the variables green product quality and green corporate image, which is 0.512%. which shows that variations in the variables of green product quality and green corporate image are only able to explain 51.2% of the variation in the variables of green customer loyalty and the remaining 49.8% is influenced by other factors outside the study that can affect green customer loyalty.

CONCLUSION

The application of green product quality and green corporate image at Hotel Indigo Bali Seminyak Beach has been implemented, but there are still some obstacles that are difficult to implement. The application of green product quality and green corporate image affects green customer loyalty so that efforts to improve the quality of green

products and hotel images are carried out in order to increase the loyalty of tourists who visit or stay at Hotel Indigo Bali Seminyak Beach. Based on the statistical results of the t-test with a calculated value of green product quality of 5,257 while the green corporate image is 5,490 which is both more than the number of t-tables, namely 2,01174 and with a significance value of both of 0.000 smaller than 0.05 ($0.000 < 0.05$). The F-count value is 8,250 then the f-count $>$ f-table is $8,250 > 3.19$ with an F significance of 0.001 then the significance value is $0.001 < 0.05$.

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