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THE IMPACT OF GREEN HOTEL PROGRAM ON CUSTOMER SATISFACTION (A CASE STUDY OF GENERATION Y AT BOROBUDUR HOTEL, JAKARTA)

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ABSTRACT
The latest tourism trend showed a concern on environmental issues .This might be the result of awareness and customers' concern on the environment. Current customers care more about environmental issues; this is shown by active participation in protecting the environment. Among all customers that are concerned with the environment, Gen Y, or famously known as the millennial generation, are the most concerned. This phenomenon has led to them being a potential target market for hotel business. There is a large pressure on hotel business that are usually considered to be not environmentally friendly; thus, hotels have tried to implement 'green hotel' programs to show that they also take part in protecting the environment. Hotel Borobudur is a 5-star hotel located in Jakarta, Indonesia that has implemented the green hotel program and dealt with Gen Y customers. The purpose of this research was to observe the implementation of green hotel programs and identify the effect on Gen Y's customers' satisfaction. The results showed that the existence of recyclable materials in a hotel and the hotel's design that suit the green philosophy have significantly satisfied the customers. Recycling represents waste management program and a recycling program that takes place in a hotel, takes the attention of the customers. Moreover, the hotel has implemented the use of solar, wind, biomass, and hydraulic powers in order to lower the environmental pollution. The hotel also runs several energy-saving programs such water-saving and electricity-saving programs. Moreover, it has conducted an energy-saving training program.

INTRODUCTION
Issues related to the environment keep growing. All types of business that are considered to have bad impact on the environment have become the center of attention, including hotels that are considered as a business that has negative effect on the environment due to the high consumption of energy, water, and perishable goods (Noor, Hasan & Kumar 2014). Green tourism is a term that is applied on any form of tourism that relates to the

natural environment and cultural heritage of an area or that undertakes good environmental management (or 'green') practices (Lee, Honda, Ren & Lo 2016). The term green hotels is given to environmentally-friendly hotels whose managers are eager to institute programs that save water, save energy and reduce solid waste, while saving money to help protect the earth ("What are Green Hotels, 2018).

Environmentally-friendly practices have become the new trend in the tourism/travel industry (Londono & Hernandez-Maskivker, 2016). The trend has changed the organization orientation of hotels to be economically sustainable as well as environmentally friendly. Hotels will focus not only on the process of producing goods and services alone, but they also actively participate in protecting the environment (Setiawati & Sitorus, 2014).

One of the main reasons in implementing green hotel program is the customers. The customers' awareness and attention on the environmental issues has risen since 1990 (Lee, Hsu, Han, & Kim, 2010) along with green hospitality that has started in mid-90s, initiated by affiliated chain hotels and resorts (Deraman, Ismail, Arifin, & Mostafa, 2017). Chronologically, there are five different generational cohorts in today's era, such as the traditionalist or the 'silent generation' who were born around 1900-1945, the 'baby boomers' who were born in 1946-1964, the 'generation X' or the children of the baby boomers generation who were born in 1965-1979, the 'generation Y', or also called as the 'millennial', who were born between 1980-1994, and the 'generation Z' who are individuals and were born in or after 1995 (Utami, Triady, & Suci, 2018). Nowadays, the generation Y, or those who were born between 1981 and1999, has played an important role as customers (Bolton et al., 2013). They are the children of the previous generation with a good standard of life and environment and they have an increased quality of life due to the industrial revolution in the 70's (Yigit & Aksay, 2015).

A study focus on the customers from the Generation Y found that 77 percent of them claimed to be concerned with the environment (Garlick & Langley, 2007). Their concern to the environment is a challenge for the hotel industry in applying green hotel programs to satisfy them. Hotels should ensure that any act that support the activities of environmental protection must be taken in accordance with customers' expectation. Thus, the aim of this research was to determine whether the green hotel programs, including reduced energy consumption, the use of the green product and services, and recycling program that were applied in Borobudur Hotel, Jakarta significantly affected the Gen Y customers.

LITERATURE REVIEW

Green Hotel

A green hotel is described as an environmentally friendly hotel with efficient use of energy, water, and materials and at the same time it provides good service quality (Faust,2018), by the efficient hotel or accommodation who gave attention to the environment where a hotel is built to minimize the effect to the surrounding environment. There are some characteristics of a green hotel such as: 1. the housekeeping team does not use toxin-

containing purifier, 2. bed linen, pillows and mattresses are made from 100% organic cotton , 3. the environment is free of pollution, 4. renewable energy like wind and solar power are used, 5. soap and amenities are made from organic materials, 6. natural sunlight is used to save the electricity, 7. energy-saving vehicles are used in the hotel area, 8. organic food are sourced from the local area, 9. re-useable tableware are used, 10. Wastewater from the bathrooms, kitchens, and laundry is used for watering the garden, and 11. Old newspaper is recycled.

According to the Ministry of Tourism and Creative Economics (Menparekraf) in National Green Hotel Award 2011 ceremony, green hotel is applied by environment concern and continuous build tourism. There are three basic reasons to apply the green hotel concept in Indonesia tourism industry: 1) tourism industry like hotels must care about the danger of climate change that is affected by global warming by reducing carbon emission, implementing energy saving programs, conserving the water, and using environmentally-friendly materials, 2) The policy can help save the operational cost of the hotel, and 3) the demand of the society.

The terminology "green hotel" is given to a hotel which shows efforts to be more environmentally-friendly by efficient use of the energy, water, and materials and provides good service quality. Green hotels help conserve the environment by saving water, reducing use of energy, and reducing solid waste. The hotels have seen advantages of the green policy such as reduced cost, high return of obligation, low risk of investment, increased benefit, and positive cash flow. The term “green” is alternatively known as “eco-friendly”, “environmental friendly” or “sustainable”, indicating that “green” refers to actions that decrease negative impacts on the environment (Han & Kim, 2010). Hotel is consistent as greener. The most expensive and wasteful activities in hotel operation is the consumption of non-renewable energy, overuse of water, and disposal of waste. Green hotel can be seen as an alternative solution for this issue and it also acts as a component of sustainable tourism, which is defined as a continuous effort to conserve natural resources while contributing to the economic sector (Sinangjoyo, 2013).

Therefore, green hotels emphasize on energy conservation, environment protection and sustainable management by practicing recycling, reusing and resource saving. This study defined a green hotel as one that successfully “provides tourists with a comfortable, natural, healthy and safe lodging service infrastructure on the basis of environmental protection, focusing on sustainable development and minimum negative impact on the environment” (Hsiao, Chuang, Kuo & Yu, 2014)

According to the Green Hotel Standard, there are six dimensions of a green hotel (Sugianto & Kurniawan, 2017): 1) green design: the hotel considers the environment in planning and designing their facilities, so it is not harmful for the local ecology system, 2) energy management: the hotel implements new methods to save energy such as utilization of solar power and water-saving technology, 3) protection of the environment: the hotel uses equipments that are not harmful to the environment such as the use of refrigerators and air conditioners without freon as well as the use of indoor decoration with environmentally-friendly materials and label them as

"environmentally friendly ", 4) reduced consumption of amenities in guest rooms such as by reducing linen laundry and supply of soap and shampoo, by simplifying the packaging of goods in the rooms, and by using disposable eating utensils, 5) provision of green products and services such as green guest room (green design, smoke-free floor, and plant decoration), green food (organic and safe raw materials, and 6) provision of trainings about green program for the hotel employees.

According to Judy in Yung and Yu Chan, on (Abdullah & Pebriyanti, 2016), it was stated that "The fundamental orientations of a green hotel include:

1) The use of recycled materials such as aluminum, glass, iron, steel, and brick should have priority for brightness of the building, reducing the effect of radiation, and disposal of waste, where all should be taken into account when designing and constructing the hotel."

2) The use of recyclable materials that can be divided into paper and magazine, glass bottles, aluminum and iron bottles, and plastic bottles. Polluting materials such as battery and cartridge have to be disposed properly. Other types of garbage are picked up by the recycling company.

3) Low level of pollution to promote the idea of environmental protection through recycling activity, building a recycle system, and utilizing solar, wind, biomass, and hydraulic energy.

4) Saving the use of energy; it is suggested that the government should allocate funds or exempt taxes to encourage hotels to set up water saving and energy-saving facilities and improve service procedure or adding the ideas of environmental protection into internal training courses. If the government shows such concern, it might reduce the doubt of the hotel managers on the implementation of green policies.

Customer Satisfaction

Customer satisfaction is the level of acceptance from customers as compared to their expectation (Rahayu & Fathoni, 2017). If a customer feel satisfied with the value of a product or a service, they will most likely to be a long-time customer. Customer satisfaction is the feeling from customers either liking or disappointed that arises after comparing between performance (results) of a product with what they expect (Kotler & Keller, 2006). Satisfied customers are needed by the company and it is an important factor for sustainability of the company, where satisfied customers can increase the company's competitiveness. Customers who are satisfied about a product or service tend to repurchase or reuse similar product or service. Thus, satisfaction is a key factor for customers' repurchases intention, which might affect the company's sales volume.

To determine customer satisfaction, there are five main factors that should be paid attention to:

a) Quality of product: the customers usually feel satisfied if their evaluation of a product or service is good.

b. Quality of service: especially for service industry, customers will feel satisfied if they receive good service, suitable to what they expect.

c. Emotional need: Customers tend to feel proud when they use branded products. Satisfaction does not come only from the quality of the product, but also from its social value.

d. Price: when two products have similar quality, but one has relatively lower price, it will usually give higher satisfaction value to customers.
e. Cost: if customers do not need to spend more money or waste more time to get a product or service, it gives them better satisfaction level.

Tjiptono and Diana (2003) wrote that there are several methods that can be used to measure customer satisfaction:
a) System for complaint and suggestion
Customer-centered Organization gives large opportunities for customers to provide suggestion and complains. Information from customers may provide good ideas for the company to solve problems that arise rapidly.
b. Ghost shopping
One way to draw customer satisfaction is by hiring people as potential buyers and asking them to report the strengths and weaknesses of a competitor product based on their experience in purchasing and using the product. A ghost shopper can also observe the way the competitor company solves the problem of complains.
c. Lost customer analysis
The company calls customers who have been known to stop purchasing the product or change supplier, in order to identify the causes. The interview can go deep to determine the rate of customers' loss. Increased loss rate shows failure of the company in maintaining customer satisfaction.
d. Survey on customer satisfaction
Generally, research on customer satisfaction is performed through survey (post, phone call, or direct interview). The company does not only get respond and direct feedback from the customers, but it also sends positive signal to the market that the company cares to their customers' needs.

Proposed Hypotheses
Based on the literature review, the following hypotheses are proposed:
H1. Recycled materials will give a positive and significant impact on customer satisfaction
H2. Recycling activities will give a positive and significant impact on customer satisfaction
H3. Low pollution level will give a positive and significant impact on customer satisfaction

MATERIALS AND METHODS

Data Collection

Participants and data collection procedure.

Questionnaires were distributed to 150 respondents which were born as Generation Y and stayed as a guest in Borobudur Hotel, Jakarta, using non-probability sampling with purposive sampling technique that allowed the researcher to not give equal opportunities to all elements of the population to be selected as a respondent. Purposive sampling is selection of sample based on certain characteristics that are considered to have relevancy to the characteristics of the population that have been known in advance (Sekaran, 2006). The selection criteria proposed in this research were the millennial generation. Data collection was held from 25th January 2018 to April 10th 2018, and respondents answered by giving the response on which choice

best described their level of agreement for each questionnaire item. Among all the possible respondents, 137 of them were deemed suitable for the study.

Questionnaire development and instrument

The structured close-ended questionnaire was designed based on the objectives of this study. The first part of the three-section questionnaire contained general demographic questions, relating to matters such as gender and age, while the second part comprised of questions on the respondents' response to the hotel's policy on recycled materials, recycling activity, low pollution level, and energy saving actions. The final part of the questionnaire contained questions on satisfaction of the customer during their stay at a green hotel (see Table III). Each indicator was constructed from various questions that suited the context of the research (i.e. recycled materials (2), recycling activity (2), low pollution level (4), energy saving action (3) and customer satisfaction (5)) and required the respondents to rate their degree of agreement with the propositions provided in the survey (Abdullah & Pebriyanti, 2016). The rating system used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) using multi-item scales.

Data Analysis

Completed questionnaires were coded and keyed in Statistical Package for Social Sciences (SPSS) computer program version 24 and descriptive analysis such as means, standard deviation, and correlation analysis were performed. Next, further investigation using hierarchical regression analysis was executed to assess the relationship between a set of independent variables and the dependent variable, by controlling the impact of a different set of independent variables (i.e. recycled materials, recyclable, low pollution level and energy saving actions) on the dependent variable (i.e. customer satisfaction).

Table 1. *Socio-demographic profiles of respondents*

Variables	Categories	Frequency	%
Gender	Male	90	65,69
	Female	47	34,31
Age	< 20	5	3,65
	20-25	20	14,60
	26-31	63	45,99
	32-37	49	35,76
	>38	0	0
Frequency of stay at a green hotel per year	Once	34	24,82
	2-3	65	47,44
	4-5	32	23,36
	>6	6	4,38
Room Rates	<IDR1000000	6	4,38
	IDR1100000-IDR1500000	87	63,50
	IDR1600000-IDR2000000	32	23,36
	IDR2100000-	12	8,76
		0	0

	IDR2600000 >2700000		
Factors influencing the choice to stay at a green hotel	Brand	40	29,20
	Price	32	23,36
	Environment	55	40,14
	Entertainment	10	7,30

Note: IDR is Indonesian Rupiah

RESULTS AND DISCUSSIONS

Socio-Demographic Profile of Respondents

Table 1 depicts the respondents' socio-demographic profile. Male respondents made up 65.69 percent of the sample while female respondents were 34.31 percent. The majority of respondents (47.44 percent) specified that they had stayed at a green hotel 2-3 times a year. This was followed by 24.82 percent of them who only stayed once a year, 23.36 percent who had stayed 4-5 times a year, while the remaining 4.38 percent had stayed at a green hotel more than six times a year. For room rates, 4.38 percent of the respondents spent less than IDR 1,000,000 per night for a room at a green hotel while other respondents did not mind to pay more as the environment collected 40.14 percent as the vital reason that influenced their stay at a green hotel, followed by other factors such as price, brand, and entertainment.

Reliability Analysis

Internal consistency was measured with the coefficient Cronbach's t α, in order to know if a group of items reflected the intended measurement consistently (Field, 2009). A Cronbach's α that is above the threshold value of 0.70 is considered to be high in validity (Hair, Black, Babin, & Anderson, 2010). Item deletion is required if the Cronbach's α is less than 0.70. The Cronbach's α for all variables listed in Table 2 exceeded the criterion of 0.70, indicating the survey instrument was reliable to measure all aspects consistently and it was free from random error.

Table 2. *Reliability Analysis*

Reliability Analysis

Cronbach's Alpha	N of Items
.898	16

Descriptive Statistics

The descriptive statistics results on the respondents' response on the implementation of green hotel program are presented in Table 3. The multi-item statements were designed on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Respondents expressed their favorable opinions when they experienced the implementation of green hotel program. For the recycled material aspect, the respondents appreciated the whole property because it was green and designed with attention to the best way to build and utilize the solar energy (Mean = 4.5255) and shades were installed on the outside of the windows so they kept the glass from

getting heated up (mean = 3.6642). Respondents also appreciated the fact that the hotel had a recycling program in place (mean = 4.1387) as well as a waste conservation program (mean = 3.9489). The respondents were highly enthusiastic with the use of the wind power (mean = 4.45990), solar panel (mean = 3.6934), hydraulic power (mean = 3.6496), and biomass energy (mean = 3.5693). In terms of energy saving, respondents also had positive opinion on electricity-saving program (mean = 4.0000), followed by water-saving program (mean = 3.9562), and energy-saving program (mean 3.8321). For the customer satisfaction aspect, respondents agreed that the room rate was fair compared to the service provided (mean = 4.4599) since the hotel charmed them (mean = 4.3723), the staff were competent (mean = 4.3139), and they also liked the authentic green character of the hotel (mean = 4.1241). Therefore, the respondents' exhibited positive satisfaction on the programs run at the green hotel.

Table 3. *Respondents' Response on the Implementation of Green Hotel Programs*

Item	Label	Mean	SD
The property is green and designed with attention to the best way to build and utilize the solar panel to heat the property	RM.1	4.5255	.50118
Shades are put on the outside of the windows so they keep the glass from heating up	RM 2	3.6642	.76001
The hotel has a waste conservation program in place	RC.1	3.9489	.88551
The hotel has a recycling program in place	RC.2	4.1387	.85906
The hotel uses solar power	LP.1	3.6934	.63665
The hotel uses wind power	LP.2	4.4599	.66437
The hotel uses biomass energy	LP.3	3.5693	.65074
The hotel uses hydraulic power	LP.4	3.6496	.68160
The hotel runs water-saving program	ES.1	3.9562	.55398
The hotel runs electricity-saving program	ES.2	4.0000	.46967
The hotel has energy-saving training program	ES.3	3.8321	.56320
You like the authentic green character of the hotel	CS.1	4.1241	.86130
The staff are competent	CS.2	4.3139	.83799
You find the hotel charming	CS.3	4.3723	.68607
The room rate is fair compared to the service provided	CS.4	4.4599	.66437
You encourage business with environmentally-friendly service providers	CS.5	4.2701	.85323

The data were analyzed with multiple regression analysis, a method involving two variables or more (Gujarati & Porter, 2004). Multiple regressions are used to find out the magnitude of the influence of change of an independent variable to dependent variable (Table 4).

Table 4. *Coefficients*[a]

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.406	.316		1.285	.201		
	aver.RM	.239	.084	.221	2.841	.005	.507	1.972
	aver.RC	.303	.050	.397	6.026	.000	.707	1.415

aver. LP	.253	.081	.213	3.134	.002	.662	1.510
aver. ES	.186	.100	.142	1.863	.065	.531	1.884
a. Dependent Variable: aver.CS							

Discussion

A Normal Probability plot (P-P) of regression standardized residual is shown in Figure 1, while Figure 2 illustrates the scatter plot of the model where no major deviations from norms existed, with most of the scores were rectangularly distributed in the centre.

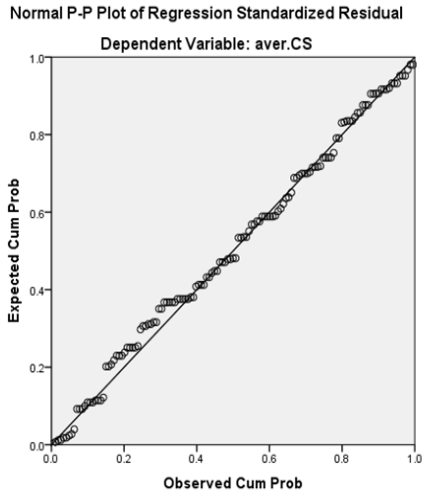

Figure 1. Normal P – P Plot

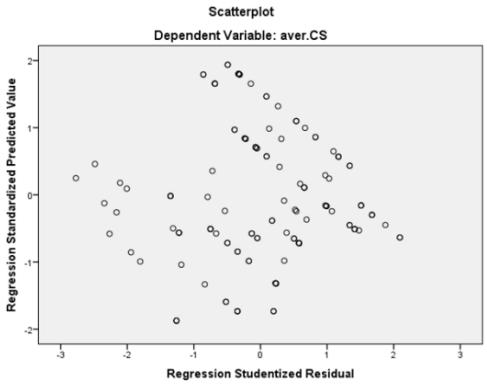

Figure 2. Scatter Plot

The results showed that recycled materials (β = 0.221, t-value = 2.841, p < 0.05) had significant influence on customer satisfaction. Customers were satisfied to see the property was green and designed with attention to the best way to build and utilize the solar power to heat the property and shades were installed on the outside of the windows so they kept the glass from heating up. The results also showed that the customers were satisfied to see the hotel to have a waste conservation program and a recycling program in place (β = 0.397, t-value = 6.026, p < 0.00). The hotel also promoted their waste conservation and recycling programs that were carried out in the hotel through flyers and signs. Low pollution policy had a significant and positive impact to customer satisfaction (β = 0.213, t-value = 3.134, p < 0.02). Customers could see how the hotel used the solar power, wind power, biomass energy, and hydraulic power. The Borobudur Hotel used

the solar panel to save the sun's energy and use it in the hotel. Wind power was also found to help reduce the electricity cost. Biomass energy was produced from the leaves and left-over food. Energy saving was found not to have a significant relationship with customer satisfaction; the results revealed insignificant relationship (β = 0.142, t-value = 1.863, p>0, 05), implying H2 was not accepted. The present survey findings showed that customers who did not witness themselves how the hotel run the water-saving and electricity-saving programs and conducted energy-saving training program, would find it hard to respond to the questions related with their satisfaction.

CONCLUSIONS

The results of this study has offered a new perception on the findings of the earlier studies that could be of interest for researchers and hotel practitioners in understanding the effect of green hotel programs on customer satisfaction. Based on the results of multiple regression analysis, several conclusions could be taken from this research. First, Recyclable materials that represented the whole appearance of the hotel and the hotel's design that suited the green program had significantly satisfied the customers, The Borobudur Hotel designed the whole property with green surroundings and it utilized solar power to heat the property. The hotel could maximize the concept with the updated green design so it would still be on an updated model without leaving the green program. Second, Recycling programs represented conservation activity and a recycling program in place was the interest of the customers. This program could be the main attraction to the hotel so the hotel can develop programs that include customers to participate or giving them workshop on how to do waste conservation and recycling activities. Third, Low pollution at Borobudur Hotel meant that the hotel worked hard to use the solar panel, wind power, biomass energy, and hydraulic power. This strategy also can be a beneficial factor to promote the hotel as customers of green hotel keep growing. Fourth, Energy saving policy in Borobudur Hotel showed that the hotel run water-saving, electricity-saving, and energy-saving programs. To let their customers aware of such policy, the hotel could provide trainings for customers or show videos of the programs in the hotel's lobby area or other public places in the hotel area.

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