

THE INFLUENCE OF GREEN HOTEL AND SERVICE QUALITY ON COSTUMER SATISFACTION IN MADANI HOTEL MEDAN

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ABSTRACT

This study aims to determine the effect of Green Hotel and Service Quality on Madani Hotel Medan guest satisfaction. The sample in this study was 98 guests. Multiple linear regression and hypothesis testing are the analytical methods used. The results showed that Green Hotel significantly affected guest satisfaction at Madani Hotel Medan. Service quality affects guest satisfaction at Madani Hotel Medan. Many consumers or guests who want a friendly hotel environment. Therefore, green hotels can form the basis for a marketing strategy great. The quality of service at the hotel is good, and guest satisfaction is high. After the guest is satisfied with the product or service received, guests compare the services provided. If the guest is delighted, they encourage others to buy from the exact location again. Therefore, hotels need to start thinking more maturely about the importance of customer service through service quality. Meanwhile, customer service and satisfaction are increasingly being recognized as important aspects of survival and competitiveness in business.

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1. INTRODUCTION

The current natural conditions are suffering damage, and the impact is starting to be seen. Currently, the sense of responsibility for the environment shows a significant increase. Hotels as a tourism component may not be the most significant contributor to environmental pollution, but hotels are one of the most significant polluters in the world (Mohd Noor et al., 2014). Hotels continue to emit carbon dioxide and consume large amounts of clean water, energy, and non-renewable resources. To meet all the needs of consumers while using accommodation, hotels consume a large amount of energy and resources and produce several wastes. The hospitality industry is one of the contributors to environmental pollution. However, the hotel industry worldwide is increasingly showing concern for environmental issues. 75% of the environmental pollution caused by the hotel industry is energy, wastewater, and smoke (Chen et al., 2015). Recognizing the increasingly important environmental issues, the hotel industry is now considering environmental issues as part of the decision-making process, including for the operational sector. This trend has changed most companies to be oriented towards the hotel industry, which is economically and environmentally sustainable. This means that the focus of the hotel industry is not only on the process of producing goods and services but also being active in order to preserve the existence of the environment (Setiawati & Sitorus, 2014) (Lubis, Apriliya, et al., 2022). This also increases the number of individuals becoming interested in products and services that are more environmentally friendly to increase the marketing of their products (Lubis, Lubis, et al., 2022). Green lifestyle habits are increasingly bringing good changes to this environment. It is also a trigger for people in business to develop their business into an environmentally friendly business. The hospitality world also sees this change because hotels that implement sustainable practices can be one of the keys to success in the future (Legrand et al., 2016). Therefore, more and more hotels are changing their operational activities by implementing environmentally friendly hotel practices using the green hotel concept (Choi & Kim, 2013).

The quality of hotel services is good, and the guests' satisfaction is also high. After the guest is satisfied with the product or service received, the guest compares the services provided. If a guest is delighted, they encourage others to buy from the exact location again. Therefore, hotels need to start thinking more maturely about the importance of customer service through service quality. Meanwhile, customer service and satisfaction are increasingly being recognized as important aspects of survival and competitiveness in business (Fandi, 2004). Guest satisfaction is one factor influencing the goods or services offered by an i-hotel. As said (Kotler et al., 2019), guest satisfaction is a measure of the extent to which the perceived performance of a product or service meets the expectations of buyers or service users. If the

product performance of a service is lower than the customer's or buyer's expectations, the buyer feels satisfied or happy.

Madani Hotel Medan is one of the hotels in Medan that implements Green Hotel. The go green system that is implemented is the Laundry bag provided by this hotel using cloth material because plastic can have a very harmful impact on the environment than using toiletries as efficiently as possible so that water is not wasted. As a hotel that has been around for a long time in Medan City, Madani Hotel Medan has made various efforts and strategies to increase occupancy rates. The occupancy rate in 2019-2023 has fluctuated in the number of occupancy rates. This is due to the large number of new hotel establishments, both Jasmine and star hotels, as well as the mushrooming establishment of guest houses in Medan.

The decline in occupancy rates at Madani Hotel Medan was exacerbated when there was the Covid-19 pandemic which affected hotel revenue. Research conducted by (Liat et al., 2014) hotels must have a strong understanding of the driving factors to satisfy consumers as a means to compete and survive. Service quality is also the main driver for the formation of satisfaction (Hu et al., 2009),(Liat et al., 2014),(Tabaku & Kruja, 2019). Good service quality determines customer satisfaction(Lubis, 2014). Good service quality also benefits companies (Rosalina et al., 2023). The effect of green business practices on consumer satisfaction has received much attention in recent years, as hotel guests are becoming increasingly aware of environmental issues and expect hotels to be active in minimizing environmental impacts and promoting going green (Merli et al., 2019). Consumer expectations are high for hotel service quality and green hotels (Jasinskas et al., 2016). However, research states that service quality and green hotels do not affect hotel guest satisfaction(J. J. Lee et al., 2014), arguing that green practices may sacrifice comfort so that they negatively impact the relationship between service quality and satisfaction. Therefore, further research is needed regarding the relationship between green hotels and service quality on hotel guest satisfaction. This study will expand the emerging literature by empirically examining the service quality model; green hotels affect hotel guest satisfaction. Research related to green hotels and service quality to increase hotel customer satisfaction needs to be done (Masiero et al., 2015). The problem-solving approach is establishing a Green Loyalty model for Medan City Green Hotels using Green Satisfaction Moderation. Previous research stated that green hotels implemented by hotels could have a significant impact on guest satisfaction (Balaji et al., 2019),(Berezan et al., 2013),(Han et al., 2019). With this research, it is hoped to provide input to Madani Hotel Medan, a strategy to increase the number of guests and hotel revenue.

2. METHODS

Based on the formulation of the problem and research objectives that have been set, the type of research used in this study is explanatory research, and the study uses a quantitative approach. The location of this research was conducted at Madani Hotel Medan, with a total of 98 samples used for this study. The sampling technique used is the nonprobability sampling method. This study's type of data includes primary and secondary data. The instrument measurement scale used is the Likert scale. Multiple linear regression analysis is used to determine the effect of variable (X) on variable (Y), and hypothesis testing is carried out by conducting a t-test and dominant test.

3. RESULT AND DISCUSSION

Based on testing using the SPSS 22.0 program, the results of the research's multiple linear regression equation can be seen in table 1

Table 1 Multiple Linear Regression
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	3,032	2,325		1,309	,194
Green Hotel	,487	,110	,327	4,522	,000
Service Quality	,548	,064	,610	8,433	,000

a. Dependent Variable: Satisfaction

Based on the table above, the multiple linear regression equation model obtained in this study, namely:

$$Y = 3,032 + 0,487X_1 + 0,548X_2 + \varepsilon$$

Based on these equations can be described as follows:

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1. A constant value of 3.032 indicates no influence from the independent variables (Green Hotel and Service Quality), so the dependent variable (Guest satisfaction) will be worth 3.032.
2. The positive coefficient value indicates that the higher the value of the independent variable (Green Hotel and Service Quality), the higher the value of the dependent variable (Guest satisfaction).
3. The value of the regression coefficient, which is harmful, indicates that the higher the value of the independent variable (Green Hotel and Service Quality), the lower the value of the dependent variable (Guest satisfaction).
4. The coefficient X1 (β_1) = 0.487 indicates that any increase in the Green Hotel variable will increase guest satisfaction by 0.487.
5. The coefficient X2 (β_2) = 0.548 indicates that every time there is an increase in the Service Quality variable, it will increase guest satisfaction by 0.548.

F test (Concurrent test) Based on the output below, it can be seen that:

Table 2. F test (Concurrent test ANOVA^a)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4506,704	2	2253,352	169,364	,000 ^b
	Residual	1277,256	96	13,305		
	Total	5783,960	98			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Service Quality, Green Hotel

Table 2 reveals that the calculated F-value is 169.364 with a significance level 0.000. While the F-table at the 95% confidence level ($\alpha = 0.05$) is 3.09. Therefore in both calculations, namely F-count > F-table and its significance level (0.000) < 0.05 indicates that the effect of the independent variables (Green Hotel and Service Quality) is simultaneously significant on guest satisfaction.

t test (Partial Test) The t-test was conducted to partially test whether Green Hotel and Service Quality partially have a positive effect on guest satisfaction.

Table 3. t test (Partial Test) Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	3,032	2,325		1,309	,194
	Green Hotel	,487	,110	,327	4,522	,000
	Service Quality	,548	,064	,610	8,433	,000

a. Dependent Variable: Satisfaction

1. Constant (a) = 3.032 This shows that if the Green Hotel and Service Quality variables are considered constant, the level of guest satisfaction variable increases by 3.032.
2. The Green Hotel variable has a positive and significant effect on guest satisfaction, this can be seen from the significant value of the Green Hotel variable (0.000), which is less than 0.05, and t count (4.522) is more significant than t-table (3.1763) meaning that if the Green Hotel variable is increased, the satisfaction of tourist guests to improve the economy of the people in Madani Hotel Medan will increase by 0.487.
3. The variable Quality of Service has a positive and significant effect on the satisfaction of tourist guests to improve the economy of the people in Madani Hotel Medan. This can be seen from the significant value of the variable Quality of Service (0.000) less than 0.05 and t-count (8.433) more significant than t-table (3.1763) means that if the Service Quality variable is increased, the satisfaction of tourist guests improves the economy of the people in Madani Hotel Medan will increase by 0.548.

The results of testing the coefficient of determination using the SPSS 22.0 program :

Table 4. The coefficient of determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,884 ^a	,777	,775	3,648

a. Predictors: (Constant), Service Quality, Green Hotel

b. Dependent Variable: Kepuasan tamu

Based on Table 4, we can see that the R number of 0.884 indicates that the level of correlation or relationship between Green Hotel, Service Quality, and Guest Satisfaction has a very close relationship. The results of this study indicate that the adjusted value (R^2) is 0.777 or 77.7%, which variables can explain. While the remaining 22.3% is explained by other reasons that were not examined in this study.

The Influence of Green Hotels on Guest Satisfaction

According to Informa Markets (Vietnam) and Outbox Consulting reports, green practices and environmentally friendly trends have become a benchmark in the investment and development of the hotel industry. The trend of "green hotels" will "pen a new era for the hospitality industry in Vietnam. Green Hotel is an environmentally friendly hotel and applies energy-saving measures. An accommodation facility that wants to apply sustainable measures to the system should focus on three important foundational factors: energy, water, and waste. In particular, the trend of "green hotels" offers an "analysis of changes in the choices, attitudes, and behaviors of tourists (Miller et al., 2012) ongoing "green" trend" in the hospitality industry has changed managermanagers'tions of this new trend (Yu & Liu, 2021), from which we take appropriate and practical approaches. In addition, green synchronized regulation and certification minimizes the risk of unfair competition and increases customer trust and motivates hotels to carry out these activities seriously.

The green operation of the hotels is a competitive advantage; the green products provided by the hotel affect customers' satisfaction through the main factors such as facilities, green space, many beautiful and shaded plants, and a fresher and cleaner hotel atmosphere (Supriadi et al., 2017). The green image of the hotel affects the customer's behavioral intention. First, the awareness of controlling the green training behavior of the hotel, environmental commitments, and citizen behavior of the organization. Secondly, guests' awareness and feedback about green hotel practice methods (H. Lee et al., 2016) along with the impact on guest satisfaction and guests' intention to return (Berezan et al., 2013).

Effect of Service Quality on Guest Satisfaction

Professional buyers are expected to purchase environmentally friendly green products to contribute to a sustainable world and gain a green competitive edge (Konuk et al., 2015). Although individual customer needs may vary, green practices can meet the customer's internal needs and ultimately improve customer satisfaction (Jeong et al., 2014). Furthermore, the customer tends to rate products against a particular set of limiting attributes, and the effect of some attributes is more important in customer satisfaction or dissatisfaction than other attributes (Gwin & Gwin, 2003). Sustainable foods can satisfy customers' needs, such as personal health, and trigger positive responses (Gursoy et al., 2014). Many studies have investigated the precursors and outcomes of customer satisfaction and loyalty, and satisfaction is considered a fundamental concept for practical and theoretical purposes (Jamal, 2004). Green customer satisfaction is the overall satisfaction of customers' needs, goals, and desires concerning environmental or green concerns (Chang & Fong, 2010). Satisfied customers enough to repurchase a product or service than dissatisfied or less satisfied customers (Gelderman et al., 2021). Many customers are willing to pay a higher price for green products as long as this additional sacrifice is justified by sufficient additional value (Chen, 2010). Not all customers are willing or able to pay more for green or eco-friendly products (Agyeman, 2014) (Cheema et al., 2015).

The Effect of Green Hotel and Service Quality on Guest Satisfaction

Based on the research results of Green Hotel and Service Quality, both have a positive and significant effect on guest satisfaction, where the correlation coefficient (R) is 0.884, indicating that the relationship between the influence of Green Hotel and Service Quality affects product guest satisfaction by 88.4%. *Service Quality* is a marketing activity used to build hotel guest satisfaction. Research conducted by (Cahyadi, 2022). States that service quality positively and significantly affects hotel guest satisfaction. Green hotels are environmentally friendly, so the business world is not only concerned with the turnover they get, but entrepreneurs also think about how to save the environment from the impacts of the industry

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or business they manage. Therefore, green hotels are not only to attract guests or customers but also to satisfy customers (Mujahidin, 2015).

4. CONCLUSION

From the results of the analysis of service quality, what has the most influence on guest satisfaction is empathy with assurance. From these factors, it can be seen that guest dissatisfaction with service quality is due to tangible, reliability, and responsiveness factors that do not support service to guests. Green hotels are environmentally friendly hotels, so the business world is not only concerned with the turnover they get, but entrepreneurs also think about how to save the environment from the impacts of the industry or business they manage. Therefore, a green hotel is not only to attract guests or customers but also to satisfy customers.

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