

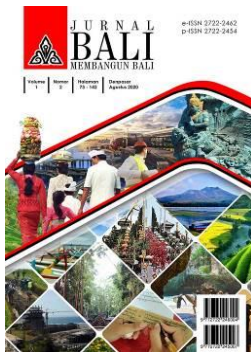


The Implementation of Green Practices on Guest Satisfaction and Revisit Intention at Hotel Komune and Beach Club Bali

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Abstract

Purpose: This research aims to examine the implementation of green practices affects guest satisfaction and revisit intention at Hotel Komune and Beach Club Bali.

Research methods: The study employed a quantitative research method using Structural Equation Modeling with Partial Least Squares (SEM-PLS) to test the relationship between green practices, guest satisfaction, and revisit intention. Additionally, a qualitative method was used to support the quantitative findings through Focus Group Discussion (FGD) with hotel management to gain insights into the practical application and perception of green practices at the hotel.

Results and discussion: Green practices have a positive and significant influence on both guest satisfaction and revisit intention. Guest satisfaction also has a significant effect on revisit intention, and it acts as a mediating variable between green practices and revisit intention. The sub variables: green action, green food, and green donation are all well-implemented, but areas like waste bin availability and environmentally friendly food product usage require further improvement. Guest who are satisfied with the hotel's sustainable practices are more likely to return and recommend the hotel to others.

Implication: This study suggests that implementing green practices not only supports environmental sustainability but also serves as an effective business strategy for increasing guest loyalty and satisfaction.

Keywords: green practices, guest satisfaction, revisit intention, sustainable hospitality

Abstrak

Tujuan: Penelitian ini bertujuan untuk mengkaji bagaimana penerapan green practices (praktik ramah lingkungan) memengaruhi kepuasan tamu dan niat berkunjung kembali di Hotel Komune and Beach Club Bali.

Metode penelitian: Penelitian ini menggunakan metode kuantitatif dengan pendekatan Structural Equation Modeling dengan Partial Least Squares (SEM-PLS) untuk menguji hubungan antara green practices, kepuasan tamu, dan niat berkunjung kembali. Selain itu, metode kualitatif digunakan untuk mendukung hasil kuantitatif melalui Focus Group Discussion (FGD) bersama manajemen hotel guna memperoleh wawasan mengenai penerapan dan persepsi praktik ramah lingkungan di hotel.

Hasil dan pembahasan: Green practices memiliki pengaruh positif dan signifikan terhadap kepuasan tamu maupun niat berkunjung kembali. Kepuasan tamu juga berpengaruh signifikan terhadap niat berkunjung kembali dan berperan sebagai variabel mediasi antara green practices dan niat berkunjung kembali. Sub variabel seperti green action, green food, dan green donation telah diimplementasikan dengan baik, namun masih terdapat aspek yang perlu ditingkatkan seperti ketersediaan tempat sampah terpilah dan penggunaan produk makan yang ramah lingkungan. Tamu yang merasa puas terhadap praktik berkelanjutan yang diterapkan hotel cenderung memiliki keinginan untuk kembali menginap dan merekomendasikan hotel kepada orang lain.

Implikasi: Studi ini menyarankan bahwa penerapan green practices tidak hanya mendukung keberlanjutan lingkungan, tetapi juga menjadi strategi bisnis yang efektif untuk meningkatkan loyalitas dan kepuasan tamu.

Kata kunci: green practices, kepuasan tamu, niat berkunjung kembali, hotel berkelanjutan

INTRODUCTION

Bali, famously known as the “Island of a Thousand Temples”, is a globally recognized tourist destination, attracting visitors with its strong cultural and religious traditions rooted in Hinduism (Mudana et al., 2018; Mudana et al., 2023a; Mudana et al., 2023b; Mudana et al., 2024). Tourists often come to Bali to witness unique ceremonies that cannot be found anywhere else, such as the Melasti Ceremony, Omed-omedan Ceremony, Tawur Agung Ceremony, Ngaben Ceremony, and many more (Sari et al., 2024). The tourism sector is a major contributor to Bali’s economy, with accommodation and food services making up a significant portion of its GRDP (Zandy & Ratwianingsih, 2019). However, with the increasing number of visitors and growing hotel industry, there are concerns about environmental impacts caused by tourism activities.

According to data from the BPS (2018) shows that the occupancy rate for star hotel rooms in Indonesia in November 2018 was 60.19% from 48.36% in November 2008. The rise in hotel occupancy rates over the years shows clear growth in the hospitality industry. Despite the economic benefits, this development also leads to serious environmental issues such as pollution and resource overuse. One of the impacts is global warming from physical development to the operational stage which has become a concern for the government, community and tourism actors (Anom & Suryasih, 2024). On the other hand, hotels significantly contribute to greenhouse gas emissions and waste production, prompting the need for eco-conscious initiatives. The sense of responsibility towards the environment shows a significant increase (Akbar et al., 2022). These issues have raised awareness among stakeholders, prompting greater environmental responsibility and the emergence of initiatives aimed at ecological preservation.

One approach to mitigating the negatives environmental impacts of the hotel industry is through the implementation of green practices operational strategies that minimize ecological harm and promote sustainability. Green Practice is an action to protect the environment and the products produced cause minimal environmental damage (Akbar et al., 2022). Research has demonstrated that consumers are increasingly responsive to these initiatives, with many expressing a willingness to accept lower service standards or incur additional costs in support of environmentally responsible practices. For instance, findings by Brian (2019) indicate that environmental awareness influences consumer satisfaction and behaviour in green certified budget hotels. These insights highlight the strategic value of green practices in fostering guest loyalty and satisfaction.

Hotel Komune and Beach Club Bali exemplified efforts to integrate sustainability into hospitality operations. Located in Gianyar Regency, the hotel has adopted green innovations such as digital information barcodes to reduce paper usage and improve operational efficiency. The hotel provides a range of services including accommodation, dining, and laundry for both domestic and international guests. Nonetheless, the role of employee morale remains critical, as workforce motivation is a

determining factor in delivering consistent and high-quality service, particularly in implementing green initiatives. It is hoped that high work enthusiasm can easily achieve company goals (Dewi *et al.*, 2022).

Despite these efforts, guest reviews obtained from platform such as TripAdvisor and Booking.com reveal several shortcomings in the implementation of green practices. Complaints include inadequate room maintenance, continued use of single-use plastics, and insufficient enforcement of eco-friendly policies, which have adversely affected guest satisfaction. Instances of environmental neglect around the hotel's premises further diminish its image as a sustainable destination. These issues suggest that green practice implementation at Hotel Komune and Beach Club Bali is not yet optimal, and improvements are necessary to enhance both guest experience and environmental outcomes.

Guest satisfaction is influenced by a combination of cognitive and emotional responses and plays a pivotal role in determining revisit intentions. Green practices, when implemented effectively, contribute to service quality and positively impact the perceived value of the hospitality experience. Moreover, satisfied guests are more likely to return or recommend the hotel, reinforcing the link between environmental responsibility and customer loyalty (Susepti *et al.*, 2017). In light of these considerations, this study seeks to examine the influence of green practices on guest satisfaction and revisit intention at Hotel Komune and Beach Club Bali, contributing to the discourse on sustainable tourism development.

RESEARCH METHODS

This study employs a descriptive analysis method to examine the influence of green practices on guest satisfaction and revisit intention at Hotel Komune and Beach Club Bali. A qualitative approach is utilized to explore the implementation of green practices within the hotel, while quantitative analysis using Smart PLS is conducted to measure the effect of these practices on guest satisfaction and revisit intention. The result of both methods is compared to determine whether they align, offering a comprehensive understanding of the phenomenon.

The object of this research is Hotel Komune and Beach Club Bali, a surf focused eco-resort established in 2012 along Keramas Beach by the Cannon Group. Initially consisting of 33 rooms, the hotel expanded due to increasing tourist demand and now features 66 rooms, a restaurant, spa, and other facilities. Green Restaurant Association aims to create a sustainable hotel by providing several step-by-step guides green practice which are grouped into three main variables: green practices, categorized into green action, green food, and green donation (Schubert, 2008); guest satisfaction, measured by comfort, confidence, loyalty, and employee service (Kloter & Keller, 2012); and revisit intention, evaluated through guests' willingness to return, recommend, and prioritize the hotel over others.

This study utilizes both quantitative and qualitative data to examine the influence of green practices on guest satisfaction and revisit intention at Hotel Komune and Beach Club Bali. Quantitative data, such as the number of guest visits, are gathered using research instruments and analyzed statistically to test hypotheses. In contrast, qualitative data, such as guest perceptions are obtained through observations, interviews, and document reviews. The data sources include primary

data collected directly from respondents using Smart PLS, and secondary data sourced from literature, government publications, and statistical databases.

Multiple data collection techniques are employed in this study, including questionnaires, direct observation, document studies, and focus group discussions (FGDs). The questionnaire includes both open and closed questions, while observation involves direct monitoring of hotel operations and guest behaviour. Document studies enhance credibility by referencing scholarly works relevant to green practices and guest behaviour. FGDs involve hotel management and key informants to interpret questionnaire findings, ensure contextual accuracy, and validate the proposed research model.

Data analysis in this study combines quantitative methods using Structural Equation Modeling (SEM) via SmartPLS 4.0 and qualitative descriptive analysis. The sample size, determined by the number of indicators multiplied by five, consists of 100 respondents, selected through accidental sampling. The validity and reliability of the measurement instruments are assessed using convergent and discriminant validity, composite reliability, and Cronbach's Alpha. Convergent validity ensures indicators accurately represent constructs, while discriminant validity confirms the uniqueness of constructs within the model (Hartono & Abdillah, 2009).

According to Ghazali (2014), the structural model or inner model is evaluated using R-square, F-square, and path coefficients to examine direct, indirect, and total effects among variables. A direct effect is observed between green practice and both satisfaction and revisit intention, while an indirect effect occurs through guest satisfaction as a mediating variable. Model fit is assessed using Goodness of Fit (GoF), SRMR, and NFI values to ensure the model is well fitted. The study emphasizes that strong model fit, validity, and reliability are essential for producing robust, interpretable results in the context of sustainable hospitality research.

The qualitative descriptive analysis in this research is used to support and strengthen the findings from the questionnaire, which were analyzed through Structural Equation Modeling (SEM) using SmartPLS 4.0. Following the interactive and continuous approach of Miles and Huberman (1984) in Sugiyono (2016), the analysis consists of three stages: data reduction, data display, and conclusion drawing. Data reduction involves selecting essential elements, identifying key themes, and focusing on crucial information related to the research problem, especially regarding green practices at Hotel Komune and Beach Club Bali. The data is then presented in narrative texts, tables, and matrices to help clarify and support the quantitative findings. Finally, conclusion is drawn based on categorized data, identified patterns, and continuous verification, ensuring alignment with the research objectives on guest satisfaction and revisit intention.

RESULTS AND DISCUSSION

The results of this research consist of the characteristics of guests staying at hotel and the result of SEM (Structural Equation Modeling) analysis.

Guest Characteristics at Hotel Komune and Beach Club Bali

The guest characteristics at Hotel Komune and Beach Club Bali reveal a diverse and primarily international clientele. The majority of visitors are Australian

(36%), followed by Asia (23%) and Europe (20%), on its heels and males marginally ahead of females at 51:49. The majority of guests are in the 25-44 age group (45%); are married (82%); and have a bachelor's degree (51%). Occupation wise the majority of the guests are businessmen (44%) or entrepreneurs (22%), and most have relatively high monthly incomes (42% earning between USD 2000-4000). These results indicate that the hotel attracts educated, well-off and working age types, most of whom are also pursuing leisure experiences, which provide disposable income and professional flexibility.

The hotel information mostly comes from word-of-mouth (48%) and social media or internet (41%) emphasizing personal recommendations and digital websites contributing to the trip choices. Regarding visit frequency, 46% of guests visit for the first time, but a significant number return, indicating strong guest satisfaction. Most visitors are accompanied by family (44%) or partners (37%), showing that the hotel is favored for family-friendly and romantic stays. This comprehensive profile helps the hotel design its marketing, services, and amenities to better meet the preferences and expectations of its core clientele.

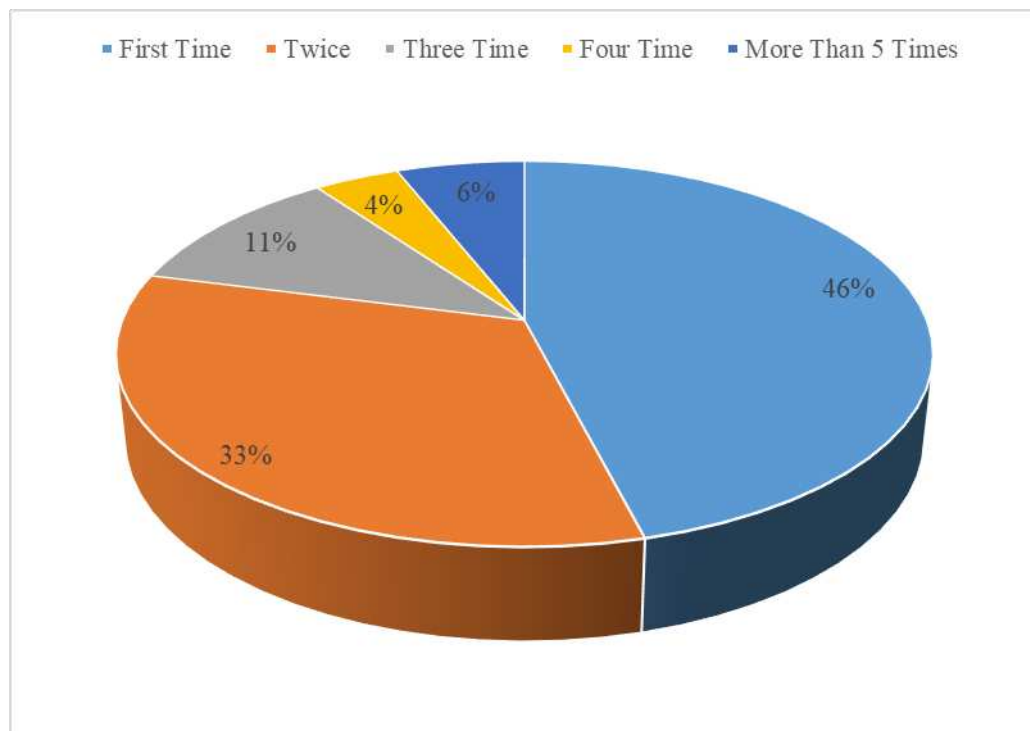


Figure 1. Characteristics of Guests Based on Guest Frequency
[Source: Research Results, 2025]

Structural Equation Modeling (SEM)

The results of the SEM analysis in this study demonstrate the relationships between green practices, guest satisfaction and revisit intention based on SmartPLS 4.1.0.3. The model is comprised of three latent variables: green practice (13 indicators), satisfaction (4 indicators), and revisit intention (3 indicators). Green practices are divided into green action, green food and green donation according to the Green Restaurant Association guidelines. Guest satisfaction is the extent to which guests' experiences either meet or exceed their needs and expectations, and it is

based on service comfort, trust, loyalty and personal attention. Revisit intention concerns whether guests are willing to return, recommend, and choose the hotel over others. Through SEM, this study intends to examine the effectiveness of green practices service on satisfaction and revisit intention, and the relationship between satisfaction with the possibility of revisit guests.

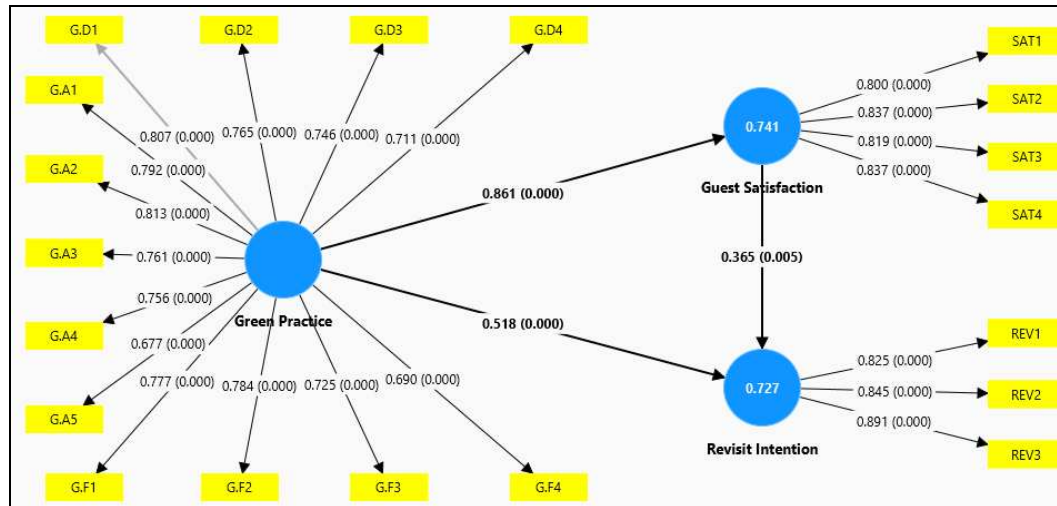


Figure 2. Bootstrapping Result

[Source: Results of SmartPLS 4.1.0.3 Student Version Analysis, 2025]

Validity and Reliability Testing

The validity and reliability testing of the questionnaire in this study utilized criteria such as convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. The findings from the table showed that all indicators met the threshold values.

Table 1. Testing the Validity of Research Variables

[Source: Research Results, 2025]

Variable	Indicator	Convergent	Discriminant/ $\sqrt{AVE}$	AVE
Green Practice	G.A1	0,792	0,755	0,570
	G.A2	0,813		
	G.A3	0,761		
	G.A4	0,756		
	G.A5	0,677		
	G.F1	0,777		
	G.F2	0,784		
	G.F3	0,819		
	G.F4	0,690		
	G.D1	0,807		
	G.D2	0,765		
	G.D3	0,746		
	G.D4	0,711		
Guest Satisaction	SAT 1	0,800	0,823	0,730
	SAT 2	0,837		
	SAT 3	0,819		

	SAT 4	0,837		
Revisit Intention	REV 1	0,825	0,854	0,678
	REV 2	0,845		
	REV 3	0,891		

Convergent validity was supported as all factor loadings were greater than 0.7, indicating that the items were highly correlated with the intended latent variables. In addition, discriminant validity was supported as the square roots of all AVE exceeded the inter-construct correlations, and all AVEs were greater than 0.5. Specific to the green practice variable, the lowest loading was 0.677 for waste bin provision, and the highest was 0.813 for water-saving guides. For green food, the lowest was 0.690 for eco-friendly food products and the highest was 0.819 for menu adjustments. For green donation, the lowest was 0.711 for routine cleaning and the highest was 0.807 for funding environmental issues. Satisfaction and revisit intention variables also showed strong indicator reliability with loadings above 0.70.

Table 2. Results of Research Variable Reliability Testing

[Source: Research Results, 2025]

Variable	Cronbach's Alpha	Composite Reliability
Green Practice	0,937	0,938
Guest Satisfaction	0,841	0,842
Revisit Intention	0,815	0,821

Regarding reliability, all variables exceeded the accepted threshold of 0.6 for both composite reliability and Cronbach's alpha, indicating internal consistency. Green practice had the highest composite reliability (0.938) and Cronbach's alpha (0.937), followed by guest satisfaction (0.842 and 0.841) and revisit intention (0.821 and 0.815). these results confirm that the constructs used in the study: green practice, guest satisfaction, and revisit intention are both valid and reliable, making the questionnaire a trustworthy instrument for measuring the relationships proposed in the structural equation model.

Analysis of Outer Model

The outer model analysis in this study assessed the role and significance of indicators in reflecting three main constructs: green practice, guest satisfaction, and revisit intention. For the green practice variable, it included 13 indicators grouped into green action, green food, and green donation. All indicators had outer loading values above 0.677, demonstrating strong reliability and significance, with the highest loading (0.819) found in the indicator "friendly food and beverage products used in operations." The lowest was for "buying and using local and organic ingredients", at 0.677. These

results indicate that each indicator plays a valid and reliable role in explaining green practice efforts at Hotel Komune and Beach Club Bali.

Table 3. Results of the Measurement Model Test on the Green Practice Variable
[Source: Research Results, 2025]

Kode	Indicator	Outer Loading	Standard Deviation	T -Statistics	Significance
G.A1	Energy and water efficiency	0,792	0 0,050	15,743	** (Significant)
G.A2	Use of environmentally friendly products	0,792	0 0,044	18,573	** (Significant)
G.A3	Recycling and composting	0,813	0 0,054	14,201	** (Significant)
G.A4	Pollution prevention	0,761	0 0,042	17,979	** (Significant)
G.A5	Organic and non-organic waste bins provided	0,756	0 0,061	11,074	** (Significant)
G.F1	Buy and use local and organic ingredients in the cooking process	0,677	0 0,047	16,582	** (Significant)
G.F2	Make changes to the menu according to the use of local, seasonal ingredients	0,777	0 0,047	16,765	** (Significant)
G.F3	Provide special information on the menu	0,784	0 0,056	13,048	** (Significant)
G.F4	Friendly food and beverages products used in the operations	0,819	0 0,058	11,854	** (Significant)
G.D1	Donating funds to environmental issues	0,690	0 0,042	19,292	** (Significant)
G.D2	Participate in community projects	0,807	0 0,047	16,346	** (Significant)
G.D3	Educate the public about the impact of environmental damage	0,765	0 0,049	15,093	** (Significant)
G.D4	The routine cleaning activities of hotel management	0,746	0 0,059	12,054	** (Significant)

Explanation

**: indicates significant

The measurement model for guest satisfaction consisted of four indicators: guest comfort, confidence in services, repeated interest, and satisfaction with attention. They all reached high outer loadings over 0.80, which indicated significant variables. The loadings ranged from guest confidence and satisfaction with attention (0.837) to guest comfort (0.800). These findings illustrate that there are short chargeable components of service provision that influence perceptions of guest satisfaction.

However, there is also variation in the degree to which other aspects of service delivery consistently contribute to the generalized level of guest satisfaction, including the amount of care and assurance that guests feel during their stay.

Table 4. Results of the Measurement Model Test on the Guest Satisfaction Variable
[Source: Research Results, 2025]

ode	Indicator	Outer Loading	Standard Deviation	T-Statistics	Significance
AT 1	The comfort that guest feel when the service is provided	0,800	0,042	18,911	** (Significant)
AT 2	Guest confidence in the services provided by the service provider	0,837	0,044	19,103	** (Significant)
AT 3	The emergence of interest that always wants to consume or use the service again	0,819	0,034	24,087	** (Significant)
AT 4	Satisfaction with the attention that has been given completely by the service provider	0,837	0,040	20,807	** (Significant)

Source: Research Results, 2025

Explanation

**: indicates significant

As for revisit intention, the model included three key indicators: willingness to return, willingness to recommend, and prioritization of Hotel Komune and Beach Club Bali over other accommodations. All indicators showed high outer loadings, with the strongest being prioritization (0.891), indicating a strong intent among guests to prefer the hotel in future visits. The lowest was willingness to stay again (0.825), which still satisfied the reliability requirement. The results further confirm the role of guest satisfaction and green practice on guest loyalty and show how the hotel manages to positively affect the guests' intention to return and loyalty to recommend the hotel.

Table 5. Results of the Measurement Model Test on the Revisit Intention Variable
[Source: Research Results, 2025]

Kode	Indicator	Outer Loading	Standard Deviation	T-Statistics	Significance
REV 1	Willingness to stay again at Hotel Komune Beach and Club Bali	0,825	0,038	21,799	** (Significant)
REV 2	Willingness to recommend Hotel Komune Beach and Club Bali	0,845	0,034	25,160	** (Significant)
REV 3	Making Hotel Komune Beach and Club Bali the top priority for accommodation compared to other hotels	0,891	0,029	30,574	** (Significant)

Explanation

**: indicates significant

Structural Model Analysis (Inner Model)

The structural model analysis evaluates the relationships between green practice, guest satisfaction, and revisit intention using R-square (R^2), effect size (F^2), and path coefficients. The R^2 values indicate that green practices strongly influence guest satisfaction ($R^2 = 0.741$) and revisit intention ($R^2 = 0.727$), meaning these variables explain over 70% of the variance. Regarding effect size, green practice has a strong influence on guest satisfaction ($F^2 = 2.885$), a moderate influence on revisit intention ($F^2 = 0.255$), and guest satisfaction has a weak effect on revisit intention ($F^2 = 0.127$). These results suggest that while green practices greatly impact satisfaction, their influence on repeat visits is shared with satisfaction as a mediating factor.

Table 6. Direct Effects of Exogenous Variables on Endogenous Variables
[Source: Research Results, 2025]

Exogenous Variable →	Endogenous Variable	Original Sample	Standard Deviation	T-Statistics	P Values	Ket
Green practice →	Guest Satisfaction	0,861	0,027	31,941	0,000	**
Green practice →	Revisit Intention	0,518	0,136	3,812	0,000	**
Guest Satisfaction →	Revisit Intention	0,365	0,131	2,784	0,005	**

Explanation
**: indicates significant

Table 7. Indirect Effects of Exogenous Variables on Endogenous Variables
[Source: Research Results, 2025]

Exogenous Variable → Endogenous Variable	Original Sample	Standard Deviation	T-Statistics	P Values	Ket
Green practice → Guest Satisfaction → Revisit Intention	0,314	0,118	2,674	0,008	*

Explanation
*: indicates significant

Refer to path analysis, green practices significantly impact both guest satisfaction ($\beta = 0.861$, $p = 0.000$) and revisit intention ($\beta = 0.518$, $p = 0.000$). In addition, guest satisfaction has a significant impact on revisit intention ($\beta = 0.365$, $p = 0.005$). Through guest satisfaction, the indirect path demonstrates that green practices have a positive impact on the intention to return ($\beta = 0.314$, $p = 0.008$). Green practices have a very strong overall influence on revisit intention when direct and indirect effects are combined ($\beta = 0.832$, $p = 0.000$). These results highlight how green practices improve guest satisfaction, which in turn increases guest loyalty both directly and indirectly.

Structural Model Fit Testing

According to Ghozali (2014), the feasibility of the structural model with PLS analysis is assessed through Goodness of Fit (GoF) testing. The model can be considered fit if the GoF value is greater than 0.5.

Table 8. Statistics on the Feasibility of Research Variables
[Source: Research Results, 2025]

Variabel	Average Variance Extracted (AVE)	R square
Green practice	0,570	NA
Satisfaction	0,678	0,741
Revisit Intention	0,730	0,727
Rata-Rata	0,659	0,734

Based on Table 8, the average AVE (Average Variance Extracted) value is 0.659, indicating that the model in a strong category, and the average R² value is 0.734, indicating a moderate category. The Goodness of Fit (GoF) can be calculated using the formula introduced by Tanenhaus *et al.* (2015) as follows.

$$\text{GoF} = \sqrt{\text{Communality} \times \text{R}^2} = \sqrt{\text{AVE} \times \text{R}^2}$$

The GoF value of the model calculated using the formula provided reached 0.695, which exceeds 0.5, hence the model is accepted and can be interpreted. Furthermore, other tests for GoF are computably testable using Standardized Root Mean Square Residual (SRMR) and Normal Fit Index (NFI) as shown in Table 9, SRMR's Value was computed to be 0.074 which is less than 0.10 signifying it is a well-fit model. Additionally, NFI's value was computed to be 0.742 signifying that the structural model is acceptable since it surpassed the threshold value of 0.5. Therefore, we can conclude that the structural model developed in this study for testing the green practice with guest satisfaction and revisit intention was appropriate.

Table 9. Results of the Goodness of Fit Test for the Research Model
[Source: Research Results, 2025]

	Saturated Model	Estimated Model
SRMR	0,074	0,074
NFI	0,742	0,742

Structural Equation Model (SEM) Validation

In this case study, relationships between the green practice, guest satisfaction and revisit intention were assessed using t-statistics and p-values within a hypothesis testing framework. All three hypotheses were confirmed: (1) green practice has a

positive and significant effect on guest satisfaction with an original sample of 0.861, p value of 0.000, t value of 3.941; (2) green practice positively and significantly influences revisit intention with original sample at 0.518, $p = 0.000$, $t = 3.812$; and (3) guest satisfaction significantly affects revisit intention with original sample of 0.365, $p = 0.005$, $t = 2.784$). The hotel management emphasized in Focus Group Discussions that sustainable actions along with food programs and environmental contributions not only lead to enhanced satisfaction but also to greater likelihood of return visits. The quantitative results from SEM analysis combined with qualitative findings from FGDs strongly support the conclusion that practice of green policies enhances guest satisfaction which motivates tourists to revisit Bali more often.

The implementation of green practices at Hotel Komune and Beach Club Bali is classified into three key areas: green action, green food, and green donation.

Green Action

Green action is implemented through initiatives such as energy and water efficiency, recycling, and the use of eco-friendly products. These efforts include installing LED lights, using timers to reduce electricity consumption, using water-saving devices such as low-flow toilets and urinals, and collecting rainwater for landscape irrigation. The hotel also uses natural and environmentally friendly materials in its operations, which helps reinforce its commitment to sustainability. These practices are further supported by the formation of an internal “Green Team” to manage and coordinate environmentally friendly efforts across the property.



Figure 3. Water Treatment for Water Efficiency in Hotels
[Source: Research Documentation, 2025]

The SEM-PLS analysis revealed that the strongest green action was “providing a water-saving guide to guests,” while the lowest rated was the provision of waste bins in all areas. Despite this, both indicators are still considered valid. FGD results indicate that Hotel Komune effectively maintains indoor air quality by conducting regular assessments and providing adequate ventilation, while also educating guests and employees. Waste management is another priority, with clear regulations to ensure staff and guest compliance, especially to meet the expectations of environmentally conscious international visitors. Overall, the hotel demonstrates a comprehensive and collaborative approach to green action, which not only improves sustainability but also enhance guest satisfaction and brand reputation.

Green Food

The implementation of green food practices at Hotel Komune and Beach Club Bali focuses on four main aspects: sourcing and using local organic ingredients, adjusting menus based on seasonal availability, providing detailed menu information, and using eco-friendly food and beverage products in operations. The Food and Beverage Department actively supports local farmers and fishermen by using ingredients such as organic vegetables from Bedugul and seafood from surrounding villages. This commitment is also reflected in food preparation, where the hotel uses sustainable serving materials such as wooden plates, bamboo straws, and granite containers. These efforts not only support environmental sustainability but also enhance the authenticity and appeal of the hotel’s culinary offerings.



Figure 4. Local and Organic Ingredients
[Source: Research Documentation, 2025]

Based on SEM-PLS analysis, the green food indicator with the highest outer loading value is menu adjustments based on local and seasonal ingredients (0.784), while the lowest is the use of eco-friendly F&B products in operations (0.690). Nevertheless, all indicators remain valid. Hotel Komune also innovates through special menu days, offering unique local and healthy dishes such as Caesar bowls, red curry roasted veg bowls, and traditional desserts like black rice klepon. The use of organic products supports environmental goals and guest well-being, as they contain fewer harmful chemicals and provide health benefits. Overall, the green food program reflects the hotel's strong commitment to sustainability, cultural authenticity, and guest satisfaction.

Green Donation

The implementation of green donation at Hotel Komune and Beach Club Bali involves a range of environmentally focused initiatives, including donating funds to environmental causes, participating in community projects, educating the public about environmental damage, and conducting routine cleaning activities. According to SEM-PLS analysis, the most impactful indicator is financial contributions to environmental issues (outer loading 0.807), while the lowest is routine cleaning around the hotel area (0.711). These initiatives are carried out through various means, such as supporting environmental projects, engaging in sustainability education efforts at orphanages, and organizing staff-led cleaning programs. These actions reflect the hotel's strong commitment to environmental responsibility and sustainable tourism.



Figure 5. Donating Funds to Environmental Issues
[Source: Research Documentation, 2025]

Hotel Komune and Beach Club Bali also focuses on community engagement as part of its green donation efforts. Activities such as visits to orphanages combine environmental education with direct support, teaching children the importance of waste management and conservation. Additionally, the hotel organizes routine cleanups in Keramas Village, especially around Nyepi in March, to remove plastic waste and promote cleanliness. Staff participate actively, collecting and sorting waste to be reused or repurposed. Through these green donation initiatives, the hotel not only strengthens its relationship with the local community but also reinforces its reputation as an environmentally conscious and socially responsible business.

The model of green practice to maximize guest satisfaction and revisit intention at Hotel Komune and Beach Club Bali is presented as follows.

The Influence of Green Practices on Guest Satisfaction

Green practices at Hotel Komune and Beach Club Bali, which include green action, green food, and green donation significantly influence guest satisfaction. These environmentally friendly practices include efforts such as energy and water efficiency, using local organic ingredients, and participating in community environmental programs. SEM-PLS analysis shows that all indicators used to measure green practices exceed the minimum threshold for significance, indicating a strong reflection of the green practice variable. However, some areas such as the provision of waste bin, the use of eco-friendly food products, and routine cleaning activities need improvement to maximize their positive impact. Strengthening these aspects would enhance the effectiveness of the hotel's environmentally friendly efforts and contribute more significantly to guest satisfaction.

The successful implementation of green practices in hotels is supported by adequate infrastructure, knowledgeable staff, and strong management commitment to sustainability. Staff participation and awareness are essential in providing services that align with green standards and contribute to guests' comfort. The result of observations and FGD show that these practices enhance the hotel's image and directly improve the guest experience. With a statistically significant and positive relationship between green practices and satisfaction ($p\text{-value} = 0.000$), it is evident that sustainable operations play a vital role in guest contentment. Therefore, the better the green practice are implemented at Hotel Komune and Beach Club Bali, the higher the level of guest satisfaction.

The Influence of Green Practices on Revisit Intention

Green practices significantly influence revisit intention at Hotel Komune and Beach Club Bali by aligning with environmentally conscious guest preferences and enhancing overall satisfaction. The study concludes that guests who experience sustainable operations such as energy efficiency, use of local organic food, and community-oriented initiatives are more likely to return. Supported by SEM-PLS results, all green practice indicators surpassed the standard outer loading threshold, providing their relevance. Among the three sub-variables, the highest-rated indicators were water-saving education for guests and menu adaption to seasonal ingredients, while areas like the availability of waste bins and the use of eco-friendly food products

require improvement. These findings align with previous studies and show that integrating sustainability into hospitality services fosters guest loyalty.

Further analysis using the f-square (effect size) supports the strong role of green practices in predicting revisit intention, with a value of 0.255, stronger than the effect of guest satisfaction alone. Feedback from guests, such as the lack of accessible waste bins, has been acknowledged by the hotel management, which plans to add green and yellow bins in public areas and reduce plastic use. Routine village cleaning programs will also be conducted more frequently. This proactive response to feedback, paired with sustainable service improvements, enhances the comfort and eco-conscious appeal of the hotel, ultimately increasing guests' intention to return. The study emphasized that implementing green practices not only support environmental goals but also builds long-term guest relationships.

The Influence of Guest Satisfaction on Revisit Intention

Guest satisfaction plays a critical role in influencing revisit intention at Hotel Komune and Beach Club Bali. As defined by Kotler & Armstrong (2018), satisfaction is achieved when services meet or exceed expectations, and this emotional response significantly impacts a guest's decision to return. The study conclude that guest satisfaction has a positive and significant influence on revisit intention, consistent with previous research by Rahmadi & Hikmah (2021), Mujahidin (2015) and Berezan *et al.* (2013). Four satisfaction indicators: comfort, trust in service, interest in returning, and feeling well-attended were all found to be valid and significant. The strongest indicators were trust in the service and satisfaction with staff attentiveness, while the lowest was the comfort level experienced by guests, indicating an area that management should evaluate and improve.

To enhance guest comfort and overall satisfaction, management is encouraged to identify specific issues through surveys or focus group discussions, such as problems related to cleanliness, staff responsiveness, or facility quality. Addressing these issues may involve staff training, update facilities, and refining standard operating procedures. Guest feedback systems and swift complaint resolution are also recommended to maintain trust. The study further reveals that more than half of the hotel's guest are repeat visitors, indicating a strong correlation between satisfaction and loyalty. Ultimately, guests who feel satisfied are more likely to return, recommend the hotel to others and view it as their top choice when travelling to Bali.

The Influence of Green Practices on Revisit Intention Through Guest Satisfaction

The study highlights that green practices significantly influence revisit intention at Hotel Komune and Beach Club Bali, especially when mediated by guest satisfaction. Guests who stay in eco-friendly accommodations often feel more comfortable, connected to nature, and motivated to return, particularly when their values align with sustainable tourism. Empirical results show that indirect influence of green practices on revisit intention through guest satisfaction is significant, with a path coefficient of 0.518 and a total effect of 0.832. These findings suggest that while green practices alone positively influence revisit intention, their impact is further amplified when guest satisfaction is taken into account. Therefore, ensuring guest satisfaction is a key strategy to maximize the benefits of green practices in increasing repeat visits.

Furthermore, the study's f-square analysis indicates that green practices have a strong effect size (0.255) on revisit intention, compared to a moderate effect size (0.1270 for guest satisfaction). This conclude that green practices are not only environmentally beneficial but also act as a strong predictor of guest loyalty. Insights from the Focus Group Discussion (FGD) with hotel management reinforce these findings, showing that initiatives like waste management, use of renewable energy, and environmental education enhance guest satisfaction and influence revisit intention. Overall, the research underscores the strategic value of integrating and promoting green practices in hospitality, not just for ecological sustainability but also as a powerful business and branding tool to increase guest retention. Furthermore, the study's f-square analysis indicates that green practices have a strong effect size (0.255) on revisit intention, compared to a moderate effect size (0.1270 for guest satisfaction). This conclude that green practices are not only environmentally beneficial but also act as a strong predictor of guest loyalty. Insights from the Focus Group Discussion (FGD) with hotel management reinforce these findings, showing that initiatives like waste management, use of renewable energy, and environmental education enhance guest satisfaction and influence revisit intention. Overall, the research underscores the strategic value of integrating and promoting green practices in hospitality, not just for ecological sustainability but also as a powerful business and branding tool to increase guest retention.

CONCLUSSION

Based on the research findings, the implementation of green practices at Hotel Komune and Beach Club Bali has been successfully carried out through three main components: green action, green food, and green donation. Green action includes energy and water efficiency, use of eco-friendly products, recycling, pollution prevention, and providing waste separation bins, all of which are effectively supported by hotel staff cooperation. Green food practices involve sourcing local and organic ingredients, adapting menus seasonally, and using environmentally friendly serving materials. Meanwhile, green donation efforts include regular hotel clean-up activities and outreach programs like visit to orphanages, where staff educate and donate items that support environmental awareness. These initiatives reflect the hotel's strong commitment to sustainability.

The study concludes that green practices significantly and positively affect both guest satisfaction and revisit intention. Guests staying at hotel experience greater satisfaction when they perceive meaningful implementation of green practices, which in turn enhances their desire to return. The analysis affirms that green action, green food, and green donation all contribute to building a positive guest experience. Furthermore, guest satisfaction itself is a key driver of revisit intention, emphasizing the importance of providing excellent, environmentally conscious service. Therefore, the better the green practices and guest satisfaction, the stronger the intention of guests to revisit, recommend, and choose Hotel Komune and Beach Club Bali over other accommodations.

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