The Insignificant Impact of Eco-Green Concept as A Marketing Strategy in the Hospitality Industry

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Abstract: Batu City is well-known to visitors as one of the leading tourism destinations in East Java Province. This condition raises the rapid growth of the area's primary and supporting tourism industries. The increasingly rapid business growth has led to stricter business competition and forced business owners in this sector to adapt and evaluate opportunities to maintain the sustainability of their business. Furthermore, various business innovations are carried out by industries hoping that tourists, including the hospitality industry, will still use their companies. One of the hospitality concepts favored by tourists is the eco-green concept, in which hotels implement environmentally friendly values as the primary strategy for attracting tourists. Is this the right decision and strategy? This study aims to assess the level of significance of the eco-green concept as a marketing tool by companies. This research was conducted in Kampung Lumbung Eco-Boutique Hotel Batu, where the hotel was the first accommodation to implement the eco-green concept in Batu City since 2006. Data were collected by distributing questionnaires to guests, interviews with hotel managers, observation, documentation, and literature study. Multiple linear regression with practical and relative contributions is used to analyze the effect value. The main results from this study indicate that the eco-green concept does not significantly impact marketing strategies in the hospitality industry. It happens because there are different values between guest expectations and management's understanding of the concept of an environmentally friendly hotel. The results also show that adaptation to technological advances is needed to meet guest expectations and maximize the concept of environmentally friendly hotels as a marketing strategy to achieve business goals.

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1 Introduction

The change in the need for travel is visible in some circles. Tourism is now starting to become an activity in great demand by everyone. Previously, traveling was a luxury activity that people could only do at a high economic level, but now almost everyone is doing this. Furthermore, these tourist activities are carried out in one region, and tourists are starting to travel further from one area to another, even across countries and continents.

Batu City, one of the areas in East Java Province with a unique urban planning landscape, has long been known by tourists as a tourism city. The agricultural sector is the leading tourism sector in the area. With the increasing growth of tourists coming to Batu City, many stakeholders have begun to provide various supporting facilities for existing tourism activities. The provision of travel services, food and drink services, entertainment, and even accommodation began to emerge in recent years.

Meanwhile, as one of the implications of the rapid growth of tourism in the city, the accommodation business in Batu City also experienced a significant increase. With a population of 1225 non-star accommodations and 18 units of star hotels in 2019, Batu is the city with the densest population of non-star accommodation businesses in East Java (Central Bureau of Statistics of East Java, 2020). The increasingly fierce business competition makes the phenomenon of price cannibalism and cross-selling segments that occur between accommodation business actors difficult to avoid.

Various innovations and strategies are carried out to maintain and achieve the expected business goals. One form of this strategy is to apply the concept of environmentally friendly accommodation. It is expected to maintain the ongoing business continuity and win the existing market competition. The successful application of the green hotel concept as a marketing strategy, in addition to increasing intention to stay and word of mouth, is also expected to increase the willingness to pay guests from the targeted segmentation [1].

One of the accommodation businesses that apply the concept of an environmentally friendly hotel is Kampung Lumbung Eco-Boutique Hotel Batu. Since operating in 2006, Kampung Lumbung has consistently implemented the green hotel concept (www.kampunglumbung.co). Until now, the green hotel practices run by Kampung Lumbung have become more complex and consistent, ranging from landscape management (land use), selection of building construction and furniture (tools), water management and energy consumption, waste, and waste management, including the practice of recycling (recycling) and upcycle (transfer of function) as well as not forgetting the empowerment of local communities in running hotel operations.

Currently, the selling price for the lowest type of room with breakfast at Kampung Lumbung is Rp. 454,840-net, although it was lower than the price before the pandemic, the price was still 48.7 percent higher than the price of the lowest competitor hotel, the 3-star hotel, namely the Seulawah Grand View hotel, which sold its rooms at a price of Rp.306.000,-net. The selling price of Kampung Lumbung is still higher than Rp. 23,470- (5.4 percent) from Hotel Kusuma Agro Wisata, a 4-star hotel in Batu City with a room price of Rp. 431.010,-net. (Source: Traveloka mobile application for check-in March 1, 2022). This also proves that Kampung Lumbung is not trapped in price cannibalism and the practice of cross-selling segment carried out by most accommodation business properties in Batu City. The success of Kampung Lumbung as a green concept hotel in maintaining room price stability and selling room prices more expensive than hotels that do not have a green concept or hotels with star qualifications above assumes that there is a correlation between the influence of the green hotel concept on room prices that tourists are willing to pay to stay in Kampung Lumbung.
Is the application of the green hotel concept the right strategy to do? This study aims to identify the significance of the green hotel concept as a marketing strategy for increasing tourists' willingness to pay more. So that it can further analyze the influence of the green hotel concept as a marketing strategy in the accommodation business. Various previous studies have shown that the green hotel concept generally positively affects increasing willingness to pay. However, the application of the green hotel concept in a more specific scope has not yet been explained, contributing to this study's results. This research is expected to provide more detailed insight into the impact of implementing green hotels so that green hotel concepts can be adopted and sorted according to the needs of each property. Thus, it is hoped that the right form of marketing strategy can be determined to accelerate the achievement of the expected business goals.

2 Literature Review

According to the ASEAN Green Hotel Standard, a Green Hotel is a hotel that is environmentally and adopts energy conservation measures. According to the Ministry of Tourism (2014), a green hotel is a hotel that has policies and the implementation of sustainable activities. Green hotel has become an international trend, and environmentally responsible practices have been adopted to reduce the negative effects of the impact of hotel operations that are not green. By implementing environmentally responsible practices (ERPs), benefits can be obtained in the form of cost efficiency, resource conservation, increased customer retention, loyalty, employee morale, and improved corporate image (Wang & Chen, 2007).

- Through the Ministry of Tourism, the Government of Indonesia has published related guidelines and rules for implementing green hotels. The guidelines and rules that have been issued since 2016 contain several perspectives that must be carried out specifically in carrying out the concept of environmentally friendly accommodation, namely: environmentally friendly management, environmentally friendly hotel operations, land use, energy efficiency, water conservation, building construction materials, air quality control, and environmentally sound waste management.

Willingness to pay is a measure of the level of consumer appreciation for goods or services in the form of the highest price value that buyers are willing to pay to obtain benefits in the form of goods or services and make this value a measure of how much potential consumers value—the goods or services. (Amelia, 2016). Willingness to Pay is an economic value defined as a measurement of the maximum number of people willing to sacrifice goods and services to obtain other goods and services at a certain time (Zhao and Kling, 2005). Willingness to pay is important to protect consumers from the dangers of corporate monopoly related to the price and supply of quality products (Grece L. and Njo N., 2014). The willingness to pay is the price at which the level of consumers reflects the value, namely the value of goods and services and sacrifices to get these goods or services (Simonson & Drolet, 2003). Quoting the opinion of experts, it can be interpreted that willingness to pay is the highest economic value of an item or service that consumers are willing to spend to use, own, or get benefits from the goods or services they want or need.

Hospitality and environmental management are important components in enhancing sustainability and innovative practices [3]. One important dimension in carrying out environmental awareness programs in traveling is the willingness of tourists to pay more or more for an environmentally friendly trip. Environmental concerns and income levels affect the willingness to pay more [6]. The willingness of tourists to pay more to stay at a hotel that has been certified green according to applicable local standards is influenced by their level
of concern for the environment, the choice (preference) of hotels, and the demographics of each tourist [7].

3 Methodology

A survey of the guests of Kampung Lumbung was conducted to collect the primary data for this study. Measurements were made using a Likert scale of 1 representing strongly disagree to 5 representing strongly agree. By the statement from Mr. Danny Julianto, General Manager of Kampung Lumbung, the average room occupancy rate is five rooms per day. It can be seen that the sample population is 150 rooms in one month. The sample is determined by the slovin method with a margin of error of 10%, so the sample in this population is 60 respondents. The variables in this study are presented in the following table:

<table>
<thead>
<tr>
<th>Table 1. Definition of variable(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Green Hotel (X)</strong></td>
</tr>
<tr>
<td><strong>Land Use (X1)</strong></td>
</tr>
<tr>
<td><strong>Building Construction (X2)</strong></td>
</tr>
<tr>
<td><strong>Energy Efficiency (X3)</strong></td>
</tr>
<tr>
<td><strong>Waste Management (X4)</strong></td>
</tr>
<tr>
<td><strong>Willingness to Pay (Y)</strong></td>
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<td></td>
</tr>
</tbody>
</table>

The analysis of this research is descriptive and quantitative. The data can be processed by multiple linear regression to determine the significance level. The relative and effective contributions were calculated to determine the composition of the effect of each independent variable partially on WTP. The economic value of WTP is processed descriptively with the contingency valuation method used to support the results of the regression analysis done previously. The contingent Valuation Method is a direct calculation method, in this case, directly asking about the public willingness to pay with an emphasis on individual preferences in assessing public objects with an emphasis on the standard of value for money (Hanley and Spash, 1993).

4 Empirical Results

The characteristics of the respondents involved in this study can be seen in the picture below:
The characteristic data collected shows that repeater guests dominate the respondents involved and already know that Kampung Lumbung is an environmentally friendly hotel. The brand awareness of Kampung Lumbung as a hotel with an environmentally friendly concept is very high at 93.33%, indicating that the implementation of environmentally friendly hotels carried out by Kampung Lumbung for 16 years has succeeded in making it a brand identity that is attached to Kampung Lumbung guests. While the answers given by the respondents in this study are presented in the following figure:

Based on the answers given by the guests in this study, it can be seen that the guests’ implementation of green hotels by Kampung Lumbung is considered very good. However, it is inversely proportional to the willingness of tourists to pay more to stay at Kampung.
Lumbung. The doubts that arise are indicated by the guest's response to the questions posed in this study about why respondents gave their WTP figures. This economic figure is then processed by the CVM method to make the research results more convincing. The implementation that is considered to be a highlight by the management of Kampung Lumbung is the absence of an air conditioner, no electricity is available, and there is no access friendly for the disabled because the hotel maintains the authenticity of the contours of the land, which is the main reason for guests. After all, it is essential nowadays and has become a basic facility. It was already needed. So, in the absence of these facilities, most guests consider the current price paid to Kampung Lumbung to be expensive and not value for money, considering that many competitors offer lower prices with facilities that better meet their expectations.

Reasoning using the Contingent valuation method (CVM) shows that the average budget value of guests staying at Kampung Lumbung is Rp. 392,633,- and a WtP value of Rp. 477,917,-. This means that there is a positive difference that guests are willing to pay more Rp. 85,284- (21.72%) of their pre-determined budget. The figure of 21.72% is certainly not an impactful significance considering that this number is relatively low for an expected result from implementing a marketing strategy by applying the green hotel concept to increase sales and accelerate achieving the expected business goals. The details of the responses given by respondents to the question about the economic figures from the budget and the maximum amount they are willing to pay to stay at Kampung Lumbung are as follows:

![Budget vs WTP](image)

**Fig. 3. Budget vs WTP**  
Source: Primary data processed (2022)

Simultaneous and partial multiple linear regression analysis was also carried out to support the previous descriptive and CVM analysis findings. Partial test results show the following details:


### Table 2. Partial T-Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>.951</td>
<td>.891</td>
<td>.1068</td>
<td>.290</td>
</tr>
<tr>
<td></td>
<td>.231</td>
<td>.118</td>
<td>.283</td>
<td>1.960</td>
</tr>
<tr>
<td></td>
<td>-.128</td>
<td>.107</td>
<td>-.185</td>
<td>-1.195</td>
</tr>
<tr>
<td></td>
<td>.205</td>
<td>.054</td>
<td>.475</td>
<td>3.798</td>
</tr>
<tr>
<td></td>
<td>-.002</td>
<td>.095</td>
<td>-.002</td>
<td>-.017</td>
</tr>
</tbody>
</table>

Source: Primary data processed (2022)

Based on the results of multiple linear regression, the following can be analyzed:

1. **Effect of land use on PAPs**
   
The partial test results show that the t count is 1,980, which is greater than the t table of 1,068, with a significance value of 0.055, the same as the reference limit of 0.05. This can be interpreted that land use affects PAP but is not significant.

2. **Effect of building construction on PAP**
   
The partial test results show that t count -1.195 is smaller than t table 1.068, with a significance value of 0.237 greater than 0.05. This shows that the construction of the building has no effect and is not significant for WTP.

3. **Effect of energy conservation on WTP**
   
The partial test results show that the t count is 3,978, which is greater than the t table of 1,068, with a significance value of 0.000, which is smaller than the reference limit of 0.05. This means that energy conservation has a significant effect on WTP.

4. **Effect of waste management on PAP**
   
The partial test results show that t count –0.017 is smaller than t table 1.068, with a significance value of 0.968, which is greater than the reference limit of 0.05. This means that waste management has no and no significant effect on PAPs.

### Table 3. Simultaneous F Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>13.151</td>
<td>4</td>
<td>3.288</td>
<td>6.062</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>29.832</td>
<td>55</td>
<td>.542</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>42.983</td>
<td>59</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary data processed (2022)

A variable together is said to have a significant effect if the significance test is < 0.05. The test results table above shows that the significant result is 0.00, which means 0.00 < 0.05. This means that the independent variable simultaneously affects the dependent variable. To confirm the results of the interpretation, calculations were also carried out by looking at the
results of the calculated F against the F table. If F count > F table, it can be interpreted that the independent variables have a simultaneous effect. In this study, with 60 respondents, it is known that the F table value is 2.76. F-test results show that 6.062 > 2.76 so that it can be interpreted that the independent variable simultaneously affects the dependent variable.

Table 4. Coefficient of determination, effective contribution and relative contribution

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta Regression Coefficient</th>
<th>Correlation coefficient</th>
<th>Effective Contribution</th>
<th>Relative Contribution</th>
<th>R square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land Use (X1)</td>
<td>0.283</td>
<td>0.313</td>
<td>8.86</td>
<td>0.29</td>
<td>30.6</td>
</tr>
<tr>
<td>Construction (X2)</td>
<td>-0.185</td>
<td>0.123</td>
<td>-2.28</td>
<td>-0.07</td>
<td></td>
</tr>
<tr>
<td>Energy (X3)</td>
<td>0.475</td>
<td>0.506</td>
<td>24.04</td>
<td>0.79</td>
<td></td>
</tr>
<tr>
<td>Waste (X4)</td>
<td>-0.002</td>
<td>0.271</td>
<td>-0.04</td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td>30.6</td>
<td>1.00</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary data processed (2022)

In the coefficient of determination (R2), it is known that the R2 value is 0.306, which means that tourists' willingness to pay more (WTP) is influenced by 30.6 percent by land use (X1), building construction (X2), energy conservation (X3) and waste management (X1). Meanwhile, 69.4 percent were influenced by variables not explained in this study, which could come from 4 theoretical foundations of the green hotel concept that were not used in this study, namely management, operations, water conservation, and quality control of health and comfort.

4.1 Effect of Land Use on willingness to Pay More

The partial test (t-test) results, which have been described previously, show that land use has an effect on PAP but is not significant. This result is reinforced by the calculation of the effective contribution of 8.86 percent. In other words, it can be assumed that land use only has an effect of 8.86 percent to make guests willing to pay more to stay at Kampung Lumbung. This is different from previous studies that were used as references in this study, such as research from [5] and [2]; the results of both studies show that green hotels have a significant and significant effect on willingness to pay. This difference in results could be due to different demographics. The sample in the study in Lumbung Village consisted of 63.33 percent of repeater guests (guests who had stayed at Lumbung Village at least once and came to stay again in Lumbung Village). Considering that repeater guests can be assumed to be more familiar with and understand the conditions in Kampung Lumbung than guests who first came to Kampung Lumbung, this condition can be used as a basis that respondents who are guests show a pattern that they no longer see the existing land use in Lumbung Village. Each already has a fair price for the room price they are willing to pay to stay at Lumbung Village according to the conditions and conditions of land use in Lumbung Village that they already know.

The development of the Lumbung village is carried out by the management while maintaining a proportional availability of green open areas, which has made several cottage rooms built in the available area even though access is more difficult than the previous rooms.
that existed earlier. The development of the hotel area by increasing the number of rooms is carried out to accommodate the increasing level of guest demand. However, along with the number of competing hotels, most hotels already have adequate access (lifts are available for guests), are disabled-friendly, and several star hotels complete their cottage rooms with private parking facilities. This makes land use in Kampung Lumbung more comparable. Compared to its competitors, although according to the atmosphere of the guests who finally chose to stay there, Kampung Lumbung still excels and has an atmosphere that truly matches the expectations of the guests.

4.2 The effect of building construction on willingness to pay more

Partial test results show that building construction does not affect WTP. However, the effective and relative contribution shows that construction has a negative effect of -2.28 percent on WTP, and this value negatively affects the regression analysis results by -7 percent on the willingness of tourists to pay more in Kampung Lumbung. This negative effect indicates that there are guests who refuse to pay more or lower their willingness to pay after seeing the quality of building construction in Kampung Lumbung. The observation results show that the guests staying overnight are more interested in staying at Kampung Lumbung due to aesthetic factors for their social media needs. The construction of the buildings in Kampung Lumbung, which consists mostly of recycled and reused materials and with traditional designs, was considered by some guests as one of the factors that made them feel that they paid too much to stay at Kampung Lumbung. This is supported by the facts in the accommodation business competition in Batu City, namely the lack of hotels that use ancient building materials.

In contrast, most hotels sell quality buildings with more modern and luxurious designs. Research conducted by [4] shows that the design and construction of environmentally friendly buildings can increase the intention of staying for guests who already know the importance of the benefits and existence of environmentally friendly buildings for sustainability. Since this study did not further study the environmental concerns of the respondents in assessing the importance of green buildings, it cannot be ascertained why building construction harms the willingness to pay more in Kampung Lumbung. There is an assumption that the guests think that the ancient and traditional designs carried by Kampung Lumbung seem cheap, so they feel it is expensive to pay to stay at Kampung Lumbung because competitors with the same or cheaper prices offer their accommodation with luxurious designs and complete with a variety of choices. Modern facilities in the room.

The decision of the management of Lumbung Village to continue and continue to use building materials with the main material in the form of traditional wooden houses that are decades old is based on the owner's main vision and mission to preserve Javanese culture, which has begun to be rare and eroded by time. So, in selecting building construction materials, there will not be many changes to the main material options used. What the management does is package the antiques and historic building materials into a design characteristic of Kampung Lumbung and target to maintain the level of loyalty of guests who have stayed overnight to come back. The management has recognized design deficiencies considered outdated and often seem spooky. However, considering the historical and rare building construction materials used in Kampung Lumbung, management is confident and optimistic that later, when modernization has hit and the traditional will be increasingly difficult to find, the building construction and design that Kampung Lumbung has determined will contribute in influencing tourists to be willing to pay more to stay at Kampung Lumbung.
4.3 The effect of energy conservation on willingness to pay more

The partial test results show that energy conservation significantly affects WTP. Of the four independent variables studied, energy conservation is the variable with the greatest contribution that can affect WTP. A contribution of 24.04 percent on R², or equivalent to 79 percent of the results of R² in this study, came from energy conservation. This can be a reference if the hotel wants to increase its income by increasing the selling price. The energy conservation concepts implemented must be re-evaluated and formulated according to the condition of the hotel, guests, and existing demand to have a maximum impact on hotel income and increase guest willingness to pay. More expensive. Given that this variable is dominant in terms of effective contribution, relative contribution, and partial test results (t-test), this variable can be made a priority for Kampung Lumbung.

The thing that became the highlight of the guests was the presence of air conditioning in the rooms. Until now, Kampung Lumbung survived by relying on natural air and does not provide air conditioning in guest rooms or public rooms. In addition, the population sample in this study highlighted the unavailability of an electric jug (electric kettle) in the room. Several factors can be analyzed to support the conditions in Kampung Lumbung, thus making energy conservation the most dominant and significant variable. First, demographically, with the presence of guests in the sample of this study, which are 63.33 percent repeaters and 93.33 percent of guests, they already know that the Kampung Lumbung hotel has an environmentally friendly concept, resulting in a phenomenon of perceptions and expectations of these guests against non-compliance. The availability of air conditioning and electric kettles in Lumbung Village. External conditions where the weather in Batu is not as cold as in the past made some of these guests feel that the need for air conditioning could not be postponed anymore, besides the number and location of stations to take hot water provided by the hotel as a substitute for the electric kettle inside. Rooms are considered difficult and also too few. Compared with similar hotels that already provide air conditioning and an electric kettle in the room, this can be considered for Kampung Lumbung itself. The second is that the majority of guests are millennials (aged 25-40), with the majority of education being Bachelor (S1), which, in general, can be assumed that they have adapted to the use of more modern electrical electronics and remain responsible for environmentally friendly practices in their daily lives. Some guests say they are unwilling to pay because the room has no air conditioning or electric kettle. Even though current technological advances for these guests, it is possible for Kampung Lumbung to adapt it so that the guests' needs are still met and the concept of a green hotel in Kampung Lumbung is maintained. The third refers to the 7th ASEAN Green Hotel Standard Awards winner in 2022. For Indonesia, the winner is a 5-star hotel (Double Tree Jakarta, Mercure Grand Mirama Surabaya, Alila Solo, JW Marriott Surabaya, Shangri-la Surabaya) with adequate electronic equipment—adopting existing technological advances [7].

This proves that the opportunity to practice green hotels, even though using more electronic equipment, is possible and can be done, provided the hotel continues to update and take advantage of existing technological developments. However, considering that the level of environmental concern of respondents in this study was not examined, it is necessary to conduct further research on environmental concerns to obtain more accurate results regarding its relationship to energy conservation so that respondents are willing to pay more to stay at hotels with environmentally friendly concepts.

The management of Kampung Lumbung has also realized the importance of additional electronic devices as facilities. However, the management still sticks with the old energy conservation program concept because they think energy consumption will increase hotel operating costs. At the same time, room prices in Lumbung Village have not been able
to return and stabilize to normal price levels before the pandemic. In addition, the management side also revealed that adding electronic equipment in the room is considered to reduce the essence of Kampung Lumbung, which has already survived as an environmentally friendly accommodation by applying the concept of environmentally friendly accommodation that runs energy-saving programs, including not installing air conditioning in rooms since it first received guests in 2006. The application of environmentally friendly energy consumption is also explained as being able to reduce the level of operational costs so that it automatically increases the potential benefits obtained. The performance of Kampung Lumbung with the market segmentation that has been achieved and has lasted for 16 years also makes the management more confident in deciding that Kampung Lumbung does not require an upgrade to the adaptation of technology related to electronic equipment. The differences in perceptions and expectations described above between the management and guests of Kampung Lumbung towards energy conservation, which is mostly contradictory, strengthen the analysis of why energy conservation is the green hotel concept that has the most influence on willingness to pay (tourists are willing to pay more) in Kampung Lumbung.

4.4 Effect of waste management on willingness to pay more

Partial test results show that waste management does not affect WTP. The calculation of the effective contribution and the relative contribution of 0 percent also indicate that waste management has no effect and is neutral on willingness to pay more. However, according to the statement from Hotel Manager Mr. Danny Julianto, waste management is the flagship program of Kampung Lumbung. As a special program in recycling and reuse, waste management can still be further developed into 5R (Reduce, Reuse, Recycle, Replace, and Replant), allegedly influential in raising the image of Kampung Lumbung as a green hotel considering that 93.33 percent of guests who stay know that Kampung Lumbung has a green concept. Moreover, this flagship program is the thing that has the most vibes in all hotel areas, supported by recycling and reusing decorations that are very dominant in all hotel areas and are often used by Kampung Lumbung for branding and campaigning for their hotel as a Green Hotel. The waste sorting and recycling program is a program that has been promoted and implemented in everyday life by various parties. The results of interviews with management, observations, and processing of collected questionnaire data show that both from the guest's point of view and management, all think that waste management is a mandatory action that must be carried out in daily life and business operations. This perception condition is convincing as to why waste management does not affect tourists' willingness to pay more in Kampung Lumbung.

5 Conclusion and Policy Recommendation

The potential increase in business income from the willingness to pay more tourists in terms of economic value by 21.72% and quantitatively by 30.6% makes business people hesitate to transform the accommodation they manage into eco-friendly concept accommodation. The high investment cost that must be provided to make a hotel with an environmentally friendly concept is another reason for the lack of interest in accommodation businesses in implementing the green hotel concept. The potential revenue increase of 21.72% to 30.6% is an insignificant number, and accommodation business players can easily achieve this figure by implementing yield management and a good understanding of revenue management without the need to apply green hotels as a marketing strategy.
For properties that want to apply the green hotel concept, it is necessary to evaluate every program that has been carried out so that the green hotel concept can be an impactful strategy in accelerating the achievement of the expected business goals. Energy conservation, which affects WTP, is 24.04%, and the contradiction between management perceptions and expectations of Kampung Lumbung guests in assessing the vitality of electronic equipment facilities in the room shows that adaptation to technological advances is urgently needed at this time to maximize the success of the green hotel concept as a marketing strategy.

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