

Analysis of Green Marketing and Hotel Atmosphere on Purchase Decisions through Customer Purchase Interest at Risata Bali Resort & SPA Tuban Bali

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Abstract

In the current era of globalization, tourism is a familiar thing throughout the world—one of the cities in Indonesia is quite famous for its tourism to foreign countries in Bali. Hotel Risata Bali Resort & Spa Tuban Bali also took advantage of this opportunity to attract tourists to stay at the hotel by implementing a green marketing strategy and hotel atmosphere to attract the hotel. This research is survey research, while the research sample is 99 visitors to Hotel Risata Bali Resort & Spa Tuban Bali. Data collection techniques are using questionnaires and documentation techniques. This study shows that the green marketing strategy carried out by visitors to the Risata Bali Resort & Spa Tuban Bali Hotel influences buying interest. Meanwhile, Hotel Atmosphere does not affect purchase interest. In structure II, Green Marketing and Hotel Atmosphere have an impact on purchasing decisions. Only buying stake does not influence purchasing decisions at the Risata Bali Resort & Spa Tuban Bali Hotel.

Keywords

Green Marketing, Hotel Atmosphere, Buying Interest, and Purchasing Decisions

1. Introduction

In the current era of globalization, tourists are increasingly selective in choosing accommodation based on the level of awareness of tourists. It is also supported by education, knowledge, and culture. They tend to select accommodation that utilizes energy-efficient resources and is based on green hotels, which consistently apply environmentally friendly. With the increasing awareness of tourists, it is not surprising that many hotel accommodation businesses are competing to apply the green hotel concept; this indicates that hotel accommodation competition is increasing. One of the strategies used by the hotel industry players regarding facing this competition is to implement a green marketing strategy.

Hotel Risata Bali Resort & Spa Tuban Bali is one of the hotels implementing a green marketing strategy. With the implementation of a green marketing strategy (Nath et al., 2021; Suharyanto et al., 2021; Umanailo et al., 2021). It is hoped that the Risata Bali Resort & Spa Tuban Bali Hotel will be able to win the competitive competition with competing hotels and improve purchasing decisions, which are based on customer buying interest. A customer will be based on interest first before finally being followed by his decision to make a purchase (Nurvidiana, 2015).

Another thing that is done by the Risata Bali Resort & Spa Hotel in facing competition in the hospitality industry is to provide something that can be memorable and become more attractive for tourists, namely through the atmosphere (environmental atmosphere) it has. The atmosphere's importance is that the atmosphere can be a medium that attracts potential customers and creates messages where a good hotel atmosphere can reflect that the hotel has good hospitality (Ariffin and Aziz, 2012). Based on the definition of the experts, and shows the interrelationships between green marketing, hotel atmosphere, buying interest and purchasing decisions. However, this is inversely proportional to the phenomenon that occurred in the object of this research, namely Hotel Risata Bali Resort & Spa Tuban Bali, which has implemented a green marketing strategy supported by the green hotel concept that is applied (Ervina et al., 2019; 2019; Rumaolat et al., 2019). It has not increased tourist purchasing decisions, so the occupancy rate and the number of rooms sold at Hotel Risata Bali Resort & Spa Tuban Bali have decreased every year (Jannah et al., 2019; Lionardo et al., 2020; Yusuf et al., 2019). The following in table 1 is the number of rooms sold and the room occupancy rate at the Risata Bali Resort & Spa Tuban Bali Hotel for the 2017-2019 period (Table 1).

Table 1. Sold Rooms and Room Occupancy at Hotel Risata Bali Resort & Spa Tuban Bali Period 2017-2019

Year	Available Rooms (Room Available)	Room Sold (Room Sold)	Occupancy Rate (Occupancy)
2017	65.330	56.640	86.69%
2018	65.335	54.368	83.21%
2019	65.335	49.943	76.44%

Source: Sales & Marketing Hotel Risata Bali Resort & Spa Tuban Bali (2020)

In addition, there are negative reviews related to the atmosphere (environmental atmosphere) of the hotel submitted by several guests who have or have stayed at the Risata Bali Resort & Spa Hotel that the researchers met in the reviews of hotel lodging service providers. Below in Table 2 are some reviews or guest complaints related to the hotel atmosphere that researchers have summarized from the findings in studies of three different information sites and hotel lodging service providers (Table 2):

Table 2. Guest Complaints About Atmosphere and Environment at Hotel Risata Bali Resort & Spa Tuban Bali

Complaints	Information
Outside	Based on reviews of guests who have stayed, said that the design of the hotel building already looks old and needs renovation
General Interior	Based on reviews of past guests, saying that the room conditions seemed dark and humid
Layout Design	Based on reviews of guests who have stayed, saying that corridor inside the hotel confuses guests when they want to reach the facilities provided
Interior Display	Based on reviews of past guests, it says that there is some information from different hotels
Human	Based on the reviews of guests who have stayed, said that employees at the reception are not responsive in addressing guest complaints

Source: Pasa Lodging Hotel Provider Site (2020)

Based on the research and the phenomenon. Of the gap in the form of data and reviews that have been described. It is hoped that this research can test how much influence the green marketing and hotel atmosphere have on purchasing decisions through the customer buying interest at the Risata Bali Resort & Spa Hotel Tuban Bali.

2. Literature Review

The difference between green marketing and conventional marketing is that traditional marketing is generally only oriented to commercial income. Still, the concept of green marketing is not only introduced to commercial gain but

also oriented to the environment (Chamorro and Banegil, 2006). Ottman et al. (2006) further stated that green marketing concentrates more on customer profitability with an environmental approach that will stimulate customers to make purchases.

According to Madjid (2014), the atmosphere is an atmosphere that has been adjusted to suit the target market, which can attract consumers to make a purchase action. The process of creating an atmosphere is an activity to conceptualize a buying area or environment by ensuring character through the arrangement and determination of physical facilities and activities of goods sold (Jayusman et al., 2018). The atmosphere can be interpreted as all the material and non-physical parts that can affect consumers (Hoffman and Turley, 2002).

Dodds assumes that the definition of buying interest is something that can make consumers buy directly the product being offered or being seen. A customer will appeal before it is finally followed by his decision to buy (Nurvidiana, 2015). A person will not directly decide on purchasing but will seek information from the closest person or from a trusted source first to assist him in the decision-making process (Putra and Heriyanto, 2017).

Purchasing decisions are a series of processes that come from consumers knowing the problem, looking for data about a particular product or brand and assessing the product or brand how well each of these choices can solve the problem, which in the end, a series of processes that lead to a purchase decision, 2018). These customer needs ultimately create a feeling of wanting to own and create a desire to carry out purchasing activities for a product or service (Hanaysa, 2018).

3. Methods

The approach used in this research is a qualitative approach with a survey study type. This research was conducted at the Risata Bali Resort & Spa Hotel Tuban Bali in the Province of Bali. The research sample was 99 hotel guests who had stayed—the sampling technique used non-probability sampling. Data collection techniques are through observation, interviews, and questionnaires, while the analysis uses path analysis.

4. Results

4.1 Partial Substructure Testing 1

To find out the partial influence of green marketing and hotel atmosphere on buying interest is presented in Table 3 as follows:

Table 3. Results of Analysis of Substructure Path 1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constan)	.589	.771		.764	.447
	Green Marketing (X1)	.790	.070	.779	11.346	.000
	Hotel Atmosphere (X2)	.113	.062	.125	1.820	.072
a. Dependent Variables: Purchase Interest (Y1)						

Source: Data processed 2021

Based on table 3 above, it can be known that the significance value for the green marketing variable against the purchase interest is 0.000. T-count 11.346 and the significance value for the variable atmosphere limited to the purchase interest is 0.072 and the importance of t-count 1,820 because the value < 0.05 and score t-table $(11,346) < t$ -count $(1,984)$ means there is a positive and significant influence of green marketing on buying interest. While the hotel atmosphere significance value is more effective than 0.05 and t-count $(1,820) < t$ -table $(1,984)$ means no influence on buying interest. See the magnitude of the effect can be seen in the correlation value of determination or R2 described as in Table 4 follows:

Table 4. Determination of Substructure 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.869 ^a	.755	.749	1.58614
a. Predictors: (Constant), Green Marketing (X1), Hotel Atmosphere (X2)				
b. Dependent Variable: Purchase Interest (Y1)				

Source: Data processed 2021

Table 4 obtained the price of correlation coefficient with the value of R square of 0.755. The data is interpreted that the influence of green marketing and hotel atmosphere on buying interest is 75.5% external variables influence the rest. The magnitude of the path coefficient is calculated by: $(pY\epsilon_1) = \sqrt{1 - R^2} = \sqrt{1 - 0.755} = 0.494$.

4.2 Partial Testing of Substructure 2

To see a partial test of the effect of green marketing, hotel atmosphere and buying interest on purchasing decisions can be seen below in Table 5:

Table 5. Results of Substructure Path Analysis 2

Model		Unstandardized Coefficients		Standardized Coefficients	T	itself
		B	Std. Error	Beta		
1	(Constant)	5.241	.882		5.940	.000
	Green Marketing (X1)	.317	.122	.360	2.611	.010
	Hotel Atmosphere (X2)	.259	.072	.329	3.581	.001
	Purchase Interest (Y1)	.132	.116	.152	1.131	.261
a. Dependent Variable: Purchase Decision (Y2)						

Source: Data processed 2021

Based on table 5 above, it can be known that the significance value for the green marketing variable against purchase decision is 0.010 and t-count 2.611, sig value. For hotel atmosphere variable against purchase decision is 0.001 and t-count 3.581 because of the sig value. Green marketing and hotel atmosphere are less than 0.05, and the t-count value > t-table (1,984) means that the variable green marketing (X1) and hotel atmosphere (X2) partially have a positive and significant influence on purchasing decisions (Y2). While mina buys (Y1) where the value of sig. 0.261 and the calculated t value (1.131) < table (1,984) there is no significant influence between the buying interest (Y 1) on the purchase decision (Y2) and for the correlation value of the determination or R2 is described as in Table 6 follows:

Table 6. Determination of Substructure 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 ^a	.581	.567	1.80993

Source: Data processed 2021

Table 6 above obtained the price correlation coefficient with the value of R square of 0.581. The data is interpreted that the influence of green marketing and hotel atmosphere on buying interest is 58.1% outside variables influence the rest. The magnitude of the path coefficient is calculated by: $(pY\epsilon_1) = \sqrt{1 - R^2} = \sqrt{1 - 0.581} = 0.494$.

5. Discussion

The results of the study show that green marketing affects buying interest. This finding implies that business actors in the hotel sector are increasingly aware of the benefits of marketing strategies based on green marketing. Business actors will consider green marketing designs in their business areas to attract buying interest from customers who continue to care about the environment. According to Ottman (2011), Green marketing can be referred to as implementing a sales tool to provide a change that can give a sense of satisfaction to the organization and personal goals in preserving the environment.

The results show that the hotel atmosphere does not affect buying interest. This finding has implications for other hoteliers to pay more attention to and constantly assess the hotel's atmosphere, whether by the expectations of its

target consumers to influence customer buying interest. Mathur and Goswami (2014) stated that if a well-designed atmosphere is to be a differentiator in the face of competition, this differentiating factor can attract customers' buying interest.

The data that has been analyzed shows that the green marketing variable influences purchasing decisions. This finding has implications for hotels or similar business actors to improve the concept of green marketing in their business to encourage purchasing decisions further than their customer's target. This is like what Sumarwan (2011) stated if three aspects influence the way customers make purchasing decisions, namely marketing strategies, individual differences, and environmental elements.

The data that has been analyzed shows the hotel atmosphere influences purchasing decisions. This finding has implications for hotels or similar business actors to continuously improve the comfort and atmosphere of a hotel to encourage customers to make purchasing decisions. The hotel atmosphere in question is related to area design activities through visual communication, colour, light, music and smell that can trigger the perception of customers who come to influence their decision to make a purchase. This is also like the statement by Mathur and Goswami (2014) that an attractive atmosphere will encourage customers to make purchases.

The data that has been analyzed shows that purchase intention does not influence purchasing decisions. The study results are like the findings by Hauf (2014) that buying interest does not affect purchasing decisions. The author's conclusions have implications for hotels where this research will understand the strategy undertaken by Hotel Risata Bali Resort & Spa has not increased customer buying interest, which impacts purchasing decisions. So, this research urges business actors to innovate again with more strategies innovative so that customer buying stakes can increase and influence purchasing decisions.

The data analyzed shows no effect of green marketing influencing purchasing decisions through customer buying interest. This means that customers in making purchases even without the aspect of buying stake, customers can make purchasing decisions because of the green marketing aspect carried out by customers of Hotel Risata Bali Resort & Spa. This finding is like the results by Kusuma et al. (2017), where buying interest is proven not to be an intervening variable in mediating the relationship between green marketing and purchasing decisions. With this result, it is hoped that it can encourage these parties to consider other marketing strategies so that further customer buying interest can positively influence aspects that are applied by hotels or other businesses.

The data analyzed shows that there is no influence of hotel atmosphere on purchasing decisions through customer buying interest. The results of this study are in line with research conducted by Yanti and Budiatmo (2020) that is not proven to be an intervening variable in mediating the relationship between hotel atmosphere and purchasing decisions. If observed from the direct effect, buying interest has no impact on purchasing decisions and the hotel atmosphere variable, which does not influence the decision. There is no direct influence of buying interest on buying decisions as an initial indication if customer buying interest at Risata Bali Resort & Spa does not significantly affect purchasing decisions and the natural result of the hotel atmosphere.

6. Conclusion

Based on the research results, it can be concluded that green marketing and hotel atmosphere do not affect purchasing decisions through the customer buying interest at the Risata Bali Resort & Spa Tuban Bali Hotel. Thus, to improve purchasing decisions through customer buying interest, consistency is needed to understand customers that all activities carried out regarding green marketing and those carried out are genuinely implemented and friendly to the environment. In addition, the importance of the hotel atmosphere or the atmosphere of the domain. It is the image of a hotel in the minds of customers. When a good idea of a hotel already exists in customers' minds, it will indirectly create buying interest, influencing customers in making a purchase decision.

6.1 Suggestion

Based on the discussion raised in the previous section, in detail, positive suggestions can be made for developing understanding or practical needs. The results show that the green price is part of green marketing at Risata Bali Resort & Spa Hotel. Does the primary focus that customer expect to be re-evaluated? This illustrates that most customers think that the price offered by Risata Bali Resort & Spa Hotel is not comparable to the facilities and benefits. That can be felt related to the green marketing program or green hotel offered. Therefore, the Risata Bali Resort & Spa Hotel

needs to re-evaluate the green price aspect to improve consumer purchasing decisions. In addition, offering prices that are competitive with competing hotels but, on the other hand, will provide benefits for customers with the green hotel concept that is carried out, will be able to increase customer interest and purchase decisions. The research results show that the general interior, which is part of the Risata Bali Resort & Spa Hotel's hotel atmosphere, is the primary focus that customer expect to be re-evaluated, both in terms of exterior, furniture, and the cleanliness of the hotel area, which is expected to meet expectations. Customer. This needs to be done to give a good impression in customers' minds, which is expected to attract customers to stay or make purchases related to the products and services offered at the Risata Bali Resort & Spa Hotel.

The results showed that the customer's buying interest related to exploration interest was relatively low due to the customer's perception of the lack of information about Risata Bali Resort & Spa Hotel. Therefore, the Risata Bali Resort & Spa Hotel needs to re-evaluate aspects that can increase customer exploration interest. Such as building a good image and reputation and maximizing supporting facilities to make it easier for customers to find information about Risata Bali. Resort & Spa Hotels. Building a good idea and reputation and providing convenience in finding information about Risata Bali Resort & Spa Hotels will increase customer exploration interest based on customer curiosity about Risata Bali Resort & Spa Hotels. When customer exploration interest increases, it is expected to increase customer purchasing decisions.

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