

Enhancing Delegate Satisfaction through Green Practices at Bali Nusa Dua Convention Center

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Abstract: The purpose of this study was to determine the effect of green practices on delegate satisfaction at the Bali Nusa Dua Convention Center (BNDCC). The data collection method used was distributing questionnaires to delegates who had held meetings at the Bali Nusa Dua Convention Center from January 2024 to May 2024 and the observation. In this study, the author used the Slovin Formula, 98 samples from 6200 populations. The results show that green practice significantly affects delegate satisfaction at the Bali Nusa Dua Convention Center. The results of the determination coefficient (R-squared) test are 0.567 (56.7%). The implementation of green practices results in an impact on guest satisfaction. The correlation between green practice implementation and delegate satisfaction is approximately 56.7%. This indicates that BNDCC's green practices positively influence delegation of satisfaction, interest in revisiting, and willingness to recommend. The most influential indicator on guest satisfaction is BNDCC, which has been green certified and has also implemented energy saving by installing LED lights for lighting. Delegates' satisfaction can also be seen in wanting to hold events at BNDCC with sustainability themes. The questionnaire results given to the delegates who held this event also recommended carrying out activities here, especially with the theme of sustainability.

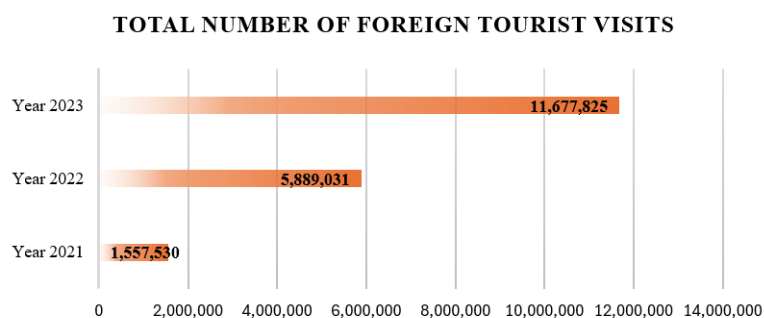
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Introduction

Bali is an attraction for foreign tourists as seen Figure 1. Bali also has tourist attractions such as beaches, mountains, rice fields, forests, and even tourist attractions that are the choice when visiting Bali. There are also thousands of hotels and convention centers available from various star classes and the largest venues in Indonesia with guaranteed security and accessibility functions.



(Source: www.bps.go.id)

Figure 1. The total number of foreign tourist visits for the last three years

In addition, many events have been held in Bali since the pandemic, both locally, nationally, and internationally. The form of the event held in Bali is supported by several facilities such as transportation, airports, and international standard hotels. International standard hotels are certainly also supported by adequate facilities such as convention tourism products such as MICE. MICE (Meeting, Incentive, Conference, Exhibition) or what we often call meetings, incentive trips, meetings, and exhibitions (Darmayanti et al., 2022). The positive impact of convention tourism or MICE on the economy, such as employment, income from the tourism business, to the use of tourism facilities by the local community (Khanh, 2018; Kumar et al., 2014). However, apart from the positive impacts, MICE activities can also have negative impacts. One of the negative impacts that MICE activities can cause is the environment with excessive air pollution, increased food wastage, and energy consumption for the host city and population (Wu et al., 2017).

Efforts are needed to reduce this negative impact, one of which is implementing green practices. Green practice refers to actions that reduce the environmental impact, such as eco-purchase and recycling (Wolfe & Shanklin, 2001). Green practice is an activity that promotes the sustainable use of resources in an organization and, more generally, promotes environmental sustainability (Ahmad, 2015; González-Viralta et al., 2023).

Bali Nusa Dua Convention Center (BNDCC) is an international Convention Center located in the Nusa Dua area. BNDCC has implemented green practices since 2013. This can be proven by receiving the Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) certificate in 2021, as shown in Figure 2. Apart from that, there are also the international events that have been held, such as the Federation of Asian Organizations for Radiation Oncology (FARO) Meeting 2018, the HIMSS22 APAC Health Conference and Exhibition in 2022, and the World Hydropower Congress 2023. The World Hydropower Congress is an important conference for hydropower industry players. It is particularly relevant in the midst of the current global energy crisis. Water is a clean, reliable, and affordable source of renewable energy, and has the potential to be a key solution in helping countries achieve net-zero emission goals.



(Source: baliconventioncenter.com)

Figure 2. Certificate CHSE

Moreover, some environmentally friendly actions that have been implemented at the Bali Nusa Dua Convention Center include arranging strategic spatial layouts with the use of natural lighting in the room, each hotel toilet using a water tap that has an infrared sensor, donating to foundations and recycling food waste into compost, and many more. This environmentally friendly activity process also has an impact on delegate satisfaction. Delegate satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product being considered against the expected performance (Wibowo, 2022). Satisfaction has been considered as a determinant of business success and is one of the concepts that has recently attracted the interest of most service industries in general and the tourism industry in particular (M.-S. Moise et al., 2018). In the literature, satisfaction is defined from various cognitive and/or affective approaches. The cognitive perspective implies a comparison between the sacrifices (costs) and rewards (benefits) that consumers perceive during and after their service experience (M. S. Moise et al., 2021). In contrast, from the affective approach, satisfaction is defined as an effective response with different intensities, focused on specific aspects of acquisition and/or consumption that occur when customers evaluate products and/or services Giese and Cote. So, satisfaction refers to a global affective response after an experience with a service (M. S. Moise et al., 2021). Of course, when delegates feel the benefits of the green practice efforts that have been carried out, they will be satisfied (González-Viralta et al., 2023). So, it can be concluded that green practices have a positive influence on satisfaction. The benefits felt by delegates from the results of implementing this green practice would make them feel good when explicitly asked about them (Venhoeven et al., 2020).

The image of green practices that have been implemented at BNDCC, such as the landscape design at the Convention Center has an open area like a park, food ingredients are seasonal ingredients that come from local sources and energy efficient lighting in the BNDCC Area already uses LED lights. The implementation of these green practices supports event activities carried out at BNDCC, such as organizing events related to solutions in helping countries achieve net-zero emission goals. Beside that, some of the green practice implementations carried out at the Bali Nusa Dua Convention Center are very focused on prohibiting delegates from bringing large quantities of bottles of drinks and food with plastic packaging during the event. An alternative pattern of prohibited delegate activities will be replaced by pouring drinking water into each delegate's glass and providing healthy food directly from the venue to reduce plastic waste accumulation. However, this implementation still gets comments that are far from satisfactory, such as delegates still objecting and not being used to bringing tumblers. The unfamiliarity of delegates is a trait that can be changed if the implementation of green practices carried out by the venue goes well, and with strong reasons, namely that it is useful for maintaining a sustainable environment for a long time. In addition, some delegates still want to use table settings for their clothes, even though they have been encouraged not to use table napkins. Washing chair covers or tablecloths uses chemicals that are certainly not environmentally friendly.

Delegate satisfaction according to Moise consists of meeting expectations, interest in returning, and willingness to recommend. If delegates want the installation of table sets, and it is not fulfilled, then this indicates dissatisfaction. So, when delegates feel comfortable, they automatically report and tell their colleagues about the experiences they have had. From the background above, this study focuses on analyzing the relationship between the two variables. So, it is a strong reason for the author to research "The Implementation of Green Practices on Delegation Satisfaction at the Bali Nusa Dua Convention Center".

Hypothesis:

H₀: Green practice does not have a significant effect on delegate satisfaction at the Bali Nusa Dua Convention Center.

H_a: Green practice has a significant effect on delegate satisfaction at the Bali Nusa Dua Convention Center.

Methodology

This research was conducted at the Bali Nusa Dua Convention Center. The research was conducted from December 2023 to June 2024. This research uses a quantitative method. The population in this study is the number of delegates who have held meetings at the Bali Nusa Dua Convention Center from January to April 2024. The population from January to May 2024 was 6200 delegates. The sampling technique used was nonprobability sampling with a purposive sampling technique (Creswell, 2019). In this study, the author used the Slovin Formula, which was 98 samples. The data collection method using Creswell's (2019) method was distributing questionnaires to delegates who had held meetings at the Bali Nusa Dua Convention Center during the period from January 2024 to May 2024 and conducting observations. The distribution of this questionnaire was carried out online via Google Forms with the following link: https://bit.ly/kuesioner_BNDCC. In addition, the author also conducted direct observation for approximately one month, namely from December 2023 to January 2024. This observation was conducted at the beginning to find the gap between the implementation of green practices at BNDCC and delegate satisfaction. The data analysis

technique used was simple regression using SPSS for Windows version 25.0 software. The indicators used were adopted from research conducted by M. S. Moise et al. (2021) and then developed through interviews with the manager of the Bali Nusa Dua Convention Center and direct observation. Table 1 below shows indicators of green practice variables and delegate satisfaction.

Table 1. The Indicators of Green Practice Variables and Delegate Satisfaction

Variable	Dimension	Indicator
<i>Green practice</i> (M. S. Moise et al., 2021)	A delightful landscape design.	The landscape design at BNDCC is a green landscape of 45,000 m ² in the form of a park.
	Consume local food.	The food ingredients come from fresh local ingredients and use seasonal ingredients.
	Using energy-efficient lighting facilities.	The BNDCC building lighting uses LED lights.
	Provide dispensers.	A dispenser has been provided in the meeting room, and water has been poured into each delegate's glass.
	Using water-saving showers, faucets, and flush tanks.	Every toilet and some washbasins already use automatic sensor taps.
	Has smoke-free areas.	There are several outdoor locations that provide special smoking areas.
	Develop environmental recycling programs, using recycling bins.	BNDCC has provided a program for recycling waste into compost, and selected organic waste is donated to local farms for animal feed. Selected organic waste is converted into eco-enzymes.
	Green certified.	BNDCC is green-certified.
Delegation Satisfaction (M. S. Moise et al., 2021)	Conformity of expectations.	The service from Bali Nusa Dua Convention Center (BNDCC) followed the delegates' expectations.
	Interested in visiting again.	There will be interest in returning to the Bali Nusa Dua Convention Center (BNDCC) as an event host or event delegation.
	Willingness to recommend.	Will recommend Bali Nusa Dua Convention Center (BNDCC) to friends, colleagues, and family.

Source: Results of study of literature

Results and discussion

This study aims to determine the relationship between variable X (Green practice) and Y (Delegation satisfaction). At this stage, statistical tests are performed using SPSS for Windows version 25.0 software.

Respondent characteristics

Table 2. Respondent characteristics

No	Characteristics	Data	Number of People	Percentage (%)
1	Gender	Man	49	50%
		Woman	49	50%
2	Age group	< 18 years	1	1%
		19 - 25 years	8	8%
		26 - 32 years	18	18%
		33 - 39 years	17	17%
		40 - 46 years	25	26%
		> 46 years	29	30%
3	Work	civil servant	14	14%
		self-employed	27	38%
		student	0	0%
		others	47	48%

Source: Results of questionnaire instrument analysis

Based on Table 2. shows that the characteristics of respondents based on gender are not dominated by one gender. The gender is balanced with male respondents as much as 50%, while female respondents are also as much as 50%. Based on age group, respondents are dominated by the age group > 46 years old, which is as much as 30%, and the characteristics of respondents based on type of work, there are no students, civil servants 14%, self-employed 38%, and other jobs 48%. The data above can provide information about the characteristics of delegates who have participated in the Bali Nusa Dua Convention Center (BNDCC) as organizers, delegates, or hosts. So that BNDCC management can follow the atmosphere of the delegates' needs in the operation of the Convention Center.

Validity and Reliability Test

Table 3 shows the validity test results for variable X (green practice) against variable Y (delegation satisfaction). Based on the results of the Validity Test in Table 3, the X Variable (green practice) and Y variable (delegation satisfaction) are declared valid if the calculated r-value is bigger than the r-table value. Based on the validity test above, the calculated r-value of X variable (green practice) and Y variable (delegation satisfaction) is bigger than the r-table value (0.2347) then above with a total of 98 respondents, based on gender dominance is balanced, namely by male delegates as many as 49 people (50%) while female delegates as many as 49 people (50%), based on age range dominated by age >46 years, namely as many as 30 respondents. The conclusion is that the distribution of questionnaire data in this study can be declared valid.

Table 3. Validity Test Results

Indicator	Item	r-count	r-table (df= 98 -2) n= 96	Details
Green practice	X1	0.4759	0.2347	Valid
	X2	0.5946	0.2347	Valid
	X3	0.4944	0.2347	Valid
	X4	0.6857	0.2347	Valid

Indicator	Item	r-count	r-table (df= 98 -2) n= 96	Details
Delegation Satisfaction	X5	0.4185	0.2347	Valid
	X6	0.4572	0.2347	Valid
	X7	0.6920	0.2347	Valid
	X8	0.3846	0.2347	Valid
	Y1	0.6333	0.2347	Valid
	Y2	0.5504	0.2347	Valid
	Y3	0.3915	0.2347	Valid

Source: Statistical test using Microsoft Office Excel

The results of the reliability test of variable X (green practice) against variable Y (delegation satisfaction) with a total of 98 respondents are declared reliable because the Cronbach Alpha value is $0.7615 > 0.70$. So, the results of the reliability test are declared reliable.

Classical Assumption Test

Normality Test

Based on the results of the normality test with Kolmogorov-Smirnov above, a significant value of 0.200 was obtained, which indicates that the data is normally distributed. The normality test can be seen in Table 4.

Table 4. Normality Test		
One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		98
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.17951278
Most Extreme Differences	Absolute	.060
	Positive	.036
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}
^a Test distribution is Normal.		
^b Calculated from data.		
^c Lilliefors Significance Correction.		
^d This is a lower bound of the true significance.		

Source: Statistical test using SPSS version 25.0

Heteroscedasticity Test

The Glejser test shows that the independent variable has a significance level value of 0.174. This value exceeds the significance level value of 0.1, so Table 5 indicates that there are no symptoms of heteroscedasticity in this study's regression model.

Table 5. Heteroscedasticity Test

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	.615	.168		3.653	.000
	<i>Green practice</i>	-.077	.043	-.181	-1.808	.174

^a Dependent Variable: Delegation Satisfaction

Source: Statistical test using SPSS version 25.0

Linearity Test

The results of the linearity test in Table 6 show a significant value (P Value Sig) and a Deviation from the Linearity row of 0.907. Because the significance value is greater than > 0.1, it can be interpreted that there is a linear relationship between the green practice (X) and delegation satisfaction (Y) variables.

Table 6. Linearity Test

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Delegation Satisfaction*	Between Groups	(Combined) Linearity	6.960	17	.409	2.427	.004
		Deviation from Linearity	5.459	1	5.459	32.360	.000
Green practice			1.502	16	.094	.556	.907
	Within Groups		13.495	80	.169		
	Total		20.455	97			

Source: Statistical test using SPSS version 25.0

Simple Linear Regression Test

The results of the regression analysis using the IBM SPSS 25.0 program can be seen in Table 7 below.

Table 7. Simple Linear Regression Test

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2.711	.287		9.447	.000
	<i>Green practice</i>	.431	.073	.517	5.911	.000

^a Dependent Variable: Delegation Satisfaction

Source: Statistical test using SPSS version 25.0

The results of the regression equation using SPSS version 25.0 are obtained as follows:

$$Y = a + bx$$

$$Y = 2.711 + 0.431X$$

The regression equation above shows the relationship between the independent variable (X) and the dependent variable (Y) partially, from the equation it is concluded that

α = Constant value of 2.711 means if the implementation (X) of green practice (Y) is 2.711, it means that the results of delegate satisfaction (Y) have a positive value of 2.711.

β = The regression coefficient value of β is 0.431, meaning that the regression coefficient of the independent variable of green practice implementation (X) has increased by one unit, then delegate satisfaction (Y) will increase by 0.431.

The coefficient has a positive value, meaning that it has a positive effect on the implementation of green practices on delegate satisfaction. The regression equation also explains that delegate satisfaction at the Bali Nusa Dua Convention Center (BNDCC) will remain positive and significant. If there is an increase in the green practice implementation variable (X), it will increase in the delegate satisfaction variable (Y).

T-test (Hypothesis Testing)

Table 8. t-test

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.711	.287		9.447	.000
	Green practice	.431	.073	.517	5.911	.000

^a Dependent Variable: Delegation Satisfaction

Source: Statistical test using SPSS version 25.0

Table 8 shows the t-test result, it is known that the calculated t-value of 5.911 is greater than the t-table value of 1.661 obtained from the calculation using the formula below.

$$\alpha = 5\% (0.05)$$

$$df \text{ (degree of freedom)} = n - k$$

n = number of samples, and k = number of variables.

$$df = n - k$$

$$df = 98 - 2$$

$$df = 96$$

The result of df is 96, looking at the t-table for alpha (α) 5%, so that the result is 1.661 and the significance value is $0.000 < 0.05$, so based on the test rules, if $t\text{-count} > t\text{-table}$, then H_a is accepted and H_0 is rejected. The H_a hypothesis states that Green practice significantly affects delegate satisfaction at the Bali Nusa Dua Convention

Center. Thus, it can be concluded that there is a significant influence between X variable (green practice) and Y variable (delegate satisfaction).

Coefficient of Determination Test

Table 9 shows the results of the determination coefficient test (r-square) of 0.567 (56.7%). This value can be interpreted as the independent variable of X (green practice) on the dependent variable of Y (delegate satisfaction) at the Bali Nusa Dua Convention Center (BNDCC) is 56.7%. This test is also supported by research from (M. S. Moise et al., 2021) which discusses. The importance of green practices for hotel guests in their research uses the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to analyze the relationship between sustainable green practices implemented by hotels/convention centers, delegate trust, and delegate satisfaction. The results of this study indicate that sustainable practices have a positive and significant impact on delegate satisfaction, which is 56.7%, so the results of Moise's research have an average satisfaction value almost the same as the results of the test conducted by the researcher.

Table 9. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.517a	.567	.559	.39523

^a Predictors: (Constant), *Green practice*

Source: Statistical test using SPSS version 25.0

The implementation carried out by BNDCC is like maximizing the implementation of green practices. This is evident in the landscape design, which incorporates gardens and preserves native plant species to maintain greenery and promote fresh air circulation within the BNDCC area. BNDCC's commitment to green practices through the incorporation of open spaces, such as parks. It can be seen in Figure 3.



(Source: Research Documentation)

Figure 3. BNDCC area

In addition, BNDCC has utilized seasonal food ingredients sourced locally, reflecting the implementation of green practices in food sourcing and processing. The facility in

BNDCC employs LED lighting for illumination. Highlighting the organization's dedication to positive environmental changes through green initiatives. To minimize plastic waste production, BNDCC provides water dispensers in each room. The overall rating indicates that BNDCC has implemented green practice indicators with moderately implemented criteria. BNDCC's restroom facilities are equipped with automatic sensor taps, demonstrating a commitment to water conservation. Designated smoking areas are located in several outdoor locations, including lobby exits, parking areas, and near the loading dock. Indoor areas are entirely smoke-free, as seen in Figure 4. BNDCC implements a waste recycling program that transforms waste into compost. Selected organic waste is donated to local farms for animal feed, and selected non-organic waste is converted into eco-enzymes as seen in Figure 6. The Bali Nusa Dua Convention Center (BNDCC) has held Green Certification since 2013.



(Source: Research Documentation)
Figure 4. Designed smoking area



(Source: Research Documentation)
Figure 5. Selected non-organic waste is converted into eco-enzymes

The implementation of green practices results in an impact on guest satisfaction. The correlation between green practice implementation and delegate satisfaction is approximately 56.7%. This indicates that BNDCC's green practices positively influence delegate satisfaction, interest in revisiting, and willingness to recommend. Positive guest feedback collected after events at BNDCC can be found on the official BNDCC website (<https://baliconventioncenter.com/news/fhtb-food-hotel-tourism-bali-2024/>). One of the feedback given by the delegation through the website displayed was on the 13th

International Hospitality, Food & Beverage Trade Exhibition in Eastern Indonesia, namely Food, Hotel, Tourism Bali (FHTB) 2024, which was held in Bali, Nusa Dua Convention Center (BNDCC) from March 6th to 8th, 2024 as seen in Figure 6.



(Source: baliconventioncenter.com)

Figure 6. Feedback given by the delegation through the website BNDCC

The comments above show that implementing green practices by BNDCC satisfied the delegates because what was given was in line with their expectations. The most influential indicator on guest satisfaction is BNDCC, which has been green certified and has also implemented energy saving by installing LED lights for lighting. Delegates' satisfaction can also be seen in wanting to hold events at BNDCC with sustainability themes. The questionnaire results given to the delegates who held this event also recommended carrying out activities here, especially with the theme of sustainability. This can be seen in the activities from January to June 2024.

1. Asia Pacific Tourism, Hospitality Summit and Digital Brand Award 2024

Tanggal: 11–12 January 2024

Tema: *Sustainability, Technology & Tourism Investment*

The event brings together CEOs, general managers, academics, and practitioners from the tourism and hospitality sectors. Its focus is on applying green technology and sustainable investment in the tourism industry.

2. Bali Jagadhita 2024

Tanggal: 10 June 2024

Tema: *Guna Gina Wisata Bali Hita*

Promoting a sustainable and inclusive economy by integrating trade, tourism and investment sectors. One of the highlights of the event was the presentation of renewable energy projects from West Nusa Tenggara.

Conclusions

Based on the results of the regression test between green practice and delegate satisfaction, the calculated t-value is $5.9111 >$ the t-table value of 1.661, and the significant value is $0.000 < 0.05$, so based on the test rules, if the calculated $t >$ t-table. H_a is accepted, and H_0 is rejected. This means that green practice significantly affects delegate satisfaction at the Bali Nusa Dua Convention Center. The results of the

determination coefficient (R-squared) test are 0.567 (56.7%). This value can be interpreted as the magnitude of the influence of the independent variable of X (green practice) on the dependent variable of Y (delegate satisfaction) at the Bali Nusa Dua Convention Center (BNDCC) is 56.7%. In comparison, the remaining 43.3% is influenced by other factors that affect delegate satisfaction. The results of this study indicate that sustainable practices have a positive and significant impact on delegate satisfaction, which means that if there is an increase in the implementation of green practices (X), it will increase delegate satisfaction (Y).

Some suggestions that can be given to increase positive responses as a green venue, namely the Bali Nusa Dua Convention Center (BNDCC), is expected to maintain and improve the quality of service to increase delegate satisfaction through the provision of training on green practices and updating standard operating procedures in each department regarding the concept of green practices. Another suggestion is to increase delegate trust in the credibility of the green venue so that the performance of staff and information conveyed by the Bali Nusa Dua Convention Center (BNDCC) can be superior and trusted. This can be done by understanding what is important to communicate to delegates and clients before the implementation of activities or events at the Bali Nusa Dua Convention Center (BNDCC), namely information on current environmental conditions in real-time from trusted sources regarding environmental problems that occur, negative impacts of environmental damage, scarcity of natural resources and informing about the benefits of the green practice program that has been implemented by the Bali Nusa Dua Convention Center (BNDCC). The last suggestion is that Bali Nusa Dua Convention Center should be able to increase the intention of clients to continue to try to hold national and international scale events or activities at Bali Nusa Dua Convention Center (BNDCC) by bringing many delegates who are aware of the continuous changes of a better venue and building the trust of delegates who have experience holding events at Bali Nusa Dua Convention Center (BNDCC) to come back and recommend Bali Nusa Dua Convention Center (BNDCC) as a superior venue for holding all events in Bali. Suggestions for further research on the implementation of green practices on delegate satisfaction using qualitative analysis, so that it can compare the results of this study with further research.

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