

Implementation of green practices to improve the brand image of Nandini Jungle Resort & SPA Bali

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Abstract: This study discusses an environmentally friendly approach to determine whether implementing green practices can improve the brand image of Nandini Jungle Resort & Spa in the consumer's mind. The data collection was obtained through observations, questionnaires, and interviews. This study refers to the Likert scale, where each statement uses 1-5 scaled categories answers. Purposive sampling with 100 samples is used as the sampling technique. Simple linear regression is used as a quantitative analysis technique. This research concluded that there is a positive and significant effect on the implementation of green practices variable to the brand image enhancement variable. Calculated using a statistical formula using special software for data analysis from International Business Machine (IBM) Corporation called Statistical Package for the Social Sciences (SPSS) Version 25. The statistical calculation results of the analysis indicate that the variance or the value of Adjusted R Square is 0.701. Therefore, it can be concluded that the influence of green practices implementation (X) on brand image improvement (Y) is 70.1%. It means that green practices can affect the brand hotel.

Keywords: brand image, green practice, implementation, Nandini Jungle Resort & SPA Bali

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Introduction

Environmental preservation has become a global issue currently. To participate in this issue, the hotel industry in Indonesia has been showing concern for environmental preservation (Sugianto et al., 2017). The Indonesian government supports this trend by providing awards for hotels in Indonesia concerning hotel actions towards the environment. In Indonesia, the hotel industry is a part of the tourism sector that supports the country's economy and is one of the industries that can pose threats to environmental sustainability.

Green practices are part of efforts to reduce environmental damages that can be implemented in hotel business operations. In addition to the environmental sustainability that positively affects the community, green practices as a form of concern for the environment's good can also affect hotel business performance. It is because customers also care about the company's practices or behavior, not only care about the products (Wang et.al, 2021). Furthermore, the green practices will give an intention to the tourist to revisit the hotel (M. Moise et al., 2018), (Kim et al., 2015), (Astuti & Ermawati, 2020).

In developing countries (such as Indonesia), this has not been the major case as some hotels have yet to adopt some green practices and hence have never enjoyed the benefits of going green (Zengeni et al., 2013). However, doing business with an effort to get high profits only without paying attention to the impact on the environment will create protests and complaints against hotels. Moreover, it has a negative impact, such as the water crisis and air quality decrease due to their business (Novitasari, 2018).

Nandini Jungle Resort & Spa Bali is a resort hotel with the tagline "discover a luxury jungle experience" that implements green practices based on direct observations made by the writer. As suspected by the writer, if carried out optimally, implementing green practices at Nandini Jungle Resort & Spa Bali will provide significant benefits through an improved brand image.

The purpose of this study is to determine whether implementing green practices can improve brand image so that later the hotel will be confident to determine steps in maximizing the implementation of green practices based on the proof of this research. Green practices can be defined as saving water and energy, waste management, and general support for sustainable tourism practices.

The results of this study can be used to improve the hotel's marketing strategy in improving the hotel's brand image, especially at the Nandini Jungle Resort & Spa Bali through the implementation of green practices, to maintain business in the increasingly tight market and become more confident in running an environmentally friendly business for the interest of nature and the surrounding community.

The limitation of this research includes consumer perceptions toward the brand image of Nandini Jungle Resort & Spa Bali related to the implementation of green practices and its role in 4 dimensions proposed by Kasimu, et. al (2012) of green practices implementation.

Hypothesis

Ho: Green practices can't affect the brand image improvement of Nandini Jungle Resort & Spa

H1: Green practices can affect the brand image improvement of Nandini Jungle Resort & Spa

Methodology

This research was conducted at Nandini Jungle Resort & Spa Bali, a four-star hotel in Br. Susut, Buahhan Village, Payangan, Gianyar Regency, Bali, Indonesia. It has been implementing green practices based on direct observations by the writer for six months, from December 2021 until May 2022. The sampling technique in this research is purposive sampling (Babbie, 2008). The characteristics of respondents are guests who come to the hotel from December 2021 to May 2022 and those who are willing to fill out the questionnaire (Hikmawati, 2020). The sample in this research is 100 samples.

The analysis technique in this study is the quantitative data analysis technique (Creswell, 2009). The collected data was then calculated using a statistical formula using special software for data analysis from International Business Machine (IBM) Corporation called Statistical Package for the Social Sciences (SPSS) Version 25. Data collection techniques include observations, questionnaires, and interviews to support the data. According to Sugiyono (2015), observation is an activity of loading research on an object. The observation method is a method of collecting data directly. Researchers carry it out to observe the implementation of green practices and their role in improving the brand image at Nandini Jungle Resort & Spa Bali in this study. The questionnaire is a data collection instrument where the respondents fill in questions or statements given by the researcher (Sugiyono, 2016). The variable measurement scale in this study refers to a Likert Scale where each statement uses a 1-5 scale category of answers.

The details on a scale of 1 – 5 for the brand image variable:

1. A score of 5 is given for the answer strongly agree (SA).
2. Score 4 is given for the answer agree (A).
3. A score of 3 is given for the answer quite agree (QA).
4. Score 2 is given for the answer disagree (DA).
5. Score 1 is given for the answer strongly disagree (SDA).

Two variables are used in this research: the independent variable and the dependent variable. The independent variable in this study is the implementation of the green practice at Nandini Jungle Resort & Spa Bali (X). The dependent variable in this study is the enhancement of the brand image of Nandini Jungle Resort & Spa Bali (Y). The independent variable has four dimensions, and the dependent variable has five. The variables are explained in the following Table 1 below.

Table 1. Green practices and brand image indicators

Variable	Dimensions	Indicator
Independent Variable: Green Practices (Kasimu et al., 2012)	Energy Management	a) Switching incandescent light bulbs for fluorescent bulbs
		b) Replacing windows or adding insulation
		c) Installation of energy-saving information boards
	Waste Management	a) Reduce
		b) Reuse
		c) Recycle
	Water Saving	a) Towel reuse program
		b) Linen reuse program
		c) Installation of water-saving information boards
	General Support for Green Practices	a) Creating a non-smoking zone for a better ambiance
		b) Behave green in operational also back-office areas
		c) Cooperate with a local supplier
		d) Using a local organic ingredient
		e) Minimize the use of plastic in hotels
	Dependent Variable: Brand Image (K.L Keller, 2013)	Personal Relevance
Consistency		b) Products and services provided represent the hotels brand
Desirable		c) Price compatibility with the product and services provided
Deliverable		d) Product information is conveyed clearly
Point of Difference		e) Attractive service

Source: Variable X (Kasimu et al., 2012), Variable Y (Keller, 2013)

Results and Discussions

1. Characteristics of Respondents

Characteristics of respondents are the data obtained from questionnaires which determine the identity of respondents. Based on the research conducted at Nandini Jungle Resort & Spa Bali, there are three characteristics of respondents, such as gender, age, and nationality.

a. Characteristics of Respondents Based on Gender

The results of the characteristics of respondents based on gender are presented in Table 2. The characteristics of respondents based on gender in Table 2 show that the gender of respondents is divided into 79 female guests (79%) and 21 male guests (21%). This result shows that Nandini Jungle Resort & Spa Bali has more female guests than male guests who feel interested in being related in responding to the questionnaires.

Table 2. Characteristics of respondents based on gender

Gender	Respondent	
	Frequency	Percentage (%)
Female	79	79
Male	21	21
Total	100	100

Source: Data Processing Result (SPSS 25), 2022

b. Characteristics of Respondents Based on Age

The results of the characteristics of respondents based on age are presented in Table 3. The characteristics of respondents based on age described in Table 3 shows that the age of the

respondents is classified into 3, including 19 people aged 21-30 years with a percentage of 19%, 57 people aged 31-40 years with a percentage of 57%, and 24 people aged 41-50 years with a percentage of 24%. This result shows that the guests at Nandini Jungle Resort & Spa Bali who feel interested and related to participating are mostly in the age range of 31-40 years, as many as 57 people.

Table 3. Characteristics of respondents based on age

Age	Respondent	
	Frequency	Percentage (%)
21-30 years	19	19
31-40 years	57	57
41-50 years	24	24
Total	100	100

Source: Data Processing Result (SPSS 25), 2022

c. Characteristics of Respondents Based on Nationality

The results of the characteristics of respondents based on nationality are presented in Table 4. The characteristics of respondents based on gender in Table 2 show that the gender of respondents is divided into 79 female guests (79%) and 21 male guests (21%). This result shows that Nandini Jungle Resort & Spa Bali has more female guests than male guests who feel interested in being related in responding to the questionnaires.

Table 4. Characteristics of respondents based on nationality

Nationality	Respondent	
	Frequency	Percentage (%)
Italia	5	5
Switzerland	5	5
Ecuador	3	3
Bahama	4	4
Filipina	11	11
Espanyol	5	5
Australia	10	10
Costa Rica	5	5
Indonesia	52	52
Total	100	100

Source: Data Processing Result (SPSS 25), 2022

2. Data Quality Test

a. Validity Test

A questionnaire as a research instrument is considered good if it fulfills the data validity requirements. It means that if the research instrument is valid, it can be used to measure the variables to be studied. The validity test is used to measure whether a questionnaire is valid. A questionnaire is said to be valid if the questions on the questionnaire can reveal something that the questionnaire will measure. Each questionnaire item is declared valid if the r -count is greater than the r -table and the significance value is smaller than 0.05. The validity test in this research is carried out on the green practices implementation and brand image improvement variables. The green practices implementation variable consists of 14 statements, and the brand image improvement variable consists of 5 statements.

The validity test of variable X (Green Practices Implementation) described in Table 5 above shows that all statements in the green practices implementation variable have Pearson Correlation (r -count) greater than r -table ($df = N-2$) with the test of the two-way significance level of 5% or 0.05, which is 0.361. Apart from comparing the r -count and r -table, it can also measure whether the statement is valid by looking at the Sig. (2-tailed). All statements in the green practices Implementation variable have the Sig. (2-tailed) smaller than the significance level of 0.05. By looking at the r -count and r -table comparisons and the significance level, it can

be concluded that the research instrument for the Green Practices Implementation variable has met the data validity requirements.

Table 5. The result of validity test variable x (green practices)

Statement	(r-count)	r-table (0.05)	Sig. (2-tailed)	Sig. Level (0.05)	Information
X.1	0.816	0.361	0.000	0.050	Valid
X.2	0.559	0.361	0.001	0.050	Valid
X.3	0.813	0.361	0.000	0.050	Valid
X.4	0.590	0.361	0.001	0.050	Valid
X.5	0.679	0.361	0.000	0.050	Valid
X.6	0.890	0.361	0.000	0.050	Valid
X.7	0.852	0.361	0.000	0.050	Valid
X.8	0.679	0.361	0.000	0.050	Valid
X.9	0.855	0.361	0.000	0.050	Valid
X.10	0.586	0.361	0.001	0.050	Valid
X.11	0.655	0.361	0.000	0.050	Valid
X.12	0.677	0.361	0.000	0.050	Valid
X.13	0.529	0.361	0.003	0.050	Valid
X.14	0.765	0.361	0.000	0.050	Valid

Source: Data Processing Result (SPSS 25), 2022

The validity test results of the brand image improvement variable are presented in Table 6 below. Table 6 shows that all statements in the brand image improvement variable have Pearson Correlation (r-count) greater than r-table (0.361). Apart from comparing the r-count and r-table, it can also measure whether the statement is valid by looking at the Sig. (2-tailed). All statements in the brand image improvement variable have the Sig. (2-tailed) smaller than the significance level of 0.05. By looking at the r-count and r-table comparisons and the significance level, it can be concluded that the research instrument has met the data validity requirements for the brand image improvement variable.

Table 6. The result of validity test variable y (brand image)

Statement	(r-count)	r-table (0.05)	Sig. (2-tailed)	Sig. Level (0.05)	Information
Y.1	0.827	0.361	0.000	0.050	Valid
Y.2	0.904	0.361	0.000	0.050	Valid
Y.3	0.920	0.361	0.000	0.050	Valid
Y.4	0.709	0.361	0.000	0.050	Valid
Y.5	0.578	0.361	0.001	0.050	Valid

Source: Data Processing Result (SPSS 25), 2022

b. Reliability Test

The reliability test is a test to measure whether the research instrument is consistent. It means that a research instrument is classified to be reliable if the measurement is consistent from time to time. The reliability test of the instrument is carried out to determine the instrument's consistency as a measuring tool so that the research can be trusted. For example, the research instrument is reliable if Cronbach's Alpha exceeds 0.7. This research uses the reliability test to measure the green practices implementation and brand image improvement variables. The results of the reliability test are presented in Table 7.

Table 7. The result of the reliability test

Variable	Cronbach's Alpha	Information
Green Practices	0.926	Reliable
Brand Image	0.855	Reliable

Source: Data Processing Result (SPSS 25), 2022

The reliability test of the research variables described in Table 7 shows that Cronbach's Alpha on both variables, including green practices implementation (X) and brand image improvement (Y), is greater than 0.7. The Cronbach's Alpha on the green practices implementation variable is 0.855, and the brand image improvement variable is 0.926. Therefore, it can be concluded that the green practices implementation variable and the brand image improvement variable are declared reliable, which means that the statements on the research instrument are consistent and trusted.

3. Correlation Analysis

The writer uses correlation analysis to determine the strength of the relationship between the independent and dependent variables. The correlation analysis was used to see the level of the relationship between green practices implementation and brand image improvement. The result of the correlation analysis is presented in Table 8.

Table 8. The Result of Correlation Analysis

Correlations			
		Green Practices	Brand Image Improvement
Green Practices	Pearson Correlation	1	.839**
	Sig. (2-tailed)		.000
	N	100	100
Brand Image Improvement	Pearson Correlation	.839**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processing Result (SPSS 25), 2022

Correlation analysis on the variables of green practices implementation and brand image improvement described in Table 8 shows that the significance value is smaller than 0.05, indicating a correlation between the variable green practices implementation (X) and brand image improvement (Y). The Pearson Correlation of 0.839 is in the range of 0.80 – 1.000, which indicates that the correlation between the variables is very strong. The range of coefficient correlation is presented in Table 9. The correlation between the two variables means a strong causal relationship exists between the green practices implementation variable and the brand image improvement variable. It indicates if the green practices implementation is implemented well enough at Nandini Jungle Resort & Spa Bali to improve the brand image of Nandini Jungle Resort & Spa Bali. To find out a variable relationship level, the correlation coefficient interpretation guidelines are used according to Sugiyono (2014), as described in Table 9.

Table 9. Correlation coefficient interpretation guidelines

Coefficient Correlation	Strength of Correlation
0.00 – 0.199	Very Weak
0.20 – 0.399	Weak
0.40 – 0.599	Moderate
0.60 – 0.799	Strong
0.80 – 1.000	Very Strong

4. Classic Assumption Test

A classic assumption test is used to test the regression model, whether the regression model can be used or not. To know whether the regression model is applicable, the researcher carried out several tests, including a normality test, linearity test, and heteroscedasticity test.

a. Normality Test

The normality test is used to test the regression model. The confounding variable or residual has a normal distribution. In this research, the normality test is tested by Kolmogorov-Smirnov analysis with Monte Carlo Significance.

The Kolmogorov-Smirnov analysis is used to test the normality test by testing the residual value of the regression equation. The result of the normality test using Kolmogorov-Smirnov analysis is presented in Table 10.

Table 10. The result of normality test (Kolmogorov-Smirnov analysis)

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.87137279
Most Extreme Differences	Absolute	.092
	Positive	.068
	Negative	-.092
Test Statistic		.092
Asymp. Sig. (2-tailed)		.036 ^c
Monte Carlo Sig. (2-tailed)		.346 ^d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. Based on 10000 sampled tables with starting seed 2000000.		

Source: Data Processing Result (SPSS 25), 2022

The normality test using Kolmogorov-Smirnov described in Table 10 shows the significant value after being tested by Monte Carlo Sig. (2-tailed) is 0.036 greater than 0.05, so it can be concluded that the residual variance is normally distributed, and the regression model fulfills the normality assumption.

b. Linearity Test

A linearity test is used as a requirement in linear regression, which aims to determine the linear relationship between two independent and dependent variables. In this research, the independent variable is green practices implementation, and the dependent variable is brand image improvement. The result of the linearity test is presented in Table 11.

Table 11. The result of the linearity test

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Brand Image * Green Practices	Between	(Combined)	894.976	26	34.422	9.133	.000
	Groups	Linearity	823.408	1	823.408	218.471	.000
		Deviation	71.567	25	2.863	.760	.777
			From				
			Linearity				
Within Groups			275.134	73	3.769		
Total			1170.110	99			

Source: Data Processing Result (SPSS 25), 2022

The linearity test described in Table 11 shows that the Sig. Deviation from Linearity is 0.777 greater than 0.05, so it can be concluded that there is a linear relationship between two variables, namely the green practices implementation variable and the brand image improvement variable.

c. Heteroscedasticity Test

The heteroscedasticity test is used to test the inequality of the variance in the regression model from one residual observation to another. In this research, the heteroscedasticity using the Geyser Test and the result are presented in Table 12.

Table 12. The result of the heteroscedasticity test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.377	.815		2.917	.004
	Green Practices	.019	.015	.126	1.262	.210

a. Dependent Variable: Abs_RES

Source: Data Processing Result (SPSS 25), 2022

The heteroscedasticity is tested using the Geyser Test, as in Table 12. It shows that the significance value is 0.210, greater than 0.05, so it can be concluded that there is no heteroscedasticity. Therefore, the regression model is good if there is no heteroscedasticity symptom.

5. Simple Linear Regression Analysis

After fulfilling the regression model requirements, namely the classic assumption test consisting of a normality test, linearity test, and heteroscedasticity test, the regression model can be carried out. The regression model used is Simple Linear Regression because it consists of one independent variable (X) and one dependent variable (Y).

Simple linear regression analysis is used to determine how green practices implementation affects brand image improvement.

Table 13. Significance value

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.026	1.204		.852	.396
	Green Practices	.348	.023	.839	15.256	.000

a. Dependent Variable: Brand Image Improvement

Source: Data Processing Result (SPSS 25), 2022

The simple linear regression test result is described in Table 13 above. Therefore the formula of the simple linear regression of this study is:

$$Y = a + bX$$

$$Y = 1.026 + 0.348X$$

Based on the formula above, it can be interpreted as follows:

a. a = constant number

The value of the constant number is 1.026, which means that if the value of green practices implementation (X) is 0, then the value of brand image improvement (Y) is 1.026.

b. b = coefficient of regression

The value coefficient of regression is 0.348, which means that if the green practices implementation (X) increased by one unit, the brand image improvement (Y) would increase by 0.348 units. It means that every improvement in implementing green practices can improve brand image.

The coefficient of regression is positive (+), so it can be said that the implementation of green practice (X) has a positive influence on brand image improvement (Y).

6. Coefficient of Determination

The coefficient of determination is a test to determine the magnitude of influence of the independent variable on the dependent variable. For example, in this research, the coefficient of determination is used to determine the percentage of influence of the green practices implementation variable (X) on the brand image improvement variable (Y). The result of the coefficient of determination is presented in Table 14.

Table 14. The result of the coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.839 ^a	.704	.701	1.881

^a. Predictors: (Constant), Green Practices

Source: Data Processing Result (SPSS 25), 2022

The coefficient of determination described in Table 14 shows that the variance or value of Adjusted R Square is 0.701, so it can be concluded that the variance of influence from the green practices implementation (X) on brand image improvement (Y) is 70.1% while other variables outside of this research influence 30.9%.

7. T-Test

The T-test is used to test the significance of each regression coefficient to know the green practices implementation affects brand image improvement is real and used to test the

hypothesis. To know the influence of the independent variable on the dependent variable, the decision-making of the T-test is:

- a. If the value of t count > t table, then Ho is rejected. It means that there is an influence of the independent variable (X) on the dependent variable (Y).
- b. If the value of t count < t table, Ho is accepted. The independent variable (X) does not influence the dependent variable (Y).

The steps of the T-test are as follows:

- a. Hypothesis Formulation
 H0: Green Practices Implementation has no significant influence on Brand Image Improvement.

Ha: There is a significant influence of Green Practices Implementation on Brand Image Improvement.

- b. Table Statistic

In this research, α (level of significance) is 5% (0.05), and df (degrees of freedom) is $N - k = N - 2 = 100 - 2 = 98$, the formula to determine the t-table is:

$$\begin{aligned} t\text{-table} &= (\alpha/2 : N - k) \\ &= (0.05/2 : 100 - 2) \\ &= (0.025 : 98) \end{aligned}$$

Based on the distribution of the t-table value, the t-table is at df (degrees of freedom) 98 with $t_{0.025}$. Therefore the t-table value = $t(\alpha, df)$ is $t(0.025, 98)$. After the formulation to determine the t-table value, the researcher found the t-table value is 1.987.

- c. Calculate the t-count

Based on Table 15, the t-count is 15.256.

Table 15. The result of t test

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.026	1.204		.852	.396
	Green Practices	.348	.023	.839	15.256	.000

a. Dependent Variable: Brand Image Improvement

Source: Data Processing Result (SPSS 25), 2022

- d. The Curve of Acceptance and Rejection Area

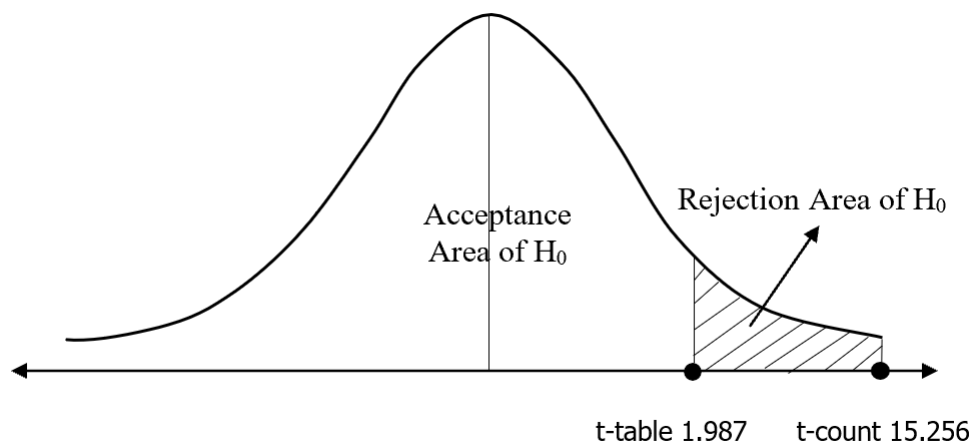


Figure 1. The curve of Acceptance & Rejection

e. The Result of the T-test

Figure 1 above describes that the t-table is 1.987 and t-count is 15.256. The t-count of 15.256 is greater than the t-table of 1.987. The t-count is in the rejection area of H_0 . Therefore, it can be concluded that H_0 is rejected, and H_1 is accepted. It means green practices implementation (X) significantly influences brand image improvement (Y). This result shows that the hypothesis is verified.

The green practices implementation in the water savings indicator at Nandini Jungle Resort & Spa Bali has been implemented properly and must be maintained. Therefore it can satisfy guests and have a positive influence in terms of implementing green practices. Furthermore, water savings through the towel and linen reuse program and installation of water-saving information boards is well noticed and can be felt significantly by guests of Nandini Jungle Resort & Spa Bali. It can be seen in Figure 2 below.



Figure 2. Water saving

Meanwhile, the waste management indicator needs attention so guests can sense the implementation while staying at Nandini Jungle Resort & Spa Bali. The implementation of waste management at Nandini Jungle Resort & Spa Bali still needs to be improved. Based on direct observation of the simplest waste management, namely the separation of organic and inorganic waste, the implementation is still lack implemented in discipline by Nandini Jungle Resort & Spa Bali. The value reuses indicator got the lowest value among the three indicators in the waste management dimensions. Therefore, it reflected that the reuse application for waste management was felt to be the least implemented by guests.

Based on direct observation of the application of reuse of old goods that can still be used, it has been implemented optimally. Because the old items used are refurbished and restored so that they do not look like reused items.

The less improved is information to guests about green practices implementation to improve the brand image of Nandini Jungle Resort & Spa Bali, which can be applied through direct information or e-information on websites or other online marketing platforms regarding this matter. The brand image of Nandini Jungle Resort & Spa Bali has a strong image in terms of personal relevance and brand image consistency in guests' eyes. They thank the implementation of green practices.

This research states a positive and significant influence of green practices implementation (X) on brand image improvement (Y). It means that green practices implementation present a high score to improve brand image (Gasbarro & Bonera, 2021). Also, it can be concluded that implementing green practices is an important factor in improving brand image because, by this factor, implementing green practices will improve brand image in consumers' minds. Brand image reflects a growing association in the minds of consumers (Wijaya, 2013). Green practices as drivers for generating a positive hotel image (Moise et al., 2021), (Hendarto et al., 2021).

The result of this study also support the research conducted by Chavalittumrong & Speece, (2022). It is said that green practice leads to a green brand image, which is attractive primarily to green customers. According to Khan et al., (2022), verified a positive relationship between green practices and green brand attachment, implying that bringing green practices into operation will strengthen brand attachment.

Conclusions

Based on this study, it can be concluded that the implementation of green practices affects the brand image improvement of Nandini Jungle Resort & Spa Bali. The significant role of the four dimensions of green practices in improving brand image is to strengthen the brand association seen from the highest and average indicator of the brand image shown by the interview result from the Sales Coordinator of Nandini Jungle Resort & Spa Bali.

Based on problem identification, result, and discussion in the previous chapter, the suggestion that can be given to the company management is to continue implementing green practices. It includes energy management, waste management, water savings & general support for sustainable tourism practices so that the implementation's performance can benefit the company in improving brand image, especially in strengthening the hotel's brand image. In addition, green practices implementation at Nandini Jungle Resort & Spa Bali needs to be implemented more optimally, especially in the waste management implementation and the delivery of information regarding green practices. It can be conveyed more clearly through social media or others so guests can better know that green practices are implemented at Nandini Jungle Resort & Spa Bali. Also, the implementation of green practices needs to be developed with creative treatment to explore the point of difference to improve the uniqueness of brand association as an improvement of marketing strategy to lead the marketing competition and win it.

For future researchers, conducting deeper research using interviews with various parties and surveying the level of eco-consciousness in the prospective population or sample is recommended. So that there is more developed information from research results to develop hospitality management study knowledge, especially in the marketing and sustainable tourism field.

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