

## Green Product And Its Impact on Customer Satisfaction

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**Abstract:** This research is conducted based on business phenomena in which there is a changing paradigm of hotel customer from need conventional product facility to environmentally friendly facilities so affect the low level of hotel occupancy (HO), therefore to fill the business gap, this study is conducted to analyze the influence of green products towards customer satisfaction in improving environment-based occupancy hotels. The population this study consisted of customers of green hotel. The respondents for this study were 130 respondents who had been pick up randomly to make the questionnaire easier to answer. The data were collected and analyzed by using Statistic Program Social Sciences (SPSS). The tests used for analysis were independent t-test and simple regression analysis. The estimation of the regression equation tested partially by using t-test. The findings indicate green products positively and significantly influence to Customer satisfaction. It shows that the higher facility of green products provided by the hotel can increase customer satisfaction level, then the hotel is expected to have an implication as a hotel that has green branding through the application of green product principles to achieve green competitive advantage in winning business.

**Keywords:** Green Product, Customer Satisfaction, Hotel.

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### I. Introduction

Foreign Direct Investment of tourism industry in Indonesia has increased by 210% (2014) which indicates that there is such high trends of the selected tourism industry indicators of Indonesia; however, hotel occupancy (HO) in Indonesia is relatively low in which the average value is 51%. Specifically, in East Java on 2014 (HO = 50.36%), HO is still low compared to other cities in Indonesia such as DKI Jakarta (HO = 58.16%), DI Yogyakarta (HO = 54.96%), and Denpasar Bali (HO = 53.09%) (BPS 2015). The low hotel occupancy rate above may reflect low purchasing interest. This phenomenon is a consequence of changing paradigm of hotel customers' need, from the need of conventional products and facilities to the need of environmentally friendly products.

This changing paradigm of the customers' need has not been much understood by hotel management, while environmental sustainability is one of the determinants of global tourism competitiveness. At least, there are 3 components of competitive tourism competitiveness which are tourism service infrastructure, tourism health and hygiene, and environmental sustainability in order to be Quality Tourism Destination (QTD) and as a branding in winning business competition to attract tourists [1].

The change of paradigm of hotel customers' awareness towards environmentally friendly service firstly is found in a research of Crocker [2] showing the result of tourist survey in which 85% of tourists have responsibility to environment as green customer. In addition, Clausing [3] propose that 38% of tourists have opted and looked for lodging with green facility. The next year, a research continued by Power [4] shows that hotel guests are satisfied when the hotel is maintained based on environmental awareness.

The results of Millar's [5] study in North America also show that 66% of hotel guests express satisfaction towards the efforts of hotel management to implement environmental conservation practices. Thus, customer service satisfaction and environmentally responsible service has shown a significant association. Fierce competition in hospitality industry is the driving factor for the realization of Green Hotel Standard. Thus, the hotel industry that uses green products can: 1). Increase environmental awareness amidst global warming for hotel industry. 2). Enhance the competitiveness of the hotel industry in achieving and increasing number of guests. 3). Improving the quality of the entire hotel services in the ASEAN region to support ASEAN as a single tourist destination.

Due to the existence of business phenomenon and tight competition in hotel industry as well as the number of research results leading to the importance of green product in hotel service, then it can encourage the realization of Green Hotel practices in such good and professional way to increase environmental awareness amidst global warming climate for hoteliers, to enhance the competitiveness of the hotel in attracting significant

numbers of guests, and to improve the quality of hotel services. Therefore, this study is needed to fill the business gap in order to find out implication solution for hoteliers to understand customer needs trends.

## **II. Literature review**

### **2.1 Customer Satisfaction**

Satisfaction is a person's intentions of pleasure or disappointment resulting from company a product's perceived performance (or Outcome) in relation to his or her expectations (Kotler dan Keller [6]. Based on the explanation above, the comparison results between what is expected and what is truly obtained from a product will produce a sense of satisfaction or disappointment for customers. The opinion that customer satisfaction is a comparison between what is expected and what is obtained also supported by Soderlund[7] stating that a mental state is results from the customer's comparison of expectation prior to a purchase performance perceptions after a purchase. That definition mainly explains that customer satisfaction is a comparison between what is expected and what is obtained of a product after buying or consuming it.

Satisfaction as a comparison between expectation and what is truly obtained by customers is also proposed by Fecikova[8]. According to him, the customer satisfaction is attention as the results from a process of evaluating what customer received and what they are expected, the purchase decision itself and/or the fulfillment of need/want. This opinion explains that satisfaction is a intention as the results of evaluating what customer gets compared to their expectations, which are related to the wishes and needs of the customer on a product or service.

Moreover, Shankar et al. [9] explains that customer satisfaction is perception of pleasurable fulfillment of a service, and loyalty as deep commitment to the service provider. This understanding shows that customer satisfaction mainly leads to loyal attitudes or behavior, or demonstrated by a high commitment to particular company.

Based on the opinion of these experts, it can be stated that satisfaction is attention of pleasure or disappointment that one has based on the comparison between the reality of products or services they obtained and the expectations desired by the customer. If the goods and services purchased match what the customer expects, there will be satisfaction or vice versa. If the enjoyment that customers get exceeds expectations, then the customer will really feel satisfied and certainly the customers will continue to re-buy and invite his friends, which can provide benefits for the company.

Wijaya and Irawati[10] argue that satisfaction happens when: (1) Value of expectation is equal to the value of perception and the customer is satisfied; (2) value of expectation is lower than perception value and customer is very satisfied; (3) The expectation value is higher than the value of perception, the customer is not satisfied. All of those means that satisfaction is the intention of pleasure or disappointment of someone who emerged after comparing the perception / impression to the performance (or outcome) of a product and its expectations. The satisfaction of a buyer (customer) after making a purchase depends on the suitability between the perception and the expectation of the purchased product. Thus, it can be interpreted that customer satisfaction is the difference between the customer expectation (the value of hope) and the situation given by the company as the effort to meet customer expectations

Next according Tjiptono[11] proposes customer satisfaction formula of Tse and Wilton which is customer satisfaction = f (expectations, perceived performance). In the equation, it can be observed that there are two main variables determining customer satisfaction, namely expectations and perceived performance. If perceived performance exceeds expectations, then the customer will be satisfied; otherwise, the customer will be dissatisfied. If customers are not satisfied, then the company will lose the opportunity to build loyalty. The result of customers' satisfaction or dissatisfaction is significantly influencing in building customer loyalty. Based on some marketing conceptions and expert opinions on satisfaction and satisfaction measure that have been mentioned above, this study takes measurement of satisfaction towards three indicators: repurchase decision, positive word-of-mouth, and no complaint.

### **2.2 Green Product**

Green Products is part of Green Marketing activities that can be interpreted as a packaged product to reduce the environmental impacts caused by the production process [12]. Thus, green product can be defined as an activity of designing goods and services by minimizing environmental impact during the production cycle. Meanwhile, the practice of Green Products used in the hotel industry is called as green hotel[13]. This Green hotel covers a number of key criteria and requirements: 1). Environmental policies and hotel operating activities, 2). Utilization and use of green products, 3). Cooperation with local communities and organizations, 4). Human resources development, 5). Solid waste management, 6). Energy efficiency, 7). Water efficiency, 8). Air quality management (indoor and outdoor), 9). Noise pollution control, 10). Waste water treatment and management, 11). Toxic and chemical substance disposal management USAID [14]. The eco-friendly principles of the hotel

industry are the key aspect of the evaluation, as set out in ASEAN Green Hotel Standard which has been mutually agreed upon by all ASEAN member countries since it was first drafted in 2007 [15].

As the standard of evaluation of government regulation on green hotel, Director General of Tourism Destination Development of Ministry of Tourism Firmansyah[16] says that to determine Green product of a hotel, there are 10 assessment criteria which consist of land use, energy use, water conservation, environmentally friendly materials, air quality, Management of buildings (waste management), green purchasing, hotel management, food management, and corporate social responsibility (CSR). The following criteria has been changed into: green team policies and organizations; Environmental management of the site; Use of raw materials; Environmentally friendly products and local content absorption; Management of conservation and energy efficiency; Management of water conservation and efficiency; Health and comfort in the room; Management of solid and liquid waste; Control of air pollution; Management of hazardous material storage (B3); Cooperation with community and capacity development of human resource.

The idea of Green Product as the implementation of running environmentally friendly hotel in general proposed by Dangelico[17], namely: 1. Reuse Product, 2. Protect air quality, 3. energy efficiency. In addition, Saini[18] explains that the product may be considered green if it: Conserves water and energy, Prevents contributions to air, water and land pollution, Protects indoor air quality, Uses renewable, responsibly sourced materials, Produces little environmental impact, Is manufactured in an environmentally conscious way dan Using one's own bag, rather than a plastic carrier provided by a shop. In short, the hotel green product indicators in this study are: 1. Reuse Product, 2. Protect air quality, 3. energy efficiency, and 4. Water efficiency.

Relationship of Green Product conception to Customer Satisfaction unraveled in Boztepe's[19]study which explains that one of the green marketing elements that is green products affects customer satisfaction. This statement is reinforced by the results of Yazdanifard et al. [20]research which explains that Green Product has a positive impact on increasing customer satisfaction. According to Bukhari[21] Green Product has an impact on customer purchase satisfaction and company can get competitive advantage if the company adopts green product concept. The Green Product indicators have been proposed by Dangelico[17]namely: Recycling products, reusable products, resource efficiency, and avoiding harmful materials.

### **III. Research Methods**

The data was obtained from questionnaire adopting Likert Scale from 1 to 5 where 1 stands for strongly agree and 5 stands for strongly disagree. The population for this study is consists of customers in green hotel, the respondents for this study are 130 were used for this analysis and the respondents have been pick up randomly to make the questionnaire easier to answer. This study aims to test hypothesis that Green Product has positive and significant impact on hotel customer satisfaction

The data accumulated from the various authentic sources (primary ) was subjected to various statistical tools for verification and interpretations, such as, Descriptive Statistics (Mean, Standard Deviation and Percentile) were used to have a understanding on the basis of the respondents group. The data once collected was analysed by using the Statistic Program Social Sciences (SPSS). The tests used for analysis were independent t-test and simple regression analysis.

### **IV. Result And Discussion**

#### **4.1 Result**

The total numbers of accommodation in East Java are 1.993 units. The number of star hotels is relatively smaller compared to non-star hotels with the composition of 127 units of star hotels (6.37 percent) and 1,866 units of non-star hotels (93.63 percent). The total number of star hotels which reached 127 units is divided into 11 units of five star hotels, 23 units of four star hotels, 55 units of three stars hotels,24 units of two stars hotels, and 14 units of one star hotel.

The number of available rooms of existing star hotels reaches 12,330 standard rooms with the availability of bedding of 19,980 pieces, while the suite rooms are 103 with 103 beds. In non-star hotel room there are as many as 28,568 rooms: 42,028 standard rooms and 205 suite rooms are available.

Average of hotel occupancy for East Java star hotel is 39.33 percent with 3.99 days average length of stay for foreign guests and 2 days for domestic guests. This shows that on average of 100 rooms available on star hotels, there are as many as 39 Up to 40 rooms of which have been sold every night, except on June in which hotel occupancy (HO) up to 60% due to June school holiday period. Motivations of hotel guests living in the green hotel are 49% for business purpose and 43% for recreation or eliminate fatigue and the remaining 8% for other purposes.

#### **4.1.1Description of Green Products**

**Table 1. Green Products Indicator**

Indicator/Item	Mean
<b>Reuse Products</b>	
The hotel provides the need for a soap refill	<b>3,96</b>
The hotel provides the need for a shampoo refill	<b>3,89</b>
<b>Air Quality</b>	
The hotel provides green open spaces (vegetation plants)	<b>4,08</b>
The hotel provides a smoking room	<b>3,88</b>
<b>Energy Efficiency</b>	
The hotel uses room key card to turn on the electricity	<b>4,00</b>
Hotel provides LED energy-saving lighting equipment and TV	<b>3,96</b>
<b>Water Efficiency</b>	
The hotel saves water in the bathroom by using shower heads system	<b>3,99</b>
Hotel provides drinking water dispenser system	<b>3,94</b>

Respondents' responses to the reused product indicator (n = 130) of each statement in the items are as stated below:

Hotel guests take advantage the available soap refill facilities: 12.3% of respondents strongly agree, 71.5% agree, 16.2% neutral, and no one strongly agree or disagree. The average value in this item is 3.96; the respondents tend to agree that hotel guests take advantage of available soap refill facilities.

Hotel guests utilize the facilities of shampoo refill and 10.0% of the respondents strongly agree, 69.2% agree, 20.8% neutral, and nobody answered disagree or strongly disagree. The average value on this item is 3.89 meaning that it is significant. Respondents tend to agree that Hotel guests take advantage of the facilities of refillable shampoo requirement. The average value of the reuse products indicator is 3.95 which means that respondents agree if the hotel provides the needs of available refillable soap and refillable shampoo. Thereby, the hotel should provide the needs of available refillable soap and shampoo which have contributed to the reuse products indicator. The main thing that has the greatest contribution or the largest average item on the reuse products indicator is providing the refillable soap need and also the refillable shampoo need.

**Response of the respondents on air quality indicator of each statement item is as stated below:**

The hotel provides a smoking room for guests. There are 22.3% of respondents answered strongly agree, 63.8% agree, 13.8% neutral, and no one answered disagree or strongly disagree. The average score on this item is 4.08 indicating that respondents tend to agree that Hotel guests are happy with hotel facilities that provide a special room for smoking guests.

The hotel provides green open spaces (vegetation plants). There are 12.3% of respondents strongly agree, 63.8% agree, 23.8% neutral, and no one answered disagree or strongly disagree. The average value in this item is 3.88 which indicates that respondents tend to agree that hotels should provide green open spaces (vegetation plants) located around the hotel. The average value of air quality indicator of 3.98 which indicates that respondents tend to agree if the hotel provides green open spaces (vegetation plants) and the hotel provides a smoking room for guests. Thus, the availability of green open space (vegetation plants) and smoking spaces contributes to air quality indicators. The main thing that has the greatest contribution or the largest average item on the air quality indicator is the availability of green open spaces or vegetation plants located around the hotel or around the hotel rooms and the smoking room for guests.

Response of the respondents on energy efficiency indicator of each statement item is as stated below: While staying at the hotel, guests have utilized and used the room key card facility to power and conserve electricity. There are 13.8% of respondents strongly agree, 72.3% agree, 13.8% neutral, and no one responds disagree or strongly disagree. The average score on this item is 4.00 which means that the respondents agree if during their staying period, the hotel guests have utilized and used the room key card facility to power up and conserve electricity. During the stay at the hotel, guests have utilized and used the facilities of TV and LED (Light Emitting Diode) Lighting equipment provided by the hotel for electricity savings. There are 13.8% of respondents strongly agree, 68.5% agreed, 17.7% neutral, and no one answered disagree or strongly disagree. The average score on this item is 3.96 which means the respondent agrees that during their stay at the hotel, guests have utilized and used the TV / LED (Light Emitting Diode) Lighting facility provided by the hotel for electricity savings.

The average value of energy efficiency indicator is 3.99 which means the respondent agrees that the hotel uses a room key card to switch on electricity and provides saving energy lighting and LED TV for energy saving. Thus, the hotel uses a room key card to power up and the hotel provides lighting and energy-saving LED TV that contributes to the indicators of room key cards to power the electricity and the use of energy-efficient lighting and LED TV.

Response of the respondents on water efficiency indicator of each statement item is as stated below: During their stay at the hotel, guests make use of the shower heads in the bathroom to save water consumption. There are 13.1% of respondents strongly agree, 73.1% agree, 13.8% neutral, and no one answer disagree or strongly disagree. The average score on this item is 3.99 which means that respondents agree that the facility in shower heads in the bathroom can save water consumption.

During their stay at the hotel, guests use drinking water supply dispenser facilities in order to save water consumption. There are 9.2% of respondents strongly agree, 76.2% agree, 14.6% neutral, and no one answer disagree or strongly disagree. The average score on this item is 3.94 which means that the respondent agrees that the guest utilizes water supply dispenser facility in order to save water consumption.

The average value of the water efficiency indicator is 3.94 which means that the respondent agrees if the hotel conserves water in the bathroom with shower heads system and the hotel provides drinking water using dispenser system. Thus, hotels that conserve water in bathrooms with shower heads and drinking water dispenser systems contribute to water efficiency indicators. The main thing that has the greatest contribution or that has the largest average item on the water efficiency indicator is the water savings in the bathroom with shower heads system and the availability of drinking water with the dispenser system.

#### 4.1.2 Description of Customer Satisfaction

**Table 2. Customer Satisfaction Indicators**

Indicators/Items	Mean
Willing to Recommend To Others	
I am willing to introduce the hotel to others	<b>4,19</b>
I will spread the positive news about the hotel	<b>4,31</b>
Intention Want to return	
I will be back to stay at this hotel	<b>4,27</b>
I will add a day sneak at this hotel	<b>4,21</b>
No Complaints	
I never complain of staying at this hotel	<b>4,25</b>
During my stay at the hotel, I give rewards	<b>4,38</b>

Customer Satisfaction in this research includes willing to recommend product to others, intentions want to return, and no complaints. Data of description of respondents' answers about Customer Satisfaction can be seen in Table 2. Response of respondents on willing to recommend to others indicator from each item statement is stated below:

Hotel guests have been willing to recommend to others to always stay at the green hotel. There are 33.1% of respondents strongly agree, 53.1% agree, 13.8% neutral, and no one disagree or strongly disagree. The average score on this item is 4.19 which means that the respondent agrees that the hotel guest has been willing to recommend to others to always stay at the green hotel. Hotel guests have been willing to spread positive news about this hotel to others or colleagues. There are 40.8% of respondents strongly agree, 50.0% agree, 9.2% neutral, and no one disagree or strongly disagree. The average score on this item is 4.31 which means that the respondent agrees that the hotel guest has been willing to spread positive news about this hotel to others or colleagues.

The average value of recommending to others indicator is 4.28 which means the respondent agrees to introduce the hotel to others and will spread positive news about the hotel. Thus, the customer will introduce the hotel to others and will spread positive news about the hotel that has contributed to the indicator of recommending to others. The main thing that shapes the indicator recommending to others is to spread positive news about the hotel.

Response of respondents on intention want to return indicator from each item statement is stated below: Hotel guests will return to stay at this hotel again (green hotel). There are 36.9% of respondents strongly agree, 53.8% agree, 9.2% neutral, and no one disagree or strongly disagree. Whereas, the average value on this item 4.27 which means the respondent is likely to agree that the hotel Guest will return to stay at this hotel again (green hotel).Hotel guests will add another stay day at the hotel (green hotel). There are 33.1% of respondents strongly agree, 55.4% agree, 11.5% neutral, and no one disagree or strongly disagree. Whereas, the average value on this item is 4.21 which means that respondents tend to agree that Hotel guests are willing to stay longer in the green hotel.

The average value of the indicator of intention to return again is 4.27 which means that respondents are likely to return to stay at this hotel again (green hotel) and the customer will add a day stay at the green hotel which contributes to the indicator of intention to come back to the hotel again. The main thing that has the biggest contribution or has the largest average item on the intention to return to the hotel indicator is that the customer will return to stay at this hotel again.

Response of respondents on no complaints indicator from each item statement is stated below.

During their stay at the hotel, guests never complain about the services provided by the hotel. There are 38.5% of respondents strongly agree, 48.5% agree, 13.1% neutral, and no one answer disagree or strongly disagree. Meanwhile, the average score on this item is 4.25 which means that respondents tend to agree that during their stay at the hotel, guests never complain about the services provided by the hotel. During their stay at the hotel, guests always give rewards in the form of tip for hotel employees for the services. There are 45.4% of respondents strongly agree, 47.7% agree, 6.9% neutral, and no one answer disagree or strongly disagree. Meanwhile, the average value in this item is 4.38 which means that respondents tend to agree that during their stay at the hotel.

The average indicator value of no complaints is 4.33 which means that respondents agree that they never complain during their stay at this hotel and that they give reward in the form of tip to hotel employees. Thus, the customer never complains while staying at this hotel and always gives rewards in the form of tip to the hotel employees, which contributes to the no complaints indicator. The main thing that has the greatest contribution or that has the largest average item on the indicator of no complaints while staying in the hotel is that the customer gives the reward in the form of tip to the hotel employees. Next, the customer never complains while staying in this hotel.

Based on the result of regression statistic analysis, obtained the following model:

$Y = 1.346 + 0.741X_1$ . The calculation results; Regression Coefficients  $X_1$  is 0.741, with the meaning that if Green Products increases (X) by one unit, it will cause Customer Satisfaction (Y) to increase by 74% in East Java hotel, and on the contrary, the decrease of Green Products by one unit will cause the decrease of Customer Satisfaction by 74%. The Green Products variable has a t-test (9,408). At the level of significant level of 99%,  $H_0$  is rejected. It means that there is influence of Green Products variable to Customer Satisfaction variable in East Java hotel. The regression result obtained on Correlations Coefficients is (R = 0.639). It means the relationship between Green Products and Customer Satisfaction is very strong because the value of r is close to one.

From the estimation on the regression equation which tested partially by using t-test, it is known that the Green Products variable positively and significantly affect Customer Satisfaction. Estimation in regression analysis showed that Green Products variable had positive and significant effect to Customer Satisfaction (B = 0,741) with significance  $p = .000$ . This indicates that the higher the Green Products facility, the higher the level of Customer Satisfaction. The test result shows  $X_1$  is 9.40, and the t-table value is 2.576 (n = 130). Thus, the value of  $X_1$  (9,40) > t-table (2.576). From this, it can be concluded that at the level of significant level of 99%,  $H_0$  is rejected. This means that there is an influence between Green Products on Customer Satisfaction in East Java hotels.

## **4.2 Discussion**

The results of the research analysis above show the picture that Green Products variable is perceived through four indicators: Reuse Product, Air Quality, Energy Efficiency, and Water Efficiency. These four indicators can provide a positive reflection on Green Product or eco-friendly product which is an effort to design goods or services aimed at minimizing environmental impact during the production cycle at the hotel. The hotel product designed to minimize the environmental impact is called Green Hotel. The measurements of the four indicators are in accordance to what has been described by Dangelico[17]; Albino [12], which states that the dimensions for measuring Green Products are indicators of Reuse Products, Air Quality, Energy Efficiency, and Water Efficiency, therefore, the opinion on Green Product's indicator has supported the results of this research. Based on the perception of hotel customers in East Java, the results show that Green Products variable is contributed by four indicators, namely Reuse Product, Air Quality, Energy Efficiency, and water Efficiency. Green Products' main indicator is air quality. This is because hotel customers in East Java have an understanding of hotels that have air quality through green open spaces (vegetation plants) and non-smoking for guests during their stay at the hotel. In other words, Green Products is contributed by four indicators, namely Reuse Products, Air Quality, Energy Efficiency, and Water Efficiency, and from these four indicators, the one which contributes primarily is the Air Quality. This is because hotel customers in East Java are very hopeful on the hotel to provide green open space (vegetation plants) and provide a special room for smoking for guests while staying at the hotel.

The customer's assessment of the quality of the hotel's Green Product has been motivated by the customer's desire for environmental stewardship or environmentally friendly practices in hotel operations in East

Java. Therefore, the green product reflects the values of the customer experience during the stay at the hotel, which includes the sensory passion of the customer's enjoyment of the environmental awareness. Aside from Dangelico[17]; Supriadi [22], environmental conservation factors (water and energy use, hazardous materials, pollution, and recyclable materials) contributing to Green Product are also delivered by Nafi [23]; Kaur[24]; Saini [18]; Boztepe[19]; Bukhari [21]; Albino [12], and all of them have supported the results of this study.

Based on the perception of the respondents, stated that of the four indicators, air pollution minimization is the main thing in contributing to Green Product variables. This can be understood because the perception of hotel customers or foreign tourists in East Java who tend to enjoy living in accommodation is a form of environmental concerns by minimizing air pollution, this statement was supported [12] [25][26]. This indicator has the highest loading because hotel guests are happy with hotel facilities that provide a special room for the needs of guests who smoke, and while staying in the hotel, guests feels enjoy and are not worried about cigarette smoke, thus making the air fresh, as well as hotel customers happy with Green open space facility, where there are many vegetation plants located around the hotel that can be air pollution filters around the hotel.

## V. Conclusion

Variable of Green Products is contributed by four factors, namely Reused Product, Air Quality, Energy Efficiency, and Water Efficiency, where the main indicator of Green Product variables is air quality. This is because hotel customers in East Java have an understanding of hotels that have air quality through green open spaces (Vegetation plants) and smoke free air for guests while staying in hotels, and hotel customers look forward to hotels to provide green open spaces (vegetation plants ) and provides a smoking room.

The results prove that the higher facilities hotel based on Green Product, it will be able to increase customer satisfaction. The main factor of Green Product Hotel facility that influences Customer Satisfaction is the availability of green open space of the hotel, with many beautiful and shady plants around the hotel, and make the hotel air more clean and fresh. This factor can make customers want to come back again to stay at Green Hotel.

Research suggestions for hotel practitioners are encouraged to make the hotel have Global Green Branding through the application of Green Product principles to achieve Green Competitive Advantage in winning business competition in accordance with Green Customer Oriented concept.

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