

The Influence of Green Practices, Service Quality, and Digital Convenience on Guest Satisfaction at Four-Star Hotels in West Jakarta

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ABSTRACT

This study examines the influence of Green Practices, Service Quality, and Digital Convenience on Guest Satisfaction at four-star hotels in West Jakarta. The research is motivated by increasing competition in the hospitality industry and the growing expectations of guests regarding service quality, digital convenience, and sustainability practices. A quantitative approach was employed using a non-probability sampling technique. Data were collected through an online questionnaire from 275 respondents and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The findings reveal that Green Practices, Service Quality, and Digital Convenience have a positive and significant influence on Guest Satisfaction. Among the three variables, Service Quality exerts the strongest influence, followed by Digital Convenience and Green Practices. These findings indicate that service quality remains the primary determinant of guest satisfaction, while digital convenience and environmentally sustainable practices also contribute positively to guests' overall experience. The results provide practical insights for hotel managers in improving service quality, enhancing digital services, and strengthening sustainability initiatives to increase guest satisfaction.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Green Practices, Service Quality, dan Digital Convenience terhadap Guest Satisfaction pada hotel bintang empat di Jakarta Barat. Penelitian ini dilatarbelakangi oleh meningkatnya persaingan dalam industri perhotelan serta perubahan ekspektasi tamu terhadap layanan yang berkualitas, kemudahan digital, dan praktik keberlanjutan. Penelitian menggunakan pendekatan kuantitatif dengan teknik non-probability sampling. Data dikumpulkan melalui kuesioner daring dari 275 responden dan dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa Green Practices, Service Quality, dan Digital Convenience berpengaruh positif dan signifikan terhadap Guest Satisfaction. Di antara ketiga variabel tersebut, Service Quality memiliki pengaruh paling besar, diikuti oleh Digital Convenience dan Green Practices. Temuan ini menunjukkan bahwa kualitas layanan tetap menjadi faktor utama yang memengaruhi kepuasan tamu, sementara kemudahan layanan digital dan penerapan praktik ramah lingkungan turut memberikan kontribusi positif. Penelitian ini diharapkan dapat menjadi referensi bagi pengelola hotel dalam meningkatkan kualitas layanan, mengembangkan layanan digital, serta memperkuat praktik keberlanjutan guna meningkatkan kepuasan tamu.

1. Introduction

The growth of the tourism industry has intensified competition within the hospitality sector, particularly among four-star hotels that serve both business and leisure travelers. As the number of hotels and guest expectations continue to increase, hotel operators no longer compete solely through facilities and pricing but also through their ability to create satisfying guest experiences. Guest satisfaction has become a crucial indicator because it is closely associated with revisit intention, customer loyalty, and positive word-of-mouth recommendations to potential guests (Oliver, 1980; Kotler *et al.*, 2018). In West Jakarta, one of Jakarta's major business and commercial districts, the increasing number of four-star hotels has further intensified competition, making guest satisfaction a key priority for hotel management. Four-star hotels in West Jakarta provide an appropriate context for this study because they serve a diverse mix of business and leisure travelers while offering standardized service quality, digital facilities, and sustainability initiatives. The high level of competition among four-star hotels in this area encourages operators to continuously improve guest experiences through service excellence, technological innovation, and environmentally responsible practices. These characteristics make four-star hotels in West Jakarta a relevant setting for examining the combined influence of Green Practices, Service Quality, and Digital Convenience on Guest Satisfaction.

One factor that is expected to influence guest satisfaction is Green Practices. Growing public awareness of environmental issues has encouraged hotels to adopt various sustainability initiatives, such as reducing the use of single-use plastics, conserving energy, and implementing linen reuse programs. Previous studies have shown that environmentally friendly practices enhance guests' positive perceptions of hotels and contribute to higher customer satisfaction (Gasbarro & Bonera, 2021; Singh *et al.*, 2025). In addition to sustainability initiatives, Service Quality remains a fundamental factor in shaping the overall guest experience. According to the SERVQUAL model, service quality reflects a hotel's ability to deliver reliable, responsive, and trustworthy services that meet customer expectations (Parasuraman *et al.*, 1988). Previous studies have consistently demonstrated that service quality has a positive influence on customer satisfaction within the hospitality industry (Nunkoo *et al.*, 2020; Minrohayati *et al.*, 2024). Technological advancements have also transformed the way guests interact with hotel services. Various digital facilities, including online booking systems, digital payment methods, hotel mobile applications, and self-check-in services, are increasingly adopted to improve

efficiency and convenience. Based on the Technology Acceptance Model (TAM), technologies perceived as useful and easy to use are more likely to be accepted by users, ultimately enhancing their satisfaction (Davis, 1989). Studies by Yang *et al.* (2021) and Dianawati *et al.* (2024) further indicate that Digital Convenience positively contributes to guest experiences and satisfaction. The present study is grounded in the Expectation Confirmation Theory (ECT) as its overarching theoretical framework. ECT explains that customer satisfaction is achieved when the actual experience meets or exceeds customers' prior expectations (Oliver, 1980). In this study, guests evaluate their stay based on the implementation of Green Practices, the quality of services provided, and the convenience of digital services offered by the hotel. Although previous studies have examined the influence of Green Practices, Service Quality, and Digital Convenience on customer satisfaction, most have investigated these variables independently or within different hotel categories and geographical contexts. Research examining the combined influence of these three variables on Guest Satisfaction in four-star hotels in West Jakarta remains limited. Therefore, this study aims to analyze the influence of Green Practices, Service Quality, and Digital Convenience on Guest Satisfaction in four-star hotels in West Jakarta. Based on the theoretical framework and previous studies, the hypotheses proposed in this study are as follows: H1: Green Practices have a positive influence on Guest Satisfaction; H2: Service Quality has a positive influence on Guest Satisfaction; and H3: Digital Convenience has a positive influence on Guest Satisfaction.

2. Research Methodology

This study employed a quantitative approach with a cross-sectional research design to examine the influence of Green Practices, Service Quality, and Digital Convenience on Guest Satisfaction in four-star hotels in West Jakarta. The target population consisted of guests who had stayed at four-star hotels in West Jakarta and had used the hotels' digital services during their stay. A purposive sampling technique, which is a type of non-probability sampling, was employed in this study. Respondents were selected based on the following criteria: (1) at least 21 years of age, (2) had stayed at a four-star hotel in West Jakarta, and (3) had used the hotel's digital services, such as online booking, hotel mobile applications, self-check-in/check-out, or digital payment systems. A total of 275 respondents who met these criteria were successfully collected and included in the analysis.

Primary data were collected through an online questionnaire distributed via Google Forms. Before completing the questionnaire, respondents were informed about the purpose of the study, that participation was voluntary, and that all responses would remain anonymous and confidential. Only respondents who agreed to participate proceeded to complete the questionnaire. The research instrument was adapted from previous validated studies. The measurement model consisted of five indicators for Green Practices (Gasbarro & Bonera, 2021; Abdou *et al.*, 2020), six indicators for Service Quality (Parasuraman *et al.*, 1988; Kotler & Keller, 2016), six indicators for Digital Convenience (Berry *et al.*, 2002; Buhalis & Leung, 2018), and five indicators for Guest Satisfaction (Oliver, 1980; Kotler & Keller, 2016). All measurement items were assessed using a six-point Likert scale, ranging from 1 (Strongly Disagree) to 6 (Strongly Agree). The independent variables consisted of Green Practices, Service Quality, and Digital Convenience, while Guest Satisfaction served as the dependent variable. Prior to data analysis, the collected responses were reviewed to ensure completeness and compliance with the established respondent criteria. Screening questions at the beginning of the questionnaire verified that respondents were at least 21 years old, had stayed at a four-star hotel in West Jakarta within the last 12 months, and had used the hotel's digital services. As only eligible respondents were able to proceed with the questionnaire, all collected responses met the research criteria and were included in the final analysis. The collected data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the assistance of SmartPLS 4 software. The analysis consisted of descriptive analysis, outer model evaluation through

validity and reliability testing, and inner model evaluation using the coefficient of determination (R^2) and hypothesis testing based on t-statistics and p-values. The proposed hypotheses were considered supported when the t-statistics exceeded 1.96 and the p-value was less than 0.05.

3. Results and Discussion

3.1 Results

This section presents the results of the data analysis obtained from respondents who met the research criteria. The analysis begins with a description of the respondents' characteristics, followed by an evaluation of the measurement model through validity and reliability testing, as well as an assessment of the structural model using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. Furthermore, the hypothesis testing results are discussed in relation to the underlying theories and previous studies to explain the influence of Green Practices, Service Quality, and Digital Convenience on Guest Satisfaction in four-star hotels in West Jakarta.

3.1.1 Respondent Characteristics

A total of 403 questionnaires were collected through an online survey. After the screening process based on the research criteria and data cleaning procedures, 275 questionnaires were deemed valid and included in the analysis. The respondents' characteristics are presented based on age, domicile, purpose of stay, and the frequency of staying at four-star hotels in West Jakarta during the past year.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency (n)	Percentage (%)
Age	21-30 years	135	49,1
	31-40 years	97	35,3
	41-50 years	36	13,1
	>50 years	7	2,5
Domicile	West Jakarta	58	21,1
	Central/East/North/South Jakarta	108	39,3
	Jabodetabek	69	25,1
	Outer Jabodetabek	40	14,5
Purpose of Stay	Leisure	111	40,4
	Business	108	39,3
	Staycation	55	20,0
	Wedding	1	0,4
Frequency of Stay (per year)	1-2 times	97	35,3
	3-5 times	129	46,9
	>5 times	49	17,8

Based on Table 1, the majority of respondents were aged 21–30 years (49.1%), followed by those aged

31–40 years (35.3%). Most respondents were domiciled in the Jakarta Special Capital Region

(39.3%), while respondents from Greater Jakarta and West Jakarta accounted for 25.1% and 21.1%, respectively. Regarding the purpose of stay, leisure was the most common reason for staying at a hotel (40.4%), followed closely by business travel (39.3%). In addition, most respondents had stayed at four-star hotels three to five times per year (46.9%). These characteristics indicate that the majority of respondents had sufficient experience with four-star hotels in West Jakarta, enabling them to provide relevant evaluations of Green Practices, Service Quality, Digital Convenience, and Guest Satisfaction.

3.1.2 Measurement Model Assessment

The measurement model was evaluated to ensure that the research instrument met the required validity and reliability criteria before assessing the structural model. The evaluation included outer loading analysis, internal consistency reliability using Cronbach's Alpha and Composite Reliability (CR), as well as convergent and discriminant validity assessment using the Average Variance Extracted (AVE) and the Heterotrait–Monotrait Ratio (HTMT).

Table 2. Reliability and Convergent Validity Test Results

Variable	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Green Practices	0,726-0,811	0,821	0,875	0,583
Service Quality	0,785-0,822	0,892	0,917	0,649
Digital Convenience	0,723-0,848	0,888	0,915	0,642
Guest Satisfaction	0,831-0,849	0,897	0,924	0,708

Based on Table 2, all indicators achieved outer loading values above 0.70, indicating that the indicator validity criterion was satisfied. Cronbach's Alpha values ranged from 0.821 to 0.897, while Composite Reliability values ranged from 0.875 to 0.924. All of these values exceeded the recommended threshold of 0.70, demonstrating that

each construct possessed satisfactory internal consistency reliability. Furthermore, the Average Variance Extracted (AVE) values ranged from 0.583 to 0.708, all exceeding the minimum threshold of 0.50, thereby confirming the convergent validity of all constructs.

Table 3. Discriminant Validity Test Results (HTMT)

Variable	GP	SQ	DC	GS
Green Practices	-			
Service Quality	0,795	-		
Digital Convenience	0,786	0,880	-	
Guest Satisfaction	0,800	0,868	0,871	-

The results of the discriminant validity assessment indicate that all HTMT values ranged from 0.786 to 0.880, which are below the recommended threshold of 0.90. These findings demonstrate that each construct is empirically distinct from the others. Overall, the measurement model satisfied the required validity and reliability criteria and was therefore considered appropriate for subsequent structural model evaluation.

3.1.3 Structural Model Assessment

After the measurement model was confirmed to be valid and reliable, the next step was to evaluate the structural model to examine the relationships among the research variables. The structural model was assessed through the Variance Inflation Factor (VIF), the coefficient of determination (R^2), and hypothesis testing using the bootstrapping procedure in the PLS-SEM approach.

Table 4. Structural Model Evaluation Results

Assessment	Result	Criteria	Interpretation
VIF	2,056-2,910	< 5,00	No multicollinearity
R^2 (Guest Satisfaction)	0,784	> 0,75	Strong

Based on Table 4, all independent variables exhibited VIF values ranging from 2.056 to 2.910, indicating the absence of multicollinearity, as all values were below the recommended threshold of 5.00. Furthermore, the coefficient of determination (R^2) was 0.784, indicating that Green Practices, Service Quality, and Digital

Convenience jointly explained 78.4% of the variance in Guest Satisfaction, while the remaining 21.6% was attributed to other factors not included in the research model.

Table 5. Hypothesis Testing Results

Hypothesis	Relationship Between Variables	Path Coefficient (β)	T-statistics	P-values	Decision
H1	Green Practices $\rightarrow$ Guest Satisfaction	0,128	2,304	0,011	Accepted
H2	Service Quality $\rightarrow$ Guest Satisfaction	0,613	9,008	0,000	Accepted
H3	Digital Convenience $\rightarrow$ Guest Satisfaction	0,211	3,797	0,000	Accepted

Based on Table 5, the hypothesis testing results indicate that all proposed hypotheses were supported. Green Practices had a positive and significant influence on Guest Satisfaction ($\beta = 0.128$, $t = 2.304$, $p = 0.011$), supporting H1. Furthermore, Service Quality had a positive and significant influence on Guest Satisfaction ($\beta = 0.613$, $t = 9.008$, $p < 0.001$) and emerged as the variable with the strongest influence among the three independent variables. Likewise, Digital Convenience also had a positive and significant influence on Guest Satisfaction ($\beta = 0.211$, $t = 3.797$, $p < 0.001$), supporting H3. Overall, the findings demonstrate that all three independent variables had a positive and significant influence on Guest Satisfaction in four-star hotels in West Jakarta. Among them, Service Quality was the most influential factor in enhancing guest satisfaction, followed by Digital Convenience and Green Practices. These findings suggest that although guests increasingly appreciate sustainability initiatives and convenient digital services, service quality remains the primary determinant of their satisfaction during their hotel stay.

3.2 Discussion

The findings indicate that Green Practices have a positive and significant influence on Guest Satisfaction. This suggests that the implementation of environmentally friendly initiatives, such as reducing the use of single-use plastics, promoting energy conservation, and adopting environmental preservation practices, enhances guests' positive perceptions of the hotel. Although Green Practices exhibited the weakest influence among the three independent variables, they still contributed to creating a more satisfying guest experience. These findings support the Expectation Confirmation Theory (ECT), which explains that customer satisfaction is achieved when the actual experience meets or exceeds prior expectations. As public awareness of environmental sustainability continues to grow, guests increasingly expect hotels to adopt environmentally responsible practices. When these expectations are fulfilled, guest satisfaction is enhanced. The present findings are consistent with those of Merli *et al.* (2019), Moise *et al.* (2021), Gasbarro and Bonera (2021), and Singh *et al.* (2025), who reported that sustainable practices positively influence customer satisfaction in the hospitality industry. However, compared with Service Quality and Digital Convenience, the

influence of Green Practices was relatively weaker. This indicates that guests staying at four-star hotels in West Jakarta continue to prioritize aspects they experience directly during their stay, such as service quality and convenience, while sustainability initiatives are perceived as value-added features that complement the overall guest experience. Hotel managers should therefore continue implementing visible sustainability initiatives, such as reducing single-use plastics, promoting towel and linen reuse programs, utilizing energy-efficient facilities, and communicating these initiatives effectively to guests. Such practices may strengthen guests' positive perceptions of the hotel while contributing to higher levels of guest satisfaction. The results indicate that Service Quality is the most influential factor affecting Guest Satisfaction. This finding suggests that service quality remains the primary consideration for guests when evaluating their hotel experience. Prompt, professional, and responsive services that effectively meet guests' needs create positive experiences and enhance overall satisfaction. These findings support the SERVQUAL model proposed by Parasuraman *et al.* (1988), which identifies reliability, responsiveness, assurance, empathy, and tangibles as the key dimensions shaping customers' perceptions of service quality. Furthermore, the findings are consistent with the Expectation Confirmation Theory (ECT), which suggests that guests are satisfied when the quality of service they receive meets or exceeds their expectations.

The findings are also consistent with previous studies by Nunkoo *et al.* (2020), Baquero (2023), Minrohayati *et al.* (2024), and Perdomo-Verdecia *et al.* (2024), (Juliana *et al.*, 2023, 2026) which identified service quality as one of the primary determinants of customer satisfaction in the hospitality industry. Compared with sustainability initiatives and digital services, service quality exerted a stronger influence because guests interact directly with hotel employees throughout their stay. Therefore, the quality of interactions between guests and hotel staff remains the most critical factor in shaping guest satisfaction. Hotel managers should prioritize improving key dimensions of service quality, particularly reliability, responsiveness, assurance, empathy, and tangibles, through continuous employee training, service performance evaluation, and consistent service standards. Strengthening

these dimensions may further enhance guest satisfaction and encourage positive guest experiences. The findings reveal that Digital Convenience has a positive and significant influence on Guest Satisfaction. This indicates that the ease of using digital services, such as online booking, digital payment systems, self-check-in/check-out, and access to information through digital platforms, enhances guests' convenience during their stay. These findings support the Technology Acceptance Model (TAM), which proposes that technology is more likely to be accepted and produce positive outcomes when it is perceived as useful and easy to use. In the hospitality context, technologies that streamline service processes and improve operational efficiency contribute to a more convenient guest experience. Furthermore, based on the Expectation Confirmation Theory (ECT), guest satisfaction increases when digital services fulfill guests' expectations regarding convenience and service efficiency. The present findings are consistent with those of Yang *et al.* (2021), Chang *et al.* (2022), and Dianawati *et al.* (2024), who found that digital convenience positively influences customer satisfaction in the hospitality industry. Nevertheless, the influence of Digital Convenience remained weaker than that of Service Quality. This suggests that technology serves as a valuable complement to the guest experience but has not replaced the importance of high-quality interactions and services provided by hotel employees. Therefore, hotels should integrate digital technologies as a complement to, rather than a substitute for, high-quality service. Hotel managers should prioritize the development of user-friendly digital services, including online booking platforms, digital check-in/check-out, hotel mobile applications, digital payment systems, and reliable Wi-Fi access. Improving these digital features may enhance operational efficiency while providing guests with a more convenient and satisfying hotel experience.

4. Conclusion

This study aimed to examine the influence of Green Practices, Service Quality, and Digital Convenience on Guest Satisfaction in four-star hotels in West Jakarta. The findings revealed that all three variables had a positive and significant influence on Guest Satisfaction. Among them, Service Quality exerted the strongest influence, followed by Digital Convenience and Green Practices. These findings indicate that service quality remains the primary factor considered by guests when evaluating their hotel experience. Nevertheless, the implementation of sustainable practices and the provision of convenient digital services also contribute positively to enhancing guest satisfaction. From a practical perspective, the findings

suggest that hotel managers should continue to prioritize service quality while simultaneously improving user-friendly digital services and consistently implementing sustainable practices. In particular, hotel managers should strengthen key service quality dimensions, including reliability, responsiveness, assurance, empathy, and tangibles, while enhancing digital features such as online booking, digital check-in/check-out, mobile applications, digital payment systems, and reliable Wi-Fi access. In addition, visible sustainability initiatives, including reducing single-use plastics, promoting towel and linen reuse programs, and utilizing energy-efficient facilities, should be consistently implemented to further improve guest satisfaction. The integration of these three aspects can help hotels create a more satisfying guest experience while strengthening their competitiveness within the hospitality industry. This study has several limitations. It focused exclusively on four-star hotels in West Jakarta and employed a quantitative research approach. Therefore, future studies are encouraged to expand the scope by investigating different hotel categories or geographical areas, adopting qualitative or mixed-methods approaches, and incorporating additional variables such as Perceived Value, Brand Image, Customer Experience, and Customer Trust to provide a more comprehensive understanding of the factors influencing Guest Satisfaction.

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