

CHAPTER V

CONCLUSION

5.1 Conclusion

This study investigates the impact of green marketing tools, such as eco brands, eco labels, and environmental advertisements, on green purchasing behavior based on the findings of research that has been conducted through the stages of data collection, data processing, and data analysis regarding the overall analysis. From the results of the research model evaluation and hypothesis testing carried out using SPSS 26, it was concluded that:

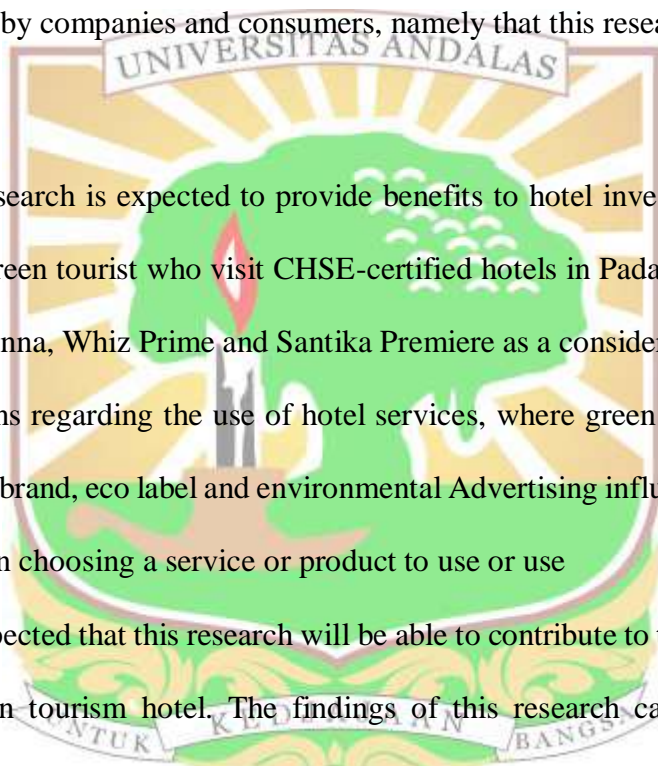
1. The results of testing the first hypothesis can be concluded that the eco brand variable has a positive and significant effect on green purchase behavior. This means that the better and clearer the eco brand of a CHSE certified hotel in Padang, namely Grand Inna, Whiz Prime and Santika Premiere, the greater the consumer's habits in choosing to buy and use the product or service of that business.
2. The results of testing the second hypothesis can be concluded that the eco label variable has a positive and significant effect on green purchase behavior. This means that the better and clearer the eco labels of CHSEcertified hotels in Padang, namely Grand Inna, Whiz Prime and Santika Premiere, the greater the consumer's habits in choosing to buy and use the products or services of that business.
3. The results of testing the third hypothesis can be concluded that the environmental advertisement variable has a positive but not significant

effect on green purchase behavior. This means that the use of environmental advertisements in hotels needs to be increased further so that they can be accepted and understood by consumers so that they not only have a positive but also significant effect.

5.2 Implication

Based on the research that has been carried out, there are several implications that can be applied by companies and consumers, namely that this research can provide benefits:

1. This research is expected to provide benefits to hotel investment to attract more green tourist who visit CHSE-certified hotels in Padang City, namely Grand Inna, Whiz Prime and Santika Premiere as a consideration in making decisions regarding the use of hotel services, where green marketing tools are eco brand, eco label and environmental Advertising influences consumer habits in choosing a service or product to use or use
2. It is expected that this research will be able to contribute to the development of green tourism hotel. The findings of this research can be used as a reference for further research in relevant areas of research.
3. For Improved Hotel Sustainability Policies, Hotels can use the findings of this study to improve their sustainability policies and practices. These include more efficient use of natural resources, better waste management, and efforts to raise environmental awareness among staff and guests.
4. For Sustainability Promotion Environmentally-conscious hotels can use the results of this study as a basis for promoting their sustainability initiatives



to potential guests. This promotion may include information on the use of renewable energy, water saving programs, and other eco-friendly policies.

5. Development of Eco-Friendly Services and Facilities, the research results can encourage hotels to develop more eco-friendly services and facilities, such as recycling programs, organic or local food options, and the use of green energy technologies.
6. For Guest Education and awareness, hotels can use this research as a tool to increase guest awareness and understanding of environmental issues. For example, they can provide information within the hotel or through digital platforms on sustainability measures taken and how guests can contribute.

5.3 Research Limitation

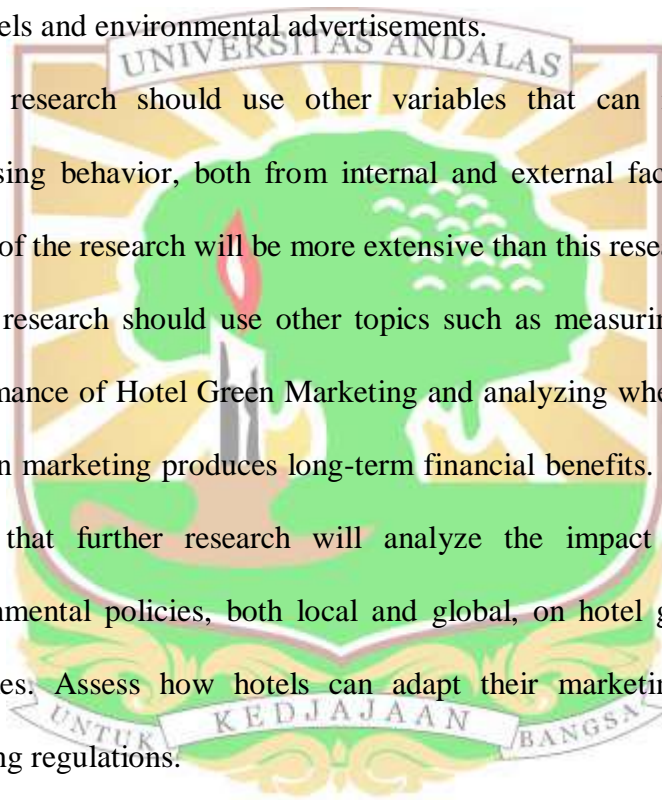
Although researchers have tried to design and develop this research in such a way, there are limitations to this research, namely:

1. Data collection only uses the questionnaire method so that the data obtained may not be too evenly distributed.
2. This research only uses research objects on consumers who visit CHSE certified hotels, namely Grand Inna, Whiz Prime and Santika Premiere in the Padang city area, so it does not provide a clearer picture or generalize the situation of consumers who visit other hotels in the Padang city area.

5.4 Recommendations

Recommendation can be given by researchers are as follows:

1. From a scientific perspective. This research can be used as a reference or basis for conducting further research regarding green purchasing behavior. Researchers can add several other variables or reduce variables.
2. From a practical perspective. This research can be used as material for consideration in making decisions regarding purchasing behavior, namely by paying attention to green marketing tools which consist of eco brands, eco labels and environmental advertisements.
3. Future research should use other variables that can influence green purchasing behavior, both from internal and external factors so that the results of the research will be more extensive than this research.
4. Future research should use other topics such as measuring the Financial Performance of Hotel Green Marketing and analyzing whether investment in green marketing produces long-term financial benefits. in addition, it is hoped that further research will analyze the impact of changes in environmental policies, both local and global, on hotel green marketing strategies. Assess how hotels can adapt their marketing strategies to changing regulations.
5. 4. For CHSE hotels, this research recommends develop a green marketing strategy that is integrated and coordinated with the hotel's overall business strategy. and Implement a regular environmental performance measurement and reporting system. This could include measuring energy consumption, water, and



waste, as well as reporting sustainability progress to guests and other stakeholders.

