

BAB 5

SIMPULAN, KETERBATASAN, DAN SARAN

5. 1. Simpulan

Berdasarkan hasil analisis dan pembahasan, maka kesimpulan dalam penelitian ini dijabarkan sebagai berikut:

1. *Green marketing strategy* berpengaruh positif dan signifikan terhadap *attitude*. Dengan demikian, hipotesis 1 yang menyatakan *green marketing strategy* berpengaruh terhadap *attitude* pada Hotel Bumi Surabaya dapat diterima.
2. *Green marketing strategy* berpengaruh positif dan signifikan terhadap *hotel image*. Dengan demikian, hipotesis 2 yang menyatakan *green marketing strategy* berpengaruh terhadap *hotel image* pada Hotel Bumi Surabaya dapat diterima.
3. *Attitude* berpengaruh positif dan signifikan terhadap *intention to stay*. Dengan demikian, hipotesis 3 yang menyatakan *attitude* berpengaruh terhadap *intention to stay* pada produk Hotel Bumi Surabaya dapat diterima.
4. *Hotel image* berpengaruh positif dan signifikan terhadap *intention to stay*. Dengan demikian, hipotesis 4 yang menyatakan *hotel image* berpengaruh terhadap *intention to stay* pada Hotel Bumi Surabaya dapat diterima.
5. *Green marketing strategy* berpengaruh positif dan signifikan terhadap *intention to stay* melalui *attitude* dan *hotel image*. Dengan demikian, hipotesis 5 yang menyatakan *green marketing strategy* berpengaruh positif dan signifikan terhadap *intention to stay* melalui *attitude* dan *hotel image* pada Hotel Bumi Surabaya dapat diterima.

5. 2. Keterbatasan

Dalam penelitian ini terdapat beberapa keterbatasan yang dapat mempengaruhi kondisi dari penelitian yang dilakukan, antara lain:

1. Jumlah responden masih kurang banyak dikarenakan keterbatasan waktu, biaya, dan tenaga.
2. Tidak terdapat karakteristik responden seperti gender, pendapatan, dan pendidikan, sehingga hasil penelitian ini terlalu luas dan kurang spesifik.

5. 3. Saran

5. 3. 1. Saran Akademis

Berdasarkan hasil analisis data dan pembahasan yang telah dilakukan, maka saran akademis bagi penelitian mendatang sebagai berikut:

1. Penelitian mendatang diharapkan dapat melanjutkan penelitian ini dengan mengganti atau menambah variabel lain yang dapat mempengaruhi *Intention to stay*.
2. Penelitian mendatang diharapkan meneliti objek yang berbeda.

5. 3. 2. Saran Praktis

Berdasarkan hasil analisis data dan pembahasan yang telah dilakukan, maka saran praktis bagi pihak manajemen Hotel Bumi Surabaya adalah sebagai berikut:

1. Pada variabel *green marketing strategy*, nilai rata-rata jawaban responden yang terendah terletak pada indikator “Hotel Bumi memasarkan program hijau promosinya”. Hal tersebut dikarenakan, promosi yang dilakukan Hotel Bumi masih kurang. Untuk itu saran yang dianjurkan bahwa manajemen Hotel Bumi perlu mengajak artis Instagram dan Youtuber untuk memasarkan Hotel Bumi.
2. Pada variabel *hotel image*, nilai rata-rata jawaban responden yang terendah terletak pada indikator “Reputasi Hotel Bumi secara keseluruhan baik”. Hal tersebut dikarenakan saat ini banyak hotel baru yang lebih modern dari pada Hotel Bumi, sehingga Hotel Bumi kurang mendapatkan perhatian. Oleh karena itu, Hotel Bumi perlu melakukan pembenahan untuk meningkatkan citranya.

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