

## **Ko Ko Mo Resort's Green Marketing Strategy To Improve Occupational Levels**

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### **Abstract**

Based on the results of the observations above, it is known that the best achievement was in June 2023, namely reaching 91.67%, this was because it coincided with the 2023 Eid holiday and was connected with school children's holidays. While in January-May the achievement still fluctuated between 75% to 83.33%. The achievement of the occupancy rate at Kokomo Resort has not been maximized, so it is necessary to carry out further research on this matter. The author plans to use a green marketing strategy to increase the achievement of occupancy rates at Kokomo Resort. The location of this research was conducted at Kokomo Resort which is located in Gili Indah Village, Gili Trawangan, Lombok. This research was conducted for 6 months, from January 2023 to June 2023. The object of this research is a green marketing strategy to increase occupancy rates at Kokomo Resort. The population in this study were the Kokomo Resort managers and their staff, totaling 5 people. The sampling technique in this study used a total sampling technique, meaning that all members of the population were sampled. The green marketing strategy at Kokomo Resort is in the good category, with an average achievement of 84%. The most dominant indicator, namely the provision of discounted room rates according to the season and the intensity of promotions through travel agents, received the highest achievement score, which was 90%. While the lowest achievement indicator is the adjustment of room rates according to certain conditions and the ease of getting public transportation by 78%.

**Keywords:** Green Marketing, Kokomo Resort, The occupancy rate.

### **Introduction**

The world of economy and business has experienced rapid development which is marked by a shift in the industrial paradigm towards industry 4.0. This development requires creativity and innovation for business people, including the tourism business. Tourism products have the following characteristics: a short life cycle, high risk, high margins, high diversity, high competition, and easy to imitate because this sector requires creativity and innovation to maintain or extend the product life cycle. For this reason, activities in the tourism industry need to be designed in order to provide better added value for the community in the tourist area and for visitors. One of the management concepts in an effort to provide multiple added value is through the concept of developing green tourism. Green Tourism activities and their marketing process through green marketing strategies are hoped to make consumers satisfied and loyal, because loyalty is an important factor in

achieving business success (Faullant et.al; 2008).

The rapid growth of the industrial world has had an impact on social and environmental problems. Humans as subjects who take advantage of all natural potential in the business world have a very important role in forming an environmentally friendly business environment. This condition is strengthened by the issue of global warming which is being warmly discussed throughout the world's population so that it raises awareness of the world's population to pay more attention to the environment. The emergence of awareness of environmental issues has triggered the industrial world to present marketing concepts that prioritize environmental issues, or better known as green marketing. Marketing observers state that green marketing was born as a new lifestyle in the world of marketing which will continue to develop and be recognized by the world's population, most of whom act as consumers. Furthermore, a company besides aiming to obtain maximum profit is also

required to maintain the continuity of the surrounding environment. Social concern as responsibility for the surrounding environment is a long-term goal for the company. By carrying out various activities of concern for the social environment, the company will gain added value in society. The social responsibility program in question is the Corporate Social Responsibility (CSR) program.

Building satisfaction can be done in various ways, one of which is through a marketing strategy. Several studies identified that customer satisfaction is influenced by the marketing mix, namely studies from Wolfe and Scot (2011), Sarker et.al (2012), Ayed and Majed (2012) concluded that the marketing mix is a factor that influences customer satisfaction. Therefore, in order to maintain satisfaction so that tourists are loyal and willing to visit again is to design an environmentally friendly tourist destination with the concept of green tourism with one of the green marketing strategies, but to be able to achieve this, support from stakeholders, especially from the government, is needed. in the form of government policies oriented towards the development of green tourism.

Along with the large number of visits, it has also had an impact on the growth of hotel accommodation business services that are developing in Gili Trawangan, Lombok, which can be significantly proven by the large number of business people who have established hotel accommodation business service companies, one of which is Kokomo Resort. This makes competition in the service business in the hotel sector increasingly stringent so that hotel business people must be able to create something different from other similar hotels or villa accommodations. Thus it can be seen that competition between companies is getting higher, and the existence of competition will be a challenge for companies to generate ambition to overcome their competitors. Various ways are used by companies such as creating a good marketing strategy,

improving and increasing the quality of services offered to meet consumer needs and desires.

This inn which offers villa type accommodation is designed for a place to relax and rest enjoying the tranquility, comfort and the beauty of the natural panorama of the sea, ideal for those of you who are on their honeymoon or traveling with family. Kokomo Resort provides easy access to a number of popular spots on Gili Trawangan, from the fast boat or fast boat dock which is also a central area, activity centers such as restaurants, cafes, local boat ticket centers, motorbike rental and the Cidomo base is only 5 minutes away by foot.

Kokomo Resort is located in the popular area of Gili Trawangan, a 5-minute walk from Tir na Nog, providing massage rooms, therapeutic massages and a terrace. All guests enjoy property-wide WiFi and access to the dive club. The property is located 2 km from downtown Gili Trawangan and 52 km from Lombok International airport. Gili Trawangan Art Market is 700 meters away, while Surf Point Bongkas is not far from the property. The white beach is 5 minutes by walk. Many rooms have garden views. All bathrooms offer a bath and shower. A lounge bar is available within the property. The Gili Islands and Gili Trawangan Art Market serve food options within 700 meters from the venue. Kokomo Resort is also equipped with a swimming pool, a large parking area, and wireless internet is available in all villas, free of charge.

Meanwhile Asamoah (2013) explains that policy is a process or series of government activities or decisions and is designed to fix several problems, whether real or not, formulated, implemented and evaluated by actors in the political system, for example, judges, legislators, executives and administrators, policies government may change on the basis of new or improved information. Furthermore, Asomah (2013) explains that tourism development policies should ideally consider the various stakeholders and institutions involved in

tourism development. Some of the policies of the Indonesian government in the tourism sector include coaching and developing

tourism such as: tourism promotion, preparing, improving the quality of waiters, quality of tourism products (Jumadi, 2017).

**Table 1. Tingkat Hunian Kokomo Resort Januari-Juni 2023**

No.	Month	Room Available	Target	Achievement of Occupancy Level
1.	January	11	91,67%	83,33%
2.	February	11	91,67%	75%
3.	March	11	91,67%	83,33%
4.	April	11	91,67%	83,33%
5.	May	11	91,67%	75%
6.	June	11	100%	91,67%

Based on the results of the observations above, it is known that the best achievement was in June 2023, namely reaching 91.67%, this was because it coincided with the 2023 Eid holiday and was connected with school children's holidays. While in January-May the achievement still fluctuated between 75% to 83.33%. The achievement of the occupancy rate at Kokomo Resort has not been maximized, so it is necessary to carry out further research on this matter. The author plans to use a green marketing strategy to increase the achievement of occupancy rates at Kokomo Resort.

## RESEARCH METHOD

The location of this research was conducted at Kokomo Resort which is located in Gili Indah Village, Gili Trawangan, Lombok. This research was conducted for 6 months, from January 2023 to June 2023. The object of this research is a green marketing strategy to increase occupancy rates at Kokomo Resort. The population in this study were the Kokomo

Resort managers and their staff, totaling 5 people. The sampling technique in this study used a total sampling technique, meaning that all members of the population were sampled.

The type of data used in this research is qualitative data. According to Sugiyono (2019) qualitative data is data in the form of words, schemes, and pictures. According to Creswell (2016) to validate qualitative research data triangulation data was used by conducting interviews, observations, and documentation analysis. The data analysis technique used is the Miles and Huberman model. According to Miles & Huberman (2014), there are three types of activities in qualitative data analysis, namely data reduction, data modeling, drawing or verifying conclusions.

## RESULT AND DISCUSSION

The green marketing strategy that will be implemented at Kokomo Resort emphasizes 2 indicators, namely internal factors and external factors. The research results of the two variables are as follows.

**Tables 2. Factor Analysis Summary (IFAS)**

No.	Indicator	Percent Level
1.	Complete hotel room facilities	84%
2.	Complete hotel facilities	86%
3.	Adjustment of room rates according to certain conditions	78%
4.	Provision of discounted room rates according to the season	90%
5.	The location of the hotel is close to public services around (ATM, money changer, health service center)	82%
6.	Ease of getting public transportation	78%
7.	Promotional messages can be received clearly by consumers	88%
8.	Promotion intensity through travel agents	90%

9.	Services provided by hotel employees to guests	86%
10.	Appearance of employees during work	80%
11.	Speed in handling every guest request	82%
12.	Speed in the check-in and check-out process	84%
13.	Hotel room decoration	88%
14.	Provision of parking areas	80%
<b>Mean</b>		<b>84%</b>

Based on the results of the research on internal factors, it is known that the indicators of providing discounted room rates according to the season and the intensity of promotion through travel agents get the highest achievement score, which is equal to 90%. This is evidenced by the discounted hotel room rental rates offered which are divided into three types, namely discounts for travel agents of 28%, discounts for corporate and government of 21% and individual guests will be given a discount of 10%. The low season occurs in the months outside the moments of holidays and long holidays, which is around six months each year. In 2022 the low season will occur in January, February, March, August, October and November (Larasati, 2016), because in these months there is a decrease in the number of rooms sold with occupancy rates below 80%. The high achievement for indicators of promotion intensity through travel agents is proven by Kokomo Resort by working with travel agents to get many benefits, because travel agents can actively promote the hotel to customers who use their services (Sunyoto, 2015). Hotels will provide special price incentives and other rewards if it is proven that the travel agent is productive. However, in this cooperation, there are several things that can be considered as a loss, including when there are too many guests, the level of hotel room sales will not be optimal because the hotel has to allocate some of the rooms to travel agents. Room price optimization will also not be as high as if the hotel sells all its rooms to other guests who are willing to pay high prices (Tjiptono, 2014).

Promotional message indicators can be clearly received by consumers and hotel room decoration gets an achievement of

88%. This is proven by providing the best product offers to customers, so that customers will have more interest in the superior product. Provide constructive information and have a direct impact on the lives of potential customers. Most people tend to get bored more quickly if the other person is only focused on himself. Especially if the topic of conversation only focuses on product promotion. In cases like this, it would be better to get the prospect to enter into the topic of conversation, make the prospect feel as if he is the focal point of the conversation (Mohajerani, 2012). This strategy can have an impact if it is able to build customer trust in the business being developed. Giving impressions to customers about the products offered, this is intended so that these products can stick firmly in the minds of customers, it is fitting that intensive communication continues to be carried out with customers. Learn to explore new ideas from them by asking their opinion about their satisfaction while shopping and using the product. Meanwhile, the high achievement of hotel room decoration indicators is evidenced by the form of interior elements that follow the function; geometric shapes in the form of rigid boxes, as well as those whose edges are curved or form curves. Perfect circles and ovals are also common shapes in modern interior design; avoiding the use of ornaments and decorative ornaments; minimal use of textured materials; as well as the use of fabrication materials such as wood, plastic, metal, and shiny materials (Radder & Han, 2013).

The indicator of completeness of hotel facilities and services provided by hotel employees to guests gets an achievement score of 86%, this is due to the

implementation of maximum service quality. Service quality is centered on meeting needs and wants as well as on the accuracy of delivery to match customer expectations. Services here are all kinds of services provided by the hotel as long as the guest or consumer is at the hotel, including services provided by the receptionist, bell boy, room service, security, cleaning, service, and others (Feliti & Fiora, 2013). There are two factors that influence service quality, namely expected service and perceived service. Quality must start from the customer's needs and end with the customer's perception. This means that a good quality image is not based on the point of view or perception of the service provider but based on the perspective or perception of the customer (Liu, 2012). In addition to good service quality, facilities also play a role in attracting consumers. Facilities are facilities that make it easier for consumers to carry out an activity. Today's consumers are critical consumers who are very careful in spending money (Asamoah, 2013). They consider many factors to choose a product or service, including hospitality services. Facilities are one of the consumer considerations in making choices. At almost the same price level, the more complete the facilities provided by the hotel, the more satisfied the customer will be and he will continue to choose the company as a priority choice based on the perception he gets of the facilities available (Coban, 2012).

The indicators of completeness of hotel room facilities and speed in the check-in and check-out process get an achievement score of 84%, this is evidenced by maximizing front office performance. The main function and role of the front office is to sell rooms to customers (Mayantari & Susanto, 2017). Apart from functioning as a room seller to customers, it also functions as a customer receptionist, room booking service, guest/customer goods handling service, information service, guest/customer check-in and check-out service and acts as a cashier, namely a place for hotel administration payments (Nugroho, 2013). The quality of

service for reception front office employees can be seen from its five indicators, namely tangible, reliability, responsiveness, assurance, and empathy. Overall, the customer's assessment of the quality of service for front office reception employees is good, only for the empty indicator, it is quite good (Lestari, 2019). So it can be concluded that the customer's assessment of the service quality of the Kokomo Resort reception staff as a whole is good in serving its customers, but it is necessary to pay more attention to the quality of employee service in the empathy section for customers.

Indicators of hotel location close to public services around (ATM, money changer, health service center) and speed in handling each guest request get an achievement score of 82%. In choosing a hotel, consumers will be faced with various choices and problems. These consumers will be faced with various choices of hotel locations, hotel facilities, to the quality of service at a hotel. Location relates to the geographical place where the operations and staff are located (Kotler & Wong, 2016). The choice of company location determines the success of a business. The majority of hotel consumers are those from outside the area who are having business around the hotel, whether for tourism, business or as a transit point to then continue their journey (Lupiyoadi, 2013). Therefore, the strategic location of the hotel will make it easier for consumers to gain access to the hotel. The hotel's proximity to several tourist destinations or public facilities will be an added value for the company. In addition to good facilities, service quality is very important to attract consumers because service quality distinguishes a company from other companies (Surya, 2019). Good or bad service quality will have a big impact on the company's image itself, and will further influence the consumer's decision to stay. Companies must be able to provide products or services with better locations, facilities and service quality than their competitors in order to attract consumers (Yoeti, 2013).



Indicators of employee performance while working and the provision of parking areas get an achievement score of 80%. The physical appearance of services are things that can be seen physically, including the condition and physical facilities of the company. This aspect greatly determines the reputation of the company, in this case the condition and physical facilities of a company can indirectly create a good assessment in the eyes of customers or the public (Rupaidah, 2014). The physical appearance of services includes physical facilities, equipment used and employee appearance. To improve services, it is necessary to have integration between improving the functions and roles of an institution, both from the institution and also to improve the quality of human resources, even though achieving this level of satisfaction is not an easy job, but with continuous efforts it will create an atmosphere that is conducive to the creation of shared desires. . People prefer to use private vehicles compared to public transportation, partly because the travel time required by public transportation is longer (Elsonbaty, 2020), the condition of public transportation is crowded and crowded, schedules are out of control such as buses that get stuck so passengers don't know for sure the time to arrive at the destination, the operating time of public transportation is limited and not 24 hours, and the costs required are greater (Hasibuan & Sulaiman, 2019). Another reason for using private vehicles is that the available public transportation does not reach residential areas so residents still have difficulty moving around because public vehicles are only available on major roads (Moura, 2021).

## CONCLUSION

The green marketing strategy at Kokomo Resort is in the good category, with an average achievement of 84%. The most dominant indicator, namely the provision of discounted room rates according to the season and the intensity of promotions

through travel agents, received the highest achievement score, which was 90%. While the lowest achievement indicator is the adjustment of room rates according to certain conditions and the ease of getting public transportation by 78%.

## RECOMMENDATION

Customer satisfaction and customer dissatisfaction lie in every service delivery interaction, namely recovery, response to service delivery failures, adaptability, anticipation and adjustment to service needs, spontaneity, giving something impressive and unexpected as a form of compensation for failures, and coping, the ability to manage situations. Implementation of conventional parking solutions requires more human resources when compared to smart parking. The smart parking solution makes it easy for parking users to find vehicle parking locations and can make reservations beforehand.

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