

ABSTRACT

Currently environmental issues are serious issues concerning human life. The consequence of this makes the community, organization, and company must increase the responsibility to the environment by building a strategy that can ensure environmental sustainability, such as implementing green marketing strategy. Green marketing has been widely applied to the hospitality industry, many hotels are developing green marketing strategies to meet the demands of environmentally conscious consumers.

Novotel Bandung is the only hotel in the city of Bandung that has implemented a green marketing strategy, one of its programs is called PLANET21 program. Where in the program makes the company to be responsible to the environment. In this study has a goal to determine the factors of green marketing that affect customer loyalty in the Novotel hotels Bandung.

The research method used is quantitative method, based on the type of analysis used in this study is descriptive, in the data processing researcher using descriptive test to analyze data. The sample used in this study amounted to 400 respondents who are customers of Novotel Bandung hotel.

Data collection is done through the spread of questionnaires by using google form. Data processing to find validity, reliability, descriptive test and multiple linear regression test the researchers used SPSS ver. 22.

The result of this research is the responses of respondents to the factors - factors on green marketing that can be categorized both on each variable and also the response of respondents to loyalty included in good category. And the result of the influence of brand, relationship, and green equity variables on loyalty proved to have a significant positive effect partially or simultaneously, but the variable of value proved no positive and significant influence on loyalty.

Keywords : *Customer equity, Green hotels, Green marketing, Hospitality management, Hotel guest preferences.*