

**FACTORS INFLUENCING SUSTAINABILITY PRACTICE IN HOTEL: A CASE
STUDY OF HOUSEKEEPING AND F&B OPERATIONS IN THE
RITZ-CARLTON JAKARTA, MEGA KUNINGAN**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

FACTORS INFLUENCING SUSTAINABILITY PRACTICE IN HOTEL: A CASE STUDY OF HOUSEKEEPING AND F&B OPERATIONS IN THE RITZ-CARLTON JAKARTA, MEGA KUNINGAN

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In today's luxury hospitality industry, adopting sustainable practices is essential yet often challenged by internal and external factors. This study explores how cost barriers, guest expectations, training gaps, and supplier issues influence sustainability efforts at The Ritz-Carlton Jakarta, Mega Kuningan. Data were collected from 78 employees in the Housekeeping and Food & Beverage departments through a structured questionnaire. Using multiple regression analysis, the findings show that cost barriers and guest expectations significantly impact the adoption of sustainable practices, while training gaps and supplier issues do not. Cost barriers emerged as the most influential factor, followed by guest expectations. The model explains 80.4% of the variation in sustainable practices, indicating a strong combined effect. These results emphasize the importance of financial planning and guest alignment in achieving sustainability goals. To enhance implementation, the hotel should focus on cost-effective initiatives led by department leaders, while also improving staff training and supplier reliability. This study highlights the need for practical, targeted strategies to integrate sustainability into daily operations, particularly in departments most affected by financial and guest-related factors.

Keywords: Sustainable Practices, Hotel Industry, Cost Barriers, Guest Expectations, Training Gaps, Supplier Issues

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DEDICATION

I dedicate this research to God, my family, advisor, and friends. Thank you for your inspiration, guidance, and support that have made this journey possible.



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