

**ANALYZING THE IMPACT OF GUEST PREFERENCES AND WASTE
MANAGEMENT TO OPERATIONAL EFFICIENCY AT NOVOTEL GAJAH
MADA, JAKARTA, INDONESIA**

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1-2103-002

BACHELOR'S DEGREE

In

HOTEL AND TOURISM MANAGEMENT
FACULTY OF BUSINESS COMMUNICATION



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July 2025

STATEMENT BY THE AUTHOR

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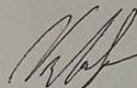
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I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other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

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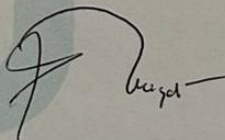
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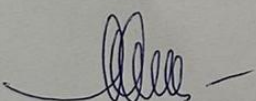

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ABSTRACT

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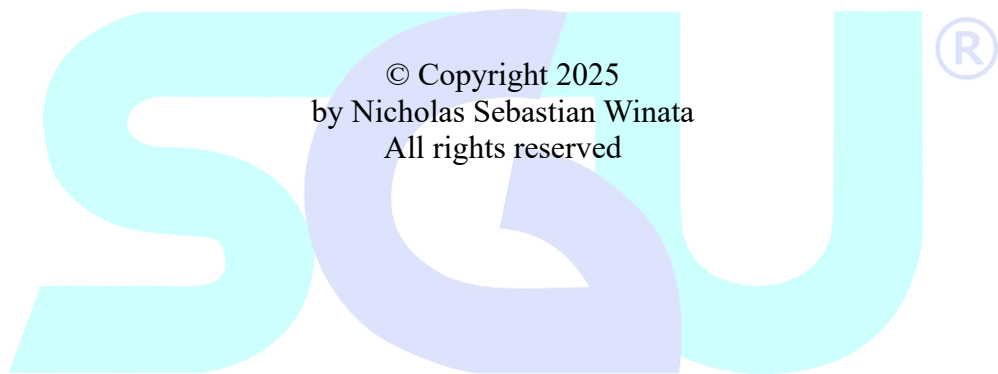
This study investigates how guest preferences for sustainable accommodation and waste management strategies impact operational efficiency at Novotel Gajah Mada, Jakarta. With sustainability becoming a growing concern in the hospitality sector, this research aims to understand whether guest preferences for sustainable and waste management strategies translate into operational efficiency. The study uses a quantitative approach, distributing a structured survey to 371 hotel guests. Data were analyzed using descriptive statistics, reliability and validity tests, and multiple linear regression.

Findings show that guest preferences have a positive impact on operational efficiency. In contrast, waste management strategies did not affect operational efficiency. The results suggest that aligning hotel operations with guest sustainability expectations can enhance performance, while waste management efforts may need better execution or longer timelines to show impact.

This study highlights the strategic value of guest-driven sustainability in achieving economic goals and encourages hotels to prioritize guest engagement in environmental initiatives. It also identifies limitations in current waste management practices and offers practical recommendations for hotels aiming to integrate sustainability into their core operations.

Keywords: sustainability, guest preferences, waste management, operational efficiency, hospitality industry

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DEDICATION

This thesis is dedicated to my family, for their unwavering support, encouragement, and patience throughout this journey. To my friends, thank you for the laughter, reminders to keep going, and for being there through both the calm and the storm. And to those who stood by me when things got difficult, your presence made all the difference.



ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to Dr. Ir. Nurdayadi MSc, my thesis advisor, for his guidance, patience, and constructive feedback throughout the development of this research. His support was crucial in helping me stay focused and finish strong.

I also wish to thank the faculty and staff of Swiss German University, especially those in the Hotel and Tourism Management program, Mr. Robert La Are and Chef Rano Abryanto, and for Directorate of Cooperation Team, for their endless encouragement, especially during my time doing this thesis while interning in SGU.

To my family, thank you for your endless support, understanding, and belief in me through every step of this journey. Special thanks to my parents who always believed in me and supported me, I would not be able to be at this stage without you.

To my friends, especially those who took the time to listen, motivate, and help me during this process, your presence kept me grounded. Special thanks to Alexander, Davey, Wilson, and Samuel for generously offering your time to check my thesis typography impulsively.

Finally, I extend my appreciation to all the respondents who participated in this study. Your input was essential in bringing this research to life.

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