



The Influence of CHSE on Tourists' Interest in Selecting Star-Rated Hotels Post- COVID-19 Pandemic in Gili Trawangan

Fleury Christie*

Department of Management, University of Mataram, Indonesia

Lalu Muhammad Furkan

Department of Management, University of Mataram, Indonesia

Article Info

Keyword: Cleanliness; Health; Safety; Environmental Sustainability; Gili Trawangan

Received: 10-06-2024

Revised: 30-09-2024

Accepted: 05-01-2025

Published: 15-01-2025

JEL Classification Code: M31,L83, D81

Corresponding author:

fleurychristie16@gmail.com

DOI: [10.24123/jeb.v6i1.6539](https://doi.org/10.24123/jeb.v6i1.6539)

Abstract

Purpose: The purpose of this study is to investigate how travelers' interest in selecting star-rated hotels is influenced by cleanliness, health, safety, and environmental sustainability (CHSE) in Gili Trawangan after the COVID-19 pandemic.

Method: Associative research using a quantitative technique is the research design used. A survey using primary data sources that provide quantitative information on the number of domestic and foreign visitors to Gili Trawangan is the approach used to acquire the data. The study's population consists of all visitors to Gili Trawangan, both domestic and foreign. We use 90 samples for this study.

Result: The findings of the data analysis show that the variables related to cleanliness, health, safety, and environmental sustainability all have a positive and significant impact on interest in making a purchase. The variables related to cleanliness, on the other hand, do not significantly affect interest in making a purchase.

INTRODUCTION

In 2018, Indonesia's tourism industry experienced remarkable growth, with revenues rising from 182 billion to 223 billion. This surge contributed over 13% to the country's GDP, underscoring tourism's critical role as an economic engine. The World Travel and Tourism Council (WTTC) recognized Indonesia's achievements, ranking the nation 9th globally in tourism growth as of September 2018, first in Southeast Asia, and third in Asia. These accolades reflect the rapid expansion of Indonesia's tourism sector and its increasing recognition on the global stage.

Among the country's diverse regions, Lombok emerges as a standout destination, celebrated for its lush landscapes, vibrant culture, and unique traditions. Tourism plays a vital role in Lombok's economy, significantly bolstering local livelihoods and regional development, as noted by Sujarwo in 2019. Gili Trawangan, one of Lombok's most famous destinations, is particularly renowned for its breathtaking natural scenery, pristine beaches, rich cultural heritage, and diverse culinary offerings. The island garnered international acclaim after being named "Best Halal Destination" and "Best Halal Honeymoon Destination" in 2015 and 2016. This recognition emphasizes Gili Trawangan's potential to attract a wide range of tourists, particularly those seeking culturally and religiously inclusive experiences.

However, the COVID-19 pandemic has posed significant challenges to Indonesia's tourism sector, including Lombok. Stringent travel restrictions, heightened concerns about virus transmission, and an overall decline in traveler confidence in safety and health standards have severely impacted tourist interest and visitor numbers, particularly in Gili Trawangan. In response to these unprecedented challenges, the Indonesian government collaborated with academic

institutions, industry associations, and tourism experts to establish comprehensive health and safety protocols. Known collectively as Environmental Sustainability, Health, Safety, and Cleanliness (CHSE), these protocols aim to restore confidence among travelers by ensuring high standards of hygiene, safety, and environmental stewardship across tourism-related businesses.

Even in the aftermath of the pandemic, the CHSE protocol continues to serve as the national benchmark for Indonesia's tourism recovery initiatives. The heightened awareness of health and safety among travelers during this period has notably shaped their preferences regarding accommodations and other travel services. Nowadays, many travelers actively seek out certified establishments that adhere to CHSE standards, particularly in areas such as lodging, dining, and recreational activities.

However, as the pandemic's grip loosens and travel patterns normalize, some individuals may become less cautious about CHSE certification, particularly when considering five-star hotels and luxury resorts. This shift in demand could pose a challenge in sustaining the rigorous standards that were implemented during the pandemic.

Nonetheless, the CHSE protocols are expected to remain fundamental to Indonesia's tourism strategy. By prioritizing health, safety, and environmental sustainability, these protocols not only cater to the immediate concerns of travelers but also align with the growing global emphasis on sustainable tourism. In destinations such as Gili Trawangan, the continued adoption and promotion of CHSE standards will be crucial in attracting environmentally conscious tourists and upholding the country's reputation as a premier global destination.

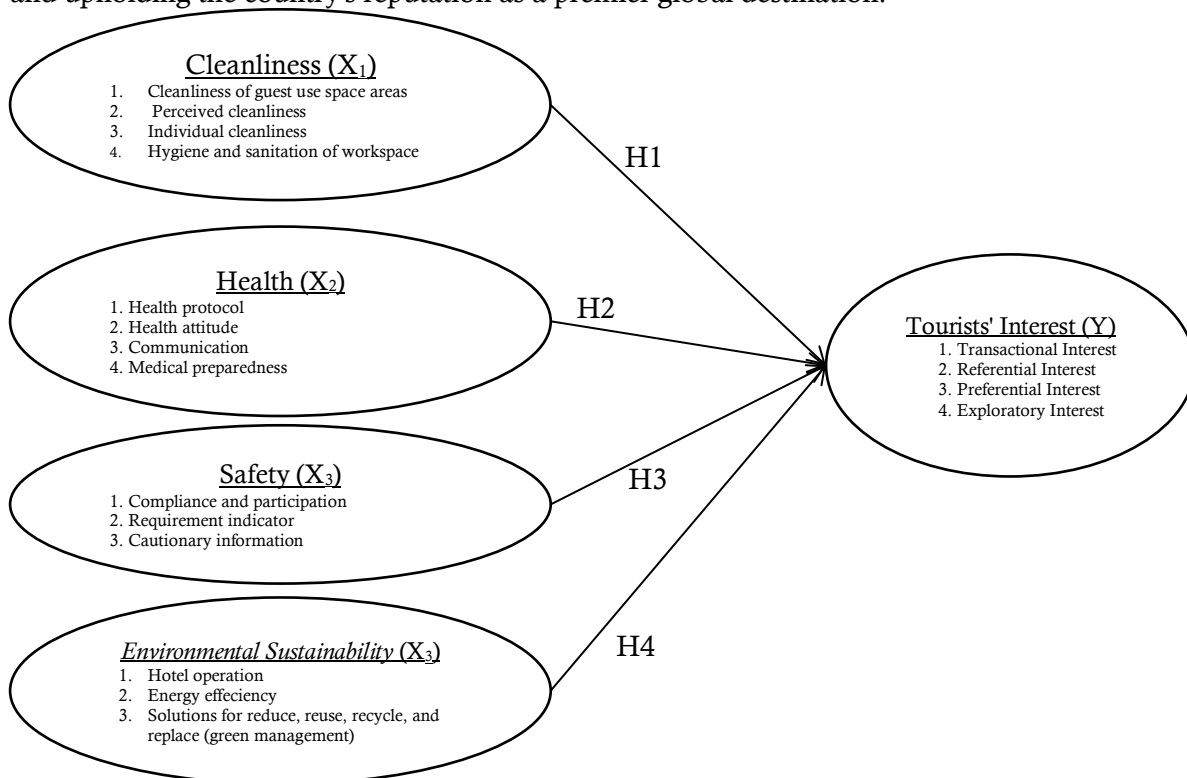


Figure 1.
Research Model

RESEARCH METHODS

This study employs quantitative research methods to investigate the interplay between various variables within the realm of tourism, specifically focusing on CHSE-certified accommodations (See figure 1). The research was conducted in the Bangsal Port and Gili Trawangan areas of Pemenang District in North Lombok, West Nusa Tenggara Province. These locations were chosen due to Gili Trawangan's status as one of the most popular destinations for both domestic and international tourists, serving as a critical access point and hub for tourism in the region.

The study targeted both local and foreign tourists interested in staying at CHSE-certified hotels in Gili Trawangan. This focus aimed to gauge visitor perceptions and preferences regarding accommodations that adhere to health and safety standards, while also examining the potential impact on the tourism economy. A non-probability sampling technique was employed, enabling the selection of participants based on specific criteria rather than random selection.

A total of 90 participants were surveyed, ensuring a diverse and representative sample that could offer valuable insights for the study's objectives. Data collection was carried out using a structured survey, which gathered primary data directly from respondents through targeted questions designed to assess their preferences, behaviors, and experiences related to CHSE-accredited accommodations. Additionally, secondary data sources, including official records and statistics on domestic and international visitor numbers to Gili Trawangan, were incorporated to provide context and reinforce the primary findings. This combination of data sources ensured a thorough understanding of the research topic and enhanced the validity of the results.

To analyze the collected data, the study utilized the Partial Least Squares (PLS) analysis technique through SmartPLS software, version 4. 0. PLS is a robust statistical method commonly employed in quantitative research to explore intricate relationships among multiple variables. This approach is particularly well-suited for the current study, which seeks to examine the causal and predictive influences of various factors, including how CHSE certification affects tourist preferences and behaviors.

SmartPLS 4. 0 equipped the researcher with advanced features for comprehensive data analysis, such as structural equation modeling (SEM), path analysis, and hypothesis testing. This methodological framework, which combines quantitative methods with sophisticated analytical tools, ensures that the study yields reliable and actionable insights into the dynamics of tourism in Gili Trawangan. By concentrating on the relevant population, implementing rigorous sampling techniques, and applying advanced analytical methodologies, this research offers valuable findings for the sustainable tourism sector, along with practical recommendations for policymakers, tourism operators, and other stakeholders in the region.

RESULTS & DISCUSSION

Data analysis was conducted using both outer and inner models. The outer model assesses validity and reliability, following the guidelines established by Sugiyono (2022). In contrast, the inner model focuses on evaluating the research structure. To determine validity, we employed factor loadings and convergent validity, with loadings between 0. 5 and 0. 6 considered sufficient for early-stage research in scale development (Ghozali, 2012). We conducted thorough model testing to examine the structural model, utilizing the bootstrapping method.

Once the measurement model, or outer model, was thoroughly tested, we proceeded with the structural model analysis via partial least squares (PLS). At this stage, we concentrated on obtaining metrics such as t-values, path coefficients, and R^2 values for the dependent constructs to assess the relationships within the structural model. The R^2 statistic indicates the extent to which independent variables explain the variability of the dependent variable. Using SmartPLS 4. 0, we calculated and presented the R^2 values for each endogenous variable in the study in a comprehensive table.

Table 1.
The results of the R-Square values for endogenous variables

Variable	R-square	R-square adjusted
Purchase Intention	0.861	0.854

The R-square value for the Purchase Intention variable is 0.861, as can be seen in Table 1 above. It can be concluded that all of the independent factors of the Purchase Intention variable account for 86.1% of its variance. Additionally, Q-square can be used to analyze the model in order to determine its predictive relevance. Regarding the study's Q-square computation results:

$$Q^2 = 1 - (1 - R^2)$$

$$Q^2 = 1 - (1 - 0,861)$$

$$Q^2 = 0,861$$

The predictive relevance value, as indicated by the above Q-square test, is 0.861, or 86.10%. Consequently, it can be said that the model employed in this study has a useful predictive value, as it can account for 86.10% of the information found in the research data.

Table 2.
Outer Loading

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (10/STDEVI)	P values
X1.1 <-X1	0.866	0.867	0.027	31.924	0.000
X1.2 <-X1	0.712	0.704	0.070	10.123	0.000
X1.3 <-X1	0.866	0.869	0.026	33.449	0.000
X1.4 <-X1	0.801	0.795	0.057	14.011	0.000
X2.1 <-X2	0.881	0.878	0.030	28.970	0.000
X2.2 <-X2	0.884	0.882	0.024	36.421	0.000
X2.3 <-X2	0.835	0.833	0.048	17.531	0.000
X2.4 <-X2	0.871	0.873	0.031	28.467	0.000
X3.1 <-X3	0.807	0.808	0.046	17.447	0.000
X3.2 <-X3	0.870	0.868	0.028	30.695	0.000
X3.3 <-X3	0.831	0.829	0.037	22.194	0.000
X4.1 <-X4	0.884	0.883	0.030	29.221	0.000
X4.2 <-X4	0.859	0.858	0.044	19.699	0.000
X4.3 <-X4	0.901	0.901	0.020	44.944	0.000
Y1.2 <-Y1	0.872	0.872	0.028	31.105	0.000
Y1.3 <-Y1	0.869	0.868	0.030	29.376	0.000
Y1.4 <-Y1	0.760	0.757	0.069	10.988	0.000
Y1.1 -Y1	0.848	0.848	0.040	21.018	0.000

Table 2 presents the results of the outer model evaluation, displaying the outer loading values, sample means, standard deviations, t-statistics, and p-values for each indicator. All indicators demonstrated loading values above the recommended threshold of 0.70, with statistically significant t-values (greater than 1.96) and p-values below 0.05, confirming strong convergent validity. These results indicate that each indicator reliably measures its respective latent variable and is suitable for inclusion in further structural model testing.

The Influence of Cleanliness (X1) on Purchase Interest (Y)

In this study, the cleanliness variable was assessed using four key indicators: the cleanliness of visitor use spaces, guests' perceived cleanliness, individual staff cleanliness, and the hygiene and sanitation of the workspace. Each of these indicators was further detailed through a set of four questionnaire items. Additionally, tourist purchasing interest was measured through four indicators—transactional, referential, preferred, and exploratory—each also subdivided into four questionnaire items.

The analysis conducted using SmartPLS 4. 0 revealed a t-value of 0. 895 for the Whiteness variable (X1), which falls below the critical value outlined in the t-table, along with a p-value of 0. 371 (See table 3). These results indicate that the whiteness variable does not significantly influence consumer behavior (Y). While cleanliness is undeniably important in the hospitality industry, its effect on guests' purchasing decisions appears to be minimal in this study's context.

These findings are particularly surprising given the heightened emphasis on cleanliness during the COVID-19 pandemic, which was widely acknowledged as a critical concern within the tourism and hospitality sectors. However, the results suggest that in the post-pandemic landscape, cleanliness may no longer hold as much sway over travelers' purchasing preferences, as factors such as price, location, and amenities are regaining prominence.

Table 3.
Hypotheses test Result

Variable Research	Original Sample (O)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P value	Result
Cleanliness → Purchase Intention (H1)	0,091	0,102	0,895	0,371	Not Supported
Health → Purchase Intention (H2)	0,269	0,121	2,225	0,026	Supported
Safety → Purchase Intention (H3)	0,053	0,093	0,563	0,573	Not Supported
Environmental Sustainability → Purchase Intention (H4)	0,573	0,099	5,777	0,000	Supported

This research underscores the significant role that hotel cleanliness plays in influencing travelers' purchase intentions, even if it is not the primary factor. Insights gathered from the open-ended questions in the X1 indicator questionnaire reveal that both domestic and international visitors who rated hotels lower often did so because they did not perceive cleanliness as critical to their purchasing decisions.

Further qualitative analysis of these responses sheds light on this phenomenon. For instance, the responses indicate that the business has not been adversely impacted by the pandemic, suggesting that some guests view cleanliness as a fundamental expectation rather than a decisive factor in choosing accommodation or services.

In particular, for X1. 3, "Individual Staff Cleanliness," several respondents expressed the belief that ensuring cleanliness is predominantly the responsibility of hotel staff. This perspective remained consistent before and after the pandemic, highlighting that guests expect cleanliness to be an inherent standard in the hospitality industry rather than a notable selling point. Consequently, these respondents may have downplayed cleanliness in their evaluations, choosing instead to emphasize other factors such as price, accessibility, or unique experiences offered by hotels.

While cleanliness was undoubtedly a critical consideration during the pandemic, the findings suggest its significance has waned for many travelers in the post-pandemic landscape. It is noteworthy that some travelers, both local and international, continue to express heightened awareness of health and environmental issues. This is particularly relevant in the context of the Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) certification, where cleanliness is a key component (Illiyina et al. , 2021). Nevertheless, the data indicates that while CHSE certification remains important to certain environmentally or health-conscious tourists, its influence on broader purchasing behavior may be diminishing as travelers increasingly prioritize other aspects of their journeys.

The findings of this study present a divergence from earlier research by Hidayatullah et al. (2021), which identified a strong positive correlation between cleanliness and purchase intention. This inconsistency may stem from variations in the scope, focus, subject demographics, and timing of the studies. Unlike previous investigations, this research engaged both domestic and international tourists as participants, potentially introducing a broader spectrum of preferences and expectations that could impact the overall outcomes.

The timing of the study is particularly significant. As the tourism industry recovers from the pandemic, travelers may prioritize factors beyond cleanliness, shifting their focus to elements such

as cultural experiences, unique amenities, and cost-effectiveness. This shift in priorities could elucidate why this study did not uncover a notable link between cleanliness and purchase intention.

Moreover, the results align with findings from Kurniawan and Gustrianda (2020), whose research also determined that cleanliness, when assessed through specific indicators, did not significantly influence purchase intention. Their conclusions suggest that customers regard cleanliness as a basic expectation rather than a distinct selling point in their purchasing decisions. This perspective underscores the notion that while cleanliness remains important, it has lost its status as a competitive differentiator for many consumers, particularly as pandemic-related anxieties diminish.

Additionally, the weak association between cleanliness and purchase intent may be influenced by cultural and contextual factors. For instance, international tourists might prioritize cleanliness differently than domestic tourists, shaped by the norms and expectations prevalent in their respective countries. Other elements, such as the natural beauty of a destination, accessibility, competitive pricing, and the availability of unique cultural or recreational activities, may also play a significant role in shaping respondents' purchasing choices.

In light of these findings, it is advisable for hospitality companies to uphold high cleanliness standards while diversifying their marketing strategies to highlight other appealing aspects of their offerings. By showcasing unique cultural experiences, efforts in environmental sustainability, or exclusive amenities, they can attract a wider array of tourists and stimulate greater purchase interest.

The Influence of Health (X2) on Purchase Interest (Y)

This study identifies four crucial health indicators that significantly influence tourists' purchasing decisions: health readiness, communication, health habits, and health attitudes. In the context of this research, health encompasses not only physical well-being but also the mental and social dimensions that enable individuals to thrive. Furthermore, the study underscores the necessity of safeguarding both hotel staff and guests against COVID-19. This comprehensive perspective on health mirrors the increasing recognition of the vital role that health and hygiene play in tourism, particularly in the aftermath of the pandemic.

Upon exploring the relationship between health status and purchase behavior, the findings revealed a noteworthy correlation. Specifically, the connection between health status and purchase intention proved significant ($p=0.026$), with a positive coefficient suggesting that tourists' intentions to purchase rise in tandem with their health perceptions. This underscores the impact of health-related factors on tourists' shopping behaviors. The COVID-19 pandemic has only amplified the importance of health and hygiene in decision-making, establishing them as top priorities across various sectors, including hospitality and tourism. Travelers now show a preference for accommodations and services that adhere to health and safety protocols, reflecting a shift in consumer behavior aimed at ensuring safety and mitigating risks.

The CHSE certification framework, which emphasizes Cleanliness, Health, Safety, and Environmental Sustainability, offers a comprehensive approach for businesses in the tourism sector to effectively address health and safety concerns. The assessment criteria for CHSE certification revolve around four essential pillars: cleanliness, health, safety, and environmental sustainability. These pillars are designed to mitigate the risks associated with COVID-19 in the tourism and hospitality sectors, as highlighted by Wulandari (2023).

The assessment process scrutinizes critical components, including the flow of services from hotel entrance areas to vital facilities such as food and beverage services, control rooms, kitchens, and exit doors. Additionally, the CHSE protocol evaluates the hotel management's readiness to implement health measures, the engagement of visitors in adhering to these protocols, the preparedness of staff, and compliance with governmental standards.

Hotels that successfully attain CHSE certification showcase their dedication to maintaining rigorous health and safety measures, giving them a notable competitive edge. By catering to the needs of increasingly health-conscious travelers, these establishments are well-positioned to attract more bookings and increase revenue. The certification not only instills confidence in guests

regarding the safety and cleanliness of their surroundings but also enhances the hotel's reputation, particularly among international travelers who prioritize hygiene and sustainability in their accommodation choices. This alignment with global trends underscores the strategic importance of CHSE accreditation for hotels aiming for long-term success.

Moreover, the implementation of CHSE protocols aligns with the broader policy framework of adapting to new norms, as emphasized by Arlinda and Sulistyowati (2021). Established during the pandemic, these guidelines have proven effective. To boost tourist satisfaction, Sofiani and Aktariana (2021) suggest that prioritizing cleanliness is essential, especially in the post-pandemic landscape where health and hygiene significantly influence decision-making across all sectors. Travelers increasingly select hotels based on their commitment to maintaining a clean and protected environment, and research indicates that cleanliness directly correlates with hotel quality assessments. Ensuring high standards of cleanliness can lead to substantial positive outcomes, including enhanced customer satisfaction, favorable reviews, and repeat visits.

The significance of cleanliness is underscored by research, including a study by Hedayatullah et al. (2021), which identified a strong correlation between cleanliness and purchasing outcomes. Positive online reviews often highlight cleanliness and play a crucial role in shaping a hotel's overall rating. In the digital age, these reviews are instrumental in influencing customer perceptions and decisions. By prioritizing cleanliness and addressing guests' health and safety concerns, hotels can bolster their online reputation, foster trust among potential customers, and capture a larger share of the market. Additionally, as noted by Saepudin and Putra (2023), CHSE accreditation offers a valuable framework for the hotel industry to effectively manage health and hygiene protocols, ensuring that these practices remain a priority in light of the impacts of COVID-19. This proactive approach not only mitigates potential risks but also enhances operational efficiency and cultivates guest loyalty. By adhering to CHSE standards and actively engaging with guest feedback, hotels can position themselves as leaders in a competitive marketplace that places a premium on health and sustainability.

The Influence of Safety (X3) on Tourist Interest (Y)

This study emphasizes three key safety indicators: compliance and involvement, requirement indicators, and cautionary information. Safety is understood as the procedures and protocols upheld by relevant parties in hotel operations to ensure the prosperity and long-term sustainability of the travel and tourism industry.

In this research context, safety encompasses the measures taken to protect travelers when selecting five-star hotel accommodations, as well as safeguarding hotel staff from potentially hazardous situations. The term "health" specifically addresses the need to protect both travelers and hotel staff from the risks associated with the COVID-19 virus. An analysis of the relationship between the variables "Safety" and "Purchase Interest" revealed no statistically significant difference ($p: 0.573$). Although the statistical findings may not indicate a direct correlation, it is important to recognize that safety serves as a foundational element influencing purchase interest. Guests must feel secure and protected before considering other factors such as amenities, price, or location. In essence, safety acts as a prerequisite for evaluating purchasing decisions.

The results suggest that there is no clear relationship between purchasing interest and safety. In the aftermath of the COVID-19 pandemic, it is vital to consider the environment while implementing Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) measures. During the pandemic, travelers prioritized their personal health and safety above all else, making safety a primary consideration in their accommodation choices. However, post-pandemic, traveler focus may shift to other aspects. Nonetheless, certain segments of travelers who are more environmentally and health-conscious may continue to be influenced by CHSE standards. The rising awareness of environmental issues and increasing demand for sustainable tourism have rendered CHSE essential for attracting eco-conscious travelers. Hotels that actively promote their sustainable practices can appeal to this growing demographic, gaining a competitive advantage in the market.

Although most respondents rated hotel environmental safety positively, some provided lower ratings and identified areas needing attention and improvement. Remarks from both international and local visitors pointed out that hotels might struggle if they restricted occupancy to 50%. Similarly, some comments indicated that, since the end of the COVID-19 pandemic, stringent policies like visitor restrictions or warning signs are no longer necessary to prevent virus transmission. These differing viewpoints underscore the need for hotels to adopt a balanced approach to safety. While some guests may welcome the easing of certain restrictions, it remains essential to maintain a baseline level of safety protocols and clearly communicate them to reassure those who prioritize health and hygiene.

Visitors, both local and from abroad, who were previously scoring low on the happiness scale may now find themselves more optimistic about the future after enduring the challenges of the pandemic. This newfound outlook could lead them to focus less on previously worrisome safety concerns and instead embrace the appealing aspects of travel, such as breathtaking landscapes, leisure activities, and the beauty of nature. Consequently, the findings of this analysis suggest that there is little relationship between perceived safety and interest in travel purchases.

During the COVID-19 pandemic, both government and hotel officials emphasized the necessity for tourists to experience freedom and a sense of liberation. This change in priorities highlights the need for hotels to revise their marketing strategies, showcasing experiences that resonate with these desires, such as unique local attractions, wellness programs, and adventurous opportunities. However, it is crucial that these marketing efforts do not compromise fundamental safety protocols, ensuring a secure and enjoyable experience for all guests.

According to Wulandari et al. (2023), many establishments have adopted Standard Operating Procedures (SOP) to implement the Cleanliness, Health, Safety, and Environment sustainability (CHSE) initiative. Nevertheless, a significant number of tourists remain unaware of CHSE, often overlooking its importance when selecting tourist destinations. Moreover, Arlinda and Sulistyowati (2021) highlighted in their study that various factors, particularly in the current era of the new normal, are driving the growth of the tourism economy and creative industries. The Ministry of Tourism and Creative Economy (Kemenparekraf) has launched the CHSE adaptation program to meet consumer expectations regarding impressions and perceptions of safety. Therefore, in addition to the ongoing implementation of the CHSE adaptation program, innovative solutions are essential to ensure that the tourism economy and creative industries can thrive once again in the new normal. However, it is important to note that the earlier findings, which indicated a strong correlation between safety perceptions and travelers' intentions to visit, do not hold true for this analysis.

The Influence of Environmental Sustainability (X4) on Purchase Interest (Y)

This study delves into three essential dimensions of environmental sustainability: energy efficiency, hotel operations, and green management, which focuses on the principles of reducing, reusing, recycling, and replacing. The dedication of star hotels to environmental protection serves as a prominent strategy for promoting sustainability, with the goal of reducing pollution from waste and other sources that threaten ecosystems. By embracing these practices, hotels not only play a vital role in environmental conservation but also improve their standing with guests.

Implementing eco-friendly products and refining waste management strategies are critical steps in advancing environmental sustainability, especially in the wake of the COVID-19 pandemic. This commitment to sustainability not only aids in the preservation of natural environments but also enhances the appeal of tourist destinations, ultimately leading to increased revenues for hotels.

According to the research findings, there is a significant correlation between "environmental sustainability" and "purchase intention" ($p = 0.000$). The positive coefficient indicates that heightened awareness of environmental sustainability correlates with a greater likelihood of respondents expressing interest in purchasing related products and services. This insight reveals that sustainability initiatives undertaken by hotels and destinations can greatly impact consumer choices. Therefore, environmental sustainability emerges not only as an ecological imperative but

also as a strategic business advantage. In this context, star hotels are encouraged to continually enhance the quality of their sustainability initiatives to attract environmentally conscious travelers.

The Indonesian Language Dictionary (KBBI) defines environmental protection as a process, method, or action aimed at safeguarding the environment from harm or destruction. The term "environment" originates from the French word "environner," which refers to the social or cultural conditions that surround an organization or influence an individual or group. More broadly, the environment encompasses all elements that interact with living organisms (Hariandja, 2002). Therefore, the principle of environmental sustainability must be embraced comprehensively, integrating social, cultural, and ecological dimensions. Enhancing awareness of the importance of environmental protection fosters a stronger bond between individuals and nature, thus promoting long-term sustainability.

The CHSE framework—focusing on Cleanliness, Health, Safety, and Environmental Sustainability—has been adopted by numerous tourism destinations (Wulandari et al., 2023), along with the creation of standard operating procedures (SOPs). Nevertheless, many visitors remain unaware of the meanings and implications of CHSE, often overlooking it during their travel decision-making processes. This lack of awareness poses a challenge for destinations aiming to enhance tourism by emphasizing the benefits of CHSE. Furthermore, a study by Arlinda and Sulistyowati (2021) highlights various factors influencing the development of tourism and the creative economy in the current normal, including the CHSE Creative Economy Adaptation Program initiated by the Ministry of Tourism. Therefore, innovative solutions are crucial for ensuring the sustainability of the tourism economy, including engaging educational campaigns and fostering collaboration between government and industry stakeholders to integrate CHSE into destination marketing strategies.

To meet consumer desires for lasting impressions and experiences, it is essential to explore solutions that will revitalize the tourism economy and creative industries in this new normal. This effort aligns with the ongoing implementation of the CHSE adaptation program (Subandi, 2023).

The COVID-19 pandemic has significantly increased global awareness of environmental sustainability (Valenzuela-Fernández et al., 2022). In the wake of this crisis, travelers are becoming more open to the benefits offered by destinations that emphasize environmentally and socially responsible practices. Research suggests that in the post-pandemic landscape, tourists are more likely to choose destinations that prioritize sustainability (Eichelberger et al., 2021). This shift presents an excellent opportunity for locations like Gili Trawangan to highlight their sustainable values and attract a growing number of visitors. By demonstrating a strong commitment to sustainability, Gili Trawangan can not only boost tourist arrivals but also inspire visitors to participate in environmental conservation efforts and support local communities.

Moreover, research on "Millennials' green product purchase intentions" (Lestari and Kardinal, 2018) highlights the significant influence of environmental concerns on the willingness to buy eco-friendly products. Similarly, Aman and Lizawati (2012) assert that environmental considerations play a pivotal role in shaping consumer preferences. This view is supported by earlier studies conducted by Chan and Lau (2000) and Paramita and Yasa (2015), which established a strong connection between environmental awareness and purchasing intentions. Individuals who possess a heightened sense of environmental responsibility are more likely to choose products and services that reflect sustainable practices (Aman and Lizawati, 2012). Therefore, tourist destinations such as Gili Trawangan can leverage these findings by promoting sustainability initiatives.

By adopting this strategy, they not only attract a more environmentally conscious cohort of tourists but also bolster local economies while fostering genuine environmental stewardship. By actively supporting sustainability initiatives and raising public awareness, destinations can attract a larger number of eco-conscious travelers. For instance, Gili Trawangan could further enhance its appeal as an eco-friendly destination, attracting visitors willing to invest in socially responsible travel experiences. This approach not only increases revenue but also reinforces the destination's commitment to environmental protection. When implemented consistently, this strategy can

establish a virtuous cycle that intertwines environmental sustainability, economic growth, and greater visitor satisfaction.

CONCLUSION

Based on the results and discussion, it can be concluded that cleanliness does not significantly impact tourists' purchasing decisions. While cleanliness is certainly a factor in the overall travel experience, it does not strongly influence buying behavior. Conversely, the findings indicate that tourists' enthusiasm for making purchases is positively influenced by health considerations. This suggests that when travelers perceive their surroundings as healthy and safe, their willingness to spend increases. Thus, maintaining health-conscious environments is crucial for boosting economic activity.

Interestingly, the level of protection does not significantly impact travelers' purchasing interest. This suggests that factors such as crime rates or perceived safety may not play as crucial a role in influencing their buying decisions as previously thought. In contrast, environmental sustainability has emerged as a key factor in driving purchasing behavior. Tourists who demonstrate a greater interest in making purchases tend to have more positive views on sustainable practices. This finding highlights the importance of incorporating sustainability into tourism offerings and products, as it not only resonates with the values of environmentally conscious travelers but also serves as a catalyst for increased economic engagement.

In conclusion, while cleanliness and safety do play a role in the overall tourism experience, they are not the primary drivers of travelers' purchasing decisions. Instead, health and environmental sustainability emerge as the crucial factors influencing their choices. This finding suggests that businesses and tourism operators should focus on promoting health and sustainability to better align with travelers' preferences and stimulate economic activity. By adopting practices that prioritize these elements, they can significantly enhance the overall travel experience, encouraging repeat visits and additional purchases.

ACKNOWLEDGEMENT

The author wishes to extend sincere appreciation to their family for their unwavering support, to colleagues and collaborators for their invaluable insights and assistance, and to all those who contributed in any capacity to the realization of this work.

REFERENCES

- Aman, B., & Lizawati, A. (2012). The Influence of Environmental Knowledge and Concern on Green Purchase Intention the Role of Attitude as a Mediating Variable. *British Journal of Arts and Social Sciences*, 7(11), 145–167. <https://doi.org/10.18415/ijmmu.v6i2.706>
- Arlinda, F., & Sulistyowati, R. (2021). Pengaruh penerapan program adaptasi CHSE (Cleanliness, Health, Safety, Environment) terhadap kepuasan pengunjung destinasi wisata Kabupaten Kediri di era new normal serta dampaknya pada pengembangan ekonomi pariwisata & industri kreatif. *Jurnal Pendidikan Tata Niaga (JPTN)*, 9(3), 1404–1416.
- Chan, R. Y. K., & Lau, L. B. Y. (2000). Antecedents of green purchases: a survey in China. *Journal of Consumer Marketing*, 17(4), 338–357. <https://doi.org/https://doi.org/https://doi.org/10.1108/07363760010335358>
- Eichelberger, S., Heigl, M., Peters, M., & Pikkemaat, B. (2021). Exploring the role of tourists: Responsible behavior triggered by the COVID-19 pandemic. *Sustainability*, 13(11), 5774. <https://doi.org/https://doi.org/10.3390/su13115774>
- Ghozali, I. (2012). *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Universitas Diponegoro.
- Hariandja, M. T. E. (2002). *Manajemen Sumber Daya Manusia: Pengadaan, Pengembangan, Pengkompensasian, dan Peningkatan Produktivitas Pegawai*. Grasindo.
- Hidayatullah, S., Windhyastiti, I., Aristanto, E., & Rachmawati, I. K. (2021). Peran Cleanliness, Health, Safety Dan Environment Sustainability (CHSE) terhadap minat orang berkunjung ke destinasi wisata yang ada di Kota Batu pasca pandemic Covid 19. <https://lppm.unmer.ac.id/webmin/assets/uploads/lf/LF202306221687399868650.pdf>

- Illiyina, I., Rahmi, F. A., Lesmana, R. H., & Kriswibowo, A. (2021). Analysis of public trust toward Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) certification policy in Surabaya City. *Journal of Local Government Issues*, 4(2), 121–135. <https://doi.org/10.22219/logos.v4i2.16742>
- Kurniawan, J., & Gustrianda, R. (2020). Pengaruh Store Atmosphere Terhadap Minat Pembelian Di Torry Coffee Kalimalang Jakarta. *Jurnal Sains Terapan Pariwisata*, 5(3), 294–301. <https://doi.org/https://journal.polteksahid.ac.id/index.php/jstp/article/view/153/137>
- Lestari, R. B., & Kardinal, K. (2018). Minat Beli Produk Hijau pada Generasi Milenial. *Jurnal Ilmiah Ekonomi Global Masa Kini*, 9(2), 117–124. <https://doi.org/https://doi.org/10.36982/jiegm.v9i2.542>
- Mulasari, S. A., Izza, A. N., Masruddin, F. H., De PBMA, F., & Axmalia, A. (2020). Pelatihan kesehatan dan keselamatan kerja (k3), service excellent, serta pengelolaan sanitasi lingkungan tempat wisata Desa Caturharjo, Pandak, Kabupaten Bantul. *Jurnal Pemberdayaan: Publikasi Hasil Pengabdian Kepada Masyarakat*, 4(1), 61–66. <https://doi.org/https://doi.org/https://doi.org/10.12928/jp.v4i1.1674>
- Paramita, N. D., & Yasa, N. N. K. (2015). Sikap dalam memediasi hubungan kesadaran lingkungan dengan niat beli produk kosmetik ramah lingkungan. *Jurnal Manajemen Dan Kewirausahaan*, 17(2), 187–195. <https://doi.org/https://doi.org/https://doi.org/10.9744/jmk.17.2.187-195>
- Pathak, K., Pathak, M. P., Gogoi, U., & Saikia, R. (2021). COVID19: Preventive and Protective Control Management Strategies. *Coronaviruses: Volume 2*, 2(2), 32. <https://doi.org/10.2174/9789814998604121020004>
- Saepudin, P., & Putra, F. K. K. (2023). Analyzing the application of cleanliness, health, safety, and environmental sustainability (CHSE) certification in the hotel business sector during the covid-19 pandemic: perspectives of managers. *Tourism and Hospitality Management*, 29(4), 517–529. <https://doi.org/https://doi.org/10.20867/thm.29.4.4>
- Sofiani, & Octariana, V. (2021). Efektivitas Penerapan CHSE (Clean, Health, Safety & Environment) Pada Hotel Katagori Bintang 3 (Tiga) di Kota Depok. *EDUTOURISM Journal Of Tourism Research*, 3(01), 22–35. <https://doi.org/https://doi.org/10.53050/ejtr.v3i01.159>
- Subandi, M. R. (2023). *Tourism and COVID-19 pandemic: Experiences from Indonesia*. Wageningen University and Research.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif*. Alfabeta.
- Sujarwo, W. (2019). Sasak Traditional Villages: A tourism potential and conservation effort for culture and plants. *Jurnal Masyarakat Dan Budaya*, 203–220.
- Valenzuela-Fernández, L., Guerra-Velásquez, M., Escobar-Farfán, M., & García-Salirrosas, E. E. (2022). Influence of COVID-19 on environmental awareness, sustainable consumption, and social responsibility in Latin American countries. *Sustainability*, 14(19), 12754. <https://doi.org/https://doi.org/10.3390/su141912754>
- WTTC. (2018). *Travel & Tourism Global Economic Impact & Issues 2018*. World Travel & Tourism Council. <https://dossier.turismo.wordpress.com/wp-content/uploads/2018/03/wttc-global-economic-impact-and-issues-2018-eng.pdf>
- Wulandari, A. R., Supriyanto, S., & others. (2023). Analisis Penerapan Program Chse Pada Masa Pandemi Terhadap Kepuasan Pelanggan Di Kenes Bakery & Resto, Jl. Magelang, Sleman, Daerah Istimewa Yogyakarta. *Gemawisata: Jurnal Ilmiah Pariwisata*, 19(2), 41–48. <https://doi.org/10.56910/gemawisata.v19i2.312>