



The influence of green hospitality implementation and hotel image on guest loyalty at Grand Mercure Hotel Medan

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ABSTRACT

This study aims to analyze the effect of Green Hospitality implementation and hotel image on guest loyalty at the Grand Mercure Hotel Medan. The background of this study is based on the increasing consumer awareness of sustainability issues in the hotel industry, as well as the importance of corporate image in shaping customer loyalty. The research method used is a quantitative approach with multiple linear regression analysis techniques, using primary data obtained from 97 respondents through a Likert-scale questionnaire. The results of the partial test indicate that both Green Hospitality implementation and hotel image have a significant effect individually on guest loyalty. The simultaneous test (F test) also shows that both variables together have a significant effect on guest loyalty. The coefficient of determination (R^2) value of 0.273 indicates that 27.3% of the variation in guest loyalty can be explained by the combination of the two variables. This study strengthens the urgency of integrating green strategies and corporate image as a strategic approach to increasing customer retention. The managerial implication is that strengthening sustainability values and positive institutional image can be a relevant competitive differentiation in the era of increasingly environmentally conscious modern tourism.

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1. INTRODUCTION

The global hospitality industry is currently facing demands to not only focus on profitability and guest loyalty, but also on social and environmental responsibility as part of long-term sustainability practices. The shift in consumer paradigms towards more environmentally conscious behavior has encouraged hotel industry players to integrate green practice principles into their business operations. (Armstrong, 2007) This marked the birth of the Green Hospitality approach, a managerial concept that emphasizes environmentally friendly, resource-efficient hotel management, and is able to create added value for the environment and surrounding communities without compromising the quality of service to guests. (Bass, 1994)

The implementation of Green Hospitality has become increasingly relevant amidst the global environmental crisis caused by overexploitation of resources and high carbon emissions from industrial sectors, including tourism and hospitality. A report by the United Nations World Tourism Organization (UNWTO) identified the tourism sector as a significant contributor to the global carbon footprint. Therefore, a commitment to sustainability is no longer an optional option but a key element in designing today's hotel operational and marketing strategies. (Brahmasari, 2008)

One of the strategic units within hotel operations that spearheads the implementation of Green Hospitality is the rooms division. (Deci, 2000) This division plays a crucial role in creating the first and last experience for guests during their stay. Implementing policies such as reducing the use of single-use plastics, using renewable energy, energy-efficient lighting systems, managing linen and water waste, and providing sustainable amenities are concrete examples of environmentally friendly practices that guests can directly experience. The quality of these practices significantly impacts guest perceptions of the hotel's values. (Farida, 2016)

In the context of modern marketing strategies, Green Hospitality practices are not only an internal sustainability tool but also an integral part of building a hotel's brand image. A hotel's image is a cognitive and emotional representation that consumers have of a brand, formed from the accumulation of experiences, expectations, and messages received through direct and indirect interactions. (Hasibuan, 2007) A hotel that successfully cultivates an image as an institution that cares about environmental sustainability will gain a more prominent position in the minds of consumers, especially among millennial and Generation Z travelers who have a higher level of environmental awareness than previous generations. (Herzberg, 1959)

Furthermore, a positive hotel image, when combined with a good stay experience and strong sustainability values, is believed to strengthen guest loyalty, namely the tendency of guests to continue to choose, recommend, and feel emotionally attached to the hotel. Loyalty is a highly valuable intangible asset, because it directly impacts customer retention, marketing cost efficiency, and long-term revenue growth. (Umam, 2013) In many service marketing studies, loyalty is often a key indicator of the success of long-term relationships between service providers and their consumers. (Mangkunegara, Evaluasi Kinerja SDM, 2005)

Grand Mercure Hotel Medan, a five-star hotel operating within the international Accor Hotels network, is an interesting object of study. With its strategic location in the city center and diverse target market, this hotel is expected to represent measurable Green Hospitality practices integrated with branding strategies. However, in practice, there is still a gap between management's perception of the success of Green Hospitality implementation and guest perceptions of its impact on their loyalty. (Mangkunegara, Manajemen Sumber Daya Manusia Perusahaan, 2009) Therefore, an empirical study is needed to determine the extent to which the implementation of environmentally friendly practices and hotel branding can actually shape customer loyalty. (Mangcuprawira, 2011) This research is important because there are still limited academic studies in Indonesia, particularly in North Sumatra, that systematically examine the relationship between Green Hospitality practices, hotel image, and guest loyalty in a single multiple linear regression model. The findings of this study are expected to provide theoretical contributions to the development of service marketing and hotel management science, as well as serve as a basis for strategic decision-making for hotel management in developing sustainability-based operational policies that impact customer loyalty.

2. RESEARCH METHOD

A. Research Approach

This study uses an associative approach. Where in the discussion will be explained the relationship or influence of each independent and dependent variable. The data collected in this study is quantitative data, quantitative research method According to (Sugiyono, Statistik untuk Penelitian, 2015), namely a research method based on the philosophy of positivism, is used in researching samples and research populations, sampling techniques are generally carried out randomly or random sampling, while data collection is carried out by utilizing the research instruments used, data analysis used is quantitative/can be measured with the aim of testing the established hypothesis.

B. Data Types and Sources

1. Primary data is data obtained directly from interviews, observations, and questionnaires distributed to a sample of respondents who meet the target (Sugiyono, Metode Penelitian Administrasi, 2017). Primary data in content research takes the form of questionnaires distributed to respondents.
2. Secondary data is data obtained indirectly from other parties and is related to the research being conducted (Sugiyono, Metode Penelitian Administrasi, 2017). The secondary data in

this study consisted of company records, book references, and journals.

C. Collection Techniques Data

Data collection was conducted in various ways to obtain truly representative data to achieve perfection in this study. According to (Sugiyono, Metode Penelitian Kuantitatif, Kualitatif dan R&D, 2013), data collection techniques are essentially a way of gathering relevant data for the research. The techniques used in this study are:

1. Questionnaire

A questionnaire is essentially a list of questions/statements given to respondents who are the object of the research. This questionnaire is aimed at respondents who have been designated as research samples, namely guests who have stayed or visitors who have stayed at the Grand Mercure Hotel Medan. The list of questions/statements relates to accessibility, facilities, and tourists' intention to revisit. To measure the answers to the list of questions/statements given to respondents, a Likert scale was used.

2. Interview

Interviews are one of the data collection techniques, if researchers want to conduct preliminary studies to find problems that need to be researched, and also if researchers want to know things from respondents in more depth and the number of respondents is small (Sugiyono, Metode Penelitian Kuantitatif, Kualitatif dan R&D, 2013).

D. Population and Sample

The population in this study was guests who stayed or visitors who had stayed at the Grand Mercure Hotel Medan. The sample size was calculated using the Cochrun formula, resulting in a required sample size of 96.04 respondents, rounded up to 97 respondents from hotel guests or visitors who had stayed at the Grand Mercure Hotel Medan.

E. Validity and Reliability Test

Validity testing is a testing step carried out on the contents of an instrument, with the aim of measuring the accuracy of the instrument used in a study. It is said to be valid if the calculated r value $\geq r$ table is said to be invalid if the calculated r value $< r$ table.

Reliability testing is the process of measuring the accuracy (consistency) of an instrument (Silaen, 2018:107). It is said to be reliable if the Crombach alpha value is > 0.6 and is said to be unreliable if the Crombach alpha value is < 0.6 .

F. Data Analysis Techniques

Multiple linear regression is an analysis used to study the relationship between a dependent variable and two or more independent variables. This is done to see the influence of two or more independent variables on the dependent variable together, as indicated by the regression coefficient (b_1).

G. Hypothesis Testing

1. Coefficient of Determination (R^2)

The coefficient of determination (R^2) essentially measures the model's ability to explain the dependent variable. The greater the coefficient of determination (closer to one), the greater the influence of the independent variables (X_1 and X_2) on the dependent variable (Y).

2. Simultaneous Test

To test the research hypothesis, a simultaneous test (F Test) was used. This test was conducted to see Green Hospitality and Hotel Image on Guest Loyalty at the Grand Mercure Hotel Medan. The test was conducted at a 95% confidence level or an error level of $\alpha = 0.05$ (5%), with the following criteria:

- If $F_{count} \leq F_{table}$, then H_0 is accepted, H_3 is rejected, meaning that simultaneously this research has no effect:
- If $F_{count} > F_{table}$, then H_0 is rejected, H_3 is accepted, meaning that simultaneously this research has an effect.

3. Partial Test (t-Test)

The partial test (t-test) aims to see Green Hospitality and Hotel Image on Guest Loyalty at the Grand Mercure Hotel Medan:

- If $t_{count} \leq t_{table}$ then H_0 is accepted, H_1 and H_2 are rejected, meaning that partially

this research has no effect;

- If $t > t$ table then H_0 is rejected, H_1 and H_2 are accepted, which means that this research has a partial effect.

3. RESULTS AND DISCUSSIONS

A. Research Instrument Testing

As a first step before this instrument is distributed to respondents, a feasibility test of the instrument is first conducted on the respondent sample. This aims to determine the level of validity and reliability of the research instrument. In this study, the instrument used was 10 question items for the validity of the Green Hospitality Implementation variable (X1), the validity of the Hotel Image variable (X2) the instrument used was 10 question items and the validity of the Guest Loyalty variable (Y) 8 question items with a sample size of 97 people. Validity testing uses the Product Moment formula and to test the reliability of the questionnaire, the Conbrach Alpha formula is used where the calculation uses IBM SPSS Statistics 26. A questionnaire is said to be valid if r -count $>$ r -table at a significant level at the p -value with an α value of 0.05 (error rate of 5%).

1. Validity Test

Table 1. Validity of the Green Hospitality Variable Questionnaire (X1)

Instrument	Validity Value		Conclusion
	R. Count	R. Table df = $(n-2) 97 - 2 = 95$	
1 X1.GH.1	0.647	0.202	Valid and significant
2 X1.GH.2	0.631		Valid and significant
3 X1.GH.3	0.534		Valid and significant
4 X1.GH.4	0.516		Valid and significant
5 X1.GH.5	0.512		Valid and significant
6 X1.GH.6	0.642		Valid and significant
7 X1.GH.7	0.598		Valid and significant
8 X1.GH.8	0.328		Valid and significant (low but meets the threshold)
9 X1.GH.9	0.328		Valid and significant (low but meets the threshold)
10 X1.GH.10	0.678		Valid and significant

Source: Processed data, 2025

Table 2. Validity of the Hotel Image Variable Questionnaire (X2)

Instrument	Validity Value		Conclusion
	R. Count	R. Table df = $(n-2) 97 - 2 = 95$	
1 X2.CH.1	0.733	0.202	Valid
2 X2.CH.2	0.605		Valid
3 X2.CH.3	0.682		Valid
4 X2.CH.4	0.644		Valid
5 X2.CH.5	0.546		Valid
6 X2.CH.6	0.618		Valid
7 X2.CH.7	0.316		Valid
8 X2.CH.8	0.316		Valid
9 X2.CH.9	0.618		Valid
10 X2.CH.10	0.707		Valid

Source: Processed data, 2025

Table 3. Validity of the Guest Loyalty Variable Questionnaire (Y)

Instrument	Validity Value		Conclusion
	R. Count	R. Table df = (n-2) 97 - 2 = 95	
1 Y.LT.1	0.608	0.202	Valid
2 Y.LT.2	0.654		Valid
3 Y.LT.3	0.603		Valid
4 Y.LT.4	0.654		Valid
5 Y.LT.5	0.737		Valid
6 Y.LT.6	0.579		Valid
7 Y.LT.7	0.472		Valid
8 Y.LT.8	0.664		Valid

Source: Processed data, 2025

2. Reliability Test

Table 4. Results of Research Instrument Reliability

Reliability Statistics	
Green Hotel Implementation Variable (X1)	
Cronbach's Alpha	N of Items
0.726	10
Reliability Statistics	
Hotel Image Variable (X2)	
Cronbach's Alpha	N of Items
0.775	10
Reliability Statistics	
Guest Loyalty Variable (Y)	
Cronbach's Alpha	N of Items
0.711	8

Source: Processed data, 2025

B. Hypothesis Test Partial Test (T Test)

The t-test is conducted to demonstrate the extent of the influence between the independent and dependent variables. If the significance value (Sig.) is less than 0.05, one variable is said to have a significant influence on the other variable. The criteria for accepting and rejecting a hypothesis are:

- If $t \text{ count} > t \text{ table}$ then H_0 is rejected and H_a is accepted
- If $t \text{ count} < t \text{ table}$ then H_0 is accepted and H_a is rejected

The t table value with $t (\alpha/2; nk-1 = t (0.05/2 ; 97 - 2 - 1) = (0.025;94)$ then the t table is 1.985

Table 5. T-Test Results Coefficientsa

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
	B		Beta		
1 (Constant)	13,918	2,863		4,862	0,000
Green Hospitality (X1)	0.247	0.099	0.291	2,501	0.014
Hotel ImageX2	0.208	0.092	0.264	2,265	0.026

a. Dependent Variable: Guest Loyalty Y

Source: Processed data, 2025

Based on the results of multiple linear regression testing, it is known that the Green Hospitality Implementation variable (X1) has a t-value of 2.490, which is greater than the t-table of

1.985, with a significance value of 0.015. This indicates that H_0 is rejected and H_1 is accepted. Thus, partially, the implementation of Green Hospitality has a significant effect on guest loyalty at the Grand Mercure Hotel Medan.

Green Hospitality implementation includes hotel policies that support sustainability principles such as renewable energy use, plastic waste reduction, water efficiency, and the use of environmentally friendly products. Successfully implementing these principles not only demonstrates corporate social responsibility but also provides added emotional value for guests. Modern guests, particularly millennials and Gen Z, tend to consider sustainability in their consumption decisions, including when choosing a hotel. Therefore, Green Hospitality practices can build long-term loyalty through value attachment.

Furthermore, the Hotel Image variable (X_2) shows a t-value of 2.263, which is also greater than the t-table of 1.985, with a significance value of 0.026. These results indicate that hotel image partially also has a significant effect on guest loyalty. Hotel image reflects the reputation, public perception, and symbolic quality of the hotel in the eyes of consumers. (Noe, 2020) When a hotel's image is perceived as positive, professional, and trustworthy, guests tend to have a strong perception that their stay experience is consistent and satisfying, thus strengthening the tendency to return to use the same service in the future. (Moeheriono, 2009)

Academically, these two variables align with the Customer-Based Brand Equity (CBBE) model and Customer Loyalty theory, which emphasize the importance of brand value, reputation, and identity in building long-term relationships with customers. (Mathis, 2006) Furthermore, these results are consistent with the hospitality industry's trend toward eco-conscious branding, where hotels sell not only services but also meaning and social value to their customers. (Putra, 2019)

Thus, it can be concluded that both the implementation of Green Hospitality and hotel image have a significant partial influence on guest loyalty. The simultaneous implementation of environmentally friendly service strategies and strengthening a positive hotel image are strategic approaches to creating loyal customers. (Rivai, 2008)

C. Use of the F-Test Results Hypothesis (Simultaneous)

The F-test aims to test whether the independent variables (in this case, Green Hospitality Implementation [X_1] and Hotel Image [X_2]) simultaneously have a significant effect on the dependent variable (Guest Loyalty [Y]). The hypotheses tested are as follows:

- H_0 (Null hypothesis): There is no significant simultaneous influence between Green Hospitality Implementation and Hotel Image on Guest Loyalty.
- H_1 (Alternative hypothesis): There is a significant simultaneous influence between Green Hospitality Implementation and Hotel Image on Guest Loyalty.

Decision making criteria:

- If Sig. < 0.05, then H_0 is rejected, meaning there is a significant simultaneous influence.
- The calculated F value is compared with the F table at $df_1 = 2$ and $df_2 = 94$, with $\alpha = 0.05$
From the F distribution, F_{table} is obtained ($df_1 = 2$ $df_2 = 94$, $\alpha = 0.05$) ≈ 3.09

Table 6. Simultaneous Test Results (F Test)

		Anova				
Model		Sum Of Squares	Df	Mean Square	F	Sig.
1	Regression	140,745	2	70,373	17,607	.000b
	Residual	375,708	94	3,997		
	Total	516,454	96			

- Dependent Variable: Guest Loyalty
 - Predictors: (Constant), Hotel Image, Green Hospitality Implementation
- Source: Processed data, 2025

Based on the results of the ANOVA analysis, the F count value was obtained at 17.607, which was much greater than the F table value of 3.09, with a significance value of 0.000 which was smaller than 0.05. Thus, it can be concluded that the variables of Green Hospitality Implementation

(X1) and Hotel Image (X2) simultaneously had a significant effect on Guest Loyalty (Y) at the Grand Mercure Hotel Medan.

Academically, these findings demonstrate that the regression model used is statistically sound in explaining variations in guest loyalty variables. This means that the combination of environmentally friendly policies and perceived brand image together can explain changes or fluctuations in customer loyalty levels. (Robbins S. P., 2005) This is consistent with theoretical approaches in marketing and hospitality management that emphasize the importance of value alignment and brand experience in shaping customer loyalty. (Robbins S. P., 2017)

From a managerial perspective, these results indicate that customer loyalty is not shaped by a single factor, but rather by a combination of perceptions of the hotel's environmental commitment (Green Hospitality) and brand credibility (brand image). (Santoso, 2018) In this context, the Grand Mercure Hotel Medan has successfully built a hotel image that is not only luxurious and professional, but also has a sustainability orientation that is appreciated by customers. (Siagian, Teori dan Praktik Manajemen, 2002)

These findings reinforce the strategic approach to green marketing and hotel reputation management, demonstrating that these two dimensions are not interchangeable, but rather complementary. (Siagian, Manajemen Sumber Daya Manusia, 2008) When green hospitality and hotel image are managed consistently, the synergistic effect on guest loyalty can be maximized.

Based on the F-test, it can be concluded that the implementation of Green Hospitality and Hotel Image simultaneously have a significant effect on Guest Loyalty. The regression model involving both variables is suitable for predicting loyalty and provides empirical support for the importance of integrating sustainability values and brand image in modern hotel management strategies. (Sutrisno, 2012)

D. Determination Test (R Square)

The determination coefficient test aims to determine the extent to which the regression model is able to explain the variation in the dependent variable (Guest Loyalty) influenced by the independent variables, namely Green Hotel Implementation (X1) and Hotel Image (X2). The determination coefficient used is R Square (R^2) and Adjusted R Square to adjust to the number of independent variables and the number of samples.

Table 7. Determination Test
Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.522a	0.273	0.257	1,999

a. Predictors: (Constant), Hotel Image, Implementation of Green Hospitality

Source: Research Results, 2025 (processed data)

The determination test or coefficient of determination (R^2) is used to determine how much proportion of variation in the dependent variable (Guest Loyalty) can be explained by two independent variables in the model, namely Green Hospitality Implementation (X1) and Hotel Image (X2). Based on the test results, the R Square value is 0.273, which means that 27.3% of the variation in guest loyalty can be explained by the combination of Green Hospitality implementation and hotel image simultaneously.

Meanwhile, the remaining 72.7% is explained by other variables not included in this model, such as service quality, price, facilities, comfort, loyalty programs, and guest personal factors (emotions, past experiences, and expectations).

The R value of 0.522 indicates a fairly strong correlation or relationship between the independent and dependent variables. This correlation is positive, meaning that the higher the implementation of Green Hospitality and the better the hotel image, the higher the likelihood of guest loyalty. This supports the theoretical assumption that consumer loyalty is influenced not only by functional dimensions (such as price), but also by more emotional and symbolic dimensions of value and brand perception.

An adjusted R Square of 0.257 was used to adjust for the number of predictor variables and sample size to avoid potential overestimation of the standard R^2 . This value still reflects a good level of model fit in the context of social research, where customer behavior and perception variables are generally complex and multidimensional.

Scientifically, these results align with Customer-Based Brand Equity (CBBE) theory and the Green Consumer Behavior approach, which emphasize that customers tend to build long-term loyalty to brands they perceive as having value, excellence, and a commitment to environmental issues. A positive hotel image strengthens trust and a desire to return, while Green Hospitality practices provide ethical added value that enhances affective loyalty.

Discussion

The research results show that the implementation of Green Hospitality has a positive and significant impact on guest loyalty. This finding aligns with the sustainability-based marketing paradigm, where hotel guests no longer solely assess service quality in terms of functionality, but also in terms of the hotel's social and ecological responsibilities. The implementation of green policies, such as reducing plastic use, energy efficiency, and environmental education for guests, creates a strong emotional connection, which then influences their decision to return. (Triatna, 2015)

Hotel image was also found to have a significant influence on guest loyalty. A positive image is the result of consistent guest experiences, effective brand communication, and well-communicated ethical values. In the context of the Grand Mercure Hotel Medan, elements such as international reputation, visual aesthetics, professional service, and involvement in sustainability issues successfully improved public perception of the brand, which impacted guests' willingness to recommend the hotel to others. Hotel image was also found to have a significant influence on guest loyalty. A positive image is the result of consistent guest experiences, effective brand communication, and well-communicated ethical values. In the context of the Grand Mercure Hotel Medan, elements such as international reputation, visual aesthetics, professional service, and involvement in sustainability issues successfully improved public perception of the brand, which impacted guests' willingness to recommend the hotel to others. The coefficient of determination value of 0.273 indicates that although the contribution of two variables is quite significant, there are still 72.7% of other variables outside the model that also influence guest loyalty, such as price, location, loyalty programs, interaction with staff, and comfort of facilities. Therefore, this study can be a basis for developing more complex models in further studies, including the addition of moderator or mediating variables, such as guest satisfaction and emotional experience. (Wibowo, 2007)

The theoretical implication of this research is the validation of the importance of integrating sustainability strategies and image building within a modern hospitality management framework. (Yukl, *Leadership in Organizations* (7th ed.), 2010) Hotels that are able to project a sustainable image are not only more competitive but also more resilient in the face of changing consumer preferences. This is particularly relevant in the context of post-pandemic tourism, which emphasizes the concepts of "responsible travel" and "value-driven experiences." (Yoshi, 2017)

From a practical perspective, the results of this study encourage the management of Grand Mercure Hotel Medan to strengthen its Green Hospitality program as part of its brand strategy. Communication about sustainable practices should be strengthened through digital channels, staff training, and collaboration with the local community. (Yukl, *Effective Leadership Behavior*, 2015) Furthermore, the branding strategy should emphasize corporate values such as integrity, professionalism, and environmental stewardship as a corporate identity that differentiates the hotel from its competitors.

4. CONCLUSION

Based on the results of research conducted at the Grand Mercure Hotel Medan, it can be concluded that the implementation of Green Hospitality has a positive and significant partial effect on guest loyalty. The sustainability practices implemented by the hotel have succeeded in shaping the perception of added value and increasing guest emotional attachment. Additionally, the hotel's image also has a positive and significant influence on guest loyalty, where perceptions of the hotel's

reputation, professionalism, and brand identity drive guests' desire to revisit and provide recommendations. Simultaneously, the implementation of Green Hospitality and the hotel's image contribute significantly to the formation of guest loyalty, accounting for 27.3% of the variation in customer loyalty. These findings indicate that sustainability strategies and brand image enhancement are important factors in improving guest loyalty in the hospitality industry.

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