Original Research

CHSE Implementation on Guests' Return Visit Decision at Volken Coffee Bali

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Article Info	Abstract
	Introduction: The purpose of this study was to determine the effect of CHSE on guest decisions in making return visits at Volken Coffee Bali. *Methods:* The method used in this study is a quantitative research method. Respondents used in this study were visitors to Volken Coffee Bali with a total sample of 80 respondents. The data used in this study were obtained through questionnaires, then the primary data was tested using validity and reliability tests followed by classical assumption tests and hypotheses were proven using multiple linear regression analysis.
	Results: The results of the study indicate that: (1) Cleanliness has a positive and significant influence on the guest's decision to make a return visit at Volken Coffee Bali. This can be seen from the value of tcount 2.225 > ttable (0.05: 35) = 2.030 (2) Health has a positive and significant influence on the decision of guests to make return visits at Volken Coffee Bali. This can be seen from the value of tcount 2.261 > ttable (0.05 : 35) = 2.030 (3) Safety has a positive and significant influence on the decision of guests to make return visits at Volken Coffee Bali. This can be seen from the value of tcount 2,369 > ttable (0.05: 35) = 2,030 (4) Environmental sustainability has a positive and significant influence on the decision of guests to return to Volken Coffee Bali. This can be seen from the tcount value of 3.398 > ttable (0.05: 35) = 2.030. The coefficient of determination shows the R Square value of 0.398. This shows that 39.8% of the guest's decision to make a return visit at Volken Coffee Bali is influenced by Cleanliness, Health, Safety and Environmental Sustainability, while the remaining 60.2% is influenced by other variables outside of this study.

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INTRODUCTIONS

The COVID-19 pandemic has destroyed almost all aspects of human life in the world, including the tourism sector Wirawan, et al (2021). The Covid-19 pandemic that occurred in Indonesia has resulted in changes in consumer behavior patterns that are more idealistic towards certain products. This behavior pattern is greatly influenced by several factors, one of which is CHSE. Salsabila, et al (2021) stated that consumer behavior patterns are more idealistic due to fear of virus contamination, resulting in a feeling of worry that arises to anticipate more deeply the product choices chosen. In line with these changes, other opinions also state that CHSE is the choice of consumers where the CHSE label is a guarantee of security for a place where customers can freely choose products without having to worry about contamination with the Covid 19 virus Octariana (2021).

During the pandemic, guests' interest in visiting coffee shops is not only based on quality and taste, apart from that, it is necessary to guarantee the safety and comfort of a production site that the products offered are truly safe in terms of cleanliness, health, security and environmental sustainability. In this regard, purchasing food and drinks cannot be separated from a guest's visit to purchase the product. To maintain this existence, of course there must be factors that can provide security to guests, one of which is chse. Chse is the key to the success of a coffee shop during the pandemic. This CHSE certification is a very good breakthrough for business actors because it can restore visitors' trust in the place. Arini (2021). The government currently also requires that public facilities must implement CHSE standards. This CHSE certification will be proof that business actors have, implemented and improved health protocols at their place of business. So, tourists, both local and foreign, and the surrounding community can feel safe by fulfilling CHSE-based health protocol standards.

One of the coffee shops in Bali that already has CHSE certification is Volken Coffee Bali. Based on observations that have been made at Volken Coffee Bali, there are several phenomena that occur, including differences in theory and previous research results with facts in the field that were found where the number of guest visits before and after implementing CHSE did not experience significant changes, data on guest visits before implementing CHSE at Volken Coffee can be seen in table 1 below

Table 1. Data on Guest Visits at Volken Coffee Bali Before CHSE

No.	Month	Year	Number of Guest Visits
1	March	2021	330
2	April		668
3	May		615
4	June		579
5	July		448
6	August		467
7	September		429
Total			**3,536**

Source: Volken Coffee Bali (2022)

Based on the data obtained in table 1, it can be seen that the number of guests who came to Volken Coffee Bali before the implementation of CHSE each month in 2021 fluctuated but was not significant and tended in a positive direction with total visits from March to September 2021 of 3,536 visitors. Meanwhile, guest visits at Volken Coffee Bali after the implementation of CHSE can be seen in table 2 below:

Table1. Data on Guest Visits at Volken Coffee Bali After CHSE

No.	Month	Year	Number of Guest Visits
1	October	2021	457
2	November		468
3	December		715
4	January	2022	529
5	February		668
6	March		657
7	April		641
Total			**4,135**

Source: Volken Coffee Bali (2022)

Based on table 2, it can be seen that the number of guest visits at Volken Coffee Bali after the implementation of CHSE from the beginning of October 2021 to April 2022 actually decreased, in contrast to the expected results where CHSE, as a post-pandemic adaptation, was unable to provide a significant impact. The decrease in the level of guest visits to Volken Coffee is suspected to be due to the Micro PPKM policy which occurred from 25 June to 5 July 2021 and continued until 24 July 2021, and starting on 25 July 2021 continued with PPKM Levels 3 and 4. The decrease in visits was caused by government regulations At that time, one of the things that was being implemented was PPKM, and this rule was very binding, especially capacity,

the more it was implemented, the more the number of guests visiting Volken Coffee would decrease. The implementation of CHSE has an effect on return visits, the stricter the PPKM rules are, the fewer guests come, therefore researchers want to know more deeply, one of which is the CHSE policy, whether there is an influence of CHSE on guests' decisions to visit. Based on this background, researchers want to research further about the intervention of implementing CHSE on guests' decisions to make return visits to Volken Coffee Bali.

Similar research was previously conducted by Octariana (2021) with the title Effectiveness of Implementing CHSE (Clean, Health, Safety & Environment) in 3 (Three) Star Category Hotels in Depok City. The total average result of the CHSE (X) variable questionnaire in 3 star category hotels in the city of Depok is 72% which is classified as good. From all the statement indicators, it can be seen that the lowest indicator is in guests washing their hands with soap/handsanitizer before and after entering the restaurant. This is because there is no place to wash their hands in the restaurant area. From all the statement indicators, it can be seen that the highest indicator is found in the transportation department, in this case the driver/guest carries out the guidance to park the vehicle in accordance with existing instructions and rules with a result of 78%. From the results of a simple linear regression analysis, it was found that the CHSE variable X had an influence on the decision to stay overnight. What this research has in common with this research is that they both discuss the effectiveness of implementing CHSE, but the difference is that this research only discusses the implementation of CHSE which indicators are the lowest and highest by customers, whereas this research focuses more on the impact of implementing CHSE on level of customer visits to Volken Coffee Bali.

Next, research was conducted by Arlinda (2021), with the research journal title "The influence of implementing the CHSE (cleanliness, health, safety, environment) adaptation program on visitor satisfaction at Kediri Regency tourist destinations in the new normal era and its impact on the development of the tourism economy and creative industry". In this article, their aim is to determine the effect of implementing the cleanliness, health, safety, environment (CHSE) adaptation program on visitor satisfaction at Kediri district tourist destinations in the new normal era. This type of research is quantitative, using 105 random people as samples. The data collection technique used by them is an online questionnaire. The conclusion from the scientific journal is that implementing a good CHSE adaptation program can maximize visitor satisfaction and then have an impact on the development of the tourism economy & creative industries. Therefore, the author is very

interested in reviewing this CHSE. What this research has in common with this research is that it discusses the adaptation of CHSE to customer satisfaction, while the differences with the research conducted by Fitri & Raya and the author are the objectives, location of the research conducted at Volken Coffee Bali, the type of research, namely qualitative, as well as data collection techniques and techniques. data analysis.

Furthermore, research was conducted by Fitriana, et al (2020), in research entitled "Providing CHSE (Cleanliness, Health, Safety and Environmental Sustainability) Material in the Training of Trainers for Academic Assistants in Tourism Villages". The aim of the research conducted by Rina is to help tourist villages increase their ranking and provide a forum for community service for academics. Rina as a researcher obtained survey results by dividing the participants into several groups for discussions about the presentation of CHSE material and finally asking questions about the material to find out each participant's answers. From there, Rina learned that 53% (8 participants) stated that the training was the first time they had heard about CHSE, as many as 100% of participants stated that the CHSE material provided in this training was easy to understand because of the examples and accompanying videos, 80% of participants (i.e. 12 person) stated that the material provided could be implemented in tourist villages. Therefore, Rina found the answer that the presentation of material about CHSE was very helpful in educating residents in the villages to become better individuals. The similarity between this research and this research is that it discusses CHSE, the only difference is that this research focuses on deepening CHSE material, whereas this research is more concerned with the impact of implementing CHSE on guests' decisions to come back to Volken Coffee Bali.

Based on the background and previous research conducted, the framework for this research is as follows:
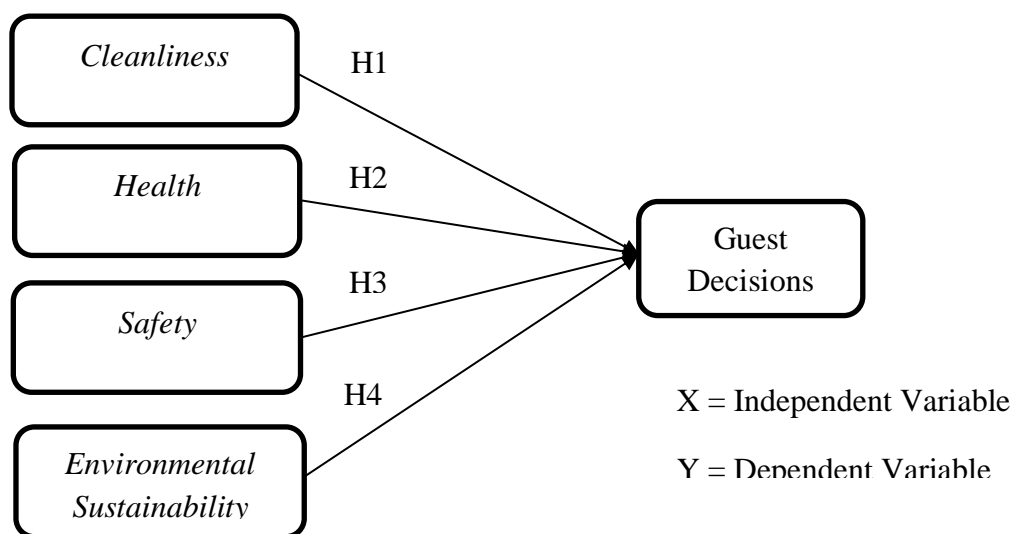
Figure 1. Thinking Framework

The thinking framework above shows that the variables in this research consist of the variables Cleanliness (X1), Health (X2), Safety (X3) and Environmental Sustainability (X4) as the independent variable and the guest decision variable (Y) as the dependent variable.

1. *Cleanliness* partially influence guest decisions
   Cleanliness includes washing hands with soap or using hand sanitizer, providing facilities for washing hands, and cleaning objects or public spaces using disinfectants or other liquids. Apart from that, other criteria are ensuring that the location is free from animals and vectors that have the potential to carry disease, cleaning the toilet, ensuring that the toilet equipment is complete, and ensuring that the trash can is clean. Based on this, cleanliness is one of the factors in this research that can influence guests' decisions. to visit Volken Coffee again. Based on this statement then:

H1: Cleanliness has a direct influence on guests' decisions about making return visits to Volken Coffee Bali.

2. *Health* partially influence guest decisions
   Health in this study are not touching the facial area, avoiding physical touch, preventing crowds, following coughing and sneezing etiquette, ensuring a safe distance, checking body temperature, and wearing PPE. Apart from that, additional criteria include preparing simple health equipment, ensuring that drinks and food are hygienic and clean, ensuring good air circulation, and being ready to handle if tourists experience health problems in tourist areas. Based on this statement then:

H2: Health has a direct influence on guests' decisions in making return visits to Volken Coffee Bali.

3. *Safety* partially influence guest decisions

   Safety referred to in this research is the readiness of procedures for self-rescue from disasters, disaster gathering points, as well as evacuation routes and the availability of first aid kits and fire extinguishers. Apart from that, the management must have media and communication mechanisms to handle emergency situations and must ensure that electronic equipment is turned off before leaving a room. Based on this statement then:

   H3: Safety has a direct influence on guests' decisions in making return visits to Volken Coffee Bali.

METHODS

This research uses a quantitative approach, namely research based on the philosophy of positivism to examine a certain population or sample and random sampling with data collection using instruments, statistical data analysis. Meanwhile, this type of research is quantitative research which focuses on number-based results in the field, this is done to get more valid results.

Researchers conducted research at Volken Coffee Bali, which is located directly opposite the Grand Livio hotel on Jalan Dewi Sri. Volken Coffee Bali is a coffee shop that was founded on March

4. *Environmental Sustainability* partially influence guest decisions

   Environmental Sustainability This includes monitoring and evaluating the implementation of guidelines and SOPs for implementing Cleanliness, Health, Safety and Environmental Sustainability. Then, the management must use environmentally friendly equipment and materials, utilize energy sources efficiently, manage liquid waste and rubbish in a healthy, thorough and environmentally friendly manner, and ensure that the surrounding environment is comfortable and beautiful. Based on this statement then:

   H4: Environmental Sustainability has a direct influence on guests' decisions about making return visits to Volken Coffee Bali.

21 2021. Volken coffee is one of the coffee shops that has been CHSE certified since September 2021. This CHSE certification will be proof that business actors have, implemented and improved health protocols in place. his business. So, tourists, both local and foreign, and the surrounding community can feel safe by fulfilling CHSE-based health protocol standards.

the type of data used in this research is quantitative data and the data sources used are primary data in the form of questionnaire results and secondary data in the form of company history, company profiles and employee data originating from HRD Volken

Coffee Bali. The population in this study were guests who visited Volken Coffee Bali. Based on research data, the number of guests in June 2022 was 400 visitors, while the sample in this study was selected using a purposive sampling method where the sample was selected based on predetermined criteria, namely:

1. Have you ever come or are already a customer of Volken Coffee Bali?
2. Customers who come to Volken Coffee Bali more than 2 (Two) times

Next, based on these criteria, a population of 400 customers was obtained and continued with determining the sample size using the Slovin formula:

$$n = \frac{N}{(1+N.e^2)} \text{...(1)}$$

Information:

n : Number of samples

N: Number of population

e : Tolerable error rate (researchers use 10 percent or 0.1)

Based on this formula, it is obtained

$$n = \frac{400}{(1+400.0,1^2)} \text{.................................(2)}$$

$$n = \frac{400}{5} \text{...(3)}$$

RESULT

The data analysis stage in this research begins by testing the research

$$n = 80 \text{.. ....(4)}$$

Based on these data, the samples used in this research were 80 research samples.

In this research, the data collection techniques used consist of: Questionnaire and Documentation.The data analysis technique in this research uses inferential statistical methods where the data processing method is equipped with conclusion drawing techniques. Based on the technique of drawing conclusions in inferential statistics it is divided into several parts. This method consists of quantitative descriptive and multiple linear regression analysis. In general, multiple linear regression is expressed with the following equation:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 \text{.....................................(5)}$$

Where :

Y	= Guest Decision
a	= Constant value
b1,b2,b3,b4	= Regression coefficient
X1	=*Cleanliness*
X2	=*Health*
X1	=*Safety*
X2	=*Environmental Sustainability*

instrument first, this is done to determine the level of validity and reliability of the questions contained in

the questionnaire, then the data is tested using the classic assumption test (Normality Test, Multicollinearity Test and Heteroscedasticity Test) as a prerequisite regression and hypothesis testing is proven using multiple linear regression analysis.

The Validity Test is used to measure whether a question or statement in a questionnaire is appropriate or not to be used as a research measuring tool. If a questionnaire has a corrected item-total correlation value greater than 0.3 then the statements in the questionnaire are declared valid.

Validity test

Table 3. Validity Test Results of Research Variables

Variable	Items Question	*Corrected Item-Total Correlation*	Information
Cleanliness (X1)	Indicator 1	0.896	Valid
	Indicator 2	0.824	Valid
	Indicator 3	0.844	Valid
	Indicator 4	0.894	Valid
	Indicator 5	0.864	Valid
	Indicator 6	0.864	Valid
Health (X2)	Indicator 1	0.836	Valid
	Indicator 2	0.879	Valid
	Indicator 3	0.869	Valid
	Indicator 4	0.879	Valid
	Indicator 5	0.875	Valid
	Indicator 6	0.809	Valid
Safety (X2)	Indicator 1	0.892	Valid
	Indicator 2	0.914	Valid
	Indicator 3	0.886	Valid
Environmental Sustainability (X2)	Indicator 1	0.616	Valid
	Indicator 2	0.713	Valid
	Indicator 3	0.700	Valid
	Indicator 4	0.609	Valid
Guest decision (Y)	Indicator 1	0.699	Valid
	Indicator 2	0.770	Valid
	Indicator 3	0.627	Valid
	Indicator 4	0.614	Valid

Source: Processed Data, (2022)

Based on Table 3, it can be seen that each research variable has a correlation coefficient value above 0.3 so that the question items in this research are declared valid as a measuring tool in this research.

Reliability Test

The reliability test is used to see that the data in the research are declared reliable. Data is declared reliable if it has a Cronbach alpha value higher than 0.6. Data from the reliability test results can be seen as follows:

Table 4. Reliability Test Results for Research Variables

Variable	Cronbach Alpha	Information
Cleanliness	0.957	*Reliable*
Health	0.954	*Reliable*
Safety	0.951	*Reliable*
Environmental Sustainability	0.830	*Reliable*
Guest Decisions	0.840	*Reliable*

Source: Processed Data, (2022)

Based on Table 4, it can be seen that each research variable has a Cronbach alpha value above 0.6 so that the question items in this research are declared reliable as a measuring tool in this research.

Normality test

In this research, data normality testing was carried out using the Kolmogorov Smirnov Test. Based on testing using the SPSS Version 24 for Windows program, the following results were obtained:

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		80
Normal Parameters, b	Mean	.0000000
	Std. Deviation	2.76856450
Most Extreme Differences	Absolute	,088
	Positive	,070
	Negative	-.088
Statistical Tests		,088
Asymp. Sig. (2-tailed)		.193c
a. Test distribution is Normal.		

Source: Processed Data, (2022)

Based on table 5, it can be seen that the Sig value is 0.193 > 0.05, so the data can be stated to be normally distributed and can be used in research.

Multicollinearity Test

There isWhether there is multicollinearity in a study can be seen

from the size of the Tolerance Value and Variance Inflation Factor (VIF). If the Tolerance Value is ≥ 0.10 or the same as the VIF value ≤ 10. Then there is no multicollinearity between the independent variables (Sujarweni, 2017). The results of the multicollinearity test in this study can be seen in the following table:

Table 6. Multicollinearity Test Results

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Cleanliness(X1)	0.793	1,260	Multicollinearity does not occur
Health(X2)	0.759	1,317	Multicollinearity does not occur
Safety(X3)	0.950	1,053	Multicollinearity does not occur
Environmental Sustainability(X4)	0.895	1,118	Multicollinearity does not occur

Source: Processed Data, (2022)

Table 6 shows that each independent variable in this study has a Tolerance value > 0.10 and a VIF value < 10. This is indicated by the tolerance and VIF values for the Cleanliness (X1) variable of 0.793 and 1.260 for the Health (X2) variable of 0.759 and 1.260. 1.317 The Safety variable (X3) is 0.950 and 1.053 and the Environmental Sustainability variable (X4) is 0.895 and 1.118. Thus, it can be concluded that there is no multicollinearity in this study.

Heteroscedasticity Test

Test Heteroscedasticity aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. Whether there is heteroscedasticity or not can be done by looking at the scatterplot graph. The results of the heteroscedasticity test in this study can be seen in Figure 2 below:
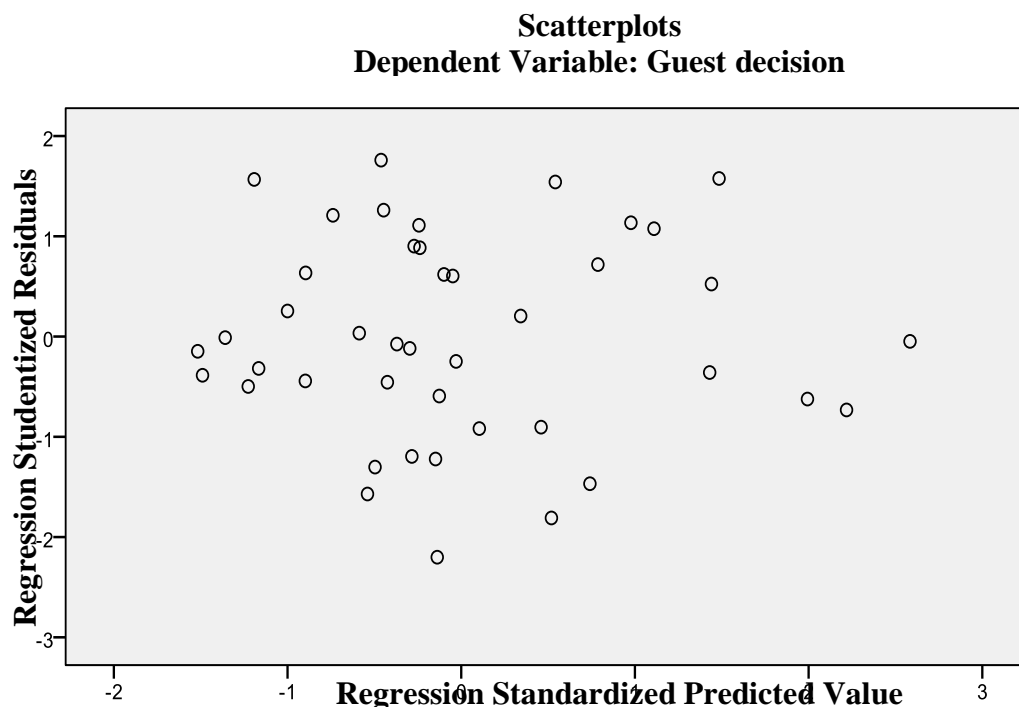
Scatterplots
Dependent Variable: Guest decision

Figure 2. Heteroscedasticity Test Results
Source: Processed Data, (2022)

Based on Figure 2, it can be seen that the scatter plot graphic pattern is distributed randomly both above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the research data, thus the data in this research can be continued to the next stage to answer the problems in the research.

Multiple Linear Regression Analysis

The analysis technique used to test the influence of cleanliness, health, safety and environmental sustainability on guests' decisions to return to Volken Coffee Bali was carried out using multiple linear regression analysis. Based on multiple linear regression estimates using the SPSS (Statistical Package for Social Science) version 22.0 for Windows program, results were obtained as in the table below:

Table 7. Results of Multiple Linear Regression Analysis
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	,571	1,533		,372	,711
Cleanliness	.128	,058	,224	2,225	,029
Health	,152	,067	,232	2,261	,027
Safety	,251	.106	,218	2,369	,020
Environmental Sustainability	,339	,100	,322	3,398	,001
R = 0.631a R2 = 0.398 F table = 2.641 F count = 12.394 T table = 2.030					

Source: Processed Data, (2022)

Based on table 7, the following regression equation is obtained:
$Y = 0.571 + 0.128X_1 + 0.152X_2 + 0.251X_3 + 0.339X_4 + e$

DISCUSSION

Based on the results of research analysis on the first hypothesis, the calculated t value for the Cleanliness variable is 2.225. This figure shows that the calculated t value > t table is 2.030 with a significance value of 0.029 < 0.05, which means that H0 is rejected and H1 is accepted, so it can be concluded that the Cleanliness variable (X1) is significantly positive in the guest's decision to make a return visit to Volken Coffee Bali. This occurs due to the habit of washing hands with soap/using hand sanitizer, availability of facilities for washing hands with soap, cleaning public spaces and goods using safe and appropriate methods and disinfectants/other cleaning fluids, free of vectors and disease-carrying animals, and cleaning and Clean toilets and clean trash cans are something that must be available in post-pandemic tourist attractions like now. Increase efforts to prevent and control COVID-19 for the community in public places and facilities in order to prevent the occurrence of new epicenters/clusters during the pandemic, especially at tourist attractions and restaurants. This health protocol requires massive socialization, followed by trials and simulations. Supervision is also needed to ensure that standard health protocols are implemented in the field (Minister of Tourism and Creative Economy, 2020).

Based on the research results on the second hypothesis, the calculated t value for the Health variable was 2.261. This figure shows that the calculated t value > t table is 2.030 with a

significance value of0.027< 0.05, which means that H0 is rejected and H2 is accepted, so it can be concluded that the Health variable (X2) is significantly positive in the guest's decision to make a return visit to Volken Coffee Bali. This can happen because of the habit of avoiding physical contact, setting a safe distance, preventing crowds, not touching parts of the face, especially the eyes, nose, mouth, checking body temperature, wearing the necessary PPE, applying cough and sneeze etiquette. Clean food and drink management. and hygienic, simple health equipment and supplies, public spaces and work spaces with good air circulation and handling for visitors with health problems when carrying out activities at the location. Health values need to be applied not only during Covid, this can form a community that is ready to become a natural and cultural tourist destination while maintaining health values, the community is able to implement Occupational Health and Safety (Mulasari et al., 2020).

Based on the results of research on the third hypothesis, the calculated t value for the safety variable is 2.369. This figure shows that the calculated t value > t table is 2.030 with a significance value of0.020< 0.05, which means that H0 is rejected and H2 is accepted, so it can be concluded that the safety variable (X3) is significantly positive in the guest's decision to make a return visit to Volken Coffee Bali. This can happen due to habitual procedures

for self-rescue from disasters, availability of first aid kits, availability of fire extinguishers, availability of gathering points and evacuation routes, ensuring electronic equipment is turned off when leaving the room, as well as media and communication mechanisms for handling emergency conditions. Research conducted by (Soehardi et al., 2021) shows the influence of safety and security on the satisfaction of foreign and domestic tourists. The better the safety and security, the greater the satisfaction of foreign and domestic tourists in visiting tourist attractions, hotels and restaurants.

Based on the results of the analysis of the fourth hypothesis above, the calculated t value for the environmental sustainability variable is 2.369. This figure shows that the calculated t value > t table is 2.030 with a significance value of0.001< 0.05, which means that H0 is rejected and H2 is accepted, so it can be concluded that the environmental sustainability variable (X4) is significantly positive in the guest's decision to make a return visit to Volken Coffee Bali. This can happen due to the habit of using environmentally friendly equipment and materials, using water and energy sources efficiently and healthily in order to maintain ecosystem balance, processing waste and liquid waste in a thorough, healthy and environmentally friendly manner, the surrounding environmental conditions are beautiful and comfortable, either naturally or with technical engineering, monitoring and evaluating the implementation of guidelines

and SOPs, implementation of Cleanliness, Health, Safety and Environmental Sustainability. The significant value for Environmental Sustainability is a negative significant value so that if the value of this variable is applied strictly it will reduce people's interest in visiting. This illustrates that tourists do not pay much attention to Environmental Sustainability and consider things such as waste processing, monitoring existing SOPs to be the responsibility of the tourism manager, not the responsibility of visiting tourists. For natural and nature-based tourism, maintaining natural attractions which are the main focus of tourism is an important agenda. Destruction of the environment will reduce its attractiveness and consequently change its reputation as a tourist destination.

CONCLUSION AND RECCOMENDATIONS

Based on the results of the analysis and discussion described in the previous chapter, the following conclusions can be drawn:

1) *Cleanliness* (X1) is significantly positive towardsGuest decision(Y)made a return visit to Volken Coffee Bali. This can be seen from the value of tcount 2.225 > ttable (0.05 : 35) = 2.030. so it can be concluded that if Cleanliness (X1) increases thenGuests' decisions to make return visits to Volken Coffee Bali will also increase.

2) *Health* (X2) is significantly positive towardsGuest decision(Y)made a return visit to Volken Coffee Bali. This can be seen from the tcount value of 2.261 > ttable (0.05 : 35) = 2.030. so it can be concluded that if Health (X2) increases thenGuests' decisions to make return visits to Volken Coffee Bali will also increase.

3) *Safety* (X3) has a positive and significant influence onGuest decision(Y)made a return visit to Volken Coffee Bali. This can be seen from the tcount value of 2.369 > ttable (0.05 : 35) = 2.030. so it can be concluded that if safety (X3) increases thenGuests' decisions to make return visits to Volken Coffee Bali will also increase.

4) *Environmental sustainability* (X4) is significantly positive towardsGuest decision(Y)made a return visit to Volken Coffee Bali. This can be seen from the tcount value of 3.398 > ttable (0.05 : 35) = 2.030. so it can be concluded that if Environmental Sustainability (X4) increases thenGuests' decisions to make return visits to Volken Coffee Bali will also increase.

LIMITATION

Study This only focused on guess at Volken Coffe Bali, on next research expected can use mixed methods which results in a better understanding of the research problem compared to using only one approach.

CONFLICT OF INTEREST

Authors disclose no conflicts of interest Related to the work in this manuscript.

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