

The Impact of IoT (Internet of Things) on Green Operations and Digitalization as a Business Strategy for Two Hotels in Palangkaraya 2025

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ABSTRACT

The integration of Internet of Things and green principles offers promising prospects for tourism by improving destination quality and operational efficiency. IoT provides innovative solutions for tourism management, including digital applications in hospitality. Through sensor networks and communication systems, IoT enables comprehensive data collection, real-time monitoring, and management of various operational aspects. Case studies of several hotels show that utilizing digital management systems, online booking platforms, and operational technology, can significantly enhance productivity, guest services, and customer satisfaction. This research also examines the impact of employee behavior on service performance. Effective hotel operations require data privacy and security, technology compatibility resolution, and significant investment supported by a green operations management, which positively impacts environmental performance. This study found that the full implementation of internal green management mediates stakeholder pressures and environmental outcomes. Despite challenges, integrating IoT and green operations has strong potential to develop Palangka Raya as a tourist destination.

Keywords : Digital Technology; Digital Transformation; Green Effect; Internet of Things (IOT)

I. INTRODUCTION

The concept of Internet of Things (IoT) generally works by connecting intelligent objects that can interact with other objects, the environment, and other intelligent computing devices through the internet and wireless networks. Various applications of IoT are seen in various aspects of human life. Industry 4.0 technologies, which include IoT, Artificial Intelligence (AI), and big data analytics, have changed the way supply chain management is done by enabling real-time data exchange and decision-making. In its application, IoT identifies, locates, tracks, monitors objects and triggers related events automatically and in real time accurately according to the data needed. IoT itself is implemented with the development of computer networks, the Internet, technology, and other communications.

The participation of IoT has a great effect in the world of the economic sector, the operating sector, the social sector, the tourism sector, and even individual lives. The use of Internet of Things (IoT) technology in the world of tourism is a hot topic in various hospitality industries. In this industry, the use of IoT can help improve efficiency and quality in the supply chain management process, and improve the organization's ability to face global challenges. In addition, it is also a form of digitalization by businesses in the sector. In accordance with the Industrial Revolution 4.0, the shift to digital

supply chains to support new production models, tourism transportation modes in the form of hospitality, customer experience, and relationships. The implementation of the digital supply chain is strongly influenced by the development conditions of a country, especially Indonesia with the Asian tourism paradise.

Another positive impact of IoT implementation by the hospitality industry, such as hotels, is supporting the implementation of green operations. This concept itself is a company's operational management strategy that focuses on reducing negative impacts on the environment. In addition, it also encourages companies to contribute to creating a better-quality environment (Ikorok et al., 2025). Thus, green operations generally refer to the implementation of sustainable and environmentally friendly business practices.

The purpose of this study is to analyze the role of IoT in supporting the implementation of green operations and digitization as a business strategy by two hotels located in Palangkaraya. This study will also examine how IoT can improve efficiency, visibility, and responsiveness in identifying the challenges of global technological advancement.

This research was conducted in Palangkaraya because this region has received less attention in terms of hotel digitization compared to major cities such as Jakarta and Java in general, even though it has great

tourism potential. This location was chosen to better illustrate the actual conditions of digitization and IoT implementation in Kalimantan. These conditions are the urgency for studies related to the influence of IoT on green operations and hotel digitization. The research method used in this research is a case study with qualitative approach.

II. HOSPITALITY DIGITALIZATION CAPABILITY

This requires hotels to continue to innovate in improving competitive advantage and customer experience to survive in the midst of increasingly fierce competition (Mulyana, 2019). Digital systems can be used in a variety of contexts and fields, including business, education, health, entertainment, and more. In business, for example, digital systems are used to automate business processes, manage customer data, conduct business analysis, and improve interactions with customers through digital platforms such as websites, mobile applications, and social media. Digital technology helps the hospitality industry, especially hotels in the Kalimantan region which may not be as busy as Jakarta and major cities on the island of Java.

III. RESEARCH METHOD

The research method used is a case study with qualitative approach. According to Alya Guskar (2019), qualitative research is an approach that relies on in-depth analysis or in

other words tries to find out about a symptom until its roots. Qualitative research also refers to an inquiry technique that relies on non-statistical and non-numerical data collection methods, providing a lens for studying phenomena that are not quantitatively measurable (Bhangu et al. 2023). Therefore, the research involved collecting and analyzing non-numerical data to understand the concepts, opinions, and experiences of the informants (Bhandari, 2020).

Descriptive qualitative research methods are based on postpositivism, with researchers as key instruments, purposive and snowball sampling, triangulation as a data collection technique, inductive analysis, and results that emphasize meaning rather than generalization (Sugiyono, 2022).

The qualitative research method used was case study, namely Hotel SBL and Hotel LAQ, which operate in Palangkaraya. According to Yin (2018) in Wanago et al. (2025), case studies allow for in-depth and conceptual exploration of a social phenomenon. Therefore, a case study approach was chosen by the researcher that allowed for an in-depth exploration of how IoT is integrated to support green operations and digitization in the tourism sector in Palangkaraya. The research instruments used were the researcher as the key instrument, interview guidelines with informants from two research subjects, and data triangulation.

IV. RESULTS AND DISCUSSION

The Impact of IoT Use on Hotel Efficiency, Visibility, and Responsiveness

Based on interviews conducted with the research subjects, namely Hotel SBL and Hotel LAQ in Palangkaraya, the use of IoT by both hotels has shown a positive impact on efficiency, visibility, and responsiveness to guests.

The use of IoT by SBL Hotel can reduce operational costs, optimize energy use, support green operations, and improve overall operational efficiency. In terms of visibility, the positive impact is an increase in the visibility of internal and operational hotel data in real-time, which can be used as a basis for management to make strategic decisions. In terms of responsiveness, the research subjects also felt an increase in the speed of responding to guest requests because all services have been digitized.

LAQ Hotel has experienced similar effects. In terms of efficiency, IoT helps hotels streamline hotel management, service management, and facilities for guests. Meanwhile, in terms of visibility, hotels can better understand the needs and reviews of guests. More appropriate responsiveness can also be provided to guests to respond to their requests and needs, while increasing satisfaction and loyalty. These results indicate that IoT can have a positive impact on the operations and business strategies of hotels in Palangkaraya.

Green Operation of Two Hotels in Palangkaraya

During the interview at SBL and LAQ Hotels in Palangkaraya, the operation of the two hotels is different in terms of the ability of the internet of things to integrate several technologies such as internet and wireless in the form of Ruijie, Mikrotik, Talenta software and Powerpro data system, has proven to show efficiency in improving comfort for SBL Hotels to carry out various activities inside or outside the hotel room. Green operation is an operational management strategy carried out by companies with the main focus on reducing negative impacts on the environment and encouraging the contribution of good quality work according to Kusumo, B.W. (2024) Business Performance Implications of Implementing Green Supply Chain Management. While LAQ uses a simple digitization system in the form of XPERT (PMS) and Kaspersky which helps the performance of the IOT system with manual assistance.

Green Employee Behavior

Work processes or actions that aim to encourage company employees to contribute to realizing a quality living environment according to Munawarah, M, Syaripuddin, S, Yumna, M., & Simahatie, M (2025) in the Implementation of Green Human Resource Management which ultimately forms a positive experience for guests during their stay. The results of this study also show that the internet of things (IOT) was found to have an effect on guest experience in the form of humanist

and comfortable services provided by SBL and LAQ Hotel staff. As explained by Kim et al. (2021) that guest experience is created from guest experience values related to the quality of the product or service received during the stay at the two hotels, seen from ecommerce reviews in the form of Traveloka, [tiket.com](https://www.tiket.com) agoda and customers that researchers met when conducting interviews.

Green Effect

Based on the results of in-depth interviews with the two sources, namely the SBL and LAQ Hotels, which researchers tried to uncover, there are many differences in the interior of the LAQ hotel, which has Asian and minimalist architecture rather than SBL, which tends to carry a modern theme according to the European architectural style with its big name in the capital, this is in accordance with the opinion of Lily Nur Indah Sari Nasution, Siti Alhamra Salqaura, Haryaji Catur Putera Hasman in "The Effect of Green Product and Green Promotion on Tupperware Purchasing Decisions in the Community in Tapan Dolok District (2023) Green Effect can be interpreted as the effect or impact caused by the application of environmentally friendly concepts, both in products, production processes, promotions, and other business activities, which aim to reduce environmental damage and improve environmental sustainability.

V. CONCLUSION

There are reasons related to the selection of the title, the advancement of digital-based technology and following the industry 4.0 trend for developing countries such as Indonesia only prioritizes updating or paying attention to hotels around the capital city of Jakarta and the island of Java. The government does not even prioritize the revitalization and maintenance of hotels on the island of Kalimantan for its tourism industry. People think that areas around the capital, especially Palangkaraya, are considered the same as Jakarta and Java. This is what underlies me as a researcher who wants to provide information related to tourist areas and the actual condition of the lack of digitalization on the island of Kalimantan.

VI. REFERENCES

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