

## **Customer Priorities in Sustainable Food Sourcing within Jakarta's Hospitality Sector**

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**Abstract:** This study investigates consumer preferences regarding sustainable food sourcing practices in Jakarta's hospitality sector, a region undergoing significant urban transformation with an increasing focus on sustainability. Despite global trends towards sustainable sourcing, Jakarta's hospitality sector faces challenges in adopting such practices due to local economic and logistical constraints. Utilizing the Kano Model, this research explores key sustainable food sourcing practices, such as local sourcing, certified suppliers, waste redistribution, and eco-labeling, through a survey conducted with 187 participants. The study categorizes consumer preferences into "must-be," "one-dimensional," "attractive," and "indifferent" categories, identifying waste redistribution, green logistics, and eco-labeling as the highest priority practices. These findings provide actionable insights for hospitality businesses, enabling them to better align sustainability initiatives with consumer expectations, fostering environmental responsibility while meeting customer demands in Jakarta's evolving hospitality landscape. The results offer a nuanced understanding of local consumer preferences, contributing to the broader field of sustainable hospitality practices in emerging economies.

**Keywords:** Eco-friendly Practices; Kano model; Sustainable Supply Chains

**Abstrak:** Studi ini menginvestigasi preferensi konsumen terkait praktik pengadaan makanan berkelanjutan di sektor perhotelan Jakarta, sebuah wilayah yang tengah mengalami transformasi urban signifikan dengan fokus yang semakin meningkat pada keberlanjutan. Meskipun terdapat tren global menuju pengadaan berkelanjutan, sektor perhotelan Jakarta menghadapi tantangan dalam mengadopsi praktik tersebut akibat kendala ekonomi dan logistik lokal. Dengan menggunakan Model Kano, penelitian ini mengeksplorasi strategi pengadaan makanan berkelanjutan utama, seperti pengadaan lokal, pemasok bersertifikat, redistribusi limbah, dan pelabelan ramah lingkungan, melalui survei yang melibatkan 187 peserta. Studi ini mengkategorikan preferensi konsumen ke dalam kategori "must-be," "one-dimensional," "attractive," and "indifferent" dengan redistribusi limbah, logistik hijau, dan pelabelan ramah lingkungan sebagai praktik yang diprioritaskan. Temuan ini memberikan wawasan yang dapat diterapkan bagi bisnis perhotelan, memungkinkan mereka untuk lebih menyelaraskan inisiatif keberlanjutan dengan harapan konsumen, mendorong tanggung jawab lingkungan sambil memenuhi permintaan pelanggan di lanskap perhotelan Jakarta yang terus berkembang. Hasil penelitian ini menawarkan pemahaman mendalam tentang preferensi konsumen lokal, memberikan kontribusi pada bidang praktik perhotelan berkelanjutan di negara berkembang.

**Keywords:** Praktik Ramah Lingkungan; Model Kano; Rantai Pasokan Berkelanjutan

## 1. INTRODUCTION

The hospitality industry in Jakarta, like many major urban centers, is undergoing significant transformations as sustainability becomes a central focus (Then et al., 2024). While hospitality is a critical sector for both the local and global economy (Wilson, 2020), it has also contributed to environmental degradation, excessive waste, and social inequalities (Sun et al., 2021). With growing awareness of these challenges, there is an increasing demand for businesses in the hospitality sector to adopt more sustainable practices, particularly in areas such as food sourcing and waste management (Talukder et al., 2024). Consumers are showing heightened interest in establishments that prioritize sustainable food sourcing, including those that emphasize local ingredients, ethical sourcing, and waste reduction practices (Mena & Schoenherr, 2020). This shift toward sustainability reflects a broader global trend in the hospitality industry (Zubaedah et al., 2024), although significant barriers remain, especially in emerging economies like Indonesia (Bittner et al., 2024).

Despite the rising global awareness of sustainability, understanding how consumers prioritize different sustainable food sourcing practices in Jakarta remains an underexplored area (Najib et al., 2021). This gap is particularly pronounced in the context of hospitality sector, where food sourcing practices are increasingly seen as integral to the industry's environmental impact (Camilleri, 2024). Although sustainability in food sourcing is gaining traction worldwide, much of the research on consumer preferences has focused on Western or more developed markets (Bingham et al., 2022; H. Sun et al., 2022). As a result, there is a lack of nuanced insights into the specific preferences of Jakarta's consumers, where local cultural, economic, and environmental factors may shape perceptions differently.

This study aims to address this gap by exploring consumer priorities regarding sustainable food sourcing practices in Jakarta's hospitality sector. The research will identify and prioritize key sustainable food sourcing practices, such as local sourcing, certified suppliers, and waste reduction efforts, based on consumer preferences. The findings will provide actionable insights for hospitality businesses in Jakarta, enabling them to better align their sustainability practices with customer expectations. The primary objective of this study is to determine the key sustainable food sourcing practices that influence consumer preferences. The research will seek to answer the following research question (RQ):

**RQ:** Which sustainable food sourcing practices are prioritized by consumers in their considerations when choosing hospitality establishments in Jakarta?

By addressing this question, this study will contribute valuable knowledge to the growing field of sustainable hospitality practices, specifically within Jakarta's unique urban context. The findings will help hospitality businesses design more targeted and effective sustainability initiatives, ultimately promoting environmental responsibility while meeting consumer expectations.

## 2. LITERATURE REVIEW

### 2.1. Sustainable Food Sourcing in the Hospitality Industry

Sustainable food sourcing has emerged as a strategic priority in the global hospitality industry, driven by environmental pressures, climate risks, and evolving consumer expectations (Sathatip et al., 2024). In rapidly urbanizing regions such as Jakarta, hospitality businesses are facing growing pressure to transition toward more responsible sourcing practices. Sustainable sourcing in this context refers to the procurement of food products that are locally produced, seasonally appropriate, environmentally certified, and ethically managed across the supply chain. These practices aim to minimize environmental footprints, support regional economies, and strengthen food system resilience (Thorlakson et al., 2018).

Jakarta's hospitality sector, while diverse and dynamic, has yet to fully capitalize on the opportunities presented by sustainable sourcing. The city's proximity to peri-urban agricultural zones and abundant local markets offers a viable foundation for local procurement practices. By sourcing from regional producers, hospitality providers can reduce reliance on imports and mitigate risks associated with long-distance transportation, such as greenhouse gas emissions and supply chain disruptions (Matsuyuki et al., 2024). Furthermore, sustainable sourcing enhances brand differentiation, particularly among environmentally conscious consumers who increasingly reward businesses aligned with their values (Carodenuto & Buluran, 2021). However, barriers such as inconsistent supplier capacity, price variability, and logistical inefficiencies have slowed adoption in Jakarta. Nonetheless, a growing number of establishments are beginning to integrate sustainability into their procurement decisions by partnering with traceable suppliers or participating in community-supported agriculture programs (Lamsam & Charoensukmongkol, 2022). In the long term, sustainable sourcing can offer operational

benefits by ensuring more stable input quality, fostering trust-based relationships with producers, and aligning with future regulatory shifts toward greener business practices (Bhandari et al., 2022). For Jakarta's hospitality sector, embedding sustainability in food sourcing decisions is not merely a response to global trends, but a proactive strategy to enhance resilience and competitiveness within an increasingly sustainability-conscious urban economy.

## 2.2. Consumer Preferences and Barriers to Sustainable Food Sourcing in Hospitality Sector

Consumer preferences are increasingly influencing the adoption of sustainable food sourcing practices in the hospitality industry. Growing environmental awareness, particularly among urban, younger, and more educated consumers, has contributed to rising interest in food provenance, ethical sourcing, and ecological impact. These consumers often express a preference for locally sourced and environmentally responsible food options (Son, 2024). Hospitality establishments that transparently communicate their sustainable practices through menus, certifications, or storytelling are more likely to attract loyalty and enhance customer trust. However, while interest in sustainability is evident, actual purchasing behavior often lags behind due to concerns about affordability, quality, and accessibility (Yu & Liu, 2021). This discrepancy reveals an intention-action gap, where consumer support for sustainability may not consistently translate into sales, particularly in a price-sensitive market (Hendriyati & Santoso, 2021).

In parallel, businesses face persistent barriers that hinder the integration of sustainable sourcing practices. Cost remains a critical issue, as sustainably sourced products, especially those that are certified, tend to be more expensive and harder to justify within tight operating budgets. Small and mid-sized establishments are particularly constrained by these financial pressures (Parra-Paitan et al., 2023). Moreover, lacks a robust supply chain infrastructure that ensures the reliable availability of certified sustainable goods (Oberlack et al., 2023). Logistical inefficiencies such as urban traffic congestion, inadequate cold chain systems, and inconsistent delivery schedules further complicate procurement of perishable sustainable items (Bravo et al., 2021; Melinda et al., 2024). Compounding these challenges are gaps in technical knowledge and limited access to verified supplier networks. Although some pioneering hospitality providers have begun addressing these issues through direct farm

partnerships or participation in sustainable procurement pilots, broader adoption remains limited. Addressing these constraints requires not only greater consumer education and sustained demand but also systemic improvements in supply infrastructure, regulatory support, and institutional guidance to make sustainable sourcing a feasible and attractive choice across diverse hospitality landscape.

## 2.3. Kano Model and Its Application in Hospitality

The Kano Model provides a theoretical lens to evaluate how different attributes of a product or service influence customer satisfaction, with an emphasis on non-linear relationships between service performance and consumer response. Developed by Noriaki Kano, the model divides attributes into categories that differ in how they affect satisfaction: some features are expected and their absence causes dissatisfaction, while others provide unexpected delight without being explicitly demanded (Zhang et al., 2024). This framework is particularly useful for service industries where customer expectations are highly differentiated and evolve rapidly, as is often the case in hospitality settings (Park et al., 2020; Lee et al., 2022).

In sustainable food sourcing, the Kano Model serves as a diagnostic tool to categorize sourcing practices based on consumer perception. For example, sourcing from local farmers may be seen as a fundamental expectation, while integrating technology for supply chain transparency might be perceived as an unexpected bonus that enhances customer satisfaction (He et al., 2020). The strength of the model lies in its ability to reveal which practices are baseline requirements and which have the potential to create competitive advantage by exceeding expectations. This layered understanding of consumer priorities helps businesses avoid resource allocation to features that offer little perceptual value (Chen et al., 2024).

The model also complements sustainability planning by clarifying which initiatives must be prioritized for compliance with customer expectations and which can be strategically introduced as differentiators (Loučanová et al., 2022). It has been applied in hospitality contexts to assess the value of amenities, service innovations, and sustainability features (Hsiao & Hsiao, 2020), making it well-suited for identifying value-generating food sourcing practices. Its structured categorization process, usually involving consumer surveys and evaluation matrices, supports targeted decision-

making and highlights the asymmetry between presence and absence of attributes.

Integrating the Kano Model into this study enables a clearer segmentation of sustainable food sourcing practices in terms of their impact on consumer attitudes. This approach not only improves the alignment between hospitality operations and consumer values but also informs incremental and transformational sustainability planning within Jakarta's evolving hospitality landscape.

### 3. METHODOLOGY

This study used a quantitative approach based on the Kano Model to prioritize sustainable food sourcing practices in hospitality. The process began

with identifying key sustainable attributes through a literature review (see [Table 3](#)). A survey was then conducted with 187 participants from Jakarta, chosen for its growing hospitality sector and consumer awareness of sustainability. The sample size was based on Roscoe's rule of thumb, which recommends 30 to 500 participants for reliable data (Sekaran & Bougie, 2020).

The survey included 16 questions regarding 8 sustainable sourcing practices, split into functional and dysfunctional categories. Each practice was assessed with two questions to measure satisfaction under both conditions, as shown in [Table 1](#). To ensure validity and reliability, Pearson's correlation and Cronbach's alpha tests were performed.

**Table 1.** Example of kano questionnaire used in this study

	Questions	Answers
Functional question	What if the hospitality establishment had implemented <i>local sourcing</i> ?	<ul style="list-style-type: none"> <li>• I love it</li> <li>• I expect it</li> <li>• I don't care</li> <li>• I can tolerate it</li> <li>• I hate it</li> </ul>
Dysfunctional question	What if the hospitality establishment doesn't have implemented <i>local sourcing</i> ?	<ul style="list-style-type: none"> <li>• I love it</li> <li>• I expect it</li> <li>• I don't care</li> <li>• I can tolerate it</li> <li>• I hate it</li> </ul>

Adopted from: Chen et al. (2024); Wicaksono & Marhadi (2025)

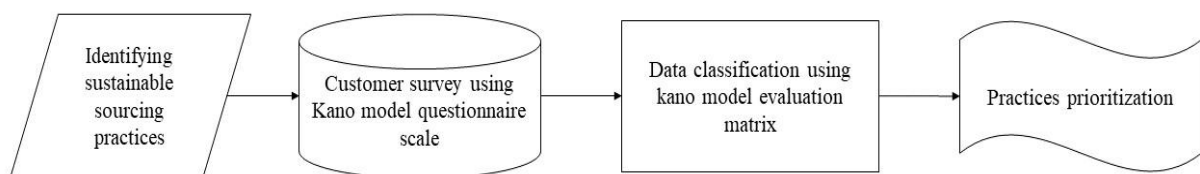
Next, responses were classified using the Kano evaluation matrix, comparing functional and dysfunctional conditions (see [Table 2](#)). Finally, attributes were prioritized by analyzing their frequency within the Kano categories: "must-be," "one-dimensional," "attractive," "indifferent," and

"reverse." The prioritization followed Kano's framework, with "must-be" attributes receiving the highest priority, followed by "one-dimensional," "attractive," and "indifferent," with "reverse" being the lowest priority. The research framework is illustrated in [Fig. 1](#).

**Table 2.** Matrix of Kano model evaluation

		Dysfunctional question				
		I love it	It expect it	I don't care	I can tolerate it	I hate it
Functional question	I love it	Q	A	A	A	O
	I expect it	R	I	I	I	M
	I don't care	R	I	I	I	M
	I can tolerate it	R	I	I	I	M
	I hate it	R	R	R	R	Q

Adopted from: Chen et al. (2024); Wicaksono & Marhadi (2025)



## 4. RESULT AND DISCUSSION

### 4.1 Identifying sustainable Sourcing Practices

It is important to understand the sustainable sourcing practices that are integral to the hospitality sector, particularly within Jakarta. These practices were identified through an extensive literature review, highlighting the diverse practices currently adopted by various organizations to promote sustainability in food sourcing. By integrating such practices, businesses can address environmental concerns, contribute to local economies, and enhance customer satisfaction. A total of eight sustainable

sourcing practices were identified, representing a broad spectrum of approaches, from local sourcing to eco-labeling, each playing a pivotal role in fostering a more sustainable and responsible food supply chain. See [Table 3](#) below for a detailed overview of these key practices. The table provides descriptions of each practice, along with the relevant references, offering a clear understanding of how these practices are being implemented in the industry.

**Table 3.** Identified sustainable sourcing practices

Practice	Description	References
Local sourcing (LS)	Purchasing ingredients from nearby farms or producers within the Jakarta region.	(Duckworth et al., <a href="#">2022</a> )
Certified Suppliers (CSU)	Sourcing only from vendors with recognized sustainability certifications.	(Kamgang et al., <a href="#">2023</a> )
Plant-Based Menus (PM)	Increasing plant-based dishes to reduce meat and dairy use.	(X. Zhang et al., <a href="#">2023</a> )
Waste Redistribution (WRD)	Donating surplus edible food to charities or food-sharing networks.	(Javan et al., <a href="#">2023</a> )
Biodiverse Sourcing (BS)	Using local, indigenous, or underutilized crops in menus.	(Cabernard et al., <a href="#">2024</a> )
Eco Labelling (EL)	Displaying sustainability labels or sourcing info on menus.	(Duckworth et al., <a href="#">2022</a> )
Seasonal Menus (SM)	Planning menus around ingredients that are in season.	(Baygut & Bilici, <a href="#">2024</a> )
Green Logistics (GL)	Using low-emission delivery methods and efficient routing.	(Balanay & Halog, <a href="#">2023</a> )

Source: Author analysis

### 4.2 Sustainable sourcing practice prioritization

The survey, which gathered responses from 187 participants, revealed a diverse demographic composition. Among the respondents, 53.7% identified as female, while 46.3% identified as male. The majority of participants were between the ages of 30 and 55, making up 64.3% of the sample. Regarding educational qualifications, a significant portion of respondents (66%) held a university degree. To ensure the accuracy and consistency of the survey items, statistical analyses were performed. Cronbach's alpha values ranged from 0.75 to 0.81, demonstrating internal consistency that exceeded the commonly accepted threshold for reliability. Furthermore, Pearson's correlation coefficients were calculated to verify the validity of the items. The

results were significant at the 0.01 level, confirming strong relationships between the variables.

In alignment with the methodology, the prioritization of sustainable sourcing practices was determined using the Kano model. This model classified practices based on the percentage of responses falling into each of the five quality categories. The "Must-be" (M) category contained practices deemed most essential, followed by those in the "One-dimensional" (O), "Attractive" (A), "Indifferent" (I), and "Reverse" (R) categories.

The study's findings highlighted the prioritization of key practices for sustainable sourcing, with Waste Redistribution (WRD) (M = 73.77%), Green Logistics (GL) (M = 67.86%), and Eco Labeling (EL) (O = 74.36%) identified as the three most critical factors. These results indicate that these practices are not only fundamental to

sustainable sourcing but are also perceived as baseline requirements for enhancing the customer experience (refer to [Table 4](#)).

**Table 4.** Sustainable sourcing practice prioritization

No	Practice	A	O	M	I	R	Q	Category	Rank
1	LS	75.40	11.26	8.61	4.73	0.00	0.00	A	4
2	CSU	71.57	5.82	9.18	13.43	0.00	0.00	A	5
3	PM	32.68	10.34	3.91	53.07	0.00	0.00	I	8
4	WRD	10.68	12.62	73.77	2.93	0.00	0.00	M	1
5	BS	69.44	8.32	8.56	13.68	0.00	0.00	A	7
6	EL	7.52	74.36	12.66	5.46	0.00	0.00	O	3
7	SM	73.64	4.37	6.86	15.13	0.00	0.00	A	6
8	GL	7.17	13.55	67.86	11.42	0.00	0.00	M	2

Source: Author's analysis

The significant positive influence of these practices on customer satisfaction aligns with prior research that underscores the growing importance of environmental and ecological factors in the food service industry. For example, Carino et al. (2020) demonstrate that product quality and service-related aspects, such as sustainable practices like waste redistribution, significantly enhance customer satisfaction, reinforcing the pivotal role of Waste Redistribution (WRD). Similarly, Green Logistics (GL) has emerged as a key focus in supply chain management, driven by increasing concerns over the environmental impacts of traditional logistics, particularly in urban areas affected by air pollution and traffic congestion (Panghal et al., 2023). In addition, the practice of Eco Labelling (EL) has attracted considerable attention, as customers increasingly prefer services that contribute to environmental sustainability. The adoption of Eco Labelling not only enhances brand image and customer trust but also reduces the environmental impact of service operations (Quoc et al., 2025). These findings stand in contrast to the relatively low priority assigned to Plant-Based Menus (PM) ( $M = 68.8\%$ ), which were found to have a limited impact on customer satisfaction. Although plant-based options play an important role in sustainable sourcing, their lower ranking suggests a gap between consumer awareness and the perceived value of such menu offerings.

## 5 CONCLUSIONS

This study utilized the Kano Model to prioritize sustainable food sourcing practices within the hospitality sector, focusing on the growing demand for environmentally responsible practices in Jakarta's hospitality industry. By collecting survey data from

187 participants, the research identifies key sustainable sourcing practices that significantly impact customer satisfaction.

The analysis revealed that Waste Redistribution (WRD), Green Logistics (GL), and Eco Labelling (EL) are considered the most critical sustainable sourcing practices, with WRD and GL categorized as "Must-be" attributes. These findings highlight the increasing consumer expectation for establishments to implement practices that reduce waste and carbon emissions, thereby contributing to both environmental sustainability and customer satisfaction. In contrast, practices such as Plant-Based Menus (PM) were found to be less impactful, potentially due to gaps in consumer awareness or the perceived value of plant-based options in the context of sustainable sourcing.

The results contribute valuable insights for hospitality businesses seeking to enhance their sustainability strategies. They emphasize the importance of incorporating waste management and eco-friendly logistics as fundamental components of sustainable food sourcing. Additionally, the study underscores the role of eco-labelling in improving brand image and customer trust, aligning with growing consumer preferences for transparency in sustainability efforts. However, the relatively lower priority given to plant-based menus suggests a need for more targeted educational efforts to raise awareness of their environmental benefits.

In conclusion, this research provides a robust framework for prioritizing sustainable sourcing practices based on customer perceptions, offering actionable recommendations for hospitality businesses aiming to align their operations with sustainability goals while meeting customer expectations. Future research could further explore

the reasons behind the relatively low emphasis on plant-based options and expand the scope to other geographical regions to validate the applicability of the findings across different contexts.

## 6 LIMITATION AND FUTURE RESEARCH

This study provides valuable insights into sustainable sourcing practices in hospitality, yet it has certain limitations. The research was conducted in Jakarta, which may limit the generalizability of the findings to other regions with different cultural, economic, and environmental contexts. Future research should extend to other regions to validate the findings and offer a more comprehensive global perspective. Additionally, the sample size of 187 participants could be expanded, and a more diverse demographic should be considered to capture a wider range of consumer preferences.

Moreover, while the Kano Model was effective in categorizing attributes based on perceived satisfaction, it does not account for other potential influencing factors, such as price sensitivity or long-term commitment to sustainability. Future studies could incorporate additional models like conjoint analysis for a more comprehensive understanding. The operational challenges faced by hospitality establishments in implementing sustainable practices were also not explored in this study. Further research could include interviews or case studies with industry practitioners to explore these practical barriers. Finally, the relatively low priority assigned to plant-based menus presents an opportunity to investigate how consumer education about the environmental benefits of such options could influence preferences.

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