Applying Green Hotel to Enhance Service Quality of The Front Office Staff at Mercure Bali Legian

Ni Kadek Putri Wulandari[1]*, Nyoman Mastiani Nadra[2], Ni Ketut Bagiastuti[3], I Ketut Astawa[4], I Made Budiasa[5]
[1,2,3,4,5]Politeknik Negeri Bali, Indonesia
email: [1] putriwulandari0800@gmail.com, [2]mastianinadra@pnb.ac.id, [3]ketutbagiastuti@pnb.ac.id, [4]ketutastawa@pnb.ac.id, [5]madebudiasa@pnb.ac.id

ABSTRACT

Purpose: This study aims to analyze the application of green hotels to improve the service quality of front office staff at Mercure Bali Legian and to identify indicators that need to be improved and maintained in the service quality of front office staff at the hotel.

Research methods: The sample selection is 65 respondents and three ants, and the sampling is done by incidental sampling technique. A questionnaire is distributed to respondents. The analyticamethodue used in this research is descriptive qualitative analysis to determine the application of green hotels at Mercure Bali Legian and dynamic quantity analysis, namely imporimportance-performanceysis (IPA) yous, se d to classify service quality indicators that need to be improved and maintained into Cartesian diagram.

Results and discussion: The application of green hotels has been maximally implemented by the front office staff at Mercure Bali Legian. The results of this study indicate that two indicators need to be improved in the quality of service, namely the indicator of handling guest complaints quickly and well and the indicator of staff providing information abouassistancees with environmentally friendly actions that are easy for guests to understand.

Implication: There are five indicators that the front office staffs need to maintain the quality of service, namely the hotel lobby indicator is clean and smoke-free, supports the environmentally friendly concept during the check-in process by minimizing the use of paper, the staffs inform the hotel facilities including energy-saving facilities in the hotel, giving welcome drink using drinks from local products, and front office staffs providing information about the cashless program

Keywords: green hotel, front office, quality of service, importance-performance analysis.

INTRODUCTION

The hospitality industry is vital in supporting tourism by providing accommodation services and food and beverage activities that tourists can enjoy. Based on the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia No. 53/HM.001/MPEK/2013, the hotel business is a business of providing accommodation in the form of rooms in one building

equipped with food and beverage services, entertainment activities and other facilities on a reguregularlyo make a profit.

One of the hotels in Bali is Mercure Bali Legian. This four-star hotel is on Jalan Legian No. 328, Legian Kelod, Badung, Bali. Mercure Bali Legian has several departments to support hotel operations so that they can compete with other hotels. These departments include, among others: the front office, housekeeping, food and beverage, human resources, accounting, sales & marketing, and engineering. According to Rosidah (2015), the front office is an information center for all guest activities ranging from payments, handling guest complaints, taking care of lost guest items, receiving and managing goods, and being the center of all information from outside and inside.

Hotel operations can endanger environmental sustainability and potential resources. The government, the green hotel, and the tourism industry are becoming increasingly aware of the need for more effective measures to protect the environment. According to Barber (2014), Green Hotel is an environmentally friendly hotel operation that performs with various practices, water, and energy, using ecologically friendly policies, reducing emissions and waste disposal, protecting the natural environment, and reducing hotel operating costs. According to Green Hotel Standard (LB/T007-2006) (2011) (Sugianto et al., 2017), There are six dimensions in the application of green hotels, namely: Green Design, energy management, environmental protection, reduced consumption, green products, and services, Socio-economic and Environmental Benefit.

The application of green hotels at Mercure Bali Legian can provide a positive value, especially in the quality of service in hotel operations. Service quality is a hotel management strategy in attracting visitors' attention and educating them about environmental friendliness to make visitors smarter in choosing hotels. According to Sudarso (2015), service quality is an advantage based on customer evaluation of the interactions that occur and can make consumers feel satisfied and happy with the services provided, according to Parasuraman, Zeithaml & Berry, quoted by Kusumarini (2021, there arefive5 dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangible.

The purpose of this study was to analyze the application of green hotels to improve service quality and to find out what services need to be improved by the front office at Mercure Bali Legian.

RESEARCH METHODS

This research was conducted in Mercure Bali Legian in the front office department for six months. The data types used in this study are quantitative and qualitative, with primary and secondary data sources. Data collection methods include questionnaires, observations, interviews, and literature studies. This study was measured using a 5-point Likert scale. The sampling technique uses incidrandomling, which is a sampling technique based on coincidence; anyonehooincidentally or incidentally meets a researcher can be used as a sample if it is deemed that the person who happened to be met is suitable as a data source (Sugiyono, 2016, p. 67). This study's respondents were 65, and three sources were used.

Questionnaire statements have been tested for validity with minimum

requirements to be considered valid instrument items at a validity index of 5% or 0.05 (Indrawan. R, 2016: 123). The validity test results that showed I data meet the validity test requirements. At the same time, the reliability test of the decision-making criteria used is if the Cronbach Alpha coefficient when.6 when the statement or variable is declared reliable (Rai Utama, 2016). The results of the reliability test stated that all research variables were reliable. The data analysis used in this research is imessentialerformance analysis (IPA). All tests were carried out with measurements using IBM SPSS Statistics 25 for Windows

RESULTS AND DISCUSSION
          Calculations and data analysis were carried out using SPSS statistics 26 for Windows. After using SPSS, the processed results will be obtained, which will later be explained to obtain a conclusion.

Application of Green Hotel to Improve the Quality of Front Office Staff
1.   Respondent's Classifications
     a.   Characteristics of Respondents Based on Regional Origin
               Based on the regional origin, all characteristics of respondents are from Indonesia and grouped by region, namely Bali, Bandung, Jakarta, Papua, Surabaya, and Yogyakarta. The details can be seen in Table 1.

Table 1. Characteristics of Respondents Based on Regional Origin

Origin	Total (Respondents)	Percentage (%)
Bali	14	21,5 %
Bandung	15	23,1 %
Jakarta	23	35,4 %
Papua	3	4,6 %
Surabaya	6	9,2 %
Yogyakarta	4	6,2 %
Total	65	100,0 %

[Source: Data Processing Results, SPSS 25 output for Windows, 2022]

          In Table 1, guests who visited Mercure Bali Legian from Bali 14 people (21.5%), came from Bandung were 15 people (23.1%), who came from Jakarta were 23 people (35, 4%), who came from Papua people (4.6%), who came from Surabaya were 6sixpeople (9.2. Those from Yogyakarta were four perforce (6.2%). In Table 1, guests who visited Mercure Bali Legian mostly came from Jakarta, namely 23 people (35.4%).
     b.   Characteristics of Respondents by Gender
               Based on gender, respondents were grouped into male and female (Table 2).

Table 2. Characteristics of Respondents by Gender

Gender	Total (Respondents)	Percentage (%)
Male	31	47,7 %
Female	34	52,3 %
Total	65	100,0 %

[Source: Data Processing Results, SPSS 25 output for Windows, 2022]

Table 2 shows that the guests who visited Mercure Bali Legian were 31 men (47.7%) and 34 people (52.3%). Table 2 shows that most guests who visited Mercure Bali Legian were women, as many as 34 people (52.3%).

c. Characteristics of Respondents Based on Age

Based on age, the characteristics of the respondents in this study can be grouped into <20 years, 21-30 years, and 31-40 years. The details can be seen in Table 3.

Table 3. Characteristics of respondents based on age

Age	Total (Respondents)	Percentage (%)
<21	12	18,5 %
21 – 30	29	44,6 %
31 – 40	24	36,9 %
Total	65	100,0 %

[Source: Data Processing Results, SPSS 25 output for Windows, 2022]

In Table 3, guests who visited Mercure Bali Legian aged <20 years were 12 people (18.5%), aged 20-30 years were 29 people (44.6%), and aged 31-40 years. Were as many as 24 people (36.9%). Table 3 shows that the dominant guests who visited Mercure Bali Legian aged 21-30 years were 29 people (44.6%).

d. Characteristics of Respondents by Type of Work

The respondents were grouped based on the type of work: employees, students, entrepreneurs, and others. Details can be seen in Table 4.

Table 4**.** Characteristics of Respondents by Type of Work

Type Of Work	Total (Respondents)	Percentage (%)
Employees	17	26,2 %
Students	31	47,7 %
Entrepreneurs	16	24,6 %
Others	1	1,5 %
Total	65	100,0 %

[Source: Data Processing Results, SPSS 25 output for Windows, 2022]

In Table 4, guests who visited Mercure Bali Legian who had jobs as employees were 17 people (26.2%), of which as stats people (47.7%) who had jobs as entrepreneurs were people (24.,6%), anyone one person (1.5%). In Table 4, guests who visited Mercure Bali Legian mainly were students, as many as 31 people (47.7%).

e. Characteristics of Respondents Based on Length of Stay

Based on the length of stay, the characteristics of the respondents can be grouped: 1 night, 2-4 nights, and 5-7 nights. Details can be seen in Table 5.

Table 5. Characteristics of Respondents Based on Length of Stay

Length stays	Jumlah (Respondent)	Percentage (%)
One night	22	33,8 %
2 - 4 nights	36	55,4 %
5 - 7 nights	7	10,8 %
Total	65	100,0 %

[Source: Data Processing Results, SPSS 25 output for Windows, 2022]

In Table 5, guests who visited Mercure Bali Legian stayed forone1 night people (33.8%), those who stayed for 2-4 nights 36 people (55.4%), and those who stayed for 5 – 7 nights, even seven psevenople (10.8%). In Table 5, guests who visited Mercure Bali Legian stayed the most for 2-4 nights, namely 36 people (55.4%).

f. Characteristics of Respondents Based on Purpose of Stay

The respondents' characteristics are grouped into business and leisure based on the stay's purpose. The details can be seen in Table 6.

Table 6**.** Characteristics of Respondents Based on Purpose of Stay

Purpose Stay	Jumlah (Respondent)	Percentage (%)
Business	23	35,4 %
Vacation	42	64,6 %
Total	65	100,0 %

[Source: Data Processing Results, SPSS 25 output for Windows, 2022]

Table 6 shows that the guests who visited Mercure Bali Legian for business purposes were 23 (35.4%) and 42 (64.6%). In Table 6, guests who visited Mercure Bali Legian mostly stayed for vacation, with as many as 42 people (64.6%).

2. Validity Test

Based on the explanation of the validity test, the validity test was carried out by comparing the r table with the calculated r, with a significant level of 5% or 0.05. It is valid if the r count is greater than the r table. Researchers used 65 respondents; the r table used was 0.2441. The results of the validity test can be seen in Table 7.

Table 7. Importance and Performance Validity Test Results

Attribute	r table	Importance		Performance	
		Item Correlation Total	Description	Item Correlation Total	Description
Xl	0,2441	0,529	Valid	0,484	Valid
X2	0,2441	0,551	Valid	0,509	Valid
X3	0,2441	0,473	Valid	0,526	Valid
X4	0,2441	0,356	Valid	0,432	Valid
X5	0,2441	0,522	Valid	0,547	Valid
X6	0,2441	0,525	Valid	0,466	Valid
X7	0,2441	0,498	Valid	0,481	Valid
X8	0,2441	0,515	Valid	0,515	Valid
X9	0,2441	0,496	Valid	0,589	Valid
X10	0,2441	0,492	Valid	0,488	Valid
X11	0,2441	0,482	Valid	0,433	Valid
X12	0,2441	0,484	Valid	0,557	Valid

[Source: Data Processing Results, SPSS 25 output for Windows, 2022]

In Table 7 and the results of the validity test above, all items in the questionnaire are declared valid because they have a correlation item value more significant than 0.2441. That is, all items on the importance and performance questionnaire regarding the service quality of the front office are declared valid so that they can be used in this study.

3. Reliability Test

After all questionnaire items are said to be valid, it is continued by

conducting a reliability test regarding the importance and performance of guests; the reliability of the research instrument is assessed through Cronbach's alpha. If Cronbach's alpha is 0.60 or greater than 0.60, then the questionnaire can be said to be reliable. The results of the reliability test can be seen in Table 8.

Table 8**.** Reliability Test Results Importance and Performance

Attribute	Importance		Performance	
	Cronbach"s Alpha	Keterangan	*Cronbach"s Alpha*	Keterangan
XI	0,690	Reliable	0,715	Reliable
X2	0,685	Reliable	0,708	Reliable
X3	0,695	Reliable	0,707	Reliable
X4	0,715	Reliable	0,707	Reliable
X5	0.691	Reliable	0,720	Reliable
X6	0,696	Reliable	0,718	Reliable
X7	0,694	Reliable	0,712	Reliable
X8	0,694	Reliable	0,709	Reliable
X9	0,694	Reliable	0,697	Reliable
X10	0,694	Reliable	0,712	Reliable
X11	0,696	Reliable	0,722	Reliable
X12	0,701	Reliable	0,703	Reliable

[Source: Data Processing Results, SPSS 25 output for Windows, 2022]

In Table 8, all items in the questionnaire are declared variables because they have a coefficient or Cronbach's alpha of 0.60 or more than 0.60. That is, all items on the importance and performance regarding the quality of front office staff are declared reliable to be used in this study.

Application of Green Hotel to Improve the Quality of Front Office Staff

The application of green hotels to improve the service quality of the front office at Mercure Bali Legian can be described through the results of observations and interviews that have been conducted with informants consisting of the front office manager, duty manager, and one of the GSA staffs who work at Mercure Bali Legian. The results of this interview are also supported by the author's observations during fieldwork practice for six months at Mercure Bali Legian. The following explains the application of green hotels in improving the service quality of front office staff at Mercure Bali Legian.

1. Green Design

Green design is where the hotel considers the surrounding environment in planning the design, efficiency, and effectiveness of using energy and resources. The forms of green hotel business that are applied in the front office are delivered directly from the results of interviews with Mrs. Wiranti as the front office manager, "Supporting the green hotel concept at Mercure Bali Legian can be seen in the hotel lobby where it uses natural light, provides windows in the corridor, and uses plants as greenery." (Interview,

April 14, 2022).

The interview results above show that Mercure Bali Legian supports the green hotel concept; the hotel lobby does not use air conditioning. It applies the semi-outdoor concept to the lobby. Lobby designs like this can reduce energy and help provide air circulation and natural lighting during the day into the room. In addition, the hotel lobby is an environmental area free from cigarette smoke, and there is a mini garden in the center of the lobby. Green plants can refresh the eye, give an excellent impression to the room, and add to the aesthetics of the room.

2. Energy management

Energy management is an activity to manage energy use efficiently, effectively, and rationally without reducing work comfort, aesthetics, safety, and productivity as building users. The forms of green hotel business that are applied in the front office are delivered directly from the results of interviews with Mrs. Wiranti, the front office manager, "We have made energy savings by reducing the use of lights and water and providing guidance to guests regarding this energy saving program" (interview, April 14, 2022).

Based on the interview results above, it is known that the front office staff has carried out business in supporting the green hotel concept by utilizing solar energy and water-saving technology. For example, by reducing the use of lights during the day and the water taps in the restroom already using the latest technology, automatic faucets using sensors. In addition, implementing the energy management program also invites guests to save water and electrical energy in the room by giving writings that remind guests to turn off water and electricity when not needed.

3. Environmental Protection

Environmental protection is one aspect of a green hotel that aims to protect the environment from damage and preserve natural resources. In the results of an interview with Mrs. Wiranti, front office staffs at Mercure Bali Legian regarding environmental protection, "In our room, we use environmentally friendly minibars that do not use much energy, and for products that use plastic, we replace them with other environmentally friendly materials." (Interview, April 14, 2022).

The implementation of environmental protection can be seen using tools and products that are environmentally friendly in hotel operations. A real example implemented is using a minibar designed to be environmentally friendly and energy-saving, as conveyed by Mrs. Wiranti, the front office manager. Another example is water bottles that still use plastic, now replaced by glass bottles that can be refilled. In addition, laundry bags are now using cloth laundry bags as a form of minimizing the use of plastic.

4. Reducing Consumption

Reducing consumption, namely reducing the use or purchase of materials that have the potential to become waste and reduce waste that can damage the environment. The business forms of reducing consumption at the front office are delivered directly from the results of interviews with Mrs. Wiranti, the front office manager, "We have reduced the use of paper or paperless to support the green hotel concept, especially in the check-in process" (interview, April 14, 2022).

Based on the results of the interviews above, it is known that the form of business that the front office staff has carried out is by reducing the use of paper or paperless and, for example, using recycled paper during the check-in process and using barcode scans to make it easier for guests to access hotel information quickly and efficiently. This paper reduction indirectly reduces the accumulation of waste in hotels and can reduce hotel expenses or costs.

5. Green Products and Services

Green products and services are one of the aspects of the green hotel as an activity in hotel operations that aims not to cause negative impacts on human health and does not have the potential to damage the environment. The application of green products and services, namely by using environmentally friendly local products produced by the surrounding community. It is based on the results of interviews and observations while at the hotel; the application of green products and services carried out by the front office is to provide a welcome drink in the form of a color cancer to guests who have just checked in.

Loloh Cancer is a traditional Balinese drink made from cement leaves, cinnamon, betel leaves, young coconut, and palm sugar. The materials for making cancer are obtained from local traders. The purchasing party has collaborated with the local traders to supply the hotel's materials for making color cancer.

6. Socio-economic and Environmental Benefits

The socio-economic and environmental benefit is a program that trains hotel staff regarding green programs in hotel operations. Based on the results of an interview with Mrs. Wiranti, the front office manager, "We have a planet21 program as a training for all hotel staffs in implementing environmental awareness actions" (interview, April 14, 2022).

Implementing the green program at Mercure Bali Legian can be seen from the planet21 program, namely actions to save the environment by providing environmentally friendly facilities and donating to tree planting worldwide. The training provided to all hotel staff through the planet21 program includes water conservation, towel and linen reuse, waste reduction, recycling program, and food waste reduction program. The front office staff, as the department located at the front and as a source of information for guests, are expected to be able to implement the planet21 program and provide information to guests regarding environmental saving actions. The existence of the planet21 program can be an additional point and quality of service by educating visitors about being environmentally friendly and more competent in choosing hotels.

It is based on the results of interviews and observations. At the same time, at the hotel, it can be concluded that a green hotel is an environmentally friendly accommodation that applies the principle of sustainability to reduce adverse impacts on the environment and to protect the earth from environmental damage. The application of green hotels is one of the steps that can be taken to minimize environmental damage from the hotel building sector, whose growth is increasing from time to time. The implementation of green hotels to improve the service quality of front office staff at Mercure Bali

Legian has been maximally implemented by front office staff with the planet21 program, including paperless, cashless, not changes towels in daily essentials, soap for hope, and other programs to support the green concept. Hotel.

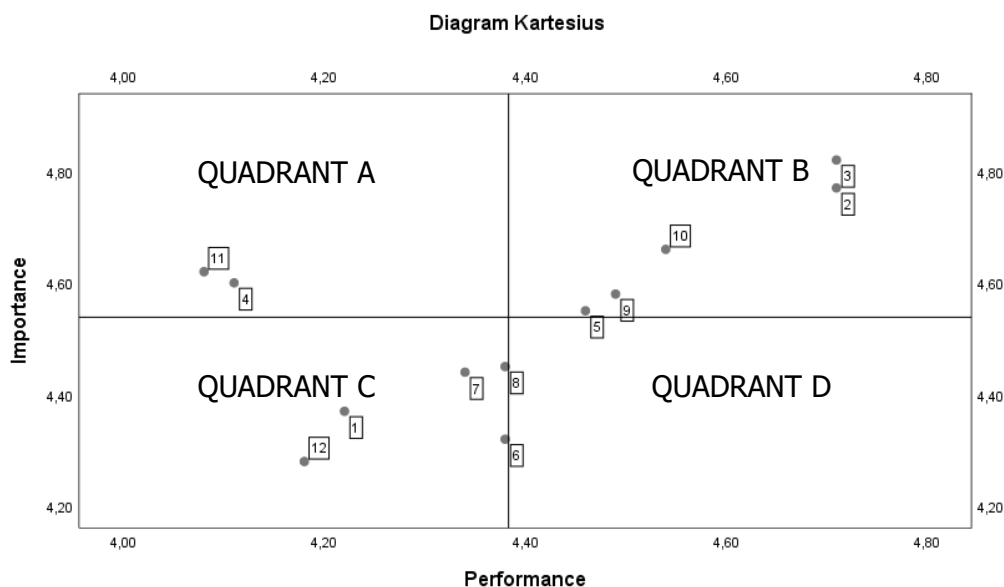The Aspects of Service that Need to be Increased

Figure 1. Cartesian Chart Importance Performance Analysis
[Source: *output* of SPSS 25 for Windows, 2022]

Importance performance analysis presented in a Cartesian diagram divided into four quadrants is used so that quality indicators contained in the most important categories and require high performance are the main priority in determining service strategies to meet tourist expectations and satisfaction, as can be seen in Figure 1. Quadrant I, the top priority, is located at the top left on the Cartesian diagram. In this quadrant, the front office staff at Mercure Bali Legian must improve two service quality indicators. Namely, indicators are handling guest complaints quickly and well, and the indicator of staff providing information about services with environmentally friendly actions that are easy for guests to understand. Quadrant II is defending achievement, which is located at the top right of the Cartesian diagram. Five indicators in this quadrant of the quality of service need to be maintained and its effectiveness. Namely, indicators that the hotel lobby is clean and smoke-free supports the environmentally friendly concept during the check-in process by minimizing the use of paper, the staff informing the hotel facilities, including energy-saving facilities in the hotel, giving welcome drink using drinks from local products, and front office staffs providing information about the cashless program. Quadrant III, a low priority, is in the bottom left of the Cartesian diagram. There are five indicators in this quadrant

whose improvement must be considered because tourists are considered not too unique, namely indicators: Using environmentally friendly local plants and products as decoration in the lobby and rooms; The staff ensuring that energy-saving facilities are functioning correctly; providing service quickly and accurately, Educating guests about eco-friendly services such as reducing single-use items and using plastic, Using recycled paper at check-in as an effort to protect the environment. Quadrant IV is an exaggeration at the bottom right of the cartesian diagram. In this quadrant, there are no indicators.

Based on the Cartesian diagram above, it is known that the indicator that must be improved by the front office staff at Mercure Bali Legian indicators handling guest complaints quickly and well, and the indicator of staff providing information about services with environmentally friendly actions that are easy for guests to understand. Meanwhile, the indicators whose performance must be maintained by front office staff at Mercure Bali Legian indicators the hotel lobby is clean and smoke-free supports the environmentally friendly concept during the check-in process by minimizing the use of paper, the staffs inform the hotel facilities, including energy-saving facilities in the hotel, giving welcome drink using drinks from local products, and front office staffs providing information about the cashless program.

CONCLUSION

The application of green hotels in an effort to improve the service quality of front office at Mercure Bali Legian has been maximally implemented by front office in accordance with the dimensions of the green hotel, namely using the semi- outdoor and contains a mini garden in the lobby for the application of green design, saving water and saving electrical energy in the room by giving writings that remind guests to turn off water and electricity when not needed for the application of energy management, use of tools and products that are environmentally friendly in hotel operational activities such as environmentally friendly minibars for the application of Environmental protection, the existence of paperless, cashless, not changes towel in daily essential, soap for hope for the application of reduce consumption, the provision of welcome drinks in the form of traditional drinks, namely loloh cemcem for the application of green products and services, training provided to all hotel staffs through the planet21 program including: water conservation, reuse of towels and linen, waste reduction, recycling, and food waste reduction for the application of socio-economic and environmental benefits.

Based on the calculation results of the critical performance analysis, two indicators must be further improved on the services provided by the front office, namely handling guest complaints quickly and well and staff providing services with environmentally friendly actions that are easy for guests to understand. In addition, five green hotels need to be maintained: the lobby should be clean and smoke-free, support the environmentally friendly concept during check-in by minimizing the use of paper, and the staffs inform the hotel facilities, including energy-saving facilities. At the hotel, the front office provides welcome drinks using drinks from local products, providing information about the cashless.

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