

UNDERGRADUATE THESIS

**GREEN ACTION IMPLEMENTATION IN IMPROVING
E-SERVICE QUALITY OF FRONT OFFICE DEPARTMENT
AT THE WESTIN RESORT NUSA DUA BALI**



POLITEKNIK NEGERI BALI

Gusti Made Sherlita Septia Vianti

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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This undergraduate thesis is submitted as one of the requirements to earn Applied Bachelor's Degree in Tourism Business Management Study Program in Politeknik Negeri Bali



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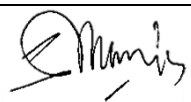
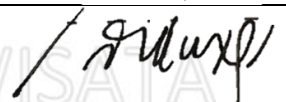

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by **Gusti Made Sherlita Septia Vianti (NIM. 2015834006)** has been successfully defended in front of the Board of Examiners and accepted as partial fulfillment of the requirements for the Applied Bachelor's Degree of Tourism Business Management in **Undergraduate Thesis Examination**

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that is written as partial requirement for the Applied Bachelor's Degree of Tourism Business Management is my own work. All the information contained in this undergraduate thesis which derived from the work of others had been given an award by citing the name of the source authors correctly according to the academic norms, rules, and ethics.

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The writer expects criticism and suggestions to make this undergraduate thesis better so that it can be useful for many people.

Writer

Gusti Made Sherlita Septia Vianti



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ABSTRACT

Vianti, Gusti Made Sherlita Septia. 2024. Green Action Implementation in Improving E-Service Quality of Front Office Department at The Westin Resort Nusa Dua Bali. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This Undergraduate Thesis has been approved by The Supervisors I: Dra. Ni Nyoman Triyuni, MM, and The Supervisors II: Ni Luh Eka Armoni, SE., M.Par.

This study examines the impact of green action on improving e-service quality at The Westin Resort Nusa Dua Bali's front office department. Data collection methods included observations, interviews, questionnaires, and a literature review, with 75 respondents selected via purposive sampling. The resort has effectively implemented green actions, such as energy-saving technologies in lighting, ventilation, transportation, and hotel facilities. They also use biodegradable stationery and environmentally friendly products. Recycling of materials like glass, plastic, iron, cardboard, and paper is also well-practiced. The study finds a strong positive correlation between green action implementation and e-service quality, with green actions contributing 55.8% to e-service quality. This indicates that improved green actions lead to better e-service quality at The Westin Resort Nusa Dua Bali.

Keyword: Implementation, green action, e-service quality, front office department, hotel.

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ABSTRAK

Vianti, Gusti Made Sherlita Septia. 2024. Green Action Implementation in Improving E-Service Quality of Front Office Department at The Westin Resort Nusa Dua Bali. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dra. Ni Nyoman Triyuni, MM, dan Pembimbing II: Ni Luh Eka Armoni, SE., M.Par.

Penelitian ini meneliti dampak *green action* terhadap peningkatan *e-service quality* di departemen *front office* The Westin Resort Nusa Dua Bali. Metode pengumpulan data meliputi observasi, wawancara, kuesioner, dan tinjauan literatur, dengan 75 responden yang dipilih melalui teknik *purposive sampling*. Resor ini telah menerapkan *green action* secara efektif, seperti teknologi hemat energi pada pencahayaan, ventilasi, transportasi, dan fasilitas hotel. Mereka juga menggunakan alat tulis yang dapat terurai dan produk ramah lingkungan. Daur ulang bahan seperti kaca, plastik, besi, karton, dan kertas juga dilakukan dengan baik. Penelitian ini menemukan korelasi positif yang kuat antara penerapan *green action* dan *e-service quality*, dengan *green action* berkontribusi sebesar 55,8% terhadap *e-service quality*. Ini menunjukkan bahwa peningkatan *green action* mengarah pada *e-service quality* yang lebih baik di The Westin Resort Nusa Dua Bali.

Kata Kunci: penerapan, *green action*, *e-service quality*, front office department, hotel.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

E-Service quality is a service that is provided electronically through online media, such as websites that can successfully and efficiently assist (Virgianne et al., 2019). Particularly compared to electronic services, which are provided digitally and offer quick and inexpensive information, conventional services can be said to be less effective and efficient in terms of time and expense. The goal of offering electronic service facilities (e-service) to travelers is to facilitate their access to hotel amenities and services, including payments, reservations, and other requirements that may be attended to by front desk personnel in a timely, accurate, and high-quality manner users (Virgianne et al.). The Westin Resort Nusa Dua Bali have provided e-service quality in the hotel operations. To maintain e-service quality, The Westin Resort Nusa Dua Bali consistently evaluates e-service quality. Here are the results of the evaluation, or what they refer to as the Guest Service Score, for the years 2022 and 2023

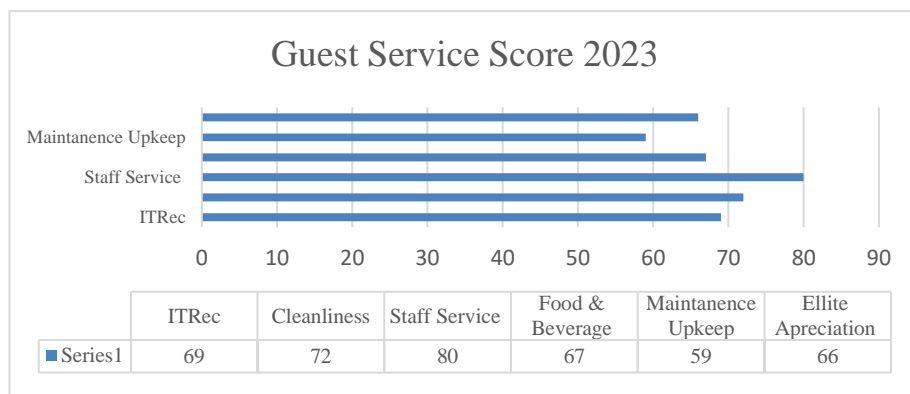


Figure 1. 1 Guest Service Score 2023
Sources: The Westin Resort Nusa Dua Bali, 2023

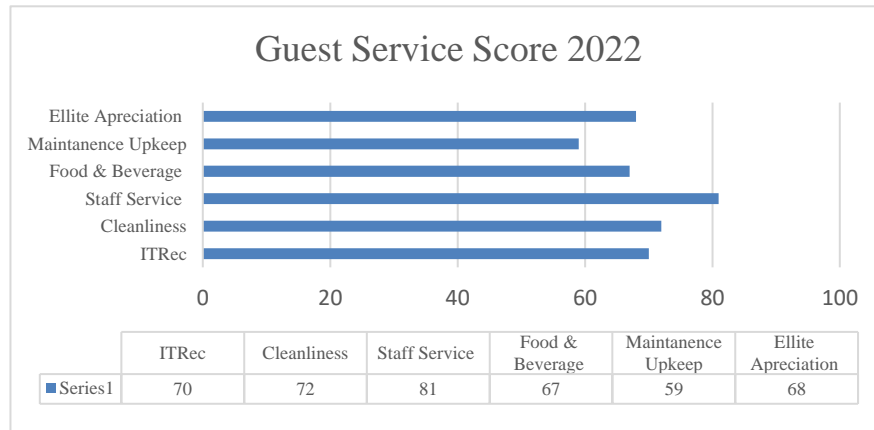


Figure 1. 2 Guest Service Score 2022
Sources: The Westin Resort Nusa Dua Bali, 2022

Both diagram image above shows staff service subcategory decreased in 2023. In order to improve e-service quality, an effort is needed, one of which is the implementation of green practice. Green Practices are an endeavor to protect the environment as well as being closely tied to green action, green food, and green donation (Leonardo et al., 2014). One of the green practices is green action that implemented at The Westin Resort Nusa Dua Bali.

The Westin Resort Nusa Dua Bali nowadays have offered electronic media that falls under the category of electronic services that are offered at hotels to support green action implementation including provide Marriott Bonvoy App, using some eco-friendly facilities, provide web of the hotel which can help the guest quickly and easily conversing and looking for information on hotels. However, in the hotel operations of The Westin Resort Nusa Dua Bali still has not fully implemented the green action to improving e-service quality itself such as still using central air conditioner, using paper as registration form, using lights for 24-hours hotel operations, and has not maximized the use of the Marriott Bonvoy App.

Based on the background that the writer has, the implementation of green action of Front Office Department in improving E-Service Quality at The Westin Resort Nusa Dua Bali should be investigated in more detail.

1.2 Research Questions

Based on the description of the background above, the main problem in this research is as follows:

1. How is the implementation of green action of Front Office Department at The Westin Resort Nusa Dua Bali?
2. How is the impact of green action implementation in improving e-service quality of Front Office Department at The Westin Resort Nusa Dua Bali?

1.3 Research Objectives

Based on the research questions above, the research objectives are as follows:

1. To describe the implementation of green action of Front Office Department at The Westin Nusa Dua Bali
2. To analyze the impact of green action implementation in improving e-service quality of Front Office Department at The Westin Resort Nusa Dua Bali.

1.4 Research Significance

1. Theoretical Benefits

Theoretically, the research is expected to provide benefits to enhance insight and knowledge about the importance of applying the concept of green action to the Front Office Department to make tourism sustainable.

2. Practical Benefits

Practically, the results of this study are expected to be beneficial to the hotel, the study is expected to provide advice and input or corrective action to the management to enhance supervision and confirm the implementation of the concept of green tourism. The concept of green tourism also has a good impact on the environment and for sustainable tourism for future generations and well for the island of Bali.

1.5 Limitations and Scope of Problems

In order for the study to have a clear scope and direction, the researchers defined the limitation of the problem: the research was conducted at The Westin Resort Nusa Dua Bali, with the department focused on the implementation of green action in the Front Office Department.



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the discussion, the following conclusions can be drawn: The implementation of green actions at The Westin Resort Nusa Dua Bali has achieved an average score of 4.23, indicating a well-implemented status. Energy efficiency, refers to the application of energy-saving technology in a number of industries, including lighting, ventilation, and transportation (buggy). Another indicator is environmentally friendly items which is the hotel prefers to use biodegradable stationery, such as wooden pencils.

The Westin Resort Nusa Dua Bali has several very well-implemented indicators. For energy efficiency, the hotel uses energy-saving technology, provides bicycles for guests to explore the ITDC tourism area, and uses eco-label facilities. It also prefers environmentally friendly items, such as using real plants instead of artificial ones to beautify the lobby. Additionally, the hotel recycles materials like glass, plastic, iron, cardboard, and paper for composition and repair, and reduces raw materials.

The study shows a strong positive correlation between Green Action implementation and E-Service Quality. Green action contributes 55.8% to e-service quality, while 44.2% is influenced by other factors. This indicates that better green actions lead to better e-service quality at The Westin Resort Nusa Dua Bali.

5.2 Suggestion

The Westin Resort Nusa Dua Bali, particularly the Front Office Department, should enhance the implementation of green actions to achieve a "very well implemented" rating across all indicators, given the intense competition in the hospitality industry. One key area is reducing artificial lighting in the lobby by maximizing natural sunlight through strategically placed glass windows. Additionally, the hotel's architectural design incorporates natural ventilation to reduce reliance on central air conditioning, conserving energy and providing a comfortable atmosphere. While the hotel currently uses buggies to shuttle guests to the spa, switching to pedicabs would further reduce the carbon footprint and promote sustainability. The use of wooden pencils, a biodegradable alternative to plastic pens, should be maximized, especially at the reception desk, to visibly demonstrate the hotel's commitment to sustainability. By continually enhancing these eco-friendly measures, these efforts will add value to the company and help maintain customer loyalty.

For future researchers, this study is limited to the variables Green Action (X) and E-Service Quality (Y). The writer suggests that future research could add new variables and consider developing the study by comparing the implementation of green action in other departments such as the housekeeping. This can maximize the implementation of green action in each department, thereby enhancing the quality of service provided to guests. Additionally, it is recommended to include other reference sources to obtain results that are closer to actual conditions.

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