

Implementation of Green Practice to Improving the Quality of Service on Front office department at Padma Resort Ubud

Kadek Bunga Risma Dewi ^{1*}, I Ketut Suarja ², Luh Linna Sagitarini ³

¹ Manajemen Bisnis Pariwisata, Pariwisata, Politeknik Negeri Bali

² Manajemen Bisnis Pariwisata, Pariwisata, Politeknik Negeri Bali

³ Manajemen Bisnis Pariwisata, Pariwisata, Politeknik Negeri Bali

*Corresponding Author: kadekbungarismadewi@gmail.com

Abstract: This study aimed to determine the application of green practice to improve service quality in the front office department at Padma Resort Ubud and to find the indicators that needed to be improved and maintained to improve service quality. The observation method used to collect the data are questionnaires, interviews, and literature studies. The sample used in this study was 75 respondents and 3 informants. Descriptive qualitative and quantitative analysis techniques assisted by SPSS 25.0 for windows were used in the analysis of this research. The results of the qualitative descriptive showed that the application of green practice in the front office department at Padma Resort Ubud has been maximized. The results of the quantitative analysis where the data has been obtained through the distribution of questionnaires that have been tested for validity and reliability. The analysis technique used is IPA (Importance Performance Analysis) showing green practice indicators that need to be improved to improve service quality, namely (X3) hotel lobby has natural lighting and ventilation, (X4) service check-in process is fast and precise by employees supported by computerization skills, (X9) front office staff responds to guest requests and complaints by providing a whatsapp number as a communication tool, (X13) front office staff always gives individual attention and understands guest needs, and (X15) front office staff is able to meet the level of needs visitor. Meanwhile, the indicators that must be maintained are (X12) the front office staff is able to communicate clearly and well in English and Indonesian, and (X14) the front office staff is always friendly and courteous to guests.

Keywords: Green Practice, Service Quality, Front Office Department

Informasi Artikel: Submission to Repository on September 2022

Introduction

Tourism is defined as all things related to tourism including the exploitation of tourist attractions and businesses related to the field (Bahiyah et al., 2018). The Ministry of Law and Human Rights (2009) in Bahiyah, et al., (2018) explained that tourism is a variety of tourism activities supported by various facilities and services provided by the community, entrepreneurs, government, and local governments (Bahiyah et al., 2018). Furthermore, the ability of Tourism knowns can encourage the national economy has made many countries serious in dealing with that sector (Bahiyah et al., 2018). it aims dealing tourism sector is to ensure that tourism can always compete, and defend the society's economy (Estriani, 2019)

Accommodation is an important indicator that can influence the tourism sector one of them is Hotels. Every Tourist attraction definitely needs accommodation, but there are some weaknesses of building many hotels that are hotel waste. To handle that case we can commit to implementing an environmentally friendly industry known as green practice.

Green practice is an action to protect the environment and the resulting product is minimally causing environmental damage (Tzschentke, 2004) in (Irawan & Vianney, 2017). Schubert (2008) in Irawan & Vianney (2017) categorizes green practice into green action, green food, and green donation. Green Action is an activity that aims to protect and have a positive impact on the environment, such as recycling and reducing the use of plastic. Green food uses local and organic food ingredients that support the environment in the long term (Irawan & Vianney, 2017). Meanwhile, Green Donation refers to efforts to donate funds, participate in community projects, and educate the public about the impact of environmental damage (Irawan & Vianney, 2017).

The success of implementing Green Practice requires the participation of all parties or departments in the hotel industry. One of the departments that are considered to have a big role in the success of the green practice is the Front office department. The front office is the department in charge of receiving and helping tourists to get rooms starting from the reservation process, reception when guests arrive (check-in) until guests leave the hotel (check out) (Kisti & Mayasari, 2019). Front Office is also known as the first and the last impression of the guest because it can influence the initial assessment of each guest who comes (Kisti & Mayasari, 2019).

Padma Resort Ubud is one of the five-star and well-known hotels in Bali with a Front Office Department currently developing a green practice strategy. The services of Front office department at Padma Resort Ubud supported by the availability of barcodes. The barcodes is containing a series of hotel information for guests check-in and a computer system of customer visits document. Therefore, this checking process becomes shorter and can save paper usage so far it has been used for the manufacture of leaflets/brochures about hotels. Similar to barcodes, the use of computers can also replace the use of books or paper in documenting guest visits. In addition, this computer-based documentation is also fairly safe because it can minimize the risk of damage or loss of data that is at risk for manual documentation.

In addition to environmental quality, the implementation of green practices can ultimately have a positive impact on service quality in the front office department because of the effect it produces. Service quality refers to services to satisfy customer needs. Customer satisfaction is a level where the needs, desires, and expectations of customers can be met which results in repeat purchases or continued loyalty (Susepti & dkk, 2017).

The hospitality industry which is committed to environmentally friendly concepts will be very important in realizing sustainable development, so a scientific investigation is needed that aims to analyze environmentally friendly hotel management practices called green hotels (Kementerian Pariwisata Republik Indonesia, 2016). Based on the explanation above, the authors are interested in conducting in-depth research on the application of green practice to be able to have an impact on the sustainability of tourism, especially accommodation, and improve the quality of service for tourists.

Method

This research was conducted at Padma Resort Ubud for six months, green practice was taken as the object to improve service quality at the front office department at Padma Resort Ubud. The types and sources of data used are qualitative and quantitative data with primary and secondary data.

According to Sugiyono (2015:117) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions can be drawn. The population of the research conducted researchers are guests who stay at the Padma Resort hotel. The sampling method used in this study is a purposive sampling method where the sampling technique is carried out by determining certain characteristics. Data collection is carried out based on guests who are staying and have gained experience and are aged 17 years and over. The sample used in this study was 75 respondents, according to Supranto (2016) the determination of the minimum sample was calculated using the formula $5 \times$ number of indicators used.

Observation, interviews, questionnaires, and literature studies were used in collecting the data. According to Ghozali in (Noeraini, 2016) states that the validity test is used to measure whether or not a questionnaire is valid. An instrument is valid if the instrument has a high level of validity, namely the correlation $r_{count} > r_{table}$, and vice versa if the instrument is said to be less valid it means it has low validity with a correlation value of r_{count} . A reliability test is a test that is carried out after the validity test. The reliability test has the aim of testing the level of consistency of the research measuring instruments used. The reliability test in this study used Cronbach Alpha > 0.60 so the research instrument could be declared reliable or reliable to use (Haenady et al., 2016).

In analyzing the data the researcher used descriptive qualitative and Importance Performance Analysis which is used to determine whether all service quality characteristics are important to be maintained and improved. Importance Performance Analysis is a tool to analyze or be used to compare the extent to which the performance or service that can be felt by service users is compared to the desired level of satisfaction (Syukhri, 2018).

Result and Discussion

Results

This section summarizes the results of data processing obtained from distributing questionnaires. This research questionnaire was distributed via google form to guests who stayed with a total of 75 respondents with the following results:

1. Characteristics Respondents

Respondent's identity was based on several characteristics including respondent's identity based on gender, occupation, purpose of visit, and length of stay at the hotel.

Table 1. Characteristics of Respondent Based on Gender

No	Gender	Total Respondent	Percentage (%)
1	Male	26	34.7%
2	Female	49	65.3%
	Total	75	100%

Source: Data processed on IBM SPSS 25 (2022)

Respondent data based on gender showed that the respondents who were male were 26 people (34.7%) and women were 49 people (65.3%). So, it can be concluded that most of the guests staying at Padma Resort Ubud have a female gender of 75 people with percentage (65.3%).

Table 2. Characteristics of Respondent Based on Occupation

No	Occupation	Total Respondent	Presentage (%)
1	Employee	28	37.3%
2	Students	17	22.7%
3	Others	30	40.0%
	Total	75	100%

Source: Data processed on IBM SPSS 25 (2022)

Respondent data based on occupation showed that the respondents who had jobs as employees were 28 people (22.7%), professions as students were 17 people (22.7%), and those who had jobs others were 30 people (40.0%). So, it can be concluded that most of the guests at Padma Resort Ubus have other jobs as many as 30 people and have a percentage (40.0%).

Table 3 Characteristics of Respondent Based on Purpose of Visiting

NO	Purpose of Visiting	Total Respondent	Presentage (%)
1	Bussiness	7	9.3%
2	Holiday	61	81.3%
3	Others	7	9.3%
	Total	76	100%

Source: Data processed on IBM SPSS 25 (2022)

Respondent data based on the purpose of visiting showed results, namely respondents who had the purpose of visiting for business as many as 7 people (9,3%), the purpose of visiting for holiday as many as 61 people (81.3%), and other purposes as many as 7 people (9.3%). So, it can be concluded that most of the guests at Padma Resort Ubud have the purpose of visiting for a Holiday with a total of 61 people and a percentage (81.3%).

Table 4 Characteristics of Respondent Based on Leng Stay at Hotel

NO	Length Stay at Hotel	Total Respondent	Presentage (%)
1	1 Hari	11	14.7%
2	2 Hari	29	38.7%
3	> 2 Hari	35	46.7%
Total		75	100%

Source: Data processed on IBM SPSS 25 (2022)

Respondent data based on length of stay at the hotel shows the results, namely respondents who have stayed in the hotel for 1 day as many as 11 people (14.7%), length of stay in the hotel for 2 days as many as 29 people (38.7%), and length of stay in the hotel for more from two days as many as 35 people (46.7%). So, it can be concluded that most of the guests who stay at Padma Resort Ubud have a length of stay at the hotel for more than two days with a total of 35 guests (46.7%).

2. Validity and Reliability Test

To ensure that all items from the questionnaire are valid and reliable, the following data were processed using SPSS 25.0 for Windows. The validity test was carried out by comparing the value of the r-table with the r-count using a significance level of 0.05. Sample in this study were 75 respondents, then the r-table value used was 0.227. The following table is the result of the validity and reliability test.

Table 5 The results of the Validity Test of the Importance and Performance

Atributs	R	Importance		Performance	
		Total Item Colleration	Information	Total Item Colleration	Information
X1	0.227	0.722	Valid	0.796	Valid
X2	0.227	0.715	Valid	0.792	Valid
X3	0.227	0.757	Valid	0.779	Valid
X4	0.227	0.777	Valid	0.774	Valid
X5	0.227	0.816	Valid	0.774	Valid
X6	0.227	0.836	Valid	0.823	Valid
X7	0.227	0.849	Valid	0.831	Valid
X8	0.227	0.848	Valid	0.783	Valid
X9	0.227	0.807	Valid	0.786	Valid
X10	0.227	0.781	Valid	0.826	Valid
X11	0.227	0.817	Valid	0.783	Valid
X12	0.227	0.795	Valid	0.808	Valid
X13	0.227	0.825	Valid	0.821	Valid
X14	0.227	0.831	Valid	0.789	Valid
X15	0.227	0.748	Valid	0.676	Valid

Source: Data processed on IBM SPSS 25 (2022)

Based on Table 5, it shows that all the values of each questionnaire item have a correlation value greater than 0.227, so it can be concluded that all items in the questionnaire are declared valid to be used in this study. After the results of the validity test on each questionnaire item are declared to be valid, then the reliability test is carried out. The instrument value is said to be reliable if it has a reliability coefficient or Cronbach's Alpha > 0.60.

Table 6 The Result of the Importance Reliability Statistics

Cronbach's Alpha	No of Items
0.958	15

Source: Data processed on IBM SPSS 25 (2022)

Table 7 The Result of the Performance Reliability Statistics

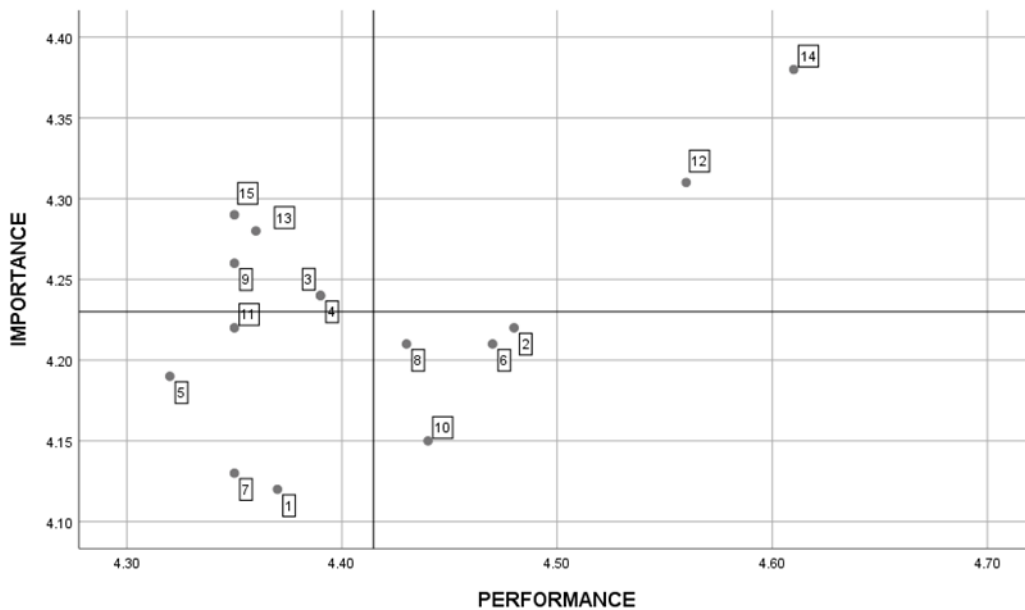
Cronbach's Alpha	No of Items
0.957	15

Source: Data processed on IBM SPSS 25 (2022)

Based on Table 6 and Table 7, it shows that all the variables of importance and performance have a Cronbach's alpha value > 0.60, so it can be concluded that the questionnaire on each variable is declared reliable to be used in this study.

3. Importance Performance Analysis

Importance Performance Analysis is used to determine indicators of green practice services that need to be improved or maintained by the front office department at Padma Resort Ubud which will be presented in a Cartesian diagram of the 15 indicators of green practice service quality at Padma Resort Ubud.



Source: Data processed on IBM SPSS 25 (2022)

Figur 1 Diagram Kartesius

The cartesian diagram consists of four quadrants, quadrant I the main priority, which means that the indicators in this quadrant are indicators that need to be improved. Quadrant II is maintaining achievement which shows that the indicators contained in this quadrant already have good service so it is necessary to maintain their performance. Quadrant III is a low priority which means that in this quadrant it does not really affect guest satisfaction. Quadrant IV shows that all indicators in this quadrant are considered excessive in their implementation.

Discussions

Implementation of Green Prctice to Improving the Quality of Service on Front office department at Padma Resort Ubud

The implementation of green practice to improve service quality at the front office department at Padma Resort Ubud can be described through the results of observations and interviews that have been conducted with three informants, namely the Assistant Front Office Manager, Hotel Assistant Manager, and Supervisor Front Office Department.

Green practice is an action to protect the environment and the products produced are minimal in environmental damage through reducing the use of products, goods, and chemicals that have a small or large impact on environmental damage. The implementation of green practice in the front office department at Padma Resort Ubud has been well realized. However, only two of the three green practice indicators, namely green action and green food, have been implemented, while green donation will soon be pursued and developed together with the other two green practices. The application of green practice to improve service quality in the front office department is as follows:

1) Implementation of Green Action

Green action is an activity that aims to protect and have a positive impact on the environment, such as recycling and reducing the use of plastic, energy and water efficiency, the use of environmentally friendly materials, recycling, and pollution prevention. green action can be in the form of a movement that is carried out directly and can be seen in the form of its implementation. The efforts to implement green action in the front office department were delivered directly from the results of an interview with Mrs. Debby Sonia as the Assistant front office manager stated that for now, Padma Resort Ubud, especially in the front office department, has implemented paperless resort information, which has been replaced with a barcode, where guests only need to scan the barcode using cellphone, as well as for backups of guest reservations, we attach them directly at system.

It is known that the form of business carried out by the front office department in supporting the application of green practice in terms of green action is carried out by initial action in the form of reducing the use of paperless with barcodes. or paper consisting of resort maps, menus restaurant menus spa have switched to using barcodes, no longer using print-out brochures so that they are not like in previous years. With the implementation of the used barcode on the part of the guest, it will also feel more practical to visit the hotel area without the need to carry paper everywhere. Other forms of reducing paper usage such as invoices, and backing up data from guest reservations are added directly to the system without the need to use printouts. As for the implementation of green action in front office departments, which were conveyed directly from the results of interviews with Mrs. Elta as Hotel Assistant Manager, namely: where the lobby form of Padma Resort Ubud is also semi-outdoor and surrounded by beautiful green plants so it can reduce energy use such as air conditioners). It is known that the efforts made by the front office department in supporting the application of green practice to improve service quality in terms of green actions, namely with a lobby in the form of a semi-out door and surrounded by green and beautiful plants, it can minimize the use of lights during the day because sunlight can directly enter the lobby and reduce the use of fans and air conditioners (AC). because it feels cool with the green plants in the lobby. In addition to reducing energy use, guests will directly breathe fresh air, and see a green and beautiful garden view. Application green action is the use of straws for welcome drinks made from organic materials, the use of costars or placemats to serve welcome drinks made from recycled materials that can be used many times. With this application, apart from reducing waste, the application of green practice can also reduce costs.

2) Implementation of Green Food

Green Food is the use of local and organic food ingredients that support long-term environmental preservation. Based on the results of interviews and observations while at the hotel. Welcoming guests are greeted by giving a welcome drink which is prepared directly by the front office staff, in terms of providing this drink using fresh ingredients, and organic local ingredients that are free from processed ingredients that are not good for the body and the environment. The welcome drink provided is roselle tea. It is known that the efforts made by the front office department in supporting the application of green practice to improve service quality in terms of green food are done by providing welcome drinks made from local and organic ingredients, namely rosella which are processed into rosella tea. flowers Rosella are picked in the garden of Padma Resort Ubud itself or better known as Agroforestry. At this time the presentation of welcome drinks no longer uses plastic or disposable materials but uses glass cups and stainless straws which can later be reused. The provision of a welcome drink is stated to give additional points to the service quality of the front office department at Padma Resort Ubud.

3) Implementation of Green Donation

Green donation is a company activity in providing financial assistance for environmental issues as well as providing education about the impact of damage caused by the company. The results of the interview stated that the implementation of green donation at the front office department has not yet been implemented at Padma Resort Ubud, however, this green donation will be developed with a plan to be realized on the next occasion through a rainwater collection program that is accommodated using a ground tank that streamed through pipes from several points which will then be filtered and channeled to the rooms for savings in water use and costs. So that later the remaining cost savings can be used in a donation program for environmental sustainability. The conclusion from the results of the interview above is that in general the application of green practice at the front office department at Padma Resort Ubud has been realized well. However, only two of the three green practice indicators, namely green action and green food, have been implemented, while green donation will soon be pursued and developed together with the other two green practices. The relationship between the application of green practice to service quality can be seen from the benefits of green practice in increasing service efficiency to guests, especially during check-in. This efficiency is supported by the presence of a barcode that allows the process of transferring information about resort information in the lobby to be faster and more complete. In addition, it is also supported by the Print out invoices that allow guests to no longer have to wait long because every proof of payment has been sent via email. supported by Padma Care which has been launched since the pandemic that allows guests not to touch items such as menu books anymore because they are packaged with a digital-based system in the form of a barcode. The application of green practice has a great opportunity to be developed in the future along with the increasing awareness of tourists about the importance of environmental conservation efforts. In addition, the application of green practice also plays an important role in cost-saving because it can reduce the cost of using paper, utilizing materials that can be reused, and recycled materials.

Indicator Green Practice that need to be improved and maintained in the front office department at Padma Resort Ubud

Service indicators that need to be improved and maintained in implementing green practice to improve the service quality of the front office department at Padma Resort Ubud, an important performance analysis which is presented in the form of a Cartesian diagram. Based on the calculation of important performance analysis, five indicators that must be improved are found in quadrant I, and there are two indicators that must be improved, and which are quadrant II.

1. Quadrant I (Main Priority)

a. Hotel lobby has natural lighting and ventilation (X3) alami

The X3 indicator is in quadrant 1 because the average value of guest interest is greater than the average value of performance at the hotel, the guests are not satisfied with the hotel lobby indicators that use natural lighting and ventilation. Therefore, based on conditions in the scope of the front office department at Padma Resort Ubud which implements a lobby, it is necessary to improve again, for example, the lighting of sunlight which should be able to directly enter the lobby without the need to use lights during the day. until the afternoon. However, the lobby concept outdoors with green trees makes the lobby feel cool because there are many plants that naturally provide good breathing space for guests around the lobby so that it can reduce the use of air conditioners (AC) and fans. The advantages of the lobby, which has natural lighting and

ventilation, can be increased by reducing the use of lights during the day and fans. In addition, it can be improved by adding green trees and beautiful flower plants around the lobby which are accompanied by providing understanding and supervising staff to carry out maintenance and reduce electricity use during the day. Thus, guests will feel happy, comfortable, and more satisfied staying in the lobby area.

b. Process services checked by employees supported by computerized capabilities (X4)

Indicator x4 is the fast and precise check-in process services by employees supported by computerization capabilities in quadrant 1 because the average value of guest interests is greater than performance will make the guests feel dissatisfied with the service of the check-in fast and precise accordance with real conditions, this is due to the limited staff at the front office of the department at Padma Resort Ubud. The lack of front office staff has made them wait a long time for check-in and check-out. Procedures Check-in is hampered because new employees prepare equipment when guests arrive at the hotel. Likewise, training and daily workers still do not understand the system that will increase the time during the check-in. For the check-out process, the new front office staff prepares bills when guests check out and is already in the lobby. Based on observations and interviews, the front office staff gives guests two options whether the invoice needs to be printed out or sent via email. The front office staff has advised guests to choose the second option in an effort to maintain the lobby environment and minimize the use of paper for billing and administrative purposes. Improving services on this indicator can be done by adding staff or daily workers (DW), training for all staff, and training to better understand the system in the hotel. Other service improvements are preparing the things needed to check in before guests arrive such as registration forms, and room keys, and ensuring that the room system used for check-in is vacant and clean. Likewise, the check out can be done quickly and accurately if the employee prepares all the equipment in advance, as well as by ensuring that there are no bills in the system or ensuring that guest transactions have been completed or not so that guests can select the option of sending invoices via email to reduce paper usage.

c. Front office staff responds to guest requests and complaints by providing a WhatsApp number as a communication tool (X9)

The X9 indicator is in quadrant 1 because the average value of guest interests is greater than the average value of performance. The front office department has implemented the use of WhatsApp numbers as an efficient communication tool for resort information that can be sent via WhatsApp so that it can respond to requests and complaints when guests are at the hotel or outside the hotel. And, it can reduce the reduction of paper that has been used so far. However, guests rate the hotel's performance as still not good. So the X13 indicator needs to be improved again. Improving service on this indicator can be pursued by recruiting more staff specifically assigned to manage WhatsApp accounts so that they are more responsive to all guest requests.tamu.

d. front office staff always pays attention individually and understands the needs of guests (X13)

The X13 indicator is in quadrant I because the average value of guest interests is greater than the average value of performance so guests are not satisfied with the services provided by the front office department staff at Padma Ubud resort and needs to be improved. In accordance with the duties of a front office department, it is an obligation to always be ready to help every need or desire needed by guests. In accordance with real conditions at the front office department at Padma Resort Ubud. the staff is always ready to offer assistance to each guest, for example, such as offering assistance to call guide or driver to guests who are waiting for a pick-up, or offering to help carry goods, luggage to the room, or to the lobby or offering promos at the hotel, so that staying guests feel cared for, and happy while at Padma Resort Ubud. In the X13 indicator, most of the guests who feel the service provided by the front office department staff at Padma resort Ubud consider that this indicator has been implemented well. However, the performance of the staff must be improved so that guests still feel comfortable and satisfied with the service they feel. during your stay at the hotel. Improving the quality of service on this indicator can be pursued with supervisors and providing training to all staff,

e. The front office staff is able to meet the level of guest needs (X15)

The X15 indicator is in quadrant I because the average value of guest interests is greater than the average value of performance. front office department staff at Padma Resort Ubud so that guests are not satisfied with the services provided. Understanding the level of guest needs while at the hotel has been carried out optimally, for example, for example, guests want to stay in a room with a garden view that has been prepared, but guests still feel unsatisfied with the services provided. Other examples such as providing and preparing benefits or compliments to members or VIPs who stay at the hotel, but guests still judge that the

performance of the front office department staff is still not good, and is not optimal, it is necessary to improve its performance again. This X15 indicator can be improved by training all front office staff to foster empathy, cooperation, and coordination. So that guests will feel happy and satisfied with the service provided.

2. Quadrant II (Maintain Achievement)

a. Front office staff are able to communicate clearly and well in English and Indonesian (X12)

The X12 indicator is in Quadrant II because of the average value of importance and the average value of high performance, so that guests are satisfied with the services provided. In accordance with real conditions and guest assessments, the front office staff at Padma Resort Ubud are able to communicate in English and Indonesian well so that miss-communication between staff and guests rarely occurs. In addition, the staff is also very polite and friendly with guests so that they can support the status of the front office department as an information center for a hotel. So this X12 indicator must be maintained so that it can support the comfort and satisfaction of guests during their stay at Padma Resort Ubud.

b. Front office staff are always friendly and polite to guests (X14)

Indicator X14 is the service front office staff is always friendly and polite to guests, is in Quadrant II because of the average value of importance and the average value of high performance, so that guests feel satisfied with the services provided. In accordance with real conditions and guest assessments of the front office staff at Padma Resort Ubud, they have always been friendly and polite to all guests, from new guests to the hotel to guests who are about to leave the hotel, for example, greeting good morning, good afternoon, and congratulations. night, asking how the guest is doing, and always smiling at anyone he meets at the hotel. The front office staff are always friendly and polite when receiving and listening to guest complaints and are willing to help with any guest requests and complaints. So this X14 indicator must be maintained so that guests feel satisfied and comfortable during their stay at Padma Resort Ubud.

Conclusion

Based on the results of the analysis and discussed in the previous chapter related to the implementation of green practices to improve service quality at the front office department at Padma Resort Ubud, it can be concluded as follows:

The application of green practice to improve service quality at the front office of the department at Padma Resort Ubud has been implemented optimally through the application of green action and green food. The application of these two green practices has a positive impact on improving the service quality of the front office department in terms of the benefits of green practices in supporting the efficiency of the services.

Based on the results of the calculation of the importance-performance analysis, there are five green must improve its services front office department to enhance the quality of service, which consists of, first, the hotel lobby having natural lighting and ventilation, two about, check fast and precise supported by mechanical skills, thirdly about the front office staff responding to guest requests and complaints by providing a WhatsApp number as a communication tool, four about the front office staff always giving individual attention and understanding the needs of guests, and five about the front office staff being able to meet the level of guest needs. In addition, there are 2 indicators of green practice need to be maintained, namely first the front office staff being able to communicate clearly and well in English and Indonesian and the second, the front office staff always being friendly and polite to guests.

Acknowledgment

Thank you to Padma Resort Ubud for providing data to research and for my 2nd and 3rd examiners who have provided advice and suggestions regarding improvements in my research so that this research can be carried out properly.

Reference

- Bahiyah, C., R, W. H., & Sudarti. (2018). Strategi Pengembangan Potensi Pariwisata di Pantai Duta Kabupaten Probolinggo. *Jurnal Ilmu Ekonomi*, 2(1), 95–103.
- Estriani, H. N. (2019). Kawasan Ekonomi Khusus (Kek) Mandalika Dalam Implementasi Konsep Pariwisata Berbasis Ecotourism: Peluang Dan Tantangan. *Jurnal Hubungan Internasional*, 2(1), 64–79.
- Haenady, F. A., Wahono, B., & Asiyah, S. (2016). Pengaruh Kualitas Produk, Harga, Lokasi Dan Promosi

- Terhadap Keputusan Pembelian (Studi Kasus Pada Toko Prabu Jaya Malang). *E - Jurnal Riset Manajemen PRODI MANAJEMEN Fakultas Ekonomi Dan Bisnis Unisma*, 81–95.
- Irawan, A., & Vianney, A. (2017). Pengaruh Green Practice Terhadap Green Consumer Behavior Di the Kemangi Restaurant, Hotel Santika Pandegiling Pandegiling Surabaya. *Pengaruh Green Practice Terhadap Green Consumer Behavior Di the Kemangi Restaurant, Hotel Santika Pandegiling Pandegiling Surabaya*, 86–101.
- Kisti, R. M., & Mayasari, C. U. (2019). Upaya Kantor Depan Dalam Meminimalisir Keluhan Tamu Di Hotel Cavinton Yogyakarta. *Journal of Tourism and Economic*, 2(2), 76–86. <https://doi.org/10.36594/jtec.v2i2.34>
- Noeraini, I. A. (2016). Pengaruh Tingkat Kepercayaan, Kualitas Pelayanan, dan Harga Terhadap Kepuasan Pelanggan JNE Surabaya. *Ilmu Dan Riset Manajemen, ISSN: 2461-0593*, 5(5), 1–17.
- Sugiyono. (2015). *METODE PENELITIAN PENDIDIKAN (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Alfabeta.
- Supranto, J. (2016). *Statistik Teori dan Aplikasi* (8th ed.). Erlangga.
- Susepti, A., & dkk. (2017). Pengaruh Kualitas Pelayanan Terhadap Kepuasan dan Loyalitas Tamu Hotel. *Jurnal Administrasi Bisnis*, 50(5), 3–4.
- Syukhri, S. (2018). Analisis Kepuasan Mahasiswa Terhadap Pelayanan Laboratorium Jaringan Menggunakan Pendekatan Importance-Performance Analysis. *INVOTEK: Jurnal Inovasi Vokasional Dan Teknologi*, 18(2), 109–114. <https://doi.org/10.24036/invotek.v18i2.417>
- Thungasal, C. (2019). Pengaruh Kualitas Layanan Dan Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Hotel Kasuari. *Agora*, 7(1), 287133.
- Wang, R. (2012). Investigations of Important and Effective Effects of Green Practices in Restaurants. *Procedia - Social and Behavioral Sciences*, 40, 94–98. <https://doi.org/10.1016/j.sbspro.2012.03.166>
- Wijaya, R. (2017). Desain Gaji Pokok Pt Trans Mitra Samudra Semarang ga pke. *Metode Penelitian*, 37–54.
- Wisata, J. M., & Krestanto, H. (2019). *Strategi Dan Usaha Reservasi Untuk Meningkatkan Tingkat Hunian Di Grand Orchid Hotel Yogyakarta*. 17. <https://doi.org/10.31219/osf.io/2q53k>
- Wiwin, W. (2017). Front Office Department dan Peranannya Dalam Layanan Tamu Hotel. *Bisnis Dan Teknologi*, 4(1), 62–70.