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Implementation Of Green Ethics In Improving The Quality Of Guest Service By The Front Office Department At Hilton Bali Resort

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Abstract: This research is entitled Application of Green Ethics in Improving Guest Service Quality by Front Office Department at Hilton Bali Resort. This study aims to determine how the application of green ethics by the front office department in improving the quality of service at the Hilton Bali Resort Hotel. The variables studied in this study were Sustainability, Hospitality, and Build Environmental and Cultural Aware-ness. While the dependent variable is Service Quality. The research sample was determined by incidental sampling method with a total sample of 80 people as respondents. The data used in this study by type are qualitative data and quantitative data. The data collection method used is a questionnaire. The data analysis technique used is the analysis of the Customer Satisfaction Index (CSI), Servqual, and Important Performance Analysis (IPA), with a Likert scale range. The results of the study show that the implementation of green ethics in several sub-indicators of the hospitality variable is considered to be not good according to customers. Sustainability variables and build environmental and cultural awareness are good according to customers. The impact of implementing green ethics in improving the quality of guest service at the Hilton Bali Resort is the creation of environmental sustainability at the Hilton Bali Resort and the trust and satisfaction of guests is maintained, which will eventually make guests come back to the Hilton Bali Resort.

Keywords: Green Ethics, Guest Service Quality,Front Office Department

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Introduction

Front Office Department is one of many department in the Hotel. This department has a special duty to han-dle guests when they are going to use the room starting from the reservation process, welcoming guests, checking in, handling complaints (handling complaints), providing general information related to hotels (giving general information), guests leave the hotel (check- out) until the reporting stage. According to Bagyono (in Maulanasari, 2021) explains the meaning of the word Front Office which is taken from English, where the meaning of the word "front" is "front" while "office" is an office. So it can be concluded that the Front Office has the meaning of the front office. Where the front office is a department that is located at the front of the hotel and becomes the image of the hotel. Meanwhile, according to Agusnawar (in Insani et al., 2020), the Front Office is the most important part of a hotel because this department is the first and last impression when guests enter a hotel.In times of pandemic like now the attitude of all hotel employees must be improved again because many changes have been implemented by the hotel. The green concept is very much needed by the hotel during a pandemic like this because all hotel staff must apply attitudes and behaviors that can protect the surrounding environment and are sustainable, for example, green ethics.

Green ethics can be interpreted as green behavior, namely the behavior of protecting and main-taining the environment which is carried out because of the awareness and sense of responsibility for the preservation of the universe. As explained by Keraf (in Putri and Nikawanti, 2017) that basically hu-mans have a sense of belonging and love the nature in which they live so that humans should be able to learn to deal with their environment.Public awareness in implementing green ethics certainly cannot be formed by itself without a form of high concern in the community for their environment (Goleman & Barlow in Kadek et al., 2020). According to (Suamba et al., 2021) there are 3 research variables from green ethics, namely: Sustainability,Hospitality and Build Enviromental and Cultural Awareness. Hilton Bali Resort is one of the hotels that has entered the green hotel category. In order to maintain and improve the quality

of its services, Hilton Bali Resort always pays attention to environmental sustainability and service quality by implementing the Hilton Clean Stay program. Through the Hilton Clean Stay program, hotel management has implemented the green hotel concept in carrying out hotel operations, one of which is green ethics. Green ethics or can be referred to as green behavior is indispensable in protecting and maintaining the environment, green ethics is carried out because of the awareness and sense of responsibility by all hotel staff for the preservation of the universe, such as maintaining the cleanliness of the hotel environment, throwing garbage in its place, recycling waste at the hotel, and use electricity and water as needed. Through the application of green ethics, it is hoped that the service quality of the front office department at the Hilton Bali Resort can im-prove.

Sulistyawati (2017) wrote "Service Ethics in Dealing with Guest Characteristics in the Hospitality Industry" this study uses qualitative descriptive statistical analysis techniques, with the number of samples used is 35 respondents. The results of the discussion of this study are good service ethics starting from an employee such as how to dress, how to talk, how to serve guests well. Tourists who come have different characteristics, some are quiet, talkative, like to argue, and arrogant, so as workers in the tourism industry, we should have skills in dealing with various characteristics of guests. Suamba et al. (2021) with the title "Green Ethics in Developing Tourism Village of Badung Regency in Bali". This study tries to formulate the concept of green ethics by combining western ethical values and Balinese customs to be used in developing tourist villages in Badung Regency, Bali. Data collection was carried out through the provision of closed and open questionnaires as well as in-depth interviews with 70 respondents who are members of the Tetra Helix group, namely Academics, Business, Government, and Community who pay attention and concern for the determination of tourist villages as destination objects in Badung Regency. This study uses quantitative methods where the data sources used are primary data sources and secondary data sources. In this study, the variables used were the independent variable (x) "green ethics" and the dependent variable (y) "in developing tourism village". To complete the research instrument and data collection, data analysis shows that there are seven western values and seven Balinese values which are combined to form the concept of a green Balinese ethic to be applied in developing a tourist village.

Satyaputra & Shalim (2019) with the title "The Effect of Environmental Knowledge on Employee Green Behavior at Primebiz Hotel Surabaya". This research was conducted with the aim of analyzing the effect of environmental knowledge on employee green behavior (EGB) Primebiz Hotel Surabaya. Data was collected through a questionnaire which was distributed to 65 employees of PrimeBiz Hotel Surabaya. The author uses quantitative methods and Partial Least Squares (PLS) to test the hypothesis. The results showed that environmental knowledge had a significant positive effect on employee green behavior at PrimeBiz Hotel Surabaya. Prima et al. (2019) with the title "The Effect of Front Office Communication Ethics on Excellent Service in Handling Office Guests". The research method in this scientific article is qualitative methods and literature studies or library research with the independent variable (x) "front office communication ethics" and the dependent variable (y) "excellent service". In this study, it can be concluded that communication ethics at the front office can affect the services provided in handling office guests, where communication ethics is closely related to handling office guests. Good communication ethics can be reflected in the attitude and speech when receiving office guests, in dealing with office guests, attitudes, attention, and actions are needed that create a sense of comfort for the guests so that they are happy and satisfied with the services provided. In addition, communication ethics in customer handling is needed because the message conveyed needs to be clear and accurate so that office guests understand the message that has been conveyed.

Jafar (2018) with the title "The Effect of Ethics and Appearance of Hotel Employees on Improving Service Quality at Four Point Hotels By Sheraton Makassar". This study aims to determine the extent to which the ethics and appearance of hotel employees on improving the quality of service at the four point hotel by Sheraton Makassar. The method used in this study is a quantitative method with the analysis used is multiple regression. Data was collected through observation, documentation, and questionnaires. The results of the study show that ethics has a significant effect on service quality at the Four Point By Sheraton Hotel Makassar. Meanwhile, the appearance of employees has no significant effect on the quality of service at the Four Point By Sheraton Hotel Makassar.

Method

This research took place at the Hilton Bali Resort. Hilton Bali Resort is one of the five-star hotel classifications located in the southern coast of Bali Nusa Dua, precisely on Jalan Raya Nusa Dua Selatan. This research was conducted in April – June 2022. The object of this research is the level of service quality through the application of green ethics by the front office department staff at Hilton Bali Resort. The research variable is an object that has been determined by the researcher to be studied in order to obtain information about the object. The variables used in this research are green ethics and service quality. Service quality will be measured through five dimensions of service quality, namely tangible, reliability, responsiveness, assurance, and empathy.

The types of data used in this study are quantitative data and qualitative data (Sugiyono,2016). The quantitative data used in this study is data derived from the results of the answers to the questionnaires that have been filled out by guests regarding the application of green ethics in improving the quality of guest services by the front office department at the Hilton Bali Resort. The qualitative data used in this study is a description or elaboration of the results of interviews with managers and staff in the Front Office Department.

Sources of data used are primary data and secondary data (Sugiyono, 2016). The primary data in this study is data obtained from guests who come directly to the hotel through a questionnaire, namely the results of a questionnaire that has been filled out by guests who receive front office services at the Hilton Bali Resort department, while secondary data is an overview of the company and organizational structure.

The sample used in this study are using incidental sampling technique, the sampling technique is based on chance, that is, anyone who coincidentally / incidentally meets the 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, 2013). The number of sample members used is 80 respondents.

The data analysis technique used is Customer Satisfaction Index (CSI), servqual test and im-portance performance analysis (IPA). The servqual test is used to compare the expected service with the service obtained by tourists or known as the gap, which is used to find out the cause of service problems and to findout how to improve the service. Customer satisfaction is measured by expectations or the level of customer expectations (E), compared to perceived service (P). Tourist satisfaction is a functionof the expectations and perceptions of tourists at Hilton Bali Resort. Importance performance analysis (IPA) is a customer satisfaction mapping method. The data will be grouped into the importance performance analysis matrix so that the indicators contained in the most important category and require high performance become the main priority in determining service strategies in order to meet customer expectations and satisfaction. The importance of performance analysis matrix is divided into 4 quadrants.

Result and Discussion

Table 1. Results Of Average Perceptions And Expectations As Well As ServiceQuality Gaps At Hilton Bali Resort

No	Variabel	Persepsi	Harapan	GAP
X1	Hilton Bali Resort's front office department staff reuse used paperfor administrative purposes. (Sustainability)	4.38	4.36	0,02
X2	Hilton Bali Resort front office staff uses a digital barcode scanto inform events at the hotel. (Sustainability)	3.98	3.96	0,02

X3	The equipment used in the check-in and check-out operations by the frontoffice department of the Hilton Bali Resort uses materials that do not contain plastic and creates sustainability. (Sustainability)	4.28	4.31	- 0,03
X4	All front office department staff use balinesee uniforms when carrying out hotel operations. (Build Environmentaland Cultural Awareness)	4.39	4.34	0,05
X5	Front office department staff welcomeguests using a typical Balinese food greeting. (Build Environmental and Cultural Awareness)	4.33	4.00	0,33
X6	Waste from the front office department is reprocessed. (Build Environmentaland Cultural Awareness)	4.34	4.29	0,05
X7	Front office department staff take advantage of local culture in running events at the hotel. (BuildEnvironmental and Cultural Awareness)	4.16	4.16	0
X8	Placement of trash cans in every corner of the lobby has been filled withorganic and in-organic labels. (Build Environmental and CulturalAwareness)	4.03	4.01	0,02
X9	Front office department staff can communicate using languages other than Indonesian and English with the help of the application. (Hospitality)	3.86	4.26	- 0,40
X10	Front office department staff are ableto interact well with guests and prioritize hospitality. (Hospitality)	4.19	4.15	0,04
X11	Front office department staff are alert and committed to providing timelyservice. (Hospitality)	3.99	4.25	- 0,26
X12	Front office department staff are always ready to help hotel guestswho need assistance at any time. (Hospitality)	3.90	3.93	- 0,03
X13	Front office department staff understand product knowledge and all information in hotels. (Hospitality)	3.98	4.30	- 0,32
X14	Front office department staff ensures the safety and comfort of guests during their stay at the hotel. (Hospitality)	4.28	4.28	0

| X15 | Front office department staff are friendly and courteous in providing services without distinction. (Hospitality) | 4.11 | 4.09 | 0,02 |
| X16 | Front office department staff havethe initiative to ask guests and provide assistance if needed. (Hospitality) | 4.03 | 3.98 | 0,05 |

Source: Processed Data (2022)

Implementation of green ethics in improving the guest service quality of thefront office department at Hilton Bali Resort is calculated using the servqual calculation (quality of service) by comparing the averageperception value with the average expectation value of each indicator so that the servqual valueis obtained for each indicator, can be seen in the table 3 above.

Source : Personal Documentation (2022)

Figure 1. Front Office Department Staff Ensures The Safety And Comfort Of Guests During Their Stay At The Hotel

A negative servqual value indicates that there is a service quality gap, which means that tourists are not satisfied with the indicators that have a negative value. If the servqual value is pos-itive, it indicates that there is a satisfactory indication for tourists on indicators that have a positive value. Based on the results of the servqual calculation in the table above, it can be revealed that overall tourist satisfaction with the service of the front office department staff at Hilton Bali Re-sort is very good. This is indicated by the number of indicators that havea positive gap value more than indi-


cators that have a negative gap value.

Source : Personal Documentation (2022)

Figure 2. All Front Office Department Staff Use Balinesee Uniforms When Carrying Out Hotel Opera-tions

Of the 16 indicators, there are 5 indicators that have a negative gap value, namely 1 indicators from the tangibles dimension, 1 indicators from the reliability dimension, 2 indicator from the responsiveness di-mension, 1 indicator from the assur-ance dimension, and 0 indicators from the empathy dimension. While the indicator has a positive gap value, which means that the front office department staff at the Hilton

Bali Resort have pro-vided satisfactory service to tourists or the perception that tourists get about the service quality of the front office department staff is greater than the expectations held by tourists.
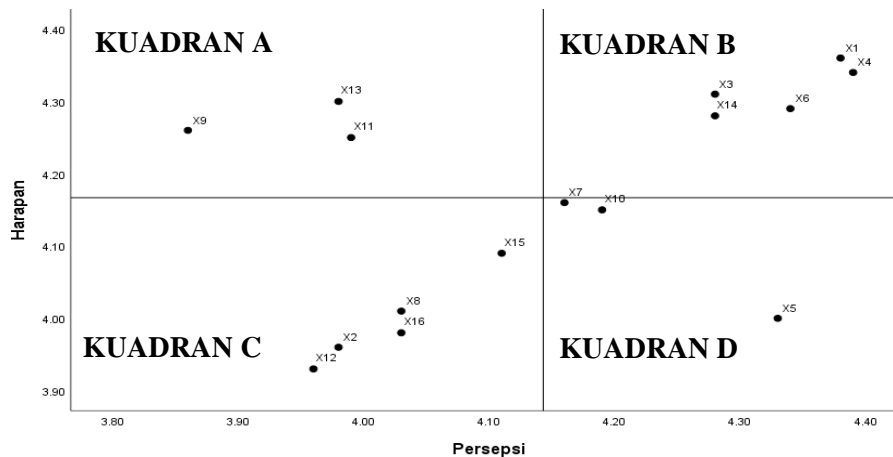
Source : Processed Data (2022)

Figure 3. Cartesian Diagram Importance Performance Analysis

Importance performance analysis presented in a Cartesian diagram which is divided into 4 quadrants is used so that service quality indicators contained in the most important categories and requiring high performance are the main priority in determining service strategies in order to meet tourist expectations and satisfaction, can be seen in Figure 1 above. Quadrant I, which is the top priority, is located at the top left of the Cartesian diagram. In this quadrant there are 4 indicators of service quality that need to be improved by the front office department staff at Hilton Bali Resort, namely indicators X9, X11, and X13. Quadrant II, is the defending achievement which is located at the top right of the Cartesian diagram. In this quadrant there are 5 indicators of service quality whose performance must be maintained, namely indicators X1, X3, X4, X6 and X14. Quadrant III, which is a low priority, is located at the bottom left of the Cartesian diagram. In this quadrant there are 5 indicators whose improvement needs to be considered because tourists are considered not too special, namely indicators X2, X8, X12, X15 and X16. Quadrant IV, is an exaggeration located at the bottom right of the Cartesian diagram. In this quadrant there is 1 indicator that is considered less important and deemed excessive by tourists, namely the X5,X7 and X10 indicator. Based on the Cartesian diagram above, it is known that the indicators that must be im-proved by the front office department staff at Hilton Bali Resortare indicators X9, X11, and X13. Meanwhile, the indicators whose performance must be maintained by the front office department staff at Hilton Bali Resortare indicators X1, X5, X9, X10, and X11.

Conclusion

Based on the results of the analysis and discussion, it can be concluded that tourist satisfaction with the application of green ethics in improving the service of the front office department staff at the Hilton Bali Resort is very good. Because tourists' expectations of service quality are higher than per-ceived. This can be seen from the 16 service quality indicators studied, there are 5 indicators with nega-tive gap values and 11 indicators with positive gap values. The indicators that need to be improved by the front office department staff at Hilton Bali Re-sortare indicators X3, X6, X7, and X15 while indicators whose performance must be maintained by the front office department staff are indicators X1, X3, X4, X6 and X14.

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