

Implementation Of Green Practices By Front Office Department Staff In Improving Service Quality At Hilton Bali Resort

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Abstract: This research aims to determine how the green practices application on improving the service quality of front office department at Hilton Bali Resort. Data collection methods used were observation, questionnaires, interviews and literature study. The analytical technique used in this research are descriptive qualitative, systematically describing the data obtained during the research, so that it can describe situation or status of the problem clearly and using quantitative descriptive analysis using a 5-level Likert. With 8 (eight) respondents from front office department staff. The results obtained indicating that the overall green practices application on improving the service quality has been optimally implemented, but there are still some that are not yet optimally implemented, the first was in green action variable reducing paper waste and the reuse of paper. Second were in green food variable the use of organic based tools in serving welcome drink and distribution of linen based cool towel so that it can be reuse. All of those things above still need some improving, so there was a need of efforts from front office department and hotel to further improve the application of green practices on improving the service quality at Hilton Bali Resort such as conducting SOP practices and performing supervision on staff while working.

Keywords: Green Practices, Service Quality, SOP, Standard Operating Procedure

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Introduction

The effect of global warming triggered everyone in the hospitality industry to have awareness towards environmental issues in attempt to save the earth and environment from threat. Sustainable development is an attempt of conscious development that blend environmental aspects, social and economic aspects into development strategy that ensure today's need without sacrificing the next generation. (Opatha & Arulrajah, 2014).

Bali is one of tourist destinations that is well known to foreign countries. To support tourists needs, Bali need to be prepared in the accommodation aspects to support the tourists needs such as hotels.

Hotel is an accommodation business or companies that provide services for the general public with lodging services, food and beverage services, room service and laundry services. This facility is intended for those who spend the night at the hotel or those who only use certain facilities owned by the hotel. (Nurnawati & Ardyusmarryya, 2017).

There are many hotels in Bali, one of which is Hilton Bali Resort. Hilton Bali Resort is a 5-star hotel that is a part of Hilton Worldwide that is located in Nusa Dua. In its day to day management, Hilton Bali Resort involves many department that helps each other with the hotel operation. One of the department that is related to this research is the front office department. Front office is the face of the hotel, they are needed to deliver a good service so that the guests comfortable on their stay.

Hilton Worldwide committed to reduce their environmental impact by 2030, so Hilton Worldwide applied a strategy named Travel With Purpose. Travel With Purpose is Hilton's environmental, social and governance strategy to drive responsible travel and tourism globally. Through it, Hilton seek to create positive environmental and social impact across its operation, supply chain and communities. It is included in addressing climate change, energy efficiency, water stewardship and reducing waste.

Hilton Bali Resort consists of several departments, such as Front Office Department, Food and Beverage Department, Sales and Marketing Department, Finance Department, Spa and Recreation Department.

One of the departments related to this research is the Front Office Department. Front Office is a reflection of the quality of the hotel for first time guests. So the employees requires to have readiness, vigilance, accuracy and the ability to carry out their duties and responsibilities. This is an important matter for making a good impression to the guests whether they decide to stay or not with us. (Sinambela, 2016).

In carrying out their duties, a Front Desk Agent or Receptionist is an employee who has the task for receiving guests and also providing information to guests in need. (Tri Okta Sulfa Kimiawan, 2020).

Another sections that is equally important in the Front Office Department is the Concierge or commonly referred as Bellman. Concierge is a part of the Front Office Department which has duty and responsibilities for guests luggage and providing services to guests starting from the arrival of the guest until their departure from the hotel. (Pratiwi & Taufiq, 2021)

In an attempt of reducing waste so that the hotel become environmentally friendly, front office department is needed to apply several green practices, such as reducing the use of paper, reducing electricity usage, water usage and then it will also help to create a comfortable environment to the guests.

Green Practices can be described as an action or movement in an attempt to apply effective practices with the intention of reducing environmental issues that occur directly or indirectly in the hotel operational. Based on the mention above, the researcher would like to know more about, (1) How is the application of green practices in improving service quality on front office department at Hilton Bali Resort, (2) Is the application of green practice in accordance with standard operationing procedure applied at Hilton Bali Resort.

Method

This research took place at Hilton Bali Resort which is located at Nusa Dua Selatan St., Benoa, Kec. Kuta Selatan, Kab. Badung. The study was conducted for 6 months. This research variable is an object that has been determined by the researcher to be studied in order to obtain information about the object. The types and sources of data used are quantitative and qualitative data with primary and secondary data.

The variables used in this study were service quality and green practices. The five dimensions of service quality are tangibles, reliability, responsiveness, assurance, and empathy. (Wibowo, 2014). And there are three dimensions of green practices, namely green action, green food, and green donation according to (Leonardo et al., 2014) that is cited in Schubert (2008)

Table 1. Variables and Indicators

	Variables	No	Indicators
<i>Green Action</i>	<i>Tangible</i>	1	Cleanliness of front office area
	<i>Reliability</i>	2	The friendliness of staff in serving all the guests
	<i>Responsiveness</i>	3	Reducing of electricity use in lobby area in the middle of the day
	<i>Assurance</i>	4	Open lobby area to make sure there is a natural lighting in the middle of the day
	<i>Empathy</i>	5	Staff attention towards guests individually
<i>Green Food</i>	<i>Tangible</i>	6	The usage of organic base service instrument
	<i>Reliability</i>	7	Serving an organic base welcome drink
	<i>Responsiveness</i>	8	Give an explanation about the ingredients used in the making of the welcome drink
	<i>Assurance</i>	9	Guarantee the hygiene and sanitation of the welcome drink that served
	<i>Empathy</i>	10	Serving welcome drink and cool towel towards every guests that come
<i>Green Donation</i>	<i>Tangible</i>	11	Help funding project about environmental near the hotel
	<i>Reliability</i>	12	Remind to every guests about reducing plastic and paper waste in the hotel
	<i>Responsiveness</i>	13	Take part in the community program and donate funds for environmental problem
	<i>Assurance</i>	14	Hold a program to clean the beach area every month for the hotel staff
	<i>Empathy</i>	15	Participating in a food and raw material donation program

The types of data used in this research are descriptive quantitative data and descriptive qualitative data. Quantitative data is a scientific data, where the data obtained is in the form of numbers (score, value) (Hermawan, 2019) in this research the researchers are using a 5-level Likert. The quantitative data in this study are the results of a research questionnaire and the number of front office department staff as the respondents. Qualitative data is information data in the form of verbal and not in the form of number symbols or numbers, but data in the form of interview results, field notes, document analysis. (Sugiyono, 2016). Qualitative data that is needed in this study such as the history of Hilton Bali Resort and the interview results with front office department staff at Hilton Bali Resort.6

A way is needed to be able to quantify the data, namely by giving a score to the respondent's answer about the application of standard operating procedures (SOP) by the front office section, then the likert, average and score scales are used. As an illustration, if the researcher gives 5 alternative answers to the respondents, then the scale used is 1 to 5 The scale from 1 to 5 is :

1. Scale 1 : not applied at all given a score of 1
2. Scale 2 : less applied given a score 2
3. Scale 3 : simply applied given a score 3
4. Scale 4 : applied given a score of 4
5. Scale 5 : optimally applied given a score of 5

The data sources used in this study are primary data and secondary data. Primary data is a data that is obtained or collected by the researcher directly from the data source. (Siyoto, 2015). In this research, primary data was taken by means of interviews and questionnaires to outlet managers and staff of front office departments, namely concierge and receptionist. Secondary data is a data that is obtained or collected by researchers from existing company sources, the data is in the form of tables, images and literatures. (Siyoto, 2015). The secondary data source used in this research is in the form of an overview of the Hilton Bali Resort and other related literatures such as books, journals and documents.

The sampling method used in this research is saturated sampling. It is a sampling technique if the entire population group is used as the research sample because the population criteria set are appropriate but in small numbers and the entire population is used as the research sample. (Sugiyono, 2016).

In obtaining the data needed in this study, it is used in several data collection methods, namely (1) Observation is a method of collecting data by making observations directly (2) A questionnaire is a set of questions used to obtain information from respondents related to their personality and matters (3) Interview is the process of obtaining information for research purposes (4) Literature study. Literature studies are carried out to find additional data in the form of journals, scientific papers, books and the Internet related to the object under study namely green practices in improving the quality of service.

Result and Discussion

The application of green practices by receptionist and concierge to improving the service quality already in accordance with the SOP applied at the hotel. Such as the reuse of paper, reducing electricity usage in lobby area and not supplying plastic bag to the guests. But there are still some application that is still not yet optimally applied and still need some improvements. The following will be explained in more detail by the questionnaire that has been carried out, first is the application of green action

Table 2. Of The Green Action Application Questionnaire

No	Indicators	Score
Green Action		
1	Staff always maintain the cleanliness in the lobby area	4.62
2	Staff providing the same service to every guests without exception	4.5
3	Staff providing a precise information to the guests	4.5
4	Reducing paper waste with reusing the paper	4.12
5	Staff are friendly and welcoming in doing their job	4.62
Total Average		4.47

It can be seen that the average value of the application of green action done by the receptionist and concierge has a range of values between 4 to 5. From the overall score, the application of green action in improving service

quality gain a total overall average 4.47, which means that the implementation of green action has been optimally applied. The following will be explained about the application of green food by front office (receptionist and concierge) staff.

Table 3. Results of the Green Food Application Questionnaire

No	Indicators	Score
<i>Green Food</i>		
1	Using organic based service instrument in serving welcome drink	4.12
2	Using organic ingredients in the making of welcome drink	4.25
3	Staff explained about the ingredients used in the making of welcome drink to all the guests	4.25
4	Providing linen based cool towel so that it can be reuse	2.62
5	Staff ensure the safety of the ingredients used in the welcome drink	4.62
Total Average		3.97

It can be seen that the average value of the application of green food done by receptionist and concierge has a range of values between 2 and 5. From the overall score, the application of green food gain a total overall average of 4.47, which means that the implementation of green food has been applied enough. The following will be explained about the application of green donation by front office (receptionist and concierge) staff.

Table 4. Results of the Green Donation Application Questionnaire

No	Indicators	Score
<i>Green Donation</i>		
1	Hotel help in funding project about environmental	4.37
2	Hotel no longer give or provide plastic bag for guests	4.75
3	Hotel management frequently conduct a cleaning Sawangan beach program for all the staff	4.62
Total Average		4.58

It can be seen that the average value of the application of green donation ranges from 4 to 5. The total average value earned is 4.58, which means that the implementation of green donation has been optimally applied. Based on the results of the questionnaire that has been discussed, it can be seen that there are several applications of green practices that have not been implemented optimally.

As it can be seen in the implementation of green food, on the fourth indicators, it scores below average, so there is still something that needs to be improved by the hotel and front office staff (receptionist and concierge) so that the service quality that were given to the guests are optimal or maximized.

Conclusion

Based on the result of the discussion that has been explained, the application of green practices has been maximized in an attempt to improve the service quality, in the process of improving the service quality of green action the average value gain are 4.47 which means that it has been maximally applied, green food average value is 3.97 which means that it is quite optimally applied, green donation with an average value of 4.58 which has been maximally applied. So the application of green practices has been implemented optimally.

Service quality is an important matter that can improve the guests satisfactory when staying at the hotel, so there is a need of effort from all of the department at Hilton Bali Resort to help improve the service quality given, by evaluating the application of SOP from the staff and conducting a regular training to front office department (receptionist and concierge) so that the staff could give an optimal service to the guests at all time.

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