

UNDERGRADUATE THESIS

**IMPLEMENTATION OF GREEN PRACTICE IN RESTAURANT
TO INCREASE GUEST SATISFACTION
AT FLIGHT CLUB BALI**



POLITEKNIK NEGERI BALI

I GUSTI NGURAH JUNIANTARA JAYA

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

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POLITEKNIK NEGERI BALI

I Gusti Ngurah Juniantara Jaya
NIM. 2315854020

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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali**



POLITEKNIK NEGERI BALI

**I Gusti Ngurah Juniantara Jaya
NIM. 2315854020**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

UNDERGRADUATE THESIS APPROVAL SHEET

IMPLEMENTATION OF GREEN PRACTICE IN RESTAURANT TO INCREASE GUEST SATISFACTION AT FLIGHT CLUB BALI

This Undergraduate Thesis has been approved by the Supervisors and the Head of Tourism
Department of Politeknik Negeri Bali on Tuesday, August 13th 2024

Supervisor I,



Dr. Dra. Ni Gst Nym Suci Murni, M.Par
NIP 196405251990032001

Supervisor II,



I Nyoman Rajin Aryana, S.Pd, M.Hum
NIP 197507042002121002

Acknowledged by,
Head of Tourism Department,
Politeknik Negeri Bali


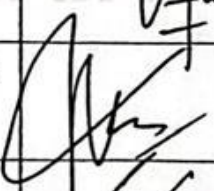



Dr. Ni Nyoman Sri Astuti, SST. Par., M.Par.
NIP 198409092008122004

UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled:
**IMPLEMENTATION OF GREEN PRACTICE IN RESTAURANT
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AT FLIGHT CLUB BALI**

by **I Gusti Ngurah Juniantara Jaya (NIM. 2315854020)** 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 on Day of Tuesday, Date 13th August 2024.

	Board of Examiners	Signature
Head	Dr. Dra. Ni Gst Nym Suci Murni, M.Par NIP. 196405251990032001	
Member	I Gusti Agung Mas Krisna Komala Sari, S.Si., M.Si NIP. 198809282014042001	
Member	Dr. Made Satria Pramanda Putra, S.H., S.E., M.M. NIP. 198912302022031003	



Dr. Ni Nyoman Sri Astuti, SST. Par., M.Par.
NIP 198409092008122004

LETTER OF FREE PLAGIARISM STATEMENT

I am the undersigned below:

Name : I Gusti Ngurah Juniantara Jaya
NIM : 2315854020
Study Program : D-IV Tourism Business Management

Hereby honestly state that this Undergraduate Thesis entitled:

**“IMPLEMENTATION OF GREEN PRACTICE IN RESTAURANT TO
INCREASE GUEST SATISFACTION AT FLIGHT CLUB BALI”**

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Badung, 15 May 2024



I Gusti Ngurah Juniantara Jaya

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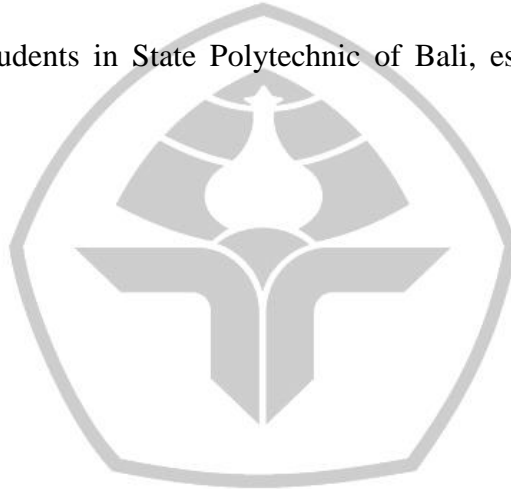
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The author realizes that there are many limitations on this thesis instead of the effort in making it as comprehensive as the sources available. Since there is much space

for miss under statement, the author would like to be grateful if the readers would give the author any corrections, suggestions, or critics for improving the further report.

Finally, the author hopes this thesis will be useful and can give any additional references for the students in State Polytechnic of Bali, especially at the Tourism Department itself.



Badung, April 2024

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

Author

**IMPLEMENTATION OF GREEN PRACTICE IN RESTAURANT
TO INCREASE GUEST SATISFACTION
AT FLIGHT CLUB BALI**

**I Gusti Ngurah Juniantara Jaya
NIM. 2315854030**

ABSTRACT

The aim of this research is to find the way in managing green restaurant service to increase guest satisfaction and to know the suitability of guest satisfaction to service given to them. Green service is one of choice to well managed restaurant such as efficiency controlling and giving an brief way of service to the guest. Therefore, if it can be managed well in operation can increase the guest satisfaction of their experience. Flight Club Bali apply kind of this service and encouraged the author to compose this research as the problems such as How is implementation of green service at Flight Club Bali? and How green service can increase the guest satisfaction at Flight Club Bali? For identifying of green service applied at Flight Club Bali, the data is collected on observation to the location. For measuring the guest satisfaction, the sampling method in this research is incidental random sampling with the population must be truly representative. The number of respondents in this research is 50 respondents which based on the parameters minimum ($4 \times 12 = 48$ respondents) and maximum ($5 \times 12 = 60$ respondents). The analysis method is mixed of qualitative and quantitative through cartesian diagram. The result of this research based on the quantitative analysis through Importance-Performance Analysis calculations, that shown the average of guest satisfaction rate is 3,99 and the average level of service quality is 3,90. This comparison can be described as guest expectation is greater than service quality given to the guest. Then, green service restaurant is implemented as various practices such as using bio-degradable supplies, implementing DOT System, reduce paper usages and waste food management.

Keywords: Green Practice, Guest Satisfaction, Importance-Performance Analysis

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CHAPTER I

INTRODUCTION

1.1 Background

After covid-19 pandemic, tourism industry around the world has developed comprehensively as demand from human being in finding places for vacation or holiday after working hours. Many aspects in tourism industry are competing for being better to have good image to the visitors. Such as accommodation, transportation, food & beverage as tourism industry elements. Exactly about food and beverage industry, there are many types of stalls that represent for food and beverage as their commercial items such as restaurant, cafe, bakery shop, bar, pub and etc.

If it is related to restaurant, there are many types of restaurants that can be divided by many aspects. Those aspects are specialty menu, type of the guest, level of service and location of the outlet. Based on location that must be the placed as the central of tourism activity. One of that is airport. Airport is the place new people coming from other place and people will depart to new place for their next destination. Nowadays, airport is not just the place that might be the transportation service. This time, airport has a good chance to develop their target in other income such as the tenant for food and beverage aspects. This chance has been involved by one of management in airport service as Plaza Premium Group. They have many brands of airport services which absolutely linked to food and beverage aspect. Flight Club is one of their brands of

airport dining which has many outlets around the world such as Malaysia, Hongkong, Cambodia, Singapore and also in Indonesia exactly at Ngurah Rai International airport.

Flight Club implements the green service in its operational which this can support the wastage and keep the healthy environmental. Basically, they keep on their supplies must be less of plastic and chemical things to make the food and its presentation in dine in or takeaway. And for the ingredients, they keep it must be fresh and it come from the daily stock from the supplier for fresh product as green procurement concept. In operation side, Flight Club implement some of points that can be support the green service system such as energy efficiency, water consumption, and 3R concept (reuse, reduce and recycle) for supplies that can support its operation. Through this concept, it can be involved to their operation have a good confession from the guest which this concept can be applied in other outlet as reference to give better experience in guest visit and outlet operation.

Flight club as their signature above which can be trademark for guest who are visiting and enjoying the meal from them. The service is the key of getting guest satisfaction which can be impacted to the image of the outlet. The product that provides is the fast-food product and drink that focused on Asian and western dishes that can enjoy the guest prior their departure time. In this era, some platform can be the reference for the guest to reviewing the place as their feelings such as the happiness and disappointment. From the operation side, it will be obviously to look the good and better reviews to encourage the exposure and good insight for the guest to visit the

place. Flight Club mostly uses the google review as their benchmark of its services that provided to the guest. The sample of its review as picture below.

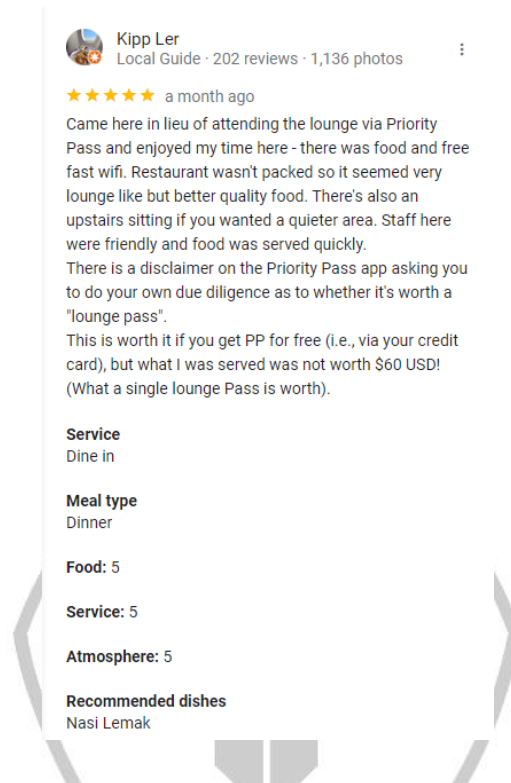


Figure 1.1 Guest Review of Service at Flight Club Bali
Source: Google Review (29/03/2024)

In addition of the green service of the restaurant operation can be impacted to effectiveness of workflow from the staff in giving the services to the guest. Which from the picture attached that explained about guest review of the services from the Flight Club Bali, that can be the benchmark of the accomplishment in giving the best services through green service applied. And from internal side, this plan can be affected to cost efficiency of the operation such as electricity, OPEX, and etc. Based on that

explanation above, we would analyze the specific service that applied at Flight Club Bali which is targeting the effectiveness and green concept that admitted as their signature service and need to be applied well to get the impact of good guest experience and workflow effectively by the staff which can be applied to other similar place.

1.2 Problem Identification

Based on the background described above, the main problem in this research as follows:

1. How is implementation of green service at Flight Club Bali?
2. How green practice in restaurant can increase the guest satisfaction at Flight Club Bali?

1.3 Purpose of the Research

Based on the formulation of the problem described previously, the objectives and benefits in this study as follows:

- 1.3.1 To know about the implementation of green service at Flight Club Bali
- 1.3.2 To know about the impact of green practice in restaurant operation can increase guest satisfaction at Flight Club Bali

1.4 Benefit of the Research

The benefits to be gained by conducting this research are as follows:

- 1.4.1 Theoretical benefits

This research will be expected to provide information as well as a reference, especially in the green restaurant. Besides, it provides new insights and adds to the bibliography, especially at the Tourism Department in State Polytechnic of Bali

1.4.2 Practical Benefits

1. Benefits for Student

The results of this study are expected to be able to provide information and insight to students regarding the fields to be studied and add insight into the role of F&B service in restaurant.

2. Benefits for State Polytechnic of Bali

The results of this study are expected as this research can be a reference in the teaching and learning process and input for further research.

3. Benefits for Flight Club Bali

As input and consideration for the hotel, especially management in making decisions related to F&B service that applied in this restaurant.



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CHAPTER V

CLOSING

5.1 Conclusion

After the author has composed this research, it can be concluded as follows:

5.1.1 Implementation Green Service Through Green Action at Flight Club Bali

The implementation of green service of this restaurant is based of green action that established for encouraging the green restaurant. At Flight Club Bali after author have done the observation on the spot and captured some documentations, the green action that implemented can be described as below:

e. Using Bio-Degreable Supplies

At Flight Club Bali, they use the supplies that made from non-plastic and minimalize the pollution or rubbish such as stainless, chinaware and glass for guest in dining service. For serving takeaway order or Order To-Go, they use biodegradable supplies such as bag, cutleries or pouch. Which those are can be eligible to be recycled. For table supplies as accessories is used the dried flower and plants as implementation of recycling the plant and flower rubbish. Also for wash basin that provided at outlet has been using non touched water tap.

f. Implementing DOT (Daily Operation Treatment)

DOT (Daily Operation Treatment) has applied at Flight Club Bali which is focusing on electricity usage. Mostly the equipment are used that powered by electrical power. For managing it, DOT is applied to reduce the cost and supported the energy and cost saving.

g. Reduce on Paper Usages

This implementation has been using for taking order the guest order, which guest can order their delight as food and drink through the link the attached on barcode. The barcode is put on each table of guest, which it can be scanned to catch the link to the menu and taking order of them. The order is going to be notified on GSO's system and can be inputted on POS to process the guest order.

h. Waste Food Management

At Flight Club Bali, the menu is only competing on poultry and seafood which is not providing at pork or lard. Flight club has been implementing option of menu in Food and Beverage with same ingredients to avoid the waste. Most of the ingredients is ordered in half cooked condition, it once can reduce the serving time and usage of the kitchen equipment that might be contributed to electricity usages at Flight Club Bali.

5.1.2 Green Service to Increase Guest Satisfaction at Flight Club Bali

After composing the main problem that need to measure the guest satisfaction through green service at Flight Club Bali, the author has calculated the data related to indicators of GRSERV that described as chapter IV, it can be concluded as below:

Based on analyze of quantitative method through calculating suitability level of service at Flight Club Bali to guest expectation level, the result has shown all of the attribute got the good suitability level which mostly above 95%. The lowest suitability has established to attribute of “Guest Expectation of Staff provides services professionally and in hospitable way which is calculated as 96,5% on suitability level. Meanwhile, that result is still on good result that means guest has been suitable as their needs by service given by staff at Flight Club Bali. And the rest of attribute is still need more improvements for getting best suitability level, those attributes is still need more improvement to be noticed by the management.

Based on analyze of quantitative method through the calculation of Importance-Performance Analysis, that shown the average of guest expectation level is 3,99 and the average of service quality level at Flight Club Bali is 3,90. Therefore, it can be described as $3,99 > 3,90$ which means guest expectation level is still higher than service quality that given by staff as Flight Club Bali. According to the positioning of the attributes in the quadrant contained in cartesian diagram, it can be used as a reference for Flight Club Bali in order to find out the attributes that really affect the

guest satisfaction and the attributes that need to be improved or maintained.

5.2 Suggestion

Based on the results of observations on the object of research, both through direct observation and the results of data processing via questionnaires, the authors consider it necessary to provide suggestions to improve the quality of services at Flight Club Bali which consists of:

1. Flight Club Bali can make a trademark service in green practice to be the signature service of its origin. Therefore, it can encourage the unique things that can memorable for the guest while they enjoy the meal at Flight Club Bali.
2. Flight Club Bali Management should plan more intensive training development for operation about encouraging the loyalty ad dedication while operational in giving service to the guest.



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

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JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI