

Green Practice Implementation In Improving The Quality Of Service At The Front Office At K Club Ubud Bali

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Abstract: This research aims to find how the implementations of green practice in an effort to enhance the service quality of the front office department at K Club Ubud Bali and to determine the indicators of green practice services that need to be improved and maintained in service quality from the front office department at K Club Ubud Bali. The method of data collection in this research was done by distributing questionnaires, interviews, observations, and documentation. The sampling technique in this research used simple random sampling. Collecting data using online questionnaires distributed to respondents. The questionnaire was processed by conducting validity and reliability tests. Subsequently, this research uses the servqual test (quality of service) and critical performance analysis (IPA) for the data analysis techniques. The results of this research indicate that the application of green practice has been carried out optimally, as shown by the results of the application of 3Rs activities. The implementation of green practice has also been carried out well which can be explained by the results of the servqual test, where the gap in the servqual test score in the form of eight question indicators produces seven gaps (+) and one gap (-) in the front office department at K Club Ubud Bali. Meanwhile, the results of the importance performance analysis (IPA) show that there is one indicator that needs to be improved and there is one indicator that the front office needs to maintain the quality of its services.

Keywords: Front Office, Green Practice, Service Quality

Informasi Artikel: Submission to Repository on September 2022

Introduction

According to Yuniati (2021) the role of tourism in Indonesia is very beneficial, it is because development in the tourism sector and the utilization of tourism potential resources are economic activities that can be relied upon to increase state revenues, expand employment opportunities and create job opportunities for local communities, encourage regional development and introduce nature, cultural values and nation. Bali is one of the provinces in Indonesia that has great tourism potential. It can be seen by the large number of local and foreign tourists visiting Bali, both spending their holidays and for business purposes. Furthermore, there is a close relationship between the tourism and hospitality sector. The hospitality industry offers services such as accommodation, transportation, food and beverage, and recreation. Therefore, it can be called that the hotel industry is a service supplier for tourism. In addition, hospitality is one of the great business prospects in the tourism industry. The main purpose of a hotel business is to get as much room occupancy as possible but this is also inseparable from the satisfaction of tourists who will inhabit the room, because the higher the room occupancy rate, the greater the profits to be obtained by the company Moha (2016).

According to Anom et al. (2017:60) the development of hotels in Bali is quite fast, this can be seen by the many domestic and foreign investors who are competing to build five-star hotels in Bali. Hotel development also needs to pay attention to several important aspects that support the creation of a hotel that has its own charm, for example, choosing a strategic location. Bali with rice fields and shady trees can be used as the main points for building hotels in Bali. One of the biggest tourist destinations in Bali is Ubud, which is located in the east of Bali, precisely in Gianyar Regency. The rice fields and trees in Ubud are a favorite for tourists seeking tranquility and are the most frequently visited. With its natural beauty, one of the hotel concepts in the Ubud area uses the concept of green practice. According to Leonardo et al. (2009:499) green practice or environmentally friendly movement is generally described through the 3Rs, namely reduce, reuse, recycle. Where the 3R process is really needed because it is the most basic reference for sustainable hospitality to reap success. One of the hotels that implement green practice is K Club Ubud Bali, which is located in the Ubud area.

Source: www.kclububud.com (2022)

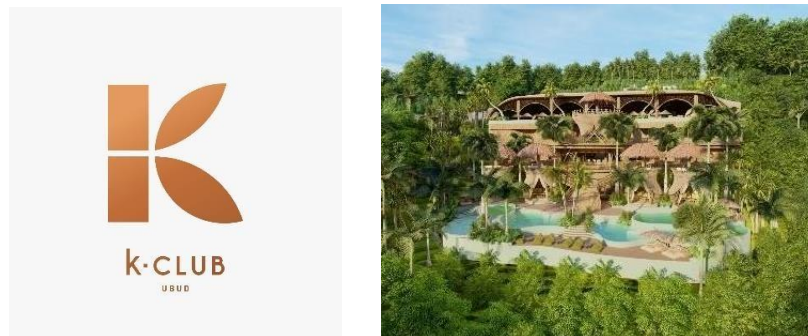


Figure 1. K Club Ubud Bali Logo & Kabana Jungle Pool Bar K Club

In line with the implementation of green practice, the room occupancy rate at K Club Ubud Bali in December 2021 was recorded at 90%, up 10 points compared to the room occupancy rate in November 2021 which was recorded at 80%. When compared to December 2020 which reached 50%, the room occupancy rate in December 2021 was recorded to have increased by 45%. This is because in December 2020 the landscape or villa area has not been fully completed and is still in the project stage. Towards December 2021 the arrangement is approaching 100%, such as the view in the villa area that blends with nature, the concept of a villa that uses environmentally friendly materials such as bamboo, and the scope of the cool air with a total of 30 villas consisting of 2-5 rooms with a total In total there are 94 rooms at K Club Ubud Bali and other facilities. The application of green practice at K Club Ubud Bali is basically in accordance with the concept of green practice through 3Rs to prevent environmental damage. Actions taken include saving electrical energy, not using plastic and reducing paper usage. However, it is undeniable that there are things that become challenges at K Club Ubud Bali in the process of implementing green practice. Based on this background and problems, the author is interested in researching "Implementation of Green Practice in Improving Service Quality at the Front Office at K Club Ubud Bali".

Method

This research was conducted at Hotel K Club Ubud Bali which is one of the Luxury Villas located in the Ubud area, Gianyar Regency, Bali. This research was conducted for 4 months from March 2022 to July 2022. The object of this research is the implementation of Green Practice in improving the quality of service at the front office at K Club Ubud Bali. The variables in this re-search were divided into 2, namely the independent variable and the dependent variable. The types of data used in this research are qualitative data and quantitative data. The source of the data used in this research is primary data obtained directly through the observation of distributing questionnaires to customers at K Club Ubud Bali. Therefore, this research also used secondary data obtained in ready-made form, which has been collected and processed by other parties which is used as supporting data in this research.

In this research, the data collection technique used is simple random sampling. The data collection techniques carried out in this research are, observation, questionnaire, interview and literature research Arieska and Herdiani (2018:17). Observation is a method of collecting data by making direct observations at the K Club Ubud Bali for 4 months to get a clear picture of the object under research. Question-naire is a method of collecting data by distributing questions that are arranged in detail according to the indicators used in the quality of service to customers. The interview method is a method of collecting data by conducting interviews or direct questions and answers with managers and employees directly to obtain data and information in accordance with the object of research. Literature research is a method of collecting data by extracting data from various sources such as scientific works, journals, books, and the internet related to the object under research of the quality of service of the front office department on the implementation of Green Practice Hotel at K Club Ubud Bali.

According to Moise (2019), the data analysis technique used in this research are Validity Test to determine the level of validity of the questionnaire instrument used in data collection, Reliability Test to measure a questionnaire which is an indicator of a variable, Servqual Test (Service Quality) to analyze the gap between the expected services (expected service) with the visitor's perception of the service received (perceived service) by visitors at K Club Ubud Bali. Finally, the Importance-Performance Analysis method is used to analyze the performance of an

organization by measuring the performance that is considered important by customers and the performance received by customers.

Result and Discussion

Respondents Profile

The questions on the questionnaire are divided into 2 parts. The first part contains questions about respondent information such as age, occupation, and gender. Another part of the questionnaire asked about the value of the Importance and Service Performance of Front Office staff based on the respondent's point of view. The results of the questionnaire will be used as the main data of this research. The total number of respondents who answered the questionnaire was 30 respondents consisting of customers who stayed at K Club Ubud Bali. The results of respondent profiles with complete calculations can be seen below:

1. Gender
The respondents based on gender are more female. This can be explained by the total number of male just 10 people or 33%. While those who are female are 20 people or 67%. The difference between the two percentages of respondents is not very significant.
2. Origin
The nationalities of the respondents for this research during Covid-19 were customers from Indonesia who were guest in villas at K Club Ubud Bali. The results of the calculation of the nationality of the respondents is the highest dominated by A from Jakarta with a percentage of 50%, to 23% from Surabaya, 17% from Bali, 10% from Semarang.
3. Occupation
In the occupation category, the questions in the questionnaire are limited to 4 different jobs and are selected by the respondents by filling out the questionnaire. The results of the calculation of the highest occupation of 30 respondents is in entrepreneurial work with a percentage of 33% or 10 respondents, then followed by employees with a percentage of 30%, or 9 respondents and other positions as much as 27%, or 8 respondents, and students just 10%, or 3 respondents.
4. Age Classification
In this category, the questionnaire measures the age of the respondents which is divided into 5 different categories. All data on the age of respondents into 5 age ranges starting from under 20 years with a total percentage of 7% of 2 respondents. And 27% of respondents aged between 20 to 30 years of 8 respondents. The age range of 31 to 40 years dominates the respondents with a total percentage of 33% of 10 respondents, and those aged between 41 to 50 years with a total percentage of 27% are 8 respondents. Lastly, a total percentage of aged over 50 years with a percentage of 7% with 2 respondents.

Validity and Reliability Test

1. Validity Test
According to Menurut Izzaty, Astuti, and Cholimah (1967:157), Validity is degrees the accuracy of the data really happening on objects to the data reported by researchers. The results of the validity of the work level (performance) and importance (importance) are presented in table below.

Table 1. Validity Test

Attribute	R-Table	Importance		Performance	
		Total Item Correlation	Description	Total Item Correlation	Description
Q1	0,2960	0,511	Valid	0,614	Valid
Q2	0,2960	0,383	Valid	0,357	Valid
Q3	0,2960	0,392	Valid	0,317	Valid
Q4	0,2960	0,727	Valid	0,418	Valid
Q5	0,2960	0,362	Valid	0,324	Valid
Q6	0,2960	0,498	Valid	0,480	Valid
Q7	0,2960	0,570	Valid	0,300	Valid
Q8	0,2960	0,398	Valid	0,380	Valid

Source: Output SPSS 25.0 for Windows

The valid decision criteria are stated if the total item correlation value is greater than 0.2960. Based on the output in table above, the total item correlation value for all questionnaire items is greater than 0.2960,

therefore, all items on the perception and expectation questionnaire regarding the Application of Green Practice in Efforts to Improve Service Quality are declared valid to be used in this research.

2. Reliability Test

According to Rosita, Hidayat, and Yuliani (2021:283), Reliability test intended to know of the existence of the consistency of a measuring instrument in its use although at different times. After the validity test was carried out and the results of the questionnaire were declared valid, then the reliability test was carried out. The reliability of the research instrument is assessed through the magnitude of the Cronbach's Alpha coefficient, which shows the internal consistency of the items that underlie a variable. Calculation of the Cronbach's Alpha coefficient is shown in table below.

Table 2. Results of the Reliability of Importance

Reliability Statistics	
Cronbach's Alpha	N of Items
.879	8

Source: Output SPSS 25.0 for Windows

Table 3. Results of the Reliability of Performance

Reliability Statistics	
Cronbach's Alpha	N of Items
.857	8

Source: Output SPSS 25.0 for Windows

Application of Green Practice at the Front Office K Club Ubud Bali

Based on the results of interviews with the General Manager and Front Office Manager of K Club Ubud Bali, there are several results in this research can convey regarding the application of green practice at K Club Ubud Bali. It was stated that the implementation of green practice at K Club Ubud Bali has been carried out to the maximum extent possible. This is reflected in the effort to implement 3R at K Club Ubud Bali. The implementation of the 3R refers to the first on recycling. The implementation of recycling has been realized, one of them is the use of recycle paper in all activities that require the use of paper in their activities. Paper waste that is no longer used will then be maximized by using blank sheets so that they can be reused. In addition, there is also the use of recycled wood in the form of tissue boxes and business cards.

Second one is reuse. K Club Ubud Bali has implemented the use of items that can be reused like hotel items that are environmentally friendly but have good quality so that they can last a long time and can be used regularly for a long time. Finally, to reduce, at K Club Ubud Bali, activities have been carried out to reduce unnecessary electricity consumption. K Club Ubud Bali also suppresses the use of Air Conditioners in areas that do not require cooling. As a solution, at K Club Ubud Bali, especially in the lobby area, they prefer to use natural air, this is also supported by the cool environment of the Ubud area, coupled with the location of the hotel which is close to rice fields and shady trees. On the other hand, reducing the use of Air Conditioners also takes into account the air condition of the Lobby area to keep it healthy and fresh.

Based on the results of interviews with the General Manager and Front Office Manager of K Club Ubud Bali, it can be said that K Club Ubud Bali has implemented green practice through 3R. Furthermore, to see implementation details and answer how the implementation of green practice in the Front Office at K Club Ubud Bali is more comprehensive, a servqual test (service quality) is carried out which functions to analyze the gap between expected importance and performance on the services received. The servqual method is data processing to find gaps. After carrying out the servqual method, it will be known the application of green practice in an effort to improve service quality. In table below, the results of data processing from the servqual method are presented:

Table 4. Servqual Test Analysis

No	Indicator	Performance	Importance	GAP
1	Reducing electricity usage, by not using air conditioner in the lobby	3.03	4.93	-1.9
2	Using stainless steel straws in drinks instead of plastic straws	4.4	2.77	1.63
3	Recycle wood waste into tissue boxes and business card holders	4.5	3.17	1.33
4	Reducing paper usage at check-in and check-out is shifted to the use of an ipad	4.33	2.6	1.73
5	The ability of the front office staff to answer guest questions about the implementation of green practices at K Club Ubud Bali	4.23	3.1	1.13
6	Able to provide clear and easy to understand information in implementing green practice	4.33	3.3	1.03
7	Lobby cleanliness guarantee by reducing plastic waste in the Lobby area	4.4	3.13	1.27
8	Front office response in resolving guest complaints while staying at K Club Ubud Bali	4.33	3.33	1

This method is data processing gap between perception and hope the customer (Dharmawan & Wurjaningrum, 2016:209). The results of the servqual test analysis above show that of the 8 statement indicators regarding service quality when implementing green practice in the Front office department, it shows that the positive (+) gap is more than the negative gap (-) where the number of positive gaps is 7 indicators while the negative gap (-) as many as 1 indicator, meaning that the implementation of green practice in an effort to improve the quality of front office services at K Club Ubud Bali has been carried out well.

Based on the results of interviews with the General Manager and Front Office Manager, as well as the results of the servqual test analysis, there is one negative gap or obstacle that appears after the implementation of green practice at K Club Ubud. These constraints are related to the air and the uncertain weather, especially when the weather is hot. Guests sometimes feel hot in the Lobby area due to the hot weather. This is a serious obstacle in implementing green practice at K Club Ubud Bali. Although the environmental conditions and the location of the hotel can be said to be cool, it is undeniable that sometimes some visitors complain due to erratic weather conditions causing the lobby temperature to be warmer than usual. Therefore, the K Club Ubud Bali has provided as much understanding as possible regarding this matter, in line with the explanation of the implementation of green practice at K Club Ubu Bali.

Furthermore, there are several efforts to overcome the problems. One way to do this is to provide understanding to guests about green practice. In addition, providing a welcome drink with the Ice Soursoup Sorbe Menu during the check-in and check-out process is another way to deal with hot weather situations. And by providing a solution to the engineering team to find a portable air conditioner that saves energy is also one way to overcome several obstacles in implementing green practice at K Club Ubud Bali.

The Highest Type of Quadrant in the Application of Green Practice in Improving the Quality of Service at the Front Office at K Club Ubud Bali.

To answer the second problem about the highest type of quadrant in the application of green at K Club Ubud Bali, the Importance Performance Analysis method is presented in the form of a Cartesian diagram (Siyamto, 2017). The Cartesian diagram consists of four quadrants, namely quadrant A is the main priority, which means that the indicators in this quadrant are indicators that need to be improved. Quadrant B is maintaining achievement which shows that the indicators contained in this quadrant already have good service, therefore it is necessary to maintain their performance. Quadrant C is a low priority which means that this quadrant does not have much effect on visitor satisfaction. Quadrant D shows that all indicators in this quadrant are considered excessive in their implementation.

Figure below shows the location of the 8 green practice service quality indicators at K Club Ubud Bali.

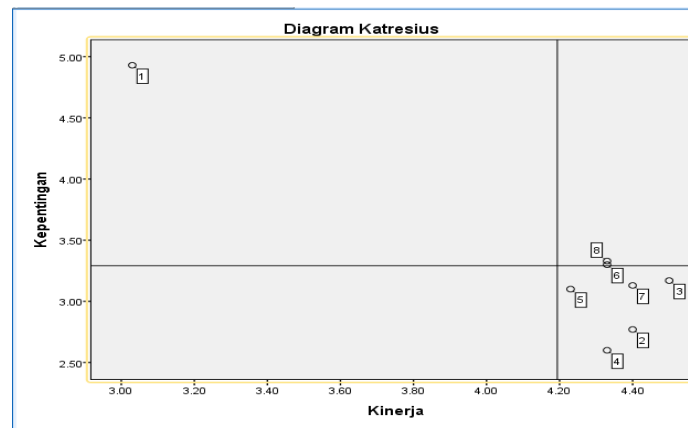


Figure 2. Diagram Kartesius Important Performance Analysis

The following is a detailed explanation of each indicator located in each quadrant. Each quadrant has its own function which will be explained as follows:

1. Quadrant A

Quadrant A is located on the top left, the indicators in quadrant A are indicators that must be prioritized for immediate improvement, therefore the quality of service provided by the K Club Ubud Bali Front office is maximized. There is 1 priority indicator for immediate improvement, which is reducing electricity usage, by not using Air Conditioner in the Lobby (Indicator 1). Reducing electricity use by not using the Air Conditioner in the Lobby is in quadrant A because the average value of the respondent's interests is greater than the average value of performance, so that respondents are not satisfied with the service "Using Air Conditioner in the Lobby". Efforts to save energy in the lobby carried out by the front office of the K Club Ubud Bali department in implementing green practice do not always go well, one of which is reducing energy use in the lobby area. when the weather conditions are hot, guests feel uncomfortable during the check-in and check-out process.

2. Quadrant B

Quadrant B is located on the top right, indicators in quadrant B are indicators that must be maintained in quality in order to remain competitive with other competitors. There is 1 indicator that quality must be maintained, namely, the responsiveness of the front office in resolving visitor complaints while staying at K Club Ubud Bali (Indicator 8). Indicator 3 is in quadrant B, because the average value of the interest in performance is greater than the average value of the interest of the respondent so that the respondent feels that the quality of service provided by the front office department in terms of responsiveness in resolving complaints when the respondent stays is maximum. Respondents are expected to maintain this indicator.

3. Quadrant C

Quadrant C is located on the lower left, indicators in quadrant C are indicators of low importance. This means that the indicators in this quadrant do not require much priority to improve. There are no indicators in quadrant C.

4. Quadrant D

Quadrant D is located on the lower right, the indicators included in quadrant D are considered to have a low level of importance according to the respondents but have good performance so that they are considered excessive by the respondents. Improved performance on these indicators will only lead to a waste of resources, but this is not a significant quality problem. The indicators included in this quadrant are as follows:

- a. Using stainless steel Straw in drinks, instead of plastic straws.
- b. Recycle wood scraps into tissue boxes and business card holders.
- c. Reducing paper usage at check-in and check-out is transferred to the Ipad.
- d. The ability of the front office staff to answer visitors' questions about the implementation of green practices at K Club Ubud Bali.
- e. Able to provide clear and easy to understand information in implementing green practice.
- f. Lobby Cleanliness Guarantee by reducing plastic waste in the Lobby area.

Conclusion

Based on the results of the discussion and analysis obtained related to the application of green practice in an effort to improve the quality of front office department services at K Club Ubud Bali, it can be concluded as fol-

lows, first, the application of green practice in an effort to improve the service quality of the front office department at K Club Ubud Bali can be said to be good. In an effort to implement green practice, K Club Ubud Bali has realized it through the 3Rs, namely reduce, reuse, recycle.

For the results of the servqual test itself, it can be explained that from 8 question indicators distributed through a questionnaire, it produces 1 negative indicator (-) and 7 positive (+) indicators. Therefore, it can be said that the application of green practice in an effort to improve the quality of service for the front office department at K Club Ubud Bali has been maximized.

Based on the results of the analysis of the Importance Performance Analysis (IPA) test results, indicators that need to be improved in the application of green practice in an effort to improve the quality of front office department services at K Club Ubud Bali are 1 indicator, namely "Reducing electricity use, by not using Air Conditioners in the Lobby which is in quadrant A. As for 1 indicator that has maximum work performance or indicators that need to be maintained, namely the responsiveness of the front office in resolving visitor complaints while staying at K Club Ubud Bali is in quadrant B. For quadrant C, there are no indicators that need a lot of priority to fix.

There are also indicators that are considered to have a low level of importance according to the respondents but have good performance so that they are considered excessive by the respondents. These indicators are in quadrant D, namely using stainless steel Straw, recycling wood scraps into tissue boxes and business card holders, reducing paper use at check-in and checking out by using an Ipad, the ability of the front office staff to answer visitor questions regarding the application of green practice, able to provide clear and easy-to-understand information in the application of green practice.

Acknowledgment

Through this article I would like show my gratitude to Ni Luh Eka Armoni, SE., M.Par as first examiner as well as Dr. Dra. Ni Gusti Nyoman Suci Murni, M.Par as second examiner whose guide researcher to completed this research. Furthermore I also would like to mention K Club Ubud Bali who gave me full access and permission to collected my research data in this company.

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