

Implementation Of Pro Environmental Behaviour Staff Front Office In Creating Green Hotel At Aston Canggu Beach Resort

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Abstract: This study discusses about the application of pro-environmental behaviors of front office staff in creating a green hotel at Aston Canggu Beach Resort. The purpose of this study is to find out how the implementation of pro environmental behaviors by front office staff in creating a green hotel at Aston Canggu Beach Resort and to find out what indicators of pro environmental behaviors that's need to be maintained and improved by front office staff in creating a green hotel at Aston Canggu Beach Resort. Data collection methods in this study were carried out by observation, distributing questionnaires, documentation and literature studies. The data analysis method that used in this research is qualitative and quantitative methods, qualitative methods include several stages such as conducting interviews, descriptive statistics and drawing conclusions, while quantitative methods are in the form of questionnaire data processing, validity, reliability, and importance performance analysis. The results of this study indicate that the implementation of pro environmental behaviors at the Aston Canggu Beach Resort hotel has been implemented well, the 6 indicators in pro environmental behaviors have mostly been implemented, but there are several indicators that need to be improved, namely indicators of mobility and transportation, consumerism, and actions aimed at preserving the environment.

Keywords: pro environmental behaviors, Green Hotel, front office staff.

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Introduction

The environmental problems that occur can be said to be moral problems, which are related to human behavior. The environment is not only concerned with technical issues but is becoming a moral crisis globally. Pollution and damage that occurs in forests, seas, water, soil, atmosphere and various other forms of damage are caused by human behavior that is indifferent and irresponsible and only thinks about the needs of life, Tasneem (2016).

According to Palupi & Sawitri, (2017) pro-environment behavior is a behavior that grows from one's consciousness to minimize the negative impact of one's actions on nature and development, such as minimizing the use of re-sources, saving energy consumption, using non-toxic materials, reducing waste production. The current problem of how people engage in pro-environmental behaviors in everyday life is still a complex question.

Data from the Central Statistic (2019) showed that four-star hotels were recorded to dominate the increase in the number of rooms by 52.8% followed by five-star and three-star by 23.9% and 23.3%, respectively. The confirm from the percentage of data, it can be seen that the development of hospitality accommodation is very rapid, following the needs of tourists who come, and it truly brings positive and negative impacts, in addition of the positive impacts, there are negative impacts such as the used of resources and producing waste which is not a small number of problems that must be solved.

This research using one of fours stars hotel in Canggu, Bali and writer find the data as occupancy data from aston canggu in 2018 before the pandemic occupancy reached 87%, and after the covid-19 pandemic in 2019 there was a de-crease in the room occupancy rate to 83%. The percentage of occupancy shows that there is no significant decrease so that there are still many activities that still cause natural pollution, especially in the front

office as a vital department in a hotel. considering that before the pandemic tourism was one of the industries that had a considerable threat to the environment, so now it is an opportunity to make improvements.

Because of that we can see tourism industry, especially through hospitality, needs to move to create pro-environment actions to create green hotels, creating environmentally friendly hotel buildings ("Green Hotels"), not only depending on the condition of the building, but no less important is the commitment of the implementers and the hotel management system concerned, If this "Green Hotel" movement can be carried out, it will improve the quality in this tourism sector.

ASEAN Secretariat defines (Sekretariat ASEAN , 2016) that's Green Hotel as an environmentally friendly hotel and applies clear measures for energy preservation. Environmentally friendly is a term widely used in marketing to educate consumers in terms of features of products or services that provide benefits to the environment. In this case, it can be seen that Pro-environmental behaviors can be used as one of the obstacles to create a green hotel.

Aston Canggu Beach Resort is one of the four-star hotels located in the Canggu area, according to data from the Central Statistics Agency (2019) shows that four-star hotels are recorded to dominate the increase in the number of rooms by 52.8%, in addition to the positive impacts obtained by the hotel, there are also negative impacts that must be thought of a solution, for example, handling hotel waste, savings in energy sources, and other behaviors that can preserve the environment. After the observation writer got that operations at Aston Canggu Beach Resort, especially the front office, it still does not support pro environmental behaviors, this is shown by the excessive use of energy and water, recycling that has not been carried out optimally, for example the use of paper that can be recycled, this is due to the less of concern and understanding of the importance of the application of pro environmental behaviors, besides that the imbalance of work and workers also makes the application of this cannot be paid maximum attention to.

Method

In this study using two types of data, there are:

1. Quantitative Data

According to Sandyawati (2020) Quantitative Data is a type of data that is in the form of a numeric or number system. In addition, it is also in the form of statistics, namely data that has been grouped so that it can provide information about a problem or symptom. Where the quantitative data in this study is data on the percentage of energy use in the last 6 months at Aston Canggu Beach Resort.

2. Qualitative Data

According to M.Prawiro (2019) qualitative data is a research method that is descriptive in nature, uses analysis, refers to data, utilizes existing theories as supporting materials, and produces a theory. The qualitative data that used in this study is an explanatory description of the questioners' data and the decipherment of the hypothesis test of the relationship between the two variables.

In this study, the main data used was a questionnaire where this data was still in the form of quality. To measure qualitative data by setting a score for each respondent's answer Sugiyono (2018). The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena.

This analysis is carried out using index values, namely by determining the class size values as follows:

Maximum Value: 5

Minimum Value: 1

Scale Interval: $\frac{5-1}{5} = 0.8$ (01)

The index given to each score is as follows

No	Kriteria Tanggapan	Skor	Indeks
1	Sangat Setuju	5	4,21-5,00
2	Setuju	4	3,41-4,20
3	Ragu-Ragu	-3	2,61-3,40
4	Tidak Setuju	2	1,81-2,60
5	Sangat Tidak Setuju	1	1,00-1,80

Table 1: Index Score

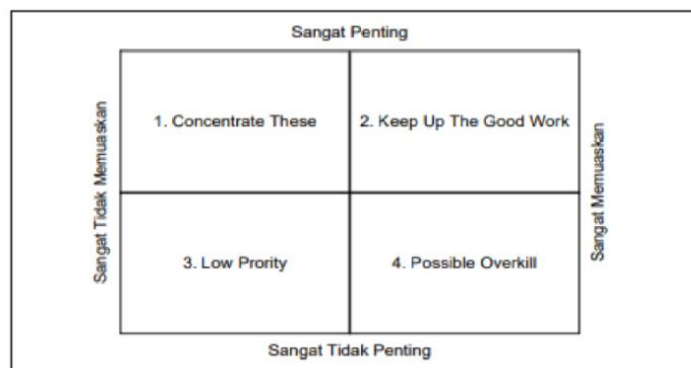
Validity Test is a measure that shows the validity or piety of research instruments Ryanto (2020). In this study, validity test decision making will be determined based on the significant value of each indicator, with the following conditions:

1. If the indicator has a sig value ≤ 0.005 , then the indicator is declared valid.
2. If the indicator has a sig value of > 0.005 , then the indicator is declared invalid.

The Reliability Test is a test that measures accuracy in measuring what will be measured (Ryanto & Hatmawan, 2020). In this study, because the instrument used is a questionnaire, the data that can be obtained will produce different data. This is necessary to carry out a reliability test in this instrument, so that it can produce quality data. To measure the reliability of the instrument by using a coefficient close to 1 indicates reliability with high consistency. The reliability measurement indicator that divides the level of reliability by the alpha criterion is as follows:

- a. 0.80 – 1.0 = Good Reliability
- b. 0.60 – 0.79 = Accepted Reliability
- c. < 0.70 = Bad Reliability

In this study to measure which indicators need to be raised and maintained by the front office staff at Aston Canggu Beach Resort, the researcher will use Importance performance Analysis (IPA). The Importance performance Analysis method is an analysis that can be used to compile several elements of the service set and identify the necessary actions Candrianto (2021)



Picture 1: IPA Tabela

Result and Discussion

The validity test results of 30 people with the provision $df = (n-2)$ with a significant level of 5% are 0,374

No	R _{hitung}	R _{Tabel}	Kesimpulan
1	0,381	0,374	Valid
2	0,499	0,374	Valid
3	0,659	0,374	Valid
4	0,431	0,374	Valid
5	0,602	0,374	Valid
6	0,543	0,374	Valid
7	0,390	0,374	Valid
8	0,693	0,374	Valid
9	0,403	0,374	Valid
10	0,440	0,374	Valid
11	0,507	0,374	Valid
12	0,504	0,374	Valid
13	0,426	0,374	Valid
14	0,449	0,374	Valid
15	0,556	0,374	Valid
16	0,667	0,374	Valid
17	0,515	0,374	Valid
18	0,424	0,374	Valid
19	0,384	0,374	Valid
20	1	0,374	Valid

Table 2: Validity test of respondent perception

No	R _{hitung}	R _{Tabel}	Kesimpulan
1	0,427	0,374	Valid
2	0,381	0,374	Valid
3	0,499	0,374	Valid
4	0,695	0,374	Valid
5	0,431	0,374	Valid
6	0,406	0,374	Valid
7	0,543	0,374	Valid
8	0,390	0,374	Valid
9	0,693	0,374	Valid
10	0,403	0,374	Valid
11	0,377	0,374	Valid
12	0,507	0,374	Valid
13	0,504	0,374	Valid
14	0,426	0,374	Valid
15	0,378	0,374	Valid
16	0,663	0,374	Valid
17	0,556	0,374	Valid
18	0,409	0,374	Valid
19	0,515	0,374	Valid
20	1	0,374	Valid

Table 3: Validity test of respondent expectation

The reliability test was carried out using the SPSS 25.00 program with the following criteria:

1. If Cronbach's Alpha ≥ 0.60 then the research data is declared reliable.
2. If Cronbach's Alpha ≤ 0.60 then the research data is declared unreliable.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.671	20

Table 2: Reliability test of respondent perception.

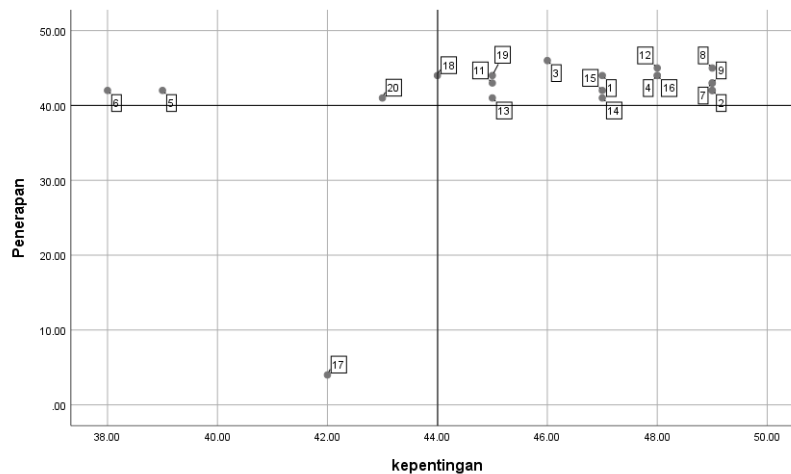
From figure 4, it can be seen that the value of Cronbach's Alpha is $0.671 \geq 0.60$ so that the data on the application of respondents are reliable and can be used in this study.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.721	21

Table 3 : Reliability test of respondent expectation

From figure 5, it can be seen that the value of Cronbach's Alpha is $0.721 \geq 0.60$ so that the data on the interests of respondents are reliable and can be used in this study.



Picture 2 : Result of IPA analyst

In figure 3 of the cartesian quadrant importance performance analysis shows that each indicator describes a different state of affairs, where mapping based on the level of importance and level of performance allows Aston Canggus Beach Resort, especially front office staff, to immediately make improvements to attributes that are considered important to be improved in a relatively close period of time. Each quadrant is described by interpretation as follows:

1. Quadrant I (Concentrate these)

Indicators that are included in quadrant I are Using environmentally friendly vehicles, the existence of bicycle rental services, inviting guests to be involved in the application of pro environmental behaviors.

2. Quadrant II (Keep up the good work)

Indicators included in quadrant II are Always turn off the lights after use, Always turn off the computer after night sift, do not use air conditioning in open rooms, bell Drivers use hotel cars only when dropping off guests, Front office staff carry out preventive activities such as preparing a place for temporary waste storage, do not burn garbage, use environmentally friendly inks for printers, do not use plastic bottles as a place to hold personal drinks, use recycle paper, use tote bags / paper bags, do not use plastic bags, limit the amount of paper use, change the use of paper for registration to use barcodes, do not waste energy when not in use, do cleaning in the hotel environment, carry out reforestation.

3. Quadrant 3 (low priority)

The statement that included in quadrant III is Limiting the amount of tissue use.

4. Quadrant 4 (possible overkill)

As for quadrant IV, there are no indicators that enter it, so this can be said to be good enough, so there are no indicators that need to be eliminated and to focus more on other quadrants where the indicators need to be maintained and improved.

Conclusion

According to the results of the interview and the results of the data processing, conclusions can be drawn from this research are as follows:

1. The application of pro environmental behaviours of front office staff in creating a green hotel is by starting small habits such as energy saving, in addition to reducing the amount of paper use by making barcodes for registration, making digital invoices, and recycling papers that can no longer be used into paper bags. The arrangement of the lobby with a semi-outdoor concept also helps this pro environmental behaviours activity, where front office staff can further preserve the environment by taking care of the trees around the lobby and saving electricity because there is no need to use air conditioning.

2. The indicators of pro environmental behaviours that need to be improved are the indicators that are in the I and III quadrants, where in quadrant I there are 3 points that need to be improved, namely point 6,5,20 about the use of environmentally friendly vehicles, the existence of bicycle rental services, and inviting guests to be involved in the application of pro environmental behaviors. In quadrant III there is 1 point that needs to be improved, namely reducing the number of tissue uses, and the rest of the points are in quadrant II which means that it has been done well and needs to be maintained.

The advice that the author can convey to the front office staff and also the Aston Canggu Beach Resort hotel in creating a green hotel is, doing new things such as the implementation of pro environmental behaviours does take time to adapt, but if Aston Canggu Beach resort can improve all the activities that have been carried out, or it can increase at least the points that are in quadrants I and III in the results of the IPA analysis data process, the foundation for the application of pro environmental behaviours in this hotel will become stronger so that later it can make this hotel a green hotel.

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