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<http://ojs2.pnb.ac.id/index.php/JASTH> 102 The implementation of green practices to green consumer behavior in food & beverage department at The ONE Legian Anak Agung Putu Parwati 1, Luh Linna Sagitarini 2\*, I Nyoman Rajin Aryana 3 1,2,3 Tourism Department, Politeknik Negeri Bali, Indonesia \*Corresponding Author:

[linnasagitarini@pnb.ac.id](mailto:linnasagitarini@pnb.ac.id) Abstract: This study aimed to determine the application of green practice and the effect of green practice on green consumer behavior in the food & beverage department at The ONE Legian, either partially or simultaneously. The population of this study is guests who stay at The ONE Legian. Data collection techniques in this study were through observation and questionnaires, where data collection was carried out by field observations, and questionnaires with fifty-five respondents. **1** The

**analysis used in this study is multiple linear** regression quantitative analysis using the SPSS 25 program. The results of this study indicate a positive and partially significant effect of green practices on green consumer behavior and a simultaneous positive effect of green practice variables on green consumer behavior variables. The results of the coefficient of determination test indicate that the variation of the independent variable is only able to explain fifty-three point four percent of the dependent variable, the remaining forty-six point six is influenced by other factors outside of this study. Before the researcher conducted the research, it was found that there were problems that occurred in the food & beverage department, such as when taking food at a restaurant, many guests asked for plastic bags to wrap the food they brought. And some guests complained to the staff because plastic bags were not provided. In addition, researchers saw several guests smoking carelessly in the restaurant area which caused air pollution. This shows that there are so many guests who did not understand the implementation of green practice implemented by The ONE Legian. After implementing the green practice in the hotel, the researcher did the second observation, the results showed that there was a changed habit in guests who stayed a few days at The ONE Legian, namely guests who already know the

implementation of green practice is now smoking in the smoking area that has been provided. The researcher suggests that the implementation of green donation in the food & beverage department is more published to guests or consumers. So that guests or consumers can participate and feel the green donation activity. This activity can be a motivation and example for other hotels to participate in efforts to protect the environment, both hotels around Legian and Kuta. Keywords: food & beverage, green consumer behavior, green practices, implementation History Article: Submitted 11 August 2022 | Revised 14 August 2022 | Accepted 28 September 2022 How to Cite: Parwati, A. A. P., Sagitarini, L. L., Aryana, I N. R. (2022). The Implementation of green practices to green consumer behavior in food & beverage department at The ONE <sup>3</sup> Legian. *Journal of Applied Sciences in Travel and Hospitality*, 5(2), 102-114. Introduction The hotel industry is one of the industries that contributes to environmental damage. To meet consumer needs, hotels consume large amounts of energy and resources and generate either solid or liquid waste. As an inseparable element of tourism, this problem must be resolved, at least there are efforts to reduce the impact (Brian, 2019). It is known that the hotel industry is an activity that can pose a threat to the surrounding environment, as can be seen from the high use of energy, water, non-recyclable goods, and pollution. With so many hotel developments, there will be potential for environmental damage due to excessive use of resources. Moreover, the development of the times and globalization that occurs with the use of chemical-based products and causes an increase in the production of B3 waste for the surrounding environment. Therefore, many hotels must start implementing various innovations to prevent environmental damage, one of which is by implementing green practices in hotel operations. According to Tzschentke, 2004 (Budiantoro et al., 2015) green practices are measures taken to protect the environment and the products produced are minimal in environmental

Journal of Applied Sciences in Travel and Hospitality 103 damage. Green practice is a program that encourages hotel business behavior to save water, energy, reduce solid

waste and protect the earth (Sukaatmadja, 2018). Eco-friendly hotels carry out programs such as saving water, energy and reducing solid waste that can help protect the earth. Examples of green practices that have been carried out by the hotel industry, such as reducing the use of plastic materials, reducing energy and water use, reducing the amount of residual laundry soap that is discharged into the sewer system. So there are two articles that discuss green practice, namely, (Brian, 2019) entitled “The <sup>4</sup> Effect Of Environmental Value Toward Consumer Behavior on Green Hotel Practice” and the second article is (Halim et al., 2021) the title is “Consumer’s Awareness of the Application of Green Practices Carried out by Starbucks Indonesia”. Green hotel practice is one solution that has been widely applied by hotels in the world. Hotels carry out green hotel practices to reduce their impact on the environment. Studies on green hotel practice have been carried out in many countries in the world, especially in developed countries. In the article (Leonardo et al., 2014) green practices are grouped into three variable dimensions, namely green action is an activity that aims to protect both the environment and the surrounding community, green food is using food ingredients that support the environment for the long term in the future, and green donation is the company's participation in community projects and donates funds for environmental issues caused by the hotel industry. Consumer behavior is one of the factors that can affect the environment. Green consumer behavior is defined as someone who makes a purchase and is influenced by his or her own awareness of environmental issues (Budiantoro et al., 2015). People who consume organic products are called green consumers. Keles and Bekimbetova (2013); Perdana et al (2020) explain that green consumers are consumers who have a willingness to pay higher for environmentally friendly products so as to create greater opportunities for companies and governments to produce environmentally friendly products (Atmaja & Utami, 2017). Since 2010, Indonesia has been urged by MICE and WTO tours to implement Green Tourism or environmentally friendly tourism (Harlina Putri, 2020) One of the hotels in Legian, Kuta that has implemented green practice is The ONE Legian. However, there are some issues with implementing environmentally friendly practices that are unacceptable to guests. One of

the problems that occur is the lack of understanding of guests about green practice so that some guests often ask for plastic to wrap the food they bring. In research (Yuniati, 2021) stated that many people do not understand the definition and practice of green practice in Indonesia so this is an important concern for the government and the private sector regarding their contribution to environmental conservation. Several studies have been conducted to determine the effect of implementing green practice in the food and beverage department, such as the effect of green practice on green consumer behavior in Kemangi restaurants (Budiantoro et al., 10 2015), but only a few have focused on this research. The factors that influence green practice on green consumer behavior, therefore researchers want to develop a similar study to determine the application of green practice that has been applied to green consumer behavior in the food and beverage department at The ONE Legian. This research is important because this research is very little researched so that this research can provide education to all parties. From the importance of consumer behavior that can affect the environment. The impact of the Covid-19 pandemic has accelerated the green transition process which has attracted a lot of attention and led to a lot of research in various fields on environmental issues. In the research researched by (Khan et al., 2022, Oka, et al., 2022) discussed the importance of green practices that must be carried out during the Covid-19 pandemic to be able to deal with environmental problems. Some of the green practices implemented by The ONE Legian include saving water and energy use, processing and sorting organic and non-organic waste, not using air conditioning in restaurants, reducing the use of plastic materials that can damage the environment. However, since the Covid-19 pandemic, tourism in Bali has experienced a very drastic decline in tourists, and the economic conditions are getting weaker and the hotel industry is running unstable in its operational activities. This condition makes the hotel industry have to reduce costs so that operational activities can still be carried out during the covid-19 pandemic. With the implementation of green practice, it is hoped that it can educate consumers who do not understand environmentally friendly products so that later by getting and

Journal of Applied Sciences in Travel and Hospitality 104 experiencing environmentally friendly products, they can influence consumer habits in buying and consuming environmentally friendly products. This is what motivated the researchers to study "Implementation of Green Practices on Green Consumer Behavior at the Food & Beverage Department at The ONE Legian. Methodology The research used quantitative analysis. Data collection techniques in this study are through observation and questionnaires. Sutrisno Hadi (Sugiyono, 2015) suggests that observation is a complex process, a process composed of various biological and psychological processes. Two of the important ones are the process of memory and observation, in the research written by the author, the observation in question is the implementation of green practices to green consumer behavior at The ONE Legian, especially in the food & beverage department. Questionnaire is a data collection technique that is done by giving a set of written statements to respondents to answer (Sugiyono, 2015). Each indicator the statement submitted by the researcher to the respondent will provide the same value scale, namely 1 (strongly disagree), 2(disagree), 3 (neutral), 4 (agree), and 5 (strongly disagree). The sampling technique is basically a procedure for taking some members of a population (Joko Ade Nursiyono, 2017). In this study, the sampling technique used was purposive sampling. Purposive Sampling is a sampling technique with certain considerations (Sugiyono, 2015). The reason the researcher uses this purposive sampling technique is because it is suitable for use in quantitative research. Respondents in this study are parties who know detailed information related to research conducted by researchers and meet several criteria such as respondents are guests who stay at The ONE Legian or visit restaurants at The ONE Legian, respondents are guests who have received and experienced environmentally friendly products from The ONE Legian. In this research, there was 55 respondents. Data analysis techniques is a method for managing data into information so that the characteristics of the data become easy to understand and useful to be able to find solutions to problems regarding the research. In this study, the researcher used multiple

linear regression quantitative descriptive analysis techniques. According to Sugiyono in the book (Sugiyono, 2014), quantitative data can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations and samples, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is descriptive. quantitative/statistical with the aim of testing the established hypothesis. Data analysis techniques in quantitative research can be done using special software for data analysis called Statistical Product and Service Solutions (SPSS 25). In this study, there are two variables that will be tested using multiple linear regression, namely the independent variable and the dependent variable. The independent variable in this study is green practices, while the dependent variable is green consumer behavior. In this study, the independent variable (X) is green practices, which are actions to protect and have a positive impact on the environment. Where the independent variable has three dimensions, the variables will be explained in the Table 1 below. Tabel 1. Green Practices Indicators

Variable	Variable Definition	Variable Dimension	Indicator
Green Practices (Independent Variabel)	Green Practices are activities carried out by The ONE Legian, especially the food & beverage department in an action to protect and have a positive impact on the environment.	Green action	Conduct energy and water efficiency in the food & beverage department. Using environmentally friendly products that do not damage the environment in the food & beverage department. Sorting organic and nonorganic waste in the food & beverage department.

Journal of Applied Sciences in Travel and Hospitality 105 Preventing pollution in the food & beverage department. Green food Using organic ingredients in the food manufacturing process in the food & beverage department. Create local menus and use ingredients from local farmers. Give special information on menus such as vegetarian menus and so on. Green donation Provide education to the public/consumers regarding the implementation of green practices through public lectures and staff training. Participate in environmentally friendly projects. Source: Leonardo, et.al (2014) Green Consumer Behavior is the

behavior of green consumers who care about the surrounding environment, where later this green consumer behavior will affect their intention to visit hotels or restaurants that have implemented the green concept. In this study, researchers set green consumer behavior as the dependent variable (Y). The following will explain the indicators of green consumer behavior in the Table 2. Tabel 2. Green Consumer Behavior Indicator Variable

Variable Definition	Variable Dimension	Indicator
Green consumer behavior (Dependent Variabel)	Green Consumer Behavior	is the behavior of green consumers who care about the surrounding environment.
- Willingness to pay more to the restaurant at The ONE Legian as an environmentally friendly restaurant.		Want to revisit the restaurant at The ONE Legian as an environmentally friendly restaurant.

Source: Leonardo, et.al (2014) Results and Discussions Calculations and data analysis were carried out using SPSS 25. After using SPSS, the processed results would be obtained which would later be explained so that a conclusion was obtained. This research was conducted by distributing questionnaires to 55 respondents (guests) who visited or stayed at The ONE Legian. The data obtained can be explained descriptively by reviewing it in the form of simple statistics so that it can be easier to examine the description of the research situation conducted at The ONE Legian.

1. Validity and Reliability Test Result The Validity test is used to test the validity of the questionnaire used to measure a variable. In the validity test, if the value of  $r\text{-count} > r\text{-table}$ , the instrument item is declared valid. The validity test use SPSS 25 for Windows. The results of the instrument validity test in this study can be seen in Table 3.

Journal of Applied Sciences in Travel and Hospitality 106 Tabel 3. Validity test results

Variabel	Question items	R Count	R Table	Description
X1 Green Action 1	0,630	0,265		
Valid Green Action 2	0,875	0,265	Valid	
Green Action 3	0,907	0,265	Valid	
Green Action 4	0,811	0,265	Valid	
X2 Green Food 1	0,925	0,265	Valid	
Green Food 2	0,920	0,265	Valid	
Green Food 3	0,938	0,265	Valid	
X3 Green Donation 1	0,939	0,265	Valid	
Green Donation 2	0,943	0,265	Valid	
Y Green Consumer Behavior 1	0,863	0,265	Valid	
Green Consumer Behavior 2	0,860	0,265	Valid	

Source: (Output SPSS 25, 2022) In the validity test, if the



value of  $r\text{-count} > r\text{-table}$ , then all research instrument items are declared valid. The results of the validity test in Table 3 can be seen that all  $r\text{-counts}$  on each variable indicator are greater than  $r\text{-table} = 0.265$ . 1 This shows that all indicators in this study proved to be valid. After the validity test and the results of the questionnaire were declared valid, it is continued with the reliability test. 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 shown in Table 4. Table 4. Reliability test result Variabel Cronbach Alpha

Descriptions	Green Action (X1)	0,827	Reliable	Green Food (X2)	0,919	Reliable	Green Donation (X3)	0,871	Reliable	Green Consumer Behavior (Y)	0,652	Reliable
Source:	(Output SPSS 25, 2022)											

Cronbach's Alpha value on the instrument variable Green Action (X1) with a value of 0.827, on the instrument variable Green Food (X2) with a value of 0.919, on the Green Donation instrument (X3) with a value of 0.871 and the instrument variable Green Consumer Behavior (Y) with a value of 0.652. This shows that green action, green food, green donation and green consumer behavior can be declared reliable. 2. Multiple correlation coefficient analysis

Journal of Applied Sciences in Travel and Hospitality 107 Multiple correlation coefficient analysis was used to determine the relationship level of the independent variables consisting of green action, green food, and green donation significantly to the dependent variable, namely green consumer behavior. The results of the multiple correlation coefficient test can be seen in Table 5. Table 5. Multiple Correlation Coefficient Test

Result Model Summary	Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748a	.560	.534	.568

a. Predictors: (Constant), Green Donation, Green Action, Green Food

Source: (Output SPSS 25, 2022) From the table above, it can be seen that the value of the multiple correlation coefficient or R Value is 0.748 which is in the coefficient range of 0.60 - 0.799. This shows that there is a strong correlation between the independent variable and the dependent variable. 3. Normality test The normality test was carried out to see if the

data used were normally distributed or not. A good regression model is to have residual values that are normally distributed. The normality test was carried out with the Kolmogorov-Smirnov test Kolmogorov probability value  $> 0.05$ . The following are the results of the normality test, which can be seen in Table 6. Table 6. Normality Test Result One-Sample Kolmogorov-Smirnov Test Unstandardized Residual N 55 Normal Parameters<sup>a,b</sup> Mean .000000 Std. Deviation .55181068 Most Extreme Differences Absolute .074 Positive .053 Negative <sup>5</sup> -.074 Test Statistic .074 Asymp. Sig. (2-tailed) .200<sup>c,d</sup> a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. <sup>12</sup> This is a lower bound of the true significance. Source: (Output SPSS 25, 2022)

Based on the table above, it is known that the significant value using the Asymp test. Sig. (2-tailed) of  $0.200 > 0.05$ , it can be concluded that the data has met the requirements of normality and the data is to be normally distributed. 4. Multicollinearity test The <sup>8</sup> multicollinearity test aims to test whether the regression model found a significant correlation between the independent variables. A good regression does not occur with multicollinearity, tolerance value  $> 0.10$  and  $VIF < 10$ , then multicollinearity does not occur, on the contrary, if the tolerance value  $< 0.10$  or  $VIF > 10$  then multicollinearity occurs. The results of the Multicollinearity test in this study can be seen in Table 7. Table 7. Multicollinearity Test Result Coefficients<sup>a</sup> Model Unstandardized Coefficients Standardized Coefficients t Sig. Collinearity Statistics

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Tolerance	VIF
1 (Constant)	3.714	.881	4.214	.000		
Green Action	.147	.032	.431	4.576	.000	.973
Green Food	.248	.047	.512	5.320	.000	.934
Green Donation	.096	.085	.108	1.132	.263	.945

a. Dependent Variable: Green Consumer Behavior Source: (Output SPSS 25, 2022) From the table 7, it can be seen that the green action variable has a tolerance value of 0.973 ( $0.973 > 0.1$ ) with a VIF value of 1.028 ( $1.028 < 10$ ), on green food with a value of 0.934 ( $0.934 > 0.1$ ) with a VIF value of 1.071 ( $1.071 < 10$ ) and green donation have a tolerance value of 0.945 ( $0.945 > 0.1$ ) with a VIF value of 1.059 ( $1.059 < 10$ ) this shows that in green action, green food and green donation there is no multicollinearity. 5.

Heteroscedasticity test Heteroscedasticity test in the multiple regression equation needs to be tested for heteroscedasticity to be able to find out whether or not the variance of the residuals from one observation to another observation is the same. To be able to detect the presence or absence of heteroscedasticity in this study, the Glejser Model was used with the condition that the significance was  $> 0.05$ , meaning that there was no heteroscedasticity, while if the significance value was  $< 0.05$ , it meant that there was heteroscedasticity. In this research, the heteroscedasticity test can be seen in Table 8. Table 8. Heteroscedasticity Test Result Coefficientsa Model Unstandardized Coefficients Standardized Coefficients t Sig. Collinearity Statistics B Std. Error Beta Tolerance VIF 1 (Constant) .506 .536 .944 .350 Green Action -.005 .020 -.033 -.235 .815 .973 1.028 Green Food -.016 .028 -.083 -.579 .565 .934 1.071 Green Donation .019 .052 .053 .368 .715 .945 1.059 a. Dependent Variable: RES2 Source: (Output SPSS 25, 2022)

Table 8 can be seen that the significance value for the green action variable is 0.815 ( $0.815 > 0.05$ ), the significance value for the green food variable is 0.565 ( $0.565 > 0.05$ ) and the green donation variable has a significance value of 0.715 ( $0.715 > 0.05$ ). This means that all independent variables have a significant value  $> 0.05$ , so it can be concluded that there is no heteroscedasticity. 6. Linearity test A linearity test is carried out to determine whether or not there is a linear relationship between the independent variable and the dependent variable. In the linearity test, the regression model is said to be linear if Deviation from linearity  $> 0.05$  then there is a linear relationship between the independent and dependent variables, and vice versa if  $< 0.05$  then there is no linear relationship. The results of the linearity test in this research can be seen in Table 9.

Journal of Applied Sciences in Travel and Hospitality 109 Table 9. Linearity Test Result ANOVA Tabel Deviation From Linearity Sum of Squares df Mean Square F Sig. Green Action 3,817 0,544 1,066 0,4 Green Food 2,938 5 0,588 1,346 0,261 Green Donation 0,215 1 0,215 0,325 0,571 Source: (Output SPSS 25, 2022) The results of the linearity test in the table above show that the value of deviation from linearity of green action on green

consumer behavior is  $0.400 > 0.05$ , so it can be concluded that the green action variable on green consumer behavior has a linear relationship. In the green food variable on green consumer behavior, it is known that the deviation from the linearity value is  $0.261 > 0.05$ , so it can be concluded that the relationship between the green food variable and green consumer behavior has a linear relationship. In green donation to green consumer behavior, it can be seen that the deviation from linearity value is  $0.571 > 0.05$ , it can be concluded that the relationship between green donation and green consumer behavior has a linear relationship. This means that consumers are willing to pay more for restaurants at The ONE Legian as environmentally friendly restaurant and want to revisit the restaurant at The ONE Legian as environmentally friendly restaurant because guests are already smoking in the rooms provided, and there are many choices of vegetarian menus, delicious food is reached by using non-plastic packaging and providing education to the public/consumers about the application of green practice through public lectures and staff training.

7. Multiple linear regression analysis Multiple linear regression analysis is used to determine whether the independent variables influence the dependent variable either simultaneously or partially. The results obtained are as follows: Table 10. Multiple Linear Regression Analysis Result

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics	B	Std. Error	Beta	Tolerance	VIF
1 (Constant)	3,714		0,881	4,214	0,000					
Green Action	0,147	0,032	0,431	4,576	0,000	0,973	1,028			
Green Food	0,248	0,047	0,512	5,320	0,000	0,934	1,071			
Green Donation	0,096	0,085	0,108	1,132	0,263	0,945	1,059			

a. Dependent Variable: Green Consumer Behavior Source: (Output SPSS 25, 2022) The constant (a) of 3.714 means that if the green action, green food, and green donation variables have a constant value of zero, the value of green consumer behavior will be 3.714. The regression coefficient for the green action variable of 0.147 is positive, meaning that if the green action is worth 1 unit, green consumer behavior will also increase by 0.147 with the assumption

constant at zero. The green food variable regression coefficient of 0.248 is positive, meaning that if green food is worth 1 unit, green consumer behavior will also increase by 0.248 with the assumption that other variables are constant at zero. The regression coefficient for the green donation variable of 0.096 has a positive value, meaning that if the green donation is worth 1 unit, green consumer behavior will also increase by 0.096 with the assumption that other variables are constant at zero. The formulation shows that green action and green food partially positive and significant effect on green consumer behavior in the food & beverage department. 8. T-test The T-test is used to test each independent variable on the dependent variable partially. In this study, a significance level of 0.05 (5%) was used. If the probability value  $< 0.05$ , it can be said that there is a partially significant effect between the independent variables on the dependent variable. If the significance value is  $> 0.05$ , then it is said that there is no significant effect between the independent variable and the dependent variable. The results of the t-test in this study can be seen in

Table 11. T Test Result

	13	Coefficients	a Model	Unstandardized	Coefficients	Standardized	t	Sig.	Collinearity	Statistics	B	Std. Error	Beta	Tolerance	VIF													
(Constant)	3,714	0,881	4,214	0,000	Green Action	0,147	0,032	0,431	4,576	0,000	0,973	1,028	Green Food	0,248	0,047	0,512	5,320	0,000	0,934	1,071	Green Donation	0,096	0,085	0,108	1,132	0,263	0,945	1,059

a. Dependent Variable: Green Consumer Behavior  
 Source: (Output SPSS 25, 2022) Based on Table 11, it can be seen that the significance value of green action (X1) on green consumer behavior (Y) is  $0.000 < 0.05$  and the t-count value is  $4.576 > t$  table. The significance value of green food (X2) on green consumer behavior (Y) is  $0.000 < 0.05$  and the t-count value is  $5.320 > 1.675$ . Meanwhile, the significance value of the green donation (X3) on green consumer behavior (Y) is  $0.263 > 0.05$  and the t value is  $1.132 < 1.675$ . From the results of these calculations, it can be seen that the independent variables of green action and green food indicate that  $H_0$  is rejected and  $H_a$  is accepted, which means that green action and green food have a positive and significant effect on green consumer behavior. while the green donation  $H_0$  is accepted and  $H_a$  is rejected, which means that the green donation has a positive but not significant

effect on green consumer behavior. The results of research conducted by researchers indicate that the dimensions of the green action variable have a positive and significant effect on green consumer behavior partially. This can be proven by the results of the t-test. The t-count value is 4.576 with a significance value of 0.000 less than 0.05 and a positive coefficient value of 0.147. These results indicate that the green action (X1) has a positive and significant effect on green consumer behavior (Y) in other words H0 is rejected and Ha is accepted. The results of the implementation of this green action can be felt and seen directly by the guests who stay or visit the restaurant at The ONE Legian. The green action variable can be useful for preserving the environment, besides that by running the indicators on the green action variable, The ONE Legian can get benefits that are directly felt

Journal of Applied Sciences in Travel and Hospitality 111 by the hotel, namely getting cost efficiency for both the hotel and the food & beverage department. The t-test that has been carried out by researchers in this study shows that the dimensions of the green food variable have a positive and significant effect on green consumer behavior. This can be proven by the t-count value of 5.320 and the significance value obtained is 0.000 which is smaller than 0.05 with a coefficient of 0.248. These results indicate that green food (X2) **has a positive and significant effect on green consumer behavior** (Y) in other words H0 is rejected and Ha is accepted. This shows that green food can explain its effect on green consumer behavior. The management of The ONE Legian stated that the influence of green food on green consumer behavior due to the use of organic products in local food and menus applied to the food & beverage department will be able to influence guest behavior to take environmentally friendly actions. Consumers can also experience and see firsthand the application of green food itself through the food served in restaurants, both at breakfast and dinner. At the time of distributing the questionnaire, most of the respondents agreed that they were willing to pay more for a hotel that implemented an environmentally friendly concept. This is what underlies the influence of green food on green consumer

behavior itself. The dimension of the green donation variable is a variable that does not partially have a significant effect on green consumer behavior. This is evidenced by the t-count value obtained at 1.132 with a significance level of 0.263 greater than 0.05 and a coefficient of 0.096. These results indicate that green donation (X3) has **11 a positive but not significant effect on green consumer behavior** (Y) in other words H0 is accepted and Ha is rejected. The intensity of green donation activities has not been carried out much because from a financial perspective it requires a large budget, and during the COVID-19 pandemic, The ONE Legian minimized operational expenses or costs. In addition to this, the green donation cannot be seen and felt directly by consumers because its activities are only carried out by employees and training children in contributing to the surrounding environment and there are no programs that involve consumers directly in implementing green donation. Consumers tend to be more able to feel and see the application of green action and green food applied to the food & beverage department, while the green donation is not enough to partially influence green consumer behavior.

9. F test The F test is used to determine whether all independent variables (green action, green food, green donation) affect the dependent variable (green consumer behavior). The results of the F test in this study can be seen in Table 12.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	20,903	3	6,968	21,611	.000b
Residual	16,443	51	0,322		
Total	37,345	54			

a. Dependent Variable: Green Consumer Behavior

b. Predictors: (Constant), Green Donation, Green Action, Green Food Source: (Output SPSS 25, 2022) The results of data analysis that have been carried out by researchers, the dimensions of the variables green action, green food, and green donation together or simultaneously have **2 a positive and significant effect on green consumer behavior**. This is evidenced by the results of the calculated F value of 21.611, so it can be said that  $F_{\text{arithmetic}} > F_{\text{table}}$  ( $21.611 > 2.79$ ) and the significance of F is 0.000, so the significance value is  $0.000 < 0.05$ . This shows that most of the green practices variables simultaneously affect green consumer behavior in the food & beverage department at The ONE Legian. The implementation of green practices such as saving energy, reducing pollution, and

using environmentally friendly products so that green practices

Journal of Applied Sciences in Travel and Hospitality 112 can show their effect on green consumer behavior together (simultaneously). At the time of distributing the questionnaire, most of the guests thought they were willing to pay more and stay again at The ONE Legian. This statement is by the results of primary data processing conducted by researchers in 2022. Most of the guests answered that they had stayed at The ONE Legian more than two times.

10. Coefficient of Determination Analysis Coefficient of determination analysis ( $R^2$ ) is used to measure how far the ability of the regression model to explain the variation of the dependent variable. The results of the analysis of the coefficient of determination ( $R^2$ ) can be seen in Table 13.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748a	0,560	0,534	0,568

a. Predictors: (Constant), Green Donation, Green Action, Green Food Source: (Output SPSS 25, 2022)

Based on the table above, it can be seen that the Adjusted R Square value is 0.534 which shows that the variation of the independent variable is only able to explain 53.4% of the dependent variable. The remaining 46.6% is influenced by other factors outside of this study that affects green consumer behavior. The formulation of the problem in this study proves that green action and green food have a positive and partially significant effect on green consumer behavior in the food & beverage department. Meanwhile, green donations have a positive but not significant effect on green consumer behavior. Based on the results of data analysis that has been carried out by researchers, green action, green food, and green donations simultaneously or simultaneously have **2 a positive and significant effect on green consumer behavior.** The results of the calculation of the coefficient of determination obtained the R Square value of the dimensions of the green action, green food, and green donation variables, which is 0.534 which indicates that the variation of the independent variable is only able to explain fifty-three point four percent of the dependent variable. The rest is influenced by other factors outside of this study that affects green consumer



behavior. Conclusions Based on the results of data analysis that has been done by the author, green action, green food, and green donation together or simultaneously have **2 a** **positive and significant effect on green consumer behavior.** This is evidenced by the calculated F value of 21.611, so it can be said that  $F_{\text{arithmic}} > F_{\text{table}}$  ( $21.611 > 2.79$ ) and the F significance of 0.000, so the significance value is  $0.000 < 0.05$ . The results of the calculation of the coefficient of determination obtained the value of R Square from the dimensions of the variables green action, green food, and green donation, which is equal to 0.534 which indicates that the variation of the independent variable is only able to explain 53.4% of the dependent variable. The remaining 46.6% is influenced by other factors outside of this study that affects green consumer behavior. Before the researchers conducted the research, it was found that there were problems that occurred in the food & beverage department, such as when taking food away at a restaurant, many guests asked for plastic bags to wrap the food they took away. And some guests complained to the staff because plastic bags were not provided. In addition to this, the researcher saw some guests smoking carelessly in the restaurant area which caused air pollution so the researchers saw many guests

Journal of Applied Sciences in Travel and Hospitality 113 who did not understand the application of green practices implemented by The ONE Legian. These are some of the things that made the researchers conduct this research, and after the researchers conducted this research by second observation, the results showed that there was a change in guests who stayed a few days at The ONE Legian, one of the changes felt by guests while staying at The ONE Legian that is, guests can feel the impact after implementing these green practices. So that the habits that guests do when staying at The ONE Legian can be applied to their daily lives, and guests who are already aware of the application of green practices are now smoking in the smoking area that has been provided. The researcher suggests that the implementation of green donation in the food & beverage department is more published to guests or consumers. So that guests or

consumers can participate and feel the green donation activity. This activity can be a motivation and example for other hotels to participate in efforts to protect the environment, both hotels around Legian and Kuta. References Atmaja, N. P. C. D., & Utami, N. M. S. (2017). Faktor-faktor yang mempengaruhi green consumer dalam membeli produk organik. Prosiding Seminar Nasional Hasil Penelitian, 30 September 2017, 127–146. Brian, R. (2019). **4** [The effect of environmental value toward consumer behavior on green hotel practice: A literature review](#). *Jurnal Hospitality Dan Pariwisata*, 5(1), 1–8. Budiantoro, A. V., Irawan, A., & Kristanti, M. (2015). **7** [Pengaruh green practice terhadap green consumer behavior di The Kemangi Restaurant, Hotel Santika Pandegiling Surabaya](#). *Jurnal Hospitality Dan Manajemen Jasa*, 3(2), 86–101. Halim, G. P., Firasko, M., Harianto, A., Petra, U. K., & Indonesia, S. (2021). Consumer ' s Awareness of the Application of Green Practices Carried out by Starbucks Indonesia. *Jurnal Hospitality Dan Manajemen Jasa*, 1. Putri, L. H. (2020). **6** [Kebijakan manajemen dan reaksi customer terhadap penerapan green hotel \(Studi Kasus pada Harris Hotel & Conventions di Kota Malang\)](#). *Profit*, 14(02), 1–12. <https://doi.org/10.21776/ub.profit.2020.014.02.1> Nursiyono, J. A., & Wahyuningtyas, F. (2017). Pengantar Statistika Dasar. Bogor : In Media Khan, K. I., Nasir, A., & Rashid, T. (2022). Green practices: A solution for environmental deregulation and the future of energy efficiency in the post-COVID-19 era. *Frontiers in Energy Research*, 10(April), 1–14. <https://doi.org/10.3389/fenrg.2022.878670> Leonardo, A., Utomo, S. L., Thio, S., Siaputra, H., Perhotelan, M., Kristen, U., & Surabaya, P. (2014). Green Practices Di Restoran-Restoran Yang Ada Di Surabaya. 2011, 496–515. Oka, I. M. D., Antara, D. M. S., Ruki, M., & Darmayanti, P. W. (2022). Penta helix's perspective: The green tourism at the tourist village in Bali, Indonesia. *Journal of Environmental Management & Tourism*, 13(3), 884-896. Perdana, G. W. P., Elistyawati, I. A., Oka, I. M. D., Astawa, I. K., & Ginaya, G. (2021). **3** [Guest satisfaction level towards bartender services at the Melia Bali Hotel's Tapas Bar](#). *International Journal of Green Tourism Research and Applications*, 3(1), 21-26. Sugiyono. (2014). Metode Penelitian Bisnis. IKAPI. Sugiyono. (2015). Metode Penelitian & Pengembangan. Sukaatmadja, I. P. G. (2018). Hubungan Green Image Dengan Green

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