# The Role of the Lobby Ambassador in Improving the Sustainable Product Knowledge of Tourists at the Apurva Kempinski Bali

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**Abstract:** This study aims to determine the role of lobby ambassadors on sustainable product knowledge of tourists based on 3 indicators, namely ecological, social, and economic. This study also aims to determine the effect of the role of the lobby ambassador on the sustainable product knowledge of tourists through 3 principles, namely subjective knowledge, knowledge goals, and knowledge-based experience. Data collection methods are questionnaires to 65 respondents and interviews with the front office manager, literature study and documentation. Data anab lysis used is quantitative analysis and qualitative analysis, quantitative analysis is validity test, reliability test, correlation test, classical assumption test, simple linear regression test, coefficient of determination test and t test. The results of the quantitative analysis are the results of the reliability test on the lobby ambassador have a value of cronbach's alpha of 0.957 and sustainable product knowledge of 0.950 which shows that each variable has a value that is more than cronbach's alpha in the range of 0.70. The results of the correlation test of the role of the lobby ambassador on the sustainable product knowledge of tourists at the Apurva Kempinski Bali is 0.895. The results of the simple linear regression analysis test, the constant value is 0.651, meaning that if the role of the lobby ambassador is 0, then the sustainable product knowledge of tourists is 0.651, the coefficient of the role of the lobby ambassador is 0.836. If the role of the lobby ambassador has increased by 1, then the sustainable product knowledge of tourists will increase by 0.836. Based on the results of the recapitulation of each variable, the average lobby ambassador variable (X) is 3.60 and the sustainable product knowledge variable (Y) is 3.63. With a strong and positive relationship between the two variables, it shows that the role of the lobby ambassador is important and has a positive impact on the sustainable product knowledge of tourists at The Apurva Kempinski Bali.

**Keywords:** Lobby Ambassador, Sustainable Product, Sustainable Product Knowledge.

## Introduction

Tourism is a fairly large industry and has a very rapid development. Indonesia, with its natural beauty and cultural diversity, has the potential to develop a very large tourism industry. The island of Bali is one of the islands in Indonesia which has a very large impact on tourism in Indonesia. The attraction of the island of Bali that is able to distinguish it from other areas in Indonesia, among others, is the natural beauty, culture, and a variety of culinary specialties on the island of Bali. Hotel is a type of commercially managed accommodation provided for a person or group of people, providing lodging, food and beverage services and other services according to the development of needs and technology (Bagyono, 2016 :3). The following is the development of the number of hotel developments in the Bali area from 2018-2020. The data above shows that hotel development in Bali is very fast. This will certainly have an impact on the environment because in addition to the positive side of hotel development, it also has a negative impact on the environment. To meet consumer needs, hotels consume large amounts of energy and resources and generate both solid and liquid waste. It is undeniable that environmental damage is mostly caused by human activities, one of which is economic activity. The average hotel produces 160-200 kilograms of $CO_2$ per meter per room on each floor every year. In addition, the use of water per guest per night is on average 170-440 liters (in five-star hotels) and the solid waste generated is quite a lot, which is an average of 1 kilogram per guest per night.(Setiawati and Sitorus, 2014 : 534). Sustainable products are products that are processed using sustainable principles and one of them is the principle of ecology or the environment. To support sustainable development and minimize the negative impacts caused by hotel construction, hotel management can carry out various movements such as using sustainable products in their hotels (Yoko, 2019 : 1).

The Apurva Kempinski Bali is a 5-star hotel located in the Nusa Dua area. The hotel management has also implemented environmentally friendly practices to support sustainable development such as the use of environmentally friendly products, reducing the use of plastic, water conservation, waste management, efforts to change

linens that are not carried out every day and the use of automatic sensors for air conditioning. But in reality, staying guests are still reluctant to support the use of this sustainable product, such as guests still protesting the use of automatic sensors on the air conditioner, and not many guests are willing to use linen changes 2 times a day to reduce detergent waste. This of course must be considered by disseminating information related to sustainable products to guests.

(Nugraha 2019 : 6) argues that the Lobby Ambassador is the vanguard of the hotel. Lobby Ambassadors who work around the lobby area usually make direct contact with guests in order to know and recognize what guests need, want, and appreciate by providing free drinks, oshibori, and taking the initiative to try to talk to guests so that they can create services that exceed expectations. and anticipate the emergence of negative impressions from guests. The lobby ambassador is a part of the Front Office Department and is under the auspices of Lady in Red or commonly referred to in other hotels as Guest Relation Officer. Lobby ambassadors have a greater opportunity to communicate with guests on this occasion it can be used to help explain about sustainable products to tourists which is expected to increase tourist knowledge regarding sustainable products so that there is no inequality from one party only for the success of realizing environmentally friendly through sustainable implementation. this product. Therefore, the role of the lobby ambassador must be considered for disseminating information about sustainable products so that guests' awareness and knowledge about sustainable products can increase and they can enjoy existing hotel facilities without damaging the environment for future sustainability.

| Banyaknya Hotel Bintang Menurut Kelas dan Kabupaten/Kota di Provinsi Bali | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Bintang 5 | | | Bintang 4 | | | Bintang 3 | | | Bintang 2 | | | Bintang 1 | | | Seluruh Kelas | | |
| Kabupaten/Kota | 2018 | 2019 | 2020 | 2018 | 2019 | 2020 | 2018 | 2019 | 2020 | 2018 | 2019 | 2020 | 2018 | 2019 | 2020 | 2018 | 2019 | 2020 |
| Kab. Jembrana | 0 | 0 | 0 | 1 | 1 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 0 | 0 | 0 | 5 | 5 | 4 |
| Kab. Tabanan | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 5 | 3 |
| Kab. Badung | 58 | 62 | 47 | 123 | 118 | 88 | 190 | 158 | 114 | 57 | 48 | 35 | 15 | 8 | 5 | 443 | 394 | 289 |
| Kab. Gianyar | 6 | 6 | 10 | 4 | 10 | 12 | 7 | 4 | 8 | 3 | 1 | 1 | 4 | 2 | 1 | 24 | 23 | 32 |
| Kab. Klungkung | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 2 | 5 | 3 | 2 | 6 |
| Kab. Bangli | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Kab. Karangasem | 1 | 0 | 1 | 4 | 4 | 3 | 2 | 3 | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 8 | 8 | 6 |
| Kab. Buleleng | 2 | 2 | 0 | 4 | 4 | 3 | 9 | 11 | 6 | 2 | 3 | 3 | 0 | 0 | 0 | 17 | 20 | 12 |
| Kota Denpasar | 4 | 6 | 3 | 7 | 6 | 7 | 16 | 15 | 7 | 15 | 18 | 11 | 4 | 5 | 0 | 46 | 50 | 28 |
| Provinsi Bali | 73 | 78 | 62 | 144 | 144 | 116 | 229 | 196 | 140 | 79 | 72 | 51 | 26 | 17 | 11 | 551 | 507 | 380 |

Sourcer : Badan Pusat Statistik Provinsi Bali (2020)
**Figure 1.** Data 5 star hotel

# Method

This research takes place at The Apurva Kempinski Bali which is located at Jl. Sawangan, South Nusa Dua, Benoa, Kec. South Kuta Badung Regency, Bali 80363. Hilton Bali Resort 16 km from Ngurah Rai International Airport or 35 minutes by car. This research was carried out for 6 months, from March to July 2022. The research variable is the object that has been determined by the researcher to obtain information about the object. The variables used in this research are Lobby Ambassador and Sustainable product Knowledge. The operational definition of the X variable used in the study is Ecology, which is an effort to keep the living environment comfortable and safe by maintaining the environment around The Apurva Kempinski Bali hotel and making various efforts for environmental sustainability in the future such as beach water convection, laundry waste treatment efforts. and minimize the use of plastic at The Apurva Kempinski Bali. Social, namely the guarantee of social justice in the distribution of wealth and social services carried out by The Apurva Kempinski Bali hotel, such as taking local products from native Balinese craftsmen and the Unity and Diversity program, namely the hotel's efforts to maintain the existing culture in Indonesia by displaying a culture that is different each month on hotel products. The economy, namely The Apurva Kempinski Bali hotel, maintains stable economic growth by restructuring productive systems to save resources and energy, such as the use of automatic sensors in air conditioning and hydroponics where the results are used in all restaurants at The Apurva Kempinski Bali. The operational definition of variable Y is subjective knowledge. In this study, questionnaires were distributed to respondents to determine subjective knowledge of respondents. The purpose of knowledge (objective knowledge) in this study was to distribute questionnaires to determine the amount of information received by respondents after conveying information about sustainable products to respondents. Experience-based knowledge (experienced based knowledge) in this study the authors include questions in the form of respondents' experiences about the use or knowledge of sustainable products at The Apurva Kempinski Bali. The data used in this study is divided into 2 types of data, namely quantitative data and qualitative data  (Sugiyono, 2016 : 6).

In this study, the quantitative data used is data derived from the results of the answers to questionnaires that have been filled in by the respondents regarding the role of the lobby ambassador in improving the sustainable

product knowledge of tourists at The Apurva Kempinski Bali while the qualitative data used in this study is a general description of the research location. , organizational structure as well as job descriptions and interview results regarding the role of lobby ambassadors in improving the sustainable product knowledge of tourists at The Apurva Kempinski Bali. In this study, the data sources used are primary data and secondary data (Sugiyono, 2016 : 187). The primary data in this study are the results of interviews with hotel management, and questionnaires that have been filled out by guests staying at The Apurva Kempinski Bali. Secondary data used in this research is in the form of information about the hotel through the hotel website, information as a reference obtained on the internet.In this study using incidental sampling technique(Sugiyono, 2016 : 67). The number of sample determinations in this study according to Malhotra in (Indrawan, 2014 : 103) the size of the sample taken can be determined by multiplying the number of variables by 5, or 5x the number of variables. In this study, the total number of variable indicators is 13, so the number of samples used is 13 x 5, namely 65 respondents, namely guests who stay at The Apurva Kempinski Bali. Methods of collecting data in this study by means of observation, questionnaires or questionnaires, and documentation. The observation method is carried out by direct observation of the object to be studied to obtain the necessary data, namely by conducting on the job training at The Apurva Kempinski Bali. Questionnaire or questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. Data collection using the documentation method by studying the descriptions of books, journals, theses, and articles on the internet.

The research instrument test is the validity and reliability test. Validity test is used to find out whether the instrument we use (questionnaire) is really valid in measuring the variables to be studied (Yuandari & Rahman, 2014 : 51). Question items will be declared valid if the value of r count >= r table. The level of significance used is 5% or 0.05. According to(Yuandari and Rahman, 2014 :51). Reliability test is an index that shows the extent to which a measuring instrument can be trusted or reliable using the Cronbach Alpha number in the range of 0.60 then if the instrument has a value above 0.60 it is declared reliable. In testing this validity and reliability using the SPSS program. The data analysis technique used in this research is (mix method) or combination research. According to (Sugiyono, 2017 : 555) combination research method is a research method that combines or combines quantitative research methods with qualitative methods to be used together in a research activity, so as to obtain more comprehensive, valid, reliable and objective data. The quantitative research method in this study uses a questionnaire with a simple linear regression analysis technique while the qualitative research method in question is to describe or explain the results of the simple linear regression analysis technique in the form of sentences.

## Result and Discussion
### Result

The results of the validity test by comparing the value of the correlation coefficient (Pearson Correlation) of the instrument. If the correlation coefficient value > r-table, it means that the statement item is valid. If the correlation coefficient value < r-table, it means that the statement item is declared invalid.

**Table 1.** Result validitas test

| Pernyataan | Koefisien Korelasi | Ket. |
|---|---|---|
| Role as *Lobby Ambassador* (X) | | |
| X.1 | 0,922 | Valid |
| X.2 | 0,931 | Valid |
| X.3 | 0,916 | Valid |
| X.4 | 0,826 | Valid |
| X.5 | 0,910 | Valid |
| X.6 | 0,846 | Valid |
| X.7 | 0,927 | Valid |
| *Sustainable Product Knowledge* Tourist (Y) | | |
| Y.1 | 0,909 | Valid |
| Y.2 | 0,920 | Valid |
| Y.3 | 0,867 | Valid |
| Y.4 | 0,902 | Valid |
| Y.5 | 0,867 | Valid |
| Y.6 | 0,915 | Valid |

Source: Data Process (2022)

Based on the results of the analysis in Table 1, it is known that all instruments have correlation coefficient values above the r-table (0.244). This means that all instruments used to collect data in the form of questionnaires are valid.

**Table 2.** Result reliabilitas test

| No. | Variabel | Cronchbach's Alpha | Description |
|-----|----------|-------------------|-------------|
| 1. | Peran *Lobby Ambassador* (X) | 0.957 | Reliabel |
| 2. | *Sustainable Product Knowledge* Wisatawan (Y) | 0,950 | Reliabel |

Source: Data Process (2022)

Table 2 above shows that the Lobby Ambassador role has a Cronbanch's Alpha value of 0.957 and tourists' Sustainable Product Knowledge has a Cronbanch's Alpha value of 0.950. That is, each variable has a value greater than Cronbanch's Alpha in the range of 0.70. So, it can be said that all variables are reliable and can be used for further analysis tests.

**Table 3** Result korelasi test

**Correlations**

| | | Lobby Ambassador | Sustainable Product Knowledge Guest |
|---|---|---|---|
| Lobby Ambassador | Pearson Correlation | 1 | .895** |
| | Sig. (1-tailed) | | .000 |
| | N | 65 | 65 |
| Sustainable Product Knowledge Wisatawan | Pearson Correlation | .895** | 1 |
| | Sig. (1-tailed) | .000 | |
| | N | 65 | 65 |

**. Correlation is significant at the 0.01 level (1-tailed).

Source: Data Process (2022)

Table 3 above states that the results of the correlation test of the Lobby Ambassador's Role on Sustainable Product Knowledge of Tourists at The Apurva Kempinski Bali obtained a Pearson Correlation value of 0.895. This shows that the relationship or correlation between the role of the Lobby Ambassador and the Tourist's Sustainable Product Knowledge is very strong and positive because it is in the range of 0.80– 0.99.

**Table 4.** Result normalitas test

**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 65 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 2.04958227 |
| Most Extreme Differences | Absolute | .074 |
| | Positive | .060 |
| | Negative | -.074 |
| Test Statistic | | .074 |
| Asymp. Sig. (2-tailed) | | .200[c,d] |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

Source: Data Process (2022)

From Table 4 above, it can be seen that the Asymp value. Sig. (2-tailed) of 0.200. That is, that the significance value is greater than 0.05, the residual value is standardized. Thus it can be said that the data are normally distributed and the simple linear regression analysis has met the assumption of normality.

**Table 5.** Result linieritas test

**ANOVA Table**

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|---|
| Sustainable Product Knowledge Wisatawan * Lobby Ambassador | Between Groups | (Combined) | 1202.012 | 14 | 85.858 | 28.996 | .000 |
| | | Linearity | 1081.211 | 1 | 1081.211 | 365.152 | .000 |
| | | Deviation from Linearity | 120.801 | 13 | 9.292 | 1.138 | .072 |
| | Within Groups | | 148.049 | 50 | 2.961 | | |
| | Total | | 1350.062 | 64 | | | |

Source: Data Process (2022)

From Table 5 above, it can be seen that the value of Sig. the Deviation from Linearity obtained is 0.072 > 0.05 which indicates that the relationship between the Lobby Ambassador Role variable and Tourists' Sustainable Product Knowledge has a linear relationship.

**Tabel 6.** Result heteroskedastisitas test

**Coefficients<sup>a</sup>**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.759 | .760 | | 3.630 | .001 |
| | Lobby Ambassador | -.043 | .030 | -.181 | -1.462 | .149 |

a. Dependent Variable: RES2

Source: Data Process (2022)

From Table 8 above, it can be seen that in the regression model there is no symptom of hetero-scedasticity. This is because the significance value between the independent variable and the absolute residual value (ABS_RES) is greater than 0.05.

**Table 7.** Result regresi linier sederhana test

**Coefficients<sup>a</sup>**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .651 | 1.350 | | .482 | .632 |
| | Lobby Ambassador | .836 | .053 | .895 | 15.917 | .000 |

a. Dependent Variable: Sustainable Product Knowledge Tourist

Source: Data Process (2022)

Based on the results of the analysis in Table 4.12 above, the relationship between the Lobby Ambassador's Role variable and the Tourist's Sustainable Product Knowledge is as follows.

$$Y = a + bX \qquad (1)$$

$$Y = 0{,}651 + 0{,}836\,X$$

From the formula above, it can be seen that the constant value is 0.651 which indicates that if the Lobby Ambassador Role is 0, the Sustainable Product Knowledge Tourist value is 0.651. The Lobby Ambassador Role coefficient value is 0.836 indicating that if the Lobby Ambassador Role increases by 1, then the Tourist's Sustainable Product Knowledge will increase by 0.836. A positive coefficient means that there is a unidirectional relationship between the role of the Lobby Ambassador and the Tourist's Sustainable Product Knowledge.

**Table 8.** Result uji T test

**Coefficients<sup>a</sup>**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .651 | 1.350 | | .482 | .632 |
| | Lobby Ambassador | .836 | .053 | .895 | 15.917 | .000 |

a. Dependent Variable: Sustainable Product Knowledge Tourist

Source: Data Process (2022)

The test results in table 10 can be seen that the Lobby Ambassador Role variable has a t count of 15.917 while the t table obtained is 1.669 can be seen in Appendix 11. With a significance level of 0.00 < 0.05. In the results above, it can be seen that the t-count value obtained > from the t-table value that has been determined with a significance value <0.05 indicates that H0 is rejected and Ha is accepted, which means that the role of the Lobby Ambassador has a positive and significant impact on the Sustainable Product Knowledge of Tourists.

**Table 9.** Result determinasi test

**Model Summary$^b$**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .895$^a$ | .801 | .798 | 2.06578 |
| a. Predictors: (Constant), Lobby Ambassador | | | | |
| b. Dependent Variable: Sustainable Product Knowledge Tourist | | | | |

Source: Data Process (2022)

From the results of the analysis that has been carried out in Table 4.10 above, it can be seen that the R Square value is 0.801 or 80.1%. This shows that 80.1% of the variation of the Sustainable Product Knowledge Tourist variable can affect the role of the Lobby Ambassador.

**Discussions**

Based on the results of the analysis of the frequency description of the respondents, the Lobby Ambassador role has an average value of 3.60, meaning that the Lobby Ambassador role is perceived as moderate by the respondents. While the Sustainable Product Knowledge of tourists in this study was measured through 3 indicators, namely: subjective knowledge, objective knowledge, and experience-based knowledge. an average of 3.63. This means that the sustainable product knowledge of tourists is perceived as moderate by the respondents.

The results of this study are also supported by the results of interviews with the Front Office Manager who stated that the role of the Lobby Ambassador in the Sustainable Product Knowledge of consumers at The Apurva Kempinski Bali is indeed very important. Besides being able to raise the good image of the hotel if it provides good service and can satisfy guests, through the knowledge possessed by the Lobby Ambassador, it will be able to provide education to guests. According to the Front Office Manager, before the Lobby Ambassador is prepared to work to welcome and serve visitors who come, they are given prior knowledge regarding the company's sustainable products on an ongoing basis.

The role of the Lobby Ambassador has a positive and significant impact on the Sustainable Product Knowledge of tourists at The Apurva Kempinski Bali. This is shown from the regression equation Y = 0.651 + 0.836 X. The constant value of 0.651 indicates that if the Lobby Ambassador role does not change or the value is 0, then the Sustainable Product Knowledge Tourist value will remain 0.651. The Lobby Ambassador role coefficient of 0.836 indicates that if the Lobby Ambassador role increases by 1, the Sustainable Product Knowledge of tourists will increase by 0.836. Regression coefficients that are positive indicate a unidirectional effect. If the role of the Lobby Ambassador increases, it means that the Sustainable Product Knowledge of tourists at The Apurva Kempinski Bali will also increase. Based on the results of the t test, it can also be seen that the Lobby Ambassador role variable has a t count of 15.917 > t table of 1.669. With a significance level of 0.00 < 0.05, it indicates that H0 is rejected and Ha is accepted. The results of the analysis also show that 80.1% of the variation of the Sustainable Product Knowledge variable of tourists can be explained by the Lobby Ambassador Role variable.

# Conclusion

The role of the Lobby Ambassador can increase the Sustainable Product Knowledge of tourists at The Apurva Kempinski Bali. This is because the Lobby Ambassador has a greater opportunity to communicate with guests so that this opportunity can be used to help explain sustainable products to tourists. With regular explanations by the Lobby ambassador to tourists, it will increase tourists' knowledge regarding sustainable products.

The role of the Lobby Ambassador has a positive and significant impact on the Sustainable Product Knowledge of tourists at The Apurva Kempinski Bali. This is indicated by the regression coefficient value of 0.836 and the value of t count (15.917) < t table (1.669). A positive coefficient means that there is a unidirectional relationship between the role of the Lobby Ambassador and the tourist's Sustainable Product Knowledge. If the role of the Lobby Ambassador is increased, it will be followed by an increase in Tourist's Sustainable Product Knowledge.

Based on the results of the coefficient of determination obtained R Square value of 0.798. This shows that the variable.

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