

# Application of Green Practices in Food & Beverage Service to Increase Guest Satisfaction at Hote Le Grande Uluwatu Bali

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**Abstract:** This study aims to analyze the application of Green Practices which consists of Green Action, Green Food and Green Donation partially and simultaneously on Guest Satisfaction in the Food & Beverage department at Hotel Le Grande Uluwatu Bali. The population in this study are guests who stay at the Hotel Le Grande Uluwatu Bali with 50 guests as a sample of respondents. The analytical technique used in this research is Multiple Linear Regression Analysis. The results of this study indicate that the Green Action variable has a significant value of 0.007 so that the Green Action variable partially has a significant effect on Guest Satisfaction. The Green Donation variable has a significant value of 0.02 so that it partially has a significant effect on Guest Satisfaction. While the Green Food variable has a significant value of 0.447 so that it partially has no significant effect on Guest Satisfaction. The conclusion shows that the Green Practices component simultaneously has a significant effect on Guest Satisfaction with an adjusted R Square value of 0.775 or it can be stated that it has an effect of 77.5% and the remaining 23.5% is influenced by other variables outside this study.

**Keywords:** Green Practices, Green Action, Green Food, Green Donation, Guest Satisfaction

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## Introduction

Tourism is part of the industrial sector in Indonesia which has bright prospects, and has enormous potential and opportunities to be developed. With the natural beauty and unique culture of the Indonesian state, the tourism industry is growing so rapidly. The development of the tourism industry is undeniably having an impact and influence on environmental sustainability, environmental damage and reduced natural resources. The existence of industrial development on a large scale is the biggest contributor to environmental damage on this earth (Dyah and Prastiwi, 2008 in (Wicaksono, 2012). Meanwhile, the ministry of law and human rights explains that tourism is a variety of tourism activities that are supported by various facilities and services provided by the community, businessmen, government, and local governments (Bahiyah et al., 2018). According to (Noviastuti & Astuti, 2021) a hotel is a company managed with the aim of providing food, beverage and room facilities for sleeping to people who are traveling where they are able to pay a reasonable amount in accordance with the services received without an agreement special.

The concept of "green" which began to emerge in the 1990s is increasingly attracting the attention of both hotel owners and consumers, achieving greater relevance in recent years as environmental sustainability has been identified as one of the most significant challenges facing the service industry in general and the hospitality industry. in particular (Moise et al., 2021) At Hotel Le Grande Uluwatu, there is the application of green practices during the service process to guests. The green practices (Moise et al., 2021) used are the use of reusable straws for every drink, the use of menus changed using barcodes, the use of QRIS and e-money for payments from restaurant outlets, to the use of online menus for in-room dining, using environmentally friendly lights, treating liquid waste. being clean and increasing greenery around the restaurant and healthy will be in great demand by guests and have a positive impact for now and in the future for the company and the earth.

Based on the problems above, it is known that the application of green practices in food & beverage has not been maximized. There are obstacles that must be faced in an effort to improve food & beverage services. In connection with the background of the problem above, the author has the desire to conduct research on "The Application of Green Practices in Food & Beverage Services to Increase Guest Satisfaction at Le Grande Uluwatu Bali".

## Method

The variables in this study consisted of two independent variables, one dependent variable. Independent variable consists of Green practices (X), Green action (X1), Green food (X2) and Green donation (X3) the dependent variable is guest satisfaction (Y). This study uses qualitative and quantitative data types with primary and secondary data source. The primary data used in this study were the results of questionnaires and interviews, while the secondary data used is the general description of the hotel and the hotel's organizational structure. According to (Softian et al., 2021)(Jaya, 2020) which states that the sample size can be determined by multiplying the number of sub-indicators x 5 (five). This study has a total of 9 indicators, so  $9 \times 5 = 45$  respondents. So that the minimum respondents in this study were 45 respondents. Determination of the sample used is using incidental random sampling method. Incidental random sampling is a technique for determining a sample based on chance, The population of this research is guests staying at the hotel le grande uluwatu bali. The data analysis technique used in this research is descriptive qualitative where data analysis in qualitative research is carried out at the time of data collection, and after completion of data collection within a certain time point. Activities in qualitative data analysis are carried out continuously until they are completed, so that the data fed up. According to (sugiyono, 2016) Qualitative data can be interpreted as a research method based on postpositivism/interpretive philosophy is used to examine the condition of natural objects (as opposed to experimentation) where the researcher is the key instrument, the data collection technique is done by triangulation (combined), the data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than qualitative generalizations. According to (Muhson, 2006) activities in qualitative data analysis, namely: data reduction, data presentation, and conclusion drawing/verification. While the second analysis technique used is quantitative data analysis with research instrument testing, classical assumption test, multiple linear regression analysis, and analysis of the coefficient of determination.

**Table 1.** Operational Definition of Green Practices Variables

Operational Definition of Variables	Dimensions	Indicators
"Green Practices is defined as an action taken to protect the environment and the products produced so as to allow minimal damage to the environment"	<i>Green Action(X1)</i>	a. Energy and water efficiency b. Use of environmentally friendly products
	<i>Green Food(X2)</i>	a. Using local food b. Adding vegetarian snacks to the menu
	<i>Green Donation(X3)</i>	a. Contribute funds for environmental issues generated by operational activities. b. Participate in eco-friendly projects

## Result and Discussion

Description of Respondent Data is used to obtain an overview of the respondents studied. The respondents who were examined in this study amounted to 45 people. Based on the information that has been obtained from the questionnaire given, the respondents are classified into several groups, namely based on age, gender, occupation, nationality.

### 1. Description of Respondents by Age

Based on the age of the majority of respondents obtained through a questionnaire at the hotel le grande uluwatu bali are aged 16-25 years.

**Table 2.** Percentage of Respondents by Age

No	Age	Amount	Percentage (%)
1	16-25 Age	30	67%
2	26-35 Age	13	29%

3	>35 Age	2	4%
<b>Total</b>		<b>45</b>	<b>100%</b>

Source: Data processed 2022

## 2. Description of Respondents by Gender

Based on the respondent's gender, it can be concluded that the most female hotel visitors are at Le Grande Uluwatu Bali Hotel.

**Table 3.** Percentage of Respondents by Gender

No	Gender	Amount	Percentage (%)
1	Man	9	20%
2	Woman	36	80%
<b>Total</b>		<b>45</b>	<b>100%</b>

Source: Data processed 2022

## 3. Description of Respondents by Occupation

Based on respondents based on the work of the majority of students who visited the hotel le grande uluwatu bali.

**Table 4.** Percentage of Respondents by Occupation

No	Profession	Amount	Percentage(%)
1	Employees	16	36%
2	Student	18	40%
3	Etc	11	24%
<b>Total</b>		<b>45</b>	<b>100%</b>

Source: Data processed 2022

## 4. Description of Respondents by Nationality

Based on the nationality respondents who visited the hotel le grande uluwatu Bali were Indonesian.

**Table 5.** Percentage of Respondents by Nationality

No	Nationality	Amount (person)	Percentage (%)
1	Africa	1	2%
2	Australia	4	9%
3	Indonesian	32	71%
4	India	1	2%
5	New Zealand	2	4%
6	Swedia	1	2%
7	America	2	4%
8	French	1	2%
9	Turki	1	2%
<b>Total</b>		<b>45</b>	<b>100%</b>

Source: Data processed 2022

## 5. Validity and Reliability Test Result

a. Validity Test Result : is the degree of accuracy between data that actually occurs in the object of research and data that can be reported by researchers(Janna & Herianto, 2021)

The valid decision criteria are stated if the total item correlation value is greater than 0.294. Based on the output in Table 6 the average value of the total items is  $0.728 > 0.279$  so that all items can be said to be valid to be used in this study.

**Table 6.** Uji Validity

No	Variable	Item	r count	r table	Description
1	Green Action(X1)	X1.1	0,869	0,294	Valid
		X1.2	0,815	0,294	Valid

		X2.1	0,869	0,294	Valid
2	Green Food(X2)	X2.2	0,404	0,294	Valid
3	Green Donation (X3)	X3.1	0,904	0,294	Valid
		X3.2	0,922	0,294	Valid
4	Kepuasan Tamu (Y)	Y.1	0,875	0,294	Valid
		Y.2	0,819	0,294	Valid
		Y.3	0,807	0,294	Valid
<b>Variable Mean</b>				<b>0,728</b>	

Source: Data processed 2022

- b. Reliability Test Result : a way to see whether the measuring instrument, in this case is a list of questions, is consistent or not (Juliandi et al., 2018)

Based on Figure 1, it shows that the reliability test variable has a Cronbach's Alpha of 0.932 so that this research questionnaire can be declared reliable because it has a Cronbach's Alpha value > 0.6.

**Figure 1.** Reliability Test Result

**Reliability Statistics**

Cronbach's Alpha	N of Items
.932	9

Source: Data processed 2022

**6. Classical Assumptions Test**

In the use of multiple regression analysis, in order for the regression equation to be feasible to use or apply, there must be several assumptions that must be met, including:

- a. Heteroscedasticity

If the significance value is > 0.05, then the data does not experience heteroscedasticity symptoms.

**Figure 2.** Heteroscedasticity Test result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.479	.595		2.487	.017		
	Green Action (X1)	-.122	.141	-.289	-.862	.394	.211	4.741
	Green Food (X2)	.000	.094	.000	.001	.999	.551	1.817
	Green Donation (X3)	.053	.109	.151	.485	.631	.244	4.092

a. Dependent Variable: Abs\_Res

Source: Data processed 2022

- b. Normality

Jika Nilai Asymp. Sig (2-tailed) > 0,05 maka data dapat dinyatakan berdistribusi dengan Normal.

**Figure 3. Normality Test Result**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		45
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.16565959
Most Extreme Differences	Absolute	.090
	Positive	.065
	Negative	-.090
Test Statistic		.090
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- 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 processed 2022

c. Multicollinearity

If the Tolerance Value > 0.100 and VIF < 10.00, there is no multicollinearity symptom.

**Figure 4. Multicollinearity Test Results**

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.931	1.024		1.886	.066		
	Green Action (X1)	.080	.243	.052	.330	.743	.211	4.741
	Green Food (X2)	-.072	.161	-.044	-.449	.656	.551	1.817
	Green Donation (X3)	1.111	.188	.866	5.911	.000	.244	4.092

a. Dependent Variable: Kepuasan Tamu (Y)

Source: Data processed 2022

d. Linearity

The linearity test aims to determine whether the independent variable and the dependent variable have a linear relationship or not significantly.

**Figure 5. Green Action Linearity Test Results on Guest Satisfaction**

		ANOVA Table		Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Tamu (Y) * Green Action (X1)	Between Groups	(Combined)		186.032	6	31.005	12.842	.000
		Linearity		167.010	1	167.010	69.173	.000
		Deviation from Linearity		19.022	5	3.804	1.576	.190
	Within Groups			91.746	38	2.414		
	Total			277.778	44			

Source: Data processed 2022

**Figure 6. Green Food Linearity Test Results on Guest Satisfaction**

		ANOVA Table		Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Tamu (Y) * Green Food (X2)	Between Groups	(Combined)		101.385	6	16.897	3.640	.006
		Linearity		72.576	1	72.576	15.635	.000
		Deviation from Linearity		28.809	5	5.762	1.241	.309
	Within Groups			176.393	38	4.642		
Total			277.778	44				

Source: Data processed 2022

**Figure 7.** Green Donation Linearity Test Results on Guest Satisfaction

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Tamu (Y) * Green Donation (X3)	Between Groups	(Combined)	236.235	6	39.372	36.015	.000
		Linearity	217.654	1	217.654	199.092	.000
		Deviation from Linearity	18.581	5	3.716	3.399	.012
	Within Groups		41.543	38	1.093		
Total			277.778	44			

Source: Data processed 2022

**7. Multiple Linear Regression Analysis**

Multiple regression analysis aims to determine the model of the relationship between the dependent variable and the independent variable.

**Figure 8.** Multiple Linear Regression Analysis

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.931	1.024		1.886	.066		
	Green Action (X1)	.080	.243	.052	.330	.743	.211	4.741
	Green Food (X2)	-.072	.161	-.044	-.449	.656	.551	1.817
	Green Donation (X3)	1.111	.188	.866	5.911	.000	.244	4.092

a. Dependent Variable: Kepuasan Tamu (Y)

Source: Data processed 2022

**8. T Test**

Partial test aims to determine the significance of the effect of each independent variable partially in the model.

**Figure 9.** T Test

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.931	1.024		1.886	.066		
	Green Action (X1)	.080	.243	.052	.330	.743	.211	4.741
	Green Food (X2)	-.072	.161	-.044	-.449	.656	.551	1.817
	Green Donation (X3)	1.111	.188	.866	5.911	.000	.244	4.092

a. Dependent Variable: Kepuasan Tamu (Y)

Source: Data processed 2022

**9. F Test**

Simultaneous test aims to determine the significance of the effect of the independent variables simultaneously (combined) in the model.

**Figure 10.** F Test

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	217.992	3	72.664	49.832	.000 <sup>b</sup>
	Residual	59.786	41	1.458		
	Total	277.778	44			

a. Dependent Variable: Kepuasan Tamu (Y)

b. Predictors: (Constant), Green Donation (X3), Green Food (X2), Green Action (X1)

Source: Data processed 2022

**10. Multiple correlation**

Multiple correlation analysis serves to find the magnitude of the relationship between two independent variables simultaneously with the dependent variable.

**Figure 11.** multiple correlation analysis results

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.886 <sup>a</sup>	.785	.769	1.208	.785	49.832	3	41	.000

a. Predictors: (Constant), Green Donation (X3), Green Food (X2), Green Action (X1)

Source: Data processed 2022

**11. Coefficient of Determination Analysis**

The coefficient of determination ( $R^2$ ) measures how far the ability of the model formed in explaining the variation of the independent variable is.

**Figure 12.** The Result of the Coefficient of Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886 <sup>a</sup>	.785	.769	1.208

a. Predictors: (Constant), Green Donation (X3), Green Food (X2), Green Action (X1)  
 b. Dependent Variable: Kepuasan Tamu (Y)

Source: Data processed 2022

**Conclusion**

Application of Green Practices on Food & Beverage services to increase guest satisfaction at Hotel Le Grande Uluwatu Bali is effect of Green Action on guest satisfaction is stated that there was a positive effect of Green Action on guest satisfaction at Food & Beverage at Hotel Le Grande Uluwatu Bali. The test results state that the effect of the Green Action variable has a significance value of 0.743 (> 0.05), so the Green Action variable has no significant effect on Guest Satisfaction.

The effect of Green Food on guest satisfaction : Stated that there was a positive influence of Green food on guest satisfaction at Food & Beverage at Hotel Le Grande Uluwatu Bali. The results of this test state that the Green food variable has a significance value of 0.447 (> 0.05), so the Green food variable has no significant effect on Guest Satisfaction.

The effect of Green Donation on guest satisfaction : Stated that there was a positive effect of green donation on the quality of service at the restaurant at Hotel Le Grande Bali. The test results state that the effect of the Green Donation variable has a significance value of 0.000 (<0.05), so the Green Donation variable has a significant effect on guest satisfaction, then partially the green donation variable has a positive effect on guest satisfaction.

The simultaneous influence of Green Action, Green Food, and Green Donation on Guest Satisfaction on food & beverage service at Le Grande Uluwatu Bali : Simultaneously, the significance value obtained in this study is 0.000 or can be stated <0.05, then the Green Action, Green Food and Green Donation variables simultaneously have a significant effect on the Guest Satisfaction variable. While the multiple correlation sig. F change data in this study 0.000 <0.05 so it can be stated to be correlated. Furthermore, the Pearson Correlation value in this study is 0.886 so it is included in the perfect correlation category. In the coefficient of determination the value of adjusted R Square in this study has a value of 0.769 so that it means that the Green Action variable has a significance value of 0.743 (> 0.05), then the Green Action variable has no significant effect on Guest Satisfaction (Not Accepted), Green Food has a significant value of 0.656 (> 0.05) then the Green Food variable has no significant effect on Guest Satisfaction (Not Accepted) and Green Donation has a significance value of 0.000 (< 0.05) then the Green Donation variable has a significant effect on Guest Satisfaction (Accepted) together -same which means where 2 variables have no effect and 1 variable has an effect. It is known that the overall influence of the Guest Satisfaction variable is 76.9% and the remaining 23.1% is influenced by other variables outside of this study.



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