

# Implementation Of Green Service In The Front Office Department On Guest Satisfaction At Hotel Indigo Bali Seminyak Beach

*Putu Ade Yudistira*<sup>1\*</sup>, *I Nyoman Winia*<sup>2</sup>, *Ni Luh Eka Armoni*<sup>3</sup>

<sup>1</sup> D4 Manajemen Bisnis pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

<sup>2</sup> D4 Manajemen Bisnis pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

<sup>3</sup> D4 Manajemen Bisnis pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

Corresponding author : [adeyudistira62@gmail.com](mailto:adeyudistira62@gmail.com)

## Abstract:

This study discusses the quality of green service provided by the front office department for guest satisfaction at Hotel Indigo Bali Seminyak Beach. Guest satisfaction is a specific evaluation of the quality of service provided to customers, this study analyzes the gap between guest perceptions and expectations of the green service quality provided by the front office of Hotel Indigo Bali Seminyak Beach and to find out which indicators need to be improved and maintained for guest satisfaction. The data used are quantitative data obtained from observations, literature studies, valid and reliable questionnaires and secondary data. The total number of respondents in this study were 70 respondents using the incidental sampling method. The analytical technique used in this research is SERVQUAL and Importance Performance Analysis which is presented in a Cartesian Diagram. The results of this study indicate that the green service quality by the front office department of the Hotel Indigo Bali Seminyak Beach as a whole shows good service, indicated by the positive SERVQUAL gap more than the negative SERVQUAL gap. Indicators that need to be improved in green service can be represented by the Q3 attribute, which is related to the concept of an open lobby and has an environmentally friendly interior, while indicators that need to be maintained for service quality are the Q5 indicator of treatment in coffee we trust scrub by Spa, Q10 front office staff provides guarantees security and ease of invoices sent via email. Q11 front office staff guarantees comfort and security in services through a digital system. Q12 front office staff provides 24-hour attention in serving guest requests via telephone and digital systems. Q14 front office staff care about energy efficiency in the lobby.

**Keywords:** Implementation, Green Service, Guest Satisfaction

Submission to Repository on September 2022

## Introduction

According to Utama (2017) the hotel is an accommodation service business with commercial aims to earn a published profit. Rosdianti et al., (2018) argues that the hotel is one type of accommodation that provides lodging services, food, beverages and other facilities that are managed commercially. As a first impression of guest come to hotel, Front Office Department of Hotel Indigo Bali Seminyak Beach is a place where guests will get the first service when they (check-in) to the hotel and also the last service (check-out) when they leave the hotel. According to Hadi (2014) Front Office is the leading department in the hotel which has full responsibility for all information about the hotel, reception of guests, delivery of guest needs, sales of guest rooms, handling of administration and transactions, to the preparation of guest data reports for the department associated within the hotel so that hotel services are achieved properly and maximally. Actually there are some negative comment from the guest was stay at Hotel Indigo Bali Seminyak Beach text in website didn't like with service receptionist and need change the reception, second guest text receptionist not at the counter when the guest came to reception, and third comment came from courtesy call informing the lobby was hot when the guest do a check in process.

According to Dewangga et al., (2018) states that in fulfilling services, companies must properly understand and pay attention to the things that are the hopes and desires of consumers. Green service is a service with the concept of efficiency and based on environmental friendliness. The implementation of green services has an impact on convenience for guests staying, for example hotel information that can be accessed through the website, billing obtained via email and reduced paper usage. According to Cocca & Ganz (2015) "Green services are services, in the offering or use of which the key target criterion is ecological sustainability. Wong et al., (2013) argue that the provision of environmentally friendly services is an environmentally responsible practice that focuses on the use of environmentally friendly materials, material conservation, recycling, efficiency, energy saving and conservation while providing services.

**Table 1. Green Service Attribute**

Attribute <i>Green Service</i>	Definition	Reference
<i>Efficiency</i>	Use less resources and save to be cheaper and faster	(Sedarmayanti, 2009)
<i>Energy Saving</i>	Saving energy use such as the use of AC, electricity, elevators, water pumps and others	(Rai, 2016)
<i>Reduce</i>	Minimize the goods or materials used to reduce waste	(Leonardo et al., 2017)
<i>Reuse</i>	Using used goods or substitute goods as the main choice in buying or using something.	(Leonardo et al., 2017)
<i>Recycle</i>	Turning used goods into new, reusable products	(Leonardo et al., 2017)

Kotler (2018) argues "Satisfaction is a function of the closeness between expectations and the product's perceived performance if performance falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied". Guest satisfaction is the main goal in providing quality service, but this is not in accordance with guest expectations so that there is a gap felt by guests during their stay at Hotel Indigo Bali Seminyak Beach. The gaps felt by guests can be seen through negative comments given either directly to the front office department or through social media comments. Therefore, this is the background for the author to raise this problem into a thesis entitled "Implementation of green service at the front office department on guest satisfaction at the Hotel Indigo Bali Seminyak Beach".

## Method

This research was conducted at Hotel Indigo Bali Seminyak Beach, Badung, Bali from October 2021 to March 2022, in this study the variable used is the measurement of service quality based on 5 dimensions of service quality, namely Tangibles (X1) Reliability (X2) Responsiveness (X3), Assurance (X4), Empathy (X5) and guest goals (Y) as variables. Based on the 5 dimensions of service quality proposed by Zeithaml et al., (1990) these basic dimensions are combined with the application of green service carried out at the Indigo Bali Seminyak Beach Hotel and can be used as a measurement tool for the level of satisfaction and improvement of the department's front office service to guests, especially guests who stayed at the Indigo Bali Seminyak Beach Hotel.

**Table 2. Research Variables on Green Service Implementation at Indigo Hotels**

Dimension Service Quality	Item No.	Indicator/ Item	Green service
<i>Tangibles (X1)</i>	1	Front Office uses reused paper to reduce paper waste	<i>Reuse</i>
	2	Ease of requesting services through a digital system	<i>Efficiency</i>
	3	The concept of an open lobby without air conditioning and has an environmentally friendly interior	<i>Energy Saving</i>
Reliability (X2)	4	Serving room reservations via online booking made on request	<i>Efficiency</i>
	5	The spa provides treatment in coffee we trust scrub using coffee grounds	<i>Recycle</i>
	6	One stop service by telephone operator that is easy and precise	<i>Efficiency</i>

Responsiveness (X3)	7	Staff responsiveness is fast in providing services via telephone and digital systems	<i>Efficiency</i>
	8	QR Code-based hotel information in an effort to reduce paper use	<i>Reduce</i>
	9	Front office staff have knowledge in answering questions from guests about green service	<i>Efficiency</i>
Assurance (X4)	10	Front office staff provide security guarantees and make it easy for invoices to be sent via email	<i>Efficiency</i>
	11	Front office staff guarantee comfort and security in services through digital systems	<i>Energy Saving</i>
Empathy (X5)	12	Front office staff provide 24-hour attention in serving guest requests via telephone and digital systems	<i>Efficiency</i>
	13	Friendliness and courtesy of front office staff in supporting green service	<i>Efficiency</i>
	14	Front office staff care about energy efficiency by saving electricity in the lobby	<i>Energy Saving</i>

This study measures guest satisfaction by using a questionnaire consisting of 14 questions. According to (Malhotra et al., 2006) it provides guidance that the sample size taken can be determined by multiplying the number of variables by 5. So that in getting  $14 \times 5 = 70$  respondents who were taken incidentally. The results of the questionnaire were tested for validity and reliability with SPSS version 25. Tjiptono (2017) the service quality model can be based on an assumption that consumers compare service performance on relevant attributes with ideal or perfect standards for each service attribute. This SERVQUAL analysis analyzes the gap between the main variables, namely the expected service and the customer's perception of the service received by the customer. Importance Performance Analysis (IPA) According to Agustika et al., (2017) the science technique can identify the strength of the criteria. The first criterion shows the level of importance of a variable and criteria. The second shows performance so that by using IPA it can be seen what variables are good and must be maintained and what variables are still lacking and need to be improved.

## Result and Discussion

The total item correlation value for all questionnaire items is greater than 0.323 so that all statement items on the perception and expectation questionnaire regarding service quality are declared valid. Cronbach's Alpha of the perception variable is 0.651 and the expectation of having Cronbach's Alpha of 0.711 is greater than 0.60. An instrument is said to be reliable if it has a reliability coefficient or Cronbach's Alpha of 0.60 or greater than 0.60.

**Table 3. Result of Calculation of Average Perception and Expectation Gap**

No	Attribute	P	H	gap	Description
<i>Tangible</i> (Bukti Fisik)					
Q1	Front Office uses reused paper to reduce paper waste	4.41 4	4.24 3	0.171	Positif
Q2	Ease of requesting services through a digital system	4.77 1	4.05 7	0.714	Positif
Q3	The concept of an open lobby without air conditioning and has an environmentally friendly interior	4.15 7	4.35 7	-0.200	Negatif
<i>Reliability</i> (Kehandalan)					
Q4	Serving room reservations via online booking made on request	4.68 6	4.12 9	0.557	Positif

Q5	<i>The spa provides treatment in coffee we trust scrub using coffee grounds</i>	4.71 4	4.35 7	0.357	Positif
Q6	One stop service by telephone operator that is easy and precise	4.71 4	4.14 3	0.571	Positif
<i>Responsiveness (Daya Tanggap)</i>					
Q7	Staff responsiveness is fast in providing services via telephone and digital systems	4.62 9	4.15 7	0.471	Positif
Q8	QR Code-based hotel information in an effort to reduce paper use	4.58 6	4.22 9	0.357	Positif
Q9	Front office staff have knowledge in answering questions from guests about green service	4.77 1	4.20 0	0.571	Positif
<i>Assurance (Jaminan)</i>					
Q10	<i>Front office staff have knowledge in answering questions from guests about green service</i>	4.67 1	4.37 1	0.300	Positif
Q11	<i>Front office staff provide security guarantees and make it easy for invoices to be sent via email</i>	4.80 0	4.54 3	0.257	Positif
<i>Empathy (Empati)</i>					
Q12	<i>Front office staff provide 24-hour attention in serving guest requests via telephone and digital systems</i>	4.71 4	4.47 1	0.243	Positif
Q13	Friendliness and courtesy of front office staff in supporting green service	4.04 3	3.98 6	0.057	Positif
Q14	<i>Front office staff care about energy efficiency by saving electricity in the lobby</i>	4.72 9	4.52 9	0.200	Positif

Source: Output SPSS version 25

In the tangibles dimension (physical evidence) there are 2 indicators that are positive and 1 indicator that is negative, the Q1 indicator produces a positive gap of 0.171 meaning that guests feel satisfaction with green service services that use reused paper to reduce paper waste. The Q2 indicator produces a positive gap of 0.714 which means that guests are satisfied with the ease of requesting services through the digital system. The Q3 indicator produces a negative gap (-0.200) which means that guests have not felt satisfied with the open lobby concept and has an environmentally friendly interior. Through observations made at the Indigo Bali Seminyak Beach Hotel, the open lobby concept has a hot temperature precisely during the day in the receptionist so that guests feel uncomfortable when checking in and checking out.

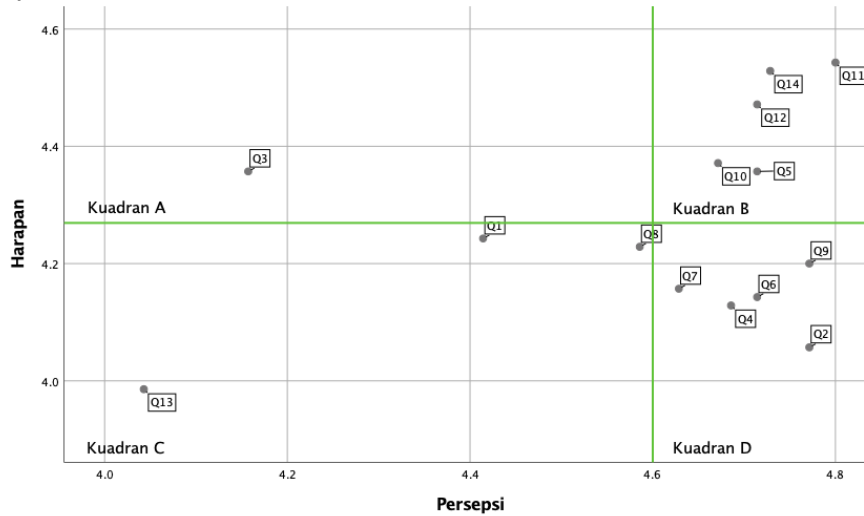
In the dimension of reliability there are 3 indicators that are positive. The Q4 indicator produces a gap of 0.557 which means that guests feel satisfaction with fulfilling guest requests made through phone bookings in accordance with their requests. The Q5 indicator produces a positive gap of 0.357, where guests feel satisfaction from the results of Spa services providing treatment in coffee we trust scrub using coffee grounds. The Q6 indicator, which is an easy and precise one stop service by telephone operator, has a positive gap value of 0.571 which means that the service provides satisfaction to guests staying at the Indigo Bali Seminyak Beach Hotel.

In the Responsiveness dimension there are 3 indicators that are positive. The Q7 indicator, namely the responsiveness of the staff quickly in providing services via telephone and digital systems, has a gap of 0.471, which means that guests feel satisfied with the services provided. The Q8 indicator has a positive gap value of 0.357 which means that guests are satisfied with the use of the QR Code in reducing paper use. The Q9 indicator produces a positive value of 0.571 which means that guests are satisfied with the knowledge in answering guest questions regarding the function and purpose of the green service.

In the assurance dimension, there are 2 indicators that produce positive values, the Q10 indicator produces a positive gap of 0.300 which means that guests feel satisfied with the service of front office staff who provide security guarantees and make it easy for invoices to be sent via email. The Q11 indicator produces a positive gap of 0.257 which means that guests are satisfied with the guarantee and security of services through the digital system.

The Empathy dimension shows that all indicators produce a positive gap. The Q12 indicator produces a positive gap value (0.243), which means that guests feel satisfied with providing 24-hour attention in serving guest requests through a digital system. The Q13 indicator shows a positive gap (0.057) where guests feel satisfaction with the

friendliness and courtesy of front office staff in supporting green service. In Q14 it shows a positive gap (0.200) which means that guests are satisfied with the concern of the front office staff on energy efficiency in the lobby of the Indigo Bali Seminyak Beach Hotel.



**Picture 1. Importance Performance Analysis**  
Source: Output SPSS version 25

In the attributes above, most of the guests who received service from the front office staff at Hotel Indigo Bali Seminyak Beach considered that the attributes in quadrant D had been implemented well by the front office staff, but these attributes were considered excessive in their implementation. However, this is not a significant problem because customers are still satisfied with the service they feel.

### Conclusion

Research on the level of guest satisfaction in the front office department of Hotel Indigo Bali Seminyak Beach shows more positive gaps than negative gaps. This research shows that the green service provided by the front office staff of the Hotel Indigo Bali Seminyak Beach department to the meeting is satisfactory. This satisfaction can be seen from the gap in customer expectations to the perceived green service perception that has been fulfilled. Green services that have the highest gap are the ease of requesting services through a digital system and one stop service by telephone operators that is easy and precise while there is only one negative gap, namely the concept of an open lobby and an environmentally friendly interior. Based on the results of the importance performance analysis, there is one indicator that services must be improved, namely the indicator regarding the concept of an open lobby and has an environmentally friendly concept. There are five indicators that need to be maintained in green services provided by the front office staff of Hotel Indigo Bali Seminyak Beach, the first spa provides treatment in coffee we trust scrub using coffee grounds, the second indicator front office staff guarantees security and ease of invoices sent via email, indicators the three front office staff provide guarantees of security and convenience in service through a digital system, the fourth indicator of the front office staff gives 24-hour attention in serving guest requests via telephone and digital systems and the fifth indicator that the front office staff cares about energy efficiency in the lobby.

### Acknowledgment

Paise and gratitude the author realizes that the completion of this article could not be separated from the help, motivation, guidance and prayers from all parties. Therefore, on this occasion the author would like to express his deepest respect and gratitude to:

1. Mrs. Ayu Handayani as a Head of Front Office Departement Hotel Indigo who has provided data and information as test material to complete theses and articles for the author.
2. Mrs. Dra. Ni Nyoman Mastiani Nadra, M. Par. and Mrs. Ni Putu Lianda Ayu Puspita, S.E., M. Par. as a examiner lecturers who corrected, provided input and perfected the results of this research

## Reference

- Agustika, Ngurah, G., Ayu Wulandari, I. G. A., & Jayanta, I. N. L. (2017). Importance-Performance Analysis Sebagai Alat Evaluasi Kualitas Pelayanan Pendidikan Tinggi (Studi Kasus FIP Universitas Pendidikan Ganesha). *Journal of Education Research and Evaluation*, 1(4), 300. <https://doi.org/10.23887/jere.v1i4.13652>
- Cocca, S., & Ganz, W. (2015). Requirements for developing green services. *Service Industries Journal*, 35(4), 179–196. <https://doi.org/10.1080/02642069.2014.990002>
- Dewangga, N., Hidayat, W., & Widiartanto. (2018). Analisis Kualitas Pelayanan Terhadap Kepuasan Konsumen Jasa Hotel Santika Premiere Semarang. *Diponegoro Journal of Social and Politic*, 1–7.
- Hadi, W. (2014). *Peranan Front Desk Agent Dalam Membentuk Citra*. V(2), 1–12.
- Kotler, Philip, K. L. K. (2018). Marketing Management. In *Essentials of Management for Healthcare Professionals*. <https://doi.org/10.4324/9781315099200-17>
- Leonardo, A., Utomo, S. L., Thio, S., Siaputra, H., Perhotelan, M., Kristen, U., & Surabaya, P. (2017). *Green Practices Di Restoran-Restoran Yang Ada Di Surabaya*. 2011, 496–515.
- Malhotra, N., Hall, J., Shaw, M., & Oppenheim, P. (2006). *Marketing research: An applied orientation*. Pearson Education Australia.
- Rai. (2016). *Metode Penelitian Pariwisata & Hospitalitas*. <https://doi.org/10.31227/osf.io/7cymx>
- Rosdianti, Suarka, M. F., & Sutaguna, I. N. T. (2018). Analisis Ketersediaan Fasilitas Tamu Penyandang Disabilitas di Hotel Kawasan ITDC Nusa Dua (Studi Kasus Inaya Putri Bali dan Melia Bali). *Jurnal Kepariwisata Dan Hospitality*, 2(3), 271–285.
- Tjiptono, F. (2017). *Service, quality, dan satisfaction*.
- Utama, B. R. (2017b). Pemasaran Pariwisata. Penerbit Andi. <http://andipublisher.com/produk-0217006278-pemasaran-pariwisata.html>
- Wong, C. W. Y., Wong, C. Y., & Boon-itt, S. (2013). Green Service Practices: Performance Implications and the Role of Environmental Management Systems. *Service Science*, 5(1), 69–84. <https://doi.org/10.1287/serv.1120.0037>
- Zeithaml, V. A., Parasuraman, A., Berry, L. L., & Berry, L. L. (1990). *Delivering quality service: Balancing customer perceptions and expectations*. Simon and Schuster.