Service Based On Green Tourism In Improving Customer Satisfaction By Food And Beverage Service Department At Four Points By Sheraton Bali Kuta

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Abstrak: Penelitian ini untuk mengetahui penerapan pelayanan berbasis green tourism oleh food and beverage service department di Four Points By Sheraton Bali Kuta dan dampaknya terhadap kepuasan pelanggan. Sampel penelitian ditentukan dengan metode incidental sampling dengan sampel 80 orang tamu yang pernah menerima pelayanan dari food and beverage service department di Four Points By Sheraton Bali Kuta sebagai responden. Data yang digunakan dalam penelitian ini menurut jenisnya adalah data kualitatif dan data kuantitatif. Sedangkan data menurut sumber yang digunakan dalam penelitian ini adalah data primer berupa kuesioner dan data sekunder berupa informasi hotel Four Points By Sheraton Bali Kuta. Metode pengumpulan data yang digunakan dalam kuesioner. Teknik analisis data yang digunakan adalah analisis deskriptif kualitatif dengan statiska deskriptif rentang skala likert menggunakan microsoft excel 2010. Hasil penelitian menunjukkan bahwa penerapan pelayanan berbasis green tourism pada variabel green service dan hemat energi menurut pelanggan kurang baik. Variabel green product, green design dan pengurangan konsumsi menurut pelanggan baik. Dampak layanan berbasis pariwisata hijau terhadap kepuasan pelanggan di The Eatery Restaurant adalah pelanggan setuju untuk melakukan tindakan seperti membeli kembali produk dan layanan, merekomendasikan produk dan layanan kepada orang lain, membeli jenis produk lain dari The Eatery Restaurant, tertarik membeli produk makanan dan minuman dari The Eatery Restaurant. Eatery Restaurant dibandingkan dengan restoran lain dan memberikan komentar dan saran positif mengenai produk dan layanan.

Kata Kunci: Pelayanan, *green tourism,* kepuasan pelanggan

Abstract: This study to determine the application of green tourism based service by the food and beverage service department at Four Points By Sheraton Bali Kuta and how it impact on customer satisfaction. The research sample was determined by the incidental sampling method with a sampe of 80 guest who had received service from the food and beverage service department at Four Points By Sheraton Bali Kuta as respondents. The data used in this by type are qualitative data and quantitative data. While tehe data according to the source used in this study are primary data in the form of questionaires and secondary data in the form of information on the Four Points By Sheraton Bali Kuta hotel. The data collection method used in a questionnaire. The data analysis technique used is descriptive qualitative analysis with descriptive statistics on a likert scale range using microsoft excel 2010. The results show that the application of green tourism-based services on green service and energy-saving variables according to customers is not good. The variables of green product, green design and consumption reduction according to customers are good. The impact of green tourism-based services on customer satisfaction at The Eatery Restaurant is that customers agree to take actions such as buying back products and services, recommending products and services to others, buying other types of products from The Eatery Restaurant, being interested in buying food and beverage products from The Eatery Restaurant. Eatery Restaurant compared to other restaurants and provide positive comments and suggestions regarding products and services.

Keywords: Services, green tourism, customer satisfaction

Introduction

The COVID-19 pandemic that has hit the world, including Indonesia for the last 2 years, has certainly had an impact on all sectors in every country. In Indonesia, especially on the island of Bali, which is a tourist destination that is visited by many tourists from various foreign countries, it is greatly affected by the tourism sector. Tourism, which used to be very crowded, with hundreds of hotel rooms always booked by guests, is now slowly starting to rise even though the COVID-19 pandemic is not over yet. However, because of its natural beauty and culture, it is

still able to attract tourists to visit Bali. To support the needs of tourists in traveling in this pandemic situation, Bali of course must have readiness in tourism accommodation, one of the most important accommodations to support tourism is hotels by implementing health protocols. In general, a hotel is an accommodation or business entity that provides services with company service facilities, the provision of food and beverages, room service, and clothing services for the general public. This facility is for guests who spend the night at the hotel or who only use certain facilities owned by the hotel (Nurnawati & Ardyrusmarryya, 2017). In the Kuta Bali area, there are many hotels that provide various facilities, one of which is the Four Points By Sheraton Bali Kuta Hotel, which is a four-star hotel under the auspices of Marriot hotel management. There are various facilities owned by Four Points By Sheraton Bali Kuta to increase guest satisfaction without compromising the health protocols that exist at Four Points By Sheraton Bali Kuta such as rooms, swimming pool, kids pool, SPA, bar, kids club, gym area, meeting rooms, and restaurants. One such restaurant is The Eatry Restaurant. This restaurant offers food and drinks and serves breakfast, lunch, and dinner with a buffet or a'la carte food presentation system provided by the food and beverage service department with comfortable service for guests.

According to Mertayasa (2012 : 2) food and beverage service is the part that has the main task of preparing and serving food and drinks to guests both at the hotel and outside the hotel. Meanwhile, according to Wahyuni & Parma (2020) food and beverage service (FBS) is one of the hotel departments that has SOP (Standard Operational Procedures) regarding service to guests, namely having responsibility for service and serving food and drinks. The shape of the presentation of food and drinks can affect the development of a hotel, seen from the presentation of food and drinks served. Good service from the food and beverage service department is needed in every hotel and restaurant in the hotel so that guests feel satisfied. One of these services is green tourism-based services. Service is any action or activity offered by one party to another, which is essentially intangible and does not result in the ownership of anything. In general, a high standard of service will result in more frequent repeat purchases (Kanedi et al., 2017 : 38). Green tourism is one of the forms and labels of sustainable tourism in which the activities in it encourage the realization of a knowledge and experience-based tourist activity in an environmentally responsible manner, preserving local culture so as to encourage increased involvement of local communities through local businesses. and ultimately support the economic growth of local communities (Winarya, 2017 : 49). Green tourism-based services are included in the green hotel program. Quoted in Sugianto et al., (2017 : 393) which includes green tourism-based services are green products, namely hotel products that are environmentally friendly and the food served is green (organic) food. In addition, green tourism-based services also include green design in the restaurant environment, namely the hotel has consideration of the surrounding environment in its planning and design, so as not to cause a decline in the local ecological system. Energy saving is saving water and energy, as well as improving service procedures or adding environmental protection ideas to the training carried out. Reduce consumption, namely reducing the use of single-use tools and saving paper use. Then the green service is in green service delivery and green service support according to Roth and Menor (in Wong et al., 2013). Green tourism-based services must be applied by food and beverage services to increase customer satisfaction who visit The Eatery Restaurant at Four Points By Sheraton Bali Kuta. According to Ravichandran (in Primananda & Setiawan, 2014) satisfaction is a perceived return and company performance that meets customer expectations. Satisfied consumers will stay loyal longer and leave positive comments about the product and the company. According to Kotler and Keller (Herlina & Muliani, 2020 : 78) there are 5 dimensions to measure consumer satisfaction, namely:

a. Buy more products or services.
b. Say good things about the company to others and recommend it.
c. Paying less attention to competing brands and product advertisements.
d. Purchase another product from the same company.
e. Offer a product or service idea to the company.

From the description above, green tourism-based services in food and beverage service have an impact on customer satisfaction which is very important. So it is necessary to do a more in-depth research on how the green tourism-based food and beverage service department can increase customer satisfaction at Four Points By Sheraton Bali Kuta, therefore the researchers conducted a study entitled "Green Tourism-Based Services in Improving Customer Satisfaction by Food And Beverage". Beverage Service Department at Four Points By Sheraton Bali Kuta". Herlina & Muliani (2020) with the research title "The Effect of Food and Beverage Department Service Quality on Consumer Satisfaction at the Daily Inn Jakarta Hotel". Discusses what factors can affect customer satisfaction, which is one of the important indicators in determining the success of a business, including the hotel business. Since Hotel Daily Inn Jakarta is a new hotel, we want to know whether the service quality of the Food and Beverage Department has been able to satisfy consumers so that consumers come back or use the

services of Hotel Daily Inn Jakarta. This research is based on previous research that is almost close to this research, namely Sugiharto & Sugianto (2013) with the research title "Analysis of the Effect of Service Quality, Food Quality, and Price on Customer Satisfaction at Yung Ho Restaurant Surabaya". The purpose of the study was to analyze the effect of service quality, food quality, and price on customer satisfaction at Yung Ho Restaurant Surabaya. In addition, to find out which factors have a dominant influence on customer satisfaction at the restaurant. Arie Sulistyawati & Seminari (2015) with the research title "The Influence of Service Quality on Customer Satisfaction at Indus Ubud Gianyar Restaurant". Aims to determine the effect of service quality on customer satisfaction. Jessica Andre, Alex P Karo-Karo, Erix, , Stevannie Citra (2021) with the research title "Analysis of Service Quality Toward Customer Satisfaction". The purpose of the study was to determine the effect of service quality on customer satisfaction at the Grand Balai Kota Aston Medan at the front office. From the results of research conducted, there is an influence of service quality on customer satisfaction at Grand Balai Kota Aston Medan. Shamsudin et al., (2020), with the research title "The Effect of Service Quality on Customer Satisfaction with Myrapid Bus Services". The purpose of this research is to satisfy customers on the quality of service on public transportation services in Kuala Lumpur, Malaysia. Five dimensions of service quality were measured to identify which dimensions play an important role in customer satisfaction.

Method

The research location was conducted by researchers at the Four Points By Sheraton Bali Kuta Hotel. This hotel is a 4-star hotel located in the Kuta area. More permanently on Jalan Benesari, Banjar Pengabetan, Kuta, Badung Regency, Bali. This research was carried out from March to June 2022, the object of research used in this research is a service based on green tourism which consists of green products, green services, green design, energy saving and reduce consumption. The object of this research is to determine the application of green tourism-based services provided by food and beverage service to increase customer satisfaction at Four Points By Sheraton Bali Kuta.

Variable X used in this research is green product, green service, green design, energy saving and reduce consumption. While the variable Y used is customer satisfaction. Green products in question are products served at The Eatery Restaurant in the form of food and beverages served by the food and beverage service that are not harmful to guests, such as fresh, hygienic food and drinks, and foods made from organic ingredients. Green service in question is environmentally friendly services such as the use of tools when serving guests, the use of paper straw and paper glass which are applied at The Eatery Restaurant. What is meant by green design is that the interior design at The Eatery Restaurant is dominated by the use of wood, besides that there are separate facilities or areas for smoking and non-smoking areas. Energy saving in question is the use of electrical energy that is not excessive. Reduce consumption in question is to save paper use by utilizing the use of waste paper to create an order list for guests at The Eatery Restaurant.

Customers know that if guests who enjoy food and drink at The Eatery Restaurant come back to buy products or services again, recommend to others, customers are more interested in buying food and beverage products from The Eatery Restaurant than from other restaurants, buy other products, and offer product or service ideas to the company in the form of providing guest comments or suggestions or positive feedback regarding food and beverage products or services provided at The Eatery Restaurant. The measurement scale used to measure the variables in this study is a Likert scale with a value range of 1 to 5 and each answer is categorized into 5 categories as follows:

Likert Score	Score Interpretation
5	Strongly agree
4	Agree
3	Neutral
2	Don't agree
1	Totally disagree

The types of data used in this research are quantitative data and qualitative data (Sugiyono, 2016). The quantitative data used is data that comes from the results of questionnaire answers that have been filled out by respondents regarding the analysis of green tourism-based services in food and beverage service to increase customer satisfaction at Four Points By Sheraton Bali Kuta. While the qualitative data used in this study is the

history of the hotel, the general description of the hotel, and the organizational structure and job description of the food and beverage service department in the hotel.

Sources of data used in this study are primary data and secondary data (Sugiyono, 2016). Primary data from the results of questionnaires that have been filled out by guests who receive food and beverage service staff at Four Points By Sheraton Bali Kuta. The secondary data used in this research is in the form of information about the Four Points By Sheraton Bali Kuta hotel through the hotel website, as well as information as a reference obtained on the internet.

In this study using incidental sampling technique Sugiyono (2016 : 37). The number of samples in this study according to Malhotra (in Indrawan, 2014 103) the sample size taken can be determined by determining the number of variables with 5, or 5x the number of variables. So in this study, 80 respondents were used, namely guests who had received service from the food and beverage service department at The Eatery Restaurant at Four Points By Sheraton Bali Kuta as the sample.

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 Four Points Hotel By Sheraton Kuta Bali. Questionnaire or questionnaire is a data collection technique that is done by giving questions or written statements to respondents to answer. Data collection with the documentation method is one method of collecting qualitative data by analyzing documents, in this research is by studying books, journals, theses, and articles on the internet.

The research instrument test is by testing the validity and reliability. According to (Indrawan, 2014 : 123) the validity test can show whether it has a level of accuracy to measure what should be measured or not. In this study, the validity test was conducted to determine whether or not the data obtained were valid through the distribution of questionnaires. Question items are declared valid if the value of r count >= r table. The level of significance used is 5% or 0.05. According to Indrawan (2014 : 125) the reliability test was carried out to measure the reliability of the instrument. A measurement is said to be reliable if it gives consistent results. The reliability test in this study used a cronbach alpha > 0.06. The test decision if the alpha value > or = r table then the research instrument is said to be reliable. If the alpha value < r table, the instrument is said to be unreliable. Testing the validity and reliability of this using the SPSS program.

The data analysis technique used in this study is descriptive statistics using a Likert scale range as follows:

RS = n (Maximum Skor – Minimun Skor) : m

RS = (5 -1) : 5

RS = 0,8

From the above calculation, it is known that the number of scale intervals is 5 so the calculation of the category are strongly disagrees or very not good 1 + 0.8 = 1.80, the score of the category disagree or not good 1.81 + 0.8 = 2.61, the score neutral category 2.62 + 0.8 = 3.42, category score agree or good 3.43 + 0.8 = 4.23, and category score strongly agree or very good 4.24+0.8 = 5.

Table 1 Likert Scale Range

Scale Range	Category
1 – 1,80	Strongly disagrees or very not
1,81 – 2,61	Disagree or not good
2,62 – 3,42	Neutral
3,43 – 4,23	Agree or good
4,24 – 5,04	Strongly agree or very good

Source: Likert Scale Score category (Sambas & Abdurahman, 2017)

In addition, in this study using data analysis techniques used is descriptive qualitative analysis. This technique is to describe the data obtained from research respondents through questionnaires related to green tourism-based services and their impact on customer satisfaction at Four Points By Sheraton Bali Kuta.

Result and Discussion

The results of the validity test in the study with the number of respondents in this study as many as 80 people with a significance level of 0.05 and df-2, so the r table is 0.2199. According to Indrawan (2014: 123) the conditions for testing the validity of a data if r count > = r table, then the questionnaire question item is said to be valid. The following are the results of the research validity test.

Table 2
X Variable Validity Test Results

Variable	Question Items	Total Item Correlation	Explanation
Green product	X1	0,486	Valid
	X2	0,362	Valid
Green service	X3	0,567	Valid
	X4	0,623	Valid
	X5	0,771	Valid
	X6	0,721	Valid
Green design	X7	0,281	Valid
	X8	0,501	Valid
Energy saving	X9	0,437	Valid
	X10	0,268	Valid
Reduce consumtion	X11	0,521	Valid

From the results of the validity test of the X variable in table 4.8, it shows that all items in the questionnaire have a value greater than 0.2199. This shows that all questionnaire question items are valid and can be used in research.

Table 3
Y Variable Validity Test Results

Variable	Question Items	Total Item Correlation	Explanation
Customer Satisfaction	Y1	0,710	Valid
	Y2	0,765	Valid
	Y3	0,637	Valid
	Y4	0,811	Valid
	Y5	0,769	Valid

From the results of the validity test on the Y variable, which is shown in table 4.9, all question items have a value greater than 0.2199. This shows that all the questions on the Y variable questionnaire are valid. According to Indrawan (2014: 125) the questionnaire question items are declared reliable if the alpha value > or = r table, the research instrument is said to be reliable. If the alpha value < r table, the instrument is said to be unreliable. The results of the reliability test can be seen in the following table.

Table 4
X Variable Reliability Test Results

Variable	Question Items	Cronbach's Alpha	Explanation
Green product	X1	0,666	Reliable
	X2	0,680	Reliable
Green service	X3	0,662	Reliable
	X4	0,648	Reliable
	X5	0,601	Reliable
	X6	0,653	Reliable
Green design	X7	0,692	Reliable
	X8	0,663	Reliable
Energy saving	X9	0,673	Reliable
	X10	0,720	Reliable
Reduce consumtion	X11	0,664	Reliable

Based on the results of the reliability test of the X variable in the table above, the alpha coefficient value is greater than r table, which is more than 0.2199. This shows that all questionnaire questions are reliable, so the results of measurements using the same object will produce the same data.

Table 5
Y Variable Reliability Test Results

Variable	Question Items	Korelasi Item Total	Explanation
Customer Satisfaction	Y1	0,742	Reliable
	Y2	0,722	Reliable
	Y3	0,777	Reliable
	Y4	0,742	Reliable
	Y5	0,720	Reliable

From the results of the reliability test of the Y variable in the table above, the alpha coefficient value is greater than r table, which is more than 0.2199. This shows that all questionnaire questions are reliable, so the results of measurements using the same object will produce the same data.

The following are the results of a green tourism-based service questionnaire which is divided into 5 variables with several question items.

Table 6 Questionnaire Results
Green Product Variable Green Tourism-Based Services

No	Question Items	Mean
1	Food and beverages served by the food and beverage service staff are made from organic, fresh and hygienic ingredients.	4,71
2	Product packaging for take away uses paper.	4,78

Table 7 Questionnaire Results
Green Service Variable Green Tourism-Based Services

No	Question Items	Mean
1	Food and beverage service staff use environmentally friendly tools when serving food and drinks.	2,73
2	Use of paper straw and paper glass.	4,73
3	Use of barcode menus for restaurants and hotel rooms.	4,21
4	Guests leave comments (guest comments) through an online site that has been prepared by the hotel.	3,45

Table 8 Questionnaire Results
Green Design Variable Green Tourism-Based Services

No	Question Items	Mean
1	The design of the restaurant is designed with more use of wood.	4,56
2	There is a smoking area and a non-smoking area.	4,64

Table 9 Hasil Kuesioner
Energy Saving Variable Green Tourism Based Services

No	Question Items	Mean
1	Do not turn on the lights during the day.	4,84
2	Turn on the fan when guests want only.	2,53

Table 10 Questionnaire Results
Green Tourism-Based Services Variable Reduce Consumption

No	Question Items	Mean
1	Utilization of waste paper to make an order list.	4,83

Table 11 Questionnaire Results
Customer Satisfaction

No	Question Items	Mean
1	Interested in purchasing products or services again.	4,85
2	Recommending others to buy a product or service.	4,80
3	More Interested in buying food and beverage product from The Eatery Restaurants than from other restaurant.	4,76
4	Buy other types of products offered by The Eatery Restaurant.	4,60
5	Provide comments and suggestions regarding services and products.	4,80

From the results of research using statistical analysis techniques such as the Likert scale range, the value of each variable question item is between 4.24 to 5.04 at most, in this value range it means that it is not good or does not agree. In addition, there are also several questions that get a score between 3.43 to 4.23 which means agree or good. Values from 2.62 to 3.42 which means neutral and values from 1.81 to 2.61 which means disagree or not good. In the green service variable, namely from food and beverage service staff using environmentally friendly tools when serving food and drinks. According to the customer this ques-tion item is neutral, neutral means that the customer chooses not to have an opinion. This is because the tools used are environmentally friendly and some are not environmentally friendly, such as the use of plastic when serving food and drinks. At Four Points By Sheraton Bali Kuta, especially at The Eatery Restaurant, there are several tools used to serve food that do not reflect green tourism-ism, but this is still very much needed.

In the energy saving variable, which is in the form of rules for turning on the fan when guests want it, according to the customer it is considered not good because the air in The Eatery Restaurant according to customers is different, so it is difficult to determine whether the fan should always be turned on or not. However, because the Eatery Restaurant is not in a closed room, the hotel recommends not turning on the fan all the time to save energy. The fan will be turned on when guests want it or when The Eatery Restaurant is busy.

In this study, the impact of green tourism-based services on customer satisfaction is measured if the green tourism-based services that are implemented are good according to customers. Then the customer will take several actions that lead to the impact of this service on satisfaction, namely the customer is interested in purchasing the product or service again. After the customer buys the product or service again, the customer feels like recommending others to buy the product or service, because the customer already believes that the products and services offered are very good. Furthermore, customers are more interested in buying food and beverage products from The Eatery Restaurant than from other restaurants. In addition, another impact is that customers will buy other types of products offered by The Eatery Restaurant. The final impact on customer satisfaction is that customers provide positive comments and suggestions regarding services and products.

From the results of research through questionnaire data, it is known that the average value obtained from each data is above 4.24, which means the customer strongly agrees. Data on customers who are interested in

purchasing products or services again gets an average value of 4.85. This is because the services provided by the food and beverage service staff are very good, by implementing green tourism when carrying out services such as the use of environmentally friendly tools, hygienic and fresh food and beverage products, so that customers arise the desire to purchase products or services. return service.

Customers recommending others to buy products or services get an average value of 4.80 due to the impact of green tourism-based services on satisfaction. The first is that customers are attracted to buying products or services. This proves that the products or services offered are very good and in accordance with the expectations of customers, so the desire to recommend products or services to others is very necessary.

Then customers are more interested in buying food and beverage products from The Eatery Restaurant than from other restaurants and get a score of 4.76 which means that customers strongly agree. This is because customers really like the services provided by the food and beverage service staff. In addition, the quality of food and drinks served by The Eatery Restaurant is very good, fresh and hygienic.

Next, customers who buy other types of products offered by The Eatery Restaurant get an average score of 4.60 which means they strongly agree. Because customers already believe in the initial product offered and it has been proven to make customers satisfied, so that other types of products are offered, the customer agrees to buy.

The last impact of customers providing positive comments and suggestions regarding services and products received an average score of 4.80. This is because customers who are satisfied with green tourism-based services have a higher desire to provide positive comments or suggestions for the services that have been provided. In addition, positive comments or suggestions on products or services provided by customers as a reaction to services that have been felt have greatly fulfilled their wishes.

Conclusion

Green tourism-based services implemented by the food and beverage service department at Four Points By Sheraton Bali Kuta, most of them have been very good according to customer ratings. Green tourism-based services are green product variables, green design variables, and reduce consumption variables. However, on the green service variable, namely, food and beverage service staff using environmentally friendly tools when serving food and beverages, they received a neutral assessment. On the energy saving variable, which is turning on the fan when the guest wants it, it also gets a bad rating from the customer.

With the implementation of green tourism-based services, customers take several actions that show that they are satisfied with the services provided. These actions are as follows: the customer is interested in purchasing a product or service again. Then recommend to others to buy the product or service. Customers are more interested in buying food and beverage products from The Eatery Restaurant than from other restaurants. Customers buy other types of products offered by The Eatery Restaurant. Finally, customers provide positive comments and suggestions regarding the service received. From the research results, all the average values obtained are above 4.24, which means that customers strongly agree to do so.

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