Implemtasi Green Service Quality Front Office Department Di Amarterra Villa Bali Nusa Dua

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Abstract: It This study discusses the implementation of green service quality front office department at Amarterra Villa Bali Nusa Dua. This research is useful as a reference for all hotels who want to implement the concept of green service quality into operational standards. Likewise for readers who want to know how to implement green service quality front office de-partment at Amarterra Villa Bali Nusa Dua. Sources of data used in this study are guests who stay and receive services at Amarterra Villa Bali Nusa Dua as many as 60 guests with the accidental sampling. The data of this research is in the form of a questionnaire that has been distributed and filled out to the sample to be later elaborated, so as to find out how the green service quality implementation of the front office department at Amarterra Villa Bali Nusa Dua. The results of this study indicate that the green service quality provided is good, because all indicators are positive, then based on the results of the importance performance analysis showing the position of each indicator in the Cartesian diagram, it is found which indicators are priorities for improvement and indicators that must be maintained. Indicators in quadrant A which are priority indicators that must be improved regarding the front office using energy-saving lamps or LEDs. Indi-cators in quadrant B which are achievements that need to be maintained about front office staff being able to make guests feel comfortable and like at home, front office staff giving polite nature to customers, front office staff managing to satisfy guests and anticipating guest needs well, front office staff provide reliable and appropriate services according to customer needs, front office staff care about guest conditions

Keywords: *Front Office, Green Service Quality, Servqual, Importance Performance Analysis*

Introduction

Tourism is an activity or trip carried out by one or more people to a place outside their place of residence for a while which is intended for fun, looking for a new atmosphere, calming themselves or other interests (Fandeli, 2017). The island of Bali is one of the tourism destinations in Indonesia which is very well known throughout the world, and one of the islands that has many very beautiful natural beauty. This island, which is known as the island of the gods, is very famous for its natural beauty of its beaches, not only the beauty of its beaches, the island of Bali is also famous as a tourist destination full of a very unique culture. In supporting tourist visits in Bali, supporting facilities and infrastructure are needed, such as restaurants, travel agencies, transportation and accommodation. Accommodation is something that is provided to meet needs, for example a place to stay or stay, bathe, eat, and drink and enjoy the services and entertainment available, there are many types of accommodation, namely; motels, guest houses, home stays, apartments, villas and hotels (Nurnawati & Ardyrusmarryya, 2017). Villas are lodging facilities that are made to resemble a house with adequate facilities in it (Singkawang, 2014). Front Office depart-ment is a department that deals directly with hotel guests both at check-in and check-out. The front office is also an information center, where all activities are carried out from guest luggage storage, registration, information on lost items, room payments, and so on (Insani, Yuda Dwi; Setiyariski, 2020). During this pandemic, companies are starting to implement the green concept. This green concept is very much needed by the hotel during this pandemic because all staff must adopt an attitude that can protect the surrounding environment, one of which is green service quality. Green Service is a service that takes into account the environmental impact in the provision of packages of tangible products and services with the aim of meeting customer needs and reducing operational costs (Chan et al., 2016). Service quality is a statement about attitude, the relationship that results from a comparison between ex-pectations (expectations) and performance (Abdul Gofur, 2019). From the description above, it can be concluded that green service quality is a service provided by a company to fulfill the wishes of guests by providing professional service in order to meet the service expectations desired by guests. The results of the observations that the author got during the Field Work Practice at Amarterra Villa Bali Nusa Dua, the application of green service at Amarterra

Villa Bali Nusa Dua was not optimal, because there were still guests who paid for room service and room packages manually, in serving checkin they still used paper.

From the problems above, the research questions are formulated as follows:

1. How is the implementation of Green Service Quality in the Front Office Department at Amarter-ra Villa Bali Nusa Dua?

2. Which green service indicators need to be improved and maintained in the implementation of Green Service Quality at the Front Office Department at Amarterra Villa Bali Nusa Dua?

Method

This research was conducted at Amarterra Villa Bali Nusa Dua for 6 months at the Front Office (FO) Department. This study uses qualitative and quantitative data with primary and secondary sources. In this study, the data collection method used observation, questionnaires, and literature study. This study was measured by a 5-point Likert scale with 12 indicators. This study uses accidental sampling, which is a sampling technique based on coincidence, namely anyone who coincidentally meets a researcher who can be used as a sample (Sugiyono, 2015), so the number of respondents used is 60 respondents. Then, the analysis used is validity test. Validity is the degree of accuracy between the data that actually occurs in the object of research and the data collected by the researcher. Thus, valid data means data that does not differ between data reported by researchers and data that actually occurs in the object of research (Sugiyono, 2014), reliability test. Reliability test is data to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable from time to time. The reliability of the research instrument was tested using the Cronbach's Alpha (Sugiyono, 2014), servqual test, The servqual model is based on the assumption that consumers compare the service performance of relevant attributes with ideal or perfect standards for each of their service attributes. If performance matches or exceeds the ideal or perfect standard for each service attribute, the perception of overall service quality will be positive and vice versa (Tjiptono, 2012), IPA (Importance Performance Analysis), In this technique, respondents are asked to rank various elements (attributes) of the offer based on the degree of importance of each of these elements. In addition, respondents were also asked to rank how well the company's performance was in each of these elements/attributes(Daryanto dan Ismanto Setyobudi, 2014)

Result and Discussion

To answer the problem formulation in this study, the next step is to perform statistical calculations with the help of a computer using the SPSS (Statistical Package for Social Science) 25.00 program for Windows and Microsoft Excel.

1. Characteristics of respondents

   a. Characteristics by gender

   Table 1 Percentage of Characteristics by gender

No		Gender	Amount	Percentage (%)
	1	Male	36	60%
	2	Female	24	40%
Total			**60**	**100%**

   Source: Data processed 2022

   Table 1 above can be seen that the respondents who stayed overnight had experienced the services provided by the front office at Amarterra Villa Bali Nusa Dua, namely: male guests as many as 36 people with a percentage (60%) and female guests as many as 24 people. with a percentage (40%).

   b. Characteristics by age

   Table 2 Characteristics by age

No	Age	Amount	Percentage (%)
1	< 20	9	15%
2	20-30	44	73%
3	31-40	6	10%
4	> 40	1	2%
Total		**60**	**100%**

   Source: Data processed 2022

   Table 2 above shows that the percentage of age guests who stay and have experienced the services provided by the front office at Amarterra Villa Bali Nusa Dua, namely age < 20 years with a percentage of 15%, age 20-30 years with a percentage of 73% , age 31-40 years with a percentage of 10%, and age > 40 years with a

percentage of 2%. It can be seen from Figure 4.3 that the age of the respondents is dominated by guests with an age range of 20-30 years with a percentage of 73%.

c. Characteristics by occupation

Table 3 Characteristics by occupation

No	occupation	Amount	Percentage (%)
1	student	27	43%
2	government employ-ees	3	5%
3	private employees	16	26%
4	businessman	16	26%
Total		**60**	**100%**

Source: Data processed 2022

Table 3 above can be seen that the percentage of guest work types who stay and have experienced the services provided by the front office at Amarterra Villa Bali Nusa Dua, namely work as a student / student with a percentage (43%), work as an entrepreneur with a percentage (26%) , employment as a civil servant with a percentage (5%), work as a private employee with a percentage (26%). It can be seen from Figure 4.4 that the type of work of the respondents is dominated by guests with jobs as students with a percentage of (43%).

d. Characteristics by purpose of visiting

Table 4 Characteristics by purpose of visiting

No	purpose of visiting	Amount	Percentage (%)
1	holiday	45	75%
2	business	9	15%
3	others	6	10%
Total		**60**	**100%**

Source: Data processed 2022

Table 4 above can be seen that the percentage of visiting destinations for guests who stay and have experienced the services provided by the front office at Amarterra Villa Bali Nusa Dua, namely: guests with the aim of visiting for vacation with a percentage of 75%, guests with the aim of visiting for business with a percentage of 15%, and guests with the purpose of visiting for other purposes with a percentage of 10%.

e. Characteristics based on the number of reservations

Table 5 Characteristics based on the number of reservations

No	based on the number of reservations	Amount	Percentage (%)
1	<2	38	63%
2	3-5	19	32%
3	>5	3	5%
Total		**60**	**100%**

Source: Data processed 2022

Table 5 above can be seen that the percentage of the number of guest reservations who stay and have experienced the services provided by the front office at Amarterra Villa Bali Nusa Dua, namely: the number of reservations <2 times with a percentage of 63%, the number of reservations 3-5 times with a percentage of 32%, and the number of reservations >5 times with a percentage of 5%.

2. Validation test for expectations

Table 6 Validation test for expectations

Variabel	Koefisien Kolerasi	Nilai (r-tabel)	Keterangan
Area Front Office tampak bersih dan ramah lingkungan	0,667	0,3301	Valid

Area Front Office menggunakan lampu hemat energi atau LED	0,884	0,3301	Valid
Staff Front Office menggunakan peralatan yang lengkap dan ramah lingkungan pada saat bekerja	0,861	0,3301	Valid
Staff Front Office memberikan layanan yang handal dan tepat sesuai dengan kebutuhan pelanggan	0,919	0,3301	Valid
Staff Front Office memastikan fasilitas hemat energi bekerja dengan baik	0,862	0,3301	Valid
Staff Front Office memberikan layanan yang tepat dan tanggap kepada pelanggan	0,894	0,3301	Valid
Staff Front Office memberitahu tamu tentang konsep layanan hijau	0,927	0,3301	Valid
Staff Front offuce selalu mengiklankan konsep layanan hijau	0,896	0,3301	Valid
Staff Front Office memberikan sifat sopan kepada pelanggan	0,897	0,3301	Valid
Staff Front Office mampu membuat tamu merasa nyaman dan seperti rumah sendiri	0,884	0,3301	Valid
Staff Front Office peduli dengan kondisi tamu	0,914	0,3301	Valid
Staff Front Office mengelola untuk memuaskan tamu dan mengantisipasi kebutuhan tamu dengan baik	0,932	0,3301	Valid

Source: Data processed 2022

Table 6 shows that all hope indicators used to measure the variables used in this study have a correlation value or r-count greater than 0.3301. From these results, it shows that all of these indicators are valid

3. Test reliability for expectations
   Table 7 Test reliability for expectations

Cronbach's Alpha	Keterangan
0,971	Reliabel

Source: Data processed 2022

Table 7 show the results of the reliability test for expectations in table 2 show that the Cronbach's Alpha value is greater than 0.70, so it can be said that all the measurement concepts of each variable from the questionnaire are reliable, which means that the questionnaire can be used in this study.

4. Validity test for reality
   Table 8 Validity test for reality

Variabel	Koefisien Kolerasi	Nilai (r-tabel)	Keterangan
Area Front Office tampak bersih dan ramah lingkungan	0,834	0,3301	Valid
Area Front Office menggunakan lampu hemat energi atau LED	0,808	0,3301	Valid
Staff Front Office menggunakan peralatan yang lengkap dan ramah lingkungan pada saat bekerja	0,849	0,3301	Valid
Staff Front Office memberikan layanan yang handal dan tepat sesuai dengan kebutuhan pelanggan	0,868	0,3301	Valid
Staff Front Office memastikan fasilitas hemat energi bekerja dengan baik	0,787	0,3301	Valid

Staff Front Office memberikan layanan yang tepat dan tanggap kepada pelanggan	0,867	0,3301	Valid
Staff Front Office memberitahu tamu tentang konsep layanan hijau	0,742	0,3301	Valid
Staff Front offuce selalu mengiklankan konsep layanan hijau	0,903	0,3301	Valid
Staff Front Office memberikan sifat sopan kepada pelanggan	0,850	0,3301	Valid
Staff Front Office mampu membuat tamu merasa nyaman dan seperti rumah sendiri	0,866	0,3301	Valid
Staff Front Office peduli dengan kondisi tamu	0,867	0,3301	Valid
Staff Front Office mengelola untuk memuaskan tamu dan mengantisipasi kebutuhan tamu dengan baik	0,909	0,3301	Valid

Source: Data processed 2022

Table 8 shows that all reality indicators used to measure the variables used in this study have a correlation value or r-count greater than 0.3301. From these results, it shows that all of these indicators are valid

5. Test reliability for reality
Table 9 Test reliability for reality

Cronbach's Alpha	Keterangan
0,963	Reliabel

Source: Data processed 2022

Table 9 show the results of the reliability test for reality in table 4 show that the Cronbach's Alpha value is greater than 0.70, so it can be said that all measurement concepts of each variable from the questionnaire are reliable, which means that the questionnaire can be used in this study.

6. Calculation of service quality score (SERVQUAL)
Table 10 Calculation of service quality score (SERVQUAL)

Variabel	Kenyataan	Hara-pan	Gap
Area Front Office tampak bersih dan ramah lingkungan	4.35	3.82	0.53
Area Front Office menggunakan lampu hemat energi atau LED	4.48	4.08	0.40
Staff Front Office menggunakan peralatan yang lengkap dan ramah lingkungan pada saat bekerja	4.43	4.00	0.43
Staff Front Office memberikan layanan yang handal dan tepat sesuai dengan kebutuhan pelanggan	4.50	4.18	0.32
Staff Front Office memastikan fasilitas hemat energi bekerja dengan baik	4.32	4.10	0.22
Staff Front Office memberikan layanan yang tepat dan tanggap kepada pelanggan	4.42	4.08	0.33
Staff Front Office memberitahu tamu tentang konsep layanan hijau	4.37	4.13	0.23
Staff Front offuce selalu mengiklankan konsep layanan hijau	4.28	4.02	0.27
Staff Front Office memberikan sifat sopan kepada pelanggan	4.58	4.13	0.45

Staff Front Office mampu membuat tamu merasa nyaman dan seperti rumah sendiri	4.53	4.12	0.42
Staff Front Office peduli dengan kondisi tamu	4.47	4.22	0.25
Staff Front Office mengelola untuk memuaskan tamu dan mengantisipasi kebutuhan tamu dengan baik	4.48	4.17	0.32

Source: Data processed 2022

Table 10 show the results of the calculation of the Service Quality (SERVQUAL) score in table 5 show that the gap value of all indicators is positive, so it can be said that the service provided to guests is good and satisfactory.

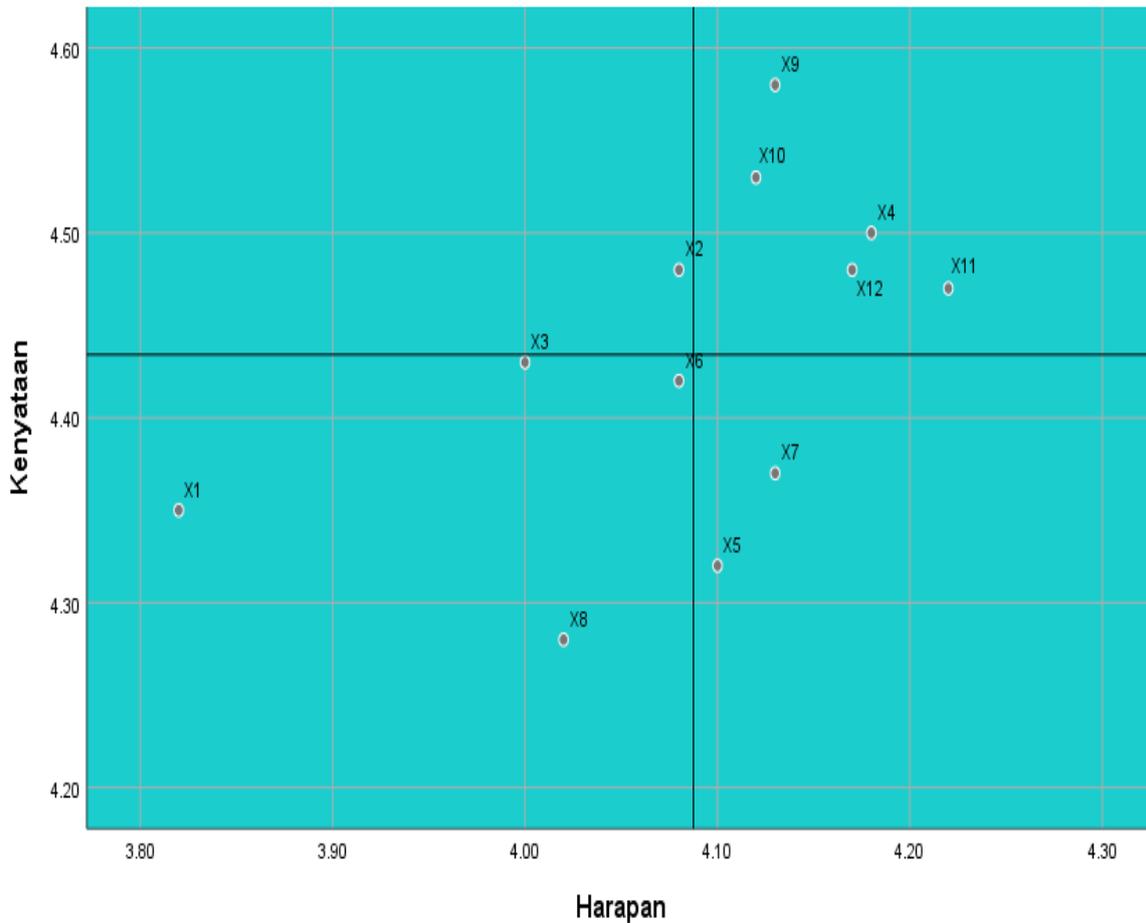7. IPA Test (Importance Performance Analysis)

Table 11 IPA Test (Importance Performance Analysis

Source: Data processed 2022

Table 11 show the results of the IPA (Importance Performance Analysis) test in table 6 show that there are indicators that must be improved and improved, there are indicators that must be maintained, there are indicators in quadrant B that must be maintained, and indicators contained in quadrant A need to be improved and improved.

Conclusion

Based on the results of the research analysis and the results of the discussions that have been described, it can be concluded that:

1. The primary data obtained from the results of the questionnaire distribution was tested for reliability to find out that it can be said that all the concepts of measuring each variable from the questionnaire are reliable, which means that the questionnaire can be used in this study. And the validity test to measure whether or not a questionnaire is used . The results of the reliability and validity test show that all statements on each variable in the questionnaire are reliable and valid

2. In the Service Quality (SERVQUAL) score test, it can be seen that the implementation of the green service quality front office department at Amarterra Villa Bali Nusa Dua is good because the quality of service received is greater than customer expectations. Based on the 12 indicators studied, all indicators are positive

3. In the IPA (Importance Performance Analysis) test, it can be seen 2. The indicators that must be improved in the implementation of green service quality at the front office department at Amarterra Villa Bali Nusa Dua are in quadrant A, because the indicators in quadrant A are considered to affect the quality of services provided , but management has not carried out according to customer expectations

Acknowledgment

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