

Customer Perceptions On Green Practice At Restaurant Outlets In The Hotel In Bekasi Regency

Ronaldo Herlambang^{1*}, I Ketut Sutama², Ni Made Ernawati³

¹ Manajemen Bisnis Pariwisata, Pariwisata, Politeknik Negeri Bali

² Manajemen Bisnis Pariwisata, Pariwisata, Politeknik Negeri Bali

³ Manajemen Bisnis Pariwisata, Pariwisata, Politeknik Negeri Bali

*Corresponding Author: aldoherlambang42@gmail.com

Abstract: This research focuses on the plan for implementing Green Practice in Hotels or Restaurants in Bekasi Regency. The purpose of this study is to determine customer perceptions of efforts to implement Green Practice at restaurant outlets in hotels in Bekasi Regency which is supported by the performance of the Tourism Office and to determine which factors/indicators need to be applied and which are not important to be applied based on community responses/perceptions. Bekasi Regency. The analytical technique used in this research is quantitative analysis with Importance Performance Analysis. The author uses 100 samples to be researched by conducting a survey to customers in 10 hotels in Bekasi Regency. The results of this study indicate that the application of Green practice which consists of 3 indicators, namely Green Action, Green Food, Green Donation, has not all been well implemented in hotels in Bekasi Regency. From the calculation results of the Importance and Performance Analysis (IPA) method, it has a conformity level value of 98.72% and in the Cartesian Diagram of 18 attributes there are 2 attributes of green action and green food that require improvement and improvement, namely attributes number 4 and 16. There are also attributes number 4 and 16. 2 attributes that need to be maintained for achievement and performance are attribute numbers 1,7,11, 14, 17 and 18.

Keywords: Hotel, Green Action, Green Food, Green Donation

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Introduction

In the millennial digital era, it will be easier to get information about global warming issues. The ease of information obtained makes people aware that the products used are one of the contributors to environmental damage. people are starting to realize that world economic growth will not only harm the environment but will also harm society. To respond to this, companies from various sectors are trying to develop products and processes that can reduce the negative impact of industry on the environment (Schubert et al., 2010). The management of the (PLN) Customer Service Implementation Unit (UP3) revealed that an increase in electricity consumption in Bekasi reached 8-10%. Also Head of the Bekasi City Environment Agency (DLH), Yayan Yuliana said, since the beginning of 2022 the volume of waste disposed of in the Sumurbatu and Bantargebang Final Disposal Sites (TPA) has increased by up to 10 percent (Indra Negara, 2022). The increase in the volume of waste reaches 180 tons per day, from 1,800 tons of normal capacity per day. The increasing number of residents and community activities at the beginning of the year is claimed to be the cause of the increase in the volume of waste.

Environmental measures that need to be considered and developed by the hotel include: saving water through a program of reuse of towels and bed linens or the use of low-flow faucets and showers; energy savings through the application of light sensors or the replacement of central air conditioners with individual air conditioners; ecological purchases such as environmental cleaning products or food from local farmers and producers; reducing waste emissions through the use of refillable soap dispensers or recycled containers; and promotion of environmental education. The Department of the Environment continues to make efforts to cope with and maximize the performance of waste disposal sites and waste recycling so that there will be no more waste overload or landfills that cannot accommodate the waste capacity. The government tourism office has a vision to make the city of Bekasi as sustainable green tourism and one of the tasks in one of the departments there is to improve and develop tourism infrastructure in the Bekasi district. This includes the hotel business, with the increase in electricity and waste, increasing public awareness of the environment, causing efforts to reduce the impact of environmental damage. One of the efforts to prevent further environmental damage is to apply green practice.

Food and Beverage departments often use more energy, water, paper, etc. One of such department is the Department of Food and Beverage. Every hotel facility that is the responsibility of Food and Beverage often tends to be environmentally unfriendly. For example in a restaurant. According to (Tzschentke et al., 2004) Green prac-

tice leads to actions to protect the environment and the products produced are minimal in environmental damage. Some of the green practice actions implemented in the hospitality business include using local or organic products, installing water-saving devices, and saving energy. The Green Restaurant Association aims to create sustainable restaurants by providing several guidelines for green practice steps which are grouped by (Schubert, 2008) into green action, green food and green donation. From the background above, it can be seen that green practice is very important for restaurants to reduce the impact of environmental damage, but it is unfortunate that in Bekasi there are still not many restaurants that deliberately apply green practices for the sake of environmental sustainability. There are also pros and cons regarding the importance of implementing green practice in Bekasi restaurants which can be seen from the results of the preliminary interview conducted by the author. Therefore, the authors are interested in digging deeper into the customer perception regarding the importance of green practice when carried out in restaurants in Bekasi Regency.

Method

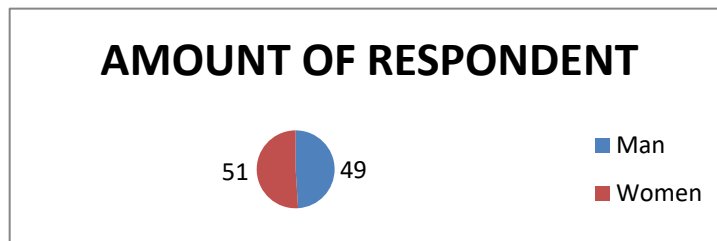
research conducted in 10 hotels in Bekasi Regency which were the targets of the Green Practice Implementation by the Government Tourism Office. This research was carried out for four months from March – July 2022 at Restaurant Outlets in the Hotels in Bekasi Regency. The research variable is all the things in the form of what is determined by the researcher to be studied in order to obtain information about it, then conclusions are drawn. Named variables because of variations, for example height can be said to be variable because the height of a group of people varies from one person to another (Sugiyono, 2012). According to (Sugiyono, 2007) there are two types of data, namely qualitative and quantitative data. Qualitative data is data in the form of words, sentences or pictures. While quantitative data is data in the form of numbers or qualitative data that is scored or scored. In this study, researchers used quantitative data in the form of information such as a general description of the company and other information used to discuss the formulation of the problem. The sources of data in this research are primary data and secondary data.

According to Sugiyono (2012), the sample is part of the number and characteristics possessed by the population. The sample size was taken using the Hair formula (Hair, 2006) The Hair formula is used because the size of the population is not known for sure and suggests that the sample size is at least 5-10 times the indicator variable. This formula is supported by expert theory from (Malhotra, 2012). According to Malhotra (2012) in the marketing research book, if the population and sample are not limited in number, it must be at least 4 or 5 times the number of question items. So the number of indicators is 18 indicators multiplied by 5 ($18 \times 5 = 90$). So through calculations based on this formula, the number of samples from this study was 100 people who had eaten at 10 selected hotel restaurants in Bekasi Regency. Because all the questionnaires that were written were sent to 10 hotel restaurants, all of them were eligible for data processing, therefore the author used all 100 questionnaires. The data collection method applied in this research are observation, questioner and interview. Therefore the data analysis technic used on this research are validity test, reliability test, important performance analysis (IPA),

Result and Discussion

Result

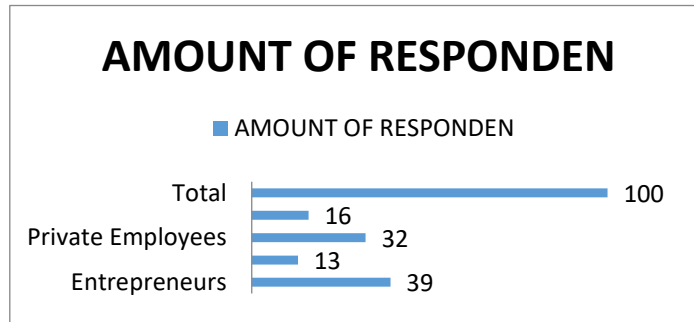
The number of questionnaires that have been distributed to respondents is 100 respondents. In the questionnaire there are attributes of questions to find out about the importance and expectations of customers on green practice carried out by hotel restaurants. The characteristics of the respondents studied included gender, occupation, and hotels and restaurants visited.



Source: Data Process (2022)

Figure 1. Amount of Respondent by Gender

Based on the results of the questionnaire answers from 100 respondents, it is known that there is a comparison between male and female respondents of 49 male respondents and 51 female respondents.



Source: Data Process (2022)

Figure 2. Amount of Respondent by Occupation

Based on the questionnaire results from 100 respondents, there are 5 choices of types of work, namely entrepreneurs, civil servants, private employees, entrepreneurs and housewives. It is known that there is a comparison of the type of work of a respondent with other respondents, namely 39 respondents from entrepreneurs, 13 respondents from civil servants, 32 respondents from private employees, and 16 respondents from housewives.

Table 1. List Amount of Respondent

No	HOTELS NAME	AMOUNT OF RESPONDEN
1	Asuka Restaurant/Apartment MM2100	10
2	Java Palace Hotel Jababeka	10
3	Grand Zuri Hotel Jababeka	10
4	@HOM Premiere Tambun	10
5	Enso Hotel	10
6	Ibis Budget Cikarang	10
7	Holiday Inn Cikarang Jababeka	10
8	Swiss-Belinn Cibitung	10
9	Fave Hotel Jababeka	10
10	Ayola Hotel	10
TOTAL		100

Source: Data Process (2022)

Based on the results of the survey conducted by the researcher to find research respondents, the researcher determined 10 hotels with 100 respondents to complete the questionnaire from 18 statements related to Green Food, Green Action and Green Donation.

1. Validity Test

To see the results of the comparison of the value of rcount with rtable of all questionnaire questions that have been calculated using SPSS 25.0 software for windows, it can be seen in the following table 2.

Table 2. Validity Test

No	Indicators	r _{count}		r _{table}	Status
		Expectation	Perception		
1.	Using a tap on the sink to save water.	1	1	0.195	VALID
2.	Using LED lights, energy efficient LED TV.	0.761	0.728	0.195	VALID
3.	Using a door closer (automatic door closing device, after someone opens the door) on the connect-	0.676	0.670	0.195	VALID

4.	ing door. Put up signs to save water and electricity around Restaurant.	0.556	0.767	0.195	VALID
5.	Treating waste water that can be reused.	0.678	0.535	0.195	VALID
6.	Using biodegradable packaging products.	0.610	0.622	0.195	VALID
7.	Recycling used goods.	0.594	0.750	0.195	VALID
8.	Use leftover food into organic fertilizer.	0.702	0.621	0.195	VALID
9.	Sorting organic and inorganic waste.	0.543	0.549	0.195	VALID
10.	Using glass and dish soap that is not excessive.	0.667	0.536	0.195	VALID
11.	No smoking policy in the restaurant.	0.648	0.688	0.195	VALID
12.	Substitution of chemicals.	0.742	0.661	0.195	VALID
13.	Strive to buy materials.	0.635	0.664	0.195	VALID
14.	Using local and organic ingredients.	0.722	0.751	0.195	VALID
15.	Make menu changes according to the use of local seasonal ingredients	0.573	0.738	0.195	VALID
16.	Give special information on the menu..	0.597	0.651	0.195	VALID
17.	Funding and participating in environmentally friendly projects.	0.588	0.620	0.195	VALID
18.	Educating the public about green practices.	0.511	0.594	0.195	VALID

Source: Data Process (2022)

In the calculation of this validity test using the SPSS version 25.0 application program by looking at the Corrected Item-Total Correlation, the results of the test obtained that the rcount value is greater than the rtable value for all attributes. For example, for example in variable 1 in the satisfaction data, the value of rcount 1 is greater than the value of rtable 0.195, so this means that the variables contained in the questionnaire have all been declared valid or valid and the questionnaire can be used for the next testing stage.

2. Reability Test

Table 3. Cronbach's Alpha on the Expectation score reliability test

Reliability Statistics	
Cronbach's Alpha	Number of Items
0,962	18

Source: Data Process (2022)

Table 4. Cronbach's Alpha on the Perception score reliability test

Reliability Statistics	
Cronbach's Alpha	Number of Items
0,968	18

Source: Data Process (2022)

If $r_{count} \geq 0.6$ then H_0 is accepted
 If $r_{count} < 0.6$ then H_0 is rejected

(1)

According to Ghozali (2006), the results of the calculation of the reliability test are declared reliable because the Cronbach's Alpha value is > 0.6 . This proves that the question variables used in the questionnaire are reliable, meaning that the attributes on the questionnaires that have been distributed can show the stability/consistency of the observations when measured using these variables. So no matter how many times the question attributes in the questionnaire are asked to different respondents, the results will not be far from the average respondent's answers for these variables.

In the reliability test that has been carried out using the SPSS version 25.0 application program by looking at the value of Cronbach's Alpha which is obtained, which is 0.962 for the importance value and 0.968 for the satisfaction value. The second value of Cronbach's Alpha is declared reliable because both values of the reliability coefficient > 0.6 .

3. Importance and Performance Analysis (IPA)

The Importance Performance Analysis (IPA) method was first developed by (Martilla & James, 1986) which actually started from the concept of Service Quality (SERVQUAL). In this Importance Performance Analysis (IPA) method, then the next calculation is carried out, namely the calculation of the Important / Expectation and Performance / Perception Values from the Bekasi Regency community who have eaten at the hotel restaurant.

Table 5. Table of Total Score Suitability

No	Variable	Total Score		Suitability
		Expectation	Perception	
1.	Turn off water taps and lights when not in use.	378	368	97.35%
2.	Using LED lights to be more energy efficient.	361	364	100%
3.	Using automatic door closing device on the connecting door between the kitchen and the restaurant to keep it closed so that the restaurant air conditioner does not enter Kitchen.	363	358	98,62%
4.	Put up signs to save water and electricity around Restaurant.	358	369	100%
5.	Treating waste water that can be reused.	360	364	100%
6.	Using biodegradable packaging products (can be decomposed and decomposed by itself) to package food and drink.	377	366	97.08%
7.	Recycling used goods such as cardboard, iron, glass, plastic and others into new items.	380	374	98.42%
8.	Use leftover food into organic fertilizer.	373	355	95.17
9.	Sorting organic and inorganic waste.	374	353	94.39

10.	Using glass and dish soap that is not excessive.	369	349	94.58%
11.	No smoking policy in the restaurant.	381	377	98.95%
12.	Substitution of chemicals with hot water as a table cleaner.	356	358	100%
13.	Strive to buy materials in bulk to reduce packaging waste.	367	357	97.28%
14.	Using local and organic ingredients.	379	369	97.36%
15.	Make menu changes according to the use of local seasonal ingredients	365	366	100%
16.	Give special information on the menu, such as vegetarian and so on.	371	383	100%
17.	Funding and participating in environmentally friendly projects.	382	377	98.69%
18.	Educating the public about green practices.	393	393	100%

Based on table 5, namely between the level of customer perception of hotel restaurants and the level of expectations related to green tourism, a special assessment is made that becomes the basis for maintaining good service performance or having to make improvements to existing services. The limit of decision making is 98.72% by using a benchmark, namely the average value of the level of suitability of the question attributes.

The basis of the decision is as follows:

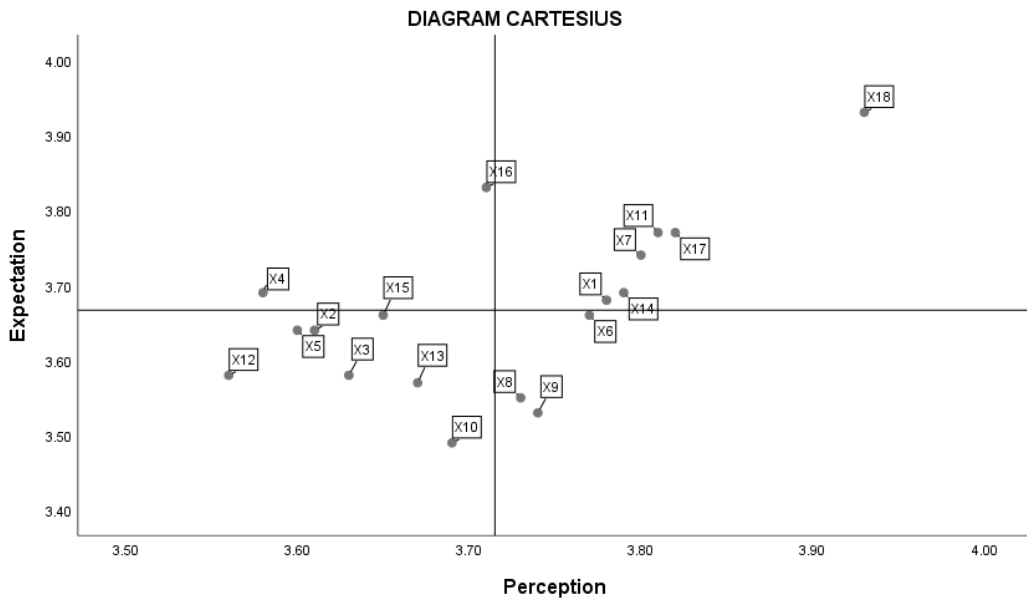
- a. If $TK < 98.72\%$ then repair / action is carried out (A) (2)
- b. If $TK \geq 98.72\%$ then an effort is made to maintain achievement/hold (H)

Table 6. Hold & Action Decision Table

No	Level of Adjustment	Decision Hold (H) or Action (A)
1	97.35%	A
2	100%	H
3	98,62%	A
4	100%	H
5	100%	H
6	97.08%	A
7	98.42%	A
8	95.17	A
9	94.39	A

10	94.58%	A
11	98.95%	H
12	100%	H
13	97.28%	A
14	97.36%	A
15	100%	H
16	100%	H
17	98.69%	A
18	100%	H

To determine the intersection of two perpendicular lines (\bar{X}) and (\bar{Y}) we have to find the average of the total values of Perceptions and Expectations. In this case the author uses the SPSS version 25.0 application program. Figure 4 1 Diagram Cartesius.



Source: Data Process (2022)
Figure 3. Diagram Cartesius

Quadrant I Analysis

Quadrant I is the Main Priority where the attributes plotted into this quadrant must get more attention or must be improved. This shows that consumers feel dissatisfied with the attributes or dimensions of the services that have been provided, so that improvements are needed to be prioritized. The indicators include the question indicator number 4 and the question indicator number 16. Because these indicators are considered to greatly affect customer satisfaction. It is recommended that the Tourism Government Office conduct more socialization and guidance on Variables 4 and 16 that can be seen on Table 4 below.

Table 6. Table of Quadrant 1 Analysis

Quadrant 1	Indicators	Variable
4	Put up signs to save water and electricity around Restaurant.	Green Action
16	Give special information on the menu, such as vegetarian and so on.	Green Food

Quadrant II Analysis

Quadrant II is "Maintain Achievement" where in this quadrant has the highest level of score both in terms of the level of customer interest and level of performance, so that the indicators in quadrant II can be said to be safe and their performance must be maintained. The indicators plotted into this quadrant include question indicators 1,7,11, 14, 17 and 18 that can be seen on Table below.

Table 7. Table of Quadrant 2 Analysis

Quadrant	Indicators	Variable
1	Turn off water taps and lights when not in use.	Green Action
7	Recycling used goods such as cardboard, iron, glass, plastic and others into new items.	Green Action
11	No smoking policy in the restaurant.	Green Action
14	Using local and organic ingredients	Green Food
17	Funding and participating in environmentally friendly projects.	Green Donation
18	Educating the public about green practices.	Green Donation

Quadrant III Analysis

Quadrant III is "Low Priority", where this attribute is considered less important to the customer and in fact the performance is not too special. For hotel restaurants, it is better to consider this attribute again because the attributes included in this quadrant are considered less important and less satisfying for hotel restaurant customers in Bekasi Regency. The indicators plotted into this quadrant include question indicators number 2,3,5,10,12 and 13 that can be seen on Table below.

Table 8. Table of Quadrant 3 Analysis

Quadrant 3	Indicators	Variable
2	Using LED lights to be more energy efficient.	Green Action
3	Using automatic door closing device on the connecting door between the kitchen and the restaurant to keep it closed so that the restaurant air conditioner does not enter Kitchen.	Green Action
5	Treating waste water that can be re-used.	Green Action
10	Using chemicals that are safe for the environment.	Green Action
12	Substitution of chemicals with hot water as a table cleaner.	Green Action
13	Strive to buy materials in bulk to reduce packaging waste.	Green Action
15	Make menu changes according to the use of local seasonal ingredients.	Green Food

Quadrant IV Analysis

Quadrant IV is "Excessive", this indicates that the attributes in this quadrant are considered to have a low level of importance but the level of performance given is high. It is considered less important but the services provided are very satisfying to consumers at the Puskesmas. The indicators plotted in this quadrant include the attributes of questions number 6, 8 and 9 that can be seen on Table below

Table 9. Table of Quadrant 4 Analysis

Quadrant 4	Indicators	Variable
6	Using biodegradable packaging products (can be decomposed and decomposed by itself) to package food and drink.	Green Action
8	Use leftover food into organic fertilizer.	Green Action
9	Sorting organic and inorganic waste	Green Action

The variables of "Green Practice" need to be improved in support of sustainable tourism policy of Bekasi Regency Government

Based on the results of customer perception data processing using the Important Performance Analysis method, the variables that need to be improved are Green Action and Green Food Variables. Green Action variables that must be improved are Put up signs to save water and electricity around Restaurant. From the results of data processing, it can be concluded that customers feel that this is important to implement to minimize global warming and the effectiveness of electricity use at Restaurant Outlets in Bekasi Regency, but in fact customers feel that the application of Put up signs to save water and electricity around Restaurant is still disappointing and should be done. attention is paid to improving performance on these indicators. Also in Quadrant 3 in table 4.12 it contains all the Green Action indicators. All these indicators must be reconsidered whether they are still good to be applied or not, because according to the customer this attribute is considered less important to the customer and in fact the performance is not too special. For hotel restaurants, it is better to consider this attribute again because the attributes included in this quadrant are considered less important and less satisfying for hotel restaurant customers in Bekasi Regency.

Conclusion

Based on the results of research that has been carried out at hotel restaurants in Bekasi Regency, the following conclusions are obtained 1. Customer perception shows that the performance and vision and mission of the Tourism Government Office of Bekasi Regency to make Bekasi a green tourism city are going well. This is evidenced by the number of achievements or customer satisfaction in services in Quadrant 2. Hotels or restaurants selected as research objects have carried out green practice efforts, namely Green Action, Green Food and Green Donation optimally. This is evidenced by customer satisfaction with hotel restaurants based on the results of the answers to the questionnaire from the 18 indicators that the author provides. There is something that must be used as a focal point for efforts to develop Green Practice from customer perceptions, namely in quadrants 1, 3 and 4. Especially in quadrant 1, customer perceptions show that there is dissatisfaction with 2 indicators in quadrant 1, such as: Put up signs to save water and electricity around Restaurant and Give special information on the menu, such as vegetarian and so on.

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