CUSTOMER PERCEPTIONS ON GREEN PRACTICE
AT RESTAURANT OUTLETS IN THE HOTEL
IN BEKASI REGENCY

POLITEKNIK NEGERI BALI

RONALDO HERLAMBANG

TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2022

THESIS

CUSTOMER PERCEPTIONS ON GREEN PRACTICE AT RESTAURANT OUTLETS IN THE HOTEL IN BEKASI REGENCY

This Thesis was submitted as one of the requirements for writing a thesis on the Tourism Business Management Study Program, Department of Tourism, Politeknik Negeri Bali

POLITEKNIK NEGERI BALI

RONALDO HERLAMBANG
NIM. 1815834015

TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2022

KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET, DAN TEKNOLOGI
POLITEKNIK NEGERI BALI
Jalan Kampus Bukit Jimbaran, Kuta Selatan, Kabupaten Badung, Bali – 80364
Telp. (0361) 701981 (hunting) Fax. 701128
Laman: www.pnb.ac.id Email: poltek@pnb.ac.id

POLITEKNIK NEGERI BALI

STATEMENT OF ORIGINALITY

The undersigned below,

Name   : Ronaldo Herlambang
SIN   : 1815834015
Study Program   : Tourism Business Management
                                 Tourism   Department,   Politeknik
Negeri Bali

I hereby declare that my thesis entitled:

CUSTOMER PERCEPTIONS ON GREEN PRACTICE AT
RESTAURANT OUTLETS IN THE HOTEL IN BEKASI
REGENCY

which content is my own work, thereby free from plagiarism. Being
stated, I am ready to bear the risk or any sanctions impose to me in
accordance with regulation.

Badung, 16 August 2022
Who made the statement,

E8AKX053868155

RonaldoHerlambang

THESIS

CUSTOMER PERCEPTIONS ON GREEN PRACTICE AT RESTAURANT OUTLETS IN THE HOTEL IN BEKASI REGENCY

This Thesis was submitted as one of the requirements for writing a thesis on the Tourism Business Management Study Program, Department of Tourism, Bali State Polytechnic

POLITEKNIK NEGERI BALI

RONALDO HERLAMBANG
SIN. 1815834015

TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2022

THESIS

CUSTOMER PERCEPTIONS ON GREEN PRACTICE AT RESTAURANT OUTLETS IN THE HOTEL IN BEKASI REGENCY

RONALDO HERLAMBANG
NIM. 1815834015

Supervior I,

Dr. Drs. I Ketut Sutama, MA
NIP.196312311989101001

Supervisor II,

Prof. Ni Made Ernawati, MATM., Ph.D
NIP.196312281990102001

Acknowledge by
Head of Tourism Department,

Prof. Ni Made Ernawati, MATM., Ph.D
NIP.196312281990102001

v

THESIS

CUSTOMER PERCEPTIONS ON GREEN PRACTICE AT RESTAURANT OUTLETS IN THE HOTEL IN BEKASI REGENCY

Has been examined and passed the examination on: 28 August 2022

EXAMINERS:

HEAD:

Dr. Drs. I Ketut Sutama, MA
NIP. 196312311989101001

MEMBERS:

Dra. Ni Nyoman Triyuni, MM
NIP. 196212311990102001

Ni Nyoman Sri Astuti, SST.Par.,M.Par.
NIP. 198409082008122004

PREFACE

Praises and thankfulness are always prayed by the writer to Allah Subhana Wataala who has given His blessings to the writer to compose and to finish a Thesis entitled **Customer Perceptions on Green Practice at Restaurant Outlets in the Hotel in Bekasi Regency.** The Thesis as one of terms to compose a bachelor thesis of Diploma 4 Tourism Business Management in Tourism Department in Politeknik Negeri Bali. In this occasion, the writer would like to deeply thank those who always provide support, guidance, and assistance during the writing process of this Thesis:

1. I Nyoman Abdi, SE, M.eCom., as Director of Politeknik Negeri Bali, who has given the writer opportunity to gain knowledge at Politeknik Negeri Bali.

2. Prof. Ni Made Ernawati, MATM., Ph.D., as the Head of Tourism Department at Politeknik Negeri Bali, for the direction and guidelines during the period of the writer's study.

3. Dr. Drs. Gede Ginaya, M.Si., as the Secretary of Tourism Department at Politeknik Negeri Bali, for the direction and guidelines during the writer's study.

4. Dra. Ni Nyoman Triyuni, M.M., as the Head of Tourism Business Management who has provided guidance and information to complete this proposal

5. Ni Luh Eka Armoni, SE, M.Par as Training Coordinator who has provided suggestion related to training program.

6. Dr. Drs. I Ketut Sutama, MA as Supervisor 1 who has been willingly taking her time to give a bunch of guidances during create the research proposal and provide guidance to complete this proposal.

7. Prof. Ni Made Ernawati, MATM., Ph.D, as Supervisor II who provide guidance and advise to complete this proposal.

8. Rinaldi Sri Herlambang, Bida Badrawulan and Rifqi Herlambang as beloved parent and brother, for the endless supports and loves.

9. All Lecturers of Tourism Department for the knowledge and education given to the writer and all the students.

10. All staffs at Government Tourism Office of Bekasi District who have given their guidance, knowledge, and ideas to support the writer until finishing this proposal.

11. All parties that can't be mentioned one by one, who always gives their support and help during the process of this proposal.

The author realizes that this thesis is still not perfect, but criticism and suggestions are needed so that this thesis can be better and useful for many people.

Badung, 16 August 2022

The Writer

ABSTRACT

PERSEPSI PELANGGAN MENGENAI PRAKTIK HIJAU PADA RESTORAN OUTLET DI BEBERAPA HOTEL DI KABUPATEN BEKASI

Ronaldo Herlambang
NIM. 1815834015

Penelitian ini berfokus pada rencana penerapan Green Practice di Hotel atau Restoran di Kabupaten Bekasi. Tujuan dari penelitian ini adalah untuk mengetahui persepsi pelanggan pada upaya penerapan Green Practice pada otlet restoran di Hotel di Kabupaten Bekasi yang didukung oleh kinerja Dinas Pariwisata dan untuk mengetahui faktor/indikator mana yang perlu diterapkan dan mana yang tidak penting untuk diterapkan berdasarkan tanggapan/persepsi masyarakat Kabupaten Bekasi. Teknik analisis yang digunakan dalam penelitian ini adalah analisis kuantitatif dengan Importance Performance Analysis. Penulis menggunakan 100 sampel untuk diteliti dengan melakukan survey kepada pelanggan di 10 hotel di Kabupaten Bekasi. Hasil penelitian ini menunjukkan bahwa penerapan Green practice yang terdiri dari 3 indikator yaitu Green Action, Green Food, Green Donation belum semuanya baik diterapkan di hotel-hotel di Kabupaten Bekasi, Ada beberapa indikator yang baik diterapkan dan kurang efektif untuk diterapkan. Dari hasil perhitungan metode Importance and Performance Analysis (IPA) memiliki nilai tingkat kesesuaian sebesar 98,72% dan pada Diagram Kartesius dari 18 atribut terdapat 2 atribut dari green action dan green food yang memerlukan perbaikan dan peningkatan yaitu atribut nomor 4 dan 16. Juga terdapat 2 atribut yang perlu dipertahankan prestasi dan kinerjanya yaitu atribut nomor 1,7,11, 14, 17 dan 18.

Kata kunci: Hotel, Green Action, Green Food, Green Donation

ABSTRACT
CUSTOMER PERCEPTIONS ON GREEN PRACTICE AT RESTAURANT OUTLETS IN THE HOTEL IN BEKASI REGENCY

Ronaldo Herlambang
NIM. 1815834015

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

TABLE OF CONTENTS

LIST OF TABLE

LIST OF FIGURE

LIST OF APPENDICES

CHAPTER I

INTRODUCTION

1.1   Background

The growing economy that continues to develop in the world has caused a lot of use of natural resources that exceeds the reasonable limit, resulting in changes in the environment. This change is commonly known as Global Warming, and the phenomenon that occurs in global warming is the Green House Effect. In Indonesia, the industrial sector is the main sector that uses fossil fuel energy so that it is the largest contributor to carbon emissions in the formation of the Green House Effect (Leonardo et al., n.d.)

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.

This is of course caused by the increase in the human population in Bekasi Regency as an industrial city for workers who migrate from several regions and the development of the times which has made more and more office, hotel and tourism industry.

This research also supports the government's efforts to carry out and perfect its mission to reduce the use of plastic bags. The Bekasi Mayor's Regulation Number 37 of 2019 completes the Bekasi Mayor's Regulation Number 61 of 2018 (Peraturan Walikota Bekasi, 2019) regarding the reduction of the use of plastic bags. The Bekasi mayor's regulation number 37 of 2019 aims to raise public awareness in protecting the environment, especially from the impact of plastic bag waste. In the regulation, there is an appeal for Bekasi City residents to reduce the use of single-use plastic bags in their daily lives. This also applies to civil servants (PNS), tourism activities, offices and households.

Article 1 paragraph 9 of The Bekasi Mayor's Regulation Number 37/2019 explains: Reducing the use of bags is a way to minimize volume, distribution and use wisely, and will gradually reduce dependence on plastic bags that are not environmentally friendly.

In chapter 4A of The Bekasi Mayor's Regulation Number 37/2019 explains: Determining the reduction in the use of plastic bags. in article 10A paragraphs 1

and 2 explains that as of March 1, 2019 all Shopping Centers, Traditional Markets, Modern Stores, Offices and Households have begun to reduce plastic bags. The implementation of reducing the use of plastic bags in other locations is implemented in stages.

With these problems, in the business sector, several actions related to the implementation of environmental measures have been taken. Many businesses are starting to change their orientation to be more environmentally friendly in addition to generating maximum profits. In terms of Global Warming tourism is one of the most influencing businesses because of some bad practices that are often carried out by its stakeholders, for example mass tourism practices, excessive use of water, waste generated by companies engaged in tourism that is hotels, restaurants, etc.

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.

Table 1 1 Hotel and Restaurant Data In Bekasi Regency

Hotel and Restaurant data in Bekasi district			
4 Star Hotel	3 Star Hotel	2 Star Hotel	Under 2 Star hotel
9	24	10	37
Total Hotels			80 Hotels

The data above is data on hotels and restaurants in Bekasi Regency, and 10% of the number of hotels that will be the object of research.

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 practice 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..

1.2 Problems of The Research

1. What is the perception of customers regarding Green Practice at restaurant outlets in the hotels at Bekasi Regency?

2. Which variables of "Green Practice" need to be improved in support of sustainable tourism policy of Bekasi Regency Government?

1.3 Purpose of The Research

The purpose of the writer to do this research are:

1. To find out how perception of customers regarding Green Practice at restaurant outlets in the hotels at Bekasi Regency.

2. To analyse which variable of green practice need to be improved in support of sustainable tourism policy of Bekasi Regency Government.

1.4   Significance of the Research

This research will hopefully bring some benefits, those are:

1. Theoretical Benefits

   Theoretically, this research is expected to provide additional information in supporting other research and is expected to be the reference for the next researcher. Furthermore, the result of this research is expected to help and support the theories of green practice in the restaurant industry.

2. Practical Benefits

a. For researcher

   The results of this study are expected to increase knowledge, experiences and insight to play a role in environmental sustainability through tourism activities, so that later can facilitate researcher in learning, especially regarding green practice in Restaurant.

b. For Bali State Polytechnic

   The results of this study are expected to be used as a library reference of similar research in near future.

c. For Government Tourism Office Bekasi

   This research is expected to be useful for the management at the government tourism office to develop the potential of green practice which is important to create a friendly environment, play a role in environmental sustainability in order to develop the hotel industry.

CHAPTER II

LITERATURE REVIEW

2.1   Theoritical Basis

In order to strengthen the opinions brought up by the writer as the guidelines to dissolve the problems and to obtain valid answers, it needs the literature review. It is a summary of important information obtained from several sources. There are some thoughts, definitions, and theories related to this research.

2.1.1   Perception

perception is the process by which a person selects, organizes, and translates information into a meaningful and complete picture of the world (Armstrong et al., 2006).

Meanwhile, according to (Kanuk, 2006), perception is the process of an individual to select, organize and interpret stimuli in a meaningful and related picture. Based on this definition, it can be said that perception is the process of a person selecting, organizing, interpreting the information received to create a meaningful picture of the world. The process of forming perceptions, a person's perception is formed from three things (Pannerselvam, 2005), namely:

1. Characteristics and stimuli.

    Any form of physical, visual, or verbal communication that can influence an individual's response.

2. Relationship of stimuli with their surroundings.

   The perception formed by a person is influenced by the surrounding environment.

3. Conditions within oneself.

   The perception formed by a person is influenced by the mind, besides that perception can also be substantially different from reality.

2.1.2   Green Practice

Green Practices in a restaurant is an effort for a restaurant to implement practices that are aimed effectively at reducing social and environmental problems that arise either directly or indirectly from its operational activities. The application of green practices makes a restaurant have a new design structure that has been renovated and arranged to be operated and environmentally friendly and has a work output that saves resources and energy (Medeghini Bonatti et al., 1994).

2.1.3   Implementation of Green Practice in F&B Outlets/Restaurant

Green practice leads to actions to protect the environment and the products produced are minimal in environmental damage (Tzschentke et al., 2004) . Some of the green practice actions implemented in the hospitality business include using local or organic products, installing water-saving devices, and saving energy (Tzschentke et al., 2008). 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 and green food. Green

practice steps in a scenic restaurant by (Schubert, 2008) into 3 main areas, namely: green action, green food and green donation.

1. Green Action means activities that aim to protect both the environment and the surrounding community. Which is included in the category of green action according to (Schubert, 2008) include :

    a. Energy and Water Efficiency, including the use of energy-saving technology in various fields such as lighting, ventilation, office equipment, transportation and more.

    b. Use of Environmentally Friendly Products, including the use of recycled, tree-free, biodegradable and organic products.

    c. Recycling and Composting can be done by recycling existing materials such as glass, plastic, iron, cardboard, paper and other. Meanwhile, the composting process is carried out for waste materials food.

    d. Pollution Prevention can be implemented by reducing the number of materials standards, efforts to reuse, and improve operational activities environmentally friendly.

2. Green Food, which includes sustainable food by using food ingredients that support the environment for the long term in the future. Some indicators to review green food according to (Chen, 2010) are:

    a. Buying and using organic ingredients for some needs food preparation activities.

    b. Purchase and use local materials for some needs food preparation activities.

   c. Make menu changes using local ingredients or seasonal.

   d. Provide information on menus that have special characteristics such as low fat, vegetarian, vegan and others.

3. Green Donation is the participation of restaurants in community projects and donates funds to environmental issues caused by restaurants. In addition, the restaurant also educates the public on the impact of environmental damage from the restaurant industry and delivers it to ecological sustainability.

2.1.4 Hotel

Hotels are also forms of commercially managed accommodation, provided for everyone to obtain services, lodging, eating and drinking (Susepti et al., 2017).

Hotel is a commercially managed building by providing lodging facilities for the general public with the following facilities: lodging services, food and beverage services, luggage services, and laundry (Purba, 2014).

Hotel is a company managed by the owner by providing food, beverage and also room facilities to staying for the customers who travel and could pay a reasonable amount following services received without special agreements between the company and the customers (Sulastiyono, 2011).

Based on some of the explanations above, the author can lift the hotel as a business that provides accommodation and some of the services needed. It can also be interpreted that a hotel is a service business which is a means of supporting tourism activities, where the management is carried out professionally

and supported by a workforce who has good and professional skills in the hospitality sector.

2.1.5 Food and Beverage Department

Food & beverage department is part of the hotel that takes care of and is responsible for the needs of food and beverage services as well as other related needs, from guests who live or not at the hotel, and are managed commercially and professionally.

Food and beverage department is one of the departments in the hotel in charge and responsible for the provision (production), food and beverage service for guests staying at the hotel as well as guests from outside the hotel, such as weddings (wedding parties) and official meetings (convention). There are two major parts of the food and beverage department, namely: food and beverage product and food and beverage service (Richard, 2014). Also according to (Mertayasa, 2012) the food and beverage department is a department that has the main task of preparing and serving food and drinks to guests both inside and outside the hotel.

Based on some of the explanations above, the author can put forward the definition of the Food and Beverage Department as a department in a hotel that provides services in the form of food and drinks to guests and services to guests who register at restaurants.

**2.	Sections of Food and Beverage Department**

Food and Beverage Department has several sections that support each other. These include the following (Mertayasa, 2012).

a.	Restaurant is a room or place where guests can buy and enjoy food and drink or is a section for preparing food and drink for guests who need it. At large hotel usually exists more than one restaurants.

b.	Bar is a commercially managed place that prepares and sells beverages, whether containing alcohol or not containing alcohol for guests.

c.	Room Service is part of the Food and Beverage Service in the hotel that is in charge and responsible for food service and drink.

d.	Banquet is part of the Food and Beverage Service that serves and responsible for the sale of food and beverages at the activity outside the restaurant (special event) after mutual agreement. This activity can be inside the hotel or outside the hotel.

e.	Steward is part of the Food and Beverage Service that is responsible in maintaining cleanliness and storage of equipment at Food and Beverage Department in supporting smooth service to customers.

**2.1.6	Restaurant Outlets**

Restaurant is a place where someone who comes as a guest will get service to enjoy food, either morning, afternoon, or evening according to the opening

hours and guests who enjoy the meal must pay according to the price determined according to the list provided at the restaurant (Sihite, 2000).

A restaurant is a place or building that is organized a commercial that provides good service to all guests both in the form of food and drinks (Durachim & Hamzah, 2017). Also according to (Mertayasa, 2012) Restaurant is a room or place where guests can buy and enjoy food and drink or is a section for preparing food and drink for guests who need it.

Based on some explanations above, the writer can bring up the definition of Restaurant as a facility that provides the main needs of human which is food and beverage as well as service to the guests.

1. Type of Restaurant

According to Widjojo (2005), types of restaurant are as follows:

a. A'la carte Restaurant

A'la carte Restaurant is a restaurant that has been fully licensed to sell complete meals with many variations where guests are free to choose the food they want, each food in this restaurant has its own price.

b. Table D'hote Restaurant

Table D'hote Restaurant is a restaurant that specializes in selling table d'hote menus, namely a complete menu arrangement (from appetizer to dessert), with a set price.

c. Coffee Shop or Brasserie

Coffee Shop or Brasserie is a restaurant in general associated with a hotel, a place where guests can get quick breakfast, lunch and dinner at affordable

prices enough. In general, the service system is American service where the priority is the speed. Ready on plate service, meaning food is arranged and prepared on a plate. Sometimes the presentation is done by means of a buffet or a buffet.

d. Cafeteria/Cafe

Cafe is a small restaurant that focuses on selling cakes, sandwiches, coffee and tea. The choices of food are limited and it does not sell alcoholic beverages.

e. Canteen

Canteen is a restaurant associated with an office, factory, or school, a place where workers and students can get lunch and coffee breaks.

f. Continental Restaurant

Continental Restaurant is a restaurant that focuses on selected continental dishes with elaborate or magnificent service. A relaxed atmosphere, the arrangement is a bit complicated, provided for guests who want to eat in a relaxed or relaxed manner.

g. Carvery

Carvery is a restaurant often associated with hotels where guests can slice as many grilled dishes themselves as they want for a set meal price.

h. Dining Room

The dining room found in a small hotel, motel or inn, is a place that is no more economical than a regular food place. The dining room is basically

reserved for guests staying at the hotel, but is also open to guests from outside.

i. Discotheque

Discotheque is a restaurant which in principle also means a place to dance while enjoying the music. The bar is one of the main facilities for a discotheque.

j. Fish and Chip Shop

The Fish and Chip Shop is a restaurant that is widely available in the UK, where we can buy all kinds of chips and fried fish, usually cod, wrapped in paper and brought home. So the food is not enjoyed in that place.

k. Grill Room (Rotisserie)

Grill Room is a restaurant that provides a variety of grilled meats. In general, the restaurant and the kitchen are separated by a glass wall so that guests can choose the cut of meat they want and see for themselves how it is cooked.

l. Inn Tavern

Inn Tavern is a reasonably priced restaurant run by individuals on the edge of town. The atmosphere is made very close and friendly with the guests, while the food is delicious.

m. Night Club or Super Club

Night Club is a restaurant that generally opens late at night, providing dinner for guests who want to relax.

n. Pizzeria

A pizzeria is a restaurant that specializes in pizza. Sometimes also in the form of spaghetti and other Italian specialties.

o. Pan Cake House

Pan Cake House is a restaurant that specializes in selling pan cakes and crepe filled with various kinds of sweets inside.

p. Pub

Pubs were originally places of public entertainment that were licensed to sell beer and other alcoholic beverages. Guests get their drinks from the counter (a long table that divides the two rooms). Visitors can enjoy it standing or sitting on a chair. Dishes are available in the form of snacks such as pies and sandwiches.

q. Snack Bar

The Snack Bar is a kind of informal restaurant with fast service, where guests collect food on trays that are taken from the counter and then bring it to the dining table. Guests are free to choose the food they like. Food provided in general is hamburgers, sausages and sandwiches.

r. Specialty Restaurant

Specialty Restaurant is a restaurant with an atmosphere and decoration entirely adapted to the typical type of food served or according to the theme. These kinds of restaurants serve Chinese, Japanese, Indian, Italian food, and so on. The service is more or less based on the customs of the country where the special food comes from.

s. Terrace Restaurant

Terrace Restaurant is a restaurant located outside of the building, but in general it is still associated with the main hotel or restaurant. In western countries, in general, these restaurants are only open during the summer.

t. Gourmet Restaurant

Gourmet Restaurant is a restaurant that provides food and beverage services for people with extensive experience in the field of food and beverage taste. The specialty of this restaurant is the food and drinks are delicious, the service is magnificent and the prices are quite expensive.

u. Family Type Restaurant

Family Type Restaurant is a simple restaurant that serves food and drinks at inexpensive prices, especially for family or group guests.

v. Main Dining Room

Main Dining Room is a restaurant or main dining room which is generally found in big hotels, where the food is served officially, slowly but surely. Bound by a strict rule. It can use French or Russian-style services. The guests who attended were generally dressed formally or formally.

2.2   Previous Researches

The discussion of the results of previous studies sums up several relevant studies done before this research. Here, the results of the paper are described briefly and will be used as references to this research. Some previous studies relevant to this study are as follow:

The research conducted by Irawan & Vianney (2017) with the title "*Pengaruh Green Practice Terhadap Green Consumer Behavior di the Kemangi Reastaurant, Hotel Santika Pandegiling Surabaya*". The purpose of this study was to determine the effect of green practice on environmentally friendly consumer behavior at The Kemangi Restaurant. The author describes 3 indicators that influence Green Practice on Green Customer Behavior. The analytical technique used in this research is multiple linear regression quantitative analysis. The author uses 100 sample questionnaires given to customers who have consumed food at a basil restaurant. The results of the study prove that the third independent variable has a positive effect. However, only the green donation variable has a positive and significant effect. So the results of this study are basil restaurants are advised to apply green donations in the form of funds or environmentally friendly projects such as replanting damaged trees on roads, cleaning air exhaust and educating the public about actions to protect the environment (eg seminars on environmental friendliness). It is important to do this so that not only consumers who eat at the Basil Restaurant but the surrounding community also benefit directly

The similarity of this research with previous research is discussing green practice in restaurants and Use Descriptive Quantitative Methods. The difference between this Research and previous research is that this Research will focus on all restaurants in Bekasi Regency, while this previus study only focuses on Kemangi restaurant.

The research conducted by Siti–Nabiha et al (2014) with the title "The Development of a Green Practice Index for the Malaysian Hotel Industry". The

main focus, however, has been on improving environmental management practices in developed countries. Furthermore, most attempts to develop assessment tools for green practices have come from such countries as well, which have a different socioeconomic situation from developing countries. Therefore, to capture a more accurate picture of environmental management practices from the developing country context, specifically a Malaysian context, the authors in this paper created an index to measure the level of green practices among Malaysian hotels. Doing so, however, resulted in a search for green index development methods. Therefore, the purpose of this paper is to illustrate the process of developing a green practice index suitable for the hotel industry in Malaysia. The development of such an index is hoped to enhance awareness about the importance of improving environmental performance in the hotel industry.

The similarity between my research and this research is that they both apply green practices. The difference between the research conducted by the author and this previous research is that my research has 3 indicators for green practices, namely green actions, green food and green donation (Schubert, 2008), but in this previous research using 3 different indicators, namely Green Attributes, Environmental Impact, Socio-Economic Impact. And aldo my research methods are different, my research uses qualitative analysis methods and this previous method uses the Delphi method.

The research conducted by Lee et al (2016) with the title "Guests' perceptions of green hotel practices and management responses on TripAdvisor". The purposes of this study are to identify how hotel guests perceive green

practices and to explore how hotels effectively inform customers of their green practices through social media such as TripAdvisor. To examine hotel guests' awareness of green practices through social media, this research investigated guests' comments about green practices and management responses on TripAdvisor using content analysis.

The results indicated that most guests respond positively toward green practices when they can recognize them, e.g. reducing energy usage or water saving. However, lack of awareness about hotels' green practices can cause guests to feel inconvenienced during their stays. Moreover, the study found that only a few hotel managements provide feedback on guests' negative comments on TripAdvisor to inform them about the hotels' green practices.

This Previous research presents an exploratory intent to probe guests' comments and management responses about green practices in the US lodging industry. The results provide empirical evidence of hotel guests' perceptions of green practices as posted on social media. This previous research is limited to analyzing only the top ten green hotels in the USA ranked by TripAdvisor. A study of more hotel cases with green practice standards, which could be adjusted to involve the use of different service levels such as luxury, upscale or economy hotels, may provide more insights into this discussion.

The similarity of this previous research with the research conducted by the author is to measure the level of effectiveness of green practice in hotels according to the guests perception. And the difference between this research and my research is that this research uses content analysis method while my research

uses quantitative analysis method. This study discusses general green practice in US hotels, while the research conducted by the author only discusses the application of green practice in hotel restaurants in Bekasi Regency.

The research conducted by Cho & Yoo (2021) with the title "Customer pressure and restaurant employee green creative behavior: serial mediation effects of restaurant ethical standards and employee green passion". Today's consumers are aware of restaurants' effects on the environment and pressure them to implement green practices. As restaurant success largely depends on how employees meet customer expectations, employee green creative behavior (EGCB) is critical. Therefore, this study aims to investigate how to enhance EGCB by integrating a comprehensive set of three-dimensional components: external, organizational and individual factors.

Data analysis was conducted using responses from full-time employees in the US restaurant industry. The PROCESS macro was used to test the direct and indirect relationships between the study variables. A series of mediation analyzes were conducted to investigate the mediation effects of "restaurant ethical standards" and "employee green passion" on their relationships to "customer pressure" and EGCB.

The results verified a direct effect of "customer pressure" on "restaurant ethical standards" and EGCB. The study also demonstrated positive direct relationships of "restaurant ethical standards" – "employee green passion" and "employee green passion" – EGCB. The result showed that "restaurant ethical

standards" and "employee green passion" sequentially explained the partial impact of "customer pressure" on EGCB.

The study recommends that restaurant managers acknowledge growing customer environmentalism and prepare to address their customers' stricter green requirements. Restaurants need to review their ethical standards on a regular basis to meet rising customer pressure. The study also offers empirical evidence regarding the importance of selecting employees who are passionate about sustainability and empowering them to encourage their green creative behavior.

The similarity of this previous research with the research conducted by the author is to recommends that restaurant managers acknowledge growing customer environmentalism and prepare to address their customers' stricter green requirements or at the same time apply green practice at the hotel. The difference between this previous research and the research conducted by the author is this research gap by investigating the interrelationships between customer pressure and EGCB through restaurant ethical standards (organizational-level) and employee green passion (individual-level). Meanwhile, The research conducted by the author examines the effectiveness of implementing green practice (Green action, green food, green donation) to customer prception.

CHAPTER III

RESEARCH METHOD

3.1 Location and Period of Research

This 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

3.2 Research Object

The object of the research is customer perception on green practice at Restaurant outlets in the hotels in Bekasi Regency. The main focus of this research is on customer perceptions for the application of green practices at Restaurant Outlets in the Hotels in Bekasi Regency, which can later be developed by the Government Tourism Office.

3.3 Variable Identification

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). To get a various variable, the research must be based on a group of varied data sources or objects. In this study, the author uses 3 variables to be an indicator questionnaire.

1. Green Action

    Green Action means activities that aim to protect both the environment and the surrounding community. Which is included in the category of green action according to (Schubert, 2008) include :

a. Energy and Water Efficiency, including the use of energy-saving technology in various fields such as lighting, ventilation, office equipment, transportation and more.

b. Use of Environmentally Friendly Products, including the use of recycled, Tree-free, biodegradable and organic products.

c. Recycling and Composting, can be done by recycling existing materials such as glass, plastic, iron, cardboard, paper and other. Meanwhile, the composting process is carried out for waste materials food.

d. Pollution Prevention, can be implemented by reducing the number of materials standards, efforts to reuse, and improve operational activities environmentally friendly.

2. Green Food

    Green Food means sustainable food which use food ingredients that support the environment for the long term in the future. Some indicators to review green food according to (Chen, 2010) are :

a. Buying and using organic ingredients for some needs food preparation activities.

b. Purchase and use local materials for some needs food preparation activities.

c. Make menu changes using local ingredients or seasonal.

d. Provide information on menus that have special characteristics such as low fat, vegetarian, vegan and others.

3. Green Donation

Green Donation is the participation of restaurants in community projects and donates funds to environmental issues caused by restaurants. In addition, the restaurant also educates the public on the impact of environmental damage from the restaurant industry and delivers it to ecological sustainability also funding and participating in environmentally friendly projects (Schubert, 2008).

3.4   Definition of Operational Variable

Definition of Operational Variable is an attribute or nature or value of an object or activities that have certain variations that have been determined by the researchers to study and then draw conclusions (Sugiyono, 2015).The operational definition of a variable serves to clarify the variables used in research and limit the problems discussed in the study. Therefore, here will explain the definition of the problem to be discussed. The indicators below are taken from the material from (Schubert, 2008) and (Chen, 2010) and developed and modified by (Irawan & Vianney, n.d.) As for the operational definition of the variables to be investigated and analyzed further as follows:

Table 3 1 Identification of variables and indicators.

NO	VARIABLE	INDICATORS
1	Green Action (X1)	Energy and Water Efficiency - Turn off water taps and lights when not in use - Using LED lights to be more energy efficient - Using automatic door closing device on the connecting door - Put up signs to save water and electricity around Restaurants. Using Eco-friendly products - Using biodegradable packaging products - Using chemicals that are safe for the environment. Doing recycling and composting - Treating waste water that can be reused. - Recycling used goods - Use leftover food into organic fertilizer. - Sorting organic and inorganic waste Prevent pollution - No smoking policy in the restaurant. - Substitution of chemicals - Strive to buy materials in
2	Green Food (X2)	- Using local and organic ingredients. - Make menu changes according to the use of local seasonal ingredients. - Give special information on the menu,.
3	Green Donation (X3)	- Funding and participating in environmentally friendly projects. - Educating the public about green practices.

3.5 Types and Data Source

There are several types of data and several data sources that are conducted in this research as follows:

3.5.1 Data Types

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.

a. Qualitative Data

Qualitative data is the data in the form of words, sentences, gestures, facial expressions, charts, pictures, and photos (Sugiyono, 2015). Qualitative data is usually obtained through observation, interviews, or any other ways which in the end will be transformed into form of note or transcript. The qualitative data used in this research are the general information about Goverment tourism office and hotel restaurant in bekasi regency, including the history, location, organizational chart, hotel products and facilities, the job descriptions of each department, and the results of the interview.

b. Quantitative Data

Quantitative data is the data in the form of number, numeric or a scoring data (Sugiyono, 2015). Quantitative data is usually statistical or mathematical calculation method analysis.

3.5.2 Data Source

The sources of data in this research are primary data and secondary data that can be described as follows:

1.   Primary Data

Primary data is data obtained from the first source either from individuals or individuals such as the results of interviews or the results of filling out questionnaires that are usually carried out by researcher (Umar, 2013).The primary data of this research is the sort of data obtained through a questioner.

2.   Secondary Data

Secondary data that will be displayed in this study is data obtained from the internet, books, journals, and data obtained from hotels (Sugiyono, 2017). Secondary data from this study are several kinds of data provided by several restaurants and data obtained from the internet, related books, previous journals.

3.6   Method of Determining Sample

According to Sugiyono (2012), the sample is part of the number and characteristics possessed by the population. If the population is large and it is impossible for the researcher to study everything in the population, for example, limited funds, manpower and time, the researcher can take a sample from that population. The sample is also part of the number and characteristics possessed by the population.

According to Sugiyono (2012), the method used is Nonprobability Sampling, namely a sampling technique that does not provide equal opportunities or each element or member of the population to be selected as a sample. Sampling was done by Quota sampling. Quota sampling technique is a sampling technique by setting a certain number as a target that must be met in sampling from the population (especially those that are not infinite or unclear), then with a

benchmark the number of researchers taking samples arbitrarily meets the requirements as a sample from it. Of the 80 hotels with star classifications that have been described in the research background, the researchers set 10 hotels.

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 x 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.

3.7 Data Collection Methods

The data collection method applied in this research as follows:

3.7.1 Observation

Observation is a research conducted to understand a phenomenon based on previously known ideas or knowledge. The observation technique is a participatory observation technique, where the researcher is involved with the

daily activities of the people who are observed directly. In this study, researchers conducted direct observational research on 10 hotel restaurant operational activities in Bekasi Regency. There are several things that are the object of research, such as the role of the F&B department staff in implementing green practice and customers who eat at the restaurant. The observation period is carried out when the Government Tourism Office staff conducts side visits to see permits, taxes as well as develop Green Practice in the Hotel. The average times observation period is 2 times at each Restaurant Outlets in the Hotel.

3.7.2 Questioner

Questionnaire is a data collecting method which is done by giving some written question related to the research object to the respondent to get their answer (Sugiyono, 2017). Data that collected from this research is primary data, which uses likert's scale to measure the response or answer from the respondent about the research topic. In this study the questionnaire uses likert's scale which consist of strongly agree, agree, uncertain, disagree, and strongly disagree. The answer of the question were divided into some score, namely:

Table 3 2 Skala Likert Table

Statement	Rating
Verry Important	5
Important	4
Fairly important	3
Less important	2
Not important	1

3.7.3   Interview

An interview is a two-way conversation by two parties, namely one as the interviewer who asks several questions and the other one is interviewed who provides answers to the questions asked. The type of interview used is a structured interview, where the author has compiled a list of questions before asking questions. Interviews were conducted to complement what was not obtained in research observations that focused on implementing green practice in restaurant services in Bekasi Regency. In this research, the authors conducted interviews with the Head of the Government Tourism Office for a discussion on determining the object of research and interviewed hotel staff to find out which indicators were relevant to the science of green practice in the restaurant outlets of ten hotels which choosen as research location.

3.8   Data Analysis Technique

Data analysis is a process of systematically searching for and organizing interview transcripts, field notes, and other materials that can be collected to increase researchers' understanding of them and to enable researchers to present what researchers have found to the other (Sugiyono, 2012).

3.8.1   Descriptive Statictics

In this Research, the authors calculated the frequency distribution, mean (average value) and standard deviation to provide an overview or description of the data obtained.

3.8.2 Data analysis method

1. Validity Test

According to (Ghozali, 2006) Validity test is conducted to determine whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to answer the phenomenon of the problem that will be measured by the questionnaire. Validity test can be done by calculating the correlation of the question items using SPSS. A questionnaire is said to be valid if the results of the correlation have a significance level of 0.05 (5%) or less.

2. Reability Test

Reliability test is a test of the extent to which the results of a measurement can be trusted, if the results of repeated measurements give relatively the same results. Internal reliability is used, namely analyzing data from one test using the Coefficient Alpha / Cronbach's Alpha model. According to (Ghozali, 2006) about the reliability test is Cronbach's Alpha > 0.6, in other words alpha whose value is greater than 0.6 indicates that the items are reliable

3. Importance-Performance Analysis

The Importance Performance Analysis (IPA) method was first developed by (Martilla & James, 1986) which actually started from the concept of Service Quality (SERVQUAL). This method contains how to translate what consumers

want as measured by what the company must do in order to produce quality products, both tangible and intangible (Supranto, 2001)

In the Importance Performance Analysis (IPA) concept we analyze the importance of a variable in the eyes of consumers with the company's performance. Thus the service will be something useful if it is based on the interests of the customer and its performance for the company.

The analysis begins with a questionnaire distributed to consumers. Respondents are asked to rate the importance/expectations of various attributes and the level of satisfaction of the company's performance on each of these attributes. In this case, a Likert scale is used to assess the level of consumer interest, which consists of:

1. Very important, given a weight of 5

2. Important, weighted 4

3. Fairly important, given a weight of 3

4. Less important, given a weight of 2

5. Not important, given a weight of 1

At the level of performance/appearance, five criteria are given with the following weights:

1. Very satisfied is given a weight of 5, which means that consumers are very satisfied.

2. Satisfied is given a weight of 4, which means that consumers are satisfied.

3. Fairly satisfied is given a weight of 3, which means that consumers are satisfied.

4. Less satisfied is given a weight of 2, which means that consumers are not satisfied.

5. Dissatisfied is given a weight of 1, which means that consumers are not satisfied.

The value of the importance and performance of different service attributes are provided by the users' direct evaluation and calculated in the specific coordinate system, where the horizontal axis (X) indicates performance while the vertical axis (Y) indicates importance. According to Supranto (2001), there are two stages of processing used in the method Importance Performance Analysis (IPA), namely:

1. Conformity Level Analysis

The level of conformity is the result of the comparison of the company's performance score with the company's interest score. Where the level of conformity is used to determine the order of priority for improving the measured performance factors. The formula used is:

$$TKi = \frac{Xi}{Yi} \; x \; 100\%$$

Description :

TKi = Level of suitability of respondents

Xi = Performance level score / satisfaction (perception)

Yi = Score of importance (expectation)

2. Cartesian Diagram Analysis

The relationship between the level of importance and the level of performance perceived by the customer is used a Cartesian diagram which is divided into four parts and is limited by two perpendicular intersecting lines $\bar{\text{(}}$ and $\bar{\text{)}}$ where $\bar{\text{ }}$ is the average of the average performance level scores and is the average the mean of the average importance score. The division of the area is based on the intersection of 2 (two) lines perpendicular to the points $\bar{\text{ }}$ and $\bar{\text{ }}$ obtained by the formula:

$$\bar{\bar{X_1}} = \frac{\sum_{i=1}^{n} \bar{X_1}}{K} \text{ dan } \bar{\bar{Y_1}} = \frac{\sum_{i=1}^{n} \bar{Y_1}}{K}$$

$\bar{\bar{X_1}}$ = the average of the company's average performance scores

$\bar{\bar{Y_1}}$ = the average of the average consumer interest scores

K = the number of attributes / factors that affect performance appraisal

The next step is that each attribute is placed according to the four In accordance with the average importance and average performance, so that it can be seen which attributes are in each quadrant. SPSS program is used in this research to create the Matrix of Importance-Performance Analysis. The matrix will have four quadrants that are consisted to the Importance-Performance Analysis.
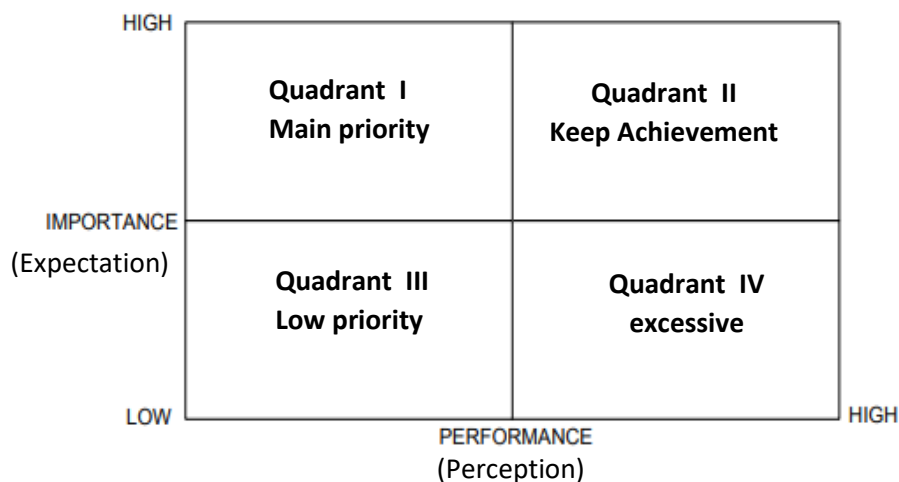
Figure 3 1 Diagram Importance Performance Analysis

Descriptions of four quadrants:

1.   Quadrant I

Shows factors or attributes that are considered to affect customer satisfaction, including service elements that are considered very important, but management has not implemented them according to customer wishes. So disappointing / dissatisfied.

2.   Quadrant II

The basic service elements that have been successfully implemented by the company must be maintained because they are considered very important and satisfying.

3.   Quadrant III

Shows factors that are less important for customers, the implementation by the company is mediocre. Considered less important and unsatisfactory.

4.   Quadrant IV

Shows the factors that influence customers are less important, but
their implementation is excessive. Considered less important but
by the company implemented well.

CHAPTER IV

RESULTS AND DISCUSSIONS

4.1   General Information of Tourism Government Offiice

The name of this company is Tourism Government Office of Bekasi Regency which is located in Sertajaya, Kec. Cikarang Tim., Bekasi Regency, West Java 17530. Bekasi. Telephone : 085880245248, Email: eone1@bekasikab.go.id.

4.1.1 History of Tourism Government Offiice

Bekasi Regency is administratively headed by a Regent. This area is divided into 23 sub-districts which are directly adjacent to the Java Sea in the north, Bogor regency in the south, North Jakarta and Bekasi City in the west and Karawang regency in the east. The area of Bekasi Regency reaches 127,388 Ha, which is inhabited by at least 2,750,000 residents (2011 data). In historical records, the name "Bekasi" has a distinctive historical meaning and value. According to Poerbatjakra-, an expert on Sanskrit and Old Javanese - the origin of the word Bekasi, philosophically, comes from the word Candrabhaga. Chandra means "moon" (in ancient Javanese, the same as the word sasi) and Bhaga means "part". So, etymologically the word Chandrabhaga means part of the Moon. The word Chandrabhaga changed to Bhagasasi which is often shortened to Bhagasi. The word Bhagasi in Dutch pronunciation is often written "Bacassie" then changed to Bekasi until now. Bekasi is known as the "Patriot Earth", which is an area guarded by defenders of the homeland. They fought here to the last drop of

blood to defend their beloved country and seize independence from the hands of the invaders. The heroic ballad is clearly written in every stroke of the poetic poet Chairil Anwar's heroic poem entitled "Karawang - Bekasi".

Based on the Bekasi City Regional Regulation Number 07 of 2016 concerning the Establishment and Composition of Bekasi City Regional Apparatus, the Bekasi City Tourism and Culture Office was formed as a regionalapparatus that carries out government affairs in the tourism sector and government affairs in the cultural sector in the form of an Office in January 2017. The Tourism and Culture Office is a fraction of Disporbudpar (Department of Youth, Sports, Culture and Tourism). In January 2017 the Tourism Office separated itself from the Disparbud or Tourism and Culture Office, because it wanted to increase tourism in Bekasi Regency so that it was widely known by the people of Bekasi Regency.

Figure 4 1 Tourism Goverment Office Logo

The vision, mission and objectives of the Bekasi Regency Tourism Office are as follows:

- Vision

The Realization of Creative and Environmentally Friendly Tourism

- Mission

    1. Improving Tourist Destinations

    2. Human resource quality development and tourism development

    3. Improving tourism facilities and infrastructure

    4. Increase tourism promotion

    5. Improve the information system

    6. Increase tourism industry partnership cooperation

    7. Improving tourism institutions.

4.1.2 Organization Structure of Government Tourism Office

The organizational structure is a framework that shows the relationship between one part and another so as to clarify the relationship between one part and another so as to clarify the position, authority, and responsibility of each part to achieve the goals of the company. In this study, the organizational structure used is the Matrix organizational structure, an organizational structure which is a combination of a functional organizational structure with a divisional organizational structure with the aim of complementing each other and covering the deficiencies contained in the two organizational structures.

The following is the organizational structure of the government tourism

STRUKTUR ORGANISASI DINAS PARIWISATA PEMERINTAHAN KABUPATEN BEKASI

KEPALA DINAS
Drs. H. Encep Supriatin Jaya, M.Si

SEKRETARIS DINAS
Drs. Mumuh Mulyana, M.Si

Kepala Sub Bagian Keuangan
Sudariah Sumirah, S.IP, MM

Kepala Sub Bagian Umum dan Kepegawaian
Sumarno, S.IP, M.Si

Kepala Sub Bagian Perencanaan
Asari, S.Pd, MM

Kepala Bidang Destinasi
Bramantio Soewarno, S.IP, MM

Kepala Bidang Pemasaran Pariwisata
Ir. Tri Tjahjani Soelidtijowati, MM

Kepala Bidang Ekonomi Kreatif
Nurahman, S.STP, MM

Kepala Bidang Pengembangan Kelembagaan Pariwisata
Hj. Widyaningsih S.Pd, MM

Kepala Seksi Pengelolaan dan pengembangan Wisata Alam dan Bahari
Nunung Nur'aeni, S.Kom, M.Si

Kepala Seksi Promosi dan Kerjasama Pariwisata
Herlina, S.Sos, M.Si

Kepala Seksi Pengembangan Ekonomi Kreatif
Supardan, S.E

Kepala Seksi Peningkatan Kapasitas SDM Pariwisata
Warayanto, S.Hut

Kepala Seksi Pengelolaan dan Pengembangan Wisata Rekreasi dan Industri
Hery Gunawan, S.E, M.IP

Kepala Seksi Jasa dan Usaha Pariwisata
Novi Ardian, S.E

Kepala Seksi Sarana dan Partisipasi Masyarakat
Dra. Retno Pratiwi

Kepala Seksi Peningkatan Kelembagaan Pariwisata
H. Rosidin, S.Pd, M.Si

Figure 4 2 Organization Chart

A brief explanation of Job Description for some of the positions presented in Figure 4.2 are as follows:

Head of Tourism Goverment

1. The Head of Service has the main task of leading, formulating, coordinating, fostering and evaluating the preparation and implementation of regional government affairs in the field of tourism destinations and industry, tourism marketing sector, creative economy development sector, human resource development sector and tourism institutions.

2. The head of the department in carrying out his main duties has the following functions:

a. Implementation of the formulation of technical policies in the field of tourism;

b. Fostering the implementation of regional government affairs and public services in the tourism sector;

c. Implementation of guidance, supervision of the implementation of tasks and evaluation in the field of tourism;

d. The administration of secretarial administration management.

3. The head of the department in carrying out his main duties and functions, has a description of managerial duties as follows:

a. Formulate and determine materials for the preparation of *Rencana Pembangunan Jangka Panjang Daerah* (RPJPD), *Rencana Pembangunan Jangka Menengah Daerah* (RPJMD), *Rencana kerja pembangunan daerah* (RKPD), *Rencana Strategi* (RENSTRA), *Rencana Kerja* (RENJA), *Rencana Kerja dan Anggaran* (RKA), *Dokumen Pelaksanaan Anggaran* (DPA), PK, *Indikator Kinerja Utama* (IKU), *Laporan Akuntabilitas Kinerja Instansi Pemerintah* (LAKIP), Financial Statements of *Laporan Penyelenggaraan Pemerintah Daerah* (LPPD) and *Laporan keterangan pertanggungjawaban* (LKPJ) in the scope of service;

b. Formulate and determine operational plan technical policies in the form of technical instructions and Standard Operating Procedures (SOP) as well as coordinate the implementation of programs and activities within the scope of the Service; and

c. Formulate and organize coordination with agencies related to the implementation of official duties.

4. The head of the service in carrying out the main tasks of his function, has a description of the main duties as follows:

a. Organizing the formulation, determination, and implementation of policies in the tourism sector in Bekasi Regency.

b. Organizing local government affairs and public services in the tourism sector;

c. Organizing the management of secretarial administration within the Department;

d. Organizing the management of regional property controlled by the Tourism Office;

e. Carrying out coaching on the implementation of tasks within the Office; and

f. Carrying out supervision and evaluation of the implementation of tasks within the Department.

5. The Head of Service in carrying out its main duties and functions, has a description of the supporting duties as follows:

   a. Formulate plans and evaluate the implementation of tasks, make an inventory of problems in the scope of work and seek alternative solutions, prepare reports on the implementation of tasks and/or activities to superiors;

   b. Provide technical advice and considerations to superiors;

   c. Give instructions and divide tasks to subordinates in accordance with applicable guidelines and regulations;

   d. Carry out other official duties assigned by the leadership in accordance with the main duties and functions.

Secretary

1. The Secretariat of the Service is led by a Secretary who is under and responsible to the Head of the Tourism Office.

2. The secretary has the main task of carrying out the review of materials for the formulation of technical policies and coordination with related work units as well as the preparation of study materials in the fields of planning, financial management, administrative administration and archive management, personnel management, public relations and management of regional property.

3. The Secretary in carrying out his main duties, has the following functions:

a. Coordinating program and activity plans as well as coordinating the preparation of program and activity report materials as well as performance accountability within the scope of the Office;

b. Coordinate the implementation of work unit tasks within the Secretariat of the Service;

c. Monitoring and evaluation of the implementation of the Secretariat's duties and functions in the form of reviewing technical policies in the secretariat sector.

4. The Secretariat in carrying out its main duties and functions is in charge of:

a. Planning Sub Division;

b. Finance Sub Division;

c. General and Personnel Sub Division;

5. The Secretary in carrying out his main duties and functions, has a description of the main duties as follows:

a. Carry out a study of coordination materials and facilitate the preparation of materials for *Rencana Pembangunan Jangka Panjang Daerah* (RPJPD), *Rencana Pembangunan Jangka Menengah Daerah* (RPJMD), *Rencana kerja pembangunan daerah* (RKPD), *Rencana Strategi* (RENSTRA), *Rencana Kerja* (RENJA), *Rencana Kerja dan Anggaran* (RKA), *Dokumen Pelaksanaan Anggaran* (DPA), PK, *Indikator Kinerja Utama* (IKU), *Laporan Akuntabilitas Kinerja Instansi Pemerintah* (LAKIP), Financial

Statements of *Laporan Penyelenggaraan Pemerintah Daerah* (LPPD) and *Laporan keterangan pertanggungjawaban* (LKPJ) in the scope of service;

b. Conducting a review of coordination materials for the formulation of technical policies for the preparation of operational plans in the form of technical guidelines and Standard Operating Procedures (SOP) as well as coordinating the implementation of programs and activities within the Scope of Service;

c. Organizing a review of secretariat planning and work program materials and secretariat technical policy formulation materials in the general and personnel, planning and financial fields.

d. Organizing a review of facilitation materials in the general and personnel fields, planning and finance.

e. Carry out a study of monitoring and evaluation materials for financial administration, personnel administration, administration, institutions and management.

Head of Planning Sub Division

1. The Planning Sub-Section is led by the head who is located below and is responsible to the secretary.

2. The head of the planning sub-section has the main task of carrying out the preparation of technical policy review materials and coordination with related work units as well as reporting on tasks in the planning sector.

3. The head of the planning sub-section in carrying out his main tasks has the following functions:

a. Implementation of the preparation of technical policy review materials in the field of planning;

b. Implementation of the preparation of coordination materials with related work units in the planning sector; and

c. Implementation of the preparation of task reporting materials in the field of planning.

4. The task of the Planning Sub-Section in carrying out the main tasks referred to, has a description of the main tasks as follows:

a. Carry out the preparation of policy materials and technical guidelines for planning programs and activities as well as facilitating the preparation of policy materials and technical guidelines for the Office;

b. Carrying out the preparation of implementation materials and evaluation of service policies and technical guidelines;

c. Carry out the preparation of coordination materials for *Rencana Pembangunan Jangka Panjang Daerah* (RPJPD), *Rencana Pembangunan Jangka Menengah Daerah* (RPJMD), *Rencana kerja pembangunan daerah* (RKPD), *Rencana Strategi* (RENSTRA), *Rencana Kerja* (RENJA), as well as compiling discussion materials for the preparation of RKA and DPA Departments;

d. Carrying out the preparation of coordination materials for IKU and PK as well as compiling discussion materials for the preparation of the Department of LAKIP;

e. Carry out the preparation of monitoring and evaluation materials for programs and activities at the Office;

f. Carry out the preparation of facilitation materials and coordination of LPPD Dinas;

g. Carry out the preparation of facilitation materials and coordination of the annual and five-year service LKPJ; and

h. Carrying out the preparation of evaluation materials and reporting on the implementation of the Planning Sub-Section activities.

Head of Sub Division of Finance

1. The Finance Sub-Section is led by a head who is under and responsible to the Secretary.

2. The Head of the Finance Sub-Section has the main task of carrying out the preparation of material for reviewing technical policies and coordinating with related work units as well as reporting tasks in the financial sector.

3. The Head of the Finance Sub-Section in carrying out his main duties, has the following functions:

a. Implementation of the preparation of material for reviewing technical policies in the financial sector;

b. Implementation of the preparation of coordination materials with related work units in the financial sector; and

c. Implementation of the preparation of task reporting materials in the financial sector.

4. The Head of the Finance Sub-Section in carrying out his main duties and functions, has a description of the main tasks as follows:

a. carry out the preparation of policy coordination materials and carry out the preparation of monitoring and evaluation materials for the implementation of the Office's financial policies;

b. carry out the preparation of the operational plan coordination materials and carry out the preparation of monitoring and evaluation materials for the implementation of the Office's Financial Operational Plan;

c. carry out the preparation of financial management facilitation materials including assisting in verifying the completeness of issuance documents and submitting a Request for Payment of Inventory Money (SPP-UP), a Letter of Request for Payment of Replacement (Jang (SPP-GU), a Letter of Request for Additional Payment of Money (SPP-TU), and a Letter of Request for Payment of Additional Money (SPP-TU). Request for Direct Payment (SPP-LS) in accordance with the laws and regulations;

d. carry out the preparation of financial management facilitation materials including assisting in verifying the completeness of the accountability

report documents for the use of stock money/replacing stock money/adding stock money;

e. carry out the preparation of coordination materials for the realization of the first semester of the Office's income and expenditure as well as the prognosis for the following 6 (six) months at the latest 7 (seven) working days after the first semester of the relevant fiscal year ends;

f. carry out the preparation of coordination material for the financial report of the relevant fiscal year and submit it to the head of the Agency to be determined as an accountability report for the implementation of activities; and

g. carry out the preparation of evaluation materials and reporting on the activities of the Finance Sub-Section.

Head of General and Personnel Sub-Section

1. The Sub-Division of Urnum and Personnel is led by a Head who is under and responsible to the Secretary.

2. The Head of the General and Personnel Sub-Section has the main task of carrying out the preparation of material for reviewing technical policies and coordinating with related work units as well as reporting tasks in the fields of administrative administration and archive management, personnel management, public relations and management of regional property.

3. The Head of the General and Personnel Sub-section in carrying out his main duties, has the following functions:

a. implementation of the preparation of material for reviewing technical policies on personnel management, administration of correspondence, public relations, household affairs and management of regional property;

b. implementation of the preparation of coordination materials with related work units in the field of personnel management, correspondence administration, public relations, household affairs and management of regional property; and

c. implementation of the preparation of task reporting materials in the field of personnel management, correspondence administration, public relations, household affairs and management of regional property.

4. The Head of the General and Personnel Sub-Section in carrying out his main duties and functions, has a description of the main tasks as follows:

a. carry out the preparation of operational technical policy materials and carry out operational and administrative tasks in the field of personnel management, correspondence administration, public relations, household affairs and management of regional property at the Service;

b. carry out the preparation of monitoring and evaluation materials for the implementation of technical operational and administrative policies in the field of personnel management, correspondence administration, public

relations, household affairs and management of regional property at the Service;

c. carry out the preparation of facilitation materials and coordination of the management of Regional Property (BMD) including plans for needs, maintenance, recording, proposals for elimination, proposal and implementation of the transfer of Regional Property, as well as Certification of land parcels under the control of the Service;

d. carry out the preparation of facilitation materials for official household affairs including procurement of equipment, supplies, light maintenance and arrangement of office buildings as well as distribution of Office stationery needs (ATK)

e. carry out the preparation of facilitation materials for the administration of correspondence, management of manuscripts and preparation of the official profile.

f. carry out the preparation of public relations activity plans and the management of the Office's Record Center;

g. carry out personnel administration affairs including administrative services for promotions, periodic salary increases (KGB), rank list (DUK), employee data, employee cards (Karpeg), Karis/Karsu, child or family allowances, Taspen, taperum, pensions, making proposals employee formation, preparation of job analysis and workload analysis, making proposals for study permits, making proposals for training permits,

employee welfare, adjustment of diplomas, proposals for awarding, providing services for Credit Score Assessment (PAK) for Functional Positions, coaching/reprimanding employee discipline, drafting proposal for employee leave in accordance with applicable regulations, drafting the concept of granting marriage and divorce permits, making proposals for dismissal and appointment from and within positions, making and or proposing employee transfers or mutations in accordance with applicable regulations, implementing the management of the Employee Performance Target Assessment List (SKP) •,

h. carry out the preparation of coordination materials for capacity building plans, education and training needed by employees to the relevant agencies;

i. carry out the preparation of evaluation materials and reporting activities in the Scope of the General and Personnel Sub-Section.

Destinations and Tourism Industry

1. The Destinations and Tourism Industry Division is led by the Head of the Division who is under and responsible to the Head of the Service through the Secretary.

2. The Head of the Destinations and Tourism Industry Division is led by a head and has the main task of carrying out the formulation and implementation of operational policies in the Destinations and Tourism Industry Sector.

3. The Head of Destinations and Tourism Industry in carrying out his main duties, has the following functions:

a. preparation of work programs in the field of destinations and tourism industry;

b. preparation of materials for the formulation of technical policies for the development of tourist destinations; c. implementation of the management of tourist destinations;

c. development of tourist destinations;

d. monitoring, evaluating and compiling program reports in the field of destinations and the tourism industry.

4. The Head of Destinations and Tourism Industry in carrying out his main duties and functions, oversees:

a. Tourism Attraction Development Section;

b. Regional Development and Tourism Industry Section.

5. The Head of Destinations and Tourism Industry in carrying out his main duties and functions, has the following main tasks:

a. conduct a review of the master plan material for the development of national tourism resources on a district scale;

b. implement national and provincial policies as well as materials for determining district policies, in the application of standardization in the field of destinations and the tourism industry;

c. organize an inventory of potential tourism objects and areas;

d. organize national and international cooperation in the development of district-scale tourism destinations;

e. carry out monitoring and evaluation of district-scale tourism development;

f. organize the procurement and maintenance of existing tourist objects;

g. carry out supervision and control of Dinas permits in accordance with the scope of duties;

h. to supervise and assist in the implementation of activities in the Destinations and Tourism Industry Sector;

i. organize community empowerment in area management in the Destination and Tourism Industry Sector; and

j. conduct a study of monitoring and evaluation materials for the activities of the Destinations and Tourism Industry Sector.

Tourism Marketing Department

1. The field of tourism navigation is led by a head who is under the Head of the Service and is responsible to the Head of the Service through the Secretary.

2. The Head of the Tourism Marketing Division has the main task of formulating and implementing operational policies in the field of tourism marketing.

3. The Head of Tourism Marketing Division in carrying out his main duties, has the following functions:

preparation of operational policy formulation in the field of tourism marketing. b. preparation of the implementation of operational policies in the field of tourism marketing. c. monitoring, evaluation, and reporting in the field of tourism marketing.

4. The Head of Tourism Marketing Division in carrying out his main duties and functions, in charge of:

  a. Tourism Marketing Strategy and Communication Section;

  b. Tourism Marketing Development Section;

5. The Head of the Tourism Marketing Division in carrying out his main duties and functions, has a description of the main tasks as follows:

  a. conduct a review of policy materials in the field of tourism marketing;

  b. conduct a study on materials for the development of national tourism resources on a district scale in the field of tourism marketing;

  c. implement national/provincial and district policies in the field of tourism marketing;

    d. to facilitate the development of cooperation with various regions and tourism stakeholders in accordance with the provisions;

    e. conduct a study of tourism market segment analysis materials and identify information on the development of tourism promotion;

    f. carry out a study of processing materials and presentation of tourism data and information;

    g. carry out the study of materials for coordination, management, and development of the implementation of tourism information;

    h. organizes TIC (Tourism Information Center) and TIS (Tourism Information Service).

Creative Economy Development Sector

1. The Creative Economy Development Sector is led by a head who is under the Head of the Service and is responsible to the Head of the Service through the Secretary of the Service.

2. The Head of the Creative Economy Development Division is led by a Head and has the main task of carrying out the formulation and implementation of operational policies for the Creative Economy Development Sector.

3. The Head of the Creative Economy Development Division in carrying out his main duties, has the following functions:

    a. preparation of operational policy formulation in the field of la• eative economic development.

b. preparation of the implementation of operational policies in the field of creative economy development.

c. monitoring, evaluation, and reporting in the field of creative economic development.

4. The Head of the Creative Economy Development Division in carrying out his main duties and functions, in charge of:

a. Creative Economy Ecosystem Development Section;

b. Section for the Facilitation of Intellectual Property Rights and Creative Economy Facilities and Infrastructure;

5. The Head of the Creative Economy Development Division in carrying out his main duties and functions, has the following main task descriptions:

a. organize development and development as well as creative economic cooperation;

b. organize synchronization, coordination and cooperation with Regencies/Cities, Provinces and the Center as well as art actors and stakeholders in the formulation of standards, norms, criteria, procedures in the field of film, creative arts, design, architecture, fashion, audio visual and photography;

c. organize socialization to the public about tourism and creative economic development;

d. carry out efforts to increase community participation in the development and development of tourism;

e. carry out the development of economic sub-sector actors

f. organize the formation of creative economy sub-sector groups and form communication forums for creative economy sub-sectors;

g. organize the provision of assistance to community groups driving tourism;

h. organize technical guidance and evaluation in the field of Creative Economy Development; and

i. conduct a study of monitoring and evaluation materials for the activities of the Creative Economy Development Sector;

6. The Head of the Creative Economy Development Division in carrying out his main duties and functions, has a description of the supporting tasks as follows:

a. carry out a study of plan materials and evaluate the implementation of tasks, make an inventory of problems in the scope of work and seek alternative solutions, compile reports on the implementation of tasks and/or activities to superiors;

b. provide technical advice and considerations to superiors;

c. give instructions and divide tasks to subordinates in accordance with applicable guidelines and regulations;

d. carry out other official duties assigned by the leadership in accordance with the main duties and functions.

Creative Economy Ecosystem Development Section

1. The Creative Economy Ecosystem Development Section is led by a Head who is located under and is responsible to the Head of Division

2. The Head of the Creative Economy Ecosystem Development Section has the main task of preparing, formulating and implementing operational policies, as well as monitoring, evaluating, and reporting on the Creative Economy Ecosystem Development sector.

3. The Head of the Creative Economy Ecosystem Development Section in carrying out his main duties, has the following functions:

a. preparation of operational policy plans for the development of creative economy ecosystems;

b. preparing the implementation of operational policies in the field of creative economic ecosystem development;

c. preparation of technical guidance and supervision in the field of creative economic ecosystem development; and

d. monitoring, evaluation, and reporting on the development of the creative economy ecosystem.

4. The Head of the Creative Economy Ecosystem Development Section in carrying out its main tasks and functions, has the following main task descriptions:

a. carry out the preparation of materials for the formulation of policies for the development of creative economy Ecosystems;

b. carry out the preparation of inter-regional, national and international cooperation materials in the framework of fostering, developing and supervising tourism;

c. carry out facilitation of research development and education for the development of creative economy ecosystems;

d. carry out facilitation for the development of the creative economy product marketing system and funding facilitation, financing the development of the creative economy ecosystem;

e. carry out the preparation of the material for the action plan for the development of the creative economy ecosystem;

f. carry out the development and development and cooperation of creative economy Ecosystems;

g. implement and prepare coordination with relevant agencies, regencies/cities, provinces and the center in the context of facilitating the development of education in the arts in developing the creative economy ecosystem; and

h. carry out the preparation of evaluation materials and reporting on the activities of the Creative Economy Ecosystem Development Section.

Facilitation Section of Intellectual Property Rights and Creative Economy Facilities and Infrastructure

1. The Facilitation Section for Intellectual Property Rights and Creative Economy Facilities and Infrastructure is led by a Head who is located under and is responsible to the Head of the Division.

2. The Head of the Section for Facilitation of Intellectual Property Rights and Creative Economy Facilities and Infrastructure has the main task of preparing the formulation and implementation of operational policies, technical guidance and supervision, as well as monitoring, evaluation, and reporting in intellectual property rights facilities and creative economy facilities and infrastructure.

3. The Head of the Section for the Facilitation of Intellectual Property Rights and Creative Economy Facilities and Infrastructure in carrying out its main tasks, has the following functions:

a. formulation of operational policies in the field of creative economy development through facilitation of intellectual property and creative economy infrastructure;

b. implementation of operational policies and revitalization of creative city infrastructure and facilitation of intellectual property and creative economy infrastructure;

c. monitoring and evaluation of implementation in the field of facilitation of intellectual property and creative economy infrastructure.

4. The Head of the Section for the Facilitation of Intellectual Property Rights and Creative Economy Facilities and Infrastructure in carrying out its main tasks and functions, has a description of the main tasks as follows:

a. carry out the preparation of materials for the formulation of policies for the implementation of intellectual property rights facilities and creative economy facilities and infrastructure;

b. carry out the preparation of policy materials for the implementation of intellectual property rights facilities and creative economy facilities and infrastructure;

c. carry out coordination and facilitation of intellectual property rights and creative economy facilities and infrastructure;

d. carry out facilitation of the development and supervision of intellectual property rights;

e. carry out guidance on the implementation of intellectual property rights for creative economy facilities and infrastructure;

f. carry out the preparation of data collection materials, management and presentation of data on creative economy actors;

g. carry out the facilitation of the protection of creative products;

h. implementing facilitation of infrastructure provision and providing incentives for la• eatif economic actors;

i. providing research, innovation and creative economy development programs; and

j. carry out evaluation and reporting on the implementation of intellectual property rights facilities and creative economy facilities and infrastructure.

Human Resources Development (HR) and Tourism Institutions

1. The Division of Human Resources Development (HR) and Tourism Institutions is led by a head who is under the Head of the Service and is responsible to the Head of the Service through the Secretary.

2. The Head of Human Resources Development (HR) and Tourism Institutions is led by a Head and has the main task of carrying out the formulation and implementation of operational policies in the field of Human Resource Development (HR) and Tourism Institutions.

3. The Head of Human Resources Development (HR) and Tourism Institutions in carrying out their main tasks, has the following functions:

a. preparation of work programs in the field of tourism human resource development (HR) and tourism institutions;

b. preparation of technical policy formulation materials for the development of tourism human resources (HR) and tourism institutions;

c. implementation of the development of human resources (HR) of tourism and tourism institutions; and

d. monitoring, evaluation and preparation of reports on tourism human resource development programs (HR) and tourism institutions.

4. Head of Human Resources Development (HR) and Tourism Institutions in carrying out the main tasks and functions, in charge of:

a. Tourism Human Resources (HR) Development Section;

b. Tourism Institutional Development Section

Service Technical Implementation Unit

1. At the Service, an UPTD may be formed to carry out operational technical activities and/or certain supporting activities.

2. The establishment of the Service Technical Implementing Unit and the authority, position, organizational structure, duties and functions of the Service Technical Implementing Unit are regulated in a Regent Regulation.

Functional Position Group

1. The Functional Position Group has the main task of providing functional services based on certain expertise and skills.

2. Functional Position Groups in carrying out their main tasks are directly responsible to the Head of the Service and have coordinating responsibilities to the Secretary, Head of Division, Head of Sub-Section and Head of Section who are related to the implementation of the duties of the Functional Position.

3. Functional Position Groups consist of a number of staff in functional positions which are divided into various groups according to the field of expertise and skills.

4. Determination of Functional Positions is carried out based on the nature, type, needs and workload.

5. Types and levels of functional positions are regulated in accordance with applicable laws and regulations.

Implementing Position Group

1. The Implementing Position Group has the main task of carrying out public services as well as government administration and development.

2. The Implementing Position Group in carrying out its main tasks is directly responsible to the Supervisory position above it.

3. Groups of Implementing Positions are grouped in the classification of Civil Servant Positions which show similar characteristics, mechanisms and work patterns.

4. The classification of positions for civil servants is determined in accordance with the provisions of the legislation which will be further regulated by a Decree of the Regent.

Work Procedure

1. The Head of Service carries out technical operational and administrative duties under and is responsible to the Regent through the Regional Secretary and in carrying out his duties maintains functional relations with other agencies related to his function.

2. In carrying out their duties, the Head of Service, Secretary, Head of Division, Head of Sub-Section and Head of Section must apply the principles of coordination, integration,ization and simplification.

3. The Head of Service, Secretary, Head of Division, Head of Sub-Division and Head of Section are obliged to lead and provide guidance and instructions for carrying out tasks to subordinates.

4. The Head of Service, Secretary, Head of Division, Head of Sub-Division and Head of Section must follow and comply with the instructions and be responsible to their respective superiors and submit reports on the results of the implementation of tasks on a regular and timely basis according to their respective levels of office.

5. Every report received by superiors from their subordinates must be processed and used as material for the preparation of further reports.

6. In submitting reports to superiors, a copy of the report must be submitted to other organizational units that functionally have a working relationship.

7. In carrying out their duties, the Head of Service and the organizational units under it are required to hold regular meetings in the context of providing guidance to subordinates.

4.1.3   Hotels in Bekasi Regency

One of the rules of the Government Tourism Office is fostering the tourism industry, facilities and infrastructure in Bekasi Regency, one of which is building hotels and restaurants. The following is a data table of hotels that are shaded by the Tourism and Hotel offices that have official permits registered in Bekasi Regency.

Table 4 1 List of Hotel in Bekasi Regency

List of Hotel in south cikarang				
No	Hotel	Address	Telp No	Stars
1	Holiday Inn Cikarang Jababeka	Jl. Jababeka Raya Jl. Jababeka I No.2, Pasirsari, South Cikarang, Bekasi, West Java 17530	(021) 28510000	4-star hotel
2	HARPER Cikarang	Jl. Mataram No.Kav. 37-39, Cibatu, Cikarang Sel., Bekasi, Jawa Barat 17530	(021) 39718888	4-star hotel
3	AXIA South Cikarang	Jl. Pajajaran No.7, Sukaresmi, Cikarang Sel., Bekasi, Jawa Barat 17550	(021) 28085001	4-star hotel
4	Sahid Jaya Hotel Lippo Cikarang	Jl. Moh. H. Thamrin Kav. 103 Lippo Cikarang, Cibatu, Cikarang Sel., Bekasi, Jawa Barat 17550	(021) 8972352	4-star hotel

5	Grand Zuri Hotel Jababeka Cikarang	Jl. Niaga Raya Kavling AA-2, Jl. Jababeka II, Pasirsari, Cikarang Sel., Jawa Barat 17530	(021) 89842355	3-star hotel
6	Zuri Express Lippo Cikarang	Lippo Cikarang, Jl. Kemang Raya No.Kav 06, Sukaresmi, Cikarang Sel., Bekasi, Jawa Barat 17530	(021) 29287368	3-star hotel
7	PrimeBiz Cikarang	Jl. Raya Cikarang - Cibarusah No.18, Pasirsari, Cikarang Sel., Bekasi, Jawa Barat 17530	(021) 28085050	3-star hotel
8	Hotel Santika Cikarang	Jl. Raya Cikarang - Cibarusah, Pasirsari, Cikarang Sel., Bekasi, Jawa Barat 17530	(021) 89835533	3-star hotel
9	BATIQA Hotel Jababeka	Kawasan Industri Jababeka II Blok CC No. 3A, Jl. Niaga Raya, Pasirsari, Cikarang Sel., Bekasi, Jawa Barat 17530	(021) 28099000	3-star hotel
10	Hotel AYOLA Lippo Cikarang	Lippo Cikarang Kav. 19, Jalan Sriwijaya, Cibatu, Cikarang Selatan, Cibatu, Cikarang Sel., Bekasi, Jawa Barat 19550	(021) 39706888	3-star hotel
11	Ibis Budget Cikarang	Jl. Cibarusah Raya, Sukadami, Cikarang Sel., Bekasi, Jawa Barat 17550	(021) 29619090	3-star hotel
12	favehotel Jababeka, Cikarang	Kawasan Industri, Jl. Niaga Raya Lot CC3B, Jl. Jababeka II, Pasirsari, Cikarang	(021) 28518888	3-star hotel

		Sel., Bekasi, Jawa Barat 17530		
13	CitiSmart Hotel Cikarang	Ruko CBC Blok D1-E5, Jl. Serang Cibarusah, Serang, Cikarang Sel., Bekasi, Jawa Barat 17530	(021) 22180077	3-star hotel
14	Hotel Citra Inn	Jl. Raya Cikarang - Cibarusah, Sukaresmi, Cikarang Sel., Bekasi, Jawa Barat 17550	(021) 8970669	3-star hotel
15	Celecton Blue Cikarang	Jl. Raya Cikarang - Cibarusah No.1, Serang, Cikarang Sel., Bekasi, Jawa Barat 17530	(021) 89910080	3-star hotel
16	RedDoorz @ Taman Simpruk Cikarang	Jl. Gn. Kelud 7 Taman Simpruk, Cikarang No.17, Cibatu, Cikarang Sel., Bekasi, Jawa Barat 17550	(021) 80629666	3-star hotel
17	Airy Cikarang Singaraja Bekasi	Jl. Singaraja No.7, RT.1/RW.7, Cibatu, Cikarang Sel., Bekasi, Jawa Barat 17550	0804 111 2479	3-star hotel
18	Pesona Hotel By La'riz	Pasirsari, South Cikarang, Bekasi, West Java	-	3-star hotel
19	Golden Residence Jababeka II	Ruko Golden Boulevard Blok CC 5 No. 12B - 15 Jababeka II, Jl. Niaga Raya, Pasirsari, South Cikarang, Bekasi, West Java 17530	0822-9960-6606	2-star hotel
20	Airy Cikarang Cibarusah Raya Ruko CBC Bekasi	Jl. Raya Cikarang Cibarusah Ruko CBC Blok D1- E5, Serang, South	0804 111 2479	2-star hotel

		Cikarang, Bekasi, West Java 17530		
21	setu budget inn	Jl. Raya Serang - Setu No.10 rt 07, Sukasejati, Cikarang Sel., Bekasi, Jawa Barat 17530	0857-7468-6945	2-star hotel
22	Metro Suites	Jl. Niaga Raya No.2, Pasirsari, Cikarang Sel., Bekasi, Jawa Barat 17530	(021) 89840580	2-star hotel
23	RedDoorz Plus near Lippo Cikarang Mall 2	Jl. Gn. Merapi No.17, Lippo, Cikarang, Bekasi, Jawa Barat 17530	(021) 80629666	2-star hotel
24	Quest Hotel Cikarang	Delta Commercial Park 2, Jl. Kenari No.32, Cibatu, Cikarang Sel., Bekasi, Jawa Barat 17550	(021) 30008881	-
25	Asuka Hotel MM2100	Jl. Jawa Blok GG, MM2100 Industrial Town Cikarang Barat, Bekasi 17520, Danau Indah, Kec. Cikarang Bar., Bekasi, Jawa Barat 17530	(021) 8981450	-
26	Nuanza Hotel & Convention	Pasirsari, South Cikarang, Bekasi, West Java 17530	(021) 89328888	-
27	ISORAS CIKARANG	Jl. Kemang Boulevard Kav.07, Lippo, Sukaresmi, South Cikarang, Bekasi, West Java 17530	(021) 50813001	-
28	KoolKost Syariah @Taman Sentosa Cikarang (Airy)	Jl. Sentosa Bar Blok HG No. 25A, Perum, Jl. Taman	0895-2648-9736	-

		Sentosa, Pasirsari, Cikarang Sel., Bekasi, Jawa Barat 17530		
29	PALM SPRINGS (パームスプリングス)	Jl. Kutai No.3, Cibatu, Cikarang Sel., Bekasi, Jawa Barat 17550	(021) 89913033	-
30	Pakis Permai	Jl. Pakis Permai 1 No.16, Cibatu, Cikarang Sel., Bekasi, Jawa Barat 17530	0813-1000-6014	-
31	RedDoorZ Plus Near Exit Toll Cikarang Barat 4	Ruko Cikarang Square, Pasirsari, Cikarang Sel., Bekasi, Jawa Barat 41385	(021) 80629666	-
32	RedDoorz Plus near Lippo Cikarang Mall	Meadow Green, Jl Taman Jl. Pinus 1 No.48, Cibatu, Cikarang Sel., Bekasi, Jawa Barat 17530	-	-
33	Hotel Teratai Cikarang	Jl. Raya Cikarang - Cibarusah No.75, Pasirsari, Cikarang Sel., Bekasi, Jawa Barat 17530	(021) 89837108	-
34	RedDoorz Plus @ Cikarang	Jl. Raya Cikarang - Cibarusah No.75, Pasirsari, Cikarang Sel., Bekasi, Jawa Barat 17530	-	-
35	Miura Hotel Cikarang	Perumahan wahana, Sukadami, Cikarang Sel., Bekasi, Jawa Barat 17530	0831-9640-5123	-
36	Louis Kienne Hotel Chadstone	Chadstone Sales Gallery Cikarang, Jl. Raya Cikarang - Cibarusah, Pasirsari, South Cikarang, Bekasi, West Java 17530	0815-4250-0007	-

| 37 | OYO 3224 Hotel Addict | Ruko thamrin blok c 5 lippo, Cibatu, South Cikarang, Bekasi, West Java 17550 | (021) 29707600 | - |
| 38 | Hotel President Executive Club Jababeka Cikarang | Capitol Business District, Jl. Niaga Raya, Mekarmukti, Cikarang Baru, Bekasi, Bekasi, West Java 17550 | (021) 89840530 | 3 star |

List of Hotel in west cikarang				
No	Hotel	Alamat	No Tlp	Bintang
39	Swiss-Belinn Cikarang	Medical City, Kawasan Industri Jababeka 2 Jl. Cipto Mangunkusumo Blok A No. 2 Kavling, Simpangan, North Cikarang, Bekasi, West Java 17530	(021) 89321299	4-star hotel
40	RedDoorz Premium near Kawasan Industri Cikarang	Jl Teuku Umar KM 46 No 100, Sukadanau, Kec. Cikarang Bar., Bekasi, Jawa Barat 17520	-	3-star hotel
41	Enso Hotel	Kawasan MM2100 Jl. Kalimantan Blok CA No. 2- 3, Gandasari, Kec. Cikarang Bar., Bekasi, Jawa Barat 17842	(021) 50603838	3-star hotel
42	Swiss-Belinn Cibitung	Jalan Teuku Umar KM. 45 No. 26 Cibitung, Sukadanau, Kec. Cikarang Bar., Bekasi, Jawa Barat 17530	(021) 88333111	3-star hotel
		Jl. Dr. Satrio - Area		

43	OYO 258 Flagship The Enviro Cikarang	Medical City, Kawasan Industri Jababeka, Cikarang Jakarta, Simpangan, North Cikarang, Bekasi, West Java 17530	(021) 29707600	2-star hotel
44	Metro Hotel	Pasirsari, South Cikarang, Bekasi, West Java 17530	(021) 89842280	2-star hotel
45	HOTEL SM Cibitung	Jl. Raya Teuku Umar No.KM 45 No.97, Cibitung, Kec. Cikarang Bar., Bekasi, Jawa Barat 17520	(021) 88333146	-
46	Collection O 26 Hotel Igloo	Jl. Raya Teuku Umar No.100, Sukadanau, Kec. Cikarang Bar., Bekasi, Jawa Barat 17520	(021) 29707600	-
47	SURYA INN	Mekarmukti, North Cikarang, Bekasi, West Java 17530	0856-9815-808	-
48	Grand Cikarang	Karangraharja, North Cikarang, Bekasi, West Java 17530	0812-2212-1256	-

List of Hotel in Central cikarang				
No	Hotel	Alamat	No Tlp	Bintang
49	Sakura Park Hotel & Residence	Kota Deltamas - Commercial Lot. The Avenue No.5, Sukamahi, Kec. Cikarang Pusat, Bekasi, Jawa Barat 17530	(021) 89977999	4-star hotel
50	GTV Hotel	Jl. Raya Sukamahi No.1, Sukamahi, Kec. Cikarang Pusat, Bekasi,	(021) 29566500	3-star hotel

No	Hotel	Alamat	No Tlp	Bintang
		Jawa Barat 17530		
51	Le Premier Kota Deltamas	ota Deltamas, Commercial Lot Sector 1 No. 6, Jl. Tol Jakarta - Cikampek No.KM 37, Sukamahi, Kec. Cikarang Pusat, Bekasi, Jawa Barat 17530	(021) 80677222	-
52	Sancrest Residence Deltamas	Kota Deltamas Commercial Lot Blok H/03, Desa Hegarmukti, Kecamatan Cikarang Pusat, Hegarmukti, Cikarang Pusat, Hegarmukti, Kec. Cikarang Pusat, Bekasi, Jawa Barat 17530	(021) 50555270	-

List of Hotel in north cikarang				
No	Hotel	Alamat	No Tlp	Bintang
53	Java Palace Hotel	Jl. Niaga Utara, Gg. Kav. I No.2, Mekarmukti, Kec. Cikarang Utara, Bekasi, Jawa Barat 17530	(021) 29281111	4-star hotel
54	Oakwood Residence Cikarang	Jl. Jababeka Raya Kav A-2, Kawasan Industri Jababeka 1, Pasirsari, Kec. Cikarang Utara, Bekasi, Jawa Barat 17530	(021) 39718080	4-star hotel
		Jalan Benyamin		

55	Antero Hotel Jababeka	Sueb Jl. Blk. I No.Blok, Mekarmukti, Kec. Cikarang Utara, Bekasi, Jawa Barat 17530	(021) 28518555	3-star hotel
56	Ibis hotel Cikarang	Jalan Haji Usmar Ismail Jababeka Ii Movieland Kav 2B, North Cikarang, Bekasi, West Java 17530	(021) 89323300	3-star hotel
57	Hotel Grand Cikarang	Jl. Jababeka Raya, Cikarang Industrial Estate I, Cikarang Utara, Pasirgombong, Bekasi, Pasirgombong, Kec. Cikarang Utara, Jawa Barat, 17530	(021) 8934488	3-star hotel
58	Hotel Nine O	Jalan Taman Puspa Blok J No. 38, Jababeka II, Mekarmukti, Cikarang Utara, Mekarmukti, Kec. Cikarang Utara, Bekasi, Jawa Barat 17530	(021) 89831313	2-star hotel
59	Mustika Golf Residence	City, Jl. Arifin C. Noor Kav. A3A, Jl. Movie Land Jl. Jababeka Raya, Mekarmukti, Cikarang, Bekasi, Jawa Barat 17530	0813-8062-7911	-
60	HOTEL REDDOORZ IODIUM	Jl. Dr. Satrio Ruko Plaza Iodium, Blk. C No.03/30, Simpangan, Kec.	0889-7000-0006	-

	RESIDENCE	Cikarang Utara, Bekasi, Jawa Barat 17530		
61	OYO 1554 Pavilio Residence	Jl. Pavilion No.66, RW.4, Mekarmukti, Kec. Cikarang Utara, Bekasi, Jawa Barat 17530	(021) 29707600	-
62	Metropark Condominium	Jl. Niaga Raya No.1, Pasirsari, Kec. Cikarang Utara, Bekasi, Jawa Barat 17530	-	-
63	HOTEL REDDOORZ PAVILION RESIDENCE	Jl. Pavilion Jl. Jababeka Raya No.3, Mekarmukti, Kec. Cikarang Utara, Bekasi, Jawa Barat 17530	0889-7000-0005	-
64	Losmen Guntari	Cikarang, Jalan Pilar Sukatani No.03, RT.003, Sukaraya, Karangbahagia, Sukaraya, Kec. Karangbahagia, Bekasi, Jawa Barat 17530	(021) 89111334	-
65	Grand Zuri jabbabeka II	Jl. Industri Utara 1, Mekarmukti, Kec. Cikarang Utara, Bekasi, Jawa Barat 17530	-	4 star
66	Riverview	Jl. Inspeksi Kalimalang, Wangunharja, Kec. Cikarang Utara, Bekasi, Jawa Barat 17530	-	-
67	Hotel Cikarang	Jl. Gatot Subroto No.13, Karangasih, Kec. Cikarang Utara,	(021) 8901356	-

		Bekasi, Jawa Barat 17530		

List of Hotel in East cikarang				
No	Hotel	Alamat	No Tlp	Bintang
68	Hotel Sukaratu	Jl. Lemah Abang No. 108, Karangsari, Cikarang Timur, Karangsari, Kec. Cikarang Tim., Bekasi, Jawa Barat 17530	(021) 89140064	-

List of Hotel in cibitung				
No	Hotel	Alamat	No Tlp	Bintang
69	Odua STTD Cibitung	Jl. Raya Setu No.9, Cibuntu, Kec. Cibitung, Bekasi, Jawa Barat 17520	(021) 82623416	3-star hotel
70	Hotel Cibitung Indah	Cibuntu, Kec. Cibitung, Bekasi, Jawa Barat 17520	(021) 88374346	-

List of Hotel in tambun				
No	Hotel	Alamat	No Tlp	Bintang
71	@HOM Premiere Tambun	Tambun, Metland Tambun, Jl. Sultan Hasanudin, Tambun, Kec. Tambun Sel., Bekasi, Jawa Barat 17510	(021) 88361234	3-star hotel
72	Win Grand Hotel	Jl. Kyai H. Noer Ali No.8, Jatimulya, Kec. Tambun Sel., Bekasi, Jawa Barat 17510	(021) 82652999	3-star hotel
73	The Regia Tambun by Ultimo	RUKO tambun business Park, Tambun, Tambun	(021) 89522222	2-star hotel

No	Hotel	Alamat	No Tlp	Bintang
		Selatan, Bekasi, West Java 17510		
74	Terus Jaya Hotel	Jl. Sultan Hasanudin No.116, Setiadarma, Kec. Tambun Sel., Bekasi, Jawa Barat 17510	(021) 8800187	2-star hotel
75	Hotel Sidney 81	Jl. Kelana, Tambun, Kec. Tambun Sel., Bekasi, Jawa Barat 17510	(021) 88392036	-
76	RedDoorz Plus near Tambun Station	Jl. Inspeksi Kalimalang, Tambun, Kec. Tambun Sel., Bekasi, Jawa Barat 17510	(021) 80629666	-
77	Hotel Danau Indah	Jl. Inspeksi Kalimalang No.1, Tambun, Kec. Tambun Sel., Bekasi, Jawa Barat 17510	(021) 88327747	-
78	W&W Executive Hotel	Jl. Cemp. Bekasi Tim., Jatimulya, Kec. Tambun Sel., Bekasi, Jawa Barat 17510	(021) 89992350	-

List of Apartment in south cikarang				
No	Hotel	Alamat	No Tlp	Bintang
79	TO.HA room _ sewa apartment Riverview Residence Jababeka Cikarang	tower Mahakam apartment Riverview Residence, Jl. Inspeksi Kalimalang kawasan industri Jababeka, Wangunharja, Kec. Cikarang Utara, Bekasi, Jawa Barat	0821-1010-1186	-

		17530		
80	Azalea Suites Apartment Cikarang by Jayakarta Group	Carrefour Business Center, Jl. Raya Cikarang - Cibarusah, Pasirsari, Cikarang Sel., Bekasi, Jawa Barat 17550	(021) 8939888	-

From the 80 hotels, 10 hotels were selected to be used as research objects, the following authors explain a general description of the research locations or hotels that have been observed by the author and hotels that are the focus of guidance by Government Tourism Office.

Name of Hotel	Stars	Amounts of Rooms	Name of Restaurant
Apartment MM2100	3 Star	100 Rooms	Asuka Restaurant
Java Palace Hotel Jababeka	4 Star	151 Rooms	Seruni Lounge & Airlangga Restaurant
Grand Zuri Hotel Jababeka	4 Star	131 Rooms	Cerenti Restaurant
@HOM Premiere Tambun	3 Star	75 Rooms	Home Restaurant
Enso Hotel	3 Star	190 Rooms	Enso Restaurant
Ibis Budget Cikarang	3 Star	161 Rooms	Streats Restaurant
Holiday Inn Cikarang Jababeka	4 Star	176 Rooms	Delizio Restaurant
Swiss-Belinn Cibitung	3 Star	93 Rooms	Balero Restaurant
Fave Hotel Jababeka	3 Star	155 Rooms	Lime Restaurant
Ayola Hotel	3 Star	170 Rooms	The Ten Restaurant

4.2 Result and Discussion

The results and discussion section will discuss the research problems in Chapter 1. In this research, the authors apply the qualitative and quantitative method of Important Performance Analysis by distributing questionnaires to find answers and the results will be explained.

4.2.1 Result

1. Questionnaire

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 following are the details of the respondents who have filled out the questionnaire:

Number of questionnaires distributed: 100

Number of questionnaires that can be processed : 100 (Valid)

Number of questionnaires that cannot be processed : 0

2. Characteristics of Respondents

The characteristics of the respondents studied included gender, occupation, and hotels and restaurants visited.

a. 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.

Table 4 2 Table of Gender

GENDER	AMOUNT OF RESPONDENT
Man	49
Women	51
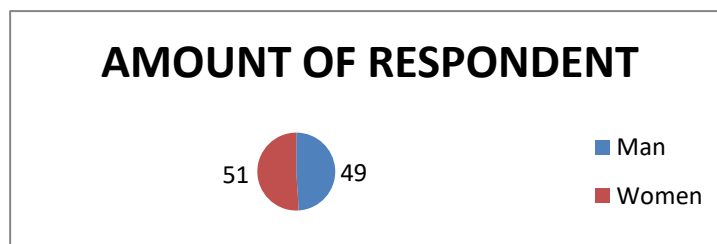
b. Occupations

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 4 3 Table of Occupations

Occupations	AMOUNT OF RESPONDEN
Entrepreneurs	39
Civil Servants	13
Private Employees	32
Housewives.	16
Total	100

AMOUNT OF RESPONDEN

■ AMOUNT OF RESPONDEN

Total 100
Private Employees 16
32
13
Entrepreneurs 39
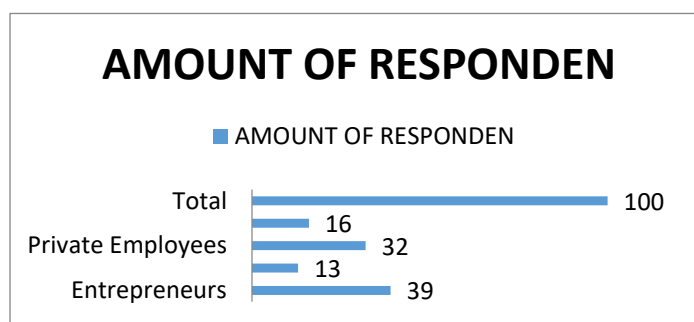
c. **Hotels Restaurants Visited Customer**

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.

Table 4. 4 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**

3. Validity Test

The validity test of the data is carried out to measure whether the questionnaire that has been given to the respondent is valid or not. Validity test can be done using the SPSS application program or manually. In this study, the validity test was carried out using the Corrected Correlation technique using the SPSS version 25.0 application program. Following are the steps in testing the validity of the data :

A. Determining the Hypothesis

H0 = Question items valid questionnaire

H1 = Question items of the questionnaire are not valid

B. Determine the value of r_{table}

For the value of r_{table} with a level of = 5% and degree of freedom (df) = N-2 = 100–2 = 98, then the value of r_{table} = 0.195

C. Finding the value of r_{count}

The calculation of r_{count} can be obtained after processing the data with the help of SPSS 25.0 software for windows. The value of r_{count} can be seen from the SPSS 25.0 output on the Corrected Item Total value (attached output).

If $r_{count} \geq r_{table}$ then Ho is accepted

If $r_{count} < r_{table}$ then Ho is rejected

D. Comparing the value of rtable with rcount

If $r_{count} \geq r_{table}$ then Ho is accepted (Valid)

If $r_{count} < r_{table}$ then Ho is rejected (Invalid)

To see the results of the comparison of the value of r_{count} 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 :

Table 4. 5 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 connecting door.	0.676	0.670	0.195	VALID
4.	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

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 r_{count} value is greater than the r_{table} value for all attributes. For example, for example in variable 1 in the satisfaction data, the value of r_{count} 1 is greater than the value of r_{table} 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.

4. Reability Test.

After testing the validity of another important requirement that is also needed in research, namely the reliability of a data. The reliability test technique used is analysis using Cronbach's Alpha with the help of SPSS 25.0 software for windows. Here are the steps:

A. Determining the Hypothesis

H0 = Items of reliable questionnaire questions

H1 = Questionnaire items are not reliable

B. Determine the value of r_{count}

The results of the calculation of r$Cronbach's$ on SPSS 25.0 software for

windows can be seen from the *Cronbach's Alpha* value in the table below:

Table 4 6 Cronbach's Alpha on the Expectation score reliability test

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

Table 4 7 Cronbach's Alpha on the Perception score reliability test

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

If $r_{count} \geq 0.6$ then H0 is accepted

If $r_{count} < 0.6$ then H0 is rejected

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.

5. Importance and Performance Analysis (IPA)

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.

Then calculate the average level of perception ($\overline{X}$) and the average level of importance ($\overline{Y}$) and then the results will be mapped into a Cartesian diagram which is divided into 4 quadrants using SPSS 25.0 software for Windows.

a. Conformity Level

The level of conformity is the result of the comparison of the company's performance score with the company's interest score. Where the level of conformity is used to determine the order of priority for the improvement of the measured performance factors. The level of conformity is calculated which will

later determine whether the company takes action or maintains its service attributes, besides that the level of conformity also determines which attributes are the priority for the improvement of the factors that affect consumers. An example of the calculation is as follows :

1. Calculating the Perception score and Expectation score

Total Attribute Perception 1 = 368

Total Attribute Expectation 1 = 378

2. Calculating the degree of conformity

Attribute suitability level 1

= (Attribute perception score 1 : variable Expectation score 1) x 100%

= (368 : 378) x 100%

= 97.35%

Average level of conformity

= (Total score of conformity level): 18

= (97.35 + 100 +98.62+……+100) : 18

= 98.72 %

Table 4. 8 Table of Total Score Suitability

No	Variable	Total Score		Suitablity
		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	356	358	100%

	cleaner.			
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 4.7, 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)

b. If TK ≥ 98.72% then an effort is made to maintain achievement/hold (H)

Table 4 9 Hold & Action Decision Table

No	Tingkat Kesesuaian	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

b. Diagram Cartesius

To determine the intersection of two perpendicular lines $(\overline{X})$ and $(\overline{Y})$ 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 4 Diagram Cartesius.
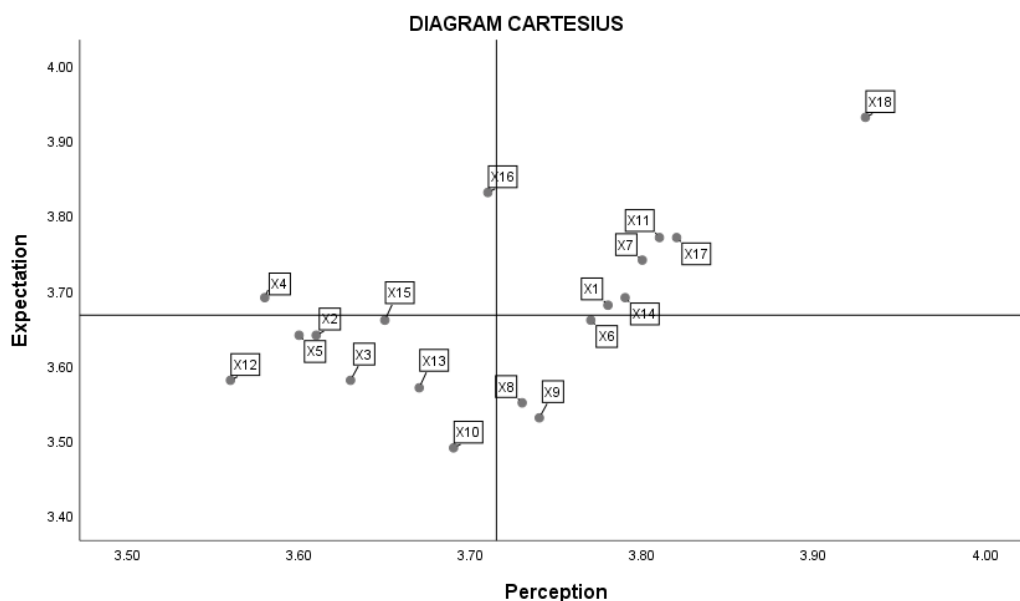
Figure 4 3 Diagram Cartesius

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 4.10 below.

Table 4. 10 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 4.11 below.

Table 4. 11 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 4.12 below

Table 4. 12 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 reused.	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 4.13 below

Table 4. 13 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

4.2.2 The perception of customers regarding Green Practice at restaurant

outlets in the hotels at Bekasi Regency

Green practice leads to actions to protect the environment and the products

produced are minimal in environmental damage (Tzschentke et al., 2004).

Restaurant Outlets in the hotel in Bekasi refency are already making efforts to

implement green practices in their restaurants. With several indicators found by

the author when conducting observations in 10 hotels, the author hopes how the

customer's perception of several things that have been implemented or not

implemented at Restaurant outlets in the hotel in Bekasi Regency is it important to

implement and whether customers are satisfied with green practice efforts in

Restaurant outlets in Bekasi Regency. The following is the data that the author

developed while making observations in 10 research objects in several hotels in

Bekasi Regency:

1. Green Action

Green Action means activities that aim to protect both the environment and the surrounding community. Which is included in the category of green action according to (Schubert, 2008) include :

a. Energy and Water Efficiency, including the use of energy-saving technology in various fields such as lighting, ventilation, office equipment, transportation and more.

Based on the observations made by the author, several hotels have made efforts to save energy by using low-power LED lights, and there are some hotels that use automatic closing door devices to close the door between the kitchen and the restaurant so that the air conditioner used by the restaurant does not enter the kitchen. , and also the author adds an indicator for Put up signs to save water and electricity around Restaurants so that customers are aware that the hotel cares about energy efficiency

The results of data processing using the Important Performance Analysis method, customer perceptions indicate that there is satisfaction in the implementation of green action at the restaurant outlet in the hotel in Bekasi Regency. Customer perception Customer perception shows that they are satisfied with the implementation of indicator 1, namely Turn off water taps and lights when not in use. Restaurant outlets in the Hotel in Bekasi Regency must continue to improve and maintain this because the application of green action in indicator 1 has been very good. Also customers consider indicators 2 and 3 in table 4.12 quadrant 3 not too important and restaurant outlets can

consider whether it is still feasible to apply or not. Also customers are dissatisfied with the implementation of green action on indicator 4 in table 4.10 quadrant 1, namely Put up signs to save water and electricity around Restaurant. Customers feel that the application of sign to save water and electricity is important to implement but the implementation in restaurants is still disappointing, therefore restaurant outlets must improve this.

b. Use of Environmentally Friendly Products, including the use of recycled, Tree-free, biodegradable and organic products.

Some restaurants realize the importance of using environmentally friendly products, such as food and beverage packaging. restaurants in Bekasi Regency have made efforts to reduce plastic and use paper boxes to package food, therefore the authors add an indicator of using biodegradable packaging products (degradable and biodegradable) on food and beverage packaging. Environmentally friendly packaging is packaging designed to minimize or not cause harmful effects to the environment. Packaging that is easy to recycle, such as from paper, cardboard, cloth, corn packaging, mushrooms, and other environmentally friendly packaging options is being developed. Examples of biodegradable packaging are bamboo, cardboard, Polypropylene Plastic, Food Containers, Paper Trays, Paper Cups and Bowls and others. However, from the results of customer perceptions, the indicator is excessive, customers feel this is not important but the restaurant in the hotel still applied this.

c. Recycling and Composting, can be done by recycling existing materials such as glass, plastic, iron, cardboard, paper and other. Meanwhile, the composting process is carried out for waste materials food.

In recycling and composting, the author adds a focus on restaurants in Bekasi Regency for Treating waste water that can be reused, Recycling used goods such as cardboard, iron, glass, plastic and others into new items, for example lantern lights made with used bottles and cardboard and others, Use leftover food into organic fertilizer, and also the author has not seen that restaurants in hotels in Bekasi Regency apply organic and inorganic waste sorting. In addition to facilitating disposal and reprocessing, separating the disposal of organic and non-organic waste can avoid the accumulation of waste. The reason is, garbage that accumulates can become a nest of germs and bacteria which are the main causes of disease. Not only that, piles of garbage can actually trigger air pollution. On the other hand, air pollution causes health problems, especially those related to the lungs and breathing. This can also trigger Global Warming if done continuously.

From the results of customer perceptions on indicators number 7, 8 and 9. Customers are satisfied with the efforts that have been made in several hotels in Bekasi Regency, as shown in indicator number 7 which is included in quadrant 2 in table 4.11, Hotels in Bekasi Regency, especially outlets restaurants must maintain their achievements in recycling used goods such as cardboard, iron, glass, plastic and others into new items. Also customers feel

indicators 8 and 9 are redundant. This is shown in customer perception in table 4.13 quadrant 4.

d. Pollution Prevention, can be implemented by reducing the number of materials standards, efforts to reuse, and improve operational activities environmentally friendly.

To prevent pollution, the efforts that have been carried out by restaurant outlets in hotels in Bekasi Regency are the no smoking regulations in restaurants, Substitution of chemicals with hot water as a table cleaner, Strive to buy materials in bulk to reduce packaging waste.

The results of customer perceptions of customers are satisfied with the efforts to prevent environmental pollution carried out by restaurant outlets in hotels in Bekasi Regency, this is shown in the data results in table 4.11 quadrant 2, in that table there is indicator number 7, Customers are satisfied with the application of No smoking policy in restaurants . Also, the results of customer perceptions show that customers feel it is not important to apply chemical substitution with hot water as a table cleaner and try to buy materials in large quantities to reduce packaging waste, this is shown in table 4.12 Quadrant 3.

2. Green Food

Green Food means sustainable food which use food ingredients that support the environment for the long term in the future. The efforts made by several restaurants in Bekasi Regency are Using local and organic ingredients,

Make menu changes according to the use of local seasonal ingredients, Give special information on the menu, such as vegetarian and so on.

The results of customer perceptions of the green food variable based on the results of the Questionnaire and Important Performance Analysis data processing methods are that the customer is satisfied with the performance of the restaurant outlets in the hotel in Bekasi regency on the application of Using local and organic ingredients, Based on the results shown in table 4.11 Quadrant 2 customers see that the effort to implement green food in indicator 14 has been running smoothly. Customer perception of indicator number 15 in table 4.12 Quadrant 3 shows that according to customers the application of the Make menu changes indicator according to the use of local seasonal ingredients is not too important. Also, customers are dissatisfied with the performance of restaurant outlets on indicator number 16 in table 4.10. Give special information on the menu. Outlets in the Hotel restaurant can improve performance by providing special notes on the menu for vegetarian, vegan and meat menus.

3. Green Donation

Green Donation is the participation of restaurants in community projects and donates funds to environmental issues caused by restaurants. In addition, the restaurant also educates the public on the impact of environmental damage from the restaurant industry and delivers it to ecological sustainability also funding and participating in environmentally friendly projects. In green donation, the author wants to know how customers perception if there is a Funding program and

participating in environmentally friendly projects and Educating the public about green practices.

The results of customer perceptions of the green donation variable based on the results of the Questionnaire data processing method and Important Performance Analysis are that the customer is very satisfied with the performance that has been done to improve indicators 17 and 18 in the Green Donation variable. This is evidenced by the inclusion of indicators 17 and 18 in table 4.11 Quadrant 2. Customers agree and are satisfied if the indicators for Funding and participating in environmentally friendly projects and Educating the public about green practices are still carried out well.

4.2.3 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. The indicators included in quadrant 3 are:

a. Using LED lights to be more energy efficient.

b. 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.

c. Treating waste water that can be reused.

d. Using chemicals that are safe for the environment.

e. Substitution of chemicals with hot water as a table cleaner.

f. Strive to buy materials in bulk to reduce packaging waste.

g. Make menu changes according to the use of local seasonal ingredients.

Green Food variables that get attention from customer perceptions are to give special information on the menu, such as vegetarian and so on or we can see in Indicator number 16 in table 4.10 Quadrant 1. Customers are dissatisfied with the performance of outlet restaurants because many have not provided special information on the menu, the customer feels this is important to do so that the customer knows which menu is vegetarian, vegan, and the meat menu

CHAPTER V

CONCLUSIONS AND RECOMMENDATION

5.1 Conclusions

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.

2. 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:

   a. Put up signs to save water and electricity around Restaurant.

   The customer stated that so far there has been no sign to save water and electricity which according to customer perception is important to implement.

   b. Give special information on the menu, such as vegetarian and so on.

In this indicator, the customer's perception states that it is important to have details / explanations of the ingredients used in the menu and the restaurant can provide notes or special marks for special vegetarian menus.

5.2   Recommendation

To improve the quality of service and the application of green tourism and green practice at hotels in Bekasi Regency, especially Restaurant Outlets to be more optimal, the author gives suggestions to 3 actors to develop efforts to implement green practice in Restaurants Outlets in the hotel in Bekasi Regency.

1. Tourism Government Office of Bekasi Regency

Tourism Government Office provides provisions for hotels or makes rules that can immediately improve and provide socialization and direction for hotels in Bekasi Regency from taking into account the results of customer perceptions in these 4 quadrants. This can be done by giving seminars to hotel employees regarding efforts to implement green practice and green tourism. Also focus on efforts to implement green practice, especially at restaurant outlets by closing this so that it can be scheduled by the Tourism Government Office.

2. Restaurant Outets in the Hotel

Continue to maintain customer achievement and satisfaction based on the results of customer perceptions which are measured using the IPA quantitative method. Also must improve customer dissatisfaction in quadrant 1, such as:

a. Water and electricity savings that can be optimized by installing energy-saving signs.

b. Provide notes for special menus, such as vegetarian, non-vegetarian, etc.

c. If the Goverment Tourism Office has made an agenda or program for the implementation of green practice, improvement and socialization efforts must be monitored so that hotel staff can understand the application of green practiced.

d. Continuing to maintain indicators that are considered to have satisfied consumers so that hotels, especially Restaurant Outlets will focus more on improving services that are considered lacking.

3. Further Research

Suggestions for further research is that it is better if research on perception is carried out focusing on 1 company in order to get more valid results and can directly improvise from the four quadrants based on the results of the customer questionnaire.

.

REFERENCE

Armstrong, G., Kotler, P., & Da Silva, G. (2006). *Marketing: An Introduction: An Asian Perspective*. Pearson/Prentice Hall.

Chen, J. (2010). Sustainability in the Hospitality Industry. *Sustainability in the Hospitality Industry*. https://doi.org/10.4324/9780080941387

Cho, M., & Yoo, J. J.-E. (2021). Customer pressure and restaurant employee green creative behavior: serial mediation effects of restaurant ethical standards and employee green passion. *International Journal of Contemporary Hospitality Management*, *33*(12), 4505–4525. https://doi.org/10.1108/IJCHM-06-2021-0697

Durachim, E. D., & Hamzah, F. (2017). Restoran Bisnis Berbasis Standar Kompetensi. *Jurnal Pariwisata*, *4*(1), 10–21. https://ejournal.bsi.ac.id/ejurnal/index.php/jp/article/view/1701

Ghozali, I. (2006). *Aplikasi analisis multivariate dengan program SPSS*.

Hair, J. F. (2006). *Multivariate Data Analysis*. Pearson Prentice Hall. https://books.google.co.id/books?id=WESxQgAACAAJ

Indra Negara. (2022). *Volume Sampah Naik Sepuluh Persen*. Radar Bekasi. https://radarbekasi.id/2022/01/14/volume-sampah-naik-sepuluh-persen/

Irawan, A., & Vianney, A. (n.d.). *Pengaruh Green Practice terhadap Green Customer Behavior di The kemangi Restoran, Hotel Santika Pandegiling Surabaya*.

Irawan, A., & Vianney, A. (2017). Pengaruh Green Practice Terhadap Green Consumer Behavior Di the Kemangi Restaurant, Hotel Santika Pandegiling Pandegiling Surabaya. *Pengaruh Green Practice Terhadap Green Consumer Behavior Di the Kemangi Restaurant, Hotel Santika Pandegiling Pandegiling Surabaya*, 86–101.

Kanuk, S. &. (2006). *Consumer behavior*. Prentice Hall PTR.

Lee, H., Jai, T.-M. (Catherine), & Li, X. (2016). Guests' perceptions of green hotel practices and management responses on TripAdvisor. *Journal of Hospitality and Tourism Technology*, *7*(2), 182–199. https://doi.org/10.1108/JHTT-10-2015-0038

Leonardo, A., Utomo, S. L., Thio, S., & Siaputra, H. (n.d.). *Eksplorasi Persepsi masyarakat Terhadap Green Practices di Restoran-Restoran yang ada di Surabaya*.

Malhotra, N. K. (2012). Basic Marketing Research. In *Implicit Measures of Attitudes* (2nd ed, pp. 246–263). Pearson/Prentice Hall.

Marsum Widjojo, A. (2005). *Restoran dan segala permasalahannya -*. Andi.

Martilla, J. A., & James, J. C. (1986). *Importance-performance analysis*.

Medeghini Bonatti, P., Lorenzini, G., Baroni Fornasiero, R., Nali, C., & Sgarbi, E. (1994). Cytochemischer Nachweis von zellwandgebundener Peroxidase in von Rost befallenen Puffbohnenbtattern. *Journal of Phytopathology*, *140*(4), 319–325. https://doi.org/10.1111/J.1439-0434.1994.TB00614.X

Mertayasa, I. G. B. (2012). *Food And Beverage Service Operational; Job Preparation*. Andi.

Pannerselvam, R. (2005). *Research methodology*. PHI Learning Pvt.

Peraturan Walikota Bekasi. (2019). Peraturan Wali Kota Tentang Perubahan Atas Peraturan Wali Kota Bekasi Nomor 61 Tahun 2018 Tentang Pengurangan Penggunaan Kantong Plastik. https://peraturan.bpk.go.id/Home/Details/136287/perwali-kota-bekasi-no-37-tahun-2019

Purba, M. M. (2014). Penerapan E-Bisnis Dalam Sistem Informasi Pemesanan Kamar Hotel. *Jurnal Sistem Informasi Universitas Suryadarma*, *3*(1). https://doi.org/10.35968/jsi.v3i1.56

Richard. (2014). *Hotel management : (manajemen perhotelan)* (Cet. rev). Grasindo.

Schubert, F. (2008). *Exploring and predicting consumers attitude and behavior towards green restaurants*.

Schubert, F., Kandampully, J., Solnet, D., & Kralj, A. (2010). Exploring Consumer Perceptions of Green Restaurants in the US. *Tourism and Hospitality Research*, *10*(4), 286–300. https://doi.org/10.1057/thr.2010.17

Sihite, R. (2000). *Tourism industry = (kepariwisataan)* (Cet. 5). SIC.

Siti–Nabiha, A. K., George, R. A., Wahid, N. A., Amran, A., Mahadi, R., & Abustan, I. (2014). The development of a green practice index for the Malaysian hotel industry. *Issues in Social and Environmental Accounting*, *8*(1), 23–47.

Sugiyono. (2007). *Metode penelitian kuantitatif, kualitatif dan R & D*. Alfabeta.

Sugiyono. (2012). *Metode penelitian kuantitatif kualitatif dan R&D*.

Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Alfabeta.

Sugiyono, P. D. (2017). Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D. *Penerbit CV. Alfabeta: Bandung*, *225*.

Sulastiyono, A. (2011). *Manajemen Penyelenggaraan Hotel. Seri Manajemen Usaha Jasa Sarana Pariwisata dan Akomodasi*. Alfabeta.

Supranto, J. (2001). *Pengukuran tingkat kepuasan pelanggan*. Bineka Cipta.

Susepti, A., Hamid, D., & Kusumawati, A. (2017). Pengaruh kualitas pelayanan terhadap kepuasan dan loyalitas tamu hotel (Studi tentang Persepsi Tamu Hotel Mahkota Plengkung Kabupaten Banyuwangi). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, *50*(5), 27–36.

http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/20
52/2444

Tzschentke, N., Kirk, D., & Lynch, P. (2008). Ahead of their time? Barriers to action in green tourism firms. *Service Industries Journal*, *28*(2), 167–178. https://doi.org/10.1080/02642060701842175

Tzschentke, N., Kirk, D., & Lynch, P. A. (2004). Reasons for going green in serviced accommodation establishments. *International Journal of Contemporary Hospitality Management*, *16*(2), 116–124. https://doi.org/10.1108/09596110410520007/FULL/XML

Umar, H. (2013). *Metode penelitian untuk skripsi dan tesis bisnis*.

Appendix 1 Questionnaire English

QUESTIONNAIRE ENGLISH

Customer Name : ....

Put a cross (X) for your answer to the following questions:

1.   **Gender**

    a.   Male   b.   Female

2.   **Education Level**

    a.   SD   b. SMP   c. SMA   d. S1 e. ETC

3.   **Work**

    a.   Entrepreneur b. Civil Servants c. Private Employees d. Housewife

4.   **Hotels Restaurants visited :**

    ....

INSTRUCTIONS FOR FILLING QUESTIONNAIRE

Below are some of the questions you are asked to choose by placing a check mark ( ) on the answer you choose in the column provided. In accordance with your opinion on the questions below.

Fill in the IMPORTANCE column first, then continue to fill in the EXPETATION column

IMPORTANCE		EXPETATION	
Verry Important (VI)	: 5	Verry Important (VI)	: 5
Important (I)	: 4	Important (I)	: 4
Fairly Important (FI)	: 3	Fairly Important (FI)	: 3
Less Important (LI)	: 2	Less Important (LI)	: 2
Not Important (NI)	: 1	Not Important (NI)	: 1

		PERCEPTION					EKSPETATION				
		VI	I	FI	LI	NI	VI	I	FI	LI	NI
Green Action (X1)											
1.	Turn off water taps and lights when not in use.										
2.	Using LED lights to be more energy efficient.										
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.										
4.	Put up signs to save water and electricity around Restaurant.										
5.	Treating waste water that can be reused										
6.	Using biodegradable packaging products (can be decomposed and decomposed by itself) to package food and drink.										
7.	Recycling used goods such as cardboard, iron, glass, plastic and others into new items.										
8.	Use leftover food into organic fertilizer.										
9.	Sorting organic and inorganic waste										
10.	Using chemicals that are safe for the environment										
11.	No smoking policy in the restaurant.										
12.	Substitution of chemicals with hot water as a table cleaner.										
13.	Strive to buy materials in bulk to reduce packaging waste										
Green Food (X2)											
14.	Using local and organic ingredients										

15.	Make menu changes according to the use of local seasonal ingredients.										
16.	Give special information on the menu, such as vegetarian and so on										
Green Donation (X3)											
17.	Funding and participating in environmentally friendly projects										
18	Educating the public about green practices.										

Appendix 2 Questionnaire Indonesia

KUESTIONER INDONESIA

Nama : ....

Berilah tanda silang (X) untuk jawaban anda atas pertanyaan dibawah ini :

1. **Jenis Kelamin**

    a.   Pria   b.   Wanita

2. **Tingkat Pendidikan**

    a.   SD   b. SMP   c. SMA   d. S1 e. ETC

3. **Pekerjaan**

    a.   Pengusaha b. Pegawai Negeri   c. Pegawai Swasta d. Ibu Rumah
    Tangga

4. **Restoran Hotel yang pernah dikunjungi :**

    ....

PETUNJUK PENGISIAN KUISIONER

Dibawah ini terdapat pertanyaan-pertanyaan Bapak / Ibu dimohon untuk memilih
dengan memberikan tanda cheklist (√) pada jawaban yang anda pilih pada kolom
yang telah disediakan. Sesuai dengan opini anda atas pertanyaan-pertanyaan
dibawah ini.

**Isilah bagian kolom KEPENTINGAN terlebih dahulu, kemudian dilanjutkan
mengisi pada kolom EKSPETASI.**

KEPENTINGAN		EKSPETASI	
Sangat Penting (SP)	: 5	Sangat Puas (SP)	: 5
Penting (P)	: 4	Puas (P)	: 4
Cukup Penting (CP)	: 3	Cukup Puas (CP)	: 3
Tidak Penting (TP)	: 2	Tidak Puas (TP)	: 2
Sangat Tidak Penting (STP)	: 1	Sangat Tidak Puas (STP)	: 1

		IMPORTANCE					EKSPETATION				
		SP	P	CP	TP	STP	SP	P	CP	TP	STP
	Green Action (X1)										
1.	Mematikan keran dan lampu ketika tidak digunakan.										
2.	Menggunakan lampu LED agar lebih hemat energy.										
3.	Menggunakan alat penutup pintu otomatis pada pintu penghubung antara dapur dan restoran agar tetap tertutup agar AC restoran tidak masuk ke dap										
4.	Memasang rambu-rambu untuk menghemat air dan listrik di sekitar restaurant.										
5.	Mengolah air limbah yang dapat digunakan kembali.										
6.	Menggunakan produk kemasan biodegradable (dapat terurai dan terurai dengan sendirinya) untuk mengemas makanan dan minuman.										
7.	Mendaur ulang barang bekas seperti kardus, besi, kaca, plastik dan lain-lain menjadi barang baru.										
8.	Memanfaatkan sisa makanan menjadi pupuk organik.										
9.	Memilah sampah organik dan anorganik										
10.	Menggunakan bahan Kimia yang aman untuk Lingkungan										
11.	Kebijakan dilarang merokok di restoran.										
12.	Pergantian bahan kimia dengan air panas sebagai pembersih meja.										
13.	Upayakan untuk membeli bahan dalam jumlah besar untuk mengurangi limbah kemasan										
	Green Food (X2)										
14.	Menggunakan bahan-bahan lokal dan organik										
15.	Lakukan perubahan menu sesuai dengan penggunaan bahan musiman lokal.										

16.	Berikan informasi khusus pada menu, seperti vegetarian dan sebagainya										
Green Donation (X3)											
17.	Mendanai dan berpartisipasi dalam proyek ramah lingkungan										
18	Mengedukasi masyarakat tentang praktik hijau.										

Appendix 3 Expectation Attribute Recap

No	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
1	4	3	4	3	4	5	3	3	4	3	4	4	5	4	5	3	4	5
2	4	4	4	2	3	4	3	4	2	3	3	3	3	4	4	3	3	3
3	3	3	2	3	3	4	4	3	4	4	4	2	2	3	3	2	3	3
4	4	4	3	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4
5	4	3	3	4	4	4	5	5	4	4	3	3	3	4	3	2	3	5
6	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	4
7	4	4	4	3	4	4	4	3	3	3	3	3	4	4	3	4	4	4
8	4	3	3	3	4	3	3	3	4	4	4	4	4	3	3	3	3	3
9	3	3	3	3	2	3	3	3	3	3	3	2	2	4	3	4	4	4
10	5	4	5	4	5	5	4	5	5	4	5	5	4	5	4	5	5	5
11	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
12	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5
13	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
14	3	4	5	3	3	5	5	5	5	5	4	3	4	5	3	4	5	3
15	4	4	3	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4
16	4	3	3	4	4	4	5	5	4	4	3	3	3	4	3	2	3	5
17	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
18	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
19	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
20	4	4	5	4	3	5	5	3	4	4	5	4	4	4	4	4	4	4
21	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
22	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4
23	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3
24	3	3	3	4	4	3	4	3	3	3	4	3	4	3	4	4	4	3
25	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
26	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
27	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
28	4	3	3	4	3	4	3	4	4	4	4	4	4	3	3	4	3	3
29	5	4	4	5	4	3	5	5	4	4	4	5	4	5	5	4	5	4
30	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

31	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
32	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3
33	4	4	4	4	4	3	4	4	5	5	5	4	4	4	4	4	4	5
34	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4
35	4	3	3	3	3	4	4	4	4	4	4	4	3	3	4	5	4	3
36	4	3	3	3	4	3	3	3	4	4	4	4	4	3	3	3	3	3
37	3	3	3	3	2	3	3	3	3	3	3	2	2	4	3	4	4	4
38	5	4	5	4	5	5	4	5	5	4	5	5	4	5	4	5	5	5
39	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
40	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5
41	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
42	5	4	3	3	5	5	5	4	3	4	5	3	3	5	5	5	4	4
43	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
44	4	3	3	4	3	4	3	4	4	4	4	4	4	3	3	4	3	3
45	5	4	4	5	4	3	5	5	4	4	4	5	4	5	5	4	5	4
46	3	4	2	4	3	4	4	4	4	4	4	3	4	3	4	4	4	4
47	4	5	5	4	3	3	3	5	4	4	5	5	3	5	4	4	5	5
48	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
49	3	4	3	3	2	3	3	3	3	3	3	3	3	3	3	3	4	4
50	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
51	4	4	4	5	5	4	4	4	5	4	5	4	4	4	4	4	4	4
52	3	4	4	4	4	3	3	4	4	3	4	3	4	3	3	4	4	3
53	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	4
54	4	4	4	3	4	4	4	3	3	3	3	3	4	4	3	4	4	4
55	4	3	3	3	4	3	3	3	4	4	4	4	4	3	3	3	3	3
56	3	3	3	3	2	3	3	3	3	3	3	2	2	4	3	4	4	4
57	4	4	4	3	4	4	4	3	3	3	3	3	4	4	3	4	4	4
58	4	3	3	3	4	3	3	3	4	4	4	4	4	3	3	3	3	3
59	3	3	3	3	2	3	3	3	3	3	3	2	2	4	3	4	4	4
60	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4
61	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
62	3	2	3	3	4	3	4	4	2	3	4	4	4	4	4	4	2	3
63	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
64	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
65	4	4	4	5	5	4	4	4	5	4	5	4	4	4	4	4	4	4

66	3	2	2	4	4	4	4	4	4	4	4	2	3	2	3	3	4	3
67	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
68	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
69	3	2	3	3	4	3	4	4	2	3	4	4	4	4	4	4	2	3
70	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
71	3	3	4	3	4	5	3	3	4	3	4	4	5	4	5	3	4	5
72	4	4	4	2	3	4	3	4	2	3	3	3	3	4	4	3	3	3
73	3	3	2	3	3	4	4	3	4	4	4	2	2	3	3	2	3	3
74	3	3	4	4	3	3	3	3	4	3	3	3	3	3	4	4	3	3
75	3	3	4	3	4	3	3	3	4	4	3	3	4	3	3	4	4	4
76	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	4
77	4	4	4	3	4	4	4	3	3	3	3	3	4	4	3	4	4	4
78	4	3	3	3	4	3	3	3	4	4	4	4	4	3	3	3	3	3
79	3	3	3	3	2	3	3	3	3	3	3	2	2	4	3	4	4	4
80	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4
81	5	4	4	4	4	4	4	4	4	4	4	3	5	5	2	4	4	4
82	4	3	4	3	4	4	4	4	4	4	3	4	4	4	3	4	4	4
83	4	4	4	4	4	3	3	3	4	4	4	3	3	3	3	4	4	4
84	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
85	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4
86	4	4	5	4	4	4	5	5	5	4	4	3	5	3	3	4	5	5
87	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5
88	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	4
89	4	4	4	3	4	4	4	3	3	3	3	3	4	4	3	4	4	4
90	4	4	3	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4
91	4	3	3	4	4	4	5	5	4	4	3	3	3	4	3	2	3	5
92	5	5	5	4	4	5	4	5	3	5	5	5	5	5	5	5	5	5
93	3	3	4	3	4	5	3	3	4	3	4	4	5	4	5	3	4	5
94	4	4	4	2	3	4	3	4	2	3	3	3	3	4	4	3	3	3
95	3	3	2	3	3	4	4	3	4	4	4	2	2	3	3	2	3	3
96	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3
97	4	4	4	4	4	3	4	4	5	5	5	4	4	4	4	4	4	5
98	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
99	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
100	4	4	5	4	3	5	5	3	4	4	5	4	4	4	4	4	4	4

Appendix 4 Perception Attribute Recap

No	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
1	4	3	3	4	4	5	5	4	5	4	5	5	4	5	5	5	4	5
2	3	3	3	3	3	3	3	3	2	3	4	4	4	4	4	4	4	4
3	3	3	3	4	3	3	3	3	4	4	4	2	3	3	3	3	3	3
4	3	3	3	3	3	4	4	4	3	3	4	3	4	3	3	4	3	3
5	3	3	3	4	4	5	5	4	4	4	4	4	4	4	3	3	3	5
6	3	3	4	3	4	3	3	2	2	2	2	3	3	2	2	2	3	3
7	5	4	4	4	4	4	5	3	3	3	4	4	4	4	4	5	4	5
8	4	4	4	4	3	4	4	4	3	3	3	3	3	4	4	4	3	3
9	2	2	2	2	3	2	2	2	2	2	2	3	2	2	3	4	4	4
10	4	4	3	4	5	5	4	4	5	4	5	3	4	5	4	3	4	5
11	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
12	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5
13	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
14	3	4	5	3	4	4	4	4	5	4	4	3	3	4	3	4	4	3
15	3	3	3	3	3	4	4	4	3	3	4	3	4	3	3	4	3	3
16	3	3	3	4	4	5	5	4	4	4	4	4	4	4	3	3	3	5
17	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
18	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
19	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
20	4	4	5	4	3	5	5	3	4	4	5	4	4	4	4	4	4	4
21	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
22	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4
23	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
24	4	4	4	5	3	3	4	3	3	4	4	3	4	3	4	4	5	4
25	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
26	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
27	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
28	4	2	3	4	4	2	3	4	4	4	4	3	3	3	3	3	3	3
29	5	4	3	4	3	4	4	5	3	3	5	5	4	5	5	5	5	4
30	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
31	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
32	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2
33	4	4	4	5	4	3	5	5	5	5	5	4	4	5	4	5	5	5
34	3	3	4	4	4	3	3	4	4	2	3	2	3	3	3	3	2	2
35	3	3	2	4	4	3	3	3	4	3	4	4	3	3	3	4	3	3
36	4	4	4	4	3	4	4	4	3	3	3	3	3	4	4	4	3	3
37	3	4	2	2	3	2	2	2	2	2	2	3	2	2	3	4	4	4
38	4	4	3	4	5	5	4	4	5	4	5	3	4	5	4	3	4	5
39	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
40	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5

41	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
42	4	5	5	4	4	4	4	5	4	3	4	4	3	4	5	4	5	5
43	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
44	4	2	3	4	4	2	3	3	4	4	4	3	3	3	3	3	3	3
45	5	4	3	4	3	4	4	5	3	3	5	5	4	5	5	5	5	4
46	3	3	2	2	4	3	3	3	3	4	4	3	4	3	3	3	2	4
47	4	5	5	3	3	3	3	5	5	4	5	5	3	5	4	3	5	5
48	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
49	4	4	2	2	3	2	2	2	2	2	2	2	2	2	2	2	3	3
50	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
51	5	5	4	5	4	5	5	5	5	4	5	5	4	5	5	5	5	5
52	3	4	3	3	3	4	3	3	3	4	4	3	4	3	3	4	4	3
53	3	3	4	3	4	3	3	2	2	2	2	3	3	2	2	2	3	3
54	5	4	4	4	4	4	5	3	3	3	4	4	4	4	4	5	4	5
55	4	4	4	4	3	4	4	4	3	3	3	3	3	4	4	4	3	3
56	2	2	2	2	3	2	2	2	2	2	2	3	2	2	3	4	4	4
57	5	4	4	4	4	4	5	3	3	3	4	4	4	4	4	5	4	5
58	4	4	4	4	3	4	4	4	3	3	3	3	3	4	4	4	3	3
59	2	2	2	2	3	2	2	2	2	2	2	3	2	2	3	4	4	4
60	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4
61	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
62	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4
63	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
64	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
65	5	5	4	5	4	5	5	5	5	4	5	5	4	5	5	5	5	5
66	4	4	5	4	4	4	4	4	4	4	4	3	2	3	2	2	3	3
67	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
68	3	3	3	3	3	3	3	4	3	4	3	3	3	3	3	3	3	3
69	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4
70	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

71	4	3	3	4	4	5	5	4	5	4	5	5	4	5	5	5	4	5
72	3	3	3	3	3	3	3	3	2	3	4	4	4	4	4	4	4	4
73	3	3	3	4	3	3	3	3	4	4	4	2	3	3	3	3	3	3
74	3	4	3	4	3	3	3	3	3	3	3	2	3	3	3	3	2	3
75	3	4	4	4	3	4	3	4	4	4	3	4	4	4	4	4	3	4
76	3	3	4	3	4	3	3	2	2	2	2	3	3	2	2	2	3	3
77	5	4	4	4	4	4	5	3	3	3	4	4	4	4	4	5	4	5
78	4	4	4	4	3	4	4	4	3	3	3	3	3	4	4	4	3	3
79	2	2	2	2	3	2	2	2	2	2	2	3	2	2	3	4	4	4
80	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4
81	4	5	5	4	4	5	4	4	4	5	3	4	3	4	4	4	5	5
82	4	5	4	5	4	5	4	3	5	4	5	4	5	4	4	5	4	4
83	4	4	4	4	4	3	3	3	4	4	4	3	3	3	3	4	4	4
84	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
85	4	2	4	4	4	2	3	2	2	3	4	4	4	4	4	4	4	4
86	4	3	3	3	4	3	3	4	4	4	4	3	4	3	3	4	4	5
87	4	5	4	4	5	4	3	2	2	1	3	2	4	4	4	4	4	4
88	3	3	4	3	4	3	3	2	2	2	2	3	3	2	2	2	3	3
89	5	4	4	4	4	4	5	3	3	3	4	4	4	4	4	5	4	5
90	3	3	3	3	3	4	4	4	3	3	4	3	4	3	3	4	3	3
91	3	3	3	4	4	5	5	4	4	4	4	4	4	4	3	3	3	5
92	4	5	4	4	5	3	5	5	3	5	5	5	5	5	5	5	5	5
93	4	3	3	4	4	5	5	4	5	4	5	5	4	5	5	5	4	5
94	3	3	3	3	3	3	3	3	2	3	4	4	4	4	4	4	4	4
95	3	3	3	4	3	3	3	3	4	4	4	2	3	3	3	3	3	3
96	2	4	2	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2
97	4	4	4	5	4	3	5	5	5	5	5	4	4	5	4	5	5	5
98	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
99	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
100	4	4	5	4	3	5	5	3	4	4	5	4	4	4	4	4	4	4