

# Green Hotel Implementation at Komune Hotel and Beach Club Bali to Enhance Front Desk Staff's Green Behavior

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**Abstract:** This research examined how green hotels were utilized and how they enabled staff members at the front desk departments of the Hotel Komune and Beach Club Bali to perform more ecologically. Both qualitative and quantitative research methodologies were used in this investigation. Primary and secondary data were the sources of information used. Data collection techniques include distributing surveys, interviews, observing, and documenting. Descriptive statistical analysis and descriptive qualitative analysis were utilized as data analysis methods in this study. According to the findings of this research, the Hotel Komune and Beach Club Bali have designed a green hotel that adheres to the principles or notion of creating a green hotel. Furthermore, responses to the utilization of land, energy, water, materials, indoor air quality, and environmental management, as well as the management of the environment, were all overwhelmingly positive. Therefore, the Front Office Department staff's green behavior can be enhanced by implementing green hotel programs at the Hotel Komune and Beach Club Bali. Interesting results from this research also include that every facet of the staff's environmentally friendly behavior was included in the category that received a highly positive response. Therefore, the Front Office Department personnel at the Hotel Komune and Beach Club Bali reflects more ecologically responsible conduct the better the implementation of green hotels was accomplished.

**Keywords:** application of green hotel, green behavior of staff, and front office department

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## Introduction

One of the few vacation spots that offer visitors adequate hospitality accommodations in Bali is The Hotel Komune and Beach Club Bali, located on Jalan Pantai Keramas in the Blahbatuh District of the Gianyar Regency. It is among Bali's hotels that have implemented the green hotel movement. Hotel Komune and Beach Club Bali have integrated the eco-friendly resort idea with several ecologically friendly programs related to the green hotel philosophy, according to the findings of an initial interview with the Room Division Manager. To reduce operating costs, raise hotel profitability, promote visitor contentment and allegiance, and preserve the environment, the front office department of hotels should also embrace the green hotel principles (Abdou et al., 2020).

Through several initiatives under the eco-friendly resort philosophy, the Front Office Department implements green hotels (Widyaningsih et al., 2021; Fauzi, 2021). The process of adjusting procedures led to some difficulties and issues throughout implementation. When a hotel decides to run sustainably or implementing a "green hotel" may pressure staff members unfamiliar with the ideas and procedures involved in being environmentally conscious (Pham et al., 2020). It is the basis for the terms "employee's green behavior" or "green behavior staff," i.e., the attitude of employees who demonstrate commitment to environmental conservation efforts through their actions while working in an organization (Su and Swanson, 2019). Due to its significance in determining the success of promoting sustainable hotel chains, the report experienced by human resources who also adhere to these principles, the green behavior of hotel staff is worth noting (Karmoker et al., 2020).

The major problem that underpins this research, namely the need for environmental care measures through the application of green hotels to preserve and maintain the sustainability of hotels, especially at the Hotel Komune and Beach Club Bali, can be formulated based on the background description. However, numerous initiatives from the Front Office Department's implementation of green

hotels at the Hotel Komune and Beach Club Bali ran into several issues and challenges, especially due to the process of adjusting procedures, which reflected the level of staff members' environmental responsibility. It is also consistent with Karmoker et al. (2020) and Ababneh (2021) research findings. They found that the green behavior of hotel staff could be utilized to assess the success of green hotel implementation since it reflects the behavior of human resources who also comply with green hotel principles. As a result, it's crucial to research green hotel practices to give a general overview of how effectively they work and how they could help the Front Office Department at the Hotel Komune and Beach Club Bali staff behave more sustainably.

## Method

Both qualitative and quantitative methods were utilized in this research. Primary and secondary data were indeed the sources of information used. Data collection techniques include surveys, interviews, observation, and documentation. The saturated sample is the sampling method employed during this investigation (Sugiyono, 2017). The data were then examined using descriptive statistical analysis following Sugiyono (2016) and qualitative descriptive analysis methods according to Mile and Huberman (1984) and (Sugiyono, 2017).

## Result and Discussion

### Result

Six characteristics of staff green behavior are investigated as part of the implementation of sustainability practices to enhance performance at the Front Office Department at the Hotel Komune and Beach Club Bali (Baker & Davis, 2014), namely elements of refine, reduce, reuse, recycle, recovery, and retrieve. Listed below are some strategies to explain:

Based on Table 1 - 6, the average value achieved in this study from all areas of green conduct is quite good. The recycle aspect yielded the highest average value of 4.68. Then there are features of reduce and retrieve energy, with an average value of 4.65. The following factors are reuse and recovery, which have a value of 4.55. Meanwhile, the refine aspect received the lowest average rating of 4.53.

**Table 1.** Green hotel implementation improves front desk staff green behavior on refined aspects at Hotel Komune and Beach Club Bali

Indicator	Statement	Staff Assessment (%)					Number	Average	Desc.
		1	2	3	4	5			
Refine	Capable of acquiring the most recent technological systems in the Front Office Departments of Hotel Komune and Beach Club Bali in order to implement green hotel principles	0	0	3	4	12	19	4,47	Very good
	Follow the requirements that Front Office Department employees must comply with while using environmentally friendly products	0	0	0	12	7	19	4,37	Very good
	Maintain the plants in the Komune Hotel and Beach Club Bali's Front Office Department.	0	0	0	5	14	19	4,74	Very good
	Total Average							4,53	Very good

**Table 2.** Green hotel implementation at Hotel Komune and Beach Club Bali in improving green behavior of front office department staff on reduce aspects

Indicator	Statement	Staff Assessment (%)					Number	Average	Desc.
		1	2	3	4	5			
Reduce	Reducing the usage of stationery (paper, pens, etc.) to reduce operational waste provided by the Front Office Department at the Komune Hotel and Beach Club Bali.	0	0	1	7	11	19	4,53	Very good
	Reducing the use of plastic to minimize operational waste generated by the Komune Hotel and Beach Club Bali's Front Office Department.	0	0	0	3	16	19	4,84	Very good
	Follow the Hotel Komune and Beach Club Bali's guidelines about not smoking around the hotel or in the designated smoking area.	0	0	0	8	11	19	4,58	Very good
	Total Average							4,65	Very good

**Table 3.** Green hotel implementation at Hotel Komune and Beach Club Bali in improving green behavior of front office department staff on reuse aspect

Indicator	Statement	Staff Assessment (%)					Number	Average	Desc.
		1	2	3	4	5			
Reuse	Reuse waste papers and plastics as long as they can be used for Front Office Department activities at Hotel Komune and Beach Club Bali.	0	0	0	4	15	19	4,79	Very good
	Using recycled materials in the Front Office Departments of Hotel Komune and Beach Club Bali.	0	0	0	9	10	19	4,53	Very good
	Hotel Komune and Beach Club repurpose leaves as plant fertilizer.	0	0	2	9	8	19	4,32	Very good
	Total Average							4,55	Very good

**Table 4.** Green hotel implementation at Hotel Komune and Beach Club Bali in improving green behavior of front office department staff on recycle aspect

Indicator	Statement	Staff Assessment (%)					Number	Average	Desc.
		1	2	3	4	5			
Recycle	Dispose of waste such as leaves, tree branches, wood, and food scraps in the organic waste receptacle supplied in the hotel area.	0	0	1	3	15	19	4,74	Very good
	Dispose of waste such as plastic, bottles, cans, and Styrofoam in the Komune Hotel and Beach Club Bali area's non-organic trash cans so that they can be recycled.	0	0	1	4	14	19	4,68	Very good
	Dispose of materials such as glass bottles, broken glass, and the B3 (hazardous and toxic substance) trash bins supplied in the Komune Hotel and Beach Club Bali area to be recycled.	0	0	1	5	13	19	4,63	Very good
	Total Average							4,68	Very good

**Table 5.** Green hotel implementation improves front desk staff green behavior on refined aspects at Hotel Komune and Beach Club Bali

Indicator	Statement	Staff Assessment (%)					Number	Average	Desc.
		1	2	3	4	5			
Recovery	As a member of the staff, I believe it is my obligation to preserve the environment around the hotel.	0	0	0	4	15	19	4,79	Very good
	Watering the plants around the hotel if there is any leftover water that has not been used/consumed.	0	0	1	11	7	19	4,32	Very good
	As a member of the hotel staff, I believe it is my obligation to keep the hotel area clear of plastic garbage.	0	0	1	7	11	19	4,53	Very good
	Total Average							4,55	Very good

**Table 6.** Implementation of green hotel in improving green behavior of front office department staff on retrieve energy aspect at Hotel Komune and Beach Club Bali

Indicator	Statement	Staff Assessment (%)					Number	Average	Desc.
		1	2	3	4	5			
Retrieve Energy	To conserve electricity in the hotel area, turn off the lights while not in use.	0	0	0	3	16	19	4,84	Very good
	Use clean water in the hotel area wisely.	0	0	0	7	12	19	4,63	Very good
	Do not overuse technological appliances at the hotel (such as air conditioning, computers, etc.) for purposes other than operational.	0	0	1	9	10	19	4,53	Very good
	Also encourages guests to conserve electricity and water in the hotel area.	0	0	1	6	12	19	4,58	Very good
	Total Average								Very good

## Discussions

The application of green hotels in enhancing the green behavior of employees at the Front Office Department at the Hotel Komune and Beach Club Bali comprises six areas of green behavior of staff researched, namely refine, reduce, reuse, recycle, recover, and retrieve energy. Based on the findings of distributing questionnaires to workers at the Front Office Department at the Hotel Komune and Beach Club Bali on the refinement aspect, the average value reaches 4.53, indicating that the refinement is excellent. The hotel management needs to pay more attention to the indicators that result from the staff members' compliance with the rules governing the usage of environmentally friendly products. The usage of environmentally friendly goods is a staff behavior that has to be improved, given that, according to the results of the questionnaire distribution analysis, there are still quite a few who have not provided a very excellent response. As a result, there is a need for ongoing socializing and instruction regarding the need to utilize environmentally friendly products. These findings are also linked to green hotels' use in energy efficiency, namely in the research of new technology systems as operating systems in the Front Office. Furthermore, indicators for following Production processes for using environmentally friendly products by personnel and maintaining plants are related to environmental management. Good environmental management in hotels undoubtedly positively affects employee behavior at work.

The Front Office Department staff's green behavior can be improved by implementing green hotel programs at the Hotel Komune and Beach Club Bali, particularly in reducing waste. According to the results of the questionnaire distribution, the average response of the Front Office Department workers at the Hotel Komune and Beach Club Bali to the reduction aspect was 4.65, which was considered very good. Concerning the Front Office Department at the Hotel Komune and Beach Club Bali, the use of green hotels affects increasing employee attitudes or green behavior. Improving worker behavior related to the decrease element is undoubtedly inextricably linked to the green hotel programs established and implemented by hotel management. The better the implementation of green hotels, the more environmentally conscious the Front Office Department at the Hotel Komune and Beach Club Bali will become. Additionally, it is anticipated that enhancing staff members' green conduct will benefit overnight visitors and provide them a favorable first impression.

The Front Office Department staff at the Hotel Komune and Beach Club Bali can perform more sustainably in terms of reuse due to the implementation of green hotel programs. According to the questionnaire's distribution, it was determined that the average score was 4.55, which was considered to be great. The staff's use of leaves as plant fertilizer at the hotel, which was met with a generally positive response, is a habit that requires more attention. It can be accomplished by expanding front office department staff awareness of using leaves as fertilizer. An organic fertilizer that is excellent for plant growth is made from leaves (Wardiah et al., 2014). Organic fertilizers can decrease or eliminate the usage of chemical fertilizers, which are damaging to crop sustainability and the health of workers, guests, and others. Green hotel implementation at Hotel Komune and Beach Club Bali has been excellent. The realization of the idea of green conduct is directly correlated with the use of this green hotel. Results from an interview with a Bellboy employee named Dewa Adnyana, who indicated that in-service operations by printing papers using used paper and reducing the use of plastic in serving guests, also support this.

The adoption of green hotel programs at Hotel Komune and Beach Club Bali can potentially improve the green behavior of Front Office Department employees in terms of recycling. The average rating of 4.68 indicates that the overall quality is incredibly good, according to the questionnaire's distribution. The Front Office Department workers must be able to access and obey explicit guidelines for waste disposal from hotel management. There is also a green area for sorting waste, a yellow area for non-organic waste, and a red area for solid or poisonous waste. Green hotel applications, particularly for environmental management, can enhance staff awareness of proper waste disposal practices. This awareness is important in facilitating the process of sorting and recycling so that it becomes useful material for the benefit of the hotel and the community. Some things that become important concerns are increasing awareness of Front Office Department staff through regular education. In addition, socialization also needs to be done for Front Office Department staff who have just joined the Hotel Komune and Beach Club Bali. The application of green hotels that have been able to improve the green behavior of staff should be maintained and improved so that it positively impacts hotel operations (Fadjarwati & Nurzakiah, 2021). Obedience to green behavior-based behavior is also expected to

improve the hotel's quality and provide a positive image for guests staying at the Komune Hotel and Beach Club Bali. Compliance with green behavior-based behavior is also anticipated to raise the hotel's standard and give visitors to the Komune Hotel and Beach Club Bali a favorable impression.

In this research, the implementation of green hotel programs at the Hotel Komune and Beach Club Bali improved the green behavior of front-office workers in the recovery aspect. The distribution of the questionnaires revealed that, with an average score of 4.55, the average staff response to the recuperation component was very good. To carry out the green hotel concept, it is essential to be aware of environmental responsibility, and clean up plastic waste, and water plants when there is leftover water (Supriadi, 2016). The results of the interview revealed that the use of green hotels was able to raise staff awareness of good behavior. The way that staff members maintain the hotel's environment and cleanliness, particularly their water usage for the plants or gardens there, demonstrates their commitment to sustainability. Making policies for green hotels helps control employee behavior and move a hotel away from plastic waste and toward the idea of a high-quality, sustainable green hotel. To enhance the standard of service and the environment provided to guests, the Front Office Department workers at the Komune Hotel and Beach Club Bali place a high value on recuperation.

## Conclusion

Following the standards or the idea of adopting a green hotel, Hotel Komune and Beach Club Bali has become a green establishment. The implementation of green hotels demonstrates that the complete implementation of green hotels at the Hotel Komune and Beach Club Bali has been implemented. According to the report's findings, all aspects of green hotels, including land usage, energy efficiency, water efficiency, materials, interior air quality, and environmental management received very high average scores. Implementing environmental hotel programs at the Hotel Komune and Beach Club Bali can enhance staff members' green behavior in all areas, including energy recovery, refinement, reduction, reuse, and recycling.

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