

UNDERGRADUATE THESIS

**IMPLEMENTATION OF PRO-ENVIRONMENTAL
BEHAVIORS BY FRONT OFFICE STAFF IN IMPROVING
SERVICE QUALITY AT MELIA BALI**



POLITEKNIK NEGERI BALI

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POLITEKNIK NEGERI BALI
BADUNG
2023**

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**IMPLEMENTATION OF PRO-ENVIRONMENTAL BEHAVIORS BY
FRONT OFFICE STAFF IN IMPROVING SERVICE QUALITY AT
MELIA BALI**

**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Business Management Study Program
in Politeknik Negeri Bali**



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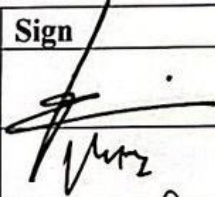
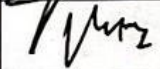

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First and foremost, thank you to The Almighty God for the blessing in completing the thesis entitled “Implementation of Pro-Environmental Behaviors by Front Office Staff in Improving Service Quality at Melia Bali”. The purpose of this thesis composed is to fulfill one of the requirements by students to achieve an applied bachelor’s degree in Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali. The writer realizes that this thesis cannot be finished without support and guidance from various parties during the writing process. In this occasion, I am deeply thankful for:

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The author realizes that this research is still far from perfect considering the limited knowledge and experience so that the author hopes that this research can be useful for other students and tourism industry. Finally, the author would like to thank and apologize for the errors contained in this thesis.

Writer

Putu Ari Sulastri

ABSTRACT

Sulastri, Ari Putu (2023), Implementation of Pro-Environmental Behavior by Front Office Staff at Melia Bali, Thesis: Tourism Business Management Study Program, Tourism Department, Bali State Polytechnic.

This thesis has been approved and examined by Supervisor I: Prof. Ni Made Ernawati, MATM., Ph.D., and Supervisor II: I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si.,

Key words: pro-environmental behavior, front office, service quality

This study focuses on implementation of pro-environmental behavior by Front Office staff and how it affects the service quality at Melia Bali. The data collection method used was direct observation, distributing questionnaires with census samples to 43 Front Office staff as respondents, and interviewing Front Office Supervisor Melia Bali. The data analysis technique used is descriptive statistical data analysis and simple linear regression to answer the problem formulation in this study using the SPSS Version 26 application. The results of the analysis show that the implementation of pro-environmental behavior by front office staff is in very good criteria with an average value of 4.43. There is only 1 implementation that is at high criteria and is still not well implemented, namely participating in social activities related to the environment with an average value of 4.27. The implementation of pro-environmental behavior has a strong positive relationship and has a significant effect on service quality. The results of simple linear regression analysis show that if the implementation of pro-environmental behavior increases, the service quality will also increase. The influence of the implementation of pro-environmental behavior by front office staff contributed 43.8% in improving service quality at Melia Bali, while the remaining 56.2% was influenced by other factors that were not included in this study. After conducting interviews with the front office supervisor, it turns out that the thing that most influences service quality in front office operational activities such as product knowledge, distribution of schedules and manning on certain days, and experience and length of service of the staff.

ABSTRAK

Sulastri, Ari Putu (2023), *Implementation of Pro-Environmental Behavior by Front Office Staff at Melia Bali*, Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah diperiksa dan disetujui oleh Pembimbing I: Prof. Ni Made Ernawati, MATM., Ph.D., dan Pembimbing II: I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si.,

Kata kunci: *pro-environmental behavior, front office, service quality*

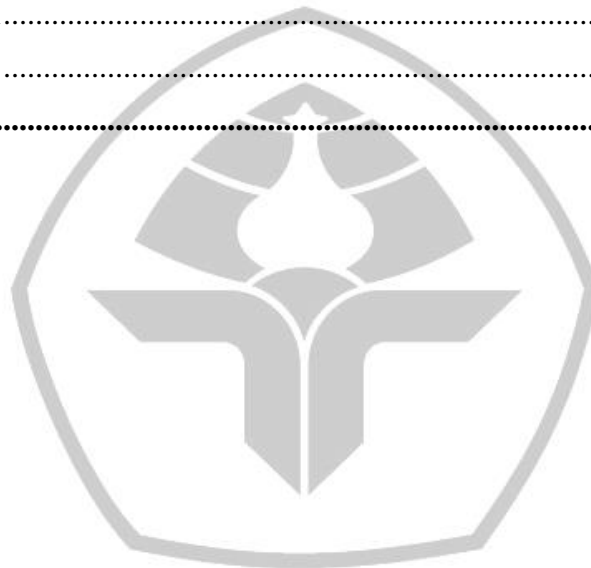
Studi ini berfokus pada penerapan *pro-environmental behavior* oleh karyawan *Front Office* dan bagaimana pengaruhnya terhadap kualitas pelayanan di Melia Bali. Metode pengumpulan data yang digunakan yaitu dengan melakukan observasi secara langsung di lapangan, penyebaran kuesioner dengan sampel jenuh kepada 43 karyawan *Front Office* sebagai responden, dan wawancara dengan *Front Office Supervisor* Melia Bali. Teknik analisis data yang digunakan adalah teknik analisis data statistik deskriptif dan regresi linier sederhana untuk menjawab rumusan masalah dalam penelitian ini dengan bantuan aplikasi SPSS Versi 26. Hasil analisis menunjukkan bahwa implementasi *pro-environmental behavior* oleh karyawan *front office* secara keseluruhan sudah berada dalam kriteria yang sangat tinggi dengan nilai rata-rata yaitu 4,43. Hanya ada 1 implementasi yang berada pada kriteria tinggi dan masih belum sangat maksimal yaitu berpartisipasi dalam kegiatan sosial yang berhubungan dengan lingkungan dengan nilai rata-rata yaitu 4,27. Implementasi *pro-environmental behavior* memiliki hubungan yang kuat secara positif dan berpengaruh secara signifikan terhadap kualitas pelayanan. Hasil analisis regresi linier sederhana menunjukkan bahwa apabila implementasi *pro-environmental behavior* meningkat, maka kualitas pelayanan juga akan mengalami peningkatan. Pengaruh implementasi *pro-environmental behavior* oleh karyawan *front office* berkontribusi sebesar 43,8% untuk meningkatkan kualitas pelayanan di Melia Bali, sedangkan sisanya 56,2% dipengaruhi oleh faktor lain yang tidak disertai dalam penelitian ini. Setelah dilakukan wawancara dengan *front office supervisor*, hal yang paling mempengaruhi kualitas pelayanan dalam kegiatan operasional *front office* adalah *product knowledge*, pembagian jadwal kerja dan *manning* pada hari tertentu, serta pengalaman dan lama bekerja staff.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

Environmental problems are often found today in the Indonesian environment. This problem is usually caused by developments on vacant land from time to time resulting in global warming, reduced water catchment areas, pollution, and a decrease in biodiversity. Pollution and damage that happens in forests, seas, water, soil, atmosphere, and any other forms of damage are caused by irresponsible human behavior and only thinking about the necessities of their own life (Palupi & Sawitri, 2017). Humans and the environment have a mutual relationship and are interdependent. For humans, the environment is one of the most important elements in their lives. Attitudes and human behavior will determine the good and bad conditions of the environment (Hamzah, 2013).

In Indonesia, especially in Bali, the tourism sector is one of the largest sectors that can provide many job opportunities for the local community, so it is important to maintain its sustainability. With the current changes in tourism trends, tourists have started to have a different point of view on travel. They want activities that are more environmentally responsible and experiences that can benefit themselves and the areas they visit. Some tourists have even started to use environmentally friendly concepts and management parameters as a benchmarks in choosing accommodation facilities (Rahmafritria, 2014). Therefore, awareness of

environmental importance is a must for hotel owners in running their businesses. Environmentally friendly behavior has a long-term investment that can create operational cost savings, establish good relations between local communities, and be able to create good service quality so it can attract more tourists to visit.

Front Office Department is one of departments at Melia Bali which plays an important role in implementing behavior that protects the environment, but at the same time it must also be able to provide the best quality service to guests. Front Office Department plays a very important role in providing services to guests because it is the center of hotel operations and is responsible for giving the best first and last impression to guests. Services by Front Office department which are implemented with an environmentally friendly concept provide an opportunity for guests to experience fast and easy services such as online check-in, financial transactions through Electronic Data Capture (EDC) machines, as well as service requests via telephone and digital systems. However, one of the problems that are very difficult for Front Office staff to solve is to apply self-awareness to carry out environmentally friendly behavior. For example, based on observations made by the writer, there is still some staff who do not use recycled paper for internal administrative needs, forget to turn off the lights when leaving the room, use disposable bottles, use the elevator for short distances and are not carrying goods, and some of them don't dispose waste based on its type. Several terms are used by experts to describe behavior that protects the environment, such as; environmental care behavior, environmentally responsible behavior, and pro-environmental behavior (Hung et al., 2013). Pro-environmental behavior is behavior that grows

from one's awareness to minimize the negative impact of human actions on nature and development, such as minimizing resource use, saving energy consumption, using non-toxic materials, and reducing the waste production (Palupi & Sawitri, 2017).

Based on the explanation above, the writer is interested in conducting further research and choosing the title "Implementation of Pro-Environmental Behavior by Front Office Staff in Improving Service Quality at Melia Bali" to find out how much pro-environmental implementation by Front Office staff can affect service quality at Melia Bali.

1.2 Problem Statements

Based on the background described above, the statement of the problem in this research are:

1. How is the implementation of pro-environmental behaviors by Front Office Staffs at Melia Bali?
2. How the implementation of pro-environmental behavior by Front Office staff influences the improvement of the service quality at Melia Bali?

1.3 Research Objectives

Based on the identification of the problems described above, the purposes to be achieved through this research are:

1. To analyze the implementation of pro-environmental behaviors by Front Office Staffs at Melia Bali.

2. To analyze the influence of implementation of pro-environmental behavior by Front Office staff in improving service quality at Melia Bali.

1.4 Research Significances

This research is expected to provide benefits both theoretically and practically. The benefits to be obtained in this research as follows:

1.4.1 Theoretical Benefits

Theoretically, this research is expected to provide additional information to support other research and to add to the bibliography in the academic environment. In addition, this research is expected to provide benefits in adding references and increasing insight and knowledge about the implementation of pro-environmental behaviors by front office staff to improve service quality.

1.4.2 Practical Benefits

a. Benefit for student

This research is expected to provide new knowledge regarding the implementation of pro-environmental behavior by front office staff in improving service quality.

b. Benefit for Bali State Polytechnic

This research is expected to be a reference for future studies regarding the implementation of pro-environmental behavior by front office staff in improving service quality and adding scientific resources for Bali State Polytechnic especially in Tourism Department.

c. Benefit for Melia Bali

This research can be used as evaluation material regarding the implementation of pro-environmental behavior by front office staff in improving service quality in the present or in the future.

1.5 Limitation and Scope of Problems

The scope of the problems in this research is the Implementation of Pro-Environmental Behavior by Front Office Staff in Improving Service Quality at Melia Bali. The limitation of this research is only focus on pro-environmental behavior and service quality. The Pro-Environmental Behavior indicators is based on Kaiser et al. (2007) which includes 6 aspects such as Energy Conservation, Waste Avoidance, Recycling, Mobility and Transportation, Consumerism, and Social behavior towards conservation. And for Service Quality indicators is based on Parasuraman et al. (1988) which includes 5 aspects such as Tangible, Reliability, Responsiveness, Assurance, and Empathy.



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of research conducted with the title "Implementation of Pro-Environmental Behavior by Front Office staff in Importing Service Quality at Melia Bali", it can be concluded that:

1. The implementation of pro-environmental behavior by the front office staffs at the Melia Bali hotel can be conclude that among the six indicators of pro-environmental behavior variable, the highest implementation value is the consumerism indicator with a value of 4.67, and the lowest implementation value is the social behavior towards conservation indicator with a value of 4.27. The total average value of the six dimensions in the pro-environmental behavior variable is 4.43, which can be concluded that pro-environmental behavior already implemented by front office staff at Melia Bali.
2. The implementation of pro-environmental behavior has a strong positive relationship and has a significant effect on service quality. If the implementation of pro-environmental behavior is increased, the value of implementing service quality will also increase. Implementation of pro-environmental behavior by front office staff contributed 43.8% to support service quality at Melia Bali, while the remaining 56.2% was influenced by other factors which were not included in this study.

5.2 Suggestion

Based on the results of the discussion and conclusions that have been described previously, the author has several suggestions such as:

1. For Melia Bali hotel management in the future, they must maintain and improve the existing green hotel and green behavior programs so that the sustainability of the surrounding environment continues to be carried out. Pro-environmental behavior and service quality must be maintained and improved so that guests who come are satisfied with the services at Melia Bali. And all staff at Melia Bali should always remind each other about the implementation of pro-environmental behavior even though there are no written warnings or sanctions.
2. For future researchers, if they want to do similar research to this study, they can look for other indicators included in pro-environmental behavior or research other factors that can improve the quality of service for front office staff, which the authors did not include in this study. In addition, for further researchers can increase the number of respondents by researching all departments in the hotel so that it can be used as a comparison.

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