

Green Practice of Layangan All Dining Restaurant at Infinity8 Bali Hotel

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Abstrak: Tujuan dari penelitian ini adalah untuk mengetahui jenis penerapan green practice yang dilakukan oleh Food and Beverage Department khususnya pada Layangan All Dining Restaurant untuk mendukung kelestarian lingkungan baik di dalam maupun di luar hotel. Penelitian ini menggunakan enam responden yang merupakan karyawan tetap. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi serta dianalisis menggunakan pendekatan deskriptif kualitatif. Hasil dari penelitian ini adalah adanya tindakan memperhatikan kelestarian lingkungan dengan melakukan upaya green practice (green action, green food, dan green donasi). Selain upaya ramah lingkungan, praktik hijau juga berdampak pada niat beli konsumen di restoran berdasarkan hasil data penjualan makanan. Sehingga green practice yang dilakukan berdampak sangat baik terhadap kelestarian lingkungan maupun keberlangsungan hotel dari meningkatnya minat beli konsumen yang terjadi.

Kata Kunci: Green Practice, Green Action, Green Food, Green Donation, Keberlanjutan Lingkungan, Minat Beli Konsumen

Abstract: The purpose of this research is to determine the type of green practice implementation carried out by the Food and Beverage Department especially at Layangan All Dining Restaurant to support environmental sustainability both within and outside the hotel. This study used six respondents who are permanent employees. Data were collected through interviews, observations, and documentation and analyzed using a qualitative descriptive approach. The result of this research is that there is an action of considering environmental sustainability by carrying out green practice efforts (green action, green food, and green donation). In addition to environmentally friendly efforts, green practices also have an impact on consumer purchase intention in restaurants based on the results of food sales data. So the green practice that is carried out has a very good impact on environmental sustainability as well as the sustainability of the hotel from the increasing consumer purchase intention that occurs.

Keywords: Green Practice, Green Action, Green Food, Green Donation, Environment Sustainability, Consumer's Purchase Intentions

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Introduction

According to Kemenparekraf (2021), the high percentage of positive confirmed cases of COVID-19 has an impact and has the potential to cripple Indonesia's tourism economy. Since February 2020, the number of tourists visiting Indonesia has significantly fallen. The drop in the value of tourist visits was caused by large-scale social restrictions and the closing of the country's entrances and departures, which resulted in a 20.7 billion decrease in state income. Of fact, its current status is diametrically opposed to the development of Indonesia's tourism business towards to the year of 2019.

However, when health protocols for all communities in all activities were tightened, the condition began to improve, and tourism activities were gradually opened. The good news about the virus's dropping trend is matched by a positive signal when it is stated that the COVID-19 vaccine has been manufactured and will be widely distributed on a national and worldwide scale. Of course in this case, it can give tourism practitioners optimism that they can recover after two years of struggling and living in the midst of this economic and health crisis. All tourism practitioners must be able to establish new strategies in order to manage their businesses in this new normal when all conditions, particularly customer behavior change, Kristiana et al., (2021).

Hotel entrepreneurs in the tourism industry must be ready to adapt and establish strategies for the growth of their businesses. According to Brian,(2019) hotels are an integral aspect of tourism operations in the tourism sector. It is because hotels offer as a place for travellers to rest, stay, meet, or participate in other activities while on vacation. For Sulastiyono in (Budi Shantika et al., 2021) Before to the pandemic COVID-19, hotel building in Indonesia was extremely rapid. Almost every region in Indonesia has a variety of hotels ranging from three to five stars.

Hotel Infinity8 Bali is a 4-star hotel is located in Jalan By Pass Ngurah Rai No. 88A, Jimbaran. Tourists pick this hotel because it is conveniently located near the airport and other tourist attractions such as shopping complexes. As a result, hotel management must be able to deliver a decent service to customers while also considering how it can benefit or affect the environment.

According to Krik, in (Pramono, 2016) identified a link between certain aspects of the tourism business and environmental concerns. These elements can influence the hotel's environmental strategy. The first of these traits is activity. Hotel operations generate garbage over a wide region as a result of their activities. It consists of many subsections or hotel departments and necessitates a particular quantity of electricity, water, food, paper, and other resources. It was also stated that this adds to a minor amount of pollution in the form of smoke, scents, noise, and chemical contaminants in the environment. Hotel management then must pay attention to the hotel environment in light of the numerous negative impacts that hotel activities might have on the surrounding environment. Green practice is one of the programs that hotel management can implement. Green practice is an action to protect the environment to minimize and decrease the environmental damage, Tzschentke in (Budiantoro et al., 2015).

Even though Infinity8 Bali Hotel is just a 4-star hotel, its placement in the heart of Bali's tourism activity helped Infinity8 Bali win the competition. The graph of guest visits to this hotel demonstrates this. Prior to the pandemic, visits usually climbed year after year.

The graph of visitor visits from 2017 to 2019 is as follows:

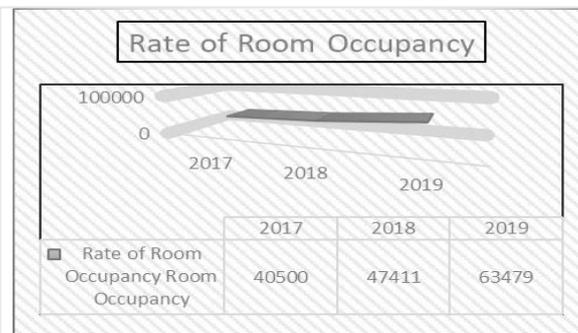


Figure 1. Rate of Room Occupancy

Sourced : Front Office Department Infinity8 Bali Hotel

The graph above shows that this hotel sells a large number of rooms each year, indicating that it can compete with other hotels in the area, including 5 star hotels. In this new normal period, Infinity8 Bali Hotel must compete again and adapt to changes in consumer behavior. However, the industry is not only concerned with profit but also with the long-term sustainable of tourism. Sustainable tourism itself is tourism that predicts economic, environmental, and socio-cultural impacts for the future and it will have a positive impact for the future. One way to maintain sustainable tourism in the hotel environment is to participate in implementing the green practice program in all aspects of facilities and services, for example in restaurants as culinary providers.

The implementation of green practices of Food & Beverage Department at restaurants can be separated into three parts: green action, green food, and green contribution. Green Action means activities at protecting the environment and the surrounding community (Halim et al., n.d.). Green actions include conserving energy and water, using ecologically friendly items, decreasing pollution, and much more. Green food is using food ingredients that support the environment for the long term (Leonardo et al., n.d.). Green food includes using the organic or local materials and do cooperation with the local suppliers. Meanwhile the green donation, is a restaurant's participation to educate about environmental damage from the restaurant industry and make they are understood about environment sustainability (Leonardo et al., n.d.). It is can be done with seminar or training for the employee to make the understood about the importance green practice for environment and the restaurant development.

Environment sustainability can be described as everything that surrounds living things that effect life in conditions that are continuously preserved naturally and with the touch of human hands without the passage of time.

Hotel management that implements green practices considers the influence on a sustainable environment, but they also evaluate the impact on consumer purchasing interest in restaurants. The green practices implemented not only have an impact on environmental sustainability, but also on consumers' purchase interest in the restaurant.

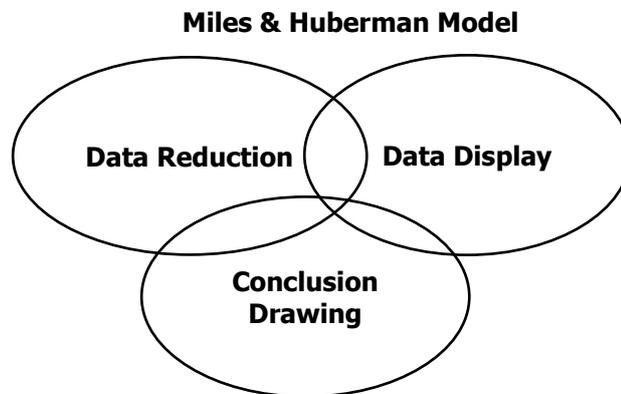
Based on the background of this research, researchers are interested in knowing more about how the implementation of the Food & Beverage Department to support environmental sustainability and the impact to con-

sumer purchase intention in restaurants.

Method

This research was conducted at Infinity8 Bali Hotel that located at Jalan By Pass Ngurah Rai, No.88A, Jimbaran, Badung-Bali. The research is focus on Food & Beverage Department for six months, start from March until July 2022. Researcher used this hotel for knowing furthermore about the green practice implementation because this hotel located at the strategic area and have a many facilities dan good services. The type of data of this re-search are primary data and sec-ondary data.

Primary data according to Sugiyono in (Krestanto, 2021) is data obtained from field study activities, either through interviews, observations and documentation. According to Sugiyono (2016) secondary data are data sources that are not directly received by data collectors, either through other people or through documents. Secondary data sources are complementary data sources that function to complement the data required for primary data. For the interviews, re-searcher used five informant to answer for each question. Data analysis technique for this re-search is used descriptive qualitative analysis with Miles & Huberman model. According to Sugiyono in (Hoffmann, 2009) descriptive qualitative is method that used to examine the condition of natural objects where the researcher is the key instrument. The data collection technique is done by triangulation (combined), the data analysis is inductive, and the results of qualitative re-search emphasize meaning rather than generalization.



Miles & Huberman model is divided into three parts, data reduction, data display and conclusion drawing. Data reduction, according to Yusuf in (Iii, 2017) is the process of selecting, centralizing, simplifying, separating, and transforming "raw" data. According to Sugiyono in (Priyanti et al., 2017) data display is the process of presenting data can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and so on. Conclusion drawing is to be able to answer the formulation of the problem that was formulated from the beginning. Sugiyono in (Mulyono, 2013).

The Definition of Variable Operational

1. Green Practice in this research is explain about implemented by the Food and Beverage Department in the restaurant at the Infinity8 Bali Hotel covers how operations run and it is seen from the attributes that are used to support a green sustainability. Green practice is divided into three parts, those are green action, green food, and green donation.

2. Green Action is a restaurant operational that implemented for not only give profit for industry but also put attention to the environment sustainability and surrounding community. The indicators for green action are;

1) Water & Energy Efficiency

- a. Is there any action to turn off the lamp and water tap if not use?
- b. Is it already use the LED lamp that energy saving?
- c. Is it already put the signs to save electricity or water in restaurant's area?
- d. How about the checking electricity, water, and gas usage, is it regularly?

2) Used Eco-Friendly Products

- a. Is the restaurant already using product packaging that can be recycled?

3) Doing Recycling and Composting

- a. Is there any action to sorting waste according to its type?
- b. Is there a composting process for food waste?

4) Pollution Reduction

- a. Is it already reduced plastic use?
- b. Is there any action to clean up the waste water & sewage regularly?

- c. Is there action to do purchase materials in large packages to reduce the number of small packages that are excessive and become packaging waste.?

3. Green Food is the use of food ingredients that can maintain the sustainability of environmental ecosystems for the long term. The indicators of green food are;

1) Use Organic Products

- a. Is it use the organic materials for foods and beverages?
- b. Is there any action to use vacant land for plant crops that can use as a food ingredient?

2) Serve Local Raw Foods/Materials or Seasonal

- a. Use local raw materials?
- b. Do cooperation with local farmers for the supply of local raw materials?
- c. Providing a food menu that uses seasonal raw materials?

4. Green Donation is a movement carried out by a department to support and participate in green practice implementation for environment sustainability. In this case, how is the role of the F&B Department in educating each staff to participate in implementing green practice. The indicators of green donation are;

1) Educate about the green practice concept

- a. Provide education to restaurant consumers about the importance of preserving the environment (for example through pamphlets, brochures, guideline books)?
- b. Provide education to employees or restaurant staff about the importance of preserving the environment (guidelines books, training, seminars)?

5. Environment Sustainability is seen from how the way of restaurants in Infinity8 Bali Hotel to put attention for environment and social community and not just focus on profit that they can get. In this research, the researcher focuses on the impact of implementation about green practice to green environment or environment sustainability and social community.

6. Consumer's Purchase Intentions The researcher wants to know the impact of green practice is not only for environment sustainability but also how it can influence on purchase intention. In this case, the researcher uses data sourced from the Food & Beverage Department regarding monthly food and beverage sold for the last three years starting in early 2019 (pandemic) until the end of 2021.

Result and Discussion

The Implementation Green Practice of Layangan All Dining Restaurant to Support Environmental Sustainability

The three indicators of green practice (green action, green food and green donation) have been answered by each informant who knows every point of the three indicators that the researcher uses in this research. Infinity8 Bali Hotel's seriousness, especially in the Food & Beverage Department in paying attention to environment sustainability, is evident from the programs that have been implemented. The researcher observes that most of the indicators that the researcher uses are applied well in this department. The first thing that was implemented was green action by the Food & Beverage Department which also worked with other teams in implementing and supervising how the program was implemented. Green actions that are implemented really pay attention to the environment, such as efforts to use energy and water efficiently. This action certainly has a positive impact on the environment because the use of electronic devices that are not monitored for use and used excessively will increase pollution.

Not only that, the more electricity used, the more coal or oil the power plant has to burn. This causes pollution from power plants is also getting bigger. In addition, excessive use of electronic/electrical devices will be easily damaged, such as air conditioning, if it is turned on continuously, it will collect dust and dirt that can interfere with its performance. Likewise, the use of water must always be monitored. Uncontrolled use of water will certainly reduce the amount of clean water and threaten future life. Apart from being efficient in using energy and water, the Food & Beverage Department also takes green action by not using excess paper. The restaurant does not use a printed menu and is given to guests who come, but along with the development of technology the menu is provided in the form of an E-Menu. Guests who come no longer need a lot of interaction with the waiter, just scan the barcode on the E-menu guests can already know the food and drinks offered. In addition to making it easier, this also supports during a pandemic like this because it doesn't use menus that could have been touched by many people, good hygiene is maintained for guests and waiters, and no less important is that this action is very beneficial for the environment because it reduces paper usage.

The Food & Beverage Department also mentioned that efficient use of paper is also carried out at the office, for example using used paper to print office/restaurant needs. Reducing the use of paper means participating in preserving the environment because every 12,000 paper produced is then used means sacrificing one tree in the forest. The next environmental conservation movement carried out by Food & Beverage the department is also focused on the kitchen. As explained by the Executive Chef, that the kitchen is a place that must be very clean and hygienic because it is a place for food processing for guests. It is important for the kitchen to always keep the kitchen clean by routinely cleaning once a week. For the drains in the kitchen, it is also important to clean. The tools used are always cleaned and monitored whether there is damage or not, such as gas used and checked regularly with the engineering team. As for waste, this kitchen always distinguishes waste based on its group to facilitate the next process. Usually the kitchen at Infinity8 Bali only groups waste, both plastic and organic waste, unfortunately there is no composting process at this hotel. What is done is that the collected waste is then only handed over to a third party.

As for the selection of food raw materials that will be offered there was a guest, Mrs. Uke Wilsha Evasari as Food & Beverage Manager explained that the food provided mostly used local menus because local food was still in great demand. However, it is possible that there will be other types of food provided that they always use local and organic products. So the Food & Beverage Department uses local food ingredients. From the purchasing side, they have

collaborated with local traders to meet the needs of the necessary food ingredients. Of course this action is very useful because by using local food ingredients that have not undergone an imported process, it will be much fresher and healthier for guests. In addition, do cooperation with local supplier can also support the local economy around the hotel which could be affected by the construction of the hotel.

There is one green practice effort that is quite unique for researchers because this restaurant uses a besek as a place for food. Usually besek is used to pack take away food. So this really reflects a form of concern for environment sustainability because the besek is made from environmentally friendly materials and is a traditional product. That way, apart from being healthy because there are no chemicals contained in this food packaging, it also makes guests interested in using it because it gives a traditional yet luxurious impression. So this really reflects a form of concern for environment sustainability because the besek is made from environmentally friendly materials and is a traditional product. That way, apart from being healthy because there are no chemicals contained in this food packaging, it also makes guests interested in using it because it gives a traditional yet luxurious impression.

The success of this department in implementing green practice, it is indeed strongly supported by internal factors, namely good cooperation between employees so that the program launched by the manager can run smoothly. The efforts made by Mrs. Uke Wilsha Evasari to support environment sustainability in the hotel environment starting from the department she leads are indeed very good. He also always supervises his employees to maintain awareness and concern for environmental issues that cannot be underestimated. Like the movement to bring your own drinking bottle which is enforced for all its employees, it can also contribute to reducing plastic waste generated by hotels.

Of course, all forms of green practice carried out by the Food & Beverage Department have a very positive impact on the environment, both from green action, green food and green donation, which are fully oriented towards environment sustainability, the availability of natural resources and paying attention to social environment from the environment around the hotel by doing good cooperation with local suppliers so that it can support the economy of the community around the hotel.

The explanation from Mrs. Uke Wilsha Evasari as the informant who researchers think knows best about any information from the green practice process carried out by the Food & Beverage Department at Infinity8 Bali Hotel, has confirmed that it is true that all forms of green practice are very supportive for environment sustainability. . This is because every indicator point that refers to the green practice movement is proven to all consider existing environmental problems. So the researcher concludes that green practice in the Food & Beverage Department really supports environment sustainability in the future.

Impact of Green Practice Implementation on Consumer's Purchase Intention in Layangan All Dining Restaurant at Infinity8 Bali Hotel

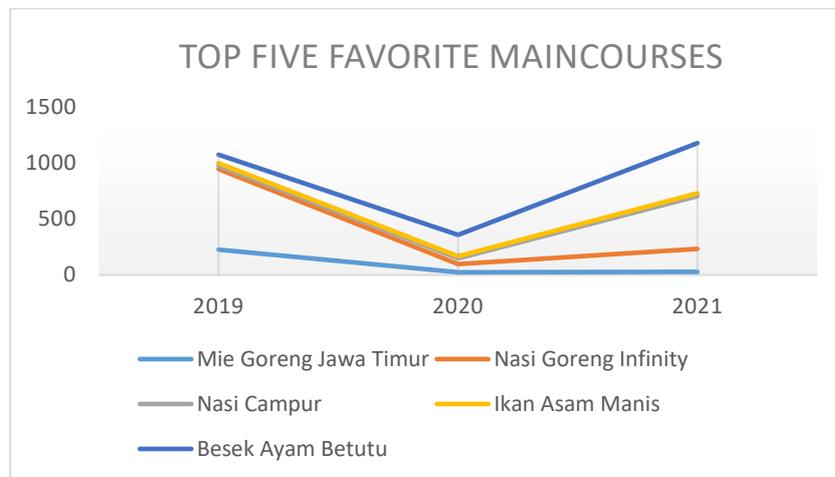
The solution to the next problem formulation is regarding the impact of green practice on consumer purchase intention in restaurant at Infinity8 Bali Hotel. So, in this thesis, researchers are not only focused on green practices carried out in supporting a sustainable environment by the Food & Beverage Department, but researchers also want to know whether there is an impact given by the implementation of green practices for

consumer purchase intention in restaurants. The first informant that the researcher addressed was Mrs. Uke Wilsha Evasari to answer whether there was an impact on consumer purchase intention after the application of green practice and which of the three categories had the most impact on consumer purchase intention.

Mrs. Uke Wilsha Evasari explained that there was a link between implementation of green practice by increasing consumer purchase intention. However, in addition to conducting interviews with Mrs. Uke Wilsha Evasari, the last informant that the researcher addressed was Mrs. Sri Rastri Gayatri as the Food & Beverage Admin who knew and had data regarding the consumer's purchase intention. The data that the researcher uses is the result of documentation of the amount of food (maincourse) sold from 2019 to 2021 and through the food sales data, the researcher can later strengthen the explanation from Mrs. Uke Wilsha Evasari that the green practice carried out has an impact on consumer purchase intention.

The data that the researcher uses is food sales on main course items, especially for some of the most popular food items. In this maincourse sales graph, the researcher will use it as a reference whether there is a significant impact on consumer purchase intention in the restaurant.

Table 2. Top Five Favorite Maincourses



Source: Food & Beverage Department Infinity8 Bali, 2022 (data processed)

The food sales graph above, starting from the beginning of 2019 to the end of 2021, can be seen that it is indeed the type of food that is most often in demand. This can be seen from the sales table where local food is widely sold, such as the example of Mie Goreng Jawa Timuran. In addition, the menu with besek packaging is also a favorite for consumers when viewed from the number of sales from year to year, many are sold. If you look at the graph, each item was sold a lot in 2019, but since the pandemic, in 2020 the graph has dropped drastically because there is zero occupancy at hotels. As for 2021, seen from the graph, there has been an increase in each item because hotel occupancy has started to recover until starting April 2022 the number of maincourse sales is also increasing based on the sales table data provided. The initial explanation given by Mrs. Uke Wilsha Evasari, explained that: "besek is a local and traditional product that does not contain chemicals in it and when used as food packaging it will be very safe and give the impression of luxury" is indeed true if it is related to the amount listed on the food packaging. sales table. So that point green food with the use of besek for food packaging and the use of local products with fresh and healthy quality is proven to be able to attract purchase intention from consumers. "Besek is a local and traditional product that does not contain chemicals in it and when used as food packaging it will be very safe and give a luxurious impression" is true if it is related to the amount listed on the sales table. So that point green food with the use of besek for food packaging and the use of local products with fresh and healthy quality is proven to be able to attract purchase intention from consumers. "Besek is a local and traditional product that does not contain chemicals in it and when used as food packaging it will be very safe and give a luxurious impression" is true if it is related to the amount listed on the sales table. So that point green food with the use of besek for food packaging and the use of local products with fresh and healthy quality is proven to be able to attract purchase intention from consumers.

Based on the food sales table and the results of interviews with managers from the Food & Beverage Department, researchers have answered questions related to the effect of implementing green practice on consumer purchase intention at restaurants at Infinity8 Bali Hotel. So in addition to having a positive impact on the environment, the implementation of green practices is also able to have a positive impact on consumer purchase intention as described above. In this way, Infinity8 Bali Hotel, especially the Food & Beverage

Department, is committed to continuing to implement this green practice because of the impact it has on the hotel and its surroundings as well as contributing to the development of the hotel and the welfare of its employees.

Conclusion

Green practice, which includes Green Action, Green Food, and Green Donation, has been carefully coordinated and overseen among teams capable of having a positive impact on the environment. According to the findings of the interviews, the three indicators of green practice were implemented with the goal of maintaining environmental sustainability and might have a good impact on the hotel, the environment around the hotel, and the social life and work comfort of hotel personnel.

The implementation of green practices, such as the use of besek, and the menus offered are attractive enough to attract consumers' purchase interest. Of course, this is very good for hotel development because, in addition to implementing green practices for the benefit of the environment, it can also indirectly attract consumer purchase intention. Thus, it can be concluded that the implementation of green practice of Layangan All Dining Restaurant is able to increase consumer purchase intention at restaurants at Infinity8 Bali Hotel.

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