

UNDERGRADUATE THESIS

**IMPLEMENTATION OF GREEN ACTION IN IMPROVING
SERVICE QUALITY AT FRONT OFFICE DEPARTMENT IN
HILTON CLEARWATER BEACH RESORT & SPA**



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ACKNOWLEDGEMENT

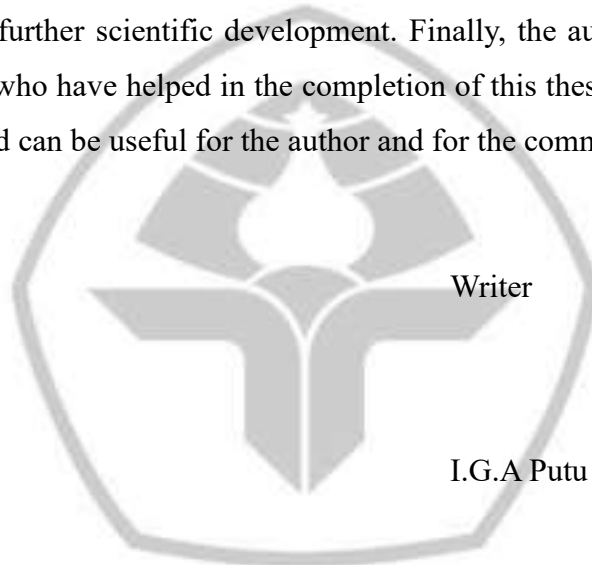
Praise be to God Almighty, for all His graces and gifts, which have given strength, health, and opportunities so that the thesis can be completed with the title "Implementation of Green Action in Improving Service Quality at Front Office Department in Hilton Clearwater Beach Resort & Spa" as one of the requirements to obtain a bachelor's degree in the Study Program Tourism Business Management, Faculty Tourism, Politeknik Negeri Bali. This research is prepared with the aim of contributing knowledge in the field of service in the hospitality industry.

The writer hopes that this thesis can be useful for the development of science, as well as provide an overview or solution to problems that exist in society or the world of education. The completion of this thesis is certainly inseparable from guidance, support, and prayers from various parties. Therefore, with full respect and gratitude, the author would like to express his deepest appreciation to:

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Hopefully this thesis can provide benefits for readers and become useful consideration in further scientific development. Finally, the author would like to thank all parties who have helped in the completion of this thesis. Hopefully what has been achieved can be useful for the author and for the community in general.



Writer

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ABSTRAK

Karindia, I.G.A Putu Bintang. (2025). *Implementation of Green Action in Service Quality by Front Office Department at Hilton Clearwater Beach Resort & Spa*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dr. Ni Nyoman Sri Astuti, SST. Par., M.Par, dan Pembimbing II: Elvira Septevany, S. S., M.Li.

Kata Kunci: Implementasi, *Green Action*, Kualitas Pelayanan, *Front Office*, Hilton Clearwater Beach Resort.

Penelitian ini bertujuan untuk menganalisis implementasi *green action* yang diterapkan oleh departemen *front office* di Hilton Clearwater Beach Resort & Spa, serta mengevaluasi pengaruhnya terhadap kualitas layanan. *Green action* merujuk pada praktik ramah lingkungan seperti efisiensi energi, penggunaan bahan ramah lingkungan, daur ulang, dan pengurangan polusi. Penelitian ini menggunakan pendekatan kuantitatif, yang diperoleh dari kuesioner yang dibagikan kepada 60 tamu hotel, ditentukan menggunakan rumus Slovin. Variabel yang dikaji adalah *green practice* sebagai variabel independen dan *service quality* sebagai variabel dependen. Teknik analisis data meliputi analisis statistik deskriptif, regresi linear sederhana, serta uji validitas dan reliabilitas instrumen. Hasil penelitian ini memberikan gambaran komprehensif mengenai efektivitas *green action* dalam meningkatkan kualitas layanan di sektor perhotelan, khususnya pada layanan *Front Office*.

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ABSTRACT

Karindia, I.G.A Putu Bintang. (2025). *Implementation of Green Action in Service Quality by Front Office Department at Hilton Clearwater Beach Resort & Spa*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Dr. Ni Nyoman Sri Astuti, SST. Par., M.Par, and Supervisor II: Elvira Septevany, S. S., M.Li.

Keywords: Implementation, Green Action, Service Quality, Front Office, Hilton Clearwater Beach Resort.

This study aims to analyze the implementation of green action implemented at front office department in Hilton Clearwater Beach Resort & Spa and evaluate its impact on service quality. Green action refers to environmentally friendly practices such as energy efficiency, use of environmentally friendly materials, recycling, and pollution reduction. This study uses a quantitative approach, obtained from questionnaires distributed to 60 hotel guests, determined using the Slovin formula. The variables studied are green practice as the independent variable and service quality as the dependent variable. Data analysis techniques include descriptive statistical analysis, simple linear regression, and instrument validity and reliability tests. The results of the study is to provide a comprehensive picture of the effectiveness of green action in improving service quality in the hospitality sector, especially in front office services.

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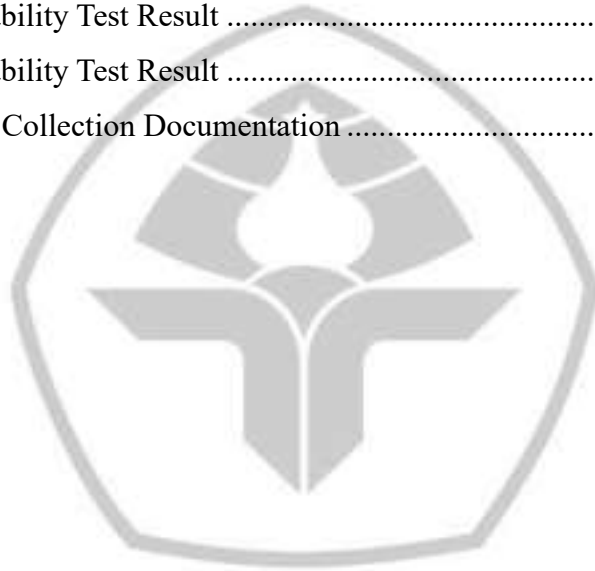
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CHAPTER I

INTRODUCTION

1.1 Research Background

Millions of domestic and foreign tourists visit the United States annually, making tourism one of the main ways the Country earns foreign exchange. It can aid in the expansion of the nation's economy. The US tourism sector has expanded over time to increase interest in travel. Visitors from other countries travel to the US to experience its cities, entertainment centers, historical landmarks, and scenic spots. According to the United States Travel Association, there are 2.3 million domestic trips made by AS citizens that are not for leisure, business, or personal needs.

However, global environmental problems are currently a critical issue that requires attention from all industry sectors, including hospitality, which is one of the significant contributors to energy use and waste production. Hilton Hotels & Resorts, one of the world's leading hotel chains, started a global commitment to reduce its carbon footprint by 50% and increase social investment by 2030. Hilton Clearwater Beach Resort & Spa is a hotel resort has a beautiful view of Mexico, located in Clearwater, Florida, under the Hilton brand. Hilton Clearwater Beach Resort & Spa is taking proactive steps in supporting these initiatives through the implementation of green actions in various hotel departments, especially in areas in direct contact with guests, which is the Front Office Department. In-depth research is needed on the effectiveness of green action implementation in the context of improving service quality in the Front Office Department of Hilton

Clearwater Beach Resort & Spa to improve both aspects. According to Masloman et al., (2014) customer satisfaction affects employees' performance and product outcomes.

View data: Driver Scores X

| Created Date | Stay Score | Honors Recognition | Overall Cleanliness | Service Quality | Room Quality | Public Areas | Technology |
|--------------|------------|--------------------|---------------------|-----------------|--------------|--------------|------------|
| Jan 2025 | 64.9% | 62.7% | 70.1% | 73.8% | 59.8% | 73.8% | 64.2% |

Figure 1.1 Driver Score

Source: Hilton Clearwater Beach Resort & Spa, 2025

Based on the information provided by the hotel, several areas can be improved, particularly in terms of service quality, which is the hotel has goals to achieve for a 90% score instead of 73.8% of service quality. Some common problems in service quality in the hotel such as slow check-in process, hotel still used plastic key card instead of digital keys as a green hotel and employee who are less engaged or insensitive to guest needs. Hilton Clearwater Beach Resort & Spa currently provides media categories as electronic services to support green action implementation including Hilton Honors Apps which utilizes eco-friendly feature, and a hotel website designed to help guests quickly and get more information about the hotel easily. Green action contributes to improving service quality at the Front Office Department by enhancing the overall guest experience. However, Hilton Clearwater Beach Resort & Spa has not fully implemented green action to improve service quality, such as using eco-friendly facilities, paper registration forms, and not maximizing to inform about green hotel properly.

Dewi et al., (2023) state that their research aims to determine the implementation of green practices in improving service quality in the Front Office Department at Mercure Bali Legian. The method used is qualitative with a descriptive approach, and the results of the study indicate that the implementation of green action has a positive impact on service efficiency and the improvement of service quality. The focus of the study lies in efforts to maintain and enhance specific indicators in environmentally friendly practices. The similarity between this study and the research to be conducted lies in the research object, namely the hotel's Front Office Department, as well as the focus on green action. However, the main difference lies in the method used this study uses a qualitative method, whereas the research to be conducted will use a quantitative approach to measure the effectiveness of green action in a more structured and data-driven manner.

The upcoming research will focus on the influence of green action implementation on improving service quality in the Front Office Department at Hilton Clearwater Beach Resort & Spa. In contrast to the previous studies that all used qualitative methods, this study will utilize a quantitative approach, making it more focused on measuring the effectiveness of green action policies numerically and in a structured manner. Moreover, the location of this research also differs, as it is conducted abroad (United States), while the previous studies were all conducted in Bali, Indonesia. In terms of focus, the previous studies emphasized the implementation of green practices or changes in staff behavior, whereas this study specifically evaluates the influence of green action implementation on the quality of service delivered to guests.

Based on the above background, the researcher is interested in conducting a study entitled "The Implementation of Green Action in Improving Service Quality at Front Office Department Hilton Clearwater Beach Resort & Spa."

1.2 Research Questions

Based on the background above, the problem formulation that can be drawn from this research is as follows:

1. How is the implementation of green action by the Front Office Department in Hilton Clearwater Beach Resort & Spa?
2. How is the implementation of green action in improving service quality front office at Hilton Clearwater Beach Resort & Spa?

1.3 Research Objectives

Based on the formulation of the problem that the researcher has formulated, the objectives to be achieved are:

1. To analyze the implementation of green action by the Front Office Department at Hilton Clearwater Beach Resort & Spa.
2. To analyze the impact the green action by improving the service quality Front Office at Hilton Clearwater Beach Resort & Spa.

1.4 Research Significance

1.4.1 Theoretical Benefits

Theoretically, this study's findings may inform and educate future research on "Implementation of Green Action in Improving Service Quality at Front Office Department in Hilton Clearwater Beach Resort & Spa," and help advance

knowledge in that area.

1.4.2 Practical Benefits

1. Benefit for Hilton Clearwater Beach Resort & Spa

This undergraduate thesis may be used as a starting point and a valuable source of information for developing a position statement about the adoption of green practices to improve front desk staff productivity.

2. Benefit for Politeknik Negeri Bali

This research will work as a resource for Politeknik Negeri Bali students who conduct additional research on implementing green practices to support green hotels.

3. Benefit for Students

For enhancing the knowledge and awareness of students of the implementation of green practices to improve front desk staff productivity.

1.5 Limitations and Scope of Research

In order for the study to have a clear scope and direction, the researcher defined the limitations of the problem as follows: The scope of this research is focused on a study entitled “Implementation of Green Action in Improving Service Quality at Front Office Department in Hilton Clearwater Beach Resort & Spa”. The limitation of this research lies in the location and object of research, which is carried out at Hilton Clearwater Beach Resort & Spa by focusing on the Front Office Department. The selection of this department is based on the role of this department, which is at the forefront of direct interaction with guests and plays an important role in delivering green service practices.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusions

Based on the discussion in the previous chapter, it can be concluded that:

1. The implementation of Green Action in the Front Office Department has contributed significantly to improving the quality of service at Hilton Clearwater Beach Resort & Spa. These sustainability steps not only support environmental sustainability but also improve operational efficiency and guest experience. Green Action contributes 77.9% in improving service quality, making it an effective sustainable strategy to improve customer satisfaction and meet the expectations of modern travelers who are increasingly concerned about environmental issues. The hotel has successfully integrated several eco-friendly practices, including the utilization of digital technology through the Hilton Honors app and the hotel website, aimed at reducing paper consumption and facilitating information access for guests. However, despite clear efforts, the full implementation of these green actions still faces some challenges. Therefore, sustainable development and innovation in Green Action need to be continuously carried out.
2. The implementation of green actions in the Front Office Department of Hilton Clearwater Beach Resort & Spa holds great potential for enhancing service quality and the hotel's image in the eyes of guests, especially for those who are environmentally conscious. By embracing eco-conscious

practices, the hotel not only aids in environmental conservation but also enriches the guest experience, potentially boosting satisfaction and fostering loyalty. Nevertheless, data reveals that despite the implementation of green initiatives, the hotel continues to encounter obstacles in meeting its established service quality benchmarks (73.8% compared to a 90% target). This indicates that while green efforts are valued, persistent challenges in essential services, such as the efficiency of the check-in process, the upkeep of facilities (including room cleanliness and equipment functionality), and the responsiveness of staff, continue to influence the overall perception of service quality. Consequently, for green initiatives to exert their maximum influence on service quality, it is imperative for the hotel to not only prioritize environmental sustainability but also to concurrently enhance operational efficiency and fundamental service standards. When green initiatives are effectively combined with high-quality and efficient services, it will bolster the hotel's reputation as an environmentally responsible organization and a provider of exceptional service, ultimately resulting in a significant and sustainable increase in guest satisfaction.

5.2 Suggestions

Based on the conclusions that have been obtained, here are some suggestions that can be given:

Based on the findings from the research concerning the first issue of how the Front Office Department at Hilton Clearwater Beach Resort & Spa implements green

actions, it is recommended that the hotel continues to enhance the effectiveness of its environment-friendly programs. Though many indicators have been successfully followed, such as energy efficiency and the use of eco-friendly materials, areas like the use of recycled items during check-in and guest education about green programs still have room for improvement. The hotel could benefit from offering ongoing training for Front Office staff to deepen their understanding of green actions and encourage active guest involvement through engaging digital communication and appealing signage. Regular evaluations and updates to the sustainability-focused standard operating procedures are also essential for maintaining consistent implementation. Meanwhile, regarding the second issue of how green actions help improve service quality at the Front Office, it is suggested that hotel management integrate environmentally friendly practices more strategically into the guest service experience, management also can do reducing the paper waste especially in front office area for printer, if the guest want to print for the receipt during their stay, the staff can recommend to share digitally by email. To better support its sustainability efforts, the hotel is encouraged to use digital solutions, especially by switching from regular plastic room keys to digital key systems that can be accessed through mobile phones. This change helps cut down on plastic waste and supports the hotel's green values, giving guests a more environmentally friendly and smooth experience. The analysis shows that green actions contribute significantly, with a rate of 77.9%, to enhancing service quality. Therefore, it is crucial for the Front Office team not only to engage in these practices but also to effectively communicate sustainability values to guests in a

persuasive and informative manner. This can be achieved through green communication training, using technology such as digital keys, and providing digital information about the hotel's eco-friendly programs. These steps are expected to boost guest satisfaction and foster loyalty towards a hotel brand that is dedicated to sustainability.



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