Implementation Of Tri Hita Karana In Improving The Quality Of Front Office Services At Pullman Bali Legian Beach Hotel & Resort

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Abstract: This study aims to determine the implementation of tri hita karana in improving the quality of front of-fice services at Pullman Bali Legian Beach Hotel & Resort and the impact of tri hita karana in improving the quality of front office services at Pullman Bali Legian Beach Hotel & Resort. The sample in this study used an accidental sampling technique as many as 40 respondents and as many as 2 informants. The population referred to in this study were guests staying at Pullman Bali Legian Beach Hotel & Resort and interviews with Front Office Manager and Guest Experience Manager. The types of data in this study are primary data and secondary data. Data obtained through interviews, observations and ques-tionnaires. This research uses descriptive qualitative and quantitative methods with analysis using multi-ple linear regression analysis SPSS 26.0 for Windows. The results of this study indicate that the imple-mentation of the THK concept is also seen from the parahyangan concept, namely providing worship facilities by providing prayer mats in the lobby, conducting socialization about tri hita karana, holding learning activities to make canang, and Balinese dancing. The implemen-tation of the THK concept is seen from the pawongan concept, namely the front office applies a friendly attitude, always greets guests by saying "Om Swastyastu", and is fast in serving check-in. The implementation of the THK concept can be seen from the palemahan concept, namely the application of energy saving, waste and waste pro-cessing, and the use of plastics that have been implemented properly by the front office. The effect of THK implementation through the t test and F test, it was found that the parayangan, pawon-gan, and palemahan have a positive and significant influence partially and simultaneously on the quality of ser-vice so that the hypoth-esis is accepted. The magnitude of the influence of parhyangan, pawongan, and palemahan through the coefficient of determination (R2) R Square test is 82.2% affecting the service quality of Pullman Bali Legian Beach Hotel & Resort, while 17.8% is influenced by other variables not explained in this study.

Keywords: Tri Hita Karana, Front Office, and Service Quality

Introduction

Tourists have even started to use environmentally friendly concept and management parameters as a bench-mark in choosing accommodation or hotels (Rahmafitria 2014). Environmental problems are currently the most common problems in Indonesia. The appli-cation of environmentally friendly concepts and being aware of the im-portance of the environment is a must for hotel managers in running their business. The Bali provincial government itself al-ready has guidance and awards for hotels that have implemented this concept. One of the well-known awards by applying local wisdom is the Tri Hita Karana Awards or (THK). The Tri Hita Ka-rana Awards is one of the ideas and implementations in measuring the manifestation of world con-cern, especially in the tourism industry. The Tri Hita Karana Awards is an idea from Bali Travel which was launched on December 22, 2000. According to (Gotama, 2019), the implementation of this program has been supported by the government. This is evidenced by the issuance of the Circular Letter of the Governor of Bali, number 556/1237/I/Dispar, dated August 4, 2011, regard-ing the assessment of palemahan, prahyangan, and pawongan in star and non-star hotels throughout Bali through the Tri Hita Karana Tourism Awards. The purpose of the Tri Hita Karana Awards or (THK) is to maintain good harmony in terms of human relations, culture, and nature can run well and is sustainable or sustainable. This competition involves hotels throughout Bali to practice a concept of local wisdom Tri Hita Karana or (THK).Hotel is a type of accommodation that is managed commercially, provided for a person or group of people, providing services, lodging, food and beverages and other services according to the development of needs and technology (Bagyono, 2012: 3). According to the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number PM.53/HM.001/MPEK/2013 concerning Hotel Business Stand-ards. Hotel is a business to provide accommodation. Meanwhile, the business of providing ac-commodation is a business that provides lodging services that can be

complemented by other tourism services. Meanwhile, according to Insani (2020) quoted from (Chair 2017) states that the hotel is an accommodation business venture that provides lodging facilities for the public or the general public and is equipped with one or more food and beverage services, attendent room ser-vices, uniformed services, linen washing, and other services. the use of furniture and equipment as well as complying with the requirements set out in government decisions. Pullman Bali Legian Beach Hotel & Resort is a five-star hotel located in the Legian area, precisely on Jalan Melasti No.1, Badung, Bali. Pullman Bali Legian Beach Hotel & Resort has been awarded the Tri Hita Ka-rana Awards & Accreditation 2019.

According to Bagyono (2012:21), the front office comes from the English "Front" which means front and "Office" means office. Front Office is the front office in the context of the hotel sense. The front office of the hotel is a department in the hotel which is located at the front. Meanwhile, according to Agusnawar (2013), the front desk is a real front office that looks strategi-cally located in the hotel lobby area. The front office is where guests make direct contact the first time with the hotel (check-in) and the last time (check out). The front office is also one of the most important departments in realizing good and effective service to give the best impression when guests visit the hotel. The front office is the first person to welcome guests who come, start-ing from registering guests, provid-ing rooms according to orders, giving room keys, helping with payment processes, as an information center about services available at the hotel and other in-formation outside the hotel, and help with the check out process. It is intended that guests staying at the hotel are satisfied with the hotel's services from the check-in process to the check-out pro-cess and have the desire to stay again. The service standards applied at Pullman Bali Legian Beach Hotel & Resort are international service standards combined with local culture based on Tri Hita Karana or (THK).

Tri Hita Karana comes from the word "Tri" which means three, "Hita" which means happi-ness, and "Karana" which means cause. Thus Tri Hita Karana means "Three causes for the crea-tion of happiness" (Parmajaya, 2018). Meanwhile, according to Wirawan (2015), etymologically Tri Hita Karana comes from Sanskrit from the words Tri, Hita, and Karana. Tri which means three, Hita means prosperity or happiness and Karana means cause. Tri Hita Kara-na are three teachings to achieve the welfare of human beings who live in society. Tri Hita Karana according to Parma (2014) consists of parhyangan human relations with God at the front office department, namely the provision of religious facilities and places of prayer/worship, pawongan human rela-tions with humans at the front office, namely front office staff applying helpful, polite, and friendly attitudes. and friendly, and the weak relationship between humans and nature at the front office, namely a clean and tidy hotel lobby with trash cans, the application of open concepts in the hotel lobby to reduce energy use, waste and waste management, and reduce the use of plas-tic.According to Astuti (2020), Tri Hita Karana also comes from Tri Kaya Parisudha, which states that Tri Kaya Parisudha are three human characters. Manacika thinks well or often called positive thoughts, Wacika says what is right and good or is called polite words, and Kayika behaves well and right.These three human characters must be possessed by every front office employee in or-der to create good service quality for guests.

According to Sunyoto (2012), service quality is centered on efforts to fulfill consumer needs and desires as well as the accuracy of its delivery to balance consumer expectations, namely the compatibility between consumer ex-pectations and employee work standards, the compatibility between employee work standards and services provided with the promised service and the con-formity between the service received and what the customer expects. Mean-while, according to Tjiptono (2012: 51), service quality is a measure of how well the level of service provided is able to meet customer expectations. Service excellence can be formed through four interrelated service pillars, namely speed, accuracy, friendliness and service convenience. Service quality is a way to measure a service that is distrib-uted to customers to match customer expectations. Service quality can be measured through the five dimensions of service quality proposed by Parasuraman (1985) namely tangibles, namely the ability of a company to show physical evidence to outsiders, Relia-bility, namely the ability to provide promised services immediately, accurately and sat-isfactorily, responsiveness namely the ability to help provide services or responsiveness that is fast or re-sponsive and precise to customers by delivering clear information, assurance, namely the assur-ance of knowledge certainty, courtesy and the ability of company employees to foster trust in cus-tomers, and emphasizing -pathy, which is to give sincere and individual attention to customers by trying to understand customer desires. This is done so that the front office staff can find out what tourists want. The front office department staff at Pullman Bali Legian Beach Hotel & Resort have tried to provide maximum service to tourists. However, there are still some problems that occur. For example, the long check-in and check-out process, unfriendly service, and the front office dis-criminating against staying guests, so that guests feel dissatisfied with the services provided by the front office department staff.

Method

This research takes place at Pullman Bali Legian Beach, a five-star hotel located in the Kuta Beach area, Central Kuta District, Badung Regency. The address for Pullman Bali Legian Beach is Jalan Melasti No.1, Bali 80361, Indo-nesia. This research was conducted for 6 months, starting from March to July 2022. The object of this research is the Implementation of Tri Hita Karana by the Front Office to improve service quality at Pullman Bali Legian Beach Hotel & Resort. The re-search variable is an attribute or value of a person, object or activity that has a certain

variation determined by the researcher to be studied and then concluded Sugiyono (2015). The variables used in this study were Parahyangan (X1), Pawongan (X2), Palemahan (X3), and Service Quality (Y). Tri Hita Karana will be measured by means of indicators in this study, namely the availability of places of worship/prayer, the front office has religious activities in the form of Balinese dancing and making canangs. Palemahan indicators consist of friendly front office staff in serving guests, polite front office staff in speaking and in language to guests, front office staff applying an attitude of respect for guests, speed of front office staff in serving guests, and front office staff having good interaction skills with guests . The indicators from palemahan are the Lobby Pullman Bali Legian Beach Hotel is clean, tidy, and there are trash cans, the application of an open concept in the hotel lobby can reduce energy use and can give the impression of natural air for guests, the front office has made paper efficiency by reusing used paper for administrative purposes, the front office provides guest invoices via email, and the front office has implemented a barcode scan to provide information to guests. For service quality, it will be supported by five dimensions consist-ing of Tangibles, physical evidence, the indicators are giving welcome drinks to guests using glass cups and using paper straws, the front office has provided paper bags for guests and reduces the use of plastic, the front office provides prayer mats for guests who want to pray/pray, and the front office has provided paper bags for guests and reduced the use of plastic. The reliability indi-cator is the accuracy of the front office staff in providing room categories to guests through a digi-tal system. Responsiveness is a real indicator that is applied at the front office in the form of the seriousness of the front office staff in responding to and overcoming guest complaints. Assurance is a guarantee, an indicator applied by the front office in the form of professional behavior of front office employees who gives a sense of trust to guests. Empathy is the indicator that front office staff can pay attention to guests in the form of 24-hour service requested by telephone or digital system. The measurement scale used to measure the variables in this study is a Likert scale with a value range of 1 to 5 and each answer is categorized into 5 categories as follows Likert Score :1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree.

The type of data used in this research is quantitative and qualitative data (Sugiyono 2014:6). Qualitative data is data in the form of words, sentences, gestures, facial expressions, charts, pictures, and photos. In this case, the qualitative data will be in the form of Tri Hita Karana (THK) data, job descriptions and reports on the results of interviews with informants. Quantitative data is data in the form of numbers or quantitative data used. Quantitative data from this study is in the form of a guest assessment questionnaire on the implementation of Tri Hita Karana by front office employees at Pullman Bali Legian Beach Hotel & Resort.Data collection methods in this study were observation, interviews, and questionnaires. Ob-servation is a systematic observation and recording of the symptoms that appear on the object of research. Interview is one of the instruments used to dig up data orally. Questionnaire is a method of collecting data by giving a set of questions or written statements to respondents to answer.

Sources of data used are primary data and secondary data. Primary data is data collected through the first party usually through interviews, traces, and others (Arikunto 2013:172). Primary data used were interviews with the Front Office Manager and Guest Experi-ence Manager of Pullman Bali Legian Beach Hotel & Resort, and the results of distributing ques-tionnaires to tourists staying at Pullman Bali Legian Beach Hotel & Resort. Secondary data in this study is data from Tri Hita Karana (THK) at Pullman Bali Legian Beach Hotel & Resort.

The sample size used in this study is based on the opinion (Sugiyono, 2013) that if the re-search will perform analysis with Multivariate (multiple regression), then the number of sample members is at least 10 times the num-ber of variables studied. So the number of independent vari-ables = 3 and dependent = 1, so the number of sam-ples is 10 x 4 = 40. In this study, the re-spondents were tourists who stayed at Pullman Bali Legian Beach Hotel & Resort. There were 2 (two) informants in this study consisting of: Front Office Manager and Guest Experience Manager. Data collection methods in this study were observation, interviews, and questionnaires. Ob-servation is a systematic observation and recording of the symptoms that appear on the object of research. Interview is one of the instruments used to dig up data orally. Questionnaire is a method of collecting data by giving a set of questions or written statements to respondents to answer.Testing the instrument using validity and reliability tests. The validity test was carried out to determine the level of truth of the data, to find out the indicators presented in the questionnaire were really able to reveal with certainty the object of research. Validity test is done by comparing r count with r table, with a significance level of 5%. If r count > r table then the indicators in the questionnaire are said to be valid.Reliability test was conducted to determine the consistency of the measuring instrument. The reli-ability test uses the Cronbach Alpha coefficient formula. If the alpha coefficient is greater than 0.70 the question-naire can be said to be reliable.

The analysis technique used to obtain data in this study was carried out using qualitative and quantitative descriptive and then processed using multiple linear regression with the help of the SPSS 26.0 for windows pro-gram with the following regression equation.

$Y = a + b_1X_1 + b_2X_2 + b_3X_3$

Description:

Y= Service Quality

a= Constant
b1= Coefficient regression from Parahyangan
b2= Coefficient regression from Pawongan
b3= Coefficient regression from Palemahan
X1= Variabel Parahyangan
X2= Variabel Pawongan
X3= Variabel Palemahan

Prior to testing with multiple linear regression analysis, the research data was tested using the classical assumption test consisting of the multicollinearity test, heteroscedasticity test, and normality test. Testing the hypothesis partially using the t test, simultaneously testing the hypoth-esis using the F test, and then to find out the magnitude of the relationship between the variables using R^2.

Result and Discussion

The question items on the questionnaire used in a study must be valid. To determine the validity of the items on the questionnaire, a validity test was conducted on each item of the questionnaire. The test statistic used in the validity test is r-count. The calculated r-value will be compared with the r-table value obtained from the r-table (pearson product moment) with degrees of freedom (df) of n-2 where n is the number of respondents used. In this study, the number of respondents used was 40 so that the degrees of freedom in the r table were 38. The r-table value for 38 degrees of freedom was 0.312. The value of r-count items greater than 0.312 is declared valid.

Table 1. Validity Test Results

Variabel	Statement	Correlation	r-table value	Information
Parahyangan	1	0,914	0,312	Valid
	2	0,931	0,312	Valid
Pawongan	1	0,875	0,312	Valid
	2	0,864	0,312	Valid
	3	0,880	0,312	Valid
	4	0,793	0,312	Valid
	5	0,824	0,312	Valid
Palemahan	1	0,841	0,312	Valid
	2	0,876	0,312	Valid
	3	0,856	0,312	Valid
	4	0,855	0,312	Valid
	5	0,861	0,312	Valid
Service Quality	1	0,780	0,312	Valid
	2	0,761	0,312	Valid
	3	0,794	0,312	Valid
	4	0,655	0,312	Valid
	5	0,678	0,312	Valid
	6	0,790	0,312	Valid
	7	0,664	0,312	Valid

(Source : Primary Data Processed, 2022)

Based on the results of the validity test in Table 1, it can be seen that the calculated r value of all statements in the questionnaire is greater than r table 0.312. Thus, it can be concluded that all statements in the indicators of Parahyangan (X1), Pawongan (X2), Palemahan (X3), and Service Quality (Y) are valid and can be used.

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Cronbach's Standard	Information
Parahyangan	0,823	0,70	Reliabel
Pawongan	0,901	0,70	Reliabel
Palemahan	0,909	0,70	Reliabel
Service Quality	0,857	0,70	Reliabel

(Source : Primary Data Processed, 2022)

Based on the results of the reliability test in Table 2, it can be seen that the Cronbach Alpha value of all variables is greater than 0.70. Thus, the results of the reliability test on the variables parhyangan (X1), pawongan (X2), palemahan (X3), and service quality (Y) can be trusted or reliable.

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Table 3. Multiple Linear Regression Test Results

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	12.667	1.157		10.952	.000
	Parahyangan	.603	.219	.305	2.756	.009
	Pawongan	.267	.119	.282	2.240	.031
	Palemahan	.342	.104	.403	3.291	.002

a. Dependent Variable: Service Quality

(Source : Primary Data Processed, 2022)

Based on the results of the multiple linear regression analysis in Table 3, the constant coefficient value is 12.667, the severe coefficient is 0.603, the pawongan coefficient value is 0.267, and the ultimate coefficient value is 0.342. So, from this value the regression equation is formulated as follows:

$Y = a + b1X1 + b2X2 + b3X3$

Based on these equations, it can be seen that:

$Y = 12,667 + (0,603 X1 + 0,267 X2 + 0,342 X3)$

Based on the results of these values, the following conclusions can be drawn:

1) The a value of 12,667 this value is a constant or condition when the service quality variable has not been influenced by other variables, namely the parhyangan (X1), pawongan (X2), and palemahan (X3) variables, if the independent variable does not exist then the service quality vari-able does not experience change.

2) B1 (X1 regression coefficient value) of 0.603 indicates that the para-hyangan variable has a positive influence on service quality, which means that an increase in the para-hyangan variable unit will affect the service quality of 0.603 with the assumption that other variables are not exam-ined in the study. this.

3) B2 (regression coefficient X2) is 0.267, indicating that the pawongan variable has a positive influence on service quality, meaning that every increase in the pawongan variable unit will affect service quality by 0.267, assuming that other variables are not examined in this study. .

4) B3 (regression coefficient X3) is 0.342, indicating that the palemahan variable has a positive influence on service quality, which means that an increase in the palemahan variable unit will af-fect service quality by 0.342, assuming that other variables are not examined in this study.

The Effect of Tri Hita Karana Implementation on Front Office Service Quality at Pullman Bali Legian Beach Hotel & Resort.

Table 4. Coefficient Determination Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907ᵃ	.822	.808	1.64757

a. Predictors: (Constant), Palemahan, Parahyangan, Pawongan

(Source : Primary Data Processed, 2022)

Partial influence of Tri Hita Karana in improving service quality at Pull-man Bali Legian Beach Hotel & Resort

1) The influence of parahyangan on the quality of service

The results of this study indicate that there is a negative effect on service quality at Pullman Bali Legian Beach Hotel & Resort. This is evidenced by statistical results, namely the t value of the Parahyangan variable (X1) is 2.756 while the t table value is 2.028. Then it can be seen that t count > t table, with a sig value of 0.009 < 0.05. So H0 is rejected and Ha is accepted. Thus, the parayangan variable has a positive and significant effect on service quality (Y). This shows that the human relationship with God has a positive and significant influence on the quality of front office services at Pullman Bali Legian Beach Hotel & Resort.

2) The influence of pawongan on service quality

The results of this study indicate that there is an influence of pawongan on the quality of service at Pullman Bali Legian Beach Hotel & Resort. This is evidenced by statistical results, namely the t value of the Pawongan variable (X2) is 2.240 while the t table value is 2.028. Then it can be seen that t count > t table, with a sig value of 0.031 < 0.05. So H0 is rejected and Ha is accepted. Thus the pawongan variable has a positive and significant effect on service quality (Y). This shows that human relations with others have a positive and significant influence on the quality of front office services at Pullman Bali Legian Beach Hotel & Resort.

3) The influence of palemahan on service quality

The results of this study indicate that there is a palemahan influence on service quality at Pullman Bali Legian Beach Hotel & Resort. This is proven by statistical results, namely the t value for the palemahan variable (X3) is 3.291 while the t table value is 2.028. Then it can be seen that t count > t table, with a sig value of 0.002 < 0.05. So H0 is rejected and Ha is accepted. Thus, the palemahan variable has a positive and significant effect on service quality (Y). This shows that the relationship between humans and nature has a positive and significant impact on the quality of front office services at Pullman Bali Legian Beach Hotel & Resort.

Simultaneous Influence of Tri Hita Karana in Improving Service Quality at Pullman Bali Legian Beach Hotel & Resort

Based on the results of data analysis that has been done. Parahyangan, Pawongan, and Palemahan together or simultaneously have a positive and significant effect on service quality. This is evidenced from the calculated F value obtained is 55.539 while the F table value is 2.859. Then it can be seen that the calculated F value is 55.539 > 2.859 with a significance level of 0.000 < 0.05, it means that the Parahyangan, Pawongan, and Palemahan variables have a simultaneous or joint influence on service quality. Based on the results of the calculation of determination R2, the value of determination R2 from the para-hyangan, pawongan, and palemahan variables is 0.822, this shows that 82.2% of the variation in the service quality variable can be explained well by the para-hyangan, pawongan, and pawongan variables. palemahan, and the remaining 17.8% was influenced by other factors outside this study. This shows that most of the parahyangan, pawongan, palemahan variables simultaneously affect the quality of front office services at Pullman Bali Legian Beach Hotel & Resort.

Conclusion

The effect of THK implementation through the t test and F test, it was found that the parayangan, pawongan, and palemahan have a positive and significant influence partially and simultaneously on the quality of service so that the hypothesis is accepted. The magnitude of the influence of Parahyangan, Pawongan, and Palemahan through the coefficient of determination (R2) R Square test is 82.2% affecting the service quality of Pullman Bali Legian Beach Hotel & Resort, while 17.8% is influenced by other variables not explained in this study.

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