The Implementation Of Green Service Quality in Front Office Department To Increase Guest Satisfaction At Four Points By Sheraton Bali Kuta

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Abstract: This research was conducted at Four Points By Sheraton Bali Kuta with the aim to find out implementation of green service quality in front office department to increase guest satisfaction at Four Points By Sheraton Bali Kuta and find out the influence of green service quality in front office department to increase guest satisfaction at Four Points By Sheraton Bali Kuta. The method of data collection in this research is nonproability sampling but actually used accidental sampling method. The data collection is conducted by distributing questionnaires and previously the validity a reliability tests had been carried out on 80 respondents. The analytical technique used in this research is service quality, simple linier regression analysis, bivariate correlation analysis, determination analysis and analysis of T-test. The result of the discussion of the servqual analysis show that the positive score gap is more than the negative score gap, meaning that the overall application of green service quality is good. Based on the results of the correlation coefficient test on the variables of green service quality and guest satisfaction, it was found that the R value was 0.503, which means it has a fairly strong correlation because the green service quality provided is able to increase the satisfaction of staying guests. Based on the results of simple linear regression analysis, it is known that the green service quality coefficient has a positive value of 0.157, which means that if the green service quality increases by 1 unit, the guest satisfaction variable will increase by 0.157.

Keywords: front office department, green service quality, guest satisfaction

Introduction

Hotel is a business that uses a building or part of a building that is provided specifically, where everyone can stay, eat, get services and use other facilities with payment (Badan Pusat Statistik, 2018). The Front Office Department acts as the face of the hotel that can be seen directly by guests by giving a good first impression of the company (first impression) from the execution of HR attitudes, appearance, attractive grooming, neatness, and politeness in greeting first-time guests in a friendly and courteous manner. as the operational center of the hotel. Maintaining good relations and handling guest complaints are carried out by the Guest Relations Officer (GRO) staff. The sections in the FO dept: Reservation; Reception clerk (Registration; information; admin); Telephone operator; Concierge (Bell boy; airport dispatcher; Doorman) (Isdarmanto, 2018).

Green services are services, in the offering or use of which the key target criterion is sustainability (Cocca & Ganz, 2015). We define green service (GS) as the service offering that takes account of environmental impact in the provision of a bundle of tangible products and intangible services with the aims to satisfy customer needs and reduce operations costs (Chan et al., 2016).Satisfaction is a person's feelings of pleasure or disappointment resulting from company a product's perceived performance (or outcame) in relation to his or her expectations (Keller & Kotler, 2012).This environmentally friendly service focuses on the use of environmentally friendly materials, electronic equipment, recycled materials, energy efficiency, services for tangible and intangible products. The recommendation of this research is to increase guest satisfaction who stays through green services which are carried out using electronic devices to speed up all work and provide a fast service experience for intellectuals. It is supported by previous research which discusses the quality of service has a significant effect on guest satisfaction (Putra, 2017). (Kotler, 2012)Service quality is the sum total of the features and characteristics of a product or service that support its ability to satisfy needs directly or indirectly. Quality service products have an important role in shaping customer satisfaction. The higher the quality of the products and services provided, the higher the satisfaction felt by customers. If customer satisfaction is higher, it can generate profits for the business entity (Indrasari, 2019)

One of the service qualities called green service quality is used to increase guest satisfaction and has been implemented by the Four Points By Sheraton Bali Kuta Hotel by providing tangible product services and intangible products such as 24-hour operator service, using Marriott bonvoy apps in the check-in process, use of mobile chat in a request, use of EDC machines in the transaction/payment process, QR-based hotel information, room invoices via email, and energy efficiency.

Method

This research used quantitative methods. The data of this research are sourced from primary data and secondary data. The primary data from this research are the answers to the questionnaires distributed to guests staying at the Four Points By Sheraton Bali Kuta. Secondary data from this research is data collected by direct observation and documentation. The green service questionnaire in this study was measured by 16 questions obtained from a cross between green service and the five parasuraman dimensions.

The guest satisfaction questionnaire was measured by 4 questions taken from the research (eka). both variables were measured using a Likert scale with five points, namely: (5) very satisfied, (4) satisfied, (3) satisfied enough, (2) less satisfied, (1) dissatisfied. This survey is shared with a self-administered questionnaire that can be accessed via Google Forms. Prior to distributing this questionnaire, a validity test was carried out. The research instrument item can be considered valid if the validity value is 0.3 (Sugiono's theory). The significance test was carried out by comparing the calculated r value and r table for degrees of freedom (df) = n-k, df in this study was 0.2199, and Cronbach's alpha value was > 0.6. Validity and reliability tests in this study were measured using IBM SPSS statistics 25.0 for windows.

Population and Sample

The population in this study is the average number of guests staying at Four Points By Sheraton Bali Kuta as many as 364. The sample in this study refers to the opinion (malhotra) by multiplying the number of variables/instruments by 5. The total instrument in this study is 16, so the research sample is 16x5 = 80 respondents.

Analysis Method

The analysis in this study includes (1) classical assumption test, (2) correlation coefficient test, (3) T test, (4) simple linear regression analysis, (5) determination analysis.

Result and Discussion

Result

Furthermore, quantitative data were analyzed using IBM SPSS software version 25.0 for windows. The questionnaire was distributed to 80 respondents. In this section, the results of the questionnaire presented are the characteristics of the respondents. Characteristics of respondents were collected based on gender, nationality, occupation, and age.

Table 1. Characteristics of Respondent

Demographic	Frequence	Precentage
Gender		
Male	51	63.70%
Female	29	36.30%
Age		
<20	4	5%
21-30	12	15%
31-40	41	51.20%
41-50	19	23.80%
>50	4	5%
Nationality		
America	2	2.50%
Germany	2	2.50%
Korea	3	3.80%

Netherland	4	5%	
Japan	8	10%	
Singapore	10	12.50%	
Australia	11	13.80%	
Indonesia	40	50%	
Occupation			
Businessman	20	25.50%	
Employee	16	20%	
Traveler	25	31.30%	
Student	8	10%	
Others	11	13.80%	

Table 1 shows the information on the characteristics of the respondents. Based on the age of the respondents were divided into 5 age categories. Most respondents are dominated by the age group of 31-40 years, amounting to 41 people (51.2%), then the vulnerable age group from 41-50 years amounting to 19 people (23.8%), then the vulnerable respondents aged 21-30 years amounting to 12 people (15). %), vulnerable respondents aged less than 50 years and more than 50 years amounted to 4 people (5%).

Respondents with male gender were more than female, namely 51 people (63.7%), while female respondents were 29 people (36.3%).

Discussions

The discussion in this study is to present the significance of the effect of green service quality (variable x) on guest satisfaction (variable y). calculations and tests in this study using IBM SPSS software version 25.0 for windows. After being tested using SPSS, the processed results will be explained and conclusions obtained.

1. Validity Test

Validity test is used to measure the instrument used in obtaining research data can be said to be valid if 0.3 (D. Sugiyono, 2013).

Table 2. Validity Test

Variabel	Item Pertanyaan	R-Tabel	Cronbach's Alpha	Keterangan
	X 1.1	0.30	0,413	Valid
	X 1.2	0.30	0,401	Valid
	X 1.3	0.30	0,446	Valid
	X 1.4	0.30	0,463	Valid
	X 1.5	0.30	0,392	Valid
	X 1.6	0.30	0,448	Valid
	X 1.7	0.30	0,469	Valid
Kualitas	X 1.8	0.30	0,452	Valid
Pelayanan	X 1.9	0.30	0,455	Valid
	X 1.10	0.30	0,440	Valid
	X 1.11	0.30	0,471	Valid
	X 1.12	0.30	0,397	Valid
	X 1.13	0.30	0,432	Valid
	X 1.14	0.30	0,467	Valid
	X 1.15	0.30	0,400	Valid
	X 1.16	0.30	0,514	Valid
Kepuasan	Y 1	0.30	0,793	Valid
Tamu	Y 2	0.30	0,682	Valid

Y 3	0.30	0,730	Valid
Y 4	0.30	0,701	Valid

Table 2 shows that all variables have correlation coefficient values with a total score of all statement items greater than 0.30. This shows that the questions in the research instrument are declared valid.

2. Reliability Test

Reliability testing was carried out using Cronbach's alpha coefficient with criteria > 0.6 Cronbach's alpha was acceptable. The closer Cronbach's alpha is to 1, the higher the internal consistent reliability (Ghozali, 2018).

Table 3. Reliability Test

No	Variabel	Persepsi	
		Cronbach's Alpha	Keterangan
1	Kualitas Pelayanan	0,711	Reliabel
2	Kepuasan Tamu	0,816	Reliabel

Table 3 shows that all research instruments have a Cronbach's Alpha coefficient of more than 0.6. It can be said that all instruments are reliable so that they can be used to conduct research.

3. Classic Assumption Test

The classical assumption test consists of 3 tests used, namely as follows:

a) Normality Test

Normality test is used to determine whether the independent variable and the dependent variable have a normal distribution or not. Normality test using Kolmogorov-Smirnov test. The criteria that apply if the value of Sig. > 0.05 then the residuals are normally distributed (S. Sugiyono & Susanto, 2015).

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	1.18014543
Most Extreme Differences	Absolute	0.089
	Positive	0.073
	Negative	-0.089
Test Statistic		0.089
Asymp. Sig. (2-tailed)		.178[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Table 4 shows a significance value of 0.178 and greater than 0.05. Because the significance value of the Kolmogorov-Smirnov test is more than 0.05, it can be concluded that the regression equation model is normally distributed.

b) Linierity Test

Linearity test is used to determine the relationship between the independent variable and the dependent variable is linear or not. Linearity test can be done through the Test of Linearity. The criteria that apply if the value of Sig. at linearity < 0.05 then there is a linear relationship (S. Sugiyono & Susanto, 2015).

Table 5. Linierity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Tamu * Green Service Quality	Between Groups	(Combined)	59.144	16	3.697	2.639	0.003
		Linearity	37.361	1	37.361	26.673	0.000
		Deviation from Line-arity	21.784	15	1.452	1.037	0.432
	Within Groups		88.243	63	1.401		
	Total		147.388	79			

Table 5 shows the linearity value, it is known that the significant value is 0.003 which is less than 0.05 while the deviation from linearity value is 0.432> 0.050. These results indicate that the Green Service Quality research data on guest satisfaction meets the linearity requirements.

c) Heteroscedasticity Test

Heteroscedasticity test is used to test whether in the regression model there is an inequality of variance from the residual of one observation to another observation. Heteroscedasticity test can be done by using the Glejser test. The applicable criteria is if the value of Sig. t test (in Glejser test) > 0.05 then the residual variance is the same (homocedasticity) or there is no heteroscedasticity (S. Sugiyono & Susanto, 2015).

Table 6. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.982	1.224		1.620	0.109
	Green Service Quality	-0.014	0.017	-0.094	-0.834	0.407

a. Dependent Variable: abs_res

Table 6 Shows the significance value of the Green Service Quality variable of 0.407. This value is greater than 0.05 which means that there is no influence between the independent variables on the absolute residual. Thus, the model made does not contain symptoms of heteroscedasticity.

4. Correlation Coefficient Analysis

Correlation coefficient analysis in this study is used to determine how strong the influence of the independent variable on the dependent variable.

Table 7. Correlation Coefficient Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Es-timate
1	.503[a]	0.253	0.244	1.18769

a. Predictors: (Constant), Green Service Quality

The value (R) in Table 7 is 0.503 and based on the interpretation of the correlation, the R value is in the fairly strong category, which means that the Green Service Quality variable has a fairly strong relationship to guest satisfaction.

5. T-test

Statistical t test was conducted to determine the effect of each independent variable on the dependent variable (Ghozali, 2018). If t-count > t-table or t-test significance value <0.05, it can be concluded that individual-ly the independent variable has a significant effect on the dependent variable.

Table 8. T-test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.326	2.158		3.395	0.001
	Green Service Quality	0.157	0.030	0.503	5.146	0.000

a. Dependent Variable: Kepuasan Tamu

Table 8 shows the effect of green service quality on guest satisfaction with a significance value of 0.000 with a positive regression coefficient of 0.157 with a T-count of 5.146. The significance value of 0.000 for the Green Service Quality variable is less than 0.05, indicating that H1 is accepted. This result means that Green Service Quality has a positive and significant effect on guest satisfaction. This means that the better the implementation of Green Service Quality, the more guest satisfaction will increase.

6. Simple Linier Regression Analysis

Simple regression is based on a functional or causal relationship of one independent variable with one dependent variable (Dr Sugiyono, 2013).

Table 9. Simple Linier Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.326	2.158		3.395	0.001
	Green Service Quality	0.157	0.030	0.503	5.146	0.000

a. Dependent Variable: Kepuasan Tamu

Y = 7,326 + 0,157X

The constant value is 7.326, which means that if there is no green service quality, the constant value of guest satisfaction is 7.326. The value of the green service quality variable has a value of 0.157, which means that if the green service quality increases by 1 unit, the guest satisfaction variable will increase by 0.157.

7. Determination Analysis

Analysis of determination is used to determine the extent to which the independent variable can partially explain the dependent variable. The coefficient of determination is used to test the goodness-fit of the regression

model. The value of the coefficient of determination is between zero and one ($0 < R^2 < 1$). The small value of R^2 means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. However, if the value is close to one, then the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2018).

Table 9. Determination Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503[a]	0.253	0.244	1.18769

a. Predictors: (Constant), Green Service Quality

The test results give the results where the magnitude of R^2 (R Square) is 0.253. This means that guest satisfaction can be significantly influenced by the Green Service Quality variable by 25.3 percent, while the remaining 74.7 percent is explained by other factors not explained in the research model.

8. Description of Research Result

The results of the research regarding the green service quality variable and guest satisfaction variable at four points by Sheraton Bali Kuta according to guest perceptions are good, this can be seen from guest perceptions about the services provided such as: services through the Marriot Bonvoy digital apps system, requests for services by telephone, online check-in, QR-based information, online transactions between banks and transactions using machine EDC, room invoice services via email, environmentally friendly equipment and supplies are able to accelerate the services provided by the front office department. However, there are still problems in service by telephone caused by the accumulation of telephones that enter the operator's section so that not all guests can be served. This is evidenced by the results of the T-test showing the t-count value is 5.145. The significance value of 0.000 for the Green Service Quality variable is less than 0.05, which means that Green Service Quality has a positive and significant effect on guest satisfaction. This means that the better the implementation of Green Service Quality, the more guest satisfaction will increase.

Conclusion

Based on the results of the correlation coefficient test on the variables of green service quality and guest satisfaction, it was found that the R value was 0.503, which means it has a fairly strong correlation because the green service quality provided is able to increase the satisfaction of staying guests. Based on the results of simple linear regression analysis, it is known that the green service quality coefficient has a positive value of 0.157, which means that if the green service quality increases by 1 unit, the guest satisfaction variable will increase by 0.157. Based on the determination test, the amount of R^2 (R Square) is 0.253. This means that guest satisfaction can be significantly influenced by the Green Service Quality variable by 25.3 percent, while the remaining 74.7 percent is explained by other factors not explained in the research model.

Acknowledgment

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