

# Implementation of Eco Friendly in Supporting Green Hotel Concept in The Front Office Department at Padma Resort Ubud

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**Abstract:** The purpose of this study was to analyze the effect of implementing eco friendly in creating a green hotel in the Front Office Department at Padma Resort Ubud. The data collection methods used were observation, questionnaire interviews and literature study. The number of respondents in this study amounted to 52 employees who work in the Front Office Department using the non-probability sampling method with saturated sampling technique. The data analysis technique used is descriptive quantitative analysis consisting of simple linear regression analysis, correlation analysis, analysis of determination, and t-test. Before conducting the analysis, the validity and reliability tests were carried out on the questionnaires distributed to the respondents. Based on the results of the t-test conducted, it is concluded that there is a positive influence between the application of eco friendly in supporting the green hotel concept. Based on the results of the analysis that has been carried out, it shows that eco friendly has a positive and significant effect on green hotels, in other words, the better the implementation of eco friendly at Padma Resort Ubud, the green hotel will be created so that it can give a good impression to tourists. , and vice versa if the application of eco friendly is not good then the image of the hotel will decrease.

**Keywords:** Eco Friendly, Green Hotel, Front Office Department

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## Introduction

The tourism industry is one of the world's industries that has a fast and dynamic development. Over time, the problems that occur are environmental damage due to an increase in population and economic growth. It is undeniable that tourism activities have an impact on the surrounding environment (Utama, 2020). The waste problem is not an individual problem (Sutrisnawati & M.Purwahita, 2018). The waste problem is the responsibility of all components, be it the government, the community, the private sector and tourists (Setiawati & Sitorus, 2014). The role, concern and concrete actions of each component are very important in overcoming this problem. Waste that is not treated properly by tourism actors will certainly pollute the environment. Hotel operations with an environmentally friendly perspective are triggered by the emergence of negative impacts on the environment originating from daily hotel operation (Wyngaard & De Lange, 2013). Environmental problems are getting bigger and the impacts that occur on the environment are not only related to one or two aspects, but are related in accordance with the nature of the environment which has multi-link relationships that influence each other subsystem (P., Parabowo T. F.2018). Attention to environmental management awareness is very important and must be increased. There are not many hotels in Indonesia that are committed to being environmentally friendly (Jeong et al., 2014). Due to the lack of understanding of green hotels that have the concept of practicing awareness of environmental quality, this if left unchecked will have a negative impact on the environment or the course of sustainable development (Nguyen Thi Phuong, 2017). The problem was conveyed by the Menteri Pariwisata dan Ekonomi Kreatif (Devi Hari Putri, 2018). Green hotel is a hotel that operates by implementing an environmentally friendly system that can reduce waste and can also promote the importance of a healthy and fresh environment which becomes a program or good practice for the environment (Sutikno & Kristanti, 2018). Green hotels are hotel operational activities that implement various environmentally friendly programs such as saving water, saving energy, having environmentally friendly purchasing policies and reducing emissions or waste disposal to protect the environment and reduce operational costs. With the application of eco friendly, it will create a green hotel(Sugianto et al., 2017).

One of the hotels in Bali that has implemented and paid attention to a positive image and environmentally friendly products is Padma Resort Ubud. Based on the implementation in the field carried out at the beginning of the research, this hotel has implemented eco friendly applications, for example: use qr brcode, energy-efficient LED

lights, do not provide plastic bags and implement refillable and reusable system in operations. While the implementation to improve the hotel's green image is shown by implementation eco friendly. During the implementation, there are still some complaints from guests directly. There are several problems in implementing eco friendly. One of them is the problem of mineral water bottles that use glass bottles so they are difficult to carry everywhere. Another problem regarding the green brand image hotel that is damaged by the hotel policy, where the hotel gives freedom to guests to order food outside causing plastic waste that comes from outside the hotel. This results in an increase in the amount of plastic waste in the hotel. Based on the description of the background above, the authors are interested in conducting research with the title "Implementation Of Eco Friendly In Supporting Green Hotel Concept In The Front Office Department At Padma Resort Ubud".

## Method

The independent variable (X) in this study is eco-friendly where eco-friendly is an environmentally friendly hotel which can reduce the negative impact on environmental damage and contribute to protecting the environment. The dependent variable (Y) in this study is a green hotel is the perception of a green company that is in the minds of consumers related to environmental sustainability. The primary data used in this study are the results of observations, interview notes and questionnaires. The secondary data used is a general description of the hotel, the geographical location of the hotel, a brief history of the establishment of the research place. The population in this study were all front office employees at Padma Resort Ubud, totaling 52 respondents. The sample was carried out using non-probability sampling with the Saturated Sampling technique. Which is where all members of the population are used as samples. Observations made in this study were observations regarding the application of eco-friendliness at Padma Resort Ubud, especially in the Front Office Department. Questions to be asked to all informants in this study. Interviews in this study will be addressed to: Human Resources, HK Supervisor and F&B Supervisor. The questionnaire itself in general can be in the form of questions or statements that can be answered according to the form of a questionnaire. In this study, the data collected is a response to the application of eco-friendly at Padma Resort Ubud.

## Result and Discussion

Based on research conducted and processed using SPSS statistics 25 for Windows, the results of the study can be described as follows:

### 1. Characteristics of Respondents Based on Position or Section

Position or section becomes one of the influential factors in employee performance every employee already knows their respective jobs.

**Table 1.** Characteristics of Respondents by Position/Section

No	Position/Section	Amount	Percentage
1	Assistant Front Office Manager	1	1,9%
2	Hotel Assistant Manager	3	5,8%
3	Assistant Head Butler	1	1,9%
4	Supervisor	1	1,9%
5	Guest Relations Officer	1	1,9%
6	Guest Service Officer	13	25%
7	Butler Operator	7	13,5%
8	Padma Club Lounge Officer	10	19,2%
9	Butler	15	28,8%
	Total	52	100%

(Source: Processed data, 2022)

### 2. Characteristics of Respondents Based on Age

Age is one of the factors that are important in the operational activities of a company. Age also affects the work productivity of employees, with the age of employees who are still young will certainly increase work productivity compared to employees aged > 30 years. From the results of the questionnaire that has been distributed to employees in the Front Office Department of Padma Resort Ubud

**Table 2.** Characteristics of Respondents Based on Age

No	Age	Amount	Percentage
1	<20th	10	19,2%
2	20-30th	36	69,2%
3	31-40th	6	11,5%
4	>40th	0	0,1%
Total		52	100%

(Source: Processed data, 2022)

3. Characteristics of Respondents by Gender

Gender here determines how each employee performs at work. From the results of the questionnaire that has been distributed to the Front Office Department at Padma Resort Ubud.

**Table 3.** Characteristics of Respondents by Gender

No	Gender	Amount	Percentage
1	Female	27	51,9%
2	Male	25	48,1%
Total		52	100%

(Source: Processed data, 2022)

**Research Instrument Test**

1. Validity Test

**Table 4.** Result Validity Test

Variable	Item Statement	r count	r table	Description
Eco Friendly	X1	0.733	0.2732	Valid
	X2	0.743	0.2732	Valid
	X3	0.794	0.2732	Valid
	X4	0.637	0.2732	Valid
	X5	0.686	0.2732	Valid
	X6	0.829	0.2732	Valid
	X7	0.709	0.2732	Valid
	X8	0.775	0.2732	Valid
Green Hotel	Y1	0.869	0.2732	Valid
	Y2	0.867	0.2732	Valid
	Y3	0.88	0.2732	Valid
	Y4	0.873	0.2732	Valid
	Y5	0.81	0.2732	Valid

(Source: Processed data, 2022)

Table 4 shows that all the correlation coefficients of the variable indicators tested in this study have an r arithmetic value greater than r table = 0.2732. This shows that all indicators contained in this study are proven to be valid.

2. Reability Test

**Table 5.** Result Reability Test

Variable	Reliabilitas Coeficient	Cornbach Alpha	Description
Eco Friendly	8 item statement	0.86	Reliabel
Green Hotel	5 item statement	0.814	Reliabel

(Source: Processed data, 2022)

Table 5 can be seen that the value of Cornbach's Alpha on the instrument variable eco friendly (X) is 0.860 and the green hotel variable (Y) is 0.814. This shows that eco friendly and green hotels are declared reliable.

### Correlation Test

**Table 6.** Result Correlation Test

Correlations			
		<i>Eco Friendly</i>	<i>Green Hotel</i>
<i>Eco Friendly</i>	Pearson Correlation	1	.797**
	Sig. (2-tailed)		.000
	N	52	52
<i>Green Hotel</i>	Pearson Correlation	.797**	1
	Sig. (2-tailed)	.000	
	N	52	52

\*\* . Correlation is significant at the 0.01 level (2-tailed).

(Source: Processed data, 2022)

Based on table 6 above, it states that the results of the Eco Friendly correlation test against Green Hotels in the Front Office Department of Padma Resort Ubud obtained a Pearson Correlation value of 0.797. With the value of Sig. 0.745 > 0.05, it can be said that the variables are correlated and have a positive correlation, this shows that if there is an increase in the eco friendly variable, it will be followed by an increase in the green hotel variable.

### Classical Assumption Test

#### 1. Normality Test

**Table 7.** Result Normality Test

Unstandardized Residual		
N		52
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.01236272
Most Extreme Differences	Absolute	.106
	Positive	.106
	Negative	-.093
Test Statistic		.106
Asymp. Sig (2-tailed)		.200 <sup>c,d</sup>

(Source: Processed data, 2022)

Table 7 is known for the significance value by using the Asyp test. Sig. (2 tailed of 0.200 > 0.05, it can be concluded that the data has met the requirements of normality and the data is said to be normally distributed.

#### 2. Linearity Test

**Table 8.** Result Linearity Test

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Y * X	Between Groups	(Combined)	422.989	14	30.213	7.780	.000
		Linearity	360.143	1	360.143	92.740	.000

Deviation from Linearity	62.846	13	4.834	1.245	.289
Within Groups	143.684	37	3.883		
Total	566.673	51			

(Source: Processed data, 2022)

Based on table 8 shows that by comparing the value of Sig (0.289) > 0.05, the independent variable and the dependent variable are linear. This applies to the independent variable to the dependent variable, so it can be concluded that the independent variable has a linear relationship with the dependent variable, so the regression analysis can be continued.

**Simple Linear Regression Test**

**Table 9.** Result Simple Linear Regression Test

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.307	2.052		1.124	.266
X	.556	.060	.797	9.338	.000

(Source: Processed data, 2022)

**T Test**

**Table 10.** Result T Test

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.307	2.052		1.124	.266
X	.556	.060	.797	9.338	.000

(Source: Processed data, 2022)

Based on table 10 it can be concluded that the eco friendly variable (X) is partially related to the green hotel dependent variable (Y) as follows is the effect of eco friendly on green hotels, results of the t-test calculation in the table above show the eco-friendly t-count value is 9.338 > t-table 2.009 with a significance level of 0.000 less than 0.05. This shows that eco friendly (X) has a significant effect on green hotels (Y).

**Coefficient of Determination Analysis**

**Table 11.** Coefficient of Determination Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 <sup>a</sup>	.636	.628	2.032

a. Predictors: (Constant), *Eco Friendly* (X)

b. Dependent Variabel: *Green Hotel* (Y)

(Source: Processed data, 2022)

Table 11 based on the results of the analysis in the table above, the coefficient of determination (R Square) is 0.636. This means that the contribution between variable X (Eco Friendly) to Variable Y (Green Hotel) is 63.6%. While the remaining 36.4% is influenced by other variables not discussed in this study.

## Conclusion

The application of eco friendly in supporting the green hotel concept in the Front Office Department at Padma Resort Ubud has been implemented optimally, but there are still some obstacles that are difficult to implement. The application of eco friendly affects green hotels so that efforts to improve the quality of green products and support the green hotel concept are good to do in order to increase the loyalty of tourists visiting and staying at Padma Resort Ubud.

Based on the results of the quantitative test to determine which indicators need to be improved in the application of eco friendly in supporting the green hotel concept at the Front Office Department at Padma Resort Ubud, as evidenced by the results obtained a Pearson Correlation value of 0.797. With the value of Sig. 0.745 > 0.05, it can be said that the variables are correlated and have a positive correlation because an increase in the eco friendly variable will be followed by an increase in the green hotel variable. Based on the simple linear regression equation that has been tested, the regression line equation is obtained which provides information that:

$a = 2.307$ , meaning that if there is no change to Eco Friendly or the value is constant (fixed), then the amount of Green Hotel is 2.307%.

$b = 0.556$ , meaning that the Eco Friendly (X) variable regression coefficient is 0.556, meaning that if the Eco Friendly constant has increased by 1 (unit), then the Green Hotel has increased by 55.6%. The coefficient is positive, meaning that there is a positive relationship between Eco Friendly and Green Hotel. The more Eco Friendly increases, it is followed by the increase in Green Hotels. And based on the results of the analysis on the coefficient of determination, the value of the coefficient of determination (R Square) is 0.636. This means that the contribution of the eco friendly variable (X) to the green hotel variable (Y) is 63.6%.

Constraints that are often faced in implementing eco friendly in supporting the green hotel concept in a hotel are the lack of understanding and insight from guests about green hotels. This gave rise to several complaints from guests, for example: reduced paper usage (less paper) where at the reception had provided a qr barcode to facilitate the process of filling out the declaration form but there were some guests who complained about the application, some of them guests who lacked understanding of technology and the age factor and The solution is that the Front Office Department has prepared a lobby ambassador to assist in filling out the declaration form. The application of reusable and refillable applied at the hotel caused several complaints such as mineral water that uses glass bottles where guests cannot take it out of their room, the solution is that in the outdoor activity area has prepared a free refill of mineral water so that guests who take part in outdoor activities no longer need to brought a glass bottle from the hotel room. And reducing the use of tissue which is often needed by guests. Besides that, tissue is also an alternative to flexible sanitation tools, but in the lobby area there is a sink for washing hands and a hand dryer to reduce excessive tissue use.

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