

**CUSTOMER PERCEPTIONS ON GREEN PRACTICE
AT RESTAURANT OUTLETS IN THE HOTEL
IN BEKASI REGENCY**



POLITEKNIK NEGERI BALI

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**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
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BADUNG
2022**

THESIS
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REGENCY**

This Thesis was submitted as one of the requirements for writing a thesis on the
Tourism Business Management Study Program, Department of Tourism,
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which content is my own work, thereby free from plagiarism. Being stated, I am ready to bear the risk or any sanctions impose to me in accordance with regulation.

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THESIS

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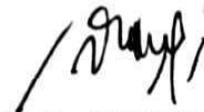
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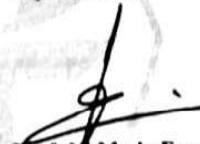
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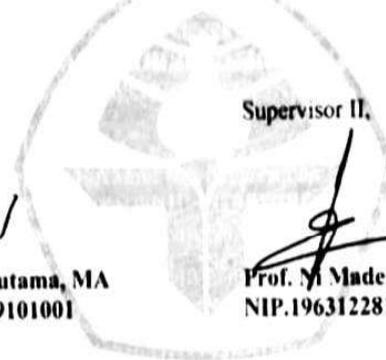


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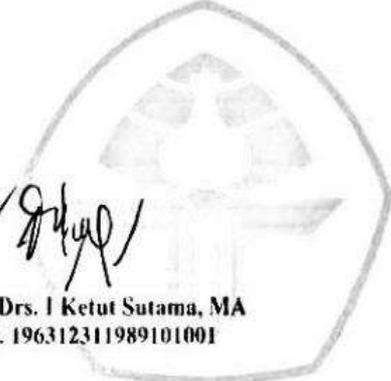
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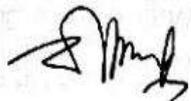
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PREFACE

Praises and thankfulness are always prayed by the writer to Allah Subhana Wataala who has given His blessings to the writer to compose and to finish a Thesis entitled **Customer Perceptions on Green Practice at Restaurant Outlets in the Hotel in Bekasi Regency**. The Thesis as one of terms to compose a bachelor thesis of Diploma 4 Tourism Business Management in Tourism Department in Politeknik Negeri Bali. In this occasion, the writer would like to deeply thank those who always provide support, guidance, and assistance during the writing process of this Thesis:

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The author realizes that this thesis is still not perfect, but criticism and suggestions are needed so that this thesis can be better and useful for many people.

Badung, 16 August 2022



The Writer

ABSTRACT

PERSEPSI PELANGGAN MENGENAI PRAKTIK HIJAU PADA RESTORAN OUTLET DI BEBERAPA HOTEL DI KABUPATEN BEKASI

Ronaldo Herlambang
NIM. 1815834015

Penelitian ini berfokus pada rencana penerapan Green Practice di Hotel atau Restoran di Kabupaten Bekasi. Tujuan dari penelitian ini adalah untuk mengetahui persepsi pelanggan pada upaya penerapan Green Practice pada outlet restoran di Hotel di Kabupaten Bekasi yang didukung oleh kinerja Dinas Pariwisata dan untuk mengetahui faktor/indikator mana yang perlu diterapkan dan mana yang tidak penting untuk diterapkan berdasarkan tanggapan/persepsi masyarakat Kabupaten Bekasi. Teknik analisis yang digunakan dalam penelitian ini adalah analisis kuantitatif dengan Importance Performance Analysis. Penulis menggunakan 100 sampel untuk diteliti dengan melakukan survey kepada pelanggan di 10 hotel di Kabupaten Bekasi. Hasil penelitian ini menunjukkan bahwa penerapan Green practice yang terdiri dari 3 indikator yaitu Green Action, Green Food, Green Donation belum semuanya baik diterapkan di hotel-hotel di Kabupaten Bekasi, Ada beberapa indikator yang baik diterapkan dan kurang efektif untuk diterapkan. Dari hasil perhitungan metode Importance and Performance Analysis (IPA) memiliki nilai tingkat kesesuaian sebesar 98,72% dan pada Diagram Kartesius dari 18 atribut terdapat 2 atribut dari green action dan green food yang memerlukan perbaikan dan peningkatan yaitu atribut nomor 4 dan 16. Juga terdapat 2 atribut yang perlu dipertahankan prestasi dan kinerjanya yaitu atribut nomor 1,7,11, 14, 17 dan 18.

Kata kunci: Hotel, Green Action, Green Food, Green Donation

ABSTRACT
**CUSTOMER PERCEPTIONS ON GREEN PRACTICE AT RESTAURANT
OUTLETS IN THE HOTEL IN BEKASI REGENCY**

Ronaldo Herlambang
NIM. 1815834015

This research focuses on the plan for implementing Green Practice in Hotels or Restaurants in Bekasi Regency. The purpose of this study is to determine customer perceptions of efforts to implement Green Practice at restaurant outlets in hotels in Bekasi Regency which is supported by the performance of the Tourism Office and to determine which factors/indicators need to be applied and which are not important to be applied based on community responses/perceptions. Bekasi Regency. The analytical technique used in this research is quantitative analysis with Importance Performance Analysis. The author uses 100 samples to be researched by conducting a survey to customers in 10 hotels in Bekasi Regency. The results of this study indicate that the application of Green practice which consists of 3 indicators, namely Green Action, Green Food, Green Donation, has not all been well implemented in hotels in Bekasi Regency. From the calculation results of the Importance and Performance Analysis (IPA) method, it has a conformity level value of 98.72% and in the Cartesian Diagram of 18 attributes there are 2 attributes of green action and green food that require improvement and improvement, namely attributes number 4 and 16. There are also attributes number 4 and 16. 2 attributes that need to be maintained for achievement and performance are attribute numbers 1,7,11, 14, 17 and 18.

Keywords: Hotel, Green Action, Green Food, Green Donation

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CHAPTER I

INTRODUCTION

1.1 Background

The growing economy that continues to develop in the world has caused a lot of use of natural resources that exceeds the reasonable limit, resulting in changes in the environment. This change is commonly known as Global Warming, and the phenomenon that occurs in global warming is the Green House Effect. In Indonesia, the industrial sector is the main sector that uses fossil fuel energy so that it is the largest contributor to carbon emissions in the formation of the Green House Effect (Leonardo et al., n.d.)

In the millennial digital era, it will be easier to get information about global warming issues. The ease of information obtained makes people aware that the products used are one of the contributors to environmental damage. people are starting to realize that world economic growth will not only harm the environment but will also harm society. To respond to this, companies from various sectors are trying to develop products and processes that can reduce the negative impact of industry on the environment (Schubert et al., 2010).

The management of the (PLN) Customer Service Implementation Unit (UP3) revealed that an increase in electricity consumption in Bekasi reached 8-10%. Also Head of the Bekasi City Environment Agency (DLH), Yayan Yuliana said, since the beginning of 2022 the volume of waste disposed of in the Sumurbatu and Bantargebang Final Disposal Sites (TPA) has increased by up to 10 percent (Indra Negara, 2022)

The increase in the volume of waste reaches 180 tons per day, from 1,800 tons of normal capacity per day. The increasing number of residents and community activities at the beginning of the year is claimed to be the cause of the increase in the volume of waste.

This is of course caused by the increase in the human population in Bekasi Regency as an industrial city for workers who migrate from several regions and the development of the times which has made more and more office, hotel and tourism industry.

This research also supports the government's efforts to carry out and perfect its mission to reduce the use of plastic bags. The Bekasi Mayor's Regulation Number 37 of 2019 completes the Bekasi Mayor's Regulation Number 61 of 2018 (Peraturan Walikota Bekasi, 2019) regarding the reduction of the use of plastic bags. The Bekasi mayor's regulation number 37 of 2019 aims to raise public awareness in protecting the environment, especially from the impact of plastic bag waste. In the regulation, there is an appeal for Bekasi City residents to reduce the use of single-use plastic bags in their daily lives. This also applies to civil servants (PNS), tourism activities, offices and households.

Article 1 paragraph 9 of The Bekasi Mayor's Regulation Number 37/2019 explains: Reducing the use of bags is a way to minimize volume, distribution and use wisely, and will gradually reduce dependence on plastic bags that are not environmentally friendly.

In chapter 4A of The Bekasi Mayor's Regulation Number 37/2019 explains: Determining the reduction in the use of plastic bags. in article 10A paragraphs 1

and 2 explains that as of March 1, 2019 all Shopping Centers, Traditional Markets, Modern Stores, Offices and Households have begun to reduce plastic bags. The implementation of reducing the use of plastic bags in other locations is implemented in stages.

With these problems, in the business sector, several actions related to the implementation of environmental measures have been taken. Many businesses are starting to change their orientation to be more environmentally friendly in addition to generating maximum profits. In terms of Global Warming tourism is one of the most influencing businesses because of some bad practices that are often carried out by its stakeholders, for example mass tourism practices, excessive use of water, waste generated by companies engaged in tourism that is hotels, restaurants, etc.

Environmental measures that need to be considered and developed by the hotel include: saving water through a program of reuse of towels and bed linens or the use of low-flow faucets and showers; energy savings through the application of light sensors or the replacement of central air conditioners with individual air conditioners; ecological purchases such as environmental cleaning products or food from local farmers and producers; reducing waste emissions through the use of refillable soap dispensers or recycled containers; and promotion of environmental education.

The Department of the Environment continues to make efforts to cope with and maximize the performance of waste disposal sites and waste recycling so that there will be no more waste overload or landfills that cannot accommodate the

waste capacity. The government tourism office has a vision to make the city of Bekasi as sustainable green tourism and one of the tasks in one of the departments there is to improve and develop tourism infrastructure in the Bekasi district. This includes the hotel business, with the increase in electricity and waste, increasing public awareness of the environment, causing efforts to reduce the impact of environmental damage. One of the efforts to prevent further environmental damage is to apply green practice.

Table 1 1 Hotel and Restaurant Data In Bekasi Regency

Hotel and Restaurant data in Bekasi district			
4 Star Hotel	3 Star Hotel	2 Star Hotel	Under 2 Star hotel
9	24	10	37
Total Hotels			80 Hotels

The data above is data on hotels and restaurants in Bekasi Regency, and 10% of the number of hotels that will be the object of research.

Food and Beverage departments often use more energy, water, paper, etc. One of such department is the Department of Food and Beverage. Every hotel facility that is the responsibility of Food and Beverage often tends to be environmentally unfriendly. For example in a restaurant. According to (Tzschentke et al., 2004) Green practice leads to actions to protect the environment and the products produced are minimal in environmental damage. Some of the green practice actions implemented in the hospitality business include using local or organic products, installing water-saving devices, and saving energy. The Green Restaurant Association aims to create sustainable restaurants by providing several guidelines for green practice steps which are grouped by (Schubert, 2008) into green action, green food and green donation.

From the background above, it can be seen that green practice is very important for restaurants to reduce the impact of environmental damage, but it is unfortunate that in Bekasi there are still not many restaurants that deliberately apply green practices for the sake of environmental sustainability. There are also pros and cons regarding the importance of implementing green practice in Bekasi restaurants which can be seen from the results of the preliminary interview conducted by the author. Therefore, the authors are interested in digging deeper into the customer perception regarding the importance of green practice when carried out in restaurants in Bekasi Regency..

1.2 Problems of The Research

1. What is the perception of customers regarding Green Practice at restaurant outlets in the hotels at Bekasi Regency?
2. Which variables of “Green Practice” need to be improved in support of sustainable tourism policy of Bekasi Regency Government?

1.3 Purpose of The Research

The purpose of the writer to do this research are:

1. To find out how perception of customers regarding Green Practice at restaurant outlets in the hotels at Bekasi Regency.
2. To analyse which variable of green practice need to be improved in support of sustainable tourism policy of Bekasi Regency Government.

1.4 Significance of the Research

This research will hopefully bring some benefits, those are:

1. Theoretical Benefits

Theoretically, this research is expected to provide additional information in supporting other research and is expected to be the reference for the next researcher. Furthermore, the result of this research is expected to help and support the theories of green practice in the restaurant industry.

2. Practical Benefits

a. For researcher

The results of this study are expected to increase knowledge, experiences and insight to play a role in environmental sustainability through tourism activities, so that later can facilitate researcher in learning, especially regarding green practice in Restaurant.

b. For Bali State Polytechnic

The results of this study are expected to be used as a library reference of similar research in near future.

c. For Government Tourism Office Bekasi

This research is expected to be useful for the management at the government tourism office to develop the potential of green practice which is important to create a friendly environment, play a role in environmental sustainability in order to develop the hotel industry.

CHAPTER V

CONCLUSIONS AND RECOMMENDATION

5.1 Conclusions

Based on the results of research that has been carried out at hotel restaurants in Bekasi Regency, the following conclusions are obtained :

1. Customer perception shows that the performance and vision and mission of the Tourism Government Office of Bekasi Regency to make Bekasi a green tourism city are going well. This is evidenced by the number of achievements or customer satisfaction in services in Quadrant 2. Hotels or restaurants selected as research objects have carried out green practice efforts, namely Green Action, Green Food and Green Donation optimally. This is evidenced by customer satisfaction with hotel restaurants based on the results of the answers to the questionnaire from the 18 indicators that the author provides.
2. There is something that must be used as a focal point for efforts to develop Green Practice from customer perceptions, namely in quadrants 1, 3 and 4. Especially in quadrant 1, customer perceptions show that there is dissatisfaction with 2 indicators in quadrant 1, such as:
 - a. Put up signs to save water and electricity around Restaurant.

The customer stated that so far there has been no sign to save water and electricity which according to customer perception is important to implement.
 - b. Give special information on the menu, such as vegetarian and so on.

In this indicator, the customer's perception states that it is important to have details / explanations of the ingredients used in the menu and the restaurant can provide notes or special marks for special vegetarian menus.

5.2 Recommendation

To improve the quality of service and the application of green tourism and green practice at hotels in Bekasi Regency, especially Restaurant Outlets to be more optimal, the author gives suggestions to 3 actors to develop efforts to implement green practice in Restaurants Outlets in the hotel in Bekasi Regency.

1. Tourism Government Office of Bekasi Regency

Tourism Government Office provides provisions for hotels or makes rules that can immediately improve and provide socialization and direction for hotels in Bekasi Regency from taking into account the results of customer perceptions in these 4 quadrants. This can be done by giving seminars to hotel employees regarding efforts to implement green practice and green tourism. Also focus on efforts to implement green practice, especially at restaurant outlets by closing this so that it can be scheduled by the Tourism Government Office.

2. Restaurant Outlets in the Hotel

Continue to maintain customer achievement and satisfaction based on the results of customer perceptions which are measured using the IPA quantitative method. Also must improve customer dissatisfaction in quadrant 1, such as:

- a. Water and electricity savings that can be optimized by installing energy-saving signs.

- b. Provide notes for special menus, such as vegetarian, non-vegetarian, etc.
- c. If the Government Tourism Office has made an agenda or program for the implementation of green practice, improvement and socialization efforts must be monitored so that hotel staff can understand the application of green practiced.
- d. Continuing to maintain indicators that are considered to have satisfied consumers so that hotels, especially Restaurant Outlets will focus more on improving services that are considered lacking.

3. Further Research

Suggestions for further research is that it is better if research on perception is carried out focusing on 1 company in order to get more valid results and can directly improvise from the four quadrants based on the results of the customer questionnaire.

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