Implementation of Green Practice In Clay Craft Restaurant to Increase Guest Loyalty at Renaissance Bali Uluwatu Resort & Spa

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Abstract: This study discusses the application of green practice in increasing guest loyalty at the Clay Craft Restaurant at Renaissance Bali Uluwatu Resort & Spa. This study aims to determine the effect of green action, green food, and green donation partially and simultaneously on guest loyalty at Clay Craft Restaurant and to determine the most dominant variables between green action, green food, and green donations in influencing guest loyalty at Clay Craft Restaurant. The population of this research is guests who visited Clay Craft Restaurant at least 2 times who visited 60 people. Data collection techniques in this study were through interviews, observation, questionnaires, and literature study. Data analysis used quantitative analysis of primary data which was processed using multiple analysis using the SPSS 25.0 application. The results of this study indicate the effect of either partially or simultaneously the variables of green action, green food, and green contribution on guest loyalty. The coefficient of determination shows a value of 0.544 which means that green action, green food, and green donations contribute to guest loyalty by 54.4% and the influence of 26.7% is influenced by other factors not discussed in the study. The effective contribution shows that the green action variable gives the most dominant influence in influencing guest loyalty, which is 24.9%.

Keywords: Green Practice, Implementation, Guest Loyalty, Restaurant.

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Introduction

Tourism is one of the largest and fastest growing industries in the world. This sector makes a major contribution to economic development, poverty reduction, employment, and various other positive impacts. Quality tourism is a parameter of the success of tourism development, not just the quantity aspect which focuses more on how big the number of tourists, the amount of income and the number of investors (Rahmafitria, 2014). Nowadays, tourists are getting smarter and more selective in choosing hotels that consistently implement environmentally friendly practices by utilizing energy-efficient resources and using local products.

The tourism industry, especially in the Bali region, has a very important role in national tourism development. So the green hotel practice becomes a "must" for hotel managers in running their business because this green hotel practice has a long-term investment value that is able to create tourist loyalty, save operational costs, establish relationships with local communities, and be able to create healthy hotel management. (Sinangjoyo, 2015).

One of the hotels in Badung Regency is Renaissance Bali Uluwatu Resort & Spa which is located at Jl. Balangan Beach I No. 1, Ungasan, Kec. Kuta Selatan Badung, which is a 5-star hotel with 207 rooms with a resort hotel concept, is supported by various types of facilities to provide comfort to guests during their stay, such as a fitness center, spa, swimming pool. kids club, meeting room, business center, departure lounge, art shop, wedding chapel, ballroom, and several food & beverage outlets such as restaurants, bars, and beach clubs.

Clay Craft Restaurant is one of the restaurants owned by Renaissance Bali Uluwatu Resort & Spa in serving guests eating and drinking. Clay Craft Restaurant has implemented green practices in its operations such as the use of paper straws, the use of barcode menus in restaurants, the take away boxes that are used now also use paper which previously still used plastic.

Every restaurant wants guests who are loyal to their products. Because loyalty is the engine that drives the success of a business. Susepti (2017) reveals that guest loyalty occurs when there are repeated purchases

by the same customers and their willingness to recommend products to other customers without direct benefits and finally repeated use will result in positive mutual attitudes. However, keeping guests as an important part in creating guest loyalty is not a simple matter, because the restaurant must be able to integrate all business dimensions and determine how to create value so that guests are loyal to a restaurant. By creating a value for consumers, it will build consumer loyalty and maintain it (Elvi Oktariani, 2016).

Guests also have a role to play in the success of this green practice program, because there needs to be awareness from them to choose hotels that have implemented green practices and follow the programs that have been implemented at the hotel. Guests who are aware of the importance of environmentally friendly practices will usually be willing to pay a slightly higher price to eat at the restaurant because they are aware that restaurants with environmentally friendly products are more expensive than those that do not use environmentally friendly products (Harlina, 2020). However, not all guests are comfortable participating in and supporting green practice programs, such as reducing energy use and/or saving water use, this happens because there is still a lack of understanding regarding this green practice program. The inconvenience of participating in this green practice program will affect guest satisfaction while eating at the restaurant which will cause the guest to be dissatisfied with eating there or not want to visit the restaurant again.

Based on the problems above, it is known that the practice of green practice at Renaissance Bali Uluwatu Resort & Spa is still not optimal. There are obstacles that must be faced in implementing green practice in an effort to increase guest loyalty at Renaissance Bali Uluwatu Resort & Spa. In connection with the background of the problem above, the research or problem are: How are the implementation of green practice in clay craft restaurant and how and which green practice indicators have the most dominant influence in increasing guest loyalty.

Method

The study was conducted in Clay Craft Restaurant at Renaissance Bali Uluwatu located at Jalan Balangan 1 No.1, South Kuta Beach 80352, Badung, Bali. Phone: +62 361 2003588 .This research used the green practice as the variables such as (Priscilia, 2016): 1) Green Action; 2) Green Food; 3) Green Donation. The primary data obtained from the questionnaire, interview and The secondary data are obtained from journal, books, the historical, job description, SOP and organization structure. The data was analyzed by validity test and reliability test used SPSS 25, Descriptive Qualitative Analysis and multiple regression analysis.

The purpose of this research was to see if the independent variables had meaningful impact on the dependent variable both partially or simultaneously. Independent Variables are variables that affect or are the cause of changes or the emergence of the dependent variable (Sugiyono, 2017).

Dependent variable or dependent variable is a variable that is influenced or which is the result, because of the independent variable (Sugiyono, 2017). The independent variables can be seen in Table 1. The guest loyalty is the dependent variable in this study; the details can be found in the Table 2.

Table 1. Independent variable (X)

Variable	Operational Definition	Variable Indicator	Question Indicator
Green Practice (X)	Environmentally friendly practices applied by hotel management to Clay Craft Restaurant.	*Green Action (X1)*	Using environmentally friendly materials
			Water and energy saving
			Pollution prevention
		Green Food (X2)	The use of organic materials in some food preparation

		Making menu changes with seasonal local ingredients
		Provide information on menus that have special characteristics
	Green Donation (X3)	Funding and participating in local community activities related to environmental sustainability
		Educate the surrounding community regarding the application of green practice

Tabel 2. Dependent variable (Y)

Variable	Operational Definition	Variable Indicator	Question Indicator
Loyalitas Tamu (Y)	The possibility of guests to do repeat business with the company or brand.	*Repeat Purchase*	Guests enjoy visiting Clay Craft Restaurant
			Guest will revisit Clay Craft Restaurant
			Product and service quality as expected
		Retention	Will not switch to another restaurant besides Clay Craft Restaurant
		Referalls	Recommend to others to eat at Clay Craft Restaurant
			Invite others to eat at Clay Craft Restaurant

The sample is part of the number and characteristics of the population (Sugiyono, 2017). In this research In this study, the sampling technique used was purposive sampling, namely respondents with certain criteria. The reason researchers use this purposive sampling technique is that it is suitable for use in quantitative research. Respondents to this study were participants who knew detailed information relevant to the research conducted by the researchers and who met several criteria, including guest who have come to Clay Craft Restaurant at least 2 times, to measure the impression of guest loyalty to repurchase. Aged 17 to 50 years, because at that age a person is considered an adult, has responsibility for himself and is considered to be able to make his own decisions.

According to (Supranto, 2016), the minimum sample determination is calculated using the following formula:
N = 5 x number of indicators used N= 5 x 11=55
From the result of the above formula calculation, we can obtain the number of minimum test samples from up to 55 respondents, In this study, researchers used 60 people as test samples.

Result and Discussion

Calculations and data analysis were performed using SPSS 25. After using SPSS, researcher got the processing results, which explained later and came to a conclusion. This study was conducted by distributing questionnaires to 60 respondents (guests) who visited clay craft restaurants. can be illustrated grapicaly by considering them in the form of simple statistics.

1. Validity and Reliability Test Result

Validity testing is related to the definition that a research instrument item can be said to be valid if the instrument can measure the variables studied appropriately or in other words there is a match between what is measured with the measurement objectives

Table 1. Validity test result

Variabel	Question Item	R Count	R Tabel	Description
X1	Green Action 1	0.764	0.2542	Valid
	Green Action 2	0.716	0.2542	Valid
	Green Action 3	0.786	0.2542	Valid
X2	Green Food 1	0.793	0.2542	Valid
	Green Food 2	0.830	0.2542	Valid
	Green Food 3	0.635	0.2542	Valid
X3	Green Donation 1	0.954	0.2542	Valid
	Green Donation 2	0.898	0.2542	Valid
Y	Loyalitas Tamu 1	0.616	0.2542	Valid
	Loyalitas Tamu 2	0.856	0.2542	Valid
	Loyalitas Tamu 3	0.825	0.2542	Valid
	Loyalitas Tamu 4	0.635	0.2542	Valid
	Loyalitas Tamu 5	0.726	0.2542	Valid
	Loyalitas Tamu 6	0.764	0.2542	Valid

Source: (Output SPSS 25, 2022)

From the table of green food, green action, green donation, and guest loyalty variables above, it can be seen that all statement items have r count > r table, thus it can be concluded that all statement items in this study are valid.

Reliability test aims to determine the extent to which the measurement results can remain consistent if the measurement is carried out twice or more for the same symptoms using the same measurement tool. To measure the level of data reliability, researchers used the Cronbach Alpha value. The criteria for reliable data or not, the following rules are used: If the Cronbach Alpha value > 0.60 then the variable item is declared reliable, If the Cronbach Alpha value 0.60 then the variable item is declared unreliable.

Table 2. Reliability test result

Variabel	Cronbach's Alpha	Limit Koef Cronbach's Alpha	Description
Green Action	0.618	0.6	Reliabel
Green Food	0.642	0.6	Reliabel
Green Donation	0.805	0.6	Reliabel
Loyalitas Tamu	0.826	0.6	Reliabel

Source: (Output SPSS 25, 2022)

Based on the results of the analysis in the table above, it can be seen that the value of Cronbach's Alpha variable green action, green food, green donation, and guest loyalty is worth > 0.60 which means that all statements in each variable are reliable.

2. Multiple correlation coefficient analysis

Multiple correlation test was conducted to determine the degree of strength of the relationship between the independent variables, namely green action (X1), green food (X2), and green donation (X3) with the dependent variable, namely guest loyalty (Y). Acording to Duwi Priyatno (2017) to determine whether or not the influence of a variable on other variables can be seen in the table below where the correlation number ranges from -1 to +1. The closer to 1 the correlation is getting closer to perfect. The interpretation of correlation figures is as follows:

Table 3. Interval correlation level of variable relationship

Correlation Interval	Correlation Rate
0,000-0,199	Very low
0.200-0,399	Low
0,400-0,599	Moderate
0,600-0,799	Strong
0,800-1,000	Very strong

Source: Duwi Priyatno (2017)

The following are the results of the multiple correlation test obtained by researchers using SPSS 25:

Table 4. Multiple correlation test

result model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.738[a]	.544	.519	2.367	.544	22.261	3	56	.000

a. Predictors: (Constant), Green Action, Green Food, Green Donation

Source: (Output SPSS 25, 2022)

Based on the table above, it is known that the magnitude of the relationship between green action, green food, and green donation simultaneously on guest loyalty is calculated based on the correlation coefficient (R) which is 0.738. This shows a strong relationship from the independent variable simultaneously to the dependent variable.

3. Normality test

The normality test is a test of the normality of the data distribution. In this study, to test whether the data were normally distributed or not, the Kolmogorov-Smirnov Test was carried out statistically. Data is normally distributed if it has a significance value > 0.05

Table 5. Kolmogorov-Smirnov normality test result.

One-sample Kolmogorov-Smirnov test

		Unstandardized Residual
N		60
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.30649014
Most Extreme Differences	Absolute	.095
	Positive	.081
	Negative	-.095
Test Statistic		.095
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: (Output SPSS 25, 2022)

Based on the table above, it can be seen that the significance value is 0.20, where 0.20 > 0.05, which means the data is normally distributed.

4. Linearity test

Linearity test can be done through a test of linearity in the SPSS application. The applicable criteria are if the significance value of linearity > 0.05, then there is a linear relationship between variables, and if the significance value is < 0.05 then there is no linear relationship between variables.

Table 6. Test the linearity of green action with guest loyalty

ANOVA table

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas Tamu * Green Action	Between Groups	(Combined)	371.389	8	46.424	7.474	.000
		Linearity	280.832	1	280.832	45.210	.000
		Deviation from Linearity	90.557	7	12.937	2.083	.062
	Within Groups		316.794	51	6.212		
	Total		688.183	59			

Source: (Output SPSS 25, 2022)

Based on the table above, it can be seen that the deviation from linearity value is 0.062 > 0.05, so it can be concluded that the green action variable has a significant linear relationship with the Guest Loyalty variable.

Table 7. Test the linearity of green food with guest loyalty

ANOVA table

			Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	(Combined)	317.647	5	63.529	9.258	.000
		Linearity	270.650	1	270.650	39.443	.000

Loyalitas Tamu * Green Food		Deviation from Linearity	46.997	4	11.749	1.712	.161
	Within Groups		370.537	54	6.862		
	Total		688.183	59			

Source: (Output SPSS 25, 2022)

Based on the table above, it can be seen that the deviation from linearity value is 0.161 > 0.05, so it can be concluded that the green food variable has a significant linear relationship with the guest loyalty variable.

Table 8. Test the Linearity of green donation with guest loyalty

ANOVA table

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas Tamu * Green Donation	Between Groups	(Combined)	243.247	4	60.812	7.517	.000
		Linearity	215.019	1	215.019	26.579	.000
		Deviation from Linearity	28.228	3	9.409	1.163	.332
	Within Groups		444.937	55	8.090		
	Total		688.183	59			

Source: (Output SPSS 25, 2022)

Based on the table above, it can be seen that the deviation from linearity value is 0.332 > 0.05, it can be concluded that the green donation variable has a significant linear relationship with the guest loyalty variable.

5. Multicolliniearity test

Multicollinearity test aims to determine whether in a regression multicollinearity symptoms appear. Because the regression analysis should be free from the existence of multicollinearity. To be able to find out whether a regression is free from the presence of multicollinearity, you can look at the VIF and Tolerance values. If the VIF value is < 10.00, it means that there are no symptoms of multicollinearity, and if the VIF value is > 10.00, then multicollinearity has occurred, and if the tolerance value is > 0.01, it means that there are no multicollinearity symptoms.

Table 9. Multicolinearity test result

coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.570	2.978		.863	.392		
	Green Action	.687	.193	.390	3.571	.001	.684	1.461
	Green Food	.673	.284	.294	2.373	.021	.532	1.881
	Green Donation	.601	.355	.198	1.693	.096	.593	1.686

a. Dependent Variable: Loyalitas Tamu

Source: (Output SPSS 25, 2022)

From the table above, it can be seen that the VIF value of Green Action (X1) is (1,461), Green Food (X2) is (1,881), and Green Donation (X3) is (1,686) which means all VIF values < 10.00 and can be it was concluded that there were no symptoms of multicollinearity in the regression. When viewed from the tolerance value, the Green Action (X1) variable is (0.684), Green Food (X2) is (0.532), and Green Donation (X3) is (0.593).

6. Heteroscedasticity test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation with other observations.Tests in this study using the glesjer test. The basis for making decisions in the heteroscedasticity test using the Glesjer test is if the significance value (Sig.) > 0.05, then the conclusion is that there are no symptoms of heteroscedasticity in the regression model. If the significance value (Sig.) < 0.05, then the conclusion is heteroscedasticity occurs in the regression model.

Table 10. Heteroscedasticity test result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.377	1.791		-0.211	0.834
	Green Action	-0.195	0.116	-0.259	-1.681	0.098
	Green Food	0.316	0.171	0.323	1.850	0.070
	Green Donation	0.057	0.214	0.044	0.269	0.789

a. Dependent Variable: ABS

Source: (Output SPSS 25, 2022)

Based on the table above, it can be seen that the sig value of Green Action (X1) is 0.098, Green Food (X2) is 0.070, and Green Donation (X3) is 0.789 which means that the sig value of all variables is > 0.05 so it can be concluded that there is no heteroscedasticity occurs

7. Multiple linear regression analysis

Based on multiple linear regression calculations between the variables green action, green food, green donation and guest loyalty using the SPSS 25 application, the results obtained are as follows:

Table 11. Multiple Linear regression analysis result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.570	2.978		.863	.392
	Green Action	.687	.193	.390	3.571	.001
	Green Food	.673	.284	.294	2.373	.021
	Green Donation	.601	.355	.198	1.693	.096

a. Dependent Variable: Loyalitas Tamu

Source: (Output SPSS 25, 2022)

From the results of multiple linear regression analysis presented in the table, the regression equation is obtained:

$$Y= 2.570 + 0,687X_1 + 0,673X_2 + 0,601X_3$$

a. Constant (a) of 2,570 which means that if the variables green action, green food, green donation have a constant value of zero, the value of guest loyalty will be worth 2,570
b. The green action variable regression coefficient of 0.678 is positive, meaning that if guest loyalty is worth 1 unit, guest loyalty will also increase by 0.678 assuming other variables are constant at zero.
c. The green food variable regression coefficient of 0.673 has a positive value, meaning that if guest loyalty is worth 1 unit, guest loyalty will also increase by 0.673 assuming other variables are constant at zero.
d. The regression coefficient for the green donation variable of 0.601 is positive, meaning that if guest loyalty is worth 1 unit, guest loyalty will also increase by 0.601 with the assumption that other variables are constant at zero.

8. t-test

t-test is used to partially test the influence of each independent variable to dependent variable. A significance level of 0.05 (5%) was used in this study. If the probability value is <0> 0.05, we can say that there is no significant effect between the independent and dependent variables.

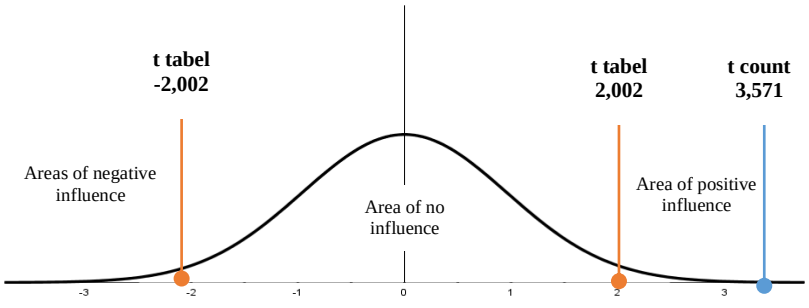
Table 12. t-test result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.570	2.978		.863	.392
	Green Action	.687	.193	.390	3.571	.001
	Green Food	.673	.284	.294	2.373	.021
	Green Donation	.601	.355	.198	1.693	.096

a. Dependent Variable: Loyalitas Tamu

Source: (Output SPSS 25, 2022)

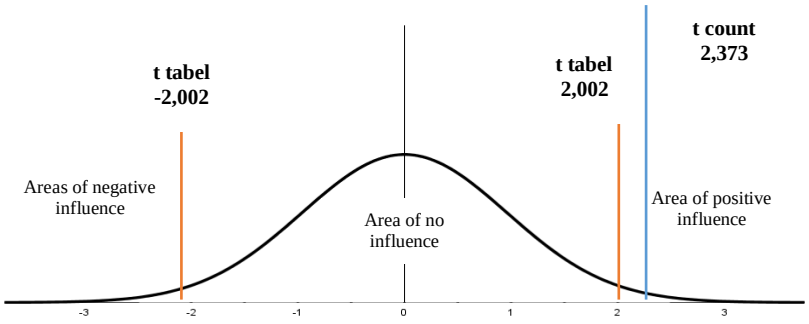
To find the value of the t-table, the following formula is used:
Df = n-k= 60-3 = 57
So that the t-table obtained is (0.05; 57), which is 2.002



Source: (Output SPSS 25, 2022)

Figure 1. Green action T-Test regression curve

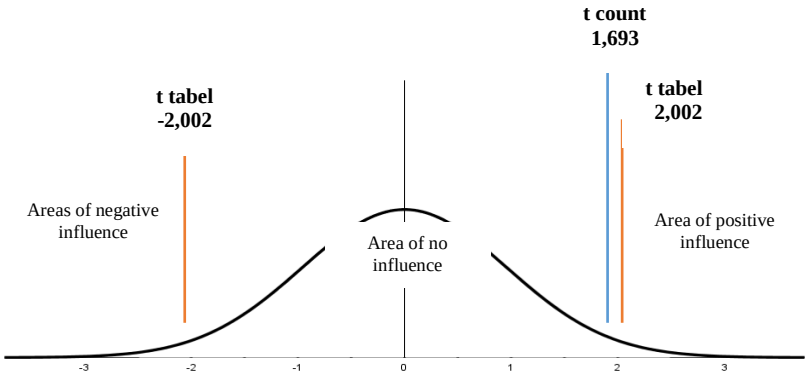
The t-count value is 3.571 > 2.002 and the significance value is 0.01 <0.05. So it can be concluded that the green action variable (X1) has a partially significant effect on guest loyalty (Y).



Source: (Output SPSS 25, 2022)

Figure 2. Green food T-Test regression curve

The t-count value is 2.373 > 2.002 and the significance value is 0.21 <0.05. So it can be concluded that the green food variable (X2) has a partially significant effect on guest loyalty (Y).



Source: (Output SPSS 25, 2022)

Figure 3. Green donation T-Test regression curve

The t-count value is 1.693 < 2.026 and the significance value is 0.96 > 0.05. So it can be concluded that the green donation variable (X3) does not have a partially significant effect on guest loyalty (Y).

9. F test

The F test is used to determine whether all independent variables (green action, green food, green donation) have an effect on the dependent variable (guest loyalty)

Table 13. F test result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	374.309	3	124.770	22.261	.000[b]
	Residual	313.874	56	5.605		
	Total	688.183	59			

a. Dependent Variable: Loyalitas Tamu

b. Predictors: (Constant), Green Donation, Green Action, Green Food

Source: (Output SPSS 25, 2022)

Based on the table above, it can be seen the value of Sig. 0.00 < 0.05 and the calculated F value is 22.261 > 3.16, so it can be concluded that green action (X1), green food (X2), and green donation (X3) simultaneously have a significant effect on guest loyalty (Y) at Clay Craft Restaurant.

10. Coefficien of Determination Analysis

The coefficient of determination (R2) test aims to measure how far the model's ability to explain the variables is

Table 14. Coefficient of determination analysis result

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Esti-mate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.738[a]	.544	.519	2.367	.544	22.261	3	56	.000

a. Predictors: (Constant), Green Donation, Green Action, Green Food

Source: (Output SPSS 25, 2022)

Based on the table above, it is known that the R square value is 0.544, so it can be concluded that there is an effect of green action (X1), green food (X2), and green donation (X3) on guest loyalty by 54.4% while the remaining 456% is influenced by factors other than green action (X1), green food (X2), and green donation (X3). It can be seen that the value of R2 is the same as R2, which is 0.544, which means that there is no error variant that occurs, which means that the data questionnaire design is reliable.

11. Statistical Analysis of Standardized Coefficients Beta

Statistical analysis of Standardized Coefficents Beta is used to determine the independent variable that has the most dominant influence on the dependent variable. This research was conducted by comparing each value of the Effective Contribution (SE) on the independent variables in the following table.

Table 15. Table of regression coefficient values, correlation and R square

Variable	Beta regression coeff.	Correlation coeff.	R Square
Green Action	0.390	0.639	54,4
Green Food	0.294	0.627	
Green Donation	0.198	0.559	

Source: (Output SPSS 25, 2022)

Based on the table above, to determine the Effective Contribution (EC) given by each independent variable, the following calculations can be carried out:

a. Effective Contribution variabel Green action (X_1) to guest loyalty (Y)

EC (X_1) = Beta X_1 x Koefisien Korelasi X_1 x 100%

= 0,390 x 0,639 x 100%

EC (X_1) = 24,9%

b. Effective Contribution variabel Green Food (X_2) to guest loyalty (Y)

EC (X_2) = Beta X_2 x Koefisien Korelasi X_2 x 100%

= 0,294 x 0,627 x 100%

EC (X_2) = 18,4%

c. Effective Contribution variabel Green Donation (X_2) to guest loyalty (Y)

EC (X_3) = Beta X_3 x Koefisien Korelasi X_3 x 100%

= 0,198 x 0,559 x 100%

EC (X_3) = 11,1%

d. Effective Contribution (EC) in total can be calculated as follows:

EC total = EC (X_1) + EC (X_2) + EC (X_3)

= 24,9% + 18,4% + 11,1%
EC total = 54,4%

Based on the comparison above, the value of Effective Contribution is obtained on the three dependent variables, green action, green food, and green donation. The most dominant dependent variable influencing guest loyalty at Clay Craft Restaurant is Green Action with the highest value of Effective Contribution of 24.9%. So it can be concluded that Green Action is able to give an effect of 24.9% of the total 54.4% on guest loyalty.

Conclusion

The effect of green action and green food on guest loyalty has a direct positive and significant effect. This means that increasing the application of good green actions can increase guest loyalty at Clay Craft Restaurant. The effect of green action on guest loyalty is evidenced by statistical result of the t-test with a t-count value of 3,571 and significance 0,01 less than 0,05 and coefficient 0,678 has possitive value. These results indicate that green action (X1) has a positive and significant effect on guest loyalty (Y) in other words H0 is rejected and H1 is accepted. Green food obtained a t-count of 2,373 with a significance value of 0.02 less than 0.05 and a coefficient of 0.673, these results indicate that green food (X2) has a positive and significant effect on guest loyalty (Y) in other words H0 is rejected and H1 is accepted. While, green donation obtained a t-count value of 1,1693 with a significance level of 0.09 greater than 0.05 and a coefficient of 0,601. These results indicate that green donation (X3) has a positive but not significant effect on guest loyalty (Y) in other words H0 is accepted and H1 is rejected.

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