

The Implementation of Green Practices to improve the service quality of front office at K Club Ubud

Ni Nyoman Angelica Kerta Dewi¹⁾, Lien Darlina^{2)*}, Nyoman Mastiani Nadra³⁾, Indah Utami Chaerunnisah⁴⁾, Sang Ayu Made Krisna Dewi Natalia⁵⁾

¹Politeknik Negeri Bali, Indonesia

²Politeknik Negeri Bali, Indonesia

³Politeknik Negeri Bali, Indonesia

⁴Politeknik Negeri Bali, Indonesia

⁵Politeknik Negeri Bali, Indonesia

*Corresponding Author: darlina@pnb.ac.id

Abstract: The K Club Ubud in Gianyar, Bali, has used green practises to enhance the front office department's service quality. The goal of this study is to examine these activities and identify the green practises indicators that must be maintained and improved. Questionnaires, interviews, observations, and documentation were used to collect data for this study. The sample strategy used in this investigation was simple random sampling. In order to collect data, online surveys are distributed to respondents. As part of the processing, the questionnaire was subjected to validity and reliability tests. The servqual test (quality of service) and importance-performance analysis (IPA) are then employed as data analysis techniques in this study. According to the findings of this study, the application of green practices has been done in an optimal manner, as evidenced by the outcomes of the application of 3R activities. The results of the servqual test, which show that the front office department at K Club Ubud has seven gaps (+) and one gap (-) in the form of eight question indicators, can be used to describe how successfully green practices have been implemented. According to the importance performance analysis (IPA) results, the front office department must maintain the quality of the services for one indication while making improvements for the other.

Keywords: Front office, green practices, service quality

Introduction

The tourism and hospitality industries are known to work closely together. The tourist sector provides a variety of services, including lodging, travel, food and drink, and leisure activities. As a result, it transforms the hotel sector into a provider of tourism services. Additionally, the hospitality sector has grown to be a promising market. The primary objective of the hotel industry is to maximize room occupancy. Tourist pleasure, however, cannot be disregarded because the visitor staying in the room will be happy if they receive decent service from the hotel. The business will get greater profit when it gets higher room occupancy rate.

Bali is regarded to have excellent tourism potential as one of Indonesia's provinces. It is evident from the sizable number of domestic and international visitors who come to Bali for both leisure and business travel. Ubud, in the Gianyar Regency to the east of Bali, is one of the island's well-known tourist destinations. Tourists looking for peace and quiet frequently visit the rice fields and forests in Ubud. Green practices have taken over as the hotel idea in the Ubud districts due to its natural beauty. According to Leonardo et al. (2009; 499), the 3Rs, or reduce, reuse, and recycle, are a common way to characterize green practices or the environmentally friendly movement. Since it is one of the most fundamental guidelines for successful sustainable hospitality, the 3R method is essential. One of the hotels that employs the idea of green practices is K Club Ubud, that is situated in Ubud area.

According to Anom et al. (2017: 60), Bali's hotel industry is growing quickly. Many local and international shareholders who are vying to construct numerous five-star hotels in Bali can see it. When building a hotel, consideration must be given to a number of crucial factors, such as selecting a location that will contribute to the construction of a hotel with its own charm. Bali's

situation with its numerous rice fields and shady trees should be taken into account when designing hotels there.



Figure1. The Logo of K Club Ubud & Kabana Jungle Pool Bar of K Club
(Source: www.kclububud.com, 2022).

At K Club Ubud, in December 2021, the room occupancy rate was 90%, which is 10 percentage points higher than the occupancy rate in November 2021, which was 80%. This was carried out in line with the use of green techniques. Since December 2020, when there was a 50% room occupancy rate, it has increased by 45%. This is due to the fact that by December 2020, the landscape or villa sections were still in the construction phase and were not entirely finished. The arrangement is anticipated to be close to 100% by December 2021 with 30 villas, each with two to five rooms, thanks to the natural panorama of the villa, the use of environmentally friendly materials like bamboo, as well as the accessibility of cool air. There are 94 rooms as well as other amenities at K Club Ubud.

The notion of green practices through 3R, which is utilized to reduce environmental damage, may be demonstrated in K Club Ubud's application of green practices. Saving electrical energy, refraining from using plastic, and using less paper are examples of actions that have been taken. The fact that there are numerous obstacles to implementing green practices in K Club Ubud cannot be disputed, nevertheless.

Methodology

As one of the luxury villas in Ubud, the K Club Ubud Hotel, served as the site for this study. From March 2022 to July 2022, 4 months of study were done. The goal of the study is to develop green procedures to raise the standard of customer service at K Club Ubud's front desk. In this study, there were two variables: an independent variable and a dependent variable.

This study employed quantitative and qualitative data. The primary data used in this study was directly gathered from direct observation of survey distribution to consumers at K Club Ubud. As a result, this study also made use of secondary data that was already prepared and had been gathered and processed by third parties for use as supporting information.

Simple random sampling is employed as the data gathering method in this study. In this study, observation, questionnaires, interviews, and literature searches were used as data collection methods. By performing direct observations at the K Club Ubud, observation is a means of gathering data. For the purpose of getting a clear picture of the thing under study, the observation is conducted for 4 months. The questionnaire is a tool for gathering data that involves giving out questions that are carefully planned. The questions are organized in accordance with the metrics used to assess the level of customer service. The interview method is a technique for gathering data that involves having direct conversations with managers and employees to get information from the research objects. The process of conducting literature research involves gathering information from a variety of sources, including scientific publications, journals, books, and the internet, that are relevant to the topic at hand—in this case, the front office department's customer service quality as it relates to the adoption of green practices at K Club Ubud.

A Validity Test, a Reliability Test, a Servqual Test, and the Importance-Performance Analysis approach are among the data analysis methods employed in this study. As a tool for data

analysis, the Validity test evaluates validity's degree of the questionnaire instrument that was used to gather the data. A reliability test is used to assess the questionnaire, which measures a variable. The K Club Ubud conducts a Servqual Test (Service Quality) to investigate the disparity between the visitors' views of the services they received and the expected services (expected service). Additionally, the Importance-Performance Analysis method is used to measure both performance that customers perceive as significant and the performance that customers actually experience in order to assess an organization's performance.

Results and discussion

Respondents profile

The questionnaire contains two types of questions. Questions on the respondents' demographics, including gender, age, and occupation, are found in the first section. According to the respondents' perspectives, the second component of the questionnaire contains the value of the Importance and Service Performance of Front Office Staff. The primary data for this study will be the findings from this questionnaire. The guests who stayed at K Club Ubud made up the 30 respondents who responded to the questionnaires. The outcomes of respondents' profiles after thorough calculations are shown below:

1. Gender
The results of the questionnaires show that there are more women than men. There are 10 men overall, or 33% of the respondents, as can be seen from the total number of males. In the meanwhile, 20 responses, or 67% of the total, are female. The percentage distinction between the two types of gender among respondents is not very significant.
2. Origin
In terms of nations, the respondents for this study were Indonesian guests staying in villas at K Club Ubud. Based on the calculation's outcome, it is clear that people from Jakarta, where the percentage of respondents is 50%, Surabaya, where the percentage is 23%, Bali, where the percentage is 17%, and Semarang, where the percentage is 10%, make up the majority of respondents with the highest nationality.
3. Occupation
Four different work kinds are available in the occupation category, and the respondents choose them by checking the appropriate boxes on the questionnaires. Following employees with 30% of percentage or 9 respondents, other positions with 27% of percentage or 8 respondents, and students with a percentage of 10% or 3 respondents, the calculation's findings revealed that the highest occupation among the 30 respondents is in the entrepreneurial sector.
4. Age Classification
The questionnaire is used in this category to categorize the respondents' ages into 5 different age ranges. According to the results of the questionnaires, the respondents' ages can be divided into five categories: under the age of 20, between the ages of 20 and 30, between the ages of 31 and 40, between the ages of 41 and 50, and over the age of 50. The under-20 years old category has a total percentage of 7%, while the 20 to 30 years old category has a total percentage of 27%, which equals 8 respondents. The 20 to 30 years old category has a total percentage of 33%, which equals 10 respondents.

Validity and Reliability Test

1. Validity Test
The table below shows the findings of the validity of the work level (performance) and importance.

Table 1. Table of Results of the Validity of Importance and Performance

Attribute	R-Table	Importance		Performance	
		Total Item Correlation	Description	Total Item Correlation	Description

Q1	0,2960	0,511	Valid	0,614	Valid
Q2	0,2960	0,383	Valid	0,357	Valid
Q3	0,2960	0,392	Valid	0,317	Valid
Q4	0,2960	0,727	Valid	0,418	Valid
Q5	0,2960	0,362	Valid	0,324	Valid
Q6	0,2960	0,498	Valid	0,480	Valid
Q7	0,2960	0,570	Valid	0,300	Valid
Q8	0,2960	0,398	Valid	0,380	Valid

Source: Output SPSS 25.0 for Windows

If the sum of the item correlation values is larger than 0.2960, the given valid judgement criteria are delivered. All perception and expectation items from the questionnaire are deemed appropriate for use in this study because, in accordance with the findings in the table above, all questionnaire items have a total item correlation value greater than 0.2960.

2. Reliability Test

The reliability test was performed once the validity test was completed and the questionnaire responses were determined to be valid. The quantity of Cronbach's Alpha used to determine the validity of a research instrument, which reflects the internal consistency of the items that form a variable. The table below displays the results of the Cronbach's Alpha coefficient computation.

Table 2. Results of the Importance's Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.879	8

Source: Output SPSS 25.0 for Windows

Table 3. Results of the Performance's Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.857	8

Source: Output SPSS 25.0 for Windows

According to preceding table, the relevance variable has a Cronbach's Alpha of 0.857 and the performance level variable has a Cronbach's Alpha of 0.8. An instrument is regarded as dependable if it has a reliability coefficient, also known as Cronbach's Alpha, of 0.6 or higher. As a result, it is possible to treat the questionnaire's key variables and performance level as reliable.

Implementation of Green practices at the Front Office of K Club Ubud

Following the implementation of green practises at K Club Ubud, a number of conclusions can be reached based on the findings of interviews with the club's general manager and front office manager. Rumour had it that K Club Ubud had implemented as many environmentally friendly practises as were physically possible. This is seen in K Club Ubud's efforts to apply the 3R. When discussing the 3Rs, the first R, recycling, is mentioned. As part of the recycling implementation, the usage of recycled paper in many activities that require the paper usage has been introduced. Then, by using blank sheets that may be reused, paper waste that is no longer in use

is minimised. Additionally, as they are built from repurposed wood, tissue boxes and business cards are also used.

Reuse is the second R. The K Club Ubud had accepted the usage of reusable things, such as eco-friendly but high-quality hotel supplies that may last for a long time and can be used regularly for a long period. The Third R is known as reduce. The efforts made by K Club Ubud to cut back on wasteful electricity use are evidence of the hotel's reduction efforts. K Club Ubud prohibits using air conditioners in spaces that don't need to be cooled. The K Club Ubud prefers to use natural air in the lobby area as a solution because the area is supported by the cool atmosphere of Ubud and the hotel's proximity to rice fields and shaded trees. Additionally, to maintain a fresh and healthy environment in the lobby area, decreasing the usage of air conditioners also considers the temperature of the air there.

According to the interviews' result with the GM (General Manager) and FOM (Front Office Manager), 3R has been used to implement green practises at K Club Ubud. A servqual exam (service quality) is undertaken to examine the specifics of the implementation and propose a solution for how to improve the adoption of green practises at the K Club Ubud Front Office. This test can determine the gap between expected importance and service performance. The servqual technique analyses data and identifies gaps. The usage of green practises in an effort to improve service quality will be known following the application of the servqual technique. The table below shows the results of data processing using the servqual technique.

Table 4. Service Quality Test Results

No	Indicator	Performance	Importance	GAP
1	Reducing the usage of electricity, by not using the air conditioner in the lobby	3.03	4.93	-1.9
2	Using stainless steel straws instead of straws from plastic for drinking.	4.4	2.77	1.63
3	Make tissue boxes and business card holders out of wood waste.	4.5	3.17	1.33
4	The use of an iPad to reduce paper usage at check in and check out.	4.33	2.6	1.73
5	The front-desk employee's ability to answer guests' questions about K Club Ubud's green practises implementation.	4.23	3.1	1.13
6	Capable of providing clear and simple information on how to implement green practises	4.33	3.3	1.03
7	Eliminate plastic rubbish from the foyer area to ensure cleanliness.	4.4	3.13	1.27
8	Response from the front desk in handling guest issues while staying at K Club Ubud	4.33	3.33	1

The servqual test analysis results show that when green practises are implemented in the front office division, the positive (+) gap is greater than the negative (-) gap, with seven positive gaps and one negative gap. This illustrates the effectiveness of K Club Ubud's efforts to improve front-desk service quality through the use of green practises.

According to the findings of the servqual test analysis and interviews with the general manager and front office manager, one negative gap or impediment has occurred as a result of K Club Ubud's implementation of green practises.. These limitations are related to the air and the unpredictability of the weather, especially during the summer. Due to the hot temperature, guests may feel uncomfortable in the lobby area. This is a significant barrier to the adoption of green practices at K Club Ubud. Although the hotel's surroundings and position can be considered to be cool, it is clear that occasionally some guests comment that the lobby is warmer than usual due

to fluctuating weather conditions. As a result, the K Club Ubud has attempted to make this issue as clear as possible in keeping with the justification for the adoption of green practices there.

In addition, there are numerous initiatives to solve the issues. To do this, one strategy is to educate visitors about eco-friendly habits. When guests check in and out, another approach for dealing with hot temperatures is to provide a welcome drink from the Ice Soursoup Sorbe Menu. One way to overcome some of the problems associated with implementing green practises at K Club Ubud is to provide the technical team with a solution for finding a portable air conditioner that uses less energy.

The Highest Type of Quadrant in the Implementation of Green practices to Improve the Service Quality at the Front Office at K Club Ubud

To solve the second issue with the highest type of quadrant in the green installation at K Club Ubud, the Importance Performance Analysis approach is depicted as a Cartesian diagram. Quadrant A is the most significant of the four quadrants in the Cartesian diagram. This means that the indicators in this quadrant should be enhanced. The achievement of Quadrant B suggests that the indicators within this quadrant are currently providing good service, therefore maintaining their performance is required. Due to the minimal importance of Quadrant C, it has no substantial impact on visitor happiness. Quadrant D reveals that the use of each indication in this quadrant is judged excessive.

The figure below depicts the positioning of the eight green practises service quality indicators at K Club Ubud.

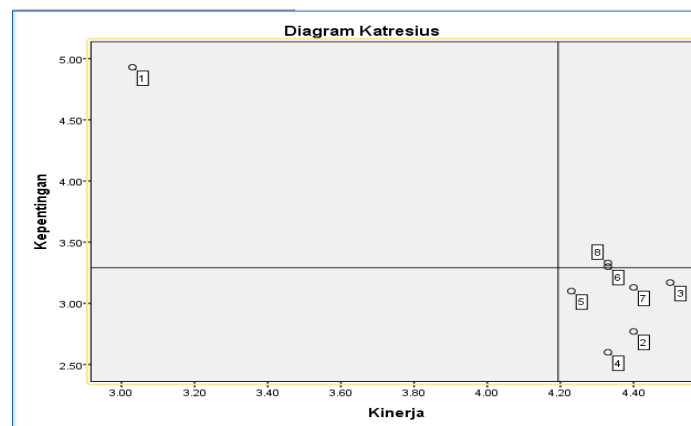


Figure 1. Figure of Diagram Kartesius Important Performance Analysis

Each indicator found in each quadrant is described in great length below. Following is an explanation of each quadrant's purpose:

1. Quadrant A

On the upper left is where Quadrant A is placed. The indications in quadrant A must be emphasized for immediate enhancement in order to maximize the level of customer service offered by the K Club Ubud Front office. Using less electricity by turning off the air conditioner in the lobby is the top priority signal that has to be improved right now (indicator 1). Reducing energy use by not using the air conditioner in the lobby is in quadrant A because respondents are not satisfied with the service of "Using Air Conditioner in the Lobby" because the average value of their interests is higher than the average value of their performance. The front office of the K Club Ubud department makes efforts to reduce energy use in the lobby, one of its green initiatives, however these efforts are not always successful. When it's hot outside, guests find the check-in and check-out processes uncomfortable.

2. Quadrant B

In order to compete with other competitors, indicators in quadrant B must maintain their quality. Quadrant B is located in the upper right corner. The speed with which the front desk reacts to client complaints while they are guests at K Club Ubud is one indicator of quality

maintenance (indicator 8). Indicator 3 is in quadrant B because the respondent believes that the front office department gives the best service in terms of complaint response when they stay. This is because the average value of the respondent's interest in performance exceeds the average value of the respondent's interest. Respondents must maintain this indicator.

3. Quadrant C

The lower left corner of the diagram represents quadrant C, and the indicators there are of low importance. This indicates that improving the indicators in this quadrant is not given high attention. In quadrant C, there are no indicators.

4. Quadrant D

On the lower right is Quadrant D. The respondents believe the indicators in quadrant D to be of low value, yet because they perform well, they are viewed as excessive by the respondents. The improvement of performance on these metrics will merely result in resource waste, but this is not a serious issue with the quality of the product. The following indicators are part of this quadrant:

- a. Use stainless steel straws in beverages rather than plastic ones.
- b. Create tissue boxes and business card holders out of leftover wood.
- b. The iPad is used to reduce paper use at check-in and check-out.
- d. The front desk staff's aptitude for responding to inquiries from guests regarding the adoption of green practices at K Club Ubud.
- e. Capable of delivering information that is simple to understand and obvious while applying green practices.
- f. Reducing plastic garbage in the lobby area to uphold the guarantee of cleanliness there.

Conclusions

The discussion and examination of the implementation of green practises to improve the quality of front office department services at K Club Ubud may lead to the following conclusion. It may be said that K Club Ubud's front office has improved service quality by implementing green practises. The 3Rs, or reduce, reuse, and recycle, have been used by K Club Ubud to include ecological practises. The use of green practises to improve the quality of service for the front office department at K Club Ubud has been maximised based on the findings of the servqual test.

Only one indicator—"Reducing electricity use, by not using air conditioners in the lobby, which is in quadrant A—needs to be improved in the implementation of green practises as an effort to improve the quality of front office department services at K Club Ubud, according to the analysis of the Importance Performance Analysis (IPA) test results. The front office's responsiveness in resolving guest difficulties while they are staying at K Club Ubud, which is located in quadrant B, is one indicator of maximum work performance or indicators that must be maintained. There are no symptoms in quadrant C that require immediate attention.

Despite the fact that some indicators are thought to be of low value by respondents but perform well, they are regarded as excessive by respondents. In quadrant D, indicators include the use of stainless steel straws, the recycling of wood scraps into tissue boxes and business card holders, the use of an iPad to reduce paper use during check-in and check-out, the front desk staff's ability to respond to guest inquiries about the implementation of green practises, and their ability to provide concise and understandable information about such implementation.

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