Implementation of eco-friendly behavior by front office employees to support green hotel at The Ritz-Carlton Bali

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Abstract: This study aimed to find out the implementation of Eco-friendly behavior by front office employees to support the Green hotel at The Ritz-Carlton Bali, Indonesia, and the influence of the implementation. The data collection method used was by conducting field observations, distributing questionnaires with saturated samples to 40 employees in the front office department as respondents and interviews with the Assistance front office Manager of The Ritz-Carlton Bali. The data analysis techniques used are descriptive statistical and simple linear regression analysis techniques to answer the problem formulation in this study. All the tests was carried out with measurements using IBM SPSS Statistics 26 for windows application. The results of the analysis show that the implementation of Eco-friendly behavior by front office employees as a whole is already within very high criteria. There are 2 implementations that still on high criteria and are still not very optimal, namely prioritizing using stairs over elevators and disposing of garbage according to their type. The implementation of Eco-friendly behavior has a positively strong relationship and has a significant effect on the green hotel.

Keywords: eco-friendly behavior, front office department, green hotel.

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Introduction

The hospitality sector generates a lot of waste and uses a lot of natural resources, including water and energy. Therefore, as part of their corporate social responsibility, hotels have a duty to lessen this environmental impact (Chand & Garge, 2017). Due to the impact of environmental harm produced by hospitality activities and the extensive use of natural resources, the field of hotel operations is currently emphasizing the need to pay more attention to environmental issues (Setiawati & Sitorus, 2014).

The Ministry of Tourism and Creative Economy (Kemenparekraf) expects hotels in Indonesia to implement green hotels to create environmentally friendly hotels. Green hotel is a hotel which implement management optimizes the use of resources (energy, water, and fuel), provides quality comfort and health for room users (guests, visitors and employees), reduces negative impacts on the environment and provides benefits for social and cultural development for the surrounding community (Kementerian Pariwisata Republik Indonesia, 2016). To encourage the hotel industry sector to contribute minimizing the occurrence of global warming and environmental damage through water saving programs, energy saving, the use of environmentally

friendly materials, and reducing waste, the Ministry of Tourism and Creative Economy published a guidebook and guidelines for the implementation of green hotels in Indonesia. As a form of government support for hotel management that applies the principles of Green hotels, the Ministry of Tourism and Creative Economy gives an award, namely the "National Green hotel Award" which is held every 2 years. To encourage hotel managers to adopt a mindset of preserving, promoting, and upgrading sustainable and environmentally concept management in order to actualize sustainable tourism, the award is granted to hotels that have implemented environmentally friendly norms and requirements.

According to research conducted by Putri et al (2020), there are several efforts made by one of the hotels in Indonesia to implement the green hotel concept, namely by making policies in terms of building, energy efficiency, product selection, and waste management according to the standards of the Green hotel concept. But, there are some obstacles like the hotel's owner does not have a target to make the hotel as a green hotel, quite difficult to maintain consistency in carrying out green hotel policies, management concern that will decrease customer satisfaction, there is a doubt when making a policy of abolishing smoking rooms, sticking many smoking ban posters, and it takes a high cost to maximize the green hotel concept. However, the positive thing that the hotel gets when implementing the green hotel concept is that the existence of renewable technology makes some costs more efficient and many customers support the hotel to become a green hotel. The Ritz-Carlton Bali itself has implemented several Green hotel concepts, such as utilizing paper efficiently, using products with dual uses, LED lights, auto timer lamp technology, centralized air conditioning with the provision of control panels in each room and guest room so that they can manage themselves, treat seawater for several operational purposes, do waste treatment and reducing waste, providing green open space, providing smoking places in certain areas, carrying out nature conservation and environmental hygiene activities, also hiring local communities to support the economy.

In implementing the green concept, one of the things that must be owned by operational implementers is supportive behavior. The behavior that must be applied is in the form of eco-friendly behavior. According to Novita et al. (2020), citing Lehman & Geller (2004), environmentally friendly behavior can be demonstrated by actions that consider environmental sustainability and endurance. For example, using water and electrical energy efficiently, using technological equipment and environmentally friendly products, using daily transportation tools that do not pollute the environment, not throwing garbage carelessly, and reducing the use of plastic are all examples of actions that pay attention to environmental sustainability and endurance. According to one survey, the majority of five-star hotels in the Indian city of Lucknow have adopted eco-friendly procedures such as dual flush toilets, sewage treatment facilities, waste disposal systems, electronic key cards, and energy-saving lighting (Tiwari et al, 2020). Employees who are environmentally conscious will use technology wisely to promote a paperless office, safeguard the environment from harm, and cut carbon emissions in order to effectively achieve green goals (Gilal et al, 2019).

The behavior of front office employees as one of the operational departments is also very necessary for their contribution in implementing the green hotel concept. This is because the use of energy for the department is no less large than the use of work systems and tools that must be operational for a full 24 hours, in addition to having a job desk about administrative and office affairs, this department must also carry out service activities for guests. In the daily activities of carrying out its operations including to serve guests, employees in the front office department have contributed

by implementing eco-friendly behavior. For the examples saving energy by turning off the lights in the hotel room after doing a showing room, turning off the engine or some systems when operations are not too crowded at night, turning off the lights in unused places by prioritizing natural lighting, turning off the computer, using a central printer in the back office, reducing the use of elevators by using stairs if want to go to other floors that are close, bellman will use evacuation routes to deliver or pick up guest's luggage to the room than using the elevator for buggy. The use of electric buggy car for environmentally friendly transportation tools, reuses damaged oshibori as a dust cloth, uses drinking bottles and tableware that is reusable. Even since its inception, The Ritz-Carlton Bali has implemented this eco-friendly behavior concept, making it easier to implement until now. However, The Ritz-Carlton Bali has not been officially listed as a green hotel. As a result, this study investigates how front office staff members implement environmentally friendly conduct and the impact such behavior has on green hotels at The Ritz-Carlton Bali.

Methodology

Five months were spent conducting this study in the front office department of The Ritz-Carlton Bali. Qualitative and quantitative data types, as well as primary and secondary data sources, were used. employing observations, questionnaires, and interviews as data collecting techniques. A Likert scale of five points is used to evaluate this study. Online survey that can be accessed using Google Form was used to distribute this one. When the entire population is employed as research samples, the sampling method of saturated sampling is used to determine the samples (Sugiyono, 2019: 61). Thus, a total of 40 respondents and 1 source person were used in the study

Five months of qualitative and quantitative data collection utilizing primary and secondary data sources were used in this study at The Ritz-Carlton Bali's front office. Observations, questions, and interviews are used as data collection techniques. Using a 5-point Likert scale, this study is evaluated. Google Forms, which can be used to access the survey, was used to distribute it online. When all individuals of the population are employed as research samples, a sampling technique known as saturated sampling is used to determine the samples (Sugiyono, 2019: 61). 40 respondents in total as well as 1 source person were used in the survey.

The statements of questionnaires are tested for validity test with the minimum requirement to be considered a valid instrument item on the validity index value ≥ 0,3 (Sugiyono, 2018, pp. 121–127). Validity test results that all data qualified the validity test requirements. Meanwhile, the reliability test decision-making criteria used is if the Cronbach Alpha coefficient > 0.70 then the statement or the variable is declared reliable (Ghozali, 2018: 46). The results of the reliability test state that all research variables are reliable. Data analysis in this research included (1) respondent's classification, (2) descriptive statistical analysis (3) classical assumption test, (4) correlation test, (5) simple linear regression analysis, (6) Coefficient of determination test, and (7) T test. All the tests was carried out with measurements using IBM SPSS Statistics 26 for windows application.

Results and discussions
Results

SPSS statistics 26 for Windows was used for calculations and data analysis. After utilizing SPSS, the results will be processed and subsequently discussed in order to draw a conclusion. The results of the questionnaire distribution in the form of the

respondent's characteristics are presented. Characteristics of respondents were collected based on age, gender, last education, position and length of work.

Table 1. Respondent's Classifications

Classifications	Frequency	Percentage
Age		
17-25 years	7	17,5%
26-35 years	31	77,5%
36-45 years	2	5%
Gender		
Male	28	70%
Female	12	30%
Last Education		
Senior High	6	15%
Diploma	21	52,5%
Bachelor's Degree	12	30%
Others	1	2,5%
Position		
Employee	23	57,5%
Supervisor	10	25%
Manager	7	17,5%
Length of Work		
< 1 year	6	15%
1-5 years	20	50%
6-10 years	14	35%

(Source: data processing results, 2022)

Table 1 shows the classification of research respondents. It can be seen that most of the front office employees are aged 26-35 years with a total of 31 people or 77.5%. While the employees aged 17-25 years are 7 people or 17.5% and those aged 36-45 years are 2 people or 5%. This means that most of the employees have a productive age at work and easily keep up with the times and technology or policies regarding the implementation of eco-friendly behavior implemented by hotels. Most front office employees are male at 28 people or 70% and female at 12 people or 30%. Male employees are employed in greater numbers than female employees because male employees tend to have stronger physiques and are more needed to do afternoon or night shifts which tend to be dangerous for female employees. In addition, most male employees have a higher courage to try new things, as is the case with new policies regarding eco-friendly behavior and green hotels.

Most employees have the last education at the Diploma level amounting to 21 people or 52.5%, bachelor's education amounting to 12 people or 30%, high school/vocational education amounting to 6 people or by 15% and others amounting to 1 person or 2.5%. This shows that most employees already have adequate competence, are more competent as operational employees and are better prepared to work, especially with green hotels policies. The number of respondents with employee positions amounted to 23 people or 57.5%, supervisor positions amounted to 10 people or 25%, and manager positions amounted to 7 people or 17.5%. The workforce with employee positions is needed more because it requires more people to run operations in each section compared to people who supervise the operation. This is

because the front office department can provide maximum fast service to guests and maximize the implementation of eco-friendly behavior.

The number of employees who have just worked for 1-5 years amounts to 20 people or 50%, working for 6-10 years amounts to 14 people or 35% and working for < 1 year amounts to 6 people or 15%. This is because the hotel has only been established for approximately 7 years starting until 2022. Most of the employees who have been working since the grand opening have moved to other hotels. However, from the time the hotel was just operating until the beginning of the pandemic, the hotel has implemented its own eco-friendly behavior concept.

The implementation of eco-friendly behavior by front office employees

The implementation of eco-friendly behavior by front office employees at The Ritz-Carlton Bali can be known by conducting a descriptive statistical analysis. The interval class in this analysis is determined by the calculation from Nurhasanah (2016) in Sari (2018:71–82), as follows:

$$i = \frac{r}{k}$$
$$i = \frac{5-1}{5} = 0,80$$

Information:
i = interval
r (range) = highest value-lowest value
k = number of classes

Based on the interval class value, the boundaries of the criteria with the following assessment categories are obtained:

Table 2. Results of Interpretation of Respondents' Average Scores

Scale	Class	Category
1	1,00-1,79	Very low
2	1,80-2,59	Low
3	2,60-3,39	Medium
4	3,40-4,19	High
5	4,20-5,00	Very high

Table 3. Description of Respondents' Answers to Eco-friendly Behavior Dimensions

Statement	Answer					Average	Criteria
	1	2	3	4	5		
Energy Conservation							
I turned off the lights, air conditioning, and computer in a room where there were no people and when it was no longer in use.	0	0	4	14	22	4.45	Very high
I always close the water tap because it does not let the water flow useless and report when there is damage to the drain to be repaired.	0	0	0	7	33	4.83	Very high
I will only use the dish washer machine when the capacity is	0	0	3	15	22	4.48	Very high

maximum and with economical washing mode.

						Dimension Average Value		4,59	Very high

Dimension Average Value					4,59	Very high
Transportation and Mobility						
I use the buggy car effectively and efficiently to save its energy.	0	0	3	10	27	4.60	Very high
I would use a fire escape rather than an elevator when going up/down to the possible floor.	0	0	15	9	16	4.02	High
Dimension Average Value					4,31	Very high
Waste avoidance						
I reduce waste by using cloth bags, eating and drinking utensils that can be used many times, and avoid using straw to reduce plastic waste.	0	0	3	10	27	4.60	Very high
I reduced the use of paper by utilizing the multiple page and double-sided print features for internal document purposes, as well as utilizing barcodes to protect and not to use self-assessment forms.	0	0	1	12	27	4.65	Very high
I reduce waste by making bulky purchases and then refilling them into smaller places (gallons of water, hand sanitizer, and disinfectant).	0	0	3	13	24	4.52	Very high
Dimension Average Value					4,59	Very high
Consumerism						
I use hand sanitizer, hand soap, and disinfectant from eco-label which is one of the environmentally friendly brands.	0	0	5	7	28	4.58	Very high
Dimension Average Value					4,58	Very high
Recycling						
I throw garbage according to its type in the trash can to facilitate the sorting process.	0	0	15	11	14	3.98	High
I use a damaged/torn oshibori as a washcloth.	0	0	8	14	18	4.25	Very high
I collected used toner cartridges to exchange with third parties to get a new toner.	0	0	2	12	26	4.60	Very high
Dimension Average Value					4,28	Very high
Environmental conservation						
I participate in keeping the work area environment clean and always remind colleagues to keep the environment clean.	0	0	0	11	29	4.73	Very high
Dimension Average Value					4,73	Very high

(Source: data processing results, 2022)

Two indicators still have a "High" implementation score, which indicates that its execution is less than ideal, according to the analyses' findings on the six dimensions' combined 13 indicators. This signal should be used in conjunction with the indicators regarding the habit of disposal of waste according to its category in the trash can to help the sorting process. Emergency staircases should always be prioritized above elevators. By examining the average values for each dimension in Table 4, it is possible to determine the average value of the implementation of the eco-friendly behavior variable.

Table 4. Implementation of Variable Eco-friendly Behavior

Dimension	Average dimensions	Criteria
Energy conservation	4,59	Very high
Transportation and Mobility	4,31	Very high
Waste avoidance	4,59	Very high
Consumerism	4,58	Very high
Recycling	4,28	Very high
Environmental conservation	4,73	Very high
Average variable	4,51	Very high

Source: Excel data processing results, 2022

In Table 4, based on the results of descriptive statistical analysis, the six dimensions in Eco-friendly behavior variable are already in the "very high" implementation criteria with an average variable value of 4.51. This is also related to the results of an interview with the assistance front office manager, who said that at the hotel there was also an LSOP regarding the implementation of eco-friendly actions implemented by all employees, including the front office employees. Even though there are no longer any stickers indicating that eco-friendly acts have been taken, front office staff members make a practice of reminding one another of them. Therefore, it can be said that front office employees are already implementing eco-friendly conduct at a very high level.

The effect of eco-friendly behavior implementation by front office employees to support green hotel

1. Classical Assumptions Test
a. Normality Test

According to Ghozali (2018:161) The normality test serves to test whether the regression model, independent variables, and dependent variables have a normal data distribution or not. There are 2 Normality Tests used, namely:

1) Kolmogorof-Smirnov Test (K-S)

The assumption of normality is met if the significance value > 0.05 on the contrary if the significance value < 0.05 then the assumption of normality is not met (Rimbawa, 2013: 351). The following are the results of the K-S Normality test, namely:

Table 5. Kolmogorov Normality Test Results - Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		40
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	4.00594827
Most Extreme Differences	Absolute	.080
	Positive	.080
	Negative	-.070
Test Statistic		.080
Asymp. Sig. (2-tailed)		.200c,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: data processing results, 2022)

It is evident that the significance value of 0.200 > 0.05 based on the K-S Normality test requirements. The research data are therefore deemed to be regularly distributed.

2) Probability Plot Test (P-Plot)

In order to make decisions using graph analysis, it is assumed that the regression model will satisfy the condition of normality if the data spreads out around the diagonal line and moves in the same direction as the diagonal line. The findings of the P-Plot Normality test are as follows:
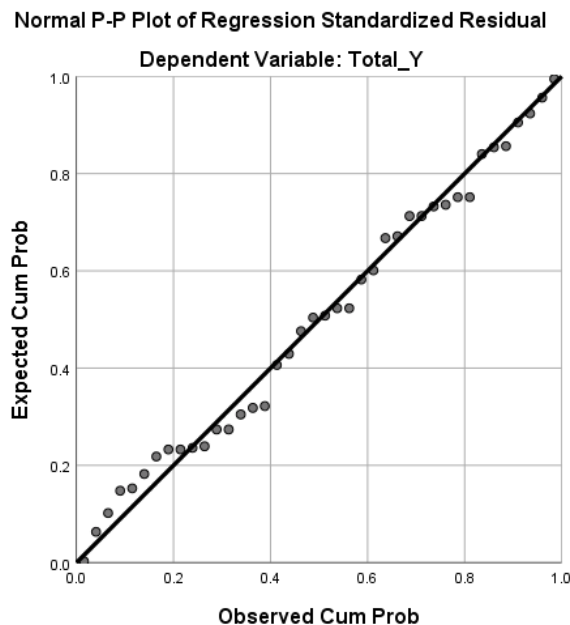
(Source: 2022 data processing results)
Figure 1. P-Plot Normality Test Results

Figure 1 depicts it according to the P-Plot Normality test standards. that the diagonal line is followed by the data points, which are dispersed around it. As a result, it is possible to determine if the data is regularly distributed.

b. Linearity Test

According to Sugiyono and Agus Susanto (2015: 323) the linearity test can be used to find out whether a variable bound to a free variable has a linear relationship or not significantly. There are 2 Normality Tests used, namely:

1) Test For Linearity

Check for linearity by examining the value of Sig. Anova Table deviation from linearity. If the value of Sig. meets certain requirements, the linearity test will pass. When the deviation from linearity is less than 0.05, the connection between the independent and dependent variables is linear. The findings of the linearity test are as follows:

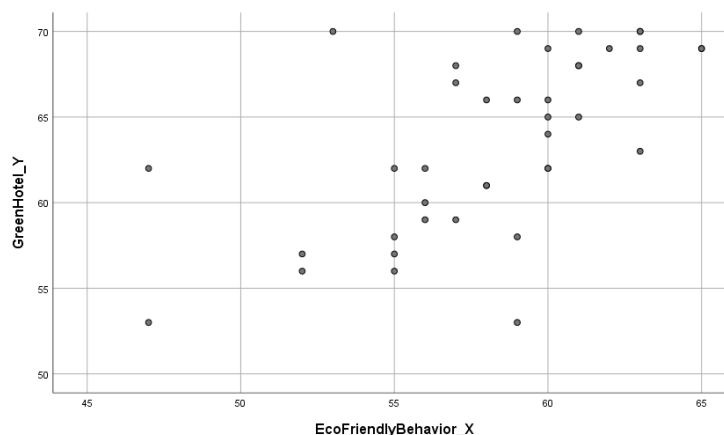**Table 6.** Linearity Test Results

ANOVA table			Sum of squares	Df	Mean square	F	Sig.
Greenhotel_Y*ecofriendlybehavior_X	Between groups	(Combined)	633.717	12	52.810	3.643	.003
		Linearity	399.243	1	399.243	27.542	.000
		Deviation from linearity	234.474	11	21.316	1.470	.200
	Within groups		391.383	27	14.496		
	Total		1025.100	39			

(Source: data processing results, 2022)

The obtained result is 0.200 0.05 based on the Linearity test criteria by looking at the Sig. Deviation from Linearity in the ANOVA Table. It means the two research variables have a linear relationship.

2) Scatterplot Chart

The Linearity Test with Scatterplot Chart is carried out. A pattern of straight lines produced from the lower left up to the higher right characterizes a positive relationship, whereas a pattern of straight lines formed from the bottom right up to the upper left characterizes a negative association. In the test, the following graph was produced:

(Source: data processing results, 2022)
Figure 2. Linearity Test Graph

It is clear from Figure 2 and the criteria that the data points are dispersed from the bottom left to the upper right. This indicates that the two research variables have a positively linear relationship.

c. Heteroskedasticity Test

The goal of the heteroskedasticity test is to determine whether there is an inequality in variance between the residual of one observation and the residual of another observation in the regression model (H. Ghozali, 2016, p. 134). Two normality tests are employed, namely:

1) Rank Spearman Method

The requirement for the spearman rank technique is a sig. (2-tailed) value greater than 0.05; this indicates that there is no difficulty with the heteroskedasticity symptom. The findings of the spearman rank heteroskedasticity test are as follows:
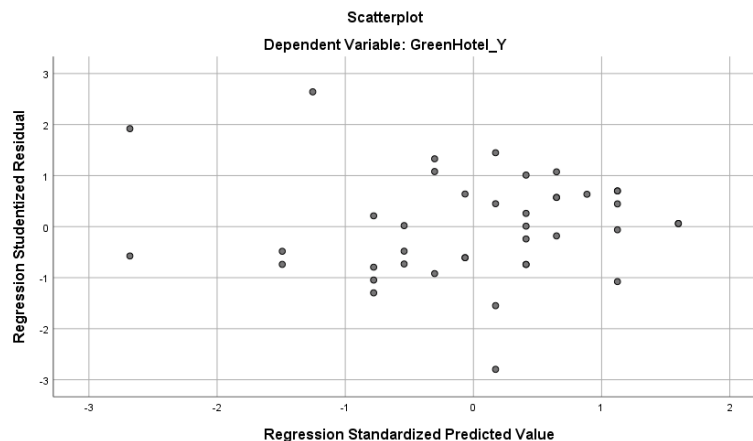
Table 7. Heteroskedasticity Test Results

Correlations			Eco-friendly behavior_x	Unstandardized residual
Spearman's rho	Ecofriendly Behavior_X	Correlation coefficient	1.000	.174
		Sig. (2-tailed)	.	.283
		N	40	40
	Unstandardized residual	Correlation coefficient	.174	1.000
		Sig. (2-tailed)	.283	.
		N	40	40

(Source: data processing results, 2022)

Based on Table 7 and based on the decision-making criteria, the results of the Sig (2-tailed) obtain by 0.283 > 0.05. So, it can be known that there were no symptoms of heteroskedasticity in this study.

2) Scatterplot Chart

The Scatterplot chart was used to conduct the heteroskedasticity test. If the data points are scattered above or below the Y axis's number 0, do not collect just above or below, and do not create specific patterns like broadening or narrowing wave patterns, homoskedasticity will result. The graph's findings are as follows:

(Source: data processing results, 2022)
Figure 3. Graph of Heteroskedasticity Test Results

In Figure 3, it can be seen that the data points have spread above or below the number 0, do not gather above or below alone, and do not form a certain pattern. Based on this, it can be stated that there is no occurrence of symptoms of heteroskedasticity.

After a classical assumption test with 3 tests, the results were obtained that the research variables were normally distributed, there was a linear and positive relationship, and also no symptoms of heteroskedasticity occurred. Therefore, the data collected is fairly good and is already qualified for regression analysis.

2. Correlation Test

The strong link between the Green hotel variable (Y) and the Eco-friendly conduct variable (X) is discovered using a straightforward correlation test. According to Sugiyono (2019: 231), the following guidelines can be used to produce an interpretation of the correlation coefficient of big or small:

Table 8. Guidelines Provide Interpretation of the Correlation Coefficient

Coefficient interval	Relationship level
0,00-0,199	Very low
0,20-0,399	Low
0,40-0,599	Medium
0,60-0,799	Strong
0,80-0,1000	Very strong

Source: Sugiyono (2019:231)

The results of the correlation coefficient test obtained, which are as follows:

Table 9. Simple Correlation Test Results

Correlations		Eco-friendly behavior (X)	Green hotel (Y)
Eco-friendly behavior (X)	Pearson correlation	1	.624**
	Sig. (2-tailed)		.000
	N	40	40
Green hotel (Y)	Pearson correlation	.624**	1
	Sig. (2-tailed)	.000	
	N	40	40
**. Correlation is significant at the 0.01 level (2-tailed).			

(Source: data processing results, 2022)

Based on the test results and the interpretation guidelines, a Pearson Correlation value of 0.624 was obtained, which means that the Eco-friendly behavior (X) and Green hotel variable (Y) have a strong relationship.

3. Simple Linear Regression Analysis

Regression analysis is used to determine the strength of the relationship of independent variables with dependent variables, when the value of independent variables is manipulated, changed or changed up and down (Sugiyono, 2019, p. 260).

Table 10. Simple Linear Regression Analysis Results

	Coefficient				
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. error	Beta		
(Constant)	19.321	9.026		2.141	.039
Eco-friendly behavior (X)	.761	.155	.624	4.923	.000
a. Dependent Variable: Green hotel (Y)					

(Source: data processing results, 2022)

Based on the test results in Table 10, a value or constant of 19,321 and a value of b or regression coefficient of 0.761 were obtained. Then a simple linear regression equation is generated as follows:

Y = 19.321 + 0.761X

The value of the constant (a) = 19,321. This means that if the implementation of Eco-friendly behavior (X) is worth 0 then Green hotel (Y) is worth 19,321. The value of the regression coefficient (b) = 0.761. This means that if the implementation of Eco-friendly behavior increases by 1, then Green hotels also experience an increase of 0.761. The regression coefficient (b) is positive, so it can be concluded that there is a positive relationship between the implementation of Eco-friendly behavior and the concept of Green hotel.

4. Coefficient of Determination (R2)

The coefficient of determination test is used to measure the extent to which Eco-friendly behavior (X) contributes to affecting Green hotel (Y), expressed in percentage terms (%). The following results of the coefficient of determination test in this study can be seen in Table 11.

Table 11. Coefficient of Determination Test Results

	Model Summary			
Type	R	R Square	Adjusted R square	Std. error of the estimate
1	.624a	.389	.373	4.058
a. Predictors: (constant), eco friendly behavior (x)				

(Source: data processing results, 2022)

Table 11 shows that the value of the Adjusted R Square is 0.373. This shows that the implementation of Eco-friendly behavior (X) affects Green hotel (Y) by 37.3%. While the remaining 62.7% was influenced by other factors that were not researched by the author.

5. T Hypothesis Test

The T test is used to partially test the influence of the hypothesis and determine the significance of the influence of the Eco-friendly behavior (X) variable on the Green hotel (Y) variable individually. The following results from the T test in this study can be seen in Table 12.

Table 12. T Test Results (Partial)

Type	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. error	Beta		
(Constant)	19.321	9.026		2.141	.039
Eco-friendly behavior (X)	.761	.155	.624	4.923	.000
a. Dependent variable: Green hotel (Y)					

(Source: data processing results, 2022)

The significant level used is 95% with α = 5% or 0.05. The T-table is determined by the formula df = (n-k). The obtained value is df = (40-2) = 38, which is 1.68595. The applicable test criteria are T count > T table or sig < 0.05 means H0 is rejected and Ha is accepted. Based on the test results, a comparison of the calculated T and T values of the table was obtained, namely 4.923 > 1.68595 with a comparison of significance values and alpha values of 0.00 < 0.05. So it can be concluded that Ha was accepted and H0 was rejected. Therefore, it can be said that the Variable Eco-friendly behavior (X) has a significant effect on the variable Green hotel (Y).

Discussion

Based on the results of descriptive statistical analysis were obtained that the implementation of eco-friendly behavior by front office employees was already within very high implementation criteria. However, there are still available 2 indicators that have an implementation value in high criteria which indicates that their implementation has not been very optimal. This indicator is an indicator of prioritizing the use of emergency stairs over elevators because usually in hotels emergency stairs are used when going up /down to one floor away only. This is because front office employees are also required to be able to provide services quickly to the guests with purpose to avoid complaints and for human energy efficiency.

(Source: Research documentation, 2022)
Figure 4. OOS Elevator for energy efficient

The purpose of the behavior of prioritizing emergency stairs over elevators is to be useful for saving electrical energy consumption for hotel operations. In the aim of

saving electricity, in the hotel there are several elevators that are deliberately disabled as shown above. Usually, is an elevator that is not used very often for operations and several elevators in the back office. Meanwhile, several elevators that are indeed very necessary to support smooth operations are still functioned to help employees to be able to provide services as quickly as possible to guests.

As well as indicators regarding the habit of disposing of waste according to its type in the trash can to facilitate the sorting process due to the lack availability of separated trash cans according to the type of waste treatment in the guest and visitor areas.

(Source: Research documentation, 2022)
Figure 5. Trash Can on the public areas.

In the guest and visitor areas, there are only available a kind of trash cans as shown on the figure 5. The trash can is a trash can that is not separated according to the type of waste treatment. Likewise, in the office area and pantry department front office, there are also do not available a trash cans according to the type of waste. This is what causes front office employees to not always be able to dispose of garbage according to its type.

(Source: Research documentation, 2022)
Figure 6. Wet & dry rubbish bin

(Source: Research documentation, 2022)
Figure 7. Medical mash rubbish bin.

Meanwhile, trash cans that are separated according to the type of waste treatment are only available in the back of the house area, especially the employee canteen which is also an employee rest area as shown in figure 3. Even as a result of the covid-19 pandemic, the hotel also provides a trash can that is specifically for disposing of medical masks as shown in figure 4. The trash cans are placed in each of the women's lockers and the men's lockers. Alarge part of the front office employee's work area is in guest and visitors area which is less available of trash can according to the type of waste treatment. So the waste that is still mixed up generated from hotel operations will be sent to vendors/third parties to be sorted and adjusted to the processing system. The hotel only processes waste in the form of food waste to be

used as fertilizer by the team in charge. Overall in implementing eco-friendly behavior, front office employees already have the habit of reminding each other.

Based on the results of interviews with assisted front office managers, the eco-friendly behavior implementation strategy applied is more towards the 3R implementations (reduce, reuse, and recycle) which is also part of the eco-friendly behavior dimension used in this research. However, in its application, there are often obstacles that tend to lead to each person, namely self-awareness of how important eco-friendly action is for energy sustainability. For example, when someone forgets, doesn't care or has a habit of delaying when turning off electricity or water. But the LSOP has been created and socialized to employees even before the pandemic there were stickers about eco-friendly action warnings affixed at some point in the back of the house area. The management also has many eco-friendly behavior programs such as beach cleaning, resort cleaning, to processing food waste leftover breakfast used for other things by the team in charge of processing it as compost or animal food. In addition, The Ritz-Carlton Bali already has certification for its own waste treatment, except for B3 waste that is still sent to third parties.

The results of data analysis that has been carried out on a simple correlation test, it is known that the implementation of eco-friendly behavior has a strong relationship with green hotels, expressed by obtaining a Pearson Correlation value of 0.624. The strength of its influence can be seen from the results of a simple linear regression analysis with the resulting regression equation, namely $Y = 19.321 + 0.761X$. This means that if the implementation of Eco-friendly behavior increases by 1, then Green hotels will also experience an increase of 0.761. The coefficient of determination test (R^2) showed that the implementation of Eco-friendly behavior (X) contributed to affecting Green hotel (Y) by 37.3%, while the remaining 62.7% was influenced by other factors that were not researched by the authors. And in the T hypothesis test, the results of the comparison of calculated T and T values in the table were obtained, namely 4.923 > 1.68595 with a comparison of significance values and alpha values of 0.00 < 0.05. From the results of the T hypothesis test, the conclusion was obtained that Ha was accepted and Ho was rejected. Therefore, the Variable Eco-friendly behavior (X) has a significant effect on the variable Green hotel (Y).

The implementation of eco-friendly behavior aims to reduce the negative impact of human activities on the environment. This is in line with the purpose of the green hotel concept, which is to reduce environmental damage due to the operational activities of the hotel industry. The example of implementing eco-friendly behavior also has similarities with the implementation of the Green hotel concept because both have the same goal. It can also be said that the implementation of eco-friendly behavior is one of the initial efforts that can be done in real terms by all hotel employees. Based on the results of an interview with the assistance front office manager of The Ritz-Carlton Bali, he thinks that the Green hotel concept is actually very good to be applied by the hotel industry because it is to make the most of the existing resources but still pay attention to the preservation of nature.

As a result, the study's findings indicate that adopting eco-friendly practices has a strong positive association with and a big impact on green hotels. The benefit of implementing a green hotel will rise when eco-friendly behavior is implemented more effectively. While other aspects of green hotel implementation, which were not included in this study, such as environmentally friendly land use, environmentally friendly building materials, and the implementation of eco-friendly behavior by front office staff, influenced the remaining 62.7%, supporting green hotels at The Ritz-Carlton Bali (Kementerian Pariwisata Republik Indonesia, 2016). Other research has

also supported and must be taken into account a number of factors, including the management supervision function, employee awareness, penalty, and appreciation to employees (Jessy, 2016); the importance of consumer awareness, behavior, and response (Brian, 2019); and the existence of consumer support, employee support, and costs as the most influencing factors (Deraman et al, 2017).

Conclusions

Because the hotel already has an LSOP regarding the implementation of eco-friendly actions that have been implemented by all employees, including the front office department, the implementation of eco-friendly behavior by front office employees at The Ritz-Carlton hotel, Bali is already in a very high implementation criteria. The use of stairs rather than elevators and the behavior of disposal of waste according to its category to expedite waste treatment are still two implementation indicators that meet high standards but have not been implemented to their fullest potential.

Green hotels are greatly impacted by the adoption of eco-friendly behavior, which has a strong positive association. Improved eco-friendly behavior implementation will raise the value of green hotel implementation as well. While other factors in the implementation of green hotels that were not included in this study and numerous other factors found in other research sources influenced the remaining 62.7%, the adoption of eco-friendly behavior by front office staff contributed 37.3% to support green hotels in The Ritz-Carlton Bali.

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