

## The Implementation of Green Housekeeping Management at The St. Regis Bali Resort

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**Abstract:** This research focuses on analyzing the implementation of green housekeeping management at The St. Regis Bali Resort. The data of the research was collected through observation, interview, questionnaires' distribution, and documentation. The questionnaires were distributed to the 38 employees of the Housekeeping Department. Quantitative analysis was used to analyze the data. The research results using the frequency distribution of Likert scale with 5 (five) scales on the SPSS version 25.0 stated that the average value of the indicators related to the implementation of green housekeeping management on the questionnaire was a value of 4 or very well implemented. It is proved that the concept of green housekeeping management at The St. Regis Bali Resort has been implemented very well in the daily operations. It aims to preserve the environment, saving energy, and ensure maximum guest satisfaction.

**Keywords:** saving energy, green housekeeping, guest satisfaction

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### Introduction

Tourism is the most important sector for the life of Indonesian people (Samimi, 2011). At present, the development of the tourism sector is very fast, indicated by the numbers of tourism facilities and infrastructure that are growing rapidly throughout Indonesia, such as accommodation, restaurants, transportation services, spa, money changers, tourism objects, and other facilities (Suryani, 2015). The role of the national tourism sector is increasingly important in line with the development and contribution provided by the tourism sector through foreign exchange earnings, regional income, regional development, as well as in the absorption of investment and labor as well as business development spread in various parts of the region in Indonesia (The Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2020).

However, in 2020 due to the impact of the COVID-19 pandemic situation, the number of tourists visiting Bali had decreased by almost 100%. Then the impact was felt until the beginning of 2021 (The Central Bureau of Statistics of Bali Province, 2020). In the current situation, Bali Island remains one of the most popular tourist destinations for domestic tourists and foreign tourists, of course, by obeying the rules and health procedures.

Hotel is a company or industry that is managed commercially by its owner by providing dining, beverage, room facilities, and other facilities to people or the public and can pay a reasonable amount and following the services received by the guests without there is a special or binding agreement (Sulastiyono, 2011:5). Hotel as an establishment whose primary business is providing lodging facilities for the general public and which furnishes one or more of the following services: food and beverage service, room attendant service, uniformed service, laundering of linens, and use of furniture and fixtures (The American Hotel & Lodging Association or AHLA, 2013). As a main sector of the hospitality industry, hotels have benefited from environmental initiatives by improving corporate image and increasing resource and energy

efficiency (Mungai and Irungu, 2013). Hotel is a complex organization with several parts that might not be seen by ordinary people in general (Komar, 2014:2). Hotel is a type of accommodation that uses a part of the whole building to provide lodging services, food and beverages, and other services to the public and is managed in general (Yuniawati, 2016:41). Eco-friendly hotels are the ones that use various sustainable strategies towards addressing the environmental issues and improving the awareness of the customers and tourists towards environmental contribution (Sharma, 2019). Then, to accommodate the needs of these tourists, hotels in Bali are starting to implement environmentally friendly accommodation management due to environmental conditions that are getting more apprehensive every day. This accommodation is related to the hotel rooms that each hotel owns. Innovation has become important in managing these accommodations, namely green housekeeping management.

Green housekeeping management is one of the most appropriate solutions and is believed to manage hotel accommodation management appropriately, effectively, and efficiently, as well as being environmentally friendly (Graci and Dodds, 2010). Green housekeeping management is not only limited to a small part of its corporate social responsibility, but it must be a model in business and operational organizations (Hasan, 2016). Green housekeeping management strategies like towel reuse program, refillable shampoo dispensers, and sheets changed upon request raise some doubt in the consumers' minds and were not perceived favorably (Verma and Chandra, 2016). Green housekeeping management is one of the management concepts that still pay attention to the environment with three levels in applying the system (Liao, 2017). Seeing the current phenomenon of environmental pollution, one of which comes from operations in the housekeeping department. The implementation of green housekeeping management is needed by hotels today. Its good implementation can maintain the operational stability of the hotels themselves and the surrounding environment to be cleaner and safer, especially in the housekeeping department. Green housekeeping management can answer the problems mentioned above because its application is very friendly to the environment and economical and brings maximum benefits. Implementation of green housekeeping management programs must be based on awareness so that self-regulation is required that does not depend on government regulations or provisions (The Ministry of Industry of the Republic of Indonesia, 2014).

Housekeeping department is one of the most important departments in a hotel (Raditya, 2020:8). This department is responsible for ensuring cleanliness, tidiness, beauty, and comfort in the rooms and the hotel's public areas (Rumekso, 2010). Housekeeping is a vital part of providing hotel guests services, especially regarding the comfort and cleanliness of hotel rooms (Sulastiyono, 2011). It is mentioned that housekeeping department is one of the largest income earners in hotels, since it concerns with bedrooms. With the implementation of green housekeeping management, the satisfaction of guests staying at the hotel is ensured to be optimally, and departmental operations can run smoothly and optimally.

One of the hotels in Bali that has been able to implement it very well, namely The St. Regis Bali Resort. The hotel uses guest supplies and amenities, cleaning supplies and amenities, linen supplies, and green materials to reduce plastic waste and use glass bottles for mineral water in each room. Room facilities using natural and green materials. Operational waste processing is also processed in a green manner. Each hotel room is designed using a special system automatically to save water and electricity. The St. Regis Bali Resort remains consistent in running a hotel business but is still friendly to the surrounding environment from pollution and waste.

## Methodology

This research was conducted at The St. Regis Bali Resort in the housekeeping department for 4 months using qualitative and quantitative data types with primary and secondary data sources. Data collection methods using questionnaires, observations, and documentation. This research is measured on a 5 - point Likert scale with 5 indicators of green housekeeping management, such as operational requirements, number of rooms, room facilities, work procedures, and room rates with 10 statements using frequency distribution. This research using purposive sampling is a technique for determining research samples with certain considerations that aim to make the data obtained based on Sugiyono (2014:22), so the number of respondents used is total 38 respondents. Then, the analysis used is descriptive quantitative by using the

implementation index of green housekeeping management. The formula for implementation index of green housekeeping management is as follow:

$$\text{Implementation Index of Green HK Management} = \frac{\text{Total Averages}}{\text{Total Respondents}} \quad (1)$$

## Results and discussions

### Results

#### The implementation of green housekeeping management at The St. Regis Bali

##### 1. Frequency Distribution

**Table 1.** Statement 1. Using Green Equipment and Supplies

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	Implemented	9	23.7	23.7
	Very Implemented	19	50.0	73.7
	Strongly Implemented	10	26.3	100.0
	<b>Total</b>	<b>38</b>	<b>100.0</b>	<b>100.0</b>

According to Table 1 it is explained that green equipment and supplies were implemented very much by 50 percent, strongly implemented by 26.3 percent, while just implemented by 23.7 percent. By this it can be concluded that the implementation of green housekeeping in term of usage of green equipment and supplies have been very well developed at The St. Regis Bali Resort.

**Table 2.** Statement 2. Operational Need Still Safe, Green, and Economical

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	Implemented	6	15.8	15.8
	Very Implemented	19	50.0	65.8
	Strongly Implemented	13	34.2	100.0
	<b>Total</b>	<b>38</b>	<b>100.0</b>	<b>100.0</b>

According to Table 2 there were no employees who stated that it is not implemented in relation to the statement operational needs in the housekeeping department that are safe, environmentally friendly, economical, and according to guest needs. Then, based on the data above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

**Table 3.** Statement 3. Room Still Safe, Green, and Comfortable

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	Implemented	9	23.7	23.7
	Very Implemented	21	55.3	78.9
	Strongly Implemented	8	21.1	100.0
	<b>Total</b>	<b>38</b>	<b>100.0</b>	<b>100.0</b>

According to Table 3 it is explained that from a total of 38 respondents, it can be presented into 9 people or 23.7 percent of employees who stated that it had been implemented, 21 people or 53.3 percent stated that it was very implemented, then 8 people or 21.1 percent stated that it had been strongly implemented, and were not employees who stated that it is not to implement related to the statement rooms still safe, environmentally friendly, and comfortable condition. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

**Table 4.** Statement 4. Room Have Good View, Clean, and Green

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	Implemented	10	26.3	26.3
	Very Implemented	19	50.0	76.3
	Strongly Implemented	9	23.7	100.0
	<b>Total</b>	<b>38</b>	<b>100.0</b>	<b>100.0</b>

According to Table 4 it can be explained that from a total of 38 respondents it can be presented into 10 people or 26.3 percent of employees who stated that it had been implemented, 19 people or 50 percent stated that it was very implemented, then 9 people or 23.7 percent stated that it was strongly implemented, and there were not employees who stated that it is not implemented concerning the statement rooms having a good view, clean, and environmentally friendly. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

**Table 5.** Statement 5. Room Facilities are Complete and Safety

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	Implemented	8	21.1	21.1
	Very Implemented	21	55.3	76.3
	Strongly Implemented	9	23.7	100.0
	<b>Total</b>	<b>38</b>	<b>100.0</b>	<b>100.0</b>

According to Table 5 it can be explained that from a total of 38 respondents it can be presented into 8 people or 21.1 percent of employees who stated that it had been implemented, 21 people or 55.3 percent stated that it was very implemented, then 9 people or 23.7 percent stated that it was strongly implemented, and there were not employees who stated that it is not implemented concerning the statement room facilities are complete and safe. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

**Table 6.** Statement 6. Room Facilities are Clean and Green

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	Implemented	4	10.5	10.5
	Very Implemented	24	63.2	73.7
	Strongly Implemented	10	26.3	100.0
	<b>Total</b>	<b>38</b>	<b>100.0</b>	<b>100.0</b>

According to Table 6 it can be explained that from a total of 38 respondents it can be presented into 4 people or 10.5 percent of employees who stated that it had been implemented, 21 people or 55.3 percent stated that it was very implemented, then 9 people or 23.7 percent stated that it was strongly implemented, and there were not employees who stated that it is not implemented concerning the statement room facilities are clean and safe. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

**Table 7.** Statement 7. Employee Work with Professionalism and Green Working

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	Implemented	8	21.1	21.1	21.1
	Very Implemented	18	47.4	47.4	68.4
	Strongly Implemented	12	31.6	31.6	100.0
	<b>Total</b>	<b>38</b>	<b>100.0</b>	<b>100.0</b>	

According to Table 7 it can be explained that from a total of 38 respondents it can be presented into 8 people or 21.1 percent of employees who stated that it had been implemented, 18 people or 47.4 percent stated that it was very implemented, then 12 people or 31.6 percent stated that it was strongly implemented, and there were not employees who stated that it is not implemented concerning the statement performance of employees who work professionally and in green working. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

**Table 8.** Statement 8. Employee Working with Green SOP

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	Implemented	7	18.4	18.4	18.4
	Very Implemented	18	47.4	47.4	65.8
	Strongly Implemented	13	34.2	34.2	100.0
	<b>Total</b>	<b>38</b>	<b>100.0</b>	<b>100.0</b>	

According to Table 8 it can be explained that from a total of 38 respondents it can be presented into 7 people or 18.4 percent of employees who stated that it had been implemented, 18 people or 47.4 percent stated that it was much implemented, then 13 people or 34.2 percent stated that it had been strongly implemented. No employees stated that it is not implemented concerning the statement performance of employees who work with green SOPs and working. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

**Table 9.** Statement 9. Room Rates Appropriate with Service Provided

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	Implemented	8	21.1	21.1	21.1
	Very Implemented	25	65.8	65.8	86.8
	Strongly Implemented	5	13.2	13.2	100.0
	<b>Total</b>	<b>38</b>	<b>100.0</b>	<b>100.0</b>	

According to Table 9 it can be explained that from a total of 38 respondents it can be presented into 8 people or 21.1 percent of employees who stated that it had been implemented, 25 people or 65.8 percent stated that it was much implemented, then 5 people or 13.2 percent stated that it had been strongly implemented. There were no employees who stated that it is not implemented concerning the statement room price according to the services provided. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

**Table 10.** Statement 10. Room Rates Have a Special Price and Discount

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	Implemented	8	21.1	21.1	21.1
	Very Implemented	17	44.7	44.7	65.8
	Strongly Implemented	13	34.2	34.2	100.0
	<b>Total</b>	<b>38</b>	<b>100.0</b>	<b>100.0</b>	

According to Table 10 it can be explained that from a total of 38 respondents it can be presented into 8 people or 21.1 percent of employees who stated that it had been implemented, 17 people or 44.7 percent stated that it was very implemented, then 13 people or 34.2 percent stated that it had been strongly implemented, there were not employees who stated that it is not implemented concerning the statement room rates have a special price and discount. Then, based on the calculations above, it can be explained that the statement has been implemented very well in the hotel to implement green housekeeping management at The St. Regis Bali Resort.

## 2. Implementation Index of Green Housekeeping Management

Based on the calculation of the implementation index of green housekeeping management that has been carried out based on the tabulation of data on the questionnaires, the following results are:

$$\begin{aligned}
 \text{Implementation Index of Green HK Management} &= \frac{\text{Total Averages}}{\text{Total Respondents}} & (1) \\
 &= \frac{154,5}{38} \\
 &= 4,065789474
 \end{aligned}$$

Based on the results of the implementation index of green housekeeping management, it can be explained that the index value of the implementation of green housekeeping management is 4.1 (very well implemented), which means the implementation of green housekeeping management at The St. Regis Bali Resort has been implemented very well in the daily operations in the housekeeping department which aims to preserve the environment, saving energy, and ensure maximum guest satisfaction.

## Discussions

### The appropriate implementation of green housekeeping management at The St. Regis Bali

The appropriate implementation of green housekeeping management at The St. Regis Bali Resort, such as:

- We are using rattan trash cans and burlap sacks in all hotel areas, such as the guest rooms, the offices, and public areas, to reduce plastic waste and keep the environment.
- They used glass bottles for mineral water in each guest room and ceramic bottles for bath gel, shampoo, hand soap, hand sanitizer, and body lotion in each bathroom and public areas to reduce plastic waste and keep the environment.

- c. Using beach bags and hats for ladies and gents made from woven bamboo in each hotel room. Using recycled paper to wrap guest supplies and amenities used in the guest rooms and using burlap sacks bag to carry clean linen and soil to laundry.
- d. It uses cleaning equipment and supplies that are environmentally friendly and save energy. Then, washing and operational waste are processed in the housekeeping department, which is carried out directly at the hotel using sophisticated tools and saving energy.
- e. It was using a key card system directly connected to the hotel system to operate all room facilities to save energy and safety.
- f. I used a wooden box and cloth sling bag used by HK Attendant to place the guest supplies and amenities and clean equipment and supplies used to clean and set up in each guest room and public areas.
- g. Stop changing towels and linens every day, set up refillable shampoo, bath gel, body wash, and conditioner, use a more eco-friendly cleaning product, the fewer paper seat on the toilet, provide fewer amenities in rooms, add recycling or compost bins in each room, and naked trash bin.

## Conclusions

The conclusion of this research based on questionnaire results with 5 indicators, 10 statements, and 38 respondents are the implementations of green housekeeping management at The St. Regis Bali Resort has been implemented very well in the daily operation in the housekeeping department based on frequency distribution results by an average of 4 points of assessment (very well implemented). Implementation index of green housekeeping management results in an average of 4.1 points (very well implemented). The appropriate implementation of green housekeeping management at The St. Regis Bali Resort, such as: using rattan trash cans and burlap sacks in all hotel areas, using glass bottles and ceramic for mineral water, bath gel, shampoo, hand soap, hand sanitizer, and body lotion. Then, use bamboo beach bags and hats for guests. It used recycled paper to wrap guest supplies and amenities and used burlap sacks bag to carry clean linen and soil. It was using cleaning equipment and supplies that are environmentally friendly and saving energy. Then, washing and operational waste are processed using sophisticated tools and saving energy. A key card system is directly connected to the hotel system to operate all room facilities. Then, using wooden box and cloth sling bag used by HK Attendant for working and others. The hotel must consistently implement the indicators and statements for keeping the environments, saving energy, and providing the best service to the guests.

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