

# Implementation of Green Practice in the Food and Beverage Department in an Effort to Improve Guest Satisfaction at Mercure Bali Legian Hotel

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**Abstract:** This study aims to find out how the implementation of green practice in the Food & Beverage Department at Mercure Bali Legian Hotel and to find out which green practice variables have the most influence on the Food & Beverage Department to increase guest satisfaction at Mercure Bali Legian Hotel. This research data collection method was carried out by observation, documentation, questionnaires, interviews and literature studies. The sampling technique used in this study was accidental sampling with a total sample of 48 respondents and 3 interview informants. Collecting data using online questionnaires distributed to respondents and inter-views with the Manager of Food and Beverage Department, Supervisor of Food and Beverage Department and Staff of Food and Beverage Department Mercure Bali Legian Hotel. This study uses quantitative analysis techniques, namely: validity and reliability test, multiple correlation analysis, classical assumption test, multi-ple linear regression analysis, hypothesis testing, coefficient of determination (R<sup>2</sup>) with the help of SPSS 25 software for windows and qualitative descriptive analysis. Based on the research results, the implementation of green practice carried out by Mercure Bali Legian Hotel is very good and the method used is in accordance with the concept raised, namely green practice and the green practice variable that has the most influence on the Food & Beverage Department to increase guest satisfaction, namely green action with regression coefficient of 3.841. multiple linear regression analysis, hypothesis testing, coefficient of determination (R<sup>2</sup>) with the help of SPSS 25 software for windows and qualitative descriptive analysis. Based on the research results, the implementation of green practice carried out by Mercure Bali Legian Hotel is very good and the method used is in accordance with the concept raised, namely green practice and the green practice variable that has the most influence on the Food & Beverage Department to increase guest satisfaction, namely green action with regression coefficient of 3.841. multiple linear regression analysis, hypothesis testing, coefficient of de-termination (R<sup>2</sup>) with the help of SPSS 25 software for windows and qualitative descriptive analysis. Based on the research results, the implementation of green practice carried out by Mercure Bali Legian Hotel is very good and the method used is in accordance with the concept raised, namely green practice and the green practice variable that has the most influence on the Food & Beverage Department to increase guest satisfaction, namely green action with regression coefficient of 3.841.

**Keywords:** Green Practice, Guest Satisfaction, Implementation

## Introduction

Based on the current global issue of global warming and programs from Accor Hotels, Planet 21 has become Accor's strategy to minimize environmental impact and maximize social contribution involving all levels in hotel operations. In its application, the concept of a green hotel is not only perceived with things that smell green, such as green open spaces and landscaping. The green concept is actually a concept that is related to the issue of energy efficiency, which in turn reduces the exploitation of nature. The eco-friendly concept applied to this program is saving water and energy, such as guests being able to reuse branded towels, so that each day they are able to finance the planting of one tree, the use of ecological cleaning products, waste reduction and not selling food menus that use endangered fish (source:<https://all.accor.com/id/sustainable-development/index.shtml>). The Ministry of Tourism also applies environmentally friendly standards and criteria to encourage

hotel managers to have attitudes and actions to protect, foster the environment, and improve sustainable and environmentally sound management (Ministry of Tourism of the Republic of Indonesia, 2016). The standards made include hotel management, land use, building concepts, use of environmentally friendly building materials and local products, energy efficiency, water conservation, and waste management (Ministry of Tourism of the Republic of Indonesia, 2016).

One of the important roles that tourists need in hotels is getting food, beverage and restaurant facilities to tourists who are staying overnight. Therefore, the hotel must provide good service quality so that guests feel comfortable and satisfied. The company's success in the service sector, especially hotels, depends on the satisfaction and service obtained by consumers. One part of the hotel that has the role of managing and being responsible for the needs of food and beverage services is known as the Food and Beverage Department which is responsible for preparing and also serving food and drinks professionally with the aim of making a profit.

Food and Beverage Department is one part of the hotel that has the potential to cause considerable environmental damage if it is not managed properly. Therefore, the management must always strive to improve the quality of Green Practice implementation in order to provide satisfaction to guests. The Food and Beverage Department is divided into two divisions, namely food and beverage service and food and beverage product. Ancak Restaurant which is located within the Mercure Bali Legian Hotel has implemented green practice, while what Ancak Restaurant has done in the food and beverage service section is the use of food covers so that food is more hygienic and free from insects. the use of barcode scans on the menu to make it easier for guests to see the menu and the use of takeaway boxes made of paper made from banana leaves so that they do not use plastic and styrofoam which contain harmful chemicals. What is done in the food and beverage product section is to use local and organic ingredients, make changes to the menu according to the use of local seasonal ingredients, provide special information on the menu, such as low fat, vegetarian, vegan and others. the efforts made have not been maximally implemented based on 3 green practice indicators consisting of green food, green action and green donation such as there are obstacles when guests scan the menu barcode, guests cannot scan the menu because of the signal and there are some cellphones that do not support scanning so that guests feel dissatisfied and complain at the restaurant. The next problem is when ordering food or drinks that still use the captain order with the manual method where there are three papers with different colors in one order which makes it ineffective and efficient and increases the use of paper, this should have been replaced by using a more effective system.

Green practice grouped by Tzschentke (in Irawan & Vianney, 2017:87-88) can be explained as follows:

- a. Green Action means activities to protect and preserve nature such as reducing the use of plastic and recycling waste.
- b. Green Food are local and organic food ingredients that support the environment for the long term. In order to fulfill a healthy lifestyle, restaurants must serve food with balanced nutrition, healthy food, low-fat food.
- c. Green Donation is a restaurant's effort to donate funds, participate in community projects, and educate the public about the impact of environmental damage by restaurants and how to overcome them.

Green practice leads to actions to protect the environment and the resulting product is minimal to environmental damage according to Tzschentke (in Irawan & Vianney, 2017:87-88). Based on the above problems, it is important for a hotel to further maximize the implementation of green practices in preventing environmental damage to increase guest satisfaction. As the background of the problem above, the author would like to conduct research on Implementation of Green Practice in the Food And Beverage Department in an

## Effort to Improve Guest Satisfaction at Mercure Bali Legian Hotel.

## Methodology

This research was conducted for six months at Mercure Bali Legian by taking the object of research on the implementation of green practice in the food and beverage department and the level of satisfaction of guests visiting Mercure Bali Legian Hotel. The types and sources of data used are qualitative and quantitative data with primary and secondary data. Data collection methods in this study were through observation, documentation, questionnaires, interviews and literature study. The questionnaire process was carried out to guests who stayed and visited the restaurant, interviews were conducted with interested parties, such as the Food and Beverage Manager, Supervisor of Food and Beverage Department and Staff of Food and Beverage Department at Mercure Bali Legian Hotel.

The sampling method used in this study is accidental sampling, which is a sampling technique based on chance, that is, anyone who coincidentally/incidentally meets a researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source and in accordance with the research objectives. so that it is expected to be able to answer the questions of the research problem. The number of respondents in this study were 48 people. According to Indrawan (2016:103) the sample size can be determined by multiplying the number of variables by multiplying by 4. Thus, in this study the number of variables used in analyzing the implementation of green practice in food and beverage service is 12, so the sample used is  $4 \times 12 = 48$  samples. Data analysis techniques used in this study include validity and reliability tests to test the validity of the questionnaire reliability, multiple correlation test, classical assumption test (normality test, linearity test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, hypothesis testing ( T test and F test). ), and the coefficient of determination R<sup>2</sup>.

Likert scale is a tool to measure attitudes, opinions and perceptions of a person or group about social phenomena. The Likert scale is used as an assessment of each question indicator in a variable with 5 scales (strongly disagree to strongly agree).

## Results and Discussions

### Results

#### *Characteristics of respondents*

Based on Table 2, it is known that there are 21 male respondents or 44%, while female respondents are 27 people or 56%. This shows that visitors to the Mercure Bali Legian Hotel who are respondents in this study are more dominantly female than male.

**Table 1.** Characteristics of Respondents by Gender

No.	Gender	Frequency (Person)	Percentage (%)
1.	Male	21	44%
2.	Female	27	56%
<b>Amount</b>		<b>48</b>	<b>100%</b>

(Source: Processed Data, 2022)

Based on Table 3, based on age it can be seen that as many as 8 people (17%) are people who have an age range starting from under 20 years old, as many as 16 people (33%) are people who have an age range from 21 to 30 years, 12 people (25%) are people who have an age range from 31 to 40, and 12 people (25%) are people who are over 41 years old. So it can be seen that most of the guests who filled out the questionnaire were people who ranged in age from 21 to 30.

**Table 2.** Characteristics of Respondents Based on Age

No.	Age	Frequency (Person)	Percentage (%)
1.	< 20 Years	8	17%
2.	21 - 30 Years	16	33%
3.	31 - 40 Years	12	25%
4.	> 41 Years	12	25%
<b>Amount</b>		<b>48</b>	<b>100%</b>

(Source: Processed Data, 2022)

*Validity test*

Based on Table 4, the total item correlation value for all questionnaire items is greater than 0.2403 so that all items on the perception and expectation questionnaire regarding the implementation of green practice are declared valid to be used in this study.

**Table 3.** Validity Test Results

Statement	Pearson Correlation	r table	Description
<b>Green Action (X1)</b>			
X1.1	0.374	0.2403	Valid
X1.2	0.591	0.2403	Valid
X1.3	0.739	0.2403	Valid
<b>Green Food (X2)</b>			
X2.1	0.795	0.2403	Valid
X2.2	0.642	0.2403	Valid
X2.3	0.649	0.2403	Valid
<b>Green Donation (X3)</b>			
X3.1	0.710	0.2403	Valid
X3.2	0.669	0.2403	Valid
<b>Guest Satisfaction (Y)</b>			
Y1	0.726	0.2403	Valid
Y2	0.705	0.2403	Valid
Y3	0.680	0.2403	Valid
Y4	0.749	0.2403	Valid

(Source: Processed data, 2022)

*Reliability test*

Based on Table 5 which has been presented, it shows that Cronbach's Alpha on the Green Action variable (X1) is 0.650, Green Food (X2) is 0.779, Green Donation (X3) is 0.668, Guest Satisfaction (Y) is 0.871. An instrument is said to be reliable if it has a reliability coefficient or Cronbach's Alpha of 0.6 or greater than 0.6. So, it can be said that all the variables in table 5 can be declared reliable so that they can be used in this study.

**Table 4.** Reliability Test Results

Variable	Cronbach's Alpha	Standard	Description
Green Action (X1)	0.650	0.60	Reliable
Green Food (X2)	0.779	0.60	Reliable
Green Donation (X3)	0.668	0.60	Reliable
Guest Satisfaction (Y)	0.871	0.60	Reliable

(Source: Processed data, 2022)

*Multiple Correlation Test*

Based on Table 6, the probability value of sig F change is 0.000, because the value of sig F change is 0.05, then the decision is  $H_0$  is rejected and  $H_a$  is accepted. This means that Green Action (X1), Green Food (X2), Green Donation (X3) are simultaneously and significantly related to Guest Satisfaction (Y). By looking at the Model Summary table, it is

known that the magnitude of the relationship between Green Action (X1), Green Food (X2), Green Donation (X3) on Guest Satisfaction (Y) is calculated by the correlation coefficient (R) is 0.631 or 63.1%. There is no strong influence between the variables X1, X2, X3 on Y because the R value is 0.631 or 63.1% far from 1.

**Table 5.** Multiple Correlation Test

<b>Model Summary</b>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change
					R Square Change	F Change	df1	df2	
1	.631a	.398	.357	1.95631	.398	9,713	3	44	.000

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

(Source: Processed data, 2022)

#### *Normality Test*

Based on Table 7, it is known that the significance value is  $0.200 > 0.05$ , so it can be concluded that the data in the regression model is normally distributed. Normality test is to see whether a data is well distributed or not. The normality test is declared normal if the significance value is greater than 0.05 then the residual value is normally distributed, whereas if the significance value is less than 0.05 then the residual value is not normally distributed.

**Table 6.** Normality Test Result

<b>N</b>	<b>Test Statistics</b>	<b>asymp. Sig. (2-tailed)</b>
48	0.97	0.200

(Source: Processed data, 2022)

#### *Linearity Test*

Based on Table 8, it is known that deviation from linearity has a significance value of 0.058. This means that there is a linear relationship between the independent variables, namely green action, green food, and green donation with the dependent variable, namely guest satisfaction.

**Table 7.** Linearity Test Result

<b>Significance of Deviation from Linearity</b>
0.058

(Source: Processed data, 2022)

#### *Multicollinearity Test*

Based on Table 9, the tolerance value for X1 is 0.725, X2 is 0.471, and X3 is 0.515. The VIF value of the X1 variable is 1.378, X2 is 2.123, and X3 is 1.944. The tolerance value for all independent variables is more than 0.10 and the VIF value is less than 10, so it can be concluded that the regression model made does not have symptoms of multicollinearity.

**Table 8.** Multicollinearity Test Result

<b>Variable</b>	<b>Tolerance</b>	<b>VIF</b>
X1	.725	1.378
X2	.471	2,123
X3	.515	1,944

(Source: Processed data, 2022)

*Heteroscedasticity Test*

Based on Table 10, it can be seen that there is no effect of the independent variable on the absolute residual which is indicated by the significance value of each variable being tested more than 0.05, namely X1 of 0.554, X2 of 0.090, and X3 of 0.076. Thus, the model made does not contain symptoms of heteroscedasticity, so it is feasible to use.

**Table 9.** Heteroscedasticity Test Results

Variable	Significance
X1	.554
X2	.090
X3	.076

(Source: Processed data, 2022)

*Multiple Linear Regression Analysis*

Based on Table 11, the constant coefficient value is 4.346, the green action coefficient (X1) is 0.380, the green food coefficient (X2) is 0.201 and the green donation coefficient (X3) is 0.701. So, from this value the regression equation can be formulated, we can gain the guest satisfaction (Y) as follows:

$$Y = 4.346 + 0.380X1 + 0.201X2 + 0.701X3$$

According to the regression equation above, the results can be interpreted as follows:

## 1. Constant

The value of a (coefficient of constant) was obtained at 4.346 which means that the constant or the current state of the guest satisfaction variable (Y) has not been influenced by other variables, namely green action (X1), green food (X2), and green donation (X3).

## 2. Green Action

The value of b1 (regression coefficient value X1) is 0.380, indicating that the green action variable (X1) has a positive influence on the guest satisfaction variable (Y) which means that every 1 unit increase in the green action variable (X1) will affect customer satisfaction by 0.380. , assuming that other variables are not examined in this study.

## 3. Green Food

The value of b2 (regression coefficient value X2) is 0.201, indicating that the green food variable (X2) has a positive influence on the guest satisfaction variable (Y) which means that every 1 unit increase in the green food variable (X2) will affect customer satisfaction by 0.201 , assuming that other variables are not examined in this study.

## 4. Green Donation

The value of b3 (regression coefficient value X3) is 0.701, indicating that the green donation variable (X3) has a positive influence on the guest satisfaction variable (Y) which means that every 1 unit increase in the green donation variable (X3) will affect customer satisfaction by 0.701. , assuming that other variables are not examined in this study.

**Table 10.** Multiple Linear Regression Analysis Results

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.346	2.505		1,735	.090
	X1	.380	.099	.412	3,841	.000
	X2	.201	.093	.218	2.156	.035
	X3	.701	.323	.353	2.168	.036

(Source: Processed data, 2022)

*T Test*

This study used a sample of 48 respondents with 3 independent variables with a significance level or critical value of 0.05. Thus the calculation of the value of t table in this study is as follows:

$$\begin{aligned} T \text{ table} &= \{a/2 : (n - k - 1)\} \\ &= 0.05/2 : (48-3-1) \\ &= 0.025 : 44 \\ &= 2.015 \end{aligned}$$

Thus, the estimated value in the t table is 2.015, based on the t test in Table 11, the following conclusions can be drawn:

## 1. Green Action

Based on Table 11, the value of t-count > t-table is 3.841 > 2.015, so Ho is rejected and Ha is accepted. This means that partially the green action variable has a significant positive effect on guest satisfaction.

## 2. Green Food

Based on Table 11, the value of t-count > t-table is 2.156 > 2.015, so Ho is rejected and Ha is accepted. This means that partially the green food variable has a significant positive effect on guest satisfaction.

## 3. Green Donation

Based on Table 11, the value of t-count > t-table is 2.168 > 2.015, so Ho is rejected and Ha is accepted. This means that partially the green donation variable has a significant positive effect on guest satisfaction.

*F Test*

Based on Table 12, the F-count value is 9.713 with a significance of 0.000; where the value is smaller than 0.05 which indicates that green action (X1), green food (X2), and green donation (X3) simultaneously affect guest satisfaction (Y), and the model is suitable for further testing (model fit with data).

**Table 11.** F Test Result

		<b>ANOVA</b>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.522	3	37,174	9,713	.000b
	Residual	168,394	44	3,827		
	Total	279.917	47			

(Source: Processed data, 2022)

*Coefficient of Determination (R2)*

Based on Table 13, the adjusted R square (R2) value is 0.357 or 35.7%. This shows that guest satisfaction has been able to be explained by green action, green food, and green donation by 35.7%; while the remaining 64.3% is explained by other factors outside the research model.

**Table 12.** Coefficient of Determination (R2)

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935a	.875	.869	1.433

(Source: Processed data, 2022)

## **Discussions**

### *Implementation of Green Practice in the Food and Beverage Department at Mercure Bali Legian Hotel*

The implementation of Green Practice in the Food & Beverage Department at Mercure Bali Legian Hotel based on the results of the interview in Appendix 3 to: Manager of Food and Beverage Department, Supervisor of Food and Beverage Department and Staff of Food and Beverage Department at Mercure Bali Legian Hotel are as follows:

Based on the results of the first interview conducted by the researcher with the Manager of Food & Beverage at Mercure Bali Legian Hotel, which aims to determine the implementation of Green Practice in the Food & Beverage Department at Mercure Bali Legian Hotel, in this case the researcher gives questions to the Manager of Food & Beverage who related to the Application of Green Practice in Food & Beverage. He explained that, Mercure Bali Legian Hotel has implemented green practice since the establishment of the hotel, namely in 2014, the hotel is required to implement this green practice because it is a must for all hotels under the Accor Hotels brand. Where in accordance with Accor Hotels policy which requires that all activities related to operations must not cause environmental damage, and requires reducing the use of plastic in all departments in the hotel. In the Food and Beverage Department, the things the hotel does are takeaway boxes, barcode scan menus, straws and takeaway coffee cups, all made of paper and environmentally friendly. We also get food and beverage ingredients from local suppliers, in addition to aiming to promote local MSMEs, we can also reduce costs because the prices are cheaper when compared to imported materials. With the implementation of green practice, there were several comments from guests who were very happy with the implementation of green practice, they really appreciated green practice. To maintain the quality of green practice implementation, standard audits are held in all hotels, it will be seen which departments are not implementing green practice optimally.

The second interview was conducted by the researcher with the Supervisor of Food & Beverage regarding the Implementation of Green Practice in the Food & Beverage Department at Mercure Bali Legian Hotel. He stated that the Food & Beverage Department at Mercure Bali Legian Hotel has implemented the concept of green practice well. Based on the implementation of green practices that have been carried out, the implementation of green practices has a positive impact on the Food & Beverage Department because it can minimize food waste and other costs. So far, the implementation of green practice has been effective as a whole, but the obstacles in implementing green practice in the Food & Beverage Department such as the obstacles are in raw materials that are not durable, and the cost is also there are some that are spent more, such as straws and takeaway boxes made of paper which are more expensive than styrofoam. The application of Green Practice in the Food & Beverage Department at Mercure Bali Legian has an impact on increasing guest satisfaction, especially for guests who already have knowledge of the influence of industrial waste on the surrounding environment.

The third interview conducted by the researcher with one of the staff from the food & beverage service section was related to the implementation of green practice. stated that the management felt that the implementation of green practice was important in the Food & Beverage Department. Employees in the Food & Beverage Department are given regular training on the implementation of green practice. The positive impact felt by guests is that guests will indirectly be educated about the concept of green practice and guests will get more benefits from this application.

### *Green Practice Variables That Have the Most Influence on the Food & Beverage Department to Improve Guest Satisfaction at Mercure Bali Legian Hotel*

#### a. The Effect of Green Action on Guest Satisfaction

The results of this study indicate that there is an effect of Green action on guest



satisfaction at Mercure Bali Legian Hotel. This is evidenced by statistical results, namely the sig value of  $0.000 < 0.05$  and  $t\text{-count } 3.841 > 2.015$ . This result means that Green Action (X1) has a positive and significant effect on guest satisfaction (Y) in other words H1 is accepted. This shows that the application of green practice has a positive and significant influence on the achievement of guest satisfaction at Mercure Bali Legian Hotel.

b. The Effect of Green Food on Guest Satisfaction

The results of this study indicate that there is an effect of Green Food on guest satisfaction at Mercure Bali Legian Hotel. This is evidenced by statistical results, namely the sig value of  $0.035 < 0.05$  and  $t\text{-count } 2.156 > 2.015$ . This result means that Green food (X2) has a positive and significant effect on guest satisfaction (Y) in other words H2 is accepted. This shows that the application of green practice has a positive and significant influence on the achievement of guest satisfaction at Mercure Bali Legian Hotel.

c. The Effect of Green Donation on Guest Satisfaction

The results of this study indicate that there is an effect of Green Donation on guest satisfaction at Mercure Bali Legian Hotel. This is evidenced by statistical results, namely the sig value of  $0.036 < 0.05$  and  $t\text{-count } 2.168 > 2.015$ . This result means that Green donation (X3) has a positive and significant effect on guest satisfaction (Y) in other words H3 is accepted. This shows that the application of green practice has a positive and significant influence on the achievement of guest satisfaction at Mercure Bali Legian Hotel.

d. The Most Influential Variables on Guest Satisfaction

Based on the results of data processing from SPSS 25.0 for windows, it can be seen that the green action variable (X1) on guest satisfaction (Y) is 3.841. Meanwhile, the green food variable (X2) on guest satisfaction (Y) is 2,156, and the green donation variable (X3) on guest satisfaction (Y) is 2,168. Thus it can be concluded that the green action variable (X1) has the most influential influence on the Guest Satisfaction variable (Y) than the other X variables. The total coefficient of determination (R Square) is 35.7%.

## Conclusions

Based on the research conducted, it can be concluded that the implementation of Green Practice (green action, green food, green donation) at the Food & Beverage Department at Mercure Bali Legian Hotel has been very good, the method used is in accordance with the concept raised, namely Green Practice, for example straw, takeaway boxes all made of paper and environmentally friendly, then there is also a menu made from organic ingredients that are free from pesticides so that the quality of the food served is guaranteed, where the food ingredients are purchased from local residents around. The application of Green Practice is said to have an impact on guest satisfaction, because guests appreciate Mercure Bali Legian's actions verbally. The implementation of this Green Practice has several positive impacts, for example, environmental friendliness and guaranteed food quality. Also, based on the results of the t-test that has been carried out, it is concluded that the three independent variables partially have a positive influence on guest satisfaction at Mercure Bali Legian Hotel. This is evidenced by the results of  $t\text{-count} > t\text{-table}$ , namely the green action variable of  $3.841 > 2.015$ , the green food variable of  $2.156 > 2.015$ , and the green donation variable of  $2.168 > 2.015$ . Based on the results of the F test, the three independent variables simultaneously have a positive influence on guest satisfaction at Mercure Bali Legian Hotel. This is evidenced by the significance value of F of  $0.000 < 0.05$ . Answering the problem formulation related to which green practice variable has the most influence on the Food & Beverage Department to increase guest satisfaction, which can be seen from the regression coefficient value of each variable, where the regression coefficient of X1 is 3.841, X2 is 2.156, and X3 is 2.168. So, the first variable is green action X1 which

has the most effect on increasing guest satisfaction with a regression coefficient of 3.841.

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