



Implementation of Green Service Innovation at Food & Beverage Department Beach Resort & Spa

I Ketut Adi Bagaskara Putra*, I Gusti Agung Mas Krisna Komala Sari, I Gusti Agung Bagus Mataram

Politeknik Negeri Bali, Bali, Indonesia

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ABSTRACT

Food & beverage department service has a very important role in a hotel, because the good and bad of the service will affect the level of popularity of the hotel. During the delivery of excellent quality service will create high value, which can create customer satisfaction. The purpose of this study is to analyse the application of green service innovation and what obstacles are faced in the application of green service innovation at Azul beach club Bali Mandira Beach Resort & Spa. This study uses a qualitative descriptive analysis method by dividing three stages, namely reducing data, presenting data and then drawing conclusions. The data collection methods in this study are observation, interviews, literature studies and documentation. The results of this study show that of the 9 (nine) indicators of green service innovation applied to the F&B department at Azul beach club applied 100% well. The obstacles faced in the implementation of green service innovation are maintaining consistency and commitment, product resilience, spending funds and also limited product raw materials.

1. INTRODUCTION

A hotel is a place for guests to get lodging services as well as other services such as: food and drinks provided to guests (Claridades et al., 2019; Destiana, 2018; Dieguez et al., 2021). In the implementation of the services provided by each hotel, it is supported by the role of each department such as in helping to serve food and beverage services to increase guest satisfaction (Scott et al., 2017; Seno & Purnamaningsih, 2021; Van Wyk, 2011).

The department in charge of carrying out food and beverage services is the food & beverage department. Food & beverage department is a part of the hotel, which takes care of and is responsible for the needs of food and beverage services and other needs related to guests, whether staying in the hotel or not, which is managed commercially and professionally (AbuKhalifeh & Som, 2012b; Ivanovic et al., 2015). In practice, service has a very important role in a hotel, because the good and bad of the service will affect the level of popularity of the hotel. During the delivery of excellent quality service will create high value, which can create customer satisfaction (AbuKhalifeh, A. N. et al., 2013; Cengiz et al., 2018; Manoppo, 2013).

In delivering food & beverage services, an update or innovation is needed that has an impact on excellent service to guests (AbuKhalifeh & Som, 2012a; Darmaja et al., 2018). So that the development of food & beverage services that are integrated with environmentally friendly-based services is implemented in a green service innovation concept. As a form of development of service innovation in providing excellent service to guests based on environmentally friendly services (Rowan & Galanakis, 2020; Triguero et al., 2018; Tsui & Chen, 2020).

In accordance with the statement of previous study that mentioned through the application of green service innovation based on environmentally friendly can provide valuable and good experiences to customers in the future (Lin & Chen, 2017). Green service innovation which is a form of service that is sustainable in nature with an environmentally friendly basis. Previous study state Green innovation has proven to be a popular problem-solving concept in recent decades from global warming and environmental challenges (Khan & Johl, 2019). Other study also state the development of green service innovation is very important for humanity, because it can be effective in helping businesses to achieve sustainability goals (Chen et al., 2015).

Green service innovation itself prioritizes service to guests by considering the surrounding environment. Through the green service innovation policy and through an environmentally friendly service process, it is hoped that it will be able to become a solution to maintain future sustainability through the

*Corresponding author.

E-mail: ketutbagas9@gmail.com (I Ketut Adi Bagaskara Putra)

use of environmentally friendly-based facilities and infrastructure (Leivas et al., 2020; Wang & Teng, 2019). Therefore, the researcher interesting to conduct the research related to implementation of green service innovation at food & beverage department beach resort & spa. The aims of this study is to analyses the application of green service innovation and what obstacles are faced in the application of green service innovation at Azul beach club Bali Mandira Beach Resort & Spa.

2. METHODS

This type of research is descriptive qualitative. Qualitative research to gain a general understanding of social reality from the perspective of participants. The understanding is not determined first, but is obtained after analyzing the social reality that is the focus of the study, and then a conclusion is drawn in the form of a general understanding of these realities (Lambert & Lambert, 2013; Nassaji, 2015). The participant in this study involving 10 informants, where in 10 informants were selected in the food & beverage department at Azul beach club Bali Mandira Beach Resort & Spa. In determining samples or informants in qualitative research, the aim is to obtain accurate and precise data information from sources. In this study, the purposive sampling method was used in determining the sample. Purposive sampling is a method of determining a sample of respondents using certain criteria in selecting samples (Manajerial et al., 2012).

In this study, the selection of informants is one of the most important steps taken by the author, therefore the informants chosen are parties who have knowledge in how to apply green service innovation. In this study, the data analysis technique used was qualitative descriptive analysis, then the data was obtained through direct observation (observation) and the results of direct interviews regarding the application of green service innovation in the food & beverage department at Azul Beach Club Bali Mandira Beach Resort & Spa. Green service innovation has 9 (nine) indicators that are used as benchmarks in its application, as presented in Table 1.

Table 1. Nine Indicators of Green Service Innovation

Variable	Indicator
Green Service Innovation	1. The company repackages existing products/services based on its attention to the environment.
	2. Companies often expand their products/services based on their attention to the environment.
	3. The company creates and establishes new product/service lines based on concern for the environment.
	4. The company offers new customer service practices based on its concern for the environment.
	5. The company offers a new practice of selling products/services based on its concern for the environment.
	6. The company offers a new practice in after-sales service based on its commitment to the environment.
	7. The company offers new practices in the development of new products/services based on environmental concerns.
	8. The company proposes new practices in promoting new products/services related to environmental reputation
	9. The company proposes new practices related to administration and internal operations based on its environmental concerns.

(Lin & Chen, 2017)

3. RESULTS AND DISCUSSIONS

Application of Green Service Innovation in the Food & Beverage Department at Azul Beach Club Bali Mandira Beach Resort & Spa

From the results of data Table 2 states that the application of green service innovation has been implemented 100% at Azul beach club. Then from the data of Table 2 will produce a model of application of green service innovation at Azul beach club Bali Mandira Beach Resort & Spa. From Figure 1 of the modeling below, it is stated that the application of green service innovation to Azul beach club Bali Mandira Beach Resort & Spa is well done. Of the 9 (nine) indicators discussed by the author, an interview process was carried out to the speakers, namely the F&B Director, Restaurant Manager, and all Staff at Azul in each

indicator discussed has been done well, as well as in its application is included with an example of its application. So, the conclusion of the application of green service innovation in Azul beach club is that Azul beach club itself has implemented it fully, it is evidenced by the results of Table 2 where in its application it has been applied to the maximum. And also supported by Figure 1 where in the picture depicts the application model of green service innovation applied to Azul beach club.

Table2. Application of Green Service Innovation

Indicator	Already implemented (√)	Not yet implemented (X)	%
The company repackages existing products/services based on its attention to the environment.	√		100%
Companies often expand their products/services based on their attention to the environment.	√		100%
The company creates and establishes new product/service lines based on concern for the environment	√		100%
The company offers new customer service practices based on its concern for the environment.	√		100%
The company offers a new practice of selling products/services based on its concern for the environment.	√		100%
The company offers a new practice in after-sales service based on its commitment to the environment.	√		100%
The company offers new practices in the development of new products/services based on environmental concerns.	√		100%
The company proposes new practices in promoting new products/services related to environmental reputation.	√		100%
The company proposes new practices related to administration and internal operations based on its environmental concerns.	√		100%

Obstacles Faced in the Application of Green Service Innovation in the Food & Beverage Department at Azul Beach Club Bali Mandira Beach Resort & Spa

Behind the application of these indicators there are also several obstacles faced during the implementation of 9 (nine) green service innovation indicators at Azul beach club carried out, there are several obstacles faced by Azul beach club in implementing these indicators.

Maintain consistency and commitment

To maintain consistency and also this commitment requires good cooperation and also the level of awareness of each of them between fellow divisions in the food & beverage department in Azul, be it in the kitchen, bar & service it is conveyed because starting it is easier than maintaining it, so that when operations run in each section. The F&B director will monitor the operation of each section at Azul beach club.

Product durability

Products such as bamboo for where to put cutleries on the food table usually break quickly because it is usually caused by bamboo resistance is not the same as other products made from which have a much longer resistance, so it is necessary to periodically update or change in bamboo products to store cutleries aforementioned. Then there is the Azul bag product made of cardboard base material, which is used by guests when buying food or beverage products on Azul, usually when the guest carries an excessive load, the bag from the cardboard base material will be broken and also when the bag from the cardboard is left when exposed to water or other liquid objects, the bag will be damaged such as tearing or breaking, this is because the cardboard bag is not too strong in withstanding excessive loads and is also exposed to liquid objects. Then there is also a take away cup made from cardboard commonly used for cups from coffee or tea, usually the glass will be damaged over time because it is not strong enough to withstand the heat or cold of the coffee or tea in the cup.

Cost Expenditure

Products such as bamboo for the place of cutleries placed on the table are damaged such as broken or crawled, causing it to be replaced with a new one again. Things like this resulted in Azul having to spend more funds to replace the bamboo product. Likewise with some other products owned by Azul such as

wooden plates in the kitchen then wooden glassware from bars some of these products also have less durability and also need to be updated so that it is necessary to spend funds to replace these products.

Limitations of product raw materials

The limitation of raw materials for this product is the most important obstacle in the application of green service innovation, it was conveyed because according to the food & beverage director and restaurant manager, the limitation of product raw materials is an obstacle for several other products in Azul, such as mangrove raw materials for materials from stray mangrove raw materials are said to be limited because when processed there are some mangrove trees that should not be cut down carelessly, because mangroves in the sea are guarded and protected for resistance from coastal abrasion, then this is what makes the raw materials of the stray product limited.

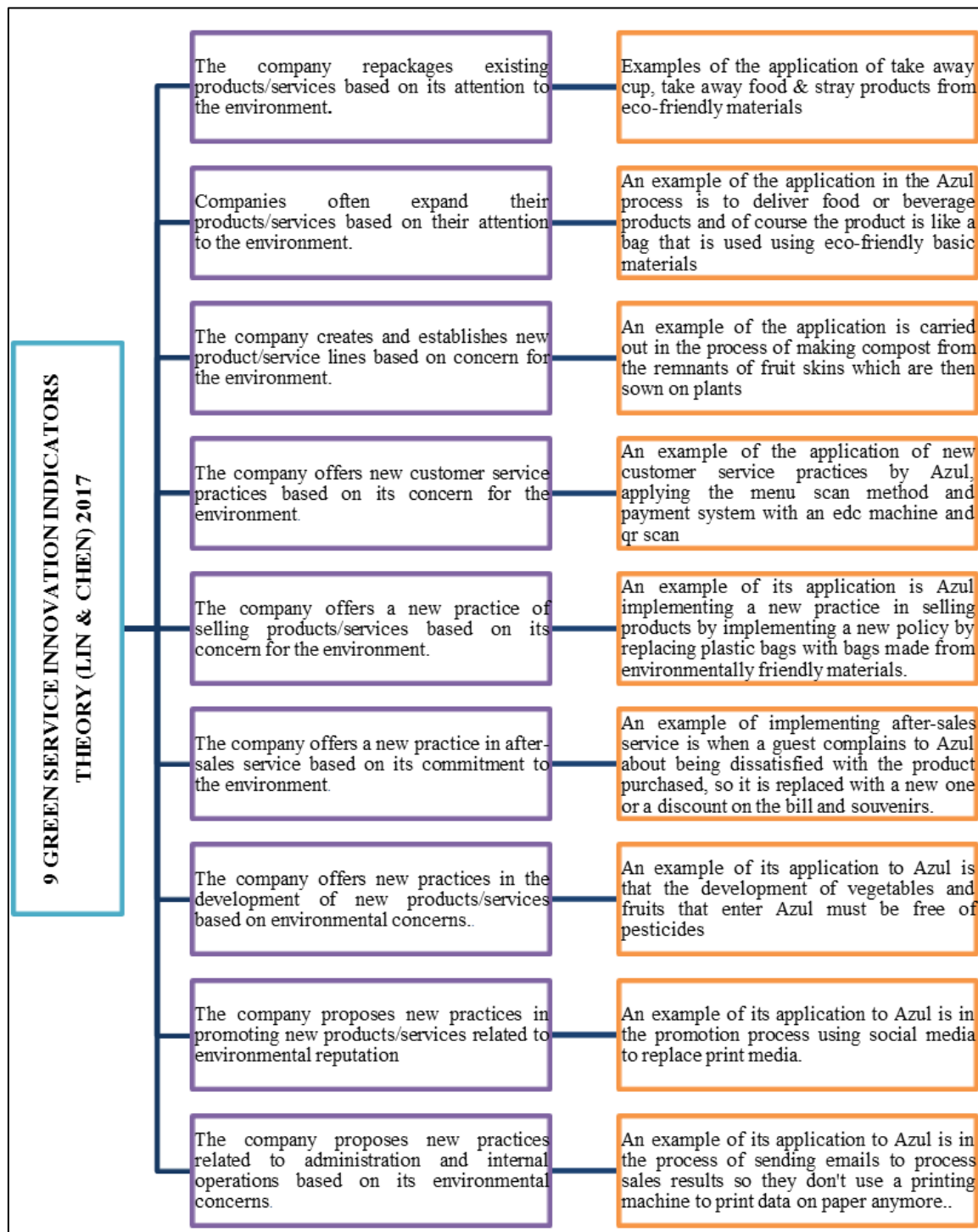


Figure 1. Model of Application of Green Service Innovation at Azul beach club

This first indicator has been applied to the use of goods products at Azul beach club, because they are aware of the adverse impacts that will be caused in the future from products that use materials that are less environmentally friendly. In its application to products at Azul beach club itself has expanded the use of products made from environmentally friendly materials, from the Azul beach club itself makes full efforts in maximizing the use of this environmentally friendly product (Hu, 2012; Yu et al., 2021).

One example of the product created is in the manufacture of leftover coffee grounds and also fruit or vegetable waste in the bar and kitchen from the two wastes at Azul beach club, this is done by the food & beverage department at Azul beach club because of the form of support from the application of the green concept applied by the hotel. Then an example of a real application that has been done by Azul beach club is when the staff performs services when ordering the menu, it has been done with a barcode scan system, when guests come to Azul the staff will direct to scan the barcode menu, so that guests no longer need to ask for the menu paper again when ordering the menu. In this case, in addition to savings on paper, this can also take advantage of growing technology, then another example is also during the payment service process where staff serve payments with a quick response (QR) code scan system and also use an electronic data capture (EDC) machine (Han et al., 2010; Yuniati, 2021). In this service, it is expected to be able to have a significant impact on reducing the use of paper in the service process, so that it can help the hotel reduce problems related to environmental damage (Hsiao et al., 2014; Mohamad et al., 2014).

Moreover before the green concept was applied to the hotel management at Azul beach club, guests or tourists who visited Azul beach club and bought Azul products in the form of food or drinks previously used plastic bags which then after the hotel management implemented this green concept and parties from the food & beverage department (Radwan et al., 2012; Singh et al., 2014). It is in line with previous study who state provides a replacement or warranty for every food or beverage product sold to guests, but the food replacement is obtained if the food or beverage product is not in accordance with the order and also when the food or drink that has been ordered and will be served to the guest, but the food or drink is contaminated with hair or things others that harm guests (Radwan et al., 2010). And also, the Azul beach club itself will provide a souvenir. In line with previous study that state souvenir made from processed wood waste, and inside the souvenir contains an invitation to care about the environment (Mohan et al., 2017). As well as providing discounts or discounts at the end of the guest bill.

Azul beach club through marketing will do promotions on social media such as Instagram, Facebook, email, and the Azul beach club website itself so that guests who want to visit Azul are facilitated in digging for information about promos and events that are taking place on Azul, of course, in promotion through online media this will have a positive impact in reducing the use of print media such as paper and plastic for the basic materials of banners or billboards, so as to help in reducing problems regarding the environment (Dwivedi et al., 2021; Ebrahim, 2020). This indicator is stated in the administrative system section of sending emails carried out by staff from Azul every closing bill or sales income obtained every day carried out by Azul staff, then the results of this sale will be directly sent to the relevant departments through email devices so that they do not use paper anymore (Mohamad et al., 2014; Suh et al., 2015).

The implication of this study is providing information related to the application of green service innovation. Moreover, this study also identifies the obstacles are faced in the application of green service innovation at Azul beach club Bali Mandira Beach Resort & Spa. The limitation in this study is limited in scope which only involving one Hotel. Therefore, it is hope for future studies are able to conduct similar researcher in order to find out the situation in other hotels as a comparison related to the implementation of green service innovation.

4. CONCLUSION

Based on the results of the discussion of research that has been discussed in the description of the discussion on the application of green service innovation and also the obstacles faced in the application of green service innovation, it can be concluded that the application of green service innovation in the food & beverage department at Azul beach club Bali Mandira Beach Resort & Spa has been implemented thoroughly or can be said to be 100%. The application of 9 (Nine) indicators of green service innovation is evidenced from the results of table 2 where in the table it explains that the application of 9 (Nine) indicators has been applied thoroughly.

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