Analysis of Green Concept to Enhance Service Quality of Room Division at Royal Tulip Springhill Resort Jimbaran

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Abstract
Purpose: The purpose of this research was to analyze green concept in the room division at Royal Tulip Springhill Resort Jimbaran and to determine the effect of the green concept on the room division, namely green front office and green housekeeping, on service quality partially and simultaneously.
Research methods: Research data were collected through questionnaires and supported by interviews. The analytical methods used are classical assumption test, multiple linear regression analysis, hypothesis testing (t test, F test, and coefficient of determination).
Findings: The green concept in the room division, namely green front office and green housekeeping has a significant positive effect on service quality at Royal Tulip Springhill Resort Jimbaran.
Implementation: The inclusion of green concepts creates a beautiful environment, good air, and also reduce the use of excess energy.

Keywords: green front office, green houskeeping, service quality, room division.

INTRODUCTION

As the world of tourism develops in the modern era, it will directly lead to an increase in the number of tourists. The development of tourism is also expected to be able to improve the economy so that it can improve the welfare of the community where tourism will be developed. The increase in the number of tourists will have to be accompanied by increased attention to the issue of global warming that has occurred and Indonesia is one of the countries that is also affected by it. The tourism industry, especially the hotel industry, is a service industry that focuses on service (Badruzaman & Kusmayadi, 2014). The hospitality industry is expected to play a role in helping to create a green and environmentally friendly ecosystem. This has also been stated in the Ministry of Tourism (2016)'s book which discusses the guidelines and guidelines for implementing green hotels in Indonesia. According to Ferianto at al., (2014), a green concept hotel is a must for hotel managers in running their business because it has a long-term investment value that is able to create tourist loyalty,

create management reputation, save operational costs, establish relationships with local communities and be able to create healthy management.

Royal Tulip Springhill Resort is a 5 star hotel located on Jalan Jimbaran Green Kelod, Kuta Selatan District, Badung Regency, Bali. Royal Tulip Springhill Resort Jimbaran has a strategic location, along the road to the hotel you will be presented with views of beautiful trees so that the air around the hotel feels cool. Royal Tulip Springhill Resort Jimbaran offers a variety of goods products and has a very good quality of service from all existing employees by not forgetting to also apply the green concept hotel in all activities and facilities

In addition to implementing the green concept, service quality is a must that must be done by companies in order to survive and continue to gain customer trust (Basit & Handayani, 2018). There are five dimensions of service quality, namely tangible (physical attractiveness) facilities, equipment, and materials used by the company), reliability (the company's ability to provide accurate services from the first time without making mistakes and providing service at the agreed time), responsiveness (willingness to provide services). and the ability of employees to help customers). and respond to their requests, and inform when services will be provided and then provide services quickly), assurance (employee behavior can foster customer trust in the company and the company can create a sense of security for its customers (Aryatmaja, 2021). One of the divisions or departments that play a major role in terms of service and comfort in a hotel is the Room Division

Room division is a combination of Front Office and Housekeeping Department (Sanjaya et al., 2014). According to Wijayanti (2020), front office is one of the departments in a hotel that acts as a liaison between external parties and internal hotel parties. This department has an important role in providing services to tourists because here tourists will get the first and last impression of the hotel, as well as a source of information for tourists who are in the hotel.(Dewi 2021)

Housekeeping itself has a definition as the part of the hotel that is responsible for matters relating to cleanliness, tidiness, completeness, beauty, care and health and comfort in all guest rooms and public areas, as well as handling and maintenance of Guest Laundry and House Laundry (Polii & Towoliu, 2018). This responsibility is not only when guests stay in the room but includes all aspects of maintenance, hotel success and hotel assets such as buildings and facilities. (Novita, 2016). In addition, applying the Green Concept in good housekeeping can maintain the stability of the hotel's operations and the surrounding environment to be cleaner and safer, especially in the housekeeping department (Setiawan, 2021).

However, not all guests are satisfied with the quality of service that applies the Green Concept, especially in the Room Division department. One of them is regarding energy reduction issues such as balcony lights that automatically turn on at 6 pm and turn off at 10 pm. Therefore, the application of the green concept in the room division must be further improved so as not to reduce hotel service

quality standards even though the green concept aims at long-term planning of a hotel by saving energy such as electricity, water, fuel in order to reduce hotel expenses. Because the green concept has become one of the influencing factors of the success of service quality in a hotel.

RESEARCH METHODS

This research was conducted using a quantitative approach, aiming to determine the impact of independent variables on the dependent variable, as well as testing hypotheses and explaining phenomena in terms of relationships between variables, through the use of research. In this study there are two research variables, namely independent variables, such as Green Front Office (X1), and Green Housekeeping (X2, while the dependent variable is Service Quality (Y), along with data collection using a questionnaire..

Sugiyono (2012: 40) said that the population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions. The sample is part of the number and characteristics possessed by the population (Sugiyono (2013a: 35). Based on the number of samples in this study determined by the Malhotra formula. Indrawan & Yaniawati (2016) claim that the sampling technique with the Malhotra formula is by multiplying the number of indicator variables by multiplying 4. The variable indicator in this study is 20 indicators, so that the sample calculation is 20 variable indicators multiplied by 4 = 80. Then it can be determined that the minimum sample in this study is 80 respondents.

SPSS (Statistical Packages for the Social Sciences) version 26 is used in this research. The validity of the questionnaire was tested using Pearson Product Moment. Ayunita (2018) suggests that validity is the accuracy or accuracy of an instrument in measurement, while the reliability was tested using Cronbach's Alpha. This research instrument is proven to be valid and reliable. According Dewi & Sudaryanto (2020), The reliability test on a research instrument is a test used to determine whether a questionnaire used in collecting research data can be said to be reliable or not. The normality test was calculated using one Kolmogorov-Smirnov sample, the multicollinearity test was calculated using the Tolerance Value and VIF, the heteroscedasticity test was calculated using the Glejser test, and the linearity test was used to determine whether or not there is a linear relationship between the independent variables and the dependent variable used in a study. The data are usually distributed, free of multicollinearity, free of heteroscedasticity, and linearity in accordance with the results of the classical assumption test. In this research, multiple linear regression analysis, the coefficient of determination, T-test, and F-test to evaluate the hypothesis, the results of which can be used to test the hypothesis proposed in this study, namely whether the independent variable is Green Front Office (X1), and Green Housekeeping (X2) has a significant or no effect on the dependent variable of Service Quality (Y) either partially or simultaneously.

FINDINGS

The purpose of this research is to see whether the independent variable has a significant impact on the dependent variable either partially or simultaneously. According to Harnafinsah (2018), independent variables are the conditions or characteristics that the researcher manipulates in order to explain its relationship with the observed phenomena and according to Sugiyono (2012: 56), the dependent variable is the variable that is affected or which is the result of the independent variable. The following are the results of the validity and reliability tests.

Table 1. The Results of the Validity and Reliability Tests

Variable	R table	R count	Specification	*Cronbach's Alpha*	Specification
Green Front Office (x1)					
Question 1	0,220	0,651	VALID		
Question 2	0,220	0,652	VALID		
Question 3	0,220	0,671	VALID	0,636	Reliable
Question 4	0,220	0,625	VALID		
Question 5	0,220	0,593	VALID		
Green Housekeeping (x2)					
Question 1	0,220	0,676	VALID		
Question 2	0,220	0,675	VALID		
Question 3	0,220	0,781	VALID	0,687	Reliable
Question 4	0,220	0,711	VALID		
Question 5	0,220	0,500	VALID		
Service Quality (y)					
Question 1	0,220	0,528	VALID		
Question 2	0,220	0,708	VALID		
Question 3	0,220	0,643	VALID		
Question 4	0,220	0,607	VALID		
Question 5	0,220	0,642	VALID		
Question 6	0,220	0,651	VALID	0,844	Reliable
Question 7	0,220	0,739	VALID		
Question 8	0,220	0,724	VALID		
Question 9	0,220	0,640	VALID		
Question 10	0,220	0,688	VALID		

Table 1 shows that the calculated r value is 0.220 and all values are > 0.220. For all significance values <0.05, it can be concluded that each statement item on the variable as a whole is declared valid. Cronbanch Alpha value for each question item> 0.6, it can be concluded that the variables X1, X2 and Y are said to be reliable.

The normality test aims to determine whether in the regression model, the dependent variable and the independent variable have a normal distribution or not (Perdana, 2016).

Table 2. Kolmogrov-Smirnov Test

N		80
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,58663444
Most Extreme Differences	Absolute	,100
	Positive	,085
	Negative	-,100
Test Statistic		,100
Asymp. Sig. (2-tailed)		,056[c]

Based on the Kolmogorov-Smirnov test, it can be seen that the unstandardized residual value has an asymp.sig value. 0.056 which means greater than 0.05. This proves that the data is normally distributed

Multicollinearity test is used to test whether there is a relationship between variables. The multicollinearity test aims to examine whether the regression model has a high or perfect correlation between independent variables. If it is found that there is a high correlation between the independent variables, it can be stated that there are multicollinear symptoms in the research (Cruz, 2013).

Table 3. The Results of the Variance Inflation Factor (VIF) test

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1 (Constant)	13,312	4,217		3,157	,002		
X1	,710	,260	,359	2,729	,008	,489	2,045
X2	,538	,254	,279	2,121	,037	,489	2,045

Based on the data in Table 3, from the results of the Variance Inflation Factor (VIF) test on the SPSS 26 coefficients table output, each independent variable has a VIF of 10, namely leadership style 2,045, while the Tolerance value 0.10 is the Motivas variable 0.489. Then it can be stated that the multiple linear regression model does not occur multicollinearity.

According to Sugiyono (2012: 56), multiple linear regression analysis is a linear relationship between two or more independent variables (X) and the dependent variable (Y). then test the hypothesis (t test and F test) to determine the significance of the independent variable on the dependent variable and make conclusions and the last is to calculate the coefficient of determination to find out how much influence the independent variable has on the dependent variable.

Table 4. The Results of the Regression Coefficients

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	13,312	4,217
	X1	,710	,260
	X2	,538	,254

Based on the results obtained from the regression coefficients above, a regression equation can be made as follows Y = 13.312 + 0.710X1 + 0.538X2 + e

In the regression equation above, the constant Y is 13,312. This means that if the input and output variables are considered constant

In the input variable, namely Green Front Office (X1), the regression coefficient is 0.710, indicating that if the Green Front Office variable has increased by 1%, then the quality of service will increase by 0.710%. This shows that the given Green Front Office contributes positively to service quality

In the input variable, namely Green Housekeeping (X2) the regression coefficient of 0.538 shows that if the Green Housekeeping variable increases by 1%, then Green Housekeeping will increase by 0.538%. This shows that the given Green Housekeeping contributes positively to service quality.

Based on the formulation of the problem that has been determined, the first problem faced is the influence of the green concept on the room division partially in improving the quality of service at Royal Tulip Springhill.

Table 5. The influence of the green concept on the room division partially in improving the quality of service at Royal Tulip Springhill

Model		t	Sig.
1	(Constant)	3,157	,002
	X1	2,729	,008
	X2	2,121	,037

Based on the test results show that:
a. The Green Front Office (X1) variable has a significance value of 0.008 <0.05. And has a t-count value of 2.729 > 1.991 t-table value. Thus, the effect of the Green Front Office variable (X1) on Service Quality (Y) is significantly positive.
b. Green Housekeeping variable (X2) has a significance value of 0.037 <0.05 probability. And has a t-count value of 2.121 > 1.991 t-table value. Thus, the effect of the Green Housekeeping variable (X2) on Service Quality (Y) is significantly positive.

The second problem is the influence of the green concept on the room division simultaneously in improving the quality of service at Royal Tulip Springhill.

Table 6. The Influence of the Green Concept on the Room Division Simultaneously in Improving the Quality of Service at Royal Tulip Springhill

Model		F	Sig.
1	Regression	20,681	,000[b]
	Residual		
	Total		

Simultaneous Testing Analysis (F) that has been carried out shows that the independent variables, namely, Green Front Office (X1), and Green Housekeeping (X2) together or simultaneously have a significant influence on the dependent variable of Service Quality (Y). This is evidenced by comparing the calculated F value and the table F value. The calculated F value generated is 20.681 > 3.11 F table value and has a significance value (sig) of 0.000, where the significance value is below 0.05

Figure 1. The Application of Green Concept in Royal Tulip Springhill
(Source: Royal Tulip Springhill, 2022).

The third problem is the most influential variable in improving the quality of service at Royal Tulip Springhill. The results of the analysis show that the green front office variable is an influential variable than the green housekeeping variable. This is evidenced by the statistical results, namely the sig value of 0.008 < 0.05 and t-count 2.729 > 1.991, the results prove that the green front office variable is accepted, which has a positive and significant effect on service quality. This is also obtained by the green housekeeping variable with statistical results,

namely the sig value of 0.037 < 0.05 and t-count 2.121 > 1.991. The results of this calculation mean that these results mean that green housekeeping (X2) has an effect on service quality (Y) in other words (H2) is accepted.

CONCLUSION

Based on the results of the analysis obtained using statistical testing and from the discussion it can be concluded that: first, Green Front Office and Green Housekeeping have a significant effect on Service Quality Partially to Royal Tulip Springhill Resort guests. Second, Green Front Office and Green Housekeeping have a significant effect on Simultaneous Service Quality for Royal Tulip Springhill Resort guests. Finally, the Green Front Office Variable is the variable that has the most influence on the quality of service at Royal Tulip Springhill Resort.

Suggestions that can be given to companies are by prioritizing the inclusion of green concepts, will create a beautiful environment, good air, and also reduce the use of excess energy. If this is done consistently, it will have a positive impact on the surrounding environment which will later create a comfortable impression for guests staying at Royal Tulip Springhill Resort Jimbaran. However, there are still some guests who complain about the implementation of the green concept in housekeeping, namely the room balcony lights which automatically turn on at 6 pm and automatically turn off at 10 pm. The author's suggestion for the management of Royal Tulip Springhill Resort is to lower the wattage of the balcony lights so that the lights do not automatically turn off at 10 pm but the lights will dim at 10 pm so that guests who want to relax on the hotel balcony at night feel comfortable because the lights on the balcony the room is not dead but just dim.

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