



Implementation of Green Practices on Room Attendant at Sofitel Bali Nusa Dua Beach Resort

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Abstract

Purpose: The purpose of this study was to analyze whether the room attendant at Sofitel Bali Nusa Dua Beach Resort had implemented green practices and to find out which indicators need to be improved and maintained in implementing green practices.

Research methods: This study uses descriptive statistical analysis techniques with data collection methods by means of observation, interviews, questionnaires, and documentation. The method of determining the informants using purposive sampling method with the number of informants 33 people from room attendant employees.

Findings: The room attendant has implemented green practices very appropriately. In the implementation of green practices, there are 3 green practices variables with 9 indicators, where in implementing this program there are 2 indicators that need to be improved, namely the first use of reused bed linen in hotel rooms and secondly the use of reused towels in bathrooms. In an effort to improve the 2 indicators of green practices, the author suggests using or multiplying decorative ornaments containing words or writings that ask guests to reuse bed linen and towels in the hotel room.

Implication: With the implementation of green practices in room attendants, it is expected to reduce the impact of environmental damage that can be caused by the hotel industry.

Keywords: implementation, green practices, room attendant, hotel.

INTRODUCTION

Hotel is a type of accommodation that uses part or all of its parts to provide lodging, food and beverage services as well as other supporting services for the public which are managed commercially (Artini et al. (2020); Cahyani et al. (2020); Dewi et al. (2019); Dewi et al. (2020); Putra et al. (2020). According to this definition, hotels provide services, lodging, food, and beverages, as well as other services (Mutiara, 2018: 1). According to Sulistiyono (2011: 5), the hotel is a company managed by the owner by providing food, beverage and room facilities for sleeping to people who can afford to pay a reasonable amount in accordance with the services received without any special agreement. One of the hotels in Bali is Sofitel Bali Nusa Dua

Beach Resort, which is one of the hotels of the Accor Group, which is located at Lot. N5 ITDC Nusa Dua Area, Badung, Bali.

In supporting smooth operations at Sofitel Bali Nusa Dua Beach Resort, there are several departments at Sofitel Bali Nusa Dua Beach Resort, namely Front Office, Food and Beverage Department, Housekeeping Department, and other departments with different duties and responsibilities. One of the departments that support the smooth operation of the hotel is the Housekeeping Department. Housekeeping is one of the departments within the hotel that handles matters relating to the beauty, tidiness, cleanliness, completeness, and health of all rooms and other public areas, so that all guests and employees can feel comfortable and safe. In addition, the housekeeping department is part of the hotel household in charge of planning, maintaining or cleaning all guest rooms, office spaces, lobby terraces, corridors, lifts/elevators, public toilets, public spaces, lockers rooms, linen and uniform rooms, courtyards, garden, swimming pool, and parking space Mutiara (2018). Where the housekeeping department is required to provide special services to guests through the room attendant so that guests feel satisfied during their stay at the hotel and are expected to become regular customers. This section is responsible for the maintenance of hotel rooms, which includes cleanliness, tidiness, beauty and comfort of guests at the hotel (Handayani & Iman, 2021: 40).

The housekeeping department, especially in the room attendant section, in providing room cleaning services to guests staying at the hotel need to pay attention to environmental aspects, because in providing room service by the room attendant it can cause environmental damage around the hotel. Where the thing that needs to be done now is the need for anticipation or awareness of hotels, employees, and tourists in carrying out activities to protect the environment, such as awareness in reducing the use of plastics, chemicals that are harmful to the environment. One of the activities that can be implemented by hotels in an effort to protect the surrounding environment is by implementing green practices.

Green practices are programs that encourage hoteliers to save water, energy and reduce solid waste, as well as reduce operational costs and protect the earth (Teng et al., 2015). Some of the green actions implemented in the hospitality business include using local or organic products, installing water-

saving devices, and saving energy (Tzschentke, 2008). change bed linen and towels every day. By reducing the use of bed linen and towels every day, you can reduce the consumption of water and electricity usage, and also reduce the amount of remaining laundry soap that is discharged into the sewer system (Tannur & Jokom, 2019). Green practice measures in hotels are grouped by Schubert (2008) into 3 main areas, namely: green action, green product, and green donation.

Green action means activities aimed at protecting both the environment and the surrounding community. The green action category are energy and water efficiency, use of environmentally friendly materials, recycling and pollution prevention. Green product means hotel sells or provides environmentally friendly products. Green donation means hotel participates in community projects that exist in the hotel's vicinity. In addition, the hotel also educates staff and consumers on the environmental impact of the hotel industry.

Celine et al., (2020), who discussed the perception of green practices, revealed that the consumer's intention to behave and participate in green practices was the application of green practices initiated by the service provider (in object research in restaurants). Therefore, it is necessary to implement green practice from the restaurant or hotel first.

RESEARCH METHODS

This research uses qualitative methods. According to Sugiyono (2014: 7), qualitative data is data in the form of words, sentences, schemes and pictures. The source of data in this study is primary data, according to Rianse and Abdi (2012: 212) primary data is data obtained from original sources (directly from information). And this is raw data that will be processed for certain purposes as needed. The primary data used in this study include interview data and answers to questionnaires distributed to Room Attendant employees at Sofitel Bali Nusa Dua Beach Resort. Secondary data in this study is data obtained directly from the hotel. The data in this study were collected through observation, questionnaires, interviews, and documentation. The green practices questionnaire was measured by 9 questions taken from Atzori et al (2016) and then processed again in 2022.

The sample in this study was 33 people who were room attendant employees at Sofitel Bali Nusa Dua Beach Resort. The sampling technique used is purposive sampling, namely the technique of determining the sample with certain considerations (Sugiyono, 2014: 156). Conducted a survey on how the implementation of green practices for room attendants at Sofitel Bali Nusa Dua Beach Resort. Data collection techniques were carried out by observation, questionnaires, interviews, and documentation.

The data analysis technique used is descriptive statistical data analysis technique. According to Sugiyono (2018), statistics are used to describe or provide an overview of the object under study through sample or population data as they are. The steps for the analysis activities in this study are as follows: (1) Calculating percentage, 2. Defining Category, (3) Performing evaluation and analysis of the data that has been obtained. (4) Making conclusions.

FINDINGS

In this section, the results of the questionnaire distribution are presented in the form of the characteristics of the respondents. Characteristics of respondents were collected based on age, gender, position and length of work.

Table 1. Characteristics of Respondents

	Characteristics	Frequency	Percentage (%)
Age	17-25	-	-
	26-35	17	51,5%
	36-45	12	36,4%
	>45	4	12,1%
Gender	Male	29	88%
	Female	4	12%
Position	Assistant HK. Manager	2	6,1%
	Supervisor	8	24,2%
	Room Ambassador	23	69,7%
Length of Work	<1 Year	-	-

1-5 Year	-	-
6-10 Year	33	100%
11-15 Year	-	-
>15 Year	-	-

Table 1 shows that the age of the room attendant staff at Sofitel Bali Nusa Dua Beach Resort is dominated by an age range of 26-35 years as many as 17 people (51.5%), then with an age range of 36-45 years as many as 12 people (36.4%), and with age above 45 years as many as 4 people (12.1%). The gender of the employees at the room attendant is dominated by 29 male (88%) and 4 female (12%). This shows that the work productivity of the room attendant requires more male workers than female, because as a room attendant they use more physically in handling guest rooms.

The position of the room attendant employee who became the respondent in this study was Assistant Housekeeping Manager as many as 2 people (6.1%) where at Sofitel Bali Nusa Dua Beach Resort who was given the duties and responsibilities of the ongoing operational procedure of the room attendant under the assistant housekeeper was assistant housekeeping directly, Supervisor as many as 8 people (24.2%), and room ambassador as many as 23 people (69.7%). Based on the length of work of room attendant employees at Sofitel Bali Nusa Dua Beach Resort, it can be seen that all employees who were respondents in this study had worked for 6-10 years, namely 33 people (100%). Where most of the employees working at Sofitel Bali Nusa Dua Beach Resort are currently apprentices who have started work from 2013, 2014, and also in 2015.

This discussion aims to present the results of a questionnaire on the implementation of green practices to room attendants at Sofitel Bali Nusa Dua Beach Resort using descriptive statistical analysis. The results of the data processing obtained will be explained in order to obtain a conclusion.

Hasan (2001: 7), descriptive statistics is a way of collecting data and presenting data so that it is easy to understand. Descriptive statistics are used to determine the percentage of Yes answers in the application of green practices in each green practice variable.

Table 2. Descriptive Statistical Analysis Results on Green Action Variable

No	Indicator	Answer Questionnaire		Vatogory
		Frequency	Percentage	
1	Using energy-efficient lighting in hotel rooms	33	100%	Very suitable
2	Use of reused bed linen in guest bedrooms	24	73%	suitable
3	Use of reuse towels in bathrooms	8	24%	Less suitable
4	Reduction in the use of chemicals made from chemicals	33	100%	Very suitable
5	Use of brochures or posters in providing information to implement green programs in hotel rooms	33	100%	Very suitable
6	Use automatic door systems in balcony to automatically turn off the air conditioner when the balcony is open	33	100%	Very suitable
Total average percentage		33	82.8%	Very suitable

Based on table 2, the results obtained through the questionnaire on the green action variable obtained the average percentage of yes answers from the 6 indicators in the green action which was 82.8%, and each indicator of the green action variable got the percentage results, namely:

- 1) Using energy-efficient lighting in hotel rooms is the first indicator of the green action variable, where in this sub-indicator the percentage of yes answers is 100% with the implementation category being Very suitable.
- 2) The use of reused bed linen in guest bedrooms is the second indicator of the green action variable, where in this sub-indicator the percentage of yes answers is 73% with the implementation category being suitable.

- 3) The use of reuse towels in the bathroom is the third indicator of the green action variable, where in this sub-indicator the percentage of yes answers is 24%. with the implementation category is Less suitable.
- 4) Reducing the use of chemicals made from chemicals is the fourth indicator of the green action variable, where in this sub-indicator the percentage of yes answers is 100% with the implementation category being Very suitable.
- 5) The use of brochures or posters in providing information for implementing green programs in hotel rooms is the fifth indicator of the green action variable, where in this sub-indicator the percentage of yes answers is 100% with the implementation category being Very suitable.
- 6) Using an automatic door system on the balcony to automatically turn off the air conditioner when the door is open is the sixth indicator of the green action variable, where in this sub-indicator the percentage of yes answers is 100% with the implementation category being Very suitable.

Table 3. Descriptive Statistical Analysis Results on Green Product Variable

No	Indicator	Answer Questionnaire		category
		Frequency	percentage	
1	Use of refillable glass or ceramic products in guest rooms and bathrooms	33	100%	Very suitable
2	Provide amenities biodegradable organic matter in guest rooms and bathrooms	33	100%	Very suitable
Total average percentage		33	100%	Very suitable

Table 3 shows the results obtained through a questionnaire on the green product variable, the average percentage of yes answers from the 2 indicators in the green product is 100%, and each indicator of the green product variable gets the percentage results, namely:

- 1) Use of products made from glass or ceramic that can be refilled in guest rooms and bathrooms is the first indicator on the green product variable,

where in this sub-indicator the percentage of yes answers is 100% with the implementation category Very suitable.

- 2) Providing biodegradable organic amenities in guest rooms and bathrooms is the second indicator on the green product variable, where in this sub-indicator the percentage of yes answers is 100% with the implementation category being Very suitable.

Table 4 shows the results obtained through a questionnaire on the green donation variable. The percentage of yes answers from 1 indicator in green donation is 100%, where the indicators of the green product variable in this variable are: Providing education to employees and guests about the green program to protect the environment is an indicator of the green donation variable, where in this indicator the percentage of yes answers is 100% with the category of implementation being very suitable.

Table 4.
Descriptive Statistical Analysis Results on Green Donation Variable

No	Indicator	Answer Questionnaire		category
		Frequency	percentage	
1	Provide education to employees and guests about green programs to protect the environment	33	100%	Very suitable
Total average percentage		33	100%	Very suitable

Based on the results of the green practices questionnaire, it shows that Sofitel Bali Nusa Dua Beach Resort has implemented a practical green program which can be seen from the results of the percentage of each practical green variable which shows that the implementation of green practices for room attendants has been carried out very suitable. In the first practical green variable, namely green action, the percentage result is 82.8%, which means that the green action has been implemented Very suitable. In the green action variable there are 6 variable indicators, where the results of each green action indicator show that there are 4 indicators that have a percentage of 100%,

which means that this indicator has been implemented very suitable, then there is 1 indicator that has a percentage of 73% which This means that the implementation of this indicator has been carried out properly, and there is 1 indicator that has a percentage of 24% where this indicator shows that there is an Less suitable implementation of green actions.

Green product is the second variable from green practices, where this variable gets a percentage of 100%, which means that the green product variable has been implemented very suitable. In the green product variable, there are 2 variable indicators where the results of each green product variable indicator show that these two indicators have a percentage of 100%, which means that this indicator has been implemented very suitable. The last variable in green practices is the green donation variable where in this variable there is 1 indicator variable, where the green donation variable indicator has a percentage of 100%, which means that this indicator has been implemented very suitable.

Based on the results of the questionnaire conducted using descriptive statistical analysis, it shows that there are still green practices indicators that still have a percentage that is less than 81%, where the indicator which still has a percentage below 81% needs to be improved again, because in its implementation there are still obstacles. In the application of green practices, there are 9 variable indicators, of these 9 indicators there are 2 variable indicators that need to be improved, namely the first use of reused bed linen in guest bedrooms, and secondly the use of reuse towels in bathrooms. Where the other 7 indicators in the application of green practices have been carried out very suitable, which means that these indicators need to be maintained where the 7 variable indicators are: Using energy-efficient lighting in hotel rooms, Reduction in the use of chemicals made from chemicals, Use of brochures or posters for provide information on implementing the green program in hotel rooms, use the automatic door system on the balcony to automatically turn off the air conditioner when the balcony door is open, use products made of glass or ceramic that can be refilled in guest rooms and bathrooms, provide easy organic amenities decomposed in guest rooms and bathrooms, Provide education to employees and guests about green programs to protect the environment.

CONCLUSION

The implementation of green practices at the room attendant at Sofitel Bali Nusa Dua Beach Resort has been carried out very suitable, which can be seen from the results of descriptive statistical analysis which shows the average percentage of each green practice variable which shows that the application of green practices to the room attendant has been implemented properly very suitable. Based on 9 question indicators distributed through questionnaires, the results stated that 7 indicators had been carried out very suitable, 1 indicator was carried out suitable, and there was 1 indicator which stated that it was less suitable. These results indicate that the room attendant at Sofitel Bali Nusa Dua Beach Resort has provided facilities and carried out work activities by paying attention to and protecting nature from the impacts that can be caused by the hospitality industry by implementing green practices.

There are 2 indicators that have a percentage below 81%, where this indicator needs to be improved again in the application of green practices to room attendants at Sofitel Bali Nusa Dua Beach Resort, namely "Use of reuse of bed linen in guest bedrooms; and the use of reuse towels in the bathroom." The 7 indicators that have a percentage of 100% means that this indicator has been carried out very suitable and needs to be maintained in implementing green practices, namely "Using energy-efficient lighting in hotel rooms; Reducing the use of chemicals made from chemicals; Using brochures or posters to provide information on implementing green programs in hotel rooms; Using automatic door systems on the balcony to automatically turn off the air conditioner when the balcony door is open; Using products made of glass or ceramic that can be refilled in guest rooms and bathrooms; Providing affordable organic amenities has decomposed in the guest room and bathroom; Providing education to employees and guests about green programs to protect the environment.

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