



Implementation of Green Practices in Improving Service Quality of Food & Beverage Department at Hotel Indigo Bali Seminyak Beach

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Received on 25 April 2023	Revised on 7 May 2023	Accepted on 20 May 2023
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Abstract

Purpose: This study aims to determine the implementation of green practices in improving the quality of service in the food & beverage department at Hotel Indigo Bali Seminyak Beach.

Research methods: The data collection methods used in this study were observations, questionnaires, interviews and literature studies. The analysis technique used is descriptive qualitative, namely explaining systematically the data obtained during the study, so as to describe the state or status of a problem clearly and descriptively quantitatively using a 4-level likert scale. The number of respondents used was 12 respondents from the food & beverage department staff.

Findings: Overall the application of green practices in service quality has been applied optimally. There are several stages in the process of improving service quality which in the application of green action the average value is 3.11 which means that it has been maximally applied, green food average value is 3.06 which means it is quite optimally applied, green donation with an average value of 2.86 which is quite optimally applied.

Implication: There is a need to evaluations, conducting SOP training and conducting supervision while working.

Keywords: hotel, food and beverage, green practices, service quality.

INTRODUCTION

The Covid-19 pandemic has had a far-reaching impact on the tourism industry around the world. As a result, the tourism industry that is not moving has a massive impact on various supporting sectors. Such circumstances have pushed businesses across the travel and tourism sectors, including transportation services, restaurants and hospitality, to be severely impacted by covid-19 (Somantri, 2011). Since the enactment of the new normal, Bali tourism has

been crowded again even though it has to implement health protocols. The government has facilitated tourists with tourist facilities and infrastructure to support comfort and safety such as tourist trips, restaurants and hotels while still implementing health protocols.

Hotel is a means of accommodation that provides a variety of facilities and services for its guests such as room service, food and beverages, storage and transportation of goods, washing clothes, as well as additional services such as beauty salons, sports, and so on. As a means of accommodation for both domestic and foreign tourists, the hotel must be managed professionally whose main purpose is a sense of security, comfort and guests will get satisfaction from the service provided (Arsyad, n.d.).

Currently, global warming or global warning has begun to be felt by everyone. People must begin to be aware of using products that are environmentally friendly and efficient. Some accommodations or hotels have begun to implement environmentally friendly programs which are a new trend that is currently in great demand by the wider community. Bali as a tourist destination has begun to implement the concept of sustainable tourism, namely with the green hotel program.

The application of green hotels can be seen from the many hotel participations in Bali, currently many hotels in Bali are participating in the green hotel program, one of which is the Indigo Bali Seminyak Beach Hotel. Hotel Indigo Bali Seminyak Beach which has an environmentally friendly program called Green Engage which where IHG Green Engage is an innovative online environmental sustainability system that provides a means to measure and manage the impact of hotels on the environment. Which is an effort to use natural resources wisely by not having a negative impact on the environment. One of them is in the food & beverage department.

Food & Beverage is a business field that is part of a business such as a hotel that is responsible for needs, because in its service it provides food and beverages and in other related needs of a hotel or is managed commercially (Wahyuni & Parma, 2020). Not only that, food & beverage also provides services to provide all needs related to the hotel. Where the service provided must

be able to create a memorable experience and service that is not forgotten by guests. Therefore, it is necessary to improve the quality of service to ensure that guests feel satisfied. The role of the food & beverage department in the implementation of environmentally friendly hotels is reflected in several green practices.

Green Practices can be described as an action or movement carried out as a means of preserving and protecting the environment, and the resulting product can minimize damage to the environment (Jargalsaikhan et al., 2019).

Leonardo (2014) in "Explore Public Perceptions of Green Practices in Restaurants in Surabaya" determined the perception of the people of Surabaya towards Green Practices (Green Action, Green Food, and Green Donation) in restaurants in Surabaya. The similarities are both analyzing green practices, the differences in the analysis used and the location of conducting research. Sulistyawati (2015) in "The Effect of Service Quality on Customer Satisfaction of Indus Ubud Gianyar Restaurant" analyzed the effect of service quality on customer satisfaction. The equation equally analyzes the quality of service. The difference is the analysis techniques used and the location in conducting research. Astuti & Ermawati (2020) in "Does Green Practices In The Hotel Attract Customer to Revisit: A Study In Green Hotel In Surakarta" found out the determinants of visiting intentions. This research is carried out to hotel customers who have visited. Five independent variables were applied in this study to identify their effect on the intention of visiting again. The similarities are both analyzing green practices, the differences in the analytical techniques used and the location in conducting research.

RESEARCH METHODS

This research took place at Hotel Indigo Bali Seminyak Beach which is located at Jalan Camplung Horn No.10, Seminyak, District of Kuta Selatan, Badung Regency, Bali. Hotel Indigo Bali Seminyak Beach is one of the 5-star hotels located in Seminyak area. The study was conducted for 6 months. This research variable is an object that has been determined by the researcher to be studied in order to obtain information about the object. The variables used in this study were service quality and green practices. The five dimensions of ser-

vice quality are tangibles, reliability, responsiveness, assurance, and empathy and there are three dimensions of green practices, namely green action, green food, and green donation.

Table 1. Variables and Indicators

Variables		No	Indicators
Green Action	Tangible	1	Staff has an attractive, clean and tidy appearance as well as energy and water efficiency in the restaurant and kitchen
	Reliability	2	Providing prompt service to guests
	Responsiveness	3	Staff always respond quickly to requests from guests
	Assurance	4	Comfortable restaurant environment and using environmentally friendly products in carrying out services
	Empathy	5	Staff have a polite attitude and can interact well with guests
Green Food	Tangible	6	Provide special information on menus such as vegan, vegetarian and low-fat
	Reliability	7	The use of straw against drinks that do not use plastic materials
	Responsiveness	8	Explaining to guests the ingredients used are local and seasonal ingredients
	Assurance	9	Packaging take away boxes on food does not use styrofoam materials
	Empathy	10	Leftover ingredients that can be reprocessed, such as waffles that can be processed into croffel, rib bones that can be processed into broth
Green Donation	Tangible	11	Donating buffet food and other ingredients produced by the restaurant
	Reliability	12	Participate in community projects in the surrounding environment

Responsiveness	13	Educate staff and guests on the impact of environmental damage from the hotel
Assurance	14	There is training for new staff on hotels and sustainability programs as well as conducting staff training carried out on certain schedules
Empathy	15	There are beach cleaning activities or tree planting carried out by hotel staff every 1 or 3 months

The types of data in this study are quantitative data and qualitative data. Quantitative data is data of a scientific nature where the data obtained is in the form of numbers (score, value) and analyzed by statistical analysis (Hermawan, 2019). The quantitative data in this study are the results of a research questionnaire and the number of food & beverage department staff at hotel Indigo Bali Seminyak Beach. Qualitative data is information data in the form of verbal and not in the form of number symbols or numbers, but data in the form of interview results, field notes, document analysis (Sugiyono, 2016). Qualitative data needed in this study such as the history of Hotel Indigo Bali Seminyak Beach, the organizational structure of the food & beverage department, documents related to the green concept.

The data sources used in this study are primary data and secondary data. Primary data is data obtained or collected by the researcher directly from his data source (Siyoto, 2015). In this study, primary data was taken by means of interviews and questionnaires to outlet managers of food & beverage departments. The primary data in this study is the result of direct interviews to determine the quality of service in the food & beverage department. Secondary data is data obtained or collected by researchers from existing company sources, the data is in the form of tables, images and others (Siyoto, 2015). The secondary source used comes from information related to the object of research in the form of an overview of the Indigo Bali Seminyak Beach Hotel and the organizational structure of the food & beverage department.

In this study, the population was the entire food & beverage department staff at hotel Indigo Bali Seminyak Beach. And the samples in this study using the purposive sampling method are one of the non-random sampling techniques where the study determines the return of samples by establishing special characteristics that are in accordance with the research objectives so that they are expected to answer research problems (Etikan, 2016). There are often many limitations that prevent research from taking samples randomly, so these special characteristics are deliberately created by the study so that the samples obtained are really in accordance with the study. This study was used to take samples at outlet managers, one-sixths and employees of Hotel Indigo Bali Seminyak Beach.

In obtaining the data needed in this study, it is used in several data collection methods, namely (1) Observation is a method of collecting data by making observations directly into the field (Nugrahani, 2014). In this study, researchers made observations when researchers conducted a fieldwork practice carried out for six months at the Indigo Bali Seminyak Beach Hotel to determine the application of green practices in the food & beverage department. (2) A questionnaire is a set of questions used to obtain information from respondents related to their personality and matters related to research materials (Arikunto, 2018). The questionnaire was carried out by spreading questions and arranged in detail according to the variables presented to the staff of Hotel Indigo Bali Seminyak Beach. (3) Interview is the process of obtaining information for research purposes by means of question and answer, so that meaning can be constructed in a certain topic (Nazir, 2014). Interviews are conducted to get a clear picture of the object under study. Such as, how food & beverage staff work in improving the quality of service. (4) Literature study Literature studies are carried out to find additional data in the form of journals, scientific papers, books and the Internet related to the object under study (Sugiyono, 2019) namely green practices in improving the quality of service.

The data analysis techniques used in this study are descriptive qualitative and descriptive quantitative. Descriptive qualitative is aimed at describing, summarizing various conditions and situations. Qualitative data is commonly

referred to as an interpretive method because the research data is more related to the interpretation of data found in the field (Sugiyono, 2016). In this study, this qualitative descriptive analysis was used to decipher the information obtained through interviews with respondents. Quantitative descriptive is used to describe the actual state of affairs in the form of meaningful numbers. A way is needed to be able to quantify the data, namely by giving a score to the respondent's answer about the application of standard operating procedures (SOP) by the food & beverage section, then the likert, average and score scales are used. The likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2016). As an illustration, if the researcher gives 4 alternative answers to the respondents, then the scale used is 1 to 4 (Hertanto, 2017). The scale from 1 to 4 is :

1. Scale 1 : not applied at all given a score of 1
2. Scale 2 : less applied given a score 2
3. Scale 3 : simply applied given a score 3
4. Scale 4 : maximum applied given a score of 4

FINDINGS

The average results of the application of green practices in improving service quality Based on three dimensions of service quality, namely green action, green food and green donation, are found in the following table:

Table 2 Overall Value of Green Practices Implementation

No	Types of Indicators	Total Average
1	<i>Green Action</i>	3.11
2	<i>Green Food</i>	3.06
3	<i>Green Donation</i>	2.86

The application of green practices by the food & beverage department can be seen from the efforts that will be made by the food & beverage staff in improving the quality of food & beverage department services at the Indigo Bali Seminyak Beach Hotel, namely by conducting a direct interview session with the food & beverage staff. The following will be explained in more detail about the SOP of the results of the questionnaire that has been carried out first is the application of green action by food & beverage staff.

Table 3. The Green Action Application Questionnaire

No	Indicators	Score
<i>Green Action</i>		
1	Staff has an attractive, clean and tidy appearance as well as energy and water efficiency in the restaurant and kitchen	3
2	Providing prompt service to guests	2.75
3	Staff always respond quickly to requests from guests	3.5
4	Comfortable restaurant environment and using environmentally friendly products in carrying out service	3.58
5	Staff have a polite attitude and can interact well with guests	2.75
Total Average		3.11

It can be seen that the average value of the application of green practices has a range of values between 2.75 to 3.58. From the overall application of green practices in improving service quality, the total overall average is 3.11, which means that the implementation of SOPs has been maximally applied. The following will be explained about the application of green food by food and beverage staff.

Table 4. Results of the Green Food Application Questionnaire

No	Indicators	Score
<i>Green Food</i>		

1	Provide special information on menus such as ve- gan, vegetarian and low-fat	3.75
2	The use of straw against drinks that do not use plastic materials The use of straw against drinks that do not use plastic materials	4
3	Explaining to guests the ingredients used are local and seasonal ingredients	2.33
4	Packaging take away boxes on food does not use stayrofoam materials	1.75
5	Leftover ingredients that can be reprocessed, such as waffles that can be processed into croffel, rib bones that can be processed into broth	3.25
Total Average		3.06

It can be seen that the average value of the application of green practice has a range of values between 1.75 and 4. . So from the total average value obtained is 3.06. Furthermore, it will be explained about the application of green donations carried out by staff.

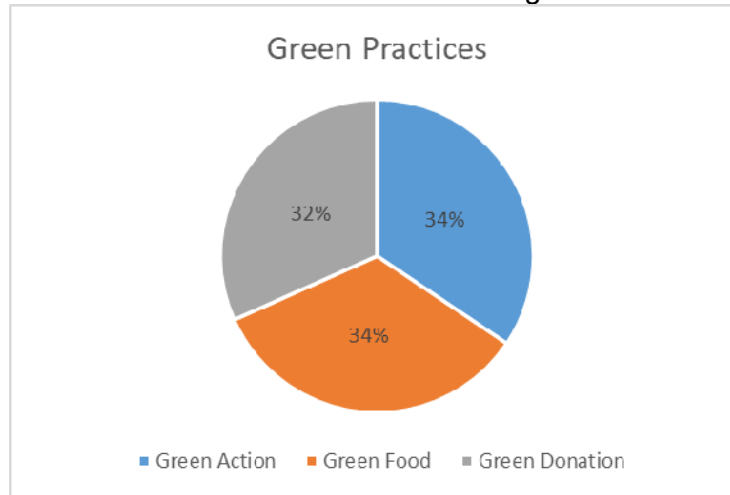
Table 5. Results of the Green Donation Application Questionnaire

No	Indicators	Score
<i>Green Donation</i>		
1	Don de nourriture sous forme de buffet et d'autres ingrédients produits par le restaurant	3
2	Participate in community projects in the surrounding environment	2.58
3	Melakukan edukasi kepada para staff dan tamu ter- hadap dampak kerusakan lingkungan dari hotel	3
4	There is training for new staff on hotels and sustain- ability programs as well as conducting staff training carried out on certain schedules	3.41
5	There are beach cleaning activities or tree planting carried out by hotel staff every 1 or 3 months	2.33
Total Average		2.86

It can be seen that the average value of the application of green donation ranges from 2.33 to 3.41. The total average value of the total earned is 2.86. Based on the results of the questionnaire that has been discussed in the previ-

ous hamalan, it can be seen that there are several applications of green practices that have not been implemented optimally. It can be seen in the following figure about the comparison of green practices.

Table 6 Green Practice Overall Diagram Values



It can be seen that the application of green practices that have an average maximum value but in its application is less than optimal is in the process of implementing green donations getting an overall average value of 2.86 (32%). In the application of green food, the average value was 3.06 (34%). in the application of green action, it received a value of 3.11 (34%) even though the overall total was maximized but there were still some points whose application was not applied by staff. Then the need for a business in the food & beverage department that must be done by all staff to improve the quality of service at Hotel Indigo Bali Seminyak Beach.

Improving the quality of services based on green practices at Hotel Indigo Bali Seminyak Beach by reducing the use of plastic, paper, stayrofoam and so on and restaurant buildings surrounded by neat and clean gardens, having a non-smoking area, waste disposal that is well managed. conducting even stricter supervision to staff in handling guests who experience complaints or complaint during breakfast, lunch and dinner, as well as conducting additional training to staff in the correct and good service process materials in accordance with SOP while in green practices-based the hotel once had an environmentally

friendly program called Green Engage where Hotel Indigo Bali Seminyak Beach cares about the surrounding environment.

CONCLUSION

The application of green practices has broadly been maximized in improving the quality of service, but there are several stages in the process of improving the quality of service which in the application of green action the average value is 3.11 which means that it has been maximally applied, green food average value is 3.06 which means that it is quite optimally applied, green donation with an average value of 2.86 which has been maximally applied. So the application of green practices has been implemented optimally.

Improving the quality of services based on green practices is to reduce the use of plastic, paper and restaurant buildings surrounded by neat and clean gardens, and having a non-smoking area here requires business from the food & beverage department so that it can provide satisfaction to guests during visits to the restaurant, and can improve the quality of green practices-based service at the Indigo Bali Seminyak Beach Hotel, among others, by holding evaluate the application of SOPs in services and conduct regular training or training for food & beverage staff and improve communication between other departments.

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