



Analysis of Green Practices Implementation at FourStar by Trans Hotel Restaurant

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Abstract

Purpose: This study aims to determine the implementation of green practices that have been implemented and which need to be improved at the FourStar by Trans Hotel restaurant. Green Practice is an action to protect the environment and the resulting product is less damaging to the environment. Restaurants that implement green practice usually focus on reduce, reuse, and recycle as well as energy and efficiency.

Research methods: The research data were sourced from participatory interview and observation methods at the research location which were then processed using triangulation techniques.

Findings: The results of the study show that the implementation of green practices has been implemented properly and adequately in restaurants although there are several indicators of green practice that still need to be improved.

Implication: Indicators that need to be maintained include the use of recyclable containers, the use of energy-efficient lighting and the use of a temperature comfort control system, as well as the installation of signs and policies that need to be implemented, and indicators that need to be improved are educating the public about green practices in a sustainable manner, Implementing funding for activities that support environmentally friendly direction and donating organic wastes as the use of animal feed for the community.

Keywords: green practices, green action, green products, green donation, restaurant.

INTRODUCTION

Damage environment of course will impact enough if there is no sensitivity to some measures anticipation and early reflection on the environment. Anticipation or sensitivity to the environment like this is certainly very important to do starting from life daily. Increase awareness Public will the environment, causing the emergence of efforts to reduce the impact of environmental damage. One of the efforts to prevent further environmental damage is by implementing green practice (Mihaela, Irene Gil, & Maria, 2018). By using environmentally friendly materials, the costs incurred are automatically increased. One of the efforts that restaurants usually make to cover these expenses is by increasing the price of food and drinks. But there are still many people who lack awareness of using environmentally friendly goods (Nicolau, Guiz, Gilda Hernandez, & Molenkampc, 2020). So they feel disadvantaged by buying food and drinks which are slightly more expensive (Astawa, Budarma, & Sri Widhari, 2021).

Green practice can be defined as an action, activity, and practice consisting of efficient use of energy and water, recycling, sustainable food, reducing waste

and pollution with the aim of reducing negative impacts on the environment (Atzori, R & V Murphy, 2016). The implementation of green practice is strongly influenced by the participation of the community, especially customers from restaurants (Kristalia T, Meliana, & Harianto, 2020). As well as awareness in carrying out environmentally friendly activities supported by education from the hotel (Halim, Firasko, & Harianto, 2020).

According to the Regulation of the Minister of Tourism and Creative Economy Number PM.53/HM.001/MPEK/2013 concerning Hotel Business, it is an effort to provide accommodation in the form of rooms in a building, which can be equipped with food and drink services, entertainment activities and/ or other facilities on a daily basis with the aim of making a profit, while a restaurant is a business providing food and beverage services equipped with equipment and supplies for the manufacturing process, storage and serving in a fixed place that does not move.

Each management has the right to determine whether to solve the problem by sticking to the green practices reference or not (Yuniati, 2021). Some of the activities carried out at Four Star by Trans Hotel such as using electric heaters in the process of heating food, then using energy efficient lighting, and provide drink made from organic like coffee. To ascertain whether the implementation includes the implementation of green practices or not, further analysis is needed (Bowo Harcahyo, Suciarto Athanasius, & Kusdiartini, 2021). Green practice can have a wider and different understanding depending on perspectives and points of view when viewed from cultural, political, and economic. (Asih, et al., 2020)

Similar with the research of Lily Harlina, et al (2020), to find out whether Four Star by Trans Hotel has met the requirements called to apply green practices, and to find out green indicators practices that need to be improved and maintained, there are several implementation implementation which need customized with green practices indicators and needs to be met.

This research is similar to research by Florentina Ervinna (2020) which examines the application of green practices in hotels through related parties who have the potential to become informants/resources from the required data. For this reason, the main instrument is the researcher himself. This research is also similar to the research of Stephanie Felitania, et al. (2020) which is a research with qualitative-quantitative method, through a case study approach at Four Star by Trans Hotel.

RESEARCH METHODS

The primary data in this study are data obtained from interviews with Supervisors and Staff of the Food & Beverage department. Meanwhile, secondary data in this study is the result of observation in a participatory way and documentation During study on department concerned. The sampling method used in this research is a non-probability technique, namely purposive sampling, similar technique with the research of Eka Darmaputra, et al (2020)

In accordance with this type of research, the data collection technique is the 'validity' test use method triangulation/combination from several techniques, the methods used include the interview method, participatory observation and literature study, similar to the research of Mita Ayu Wandari & Sri Darma (2020).

The data analysis technique of this research is through a simple descriptive statistical analysis method.

FINDINGS

The results of the research concerning analysis of green practices implementation at FourStar by Trans Hotel Restaurant are as follows.

Table 1. Description of the Green Action Sub-Variable Questionnaire Results

No.	Indicator	Score	PS	CATEGORY
1	There is use of lighting energy saving	9	90%	Very Suitable
2	There is a system use monitor and control efficient temperature comfort with HVAC (Heating, Ventilating and Air conditioning)	10	100%	Very Suitable
3	There is waste sorting and recycle unused waste until it has value without polluting the environment	6	60%	Quite Appropriate
4	Using a door closer (tool automatic door closing, after someone opens the door) on the door the link between the kitchen and restaurant so that it is always closed so that the restaurant air conditioner does not enter the kitchen.	8	80%	In accordance
5	Put up a sign to save water and electricity around the toilet.	8	80%	In accordance
Total Percentage				Very Suitable

Based on the results obtained, the Green Action sub-variable is obtained the average of all indicators in the sub-variable green product, namely the percentage of by 82%. The percentage shows the category is very appropriate. This shows that the implementation of green practice at the restaurant of Four Star by Trans Hotel has Fulfill condition for could categorized as implementing green action very adequately.

Table 2. Description of Questionnaire Results Sub Variable Green Product

No.	Indicator	Score	PS	CATEGORY
1	There is use of recyclable containers (use of paper cups, plastic cups and paper bags used are eco-friendly products).	7	70%	In accordance
2	The restaurant provides drinks using glasses that can be reused if consumers eat on the spot	10	100%	Very Suitable
3	Provide organic food or drinks such as coffee	10	100%	Very Suitable
4	Using local and organic ingredients.	10	100%	Very Suitable

5	Give description special on menu, like vegetarian and soon	8	80%	In accordance
Total Percentage			90%	Very Appropriate

Sub-variables Green Product is obtained on average from all indicators in the sub-variable green product is a percentage of 90%. The percentage shows that category is very suitable. This shows that the implementation of Green practice at the Four Star by Trans Hotel restaurant has met the requirements to be categorized as implementing green products very adequately.

Table 3. Description of Questionnaire Results Sub Variable Green Donation

No.	Indicator	Score	Ps	Category
1	There is a no-smoking policy in the restaurant	10	100%	Very Suitable
2	There is a policy of wearing a mask when coming to a restaurant	10	100%	Very Suitable
3	Restaurants donate organic waste to people who need it such as for animal feed	4	40%	Not suitable
4	Funding and participating in environmentally friendly projects	4	40%	Not suitable
5	Educating the public about green practices	4	40%	Not suitable
Total Percentage			90%	Quite Appropriate

The sub-variables Green Donation is obtained on average from all sub-variable indicators green donation that is percentage as big as 64% and categorized as that is in accordance. This indicates that the implementation of green practice at the Four Star by Trans Hotel restaurant has fulfilled the requirements to be categorized as implementing green donation adequately.

Based on the results of the questionnaire calculation for each indicator, the results of the analysis related to the fulfillment of requirements for hotels to implement green practice are 46,67% including the very appropriate category, this can be interpreted that most of the indicators of fulfillment of the requirements for hotels can be categorized as implementing green practice has been implemented very adequately. Furthermore, 26.67% with category in accordance, prove that implementation green practice have been implemented adequately, and 6.67% are categorized as adequate appropriate, which means that the implementation of green practice has been adequately implemented in the food & beverages department of Four Star by Trans Hotel, and 20.0% is categorized as less appropriate so that it can be interpreted that there are still several indicators that need to be improved for the department to fulfill the requirements to be said to be implementing green practices.

Table 4. Conclusion Data Questionnaire Results

Category	Score
Very Appropriate	46,7%
Appropriate	26,7%
Enough Appropriate	6,7%
Less Appropriate	20,0%
Not Appropriate	0,0%



Figure 1. Wearing a mask when coming to the restaurant
(Source: Putra, 2022)

Indicators that need to be maintained for Four Star by Trans Hotel restaurants to be able to implement green practice properly and adequately namely the use of recyclable containers (use of paper cups, plastic cups and paper bags) maximizing the use of eco-friendly products. Utilization of energy efficient lighting and use of control systems temperature comfort is also adequate and important to maintain. Placing signs and policies that have been implemented also need to be maintained. Then provide a drink by using a glass which is could used return if consumer eat in place, defend use materials local and organic, such as the use of local fruits, coffee and others.

Figure 2. No-smoking policy
(Source: Putra, 2022)

Indicators that need to be improved are, of course, indicators that still need to be reviewed and their implementation improved, such as giving education to Public about green practices in a sustainable manner, and implement funding for activities that support towards being environmentally friendly and donate organic wastes as the use of animal feed for the community. The implementation of the indicators that need to be maintained and improved has answered the formulation of the second research problem, namely input for management to improve and support green practices in the Food and Beverages department at Four Star by Trans Hotel.

CONCLUSION

The conclusion of this research is, it can be assumed that some of the indicators that were tested and obtained results that show the implementation of green practice have mostly been implemented adequately. Implementation of green action and green product based on the accumulation of primary data processing obtained through interviews and questionnaires obtained very appropriate results. And the implementation of green donation has also complied with the requirements for fulfillment to be categorized as having implemented green practice. Several indicators that need to be maintained for Four Star by Trans Hotel restaurants to be able to implement green practice properly and adequately are the use of recyclable containers, Utilization of energy efficient lighting and use of temperature comfort control systems, Installation of signs and policies which has been applied. Then provide drinks using reusable glasses, maintaining the use of local and organic ingredients, such as the use of local fruits, coffee and others. And, the indicators that need to be improved for Four Star by Trans Hotel restaurants are educating the public about green practices in a sustainable manner, Implementing funding for activities that support an environmentally friendly direction and donating organic wastes as the use of animal feed for the community.

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