

e-ISSN 2721-463X

International Journal of Green Tourism
Research and Applications

International Journal of Green Tourism Research and Applications
(www.ojs.pnb.ac.id/index.php/ijogtra)

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Published by Politeknik Negeri Bali in June and December, **International Journal of Green Tourism Research and Applications** is a double-blind peer-reviewed electronic journal. It is intended to develop tourism maintaining harmony among ecological/environmental sustainability, economic sustainability, and socio-cultural sustainability for the planet and natural conservation, tourist satisfaction, benefits of the business itself, welfare of the community involved as well as respect for the existing local cultural values.

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Volume 3 Number 1, 2021

International Journal of Green Tourism Research and Applications
(www.ojs.pnb.ac.id/index.php/ijogtra)

TABLE OF CONTENTS

1. Contribution of online platform reservations to increase room occupancy at The Haven Hotel Bali Seminyak (Ayu Widya Wulandari, Budi Susanto, Ni Nyoman Triyuni, Ni Luh Ayu Kartika Yuniastari Sarja, I Ketut Budarma) 1-8
2. Analysis of service quality by front office department at Alila Villas Uluwatu (I Kadek Aryatmaja, Ni Nyoman Sri Astuti, Lien Darlina, I Ketut Utama, Tyas Raharjeng Pamularsih) 9-14
3. Analysis of service quality towards repeater guest satisfaction at The Samaya Seminyak (Ika Fitri Kurnia Sari, I Gusti Agung Bagus Mataram, Dewa Made Suria Antara, Ni Gusti Nyoman Suci Murni) 15-20
4. Guest satisfaction level towards bartender services at the Melia Bali Hotel's Tapas Bar (G. Wahyu Putra Perdana, Ida Ayu Elistyawati, I Made Darma Oka, I Ketut Astawa, Gede Ginaya) 21-26
5. Marketing communication strategy using online platforms to build brand image at The Westin Resort Nusa Dua Bali (I Kadek Eri Suma Andika, Ni Luh Eka Armoni, I Gede Mudana, I Putu Krisna Arta Widana) 27-34
6. Forest supports living on earth: awareness of the youth at Jembrana Regency Bali Province Indonesia (Ni Made Ernawati, I Wayan Basi Arjana, Nyoman Mastiani Nadra) 35-39

Contribution of online platform reservations to increase room occupancy at The Haven Hotel Bali Seminyak

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Abstract: This study discusses the contribution of online platform reservations to room occupancy rates at The Haven Hotel Bali Seminyak. The purpose of this study is to determine the contribution of online platform reservations to room occupancy rates and to find out which online platforms contributed the most. Data collection methods used are observation, interview, documentation. The analysis technique used is quantitative descriptive statistics. The results of this study stated that the contribution of the average percentage of online platforms for four years always fluctuates every year. Expedia for the last four years contributed 21.63% room occupancy rate, Booking.com for the last four years contributed 21.50% room occupancy rate, Agoda for the last four years contributed 10.66% room occupancy rate, Traveloka for four last year contributed 1.51% room occupancy rate, Hotelbed for the last four years contributed 2.14% room occupancy rate. Expedia contributed the most, viz 21.63% of room occupancy rate contribution for the last four years.

Keywords: Reservation, online platform, room occupancy, hotel.

History Article: Submitted 2 August 2020 | Revised 28 December 2020 | Accepted 15 January 2021

How to Cite: Wulandari, A. W., Susanto, B., Triyuni, N. N., Sarja, N. L. A. K. Y., Budarma, I. K. (2021). Contribution of Online Platform Reservations to Increase Room Occupancy at The Haven Hotel Bali Seminyak. *International Journal of Green Tourism Research and Applications*, 3(1), 1-8. DOI: <http://dx.doi.org/10.31940/ijogtra.v3i1.2071>

Introduction

The development of tourism in Indonesia is increasingly global because it has a strong appeal for both domestic and foreign tourists. Therefore, many regions in Indonesia wish to carry out development in the field of tourism and provide accommodation in each area, especially in Bali. One of the accommodation services available in Bali, especially in the Seminyak area is The Haven Hotel Bali Seminyak. It is a four star hotel in Bali which has 193 rooms.

Hotel cannot be separated from the world of tourism industry (Dewi, et al, 2019; Dewi, et al, 2020). It is a business entity which is operated commercially (Wahyuntari, et al, 2020; Putra, et al, 2020; Artini, et al, 2020). At the hotel guests get lodging services, food, drinks, and other necessary facilities by guests (Darsono, 2000:1; Bithara, et al, 2020; Surya, et al, 2020). From the understanding of the hotel above (Soernano, 2006:13) explains that the hotel is divided into two types, namely: (1) City hotel is a hotel that is located in the middle of the city. Most guests in a city hotel are aimed at doing business, meetings, seminars, trade and for official company events. (2) Resort hotels are hotels that are generally located in attractions far from the city, close to recreational areas or places frequented by family, travelers or other visitors. Most guests who come to resort hotels aim for recreation or traveling with family and relatives (Soernarno, 2006:13).

Online platform is a tourism industry to interact with each other more efficiently and also provide access to sizable business resources (Zach & Racherla, 2011:8). In the tourism industry, online platforms can be identified as connectivity methods for recommending, searching, booking, and paying for hotels (Gössling et al., 2018; Gretzel, Werthner, Koo, & Lamsfus, 2015). The

platform is an online booking that allows hotels to interact frequently with users of their visibility to increase room sales and increase hotel room occupancy rates so they can be sold (Toma et al., 2013; Cahyani, et al, 2020; Septariani, et al, 2020; Sari, et al, 2020).

Reservation is a section whose job is to handle prospective guests' reservations to get a room at check-in (Bagyono, 2012:59; Septariani, et al, 2020; Sari, et al, 2020). From the definition of reservation above (Sugiarto, 2011:53) states that there are several sources of reservation, namely: (1) Individual: This room booking can be done in various ways from telephone, e-mail, fax, and so forth. Ordering individual rooms helps in increasing revenue because prices are more expensive than prices through agents or (contract rates). (2) Company: Companies that can be used as a source of reservation are non-service companies such as private companies, foreign companies, joint ventures (joint ventures), state companies. Businessmen aside from doing office work, sometimes they can also use the price of the company to have a vacation with family, so the price follows the price in the company. (3) Travel Agent: Travel Agent is a business entity that specializes in tourism services. Travel agents play an important role as a hotel partner in increasing room occupancy rates.

Travel agent can be divided into two. Offline Travel Agent is a travel agent whose sales are carried out not through online media but through media in the form of brochures or banners, (Sugiarto, 2011:53). Guests can book directly by telephone directly to the reservation or by visiting the hotel directly to make a reservation. Examples of offline travel agents at The Haven Hotel Bali Seminyak are: Rama Tour, government, corporate and so on.

One type of travel agent that carries out its activities through online (Sugiarto, 2011:53). This type of travel agent provides online reservation services. The online travel agent's job is to become an intermediary or consultant for the accommodation company or airline in promoting online and increasing guest visits.

In 2019, the number of tourists staying at The Haven Hotel Bali Seminyak has decreased due to the eruption of Mount Agung. With problems like this, of course, hotel management is preparing a more aggressive marketing strategy to attract tourists who come to stay at The Haven Hotel Bali Seminyak through e-commerce.

E-commerce is the buying, selling and marketing of goods using electrical services such as radio, television and computers or the internet. So the notion of E-commerce is the process of buying and selling transactions carried out through the internet where the website is used as a container for the sales process (Wong, 2010). Not only online platforms that contribute to hotels but also offline platforms also contribute to increasing hotel room occupancy in order to achieve sales targets. From Table 1, it can be seen which platform contributes more to The Haven Hotel Bali Seminyak.

Table 1. Online Platform and Offline Platform Contributions to The Haven Seminyak Hotel (2016-2019)

No	Platform	Year	Total YTDR	Contribution	Percentage (%)
1	Online platform	2016	55,931	35,791	64
		2017	57,299	38,347	67
		2018	57,120	36,993	65
		2019	57,688	36,514	63
2	Offline platform	2016	55,931	20,140	36
		2017	57,299	18,952	33
		2018	57,120	20,127	35
		2019	57,688	21,174	37

Based on Table 1, it can be seen that online platforms in 2016 contributed 35,791 YTDR with a percentage of 64% of the total online platforms in 2016, and the offline platform in 2016 contributed 20,140 YTDR with a percentage of 36% of the total offline platforms in 2016. From Table 1 it can be seen also the platform that has contributed the most is the online platform. Therefore researchers want to find out how much the contribution of each online platform.

The authors are interested to find out which online platform contributions are contributing more to The Haven Hotel Bali Seminyak by giving the title "Contribution to Online Platform Reservations in increasing room occupancy at The Haven Hotel Bali Seminyak".

Methodology

This research was conducted at the Reservation Department of THE HAVEN Hotel Bali Seminyak, this hotel is one of the four star hotels located at Jalan Raya Seminyak No. 500, SeminyakBadung Regency, Bali 80361. The Haven Hotel Bali Seminyak is located in a strategic location close to attractions double six beach and restaurant. The study was conducted at The Haven because online platforms contribute to room occupancy rates. This research was conducted for 4 (four) months. Data collected through interviews. The interview process is carried out by the parties concerned, one of them is the Reservation Manager. The analysis technique used is quantitative descriptive statistics.

Descriptive statistical analysis techniques in this study are done by first, presentation of data in tabular form. By using this analysis it will be known a trend of research results, whether included in the category of low, medium, high, decreased or increased. Second, presentation of data in visual form such as bar charts, circles or lines. Third, calculations using statistical techniques, frequency is expressed as a percentage of the development of online platform contributions with the right form in displaying frequency data with this research in the form of bar charts. The formula for finding the number of contributions to online platforms.

$$X = \frac{\text{Room occupied}}{\text{Number of online platform contribution}} \times 100\% \quad (1)$$

X = Percentage of online platform contributions

Fourth, descriptive is to describe or make conclusions from the calculation results obtained and describe the situation regarding the facts that occur in research.

Results and discussions

Results

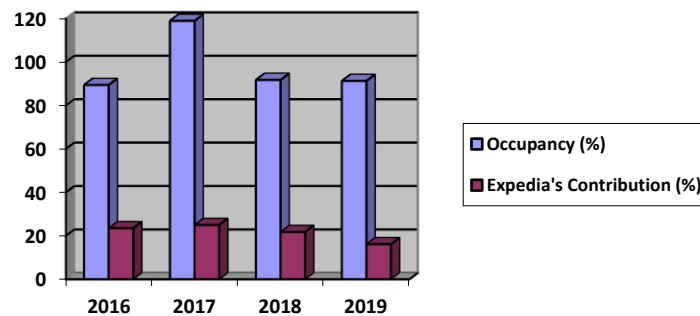
There are online platform reservation sources at The Haven Hotel Bali Seminyak such as expedia, booking.com, agoda, traveloka, hotelbed. The contribution of online platform reservations in 2016-2019 experienced fluctuations up and down can be seen in Table 2.

Table 2. Number of online platform contributions of 2016-2019

Online Platform	Year			
	2016	2017	2018	2019
Expedia	14,657	16,053	13,030	10,274
Booking.com	11,585	15,766	17,177	10,378
Agoda	8,298	4,880	4,383	10,668
Traveloka	817	1,242	983	804
Hotelbeds	434	406	1,420	4,039

Discussions

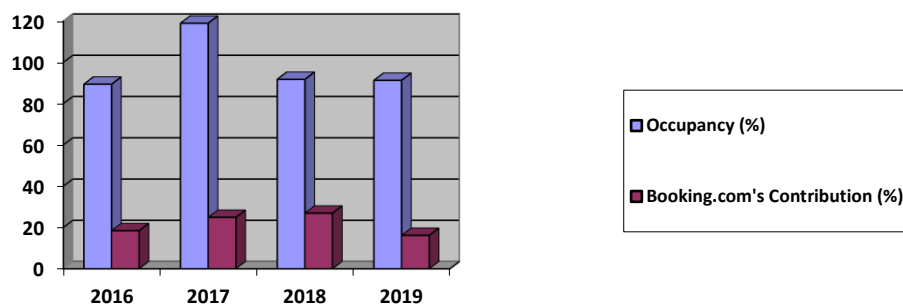
The results of this study stated that the contribution of the average percentage of online platforms for four years always fluctuates every year. Based on Table 2 above, it can be seen that the contribution of each online platform has fluctuated annually. The biggest online platform contribution is in 2016, and the biggest contribution is in 2018, Agoda contributed the most in 2019, Traveloka contributed the most in 2017, and Hotelbed was the biggest contribution in 2019.



(Source: The Haven Hotel Bali Seminyak, 2020)

Figure 1. Expedia's Contribution to Room Occupancy 2016-2019

In Figure 1, it can be seen that expedia's contribution in the past four years has fluctuated up and down. In 2016, Expedia's average contribution was 23.51% with an average contribution of 1,221 room occupancy, and in 2017 Expedia experienced a 25% increase in room occupancy with an average contribution of 1,338 room occupancy due to the addition package for hotels. In 2018 expedia contributed 21.80% with an average contribution of 1,161 room occupancy and decreased because The Haven Bali Seminyak hotel eliminated package rates so that Expedia experienced a decrease, in 2019 Expedia contributed 16.20% with an average contribution of 857 room occupancy. Out of the last four years Expedia has contributed the most in 2017 because Expedia gave additional packages to its rate package with an average contribution of 1,338 room occupancy or equal to 25% of room occupancy.

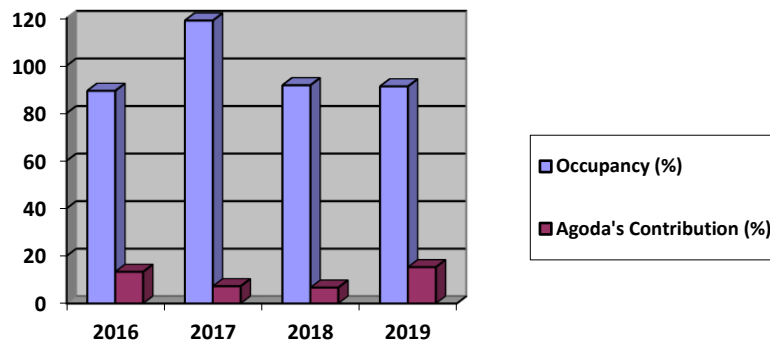


(Source: The Haven Hotel Bali Seminyak, 2020)

Figure 2. Booking.com's Contribution to Room Occupancy 2016-2019

In Figure 2, it can be seen that the contribution of Booking.com over the past four years has fluctuated up and down. In 2016, Booking.com contributed 18.50% with an average contribution of 965 room occupancy. In 2017, Booking.com contributed 24.95% with an average contribution of 1,331 room occupancy and has increased due to Booking.com reducing package prices. In 2018, Booking.com contributed 26.99% with an average contribution of 1,433 room occupancy increasing contributions on the grounds that Booking.com provides coupon policies by reducing their own prices to attract more guests, and in 2019, Booking.com contributed 16.23% with an average contribution of 865 room occupancy, with the reason Booking.com eliminated package rates. On the last four years, Booking.com has contributed the most in 2018 with the

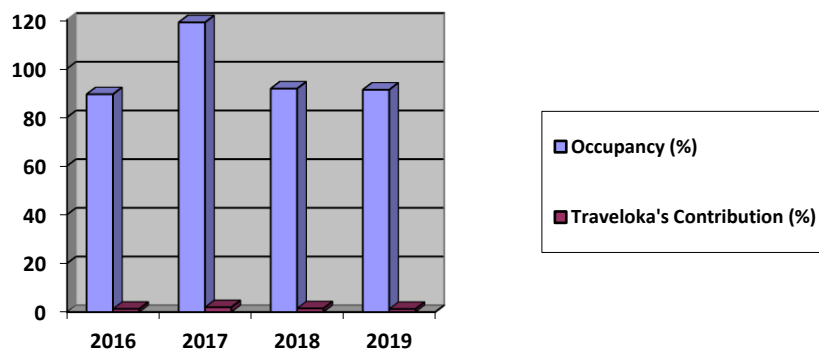
reason Booking.com provides a coupon policy that is by reducing their own prices to be more attractive to guests.



(Source: The Haven Hotel Bali Seminyak, 2020)

Figure 3. Agoda's Contribution to Room Occupancy 2016-2019

In Figure 3, it can be seen that the contribution of Agoda in the past four years has fluctuated up and down. In 2016, Agoda contributed an average of 13.35% room occupancy with an average contribution of 692 room occupancy this year because Agoda gave a decrease in the price of members. In 2017, Agoda contributed an average of 7.29% room occupancy with an average contribution of 406 room dwellings this year Agoda has decreased on the grounds that Agoda has added package prices. In 2018, Agoda contributed an average of 6.7% room occupancy with an average contribution of 365 occupancy rooms Agoda has decreased contributions due to The Haven Bali Seminyak hotel eliminating members rates. In 2019, Agoda contributed an average of 15.30% room occupancy with an average contribution of 889 room occupancy and increased with the reason Agoda also reduced prices for can attract guests.

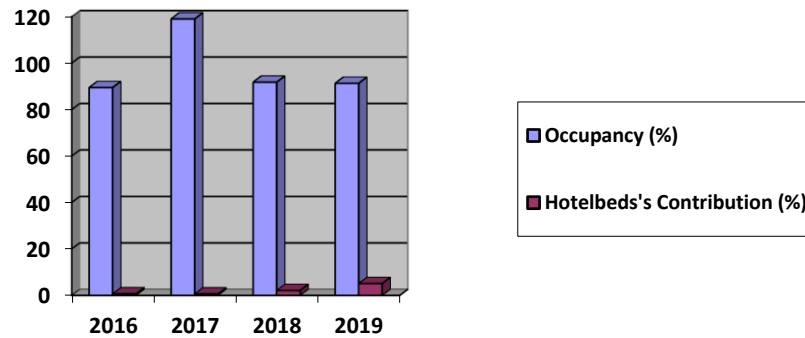


(Source: The Haven Hotel Bali Seminyak, 2020)

Figure 4. Traveloka's Contribution to Room Occupancy 2016-2019

In Figure 4, it can be seen that the contribution of Traveloka in the past four years has fluctuated up and down. In 2016, Traveloka contributed an average of 1.29% with an average contribution of 68.08 room occupancy, and in 2017, Traveloka contributed an average of 1.98% room occupancy with an average contribution of 103,5 room occupancy and Traveloka increased due to the decrease in the price of members. In 2018, Traveloka contributed an average of 1.5% room occupancy with an average contribution of 81.91 room occupancy and Traveloka experienced an increase in contributions in the year 2017 with the reason that Traveloka reduced package prices. In 2019, Traveloka contributed an average of 1.27% room occupancy rate with an average contribution of 67 room occupancy and decreased because Traveloka increased package prices. If seen from the number of reservations for the last four years from Traveloka, the average contribution percentage has fluctuated up and down and the highest contribution of Traveloka in 2017 was 1.98% room occupancy with an average contribution of 103.5 room

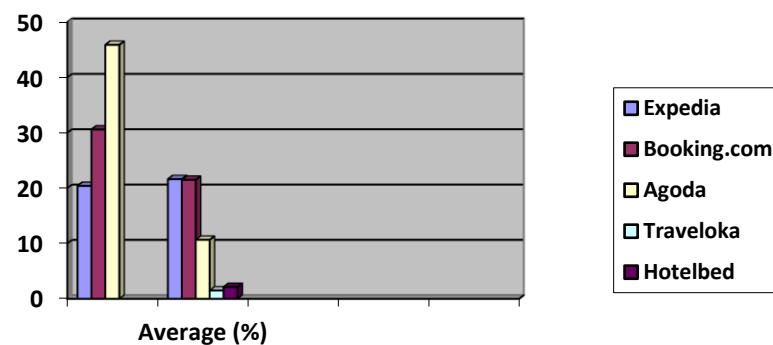
occupancy and the lowest contribution in 2019 was 1.27% room occupancy with an average contribution of 67 room occupancy.



(Source: The Haven Hotel Bali Seminyak, 2020)

Figure 5. Hotelbeds's Contribution to Room Occupancy 2016-2019

Figure 5 shows the contribution of hotel bed in the past four years has fluctuated up and down. In 2016, the average Hotelbeds contribution during the year was 0.7% room occupancy with an average contribution of 36.5 room occupancy and in 2017, Hotelbeds contributed an average year-round of 0.64% room occupancy with an average number the average contribution of 33.83 room occupancy and decreased contribution on the grounds that Hotel bed raised package prices. In 2018, Hotelbeds contributed an average of 2.1% room occupancy with an average contribution of 126.54 room occupancy and increased contribution by reason of lowering package prices from Hotelbeds. In 2019, Hotelbeds contributed an average of 5.12% room occupancy with an average contribution of 270.6 room occupancy and an increase in contributions on the grounds that Hotelbeds also gave coupon policy by reducing prices them to attract guests. When seen the number of reservations in the last four years from Hotelbeds contributions fluctuating up and down, and the highest contribution in 2019 was 5.12% room occupancy.



(Source: The Haven Hotel Bali Seminyak, 2020)

Figure 6. Total Percentage of Online Platform Contributions 2016-2019

Table 3. Total Percentage of Online Platform Contributions 2016-2019

Year	Expedia (%)	Booking.com (%)	Agoda (%)	Traveloka (%)	Hotelbed (%)
2016	23.51	18.50	13.35	1.29	0.7
2017	25.0	24.29	7.29	1.98	0.64
2018	21.80	26.99	6.7	1.5	2.1
2019	16.20	16.23	15.30	1.27	5.12
Average	21.63	21.50	10.66	1.51	2.14

Based on Table 3 above, it can be seen the percentage of contributions in the last four years, the average percentage of contributions to Expedia amounted to 21.63% room occupancy, the average percentage of contributions to Booking.com amounted to 21.50% room occupancy, the average percentage contribution to Agoda was 10.66% room occupancy, the average percentage of contribution to Traveloka was 1.51% room occupancy, the average percentage of contribution to Hotelbeds was 2.14% room occupancy. From the percentage contribution of the five online platforms, the one that gave the biggest contribution was the online platform expedia with a contribution percentage of 21.63%.

Conclusions

The contribution of the average percentage of online platforms for four years always fluctuates every year. Ex-pedia for the last four years contributed 21.63% room occupancy rate, Booking.com for the last four years contributed 21.50% room occupancy rate, Agoda for the last four years contributed 10.66% room occupancy rate, Traveloka for four last year contributed 1.51% room occupancy rate, Hotelbed for the last four years contributed 2.14% room occupancy rate. Expedia contributed the most, viz 21.63% of room occupancy rate contribution for the last four years. In an effort to increase room occupancy rates, The Haven Hotel Bali Seminyak should work more closely with other online platforms and be more vigorous in conducting promotions.

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Analysis of service quality by front office department at Alila Villas Uluwatu

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Abstract: This study aims to determine the service quality and efforts of the Front Office department at Alila Villas Uluwatu in maintaining and improving the quality of its services. This research used a descriptive statistical analysis with purposive sampling method and collecting data using the method of observation, interviews, literature study, and documentation. The results on this research was the service quality of the Front Office department at Alila Villas Uluwatu are good and optimal. The quality service of Front Office department at Alila Villas Uluwatu based on 5 variables, namely tangible, reliability, responsiveness, assurance and empathy. The analysis results showed that all variables has greater percentage of positive reviews than negative reviews. The advice that can be given is to inform more clearly about the location in each Front Office section such as the lobby and villa.

Keywords: Service quality, guest complaints, Front Office department

History Article: Submitted 2 September 2020 | Revised 4 January 2021 | Accepted 15 January 2021

How to Cite: Aryatmaja, I. K., Astuti, N. N. S., Darlina, L., Utama, I. K., Pamularsih, T. R. (2021). Analysis of Service Quality by Front Office Department at Alila Villas Uluwatu Bali. *International Journal of Green Tourism Research and Applications*, 3(1), 9-14. DOI: <http://dx.doi.org/10.31940/ijogtra.v3i1.2072>

Introduction

Badung is one of the regencies in Bali which is divided into six subdistricts and 62 villages with an area of 418,52 km² or around 7.43% of the mainland of Bali. The population of Badung regency in 2018 is 656,900 inhabitants (Minarni, 2019). Badung has experienced very rapid development, this is because Badung Regency has complete facilities such as accommodation, transportation, and telecommunications facilities. Besides having complete facilities, Badung Regency also has excellent tourist attractions that are much in demand by tourists (Bali Regional Tourism Office, 2001).

Alila Villas Uluwatu which is the place of discussion in this study is located in Badung precisely in South Kuta, this area is surrounded by beaches which are one of the most common tourist attractions and are visited by both domestic and foreign tourists of various ages. The number of tourists visiting South Kuta causes the existence of accommodation facilities to increase. Alila Villas Uluwatu is one of the five-star hotels located at Jalan Belimbing Sari, Banjar Tambyak, Pecatu Village, South Kuta, Badung, Bali, Indonesia.

Hotel is a type of accommodation that provides lodging and food and beverage facilities and services, as well as other services for the public temporarily and is professionally managed (Gaffar in Utama, 2017). According to its location, the hotel is divided into city hotels, residential hotels, resort hotels (mountain hotels, beach hotels, lake hotels, ravine hotels, hill hotels, forest/jungle hotels, amusement park hotels, and riverside hotels), motels, airport hotels, and boutique hotel (Soenarno, 2006).

From the classification of types of hotels based on their location, it can be concluded that Alila Villas Uluwatu is a Resort Hill Hotel, because it is located in a hilly area that has a direct

view overlooking the Indian Ocean. Alila Villas Uluwatu has complete facilities such as 65 villas, 3 restaurants, Spa, Boutique, Gym, and other.

In addition to having complete facilities, Alila Villas Uluwatu also has several departments to support its operations, one of the departments at Alila Villas Uluwatu is the Front Office department which is the center of information because all activities ranging from payment of hotel accounts, regarding lost items, accommodating guest complaints, and also provide information both inside and outside the hotel, all of which will affect other departments in the hotel.

The Front Office department at Alila Villas Uluwatu is divided into several sections, namely Reception Host, Guest Services, Communication Host and Villa Host. Each of these sections has its respective duties and functions in maintaining the quality of service to create an unforgettable experience for guests who come. Quality of service is a measure of how well the level of service provided can match customer expectations (Wijaya, 2011).

There are five dimensions of service quality namely tangible (the attractiveness of physical facilities, equipment, and materials used by the company), reliability (the company's ability to provide accurate services from the first time without making any mistakes and delivering services by the agreed time), responsiveness (the willingness and ability of employees to help customers and respond to their requests, as well as inform when services will be provided and then provide services quickly), assurance (the behavior of employees can foster customer confidence in the company and the company can create a sense of security for its customers. Guarantees also mean that employees are always polite and master the knowledge and skills needed to handle every customer question), and empathy (the company understands the problems of its customers and acts in the best interests of the customer, as well as giving personal attention to customers and having comfortable operating hours) (Tjiptono and Chandra, 2016).

Behind the good quality of service provided by all parties in Alila Villas Uluwatu, especially the Front Office department, there are still complaints from guests staying overnight, both complaints directly or indirectly through online media such as Agoda. com, Booking.com, and Tripadvisor.com whose reviews are the source of the data in this study. Guest complaints are interpreted as something unpleasant or something disturbing, chartered management institute defines guest complaints as an expression of dissatisfaction with products or services both oral and written from internal and external customers (LAN in Chandra, 2013).

Customer complaints are usually caused by problems such as weak responsibility (responsiveness), weak help from company staff (helpfulness), product availability, store/company policy, and service recovery (Bell and Luddington, 2006). As for the steps in handling complaints are listening carefully and looking at it from the customer's point of view, saying thank you accompanied by sincere body movements and smiles, don't be carried away by emotions when facing aggressive customers, directing customers to positions that make them feel understood and valued, after saying thank you, it's best to apologize so that the customer's emotions subside, set a logical deadline for resolving complaints, empower customer service staff by taking concrete steps to resolve complaints and finally if the complaint needs time to resolve then inform the customer of the progress of handling so that the customer remains sure that the complaint was processed (Lupiyoadi, 2013).

Based on the background described above, this research will raise two questions, namely (1) how is the quality service of the Front Office department at Alila Villas Uluwatu and (2) how is the Front Office department effort at Alila Villas Uluwatu to maintain and improve the quality of its services.

Methodology

This research was conducted for four months at Alila Villas Uluwatu by taking the object of service quality in the Front Office department at Alila Villas Uluwatu. Types and sources of data used are qualitative and quantitative data with primary and secondary data. The method of determining the sample used in this study is purposive sampling, which is one of the non-random sampling techniques where sampling is carried out by establishing specific

characteristics that are appropriate to the purpose of the study so that it is expected to answer the research problem.

The sample used in this study is guest reviews for three years from January 2017 to December 2019 on online travel agents, namely Agoda.com, Booking.com, and Tripadvisor.com. Data collection methods in this research were through observation, interviews, literature study, and documentation. The data analysis technique used in this study is a descriptive statistical analysis technique that is statistics used to analyze data by describing or illustrate data that has been collected as it is without intending to make conclusions that apply to the public or generalization (Sugiyono, 2014), which divided into three stages, namely data reduction, data presentation, and drawing conclusions and verification (Miles and Huberman in Sugiyono, 2016).

Results and discussions

Results

The results about the service quality of the Front Office department at Alila Villas Uluwatu from combining guest reviews data on online travel agents, namely Agoda.com, Booking.com and Tripadvisor.com for three years from January 2017 to December 2019 based on 5 variables namely tangible, reliability, responsiveness, assurance and empathy can be seen on following table.

Tabel 1. Service Quality of Front Office Department at Alila Villas Uluwatu in 2017-2019

Variable	Indicator	Percentage	
		Positive	Negative
Tangible	Strategic location in each Front Office section	0%	3%
	Complete facilities in each Front Office section	5.6%	0%
	Spatial planning and a comfortable place in each section of the Front Office	10.7%	0%
	Cleanliness in each Front Office section	22.3%	2.5%
	Total	38.6%	5.6%
Reliability	Solve problems quickly and efficiently	2%	1%
	Courteous and friendly service	7.6%	0%
	Total	9.6%	1%
Responsiveness	Staff services quickly and precisely	7.6%	1.5%
	The staff is responsive to guest needs	5.1%	0%
	Staff are responsive in meeting guests needs	8.6%	0.5%
	Total	21.3%	2%
Assurance	The ability of staff in providing information to guests who stay and visit	6.1%	1.5%
	The ability of staff to provide a sense of security and comfort to guests who stay and visit	9.1%	0%
	Total	15.2%	1.5%
Empathy	The staff is easy to find	2.5%	1.5%
	Staff can communicate politely and easily understood	1%	0%
	Total	3.6%	1.5%
Total		88.3%	11.7%

Discussions

Service quality of front office department at Alila Villas Uluwatu

Based on Table 1 above, it can be explained that from the guests reviews data of the third online travel agent, namely Agoda.com, Booking.com and Tripadvisor.com for three years from January 2017 to December 2019, the quality of Front Office department services received a comparison of 88.3% positive reviews while negative reviews were only 11.7%.

All variables have a greater percentage of positive reviews than negative reviews and tangible variables become the most dominant variable by getting a percentage of 38.6% positive reviews and 5.6% negative reviews. This is because the tangible variable has a

indicator cleanliness in each Front Office section which is the most dominant indicator in positive guest reviews by getting 22.3% positive reviews and negative reviews only 2.5%. This is because the Front Office department always keeps the section clean apart from being assisted by other departments.

Besides having the most dominant indicator on positive guest reviews, the tangible variable also has the most dominant indicator on negative guest reviews, which are indicators strategic location in each Front Office section by getting 3% a percentage of negative reviews and 0% positive reviews, this indicator is one the only indicator that has a higher percentage of negative reviews than the percentage of positive reviews, this is because the location in each Front Office section such as the lobby and villa at Alila Villas Uluwatu is rather less strategic, especially in the one-bedroom pool villas located on rows three and four and on hillside villas which is quite far from the lobby.

As for other indicators that make tangible variables the most dominant variable, they are spatial and convenient place indicators in each Front Office section which are the second dominant indicators on positive guest reviews by getting 10.7% positive reviews and 0% negative reviews, and indicators completeness of facilities in each Front Office section that received 5.6% positive reviews and 0% negative reviews.

The second dominant variable is the responsiveness variable by getting 21.3% percentage of positive reviews and 2% negative reviews, while the indicators that make the responsiveness variable as the second dominant variable are indicators of staff service quickly and precisely get 7.6% positive reviews and 1.5% negative reviews, indicators staff are responsive of the guests needs get 5.1% positive reviews and 0% negative reviews, and indicators of responsive staff in meeting the needs of guests get 8.6% positive reviews and 0.5% negative reviews.

The third dominant variable is the assurance variable by getting 15.2% positive review and 1.5% negative reviews, while the indicator that makes the assurance variable as the third dominant variable is the indicator of the ability of staff to provide information to guests who stay and visit get 6.1% positive reviews and 1.5% negative reviews, and indicators of the ability of staff to provide a sense of security and comfort to guests who stay and visit get 9.1% positive reviews and 0% negative reviews.

The fourth dominant variable is the reliability variable by getting 9.6% positive reviews and 1% negative reviews, while the indicators that make the reliability variable as the fourth dominant variable are indicators of problem-solving quickly and well get 2% positive reviews and 1% reviews negative, and indicators of polite and friendly service that gets 7.6% positive reviews and 0% negative reviews.

Finally there is empathy variable which becomes the fifth dominant variable which has 3.6% positive review and 1.5% negative review, while the indicators that make empathy variable as the fifth dominant variable are easily found staff indicators that get 2.5% positive reviews and 1.5% negative reviews, and indicators of staff can communicate politely and easily understood who get 1% positive reviews and 0% negative reviews.

Front office department's effort at Alila Villas Uluwatu to maintain and improve the quality of its services

In maintaining and improving the quality of its services, the Front Office department at Alila Villas Uluwatu has the efforts. In maintaining the quality of its services regarding cleanliness in each Front Office section which is the most dominant indicator on positive guest reviews, the Front Office department which is the reception host routinely does cleaning so that the lobby is always clean, in addition to being assisted by the public area attendant who is on duty in the morning and evening. While in the villa, the Front Office department staff which is the villa host routinely performs morning service and turndown service which is also assisted by the villa attendant. In addition to performing room service at the time specified, the villa host also serves room service when needed by guests.

Efforts made by the Front Office department to improve the quality of service regarding less strategic locations in each Front Office section are the most dominant indicators of negative

guest reviews, the Front Office department has a bellman section that provides buggy service to deliver guests to the lobby or to places what guests want in the hotel environment is to use a buggy car. Other efforts made by the Front Office department if there are still complaints in the form of less strategic locations in each Front Office section, namely taking the policy of moving guests to the location of the villa which is closer to the lobby, such as in one-bedroom pool villas located on row one or two, as well as at the cliffside villas, which are located next to the lobby with a note that guests are willing to pay more for upgrades.

To improve the quality of its services regarding responsiveness or employee responsiveness in assisting guests, the Front Office department routinely conducts refreshment training on operational standards, new standard training and so on which is done after each briefing. In addition to refreshment training, rewards are also given to the Front Office department that works very well according to Alila Villas Uluwatu's goal of always wanting to give guests a different surprise not only when they arrive, but also during their stay until they leave Alila Villas Uluwatu.

To improve the quality of its services regarding assurance or knowledge and the ability of employees to convey trust and confidence to guests to foster a sense of comfort and security to guests, the Front Office department always holds a shift at each shift so that the information given to guests is always information the latest and can be trusted by guests. Other than that, the Front Office department also continues to work according to standards and work as much as possible to exceed guests' expectations so that it can foster a sense of comfort and security to guests who stay or visit Alila Villas Uluwatu.

To improve the quality of its services regarding the reliability or ability of employees to provide the promised service such as solving problems quickly and properly as well as polite and friendly service, the Front Office department provides an opportunity for guests to express their complaints and listen carefully to all complaints submitted by guests, do not interrupt the guest conversation, apologize for the inconvenience that guests have felt while staying at Alila Villas Uluwatu, resolve complaints quickly and well, provide complimentary when guest complaints are resolved and guests are satisfied and ask back during the check-out process if the day was pleasant and whether there are still problems while staying at Alila Villas Uluwatu so that guests feel more valued even when they leave Alila Villas Uluwatu.

To improve the quality of service regarding empathy or understanding carried out personally by employees to guests by placing themselves in the guest situation, the Front Office department places two to three reception people in the lobby to be easily met by guests and can communicate politely and easily understood in several languages such as Indonesian, English, Japanese and Korean to welcome and help guests who need help.

Conclusions

The quality of Front Office department service at Alila Villas Uluwatu based on 5 variables namely tangible, reliability, responsiveness, assurance and empathy all have a positive percentage of review greater than negative reviews and the most dominant variable is tangible by getting 38.6% positive review and 5.6% negative reviews. This is because the tangible variable has the most dominant indicator on positive reviews namely the cleanliness in each Front Office section by getting 22.3% positive reviews and 2.5% negative reviews. Besides having the most dominant indicator on positive guest reviews, the tangible variable also has the most dominant indicator on negative guest reviews, which are strategic location indicators in each Front Office section by getting 3% negative reviews and 0% positive reviews, this indicator is one only indicator that has a higher percentage of negative reviews than the percentage of positive reviews.

To maintain and improve the quality of its services, the Front Office department at Alila Villas Uluwatu carries out, namely 1) in maintaining the quality of its services regarding cleanliness in each Front Office section which is the most dominant indicator on positive reviews, the Front Office department routinely conducts cleaning to maintain each Front Office department section always clean, in addition to being assisted by other departments in charge of cleaning each department's Front Office section in the morning and evening, 2) in improving the quality of service regarding less strategic locations in each Front Office section which is the

most dominant indicator of negative guest reviews, the Front Office department provides buggy service by the bellman section whose duty is to pick guests up to the villa and take the guest to the lobby or to the place that guests want in the hotel environment using a buggy car. If there are still complaints in the form of less strategic locations in each section of the Front Office department, the Front Office department will take the policy of moving guests to villa locations that are closer to the lobby, such as in the one-bedroom pool villas located on rows one or two, or in cliffside villas are located besides to the lobby.

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Analysis of service quality towards repeater guest satisfaction at The Samaya Seminyak

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Abstract: The purpose of this study was to determine how satisfied the repeater guest were with the performance of The Samaya Seminyak and to know indicators that had to be improved in order to increase the satisfaction of the repeater guest. The method used is Servqual Test and Important Performance Analysis as the tools to measure repeater guest satisfaction on the existing performance of The Samaya Seminyak. Data were collected from 75 questionnaires repeater guest. Measurement of repeater guest satisfaction was using the theory of 5 dimensions of service quality those are tangible, reliability, responsiveness, assurance, and empathy. The quality of service available at The Samaya Seminyak was unable to meet the quality of service desired by repeater guest. Analysis of service quality is resolved by Servqual test, where 10 out of 15 indicators produce negative gaps, and 5 indicators produce positive gaps. The services that need to be improved in order to increase the satisfaction of repeater guest are indicators of the accuracy and speed of the host and butler staff in providing services appropriately, the ability in providing services to the guests, the ability of the host and butler staff in understanding guests' wishes quickly, host and butler staff initiative in providing assistance, and host and butler staff knowledge about the products offered

Keywords: Repeater guest, satisfaction, service quality, hotel

History Article: Submitted 14 August 2020 | Revised 23 December 2020 | Accepted 7 January 2021

How to Cite: Sari, I. K. F., Mataram, I. G. A. B., Antara, D. M. S., Murni, N. G. N. S. (2021). Analysis of Service Quality Towards Repeater Guest Satisfaction at The Samaya Seminyak. *International Journal of Green Tourism Research and Applications*, 3(1), 15-20. DOI: <http://dx.doi.org/10.31940/ijogtra.v3i1.2026>

Introduction

Tourism has an important role for the economic sector in Indonesia. The development of tourism can be seen simply from the increase in the number of tourist visits to Indonesia. According to Central Bureau of Statistics (2018) data, the number of tourist visits to Indonesia continues to increase which is then presented in Table 1.

Table 1. Number of Tourist Visit to Indonesia

Year	Amount	Percentage (%)
2013	8,802,129	9.42
2014	9,435,411	7.19
2015	10,230,775	10.29
2016	11,519,275	10.7
2017	14,039,799	21.88
2018	15,810,305	12.58

Based on information through the website of the Tourism and Creative Economy Ministry (2018), in this country's foreign exchange income reached 19.29 billion US Dollars and the biggest contribution of tourists while visiting was accommodation which amounted to 31.32%. The

increase on the number of tourist visits must be balanced with the best infrastructure capable of supporting tourism activities. According to Medlik in Aryanto (2005), there are four aspects that must be considered in tourism, namely (1) attraction, (2) accessible, (3) amenities, and (4) ancillary (4A).

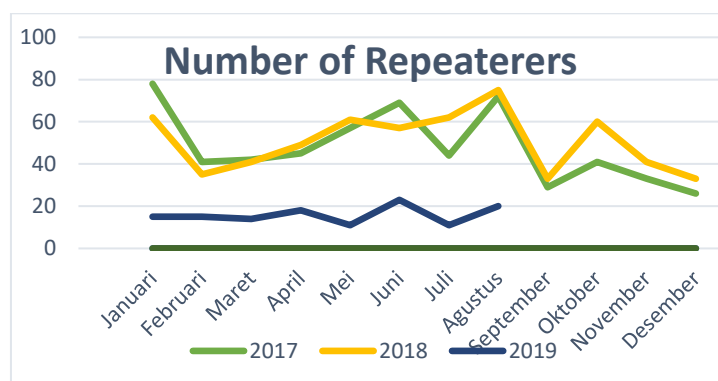
The Samaya Seminyak is one of the best facilities in Seminyak, Kuta, Bali. The Samaya Seminyak has 52 villas in five categories, namely One Bedroom Pool Villa, One Bedroom Royal Pavilion Villa, One Bedroom Royal Courtyard Villa, Two Bedroom Royal Courtyard Villa, Three Bedroom Royal Courtyard Villa.

Management must be aware of the importance of service quality for the convenience of tourists (Septariani, et al, 2020; Sari, et al, 2020), therefore The Samaya Seminyak offers a full service villa for tourists who stay at The Samaya Seminyak. Full service villa is a service provided to fulfill the guests while staying at The Samaya Seminyak.

The service quality is classified to be good if it is able to fulfill the consumers expectation. In this case, the consumers are the repeater guest. It should be management responsibility to improve the service quality for repeater guest (Bithara, et al, 2020; Surya, et al, 2020). In an effort to improve the service quality, Parasuraman, Zeithaml, and Berry (1988) argued that there are 5 dimensions that must be considered in fulfilling service quality, namely (1) tangible, (2) reliability, (3) responsiveness, (4) assurance, and (5) empathy.

Good service quality will create satisfaction (Nugraha, et al, 2020; Putra, et al, 2020) and is expected to build an attitude of tourist loyalty (Sutama, et al, 2017). Repurchase or the so-called repeater guest is one example that these tourists have an attitude of loyalty (Sutama, et al, 2017) towards the services that exist at The Samaya Seminyak.

All reservation activities at The Samaya Seminyak are recorded using the Front Office System (FOS). FOS will record every repeater guest who stays with a red check on the system. The data showing the number of repeater guests staying at The Samaya Seminyak from 2017 to August 2019 is presented in figure 2.



(Source: The Samaya Seminyak, 2020)

Figure 1. Number of repeater guests at The Samaya Seminyak

Based on figure 2, it can be seen that there was a very significant decrease in the number of repeater guests. One of the factors that caused the decrease in the number of repeater guests was that management changed the repeater guest calculation system. Previously, every guest who came more than once was considered a repeater guest, currently every guest who comes more than once within one year is considered as a repeater guest.

Based on the decrease in the number of repeater guests then it needs to be seen whether the quality of service felt by repeater guest has decreased so that it results in a decrease in the number of repeater guests.

Methodology

This study was conducted at The Samaya Seminyak for 6 months using qualitative and quantitative data types with primary data and secondary data sources. Data collection methods using interviews, questionnaires, and observations.

To determine the number of respondents a sample method based on Sugiyono (2012; 2015; 2016) is used which states that the determination of the sample is calculated based on the number of sub-indicators multiplied by 5 (five), so the number of respondents used is 75 samples. The analysis used is Servqual Test and Important Performance Analysis techniques.

Results and discussions

Results

Servqual analysis at The Samaya Seminyak

Servqual test is used to calculate the gap score between the interests and the level of performance (Artini, et al, 2020; Putra, et al, 2019) of each indicator. From the Servqual test calculation that has been done, it shows how the quality of service at The Samaya Seminyak. If the indicator shows negative (-) then the service quality has a gap or it can be said that it is not satisfactory. If the indicator shows a positive score (+), it can be said that the service quality is satisfactory. Table 2 shows the Servqual scores of each indicator.

Table 2. Results of Tests of Interest and Service Performance at The Samaya Seminyak

No.	Question	Importance	Performance	GAP	Mark
Tangible					
1	Cleanness and the comfortably of lobby lounge	3.92	4.08	0.16	Positive
2	Staff butler and host appearance	3.93	4.03	0.10	Positive
3	Room facilities conditions	3.88	3.51	-0.37	Negative
Reliability					
1	The accuracy and quickness of the butler and host staff in providing services	4.01	3.47	-0.54	Negative
2	The proficiency of foreign languages besides English	3.99	3.88	-0.11	Negative
3	The ability in providing services to the guests	4.00	3.39	-0.61	Negative
Responsiveness					
1	The ability of staff butler and host in understanding the wishes of the guests	4.08	3.73	-0.35	Negative
2	The ability of staff butler and host in handling problem quickly	3.97	3.47	-0.5	Negative
3	Initiatives of staff butler and host in providing any assistance to the guests	4.16	3.61	-0.55	Negative

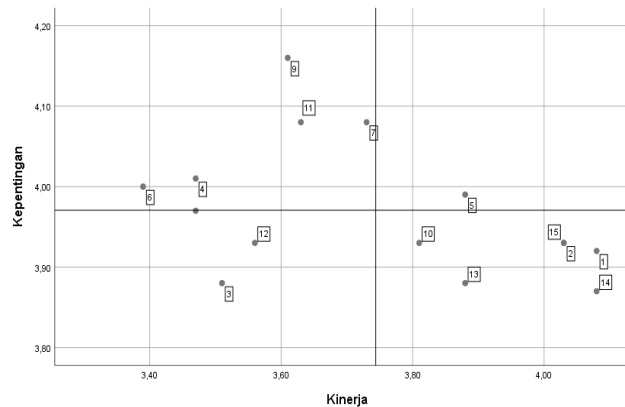
No.	Question	Importance	Performance	GAP	Mark
Assurance					
1	The ability of staff butler and host in providing any information precisely	3.93	3.81	-0.12	Negative
2	Staff butler and host's knowledge of the product offered	4.08	3.63	-0.45	Negative
3	Assurance to the security and trust while staying in	3.93	3.56	-0.37	Negative
Empathy					
1	Personal concern of staff butler and host to the guests	3.88	3.88	0.0	Positive
2	The ability of staff butler and host in providing service regardless the social status of the guests	3.87	4.08	0.21	Positive
3	The ability of staff butler and host in establishing a good relationship with the guests	3.93	4.03	0.1	Positive

Based on Table 2, it can be seen that from the 15 indicators, there are 10 indicators that experienced a negative gap, and 5 indicators experienced a positive gap. If the indicator experiences a negative gap, it can be interpreted that the repeater guest is not satisfied with the service at The Samaya Seminyak, conversely if there is a positive gap, the repeater guest is considered to be satisfied with the service at The Samaya Seminyak.

Discussions

Important performance analysis at The Samaya Seminyak

In the important performance analysis technique, data will be presented in a Cartesian diagram. The important performance analysis test was used to find out which indicators need to be improved to increase repeater guest satisfaction at The Samaya Seminyak presented in the form of a Cartesian diagram. Cartesian diagram consists of 4 quadrants, namely quadrant A the main priority for improve the quality of service because it is considered capable of improving repeater guest satisfaction, quadrant B maintain achievement, which means in quadrant B, The Samaya Seminyak needs to maintain the quality of its service because it is able to balance what is the interest of the repeater guest with the performance that has been given, the C quadrant low priority indicator does not too influential on the interests of the repeater guest that was expected by The Samaya Seminyak, quadrant D is the attitude of The Samaya Seminyak too excessive in providing quality of service to the minor attributes. Figure 2 is a Cartesian diagram which shows the location of each indicator based on the results of important performance analysis.



(Source: SPSS 25.0, data processed, 2020)

Figure 2. Cartesian Diagram

Based on Figure 2, it can be seen that 15 indicators are spread into each quadrant. In quadrant A there are five indicators that are the main priority in increasing the satisfaction of repeater guest, namely accuracy and speed of host and butler staff in providing correct service (Q4), the ability when serving quests well (Q6), the ability of host and butler staff in understanding guest desires (Q7), host and butler staff initiatives in providing assistance (Q9), and host and butler staff knowledge of the products offered (Q11). One indicator is located in quadrant B, namely mastery of foreign languages apart from English (Q5) which means that the indicator has satisfied repeater guest.

In quadrant C there are three indicators that are considered not too influential on repeater guest satisfaction and the management is expected not too much focus on these indicators, namely condition of room facilities (Q3), the ability of host and butler staff in resolving problems immediately (Q8), guarantee of trust and safety while staying at the hotel (Q12). There are six indicators on quadrant D which in their performance are too excessive while the indicators in quadrant D does not greatly affect the satisfaction of repeater guest, namely cleanliness and comfort of the lobby lounge (Q1), host and butler staff appearance (Q2), the ability of the host and butler staff to provide information correctly and precisely (Q10), personal attention of hosts and butler staff to guests (Q13), the ability of the host and butler staff to provide services regardless of the social status of the guest (Q14), and the ability of the host and butler staff to establish good relations with guests (Q15).

Conclusions

The conclusion of this study is that The Samaya Seminyak does not meet the satisfaction of repeater guest of the services offered. The Servqual test result shows that 10 out of 15 indicators experienced negative gaps, which means that the repeater guest was not satisfied with the service on the indicator, while the other 5 indicators had a positive gap, which means that the performance of The Samaya Seminyak was able to meet the speed of the repeater guest. The results of important performance analysis shows that there are 5 indicators located in quadrant A which means that these indicators should be made as top priorities for the management of The Samaya Seminyak because it can increase the satisfaction of repeater guest. Performance indicators that need to be improved are indicators of the accuracy and speed of the host and butler staff in providing services appropriately (Q4), the ability to serve guests well (Q6), the ability of the host and butler staff in understanding the wishes of guests quickly (Q7), host initiative and butler staff in providing assistance (Q9), and knowledge of the host and butler staff about the products offered (Q11).

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Guest satisfaction level towards bartender services at the Melia Bali Hotel's Tapas Bar

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Abstract: The purpose of this study was to determine the level of guest satisfaction with bartender services and efforts made by bartenders to increase guest satisfaction at the Melia Bali Hotel's Tapas Bar. Data was obtained by distributing questionnaires that have been tested for validity and reliability, with a total sample of 60 respondents. Then, the data is processed with service quality techniques and important performance analysis presented with Cartesian diagram. The result showed that guest satisfaction with bartender services the Melia Bali Hotel's Tapas Bar as a whole has shown good service as indicated by the gap of service quality scores. The result of the important performance analysis show more positive service quality gap scores than negative service quality scores.

Keywords: Satisfaction, service quality, bartender

History Article: Submitted 20 December 2020 | Revised 01 February 2021 | Accepted 12 February 2021

How to Cite: Perdana, G. W. P., Elistyawati, I. A., Oka, I. M. D., Astawa, I. K., Ginaya, G. (2021). Guest Satisfaction Level towards Bartender Services at the Melia Bali Hotel's Tapas Bar. *International Journal of Green Tourism Research and Applications*, 3(1), 21-26. DOI: <http://dx.doi.org/10.31940/ijogtra.v3i1.2394>

Introduction

Today the development of tourism in Indonesia, especially in Bali is increasing. The increase of tourism in Bali can be seen from the increasing number of tourist visits to Bali. Tourist arrivals to Bali in the last five years (2015-2019) have increased with an average growth of 10.98% (Central Bureau of Statistics of Bali Province, 2020). The increase in visits resulted in high demand for tourism facilities both for local and foreign tourists.

The development of tourism facilities accompanied by the rapid development of hotels resulted in the mushrooming of hotels in various regions, such as the Melia Bali Hotel. Melia Bali Hotel is a five star hotel that has a typical Balinese building concept that is elegant and offers friendly and family service. Melia Bali Hotel has almost the same products as other hotels, but there is one thing that distinguishes this hotel from other hotels, namely the quality of service. Professional bar service is important for the survival of Melia Bali Hotel because it can create customer satisfaction. Therefore, the bartender must provide the best service to create customer satisfaction in performing service at the bar. There are six outlet bars owned by Melia Bali Hotels, namely Tapas Bar, Jungle Pub Bar, Lobby Bar, Lagoon Bar, Pantry Bar, and Mount Agung View Bar.

Tapas Bar is one of the most crowded outlet bars visited by guests, not only Melia Bali Hotel guest, but also outside guests are busy visiting Tapas Bar. In the bar operations a bartender has tried to provide the best service, but sometimes there are still guests who are not satisfied. There is a gap made by the bartender, especially in the service of guests who want to enjoy a drink at the bar, such as delays in serving drinks, errors in serving drinks and less attention from a bartender towards guests at the bar. Based on the description above, the writer is interested in studying in depth, in focusing the study on Guest Satisfaction Level towards Bartender Services

at the Melia Bali Hotel's Tapas Bar. The formulation of the problem raised in this study is how is the level of guest satisfaction with bartender services and the efforts made by bartenders to increase guest satisfaction at the Melia Bali Hotel's Tapas Bar.

Methodology

The location of this study is at the Melia Bali Hotel, located in the Nusa Dua area, the ITDC Tourism Area Lot 1 Nusa Dua, Bali. This study takes the object of how the level of guest satisfaction with bartender services and the effort made by bartenders attempts to improve guest satisfaction at the Melia Bali Hotel's Tapas Bar. The identification of variables used in this study uses 5 dimensions of service quality (Tjiptono, 2008).

Table 1. Service Quality Dimension and Indicator

Dimension	Indicator
Tangibles	<ul style="list-style-type: none"> • Bartender look clean and neat • Bar facilities meet the standards • Bar environment clean and neat
Reliability	<ul style="list-style-type: none"> • Bartender provide fast service • Bartender provide true and timely service • Bartender have a good communication skills with guests
Responsiveness	<ul style="list-style-type: none"> • The Bartender responds quickly in helping guest complaints • The bartender provides information that is clear and easy to understand
Assurance	<ul style="list-style-type: none"> • Bartender ensures the security of the service that is provided to the guest • Bartenders provide professional service
Emphaty	<ul style="list-style-type: none"> • The bartender pays special attention to guest • Bartender hospitality in providing service to guest

(Source: Parasuraman, 2004)

The types of data used in this study are quantitative data and qualitative data. Quantitative data in question is data from the distribution of questionnaires and qualitative data in question is data from interviews (Sugiyono, 2013). While the data sources used in this study are primary data and secondary data. The primary data referred to are the results of the distribution of questionnaires, observations, and interviews results directly at the research location and secondary data referred to are such as the name of the company, hotel history, organizational structure and data in the form of images of hotel facilities related to this study (Saifudin, 2018).

The sampling method used in this study is to use accidental sampling technique and the number of samples used 60 samples (Nasution, 2004). The data collection techniques used in this study are observation of the process of collecting data by observing directly to the field the process of guests enjoying drinks at the at the Melia Bali Hotel's Tapas Bar. A questionnaire is collecting data by distributing a list of questions to respondents (guest), interviews conducted with Bar Manager and Bar Captain, as well as literature studies are used to search for additional data in the form of scientific work, journals, books and the internet relating to the object under study (Misnawati, 2018).

Furthermore, the validity and reliability of the instrument, to test the validity of the data can be said to be valid if $(r\text{-count}) \geq 0.3$ and the requirement to state that the data can be said to be reliable if the Cronbach's Alpha value is more than 0.60. The data analysis technique used in this study is the IPA (importance performance analysis) which starts from the service quality test and continues with the IPA test (importance performance analysis). Service quality test is used to find the average value of perception, expectations and gap values (Tjiptono, 2012), while the IPA test is used to find data that will be grouped into importance performance analysis matrices that can be drawn into the diagram of Cartesian (Daryanto, 2014).

Results and discussions

Results

The respondent's identity are based on several categories, namely the respondent's identity based on nationality, occupation, length of stay in Bali and the purpose of visiting.

Respondent data based on citizenship are mostly Australian citizens with 20 guests and have a percentage (33.3%). Respondent data based on work mostly have other jobs with 26 guests and have a percentage (43.3%). Respondent data based on length of stay in Bali, most have a length of stay in Bali is more than 3 days with the number of guests 46 people and have a percentage (76.7%). Respondent data based on the purpose of visiting most of the purpose of visiting is a vacation with 32 guests and have a percentage (53.3%).

To ensure that all items from the questionnaire are valid and reliable, the following data was processed using SPSS 21.0 for Windows. The following table are the results of the validity and reliability tests.

Table 2. The Result of the Perception Validity and Expectation

Attributes	R	Perception		Expectation	
		Total Items Correlation	Information	Total Items Correlation	Information
Q1	0.3	0.465	Valid	0.547	Valid
Q2	0.3	0.487	Valid	0.838	Valid
Q3	0.3	0.731	Valid	0.740	Valid
Q4	0.3	0.679	Valid	0.638	Valid
Q5	0.3	0.662	Valid	0.754	Valid
Q6	0.3	0.499	Valid	0.747	Valid
Q7	0.3	0.578	Valid	0.746	Valid
Q8	0.3	0.386	Valid	0.600	Valid
Q9	0.3	0.575	Valid	0.772	Valid
Q10	0.3	0.733	Valid	0.492	Valid
Q11	0.3	0.586	Valid	0.505	Valid
Q12	0.3	0.366	Valid	0.764	Valid

Valid decision criteria are stated if the total item correlation value is greater than 0.3. The total item correlation value for all the questionnaire items above is greater than 0.3 so that all items can be said to be valid and can be used in this study.

Table 3. The Result of the Expectation Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.783	0.809	12

Table 4. The Result of the Perception Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.892	0.895	12

An instrument said to be reliable if it has a reliability coefficient or Cronbach's Alpha of 0.6 or greater than 0.6. So, the perception and expectation variable questionnaire above is stated to be reliable so that it can be used in this study.

Discussions

Service quality analysis

Service quality score calculation used to measure the level of service quality of bartenders at the Melia Bali Hotel's Tapas Bar, found that eleven indicators had a positive average score and one indicator had a negative average score.

Table 5. The Result of the Service Quality Analysis

No	Attributes	P	H	GAP	Remark
TANGIBLES					
Q1	Bartender look clean and neat	4.35	4.1	0.25	Positive
Q2	Bar facilities that meet the standards	4.58	4.27	0.31	Positive
Q3	Bar environment clean and neat	4.6	4.03	0.57	Positive
RELIABILITY					
Q4	Bartender provide fast service	3.65	4.08	-0.43	Negative
Q5	Bartender provide true and timely service	4.45	4.1	0.35	Negative
Q6	Bartender have a good communication skills with guests	4.58	4	0.58	Negative
RESPONSIVENESS					
Q7	The Bartender responds quickly in helping guest complaints	4.52	3.95	0.57	Negative
Q8	The bartender provides information that is clear and easy to understand	4.57	4.12	0.45	Negative
ASSURANCE					
Q9	Bartender ensures the security of the service that is provided to the guest	4.52	4.18	0.34	Negative
Q10	Bartenders provide professional service	4.48	4.02	0.46	Negative
EMPHATY					
Q11	The bartender pays special attention to guest	4.4	4.05	0.35	Negative
Q12	Bartender hospitality in providing service to guest	4.6	3.93	0.67	Negative

Important performance analysis

A scatter plot showing the relationship between 'Persepsi' (Perception) on the x-axis and 'Harapan' (Expectation) on the y-axis. The x-axis ranges from 3.60 to 4.60, and the y-axis ranges from 3.90 to 4.30. The plot is divided into four quadrants by a vertical line at Persepsi = 4.40 and a horizontal line at Harapan = 4.07. The quadrants are labeled: Kuadran A (top-left), Kuadran B (top-right), Kuadran C (bottom-left), and Kuadran D (bottom-right). Twelve data points, numbered 1 through 12, are plotted. Points 1, 2, 3, 4, 5, 8, 9, and 11 are located in the upper half of the plot (Harapan > 4.07), while points 6, 7, 10, and 12 are in the lower half (Harapan < 4.07). Points 1, 2, 3, 4, 5, 8, 9, and 11 are also to the left of the vertical line (Persepsi < 4.40), while points 6, 7, 10, and 12 are to the right (Persepsi > 4.40).

Point Number	Persepsi (X)	Harapan (Y)	Quadrant
1	4.35	4.10	Kuadran A
2	4.55	4.27	Kuadran B
3	4.58	4.24	Kuadran B
4	3.65	4.08	Kuadran A
5	4.45	4.10	Kuadran B
6	4.55	4.00	Kuadran D
7	4.50	3.95	Kuadran D
8	4.58	4.12	Kuadran B
9	4.50	4.18	Kuadran B
10	4.45	4.02	Kuadran D
11	4.40	4.05	Kuadran A
12	4.60	3.92	Kuadran D

Figure 1. Result of Cartesian Diagram Important Performance Analysis

Bartender efforts to increase guest satisfaction at the Melia Bali Hotel's Tapas Bar

Conclusions

25

guests is satisfying. From these results the customer's expectations of the perceived service perception have been fulfilled so that guests feel comfortable and satisfied with the service provided by the bartender. For example the bartender gives individual attention to guests and the bartender always greets guests by being polite and friendly.

The work was done by the bartender in an effort to increase the guest satisfaction at the Tapas Bar of Melia Bali Hotel, namely harmonious coordination with bartenders through briefing activities to motivate and encourage all bartenders before starting work, bartenders required to follow company standards when mix drinks, bartenders required to wear full uniform when in charge at the bar, as well as providing training to bartenders both in service techniques and foreign language communication skills.

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Marketing communication strategy using online platforms to build brand image at The Westin Resort Nusa Dua Bali

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Abstract: Purpose, in simple words tell readers about the aim of this research. Research methods, give name, brand, type of tools, methods, software, review, and survey that have been used to do this research. Results and discussion, write only main results and discussion in few words. A summary of your key findings. An explanation of why your findings and key message contribute to the field/s. No formula needed and avoid quotes and extensive references. (maximum 250 words). The purpose of this research is to determine the strengths, weaknesses, opportunities and threats of marketing communication in building brand image, to find out the marketing communication strategy that should be used by marketing communication departments in building brand image. Data collection methods used were observation, interviews, documentation and questionnaires. The analysis techniques used are qualitative descriptive analysis, quantitative descriptive analysis, Internal Factor Analysis Summary (IFAS) Matrix, External Factor Analysis Summary (EFAS) Matrix, Internal-External Matrix (IE), and SWOT Analysis. The results showed that there were internal and external factors that influence marketing communication conducted by the marketing communication department at The Westin Resort Nusa Dua, Bali. Based on the results of IFAS matrix analysis, the main strengths are good relations with all partners, the media, influencers, guests and also the community, while the main weaknesses are responding to complaints and providing solutions to trip advisor reviews, OTA reviews and also social media. Based on the results of the EFAS matrix analysis, it is known that the main opportunity is technological development while the minor threats faced are The Westin Resort Nusa Dua, Bali position in the competition and natural disasters such as volcanic eruptions, earthquakes, floods, etc. The results of the IE matrix research showed the company position in the Growth (Cell V). SWOT analysis produces 6 alternative marketing communication strategies that can be used in building brand image.

Keywords: Marketing communication, online platforms, brand image

History Article: Submitted 2 August 2021 | Revised 18 January 2021 | Accepted 4 February 2021

How to Cite: Andika, I. K. E. S., Armoni, N. L. E., Mudana, I. G., Widana, I. P. K. A. (2021). Marketing Communication Strategy Using Online Platforms to Build Brand Image at The Westin Resort Nusa Dua Bali. *International Journal of Green Tourism Research and Applications*, 3(1), 27-34. DOI: <http://dx.doi.org/10.31940/ijogtra.v3i1.1988>

Introduction

Bali is an international tourist destination that the growth and the development is very rapid. The rich culture, nature, arts and traditions are the main attractions for tourists to visit Bali. Currently tourism in Bali is still centered in the South Bali area, Badung Regency. Until the end of 2018 the number of 5-star hotels in Bali totaled 73 hotels, of which 58 of the 5-star hotels in Bali were in the Badung Regency which covered the Uluwatu, Nusa Dua and Kuta areas (Central Bureau of Statistics, 2020).

One of the hotels in the southern Bali area is The Westin Resort Nusa Dua, Bali, located in the Nusa Dua area of ITDC Lot N3, Nusa Dua, Bali is under Marriott International. Currently The Westin Resort Nusa Dua, Bali is building a brand image as a hotel with the concept of wellness, wellbeing & family friendly. This is the role of marketing communication to package and communicate promotions creatively and innovatively to be able to attract market interest and

enhance brand image so that it can win the fierce competition that occurs considering the number of hotels, especially 5-star in one area quite a lot.

In this study the authors continue to use the word brand image because brand image itself does not have the exact equivalent of the word in Indonesian. According to Kotler & Keller (2009), brand image is consumers' perceptions and preferences towards brands, as reflected by various brand associations that exist in consumers' memories.

In its development, The Westin Resort Nusa Dua collaborates with external parties such as the media and influencers. But for now the promotions carried out by The Westin Resort Nusa Dua, Bali are still not optimal. The name of The Westin Resort Nusa Dua, Bali is still less known by the market compared to its competitors, this is evidenced by the number of traveler rating reviews of the Trip Advisor version and the number of Instagram followers from The Westin Resort Nusa Dua with its competitors.

Table 1. Data of Traveler Rating Review

No.	Hotel	Data of Traveler Rating Review					Total Reviews
		Excellent	Good	Average	Poor	Terrible	
1	Nusa Dua Beach Hotel & Spa	4,168	2,146	567	167	96	7,144
2	Sofitel Bali Nusa Dua Beach Resort	3,888	1,270	400	159	90	5,807
3	Grand Hyatt Bali	2,666	1,405	536	226	178	5,011
4	Conrad Bali	2,917	1,221	367	148	92	4,745
5	The Westin Resort Nusa Dua, Bali	2,466	894	210	62	51	3,683
6	Hilton Bali Resort	1,530	712	266	131	113	2,752

Trip Advisor is the world's largest social travel website with nearly 460 million reviewers (active and inactive) and more than 830 million reviews of hotels, restaurants, attractions and other travel-related businesses (source: tripadvisor.mediaroom.com). The data above shows The Westin Resort Nusa Dua is still less known by the market compared to its competitors. The competitor is determined by looking at the star of the hotel, market share, and also the location of the hotel.

Instagram is a social media platform or application that is very popular today with a total of 928,500,000 users as of January 2020 (source: wearesocial.com). According to Atmoko (2012), Instagram comes from understanding the overall function of this application. The word "insta" comes from the word "instant", like a polaroid camera that was better known as "instant photo" at the time. Instagram can also display photos instantly, like polaroid in appearance. The word "gram" comes from the word "telegram", where the telegram itself works is to send information to other people quickly. Similarly, Instagram can upload photos using the internet, so that the information you want to delivered can be received quickly by others.

According to instagram data processed in 2019 the comparison of The Westin Resort Nusa Dua, Bali with its competitors are Sofitel Bali Nusa Dua Beach Resort with 144,000 followers, Grand Hyatt Bali with 34,300 followers, Conrad Bali with 31,400 followers, The Westin Resort Nusa Dua, Bali with 30,500 followers, Hilton Bali Resort with 19,400 followers, and Nusa Dua Beach Hotel & Spa with 6,026 followers. According to the data on the number of followers of Instagram showed the number of followers of Instagram accounts The Westin Resort Nusa Dua is still behind its competitors.

From the exposure of the two data above, it showed that The Westin Resort Nusa Dua brand image is still less known and less in demand by the market if compared to its competitors. Based on that background, the researcher is interested in conducting a research with two research objectives, (1) to find out what are the applications of marketing communications of The Westin Resort Nusa Dua, Bali in building brand image so that it requires certain strategies in the future and (2) to find out the strategies carried out by marketing communication in building the brand image of The Westin Resort Nusa Dua, Bali.

Methodology

This research was conducted at The Westin Resort Nusa Dua Bali. Data was collected by observation, interviews, documentation, and questionnaires. The object examined in this study was marketing communications strategy in building brand image of The Westin Resort Nusa Dua, Bali. Data analysis techniques used descriptive qualitative, descriptive quantitative, IFAS matrix analysis, EFAS matrix analysis, IE Matrix and SWOT analysis. The SWOT elements studied are internal and external factors and analyze the overall SWOT analysis, which consists of strengths, weaknesses, opportunities and threats.

Results and discussions

Results

Application of marketing communication strategies

This research was conducted to determine the application of marketing communication that has been applied as well as the right marketing communication strategy to be implemented at The Westin Resort Nusa Dua, Bali. Researchers used a SWOT analysis technique to analyze the problems. There is one factor as the main focus of The Westin Resort Nusa Dua Bali that is currently exist in marketing communication strategies. Based on an interview with Christy Fenny, Marketing Communication Manager of The Westin Resort Nusa Dua Bali, the factor is promotion through online media which is now being carried out and it is considered effective because it is the current trend. This online media includes email blasts, social media, travel agents, radio, influencers, and also local media partners because with online media product, the information will be easier and faster conveyed to consumers and bring consumers to get the experience of staying at The Westin Resort Nusa Dua Bali.

Discussions

IFAS matrix and EFAS matrix

Based on the research results, it is explained that there are two strategic factors that determine marketing communication in building a brand image. The two strategic factors are internal factors and external factors. By determining the range of values or intervals to position the external environment on opportunities and threats and the internal environment on potential or strengths and weaknesses. Below is the formula to determine the interval.

$$\text{Interval} = \frac{\text{Class Range}}{\text{Class}} \quad (1)$$

$$\text{Interval} = \frac{3}{4} = 0,75$$

$$\text{Interval} = 0,75$$

While the cut of point as below formula.

$$\text{Cut of Point} = \frac{\text{Total Score}}{\text{Class}} \quad (2)$$

$$\text{Cut of Point} = \frac{4+3+2+1}{4} = \frac{10}{4} = 2,5$$

Values obtained above 2.5 represent strengths and opportunities, while values below 2.5 represent threats and weaknesses from the calculation of the value interval.

The results of internal factors and external factors are explained on below description. In the internal environmental factors, there are 7 indicators that have a positive influence on strengths and there are 2 indicators that have a negative effect on weaknesses of marketing communication in building brand image at The Westin Resort Nusa Dua Bali. The results of processing responses from respondents on internal environmental factors with a total of 6

respondents to 9 internal factors with an overall total score of 2.81 for the IFAS matrix. The results of the analysis can be seen in table 2 as follows:

Table 2. Internal Factor Analysis Summary (IFAS)

No	Internal	Rating	Weight	Score	Explanation
1	Communicators are persuasive in promotion	3.00	0.13	0.38	Small Strength
2	Good relations with all partners, media, influencers, guests and also the community	3.33	0.10	0.35	Main Strength
3	Support management in promotions and other activities	3.17	0.10	0.31	Small Strength
4	The intensity in the release of good news	3.00	0.10	0.31	Small Strength
5	Maintain the good name of the company	3.17	0.11	0.35	Small Strength
6	Variation of promotional content created	2.00	0.10	0.21	Small Weaknesses
7	Communication Plans that carried out	3.00	0.14	0.42	Small Strength
8	Variation of events held	2.83	0.11	0.31	Small Strength
9	Reply to complaints and provide solutions on tripadvisor reviews, OTA reviews and also social media	1.67	0.10	0.17	Main Weaknesses
Average Score			1,00	2.81	

On the external environmental factors there are 4 factors that positively influence opportunities and there are 2 factors that negatively influence threats to marketing communication in building brand image at The Westin Resort Nusa Dua Bali. The results of the processing of responses from 6 respondents to 6 indicators of external environmental factors with an overall total score 2.82 for the EFAS matrix. The analysis results can be seen in table 3.

Table 3. External Factor Analysis Summary (EFAS)

No	External	Rating	Weight	Score	Explanation
1	The Westin Resort Nusa Dua, Bali's position in the competition	2.00	0.17	0.34	Small Threat
2	Inflation and exchange rates	3.00	0.16	0.49	Small Opportunity
3	Natural disasters such as volcanoes, earthquakes, floods, etc.	2.00	0.17	0.34	Small Threat
4	Technological development	3.50	0.15	0.53	Big Opportunity
5	Political conditions and government policies	3.17	0.15	0.48	Small Opportunity
6	The environment around the hotel, such as the culture and traditions of the people	3.33	0.19	0.63	Big Opportunity
Average Score			1,00	2.82	

Based on the results of the analysis as shown in table 3, it can be seen that indicators of political conditions and government policies and technological developments get a weight of 0.15, inflation and the exchange rate get a weight of 0.16. Meanwhile, the position of The Westin Resort Nusa Dua, Bali is in the competition and natural disasters like volcanic eruptions, earthquakes, floods, etc. alike get a weight of 0.17, then the environment around the hotel, such as culture and the tradition of the people gets the highest weight with 0.19. It means, The Westin Resort Nusa Dua, Bali need to develop their technological promotions to build the brand image.

IE matrix (internal – external)

After analyzing the internal and external environment, the next step is to move the scores into the IE (Internal-External) matrix table. In the previous calculation it is known that the

weighted value or total score on the IFAS matrix is (2.81), while the total score for the EFAS matrix is (2.82). The current business position of The Westin Resort Nusa Dua, Bali can be seen in the IE matrix illustrated in the following table.

Table 4. IE Matrix (Internal – External)

		High 3,0-4,00	Average 2,0-2,99	Weak 1,0-1,99
Total External Strategy Factor Score	High 3,0-4,00	I GROWTH Concentration through vertical integration	II GROWTH Concentration through horizontal integration	III GROWTH RETRENCHMENT Turn Around
	Middle 2,0-2,99	IV STABILITY Beware	V GROWTH Concentration through horizontal integration STABILITY There is no change in profit strategy	VI RETRENCHMENT Captive Company or Divestment
	Weak 1,0-1,99	VII GROWTH Diversification Concentric	VIII GROWTH Diversification of Conglomerates	IX LIQUIDATION Bankrupt or Liquidation
		Total Internal Strategy Factor Score		

Based on table 4, The Westin Resort Nusa Dua Bali's position is in cell V on the internal-external matrix. Cell V (growth strategy) shows that the company's position stands at the cell's growth and stability, and concentration through horizontal integration with the aim of avoiding profit loss. The strategy that can be implemented based on the current business position is internal development through market expansion, improving production, facilities and focus on technology utilization. In addition, external development is also needed with more collaboration with third parties. The results of this IE matrix will be used as consideration in formulating a technical and concrete alternative marketing strategy in the SWOT matrix analysis.

SWOT matrix

SWOT matrix analysis produces several alternative strategies obtained from internal and external variables according to the company's position in the IE matrix. Through the SWOT matrix, 4 groups of strategies can be applied, including the SO (Strength-Opportunity) strategy, by utilizing the strengths and opportunities that are owned, the WO (Weakness-Opportunity) strategy by considering the existing weaknesses and opportunities, the ST (Strength-Threat) strategy to maximize the strengths owned and avoid existing threats and strategies and WT (Weakness-Threat) strategy by trying to improve weaknesses and reduce existing threats. These strategies can be seen in the following table 5.

Table 5. SWOT Matrix

<div>IFAS</div> <div>EFAS</div>	<div>Strength (S)</div> <div>S1, S2, S3, S4, S5, S6, S7</div>	<div>Weakness (W)</div> <div>W1, W2</div>
<div>Opportunity (O)</div> <div>O1, O2, O3, O4</div>	<div>SO Strategy</div> <ol style="list-style-type: none"> 1. Maximize promotions by utilizing technological developments, especially through online platforms. 2. Involving components of culture and traditional components of the community implementation when carrying out promotions or events. 	<div>WO Strategy</div> <ol style="list-style-type: none"> 1. Utilizing technology in making promotional content.
<div>Threats (T)</div> <div>T1, T2</div>	<div>ST Strategy</div> <ol style="list-style-type: none"> 1. Use persuasive communication in promotions when circumstances are unexpected. 2. Improve relations with partners, media, influencers and guests in promotions to win the competition. 	<div>WT Strategy</div> <ol style="list-style-type: none"> 1. Be more active in replying to reviews on trip advisor, social media and OTA reviews to be able to compete with competitors.

Based on table 5 above, there are four groups of strategies that can be applied at The Westin Resort Nusa Dua, Bali, namely Strength-Opportunity (SO), (1) maximizing promotion by taking advantage of technological developments through an online platform. Promotion is done to increase the brand image of The Westin Resort Nusa Dua, Bali to potential customers as well to consumers who have stayed before. This time promotion is easier to do with online platforms such as social media with Instagram, Facebook, Youtube and LinkedIn. Online promotion also can be done by using online travel agent as in Booking.com and Expedia and can maximize the functionality of the website the hotel, (2) include the cultural and traditional components of the community implementation when carrying out promotions or events. In doing promotion of cultural and traditional components, it can provide added value to attract tourists to visit the hotel.

Strength-Threat (ST), (1) use persuasive communication in promotions when circumstances are not expected. In unexpected circumstances the promotion must be carried out by marketing communication is promotion with persuasive communication so as to be able to change consumer perceptions in these circumstances so that it is in accordance with what is expected by the communicator, (2) improve relationships with partners, media, influencers, as well consumers in promotion to win the competition. Build strong relationship can increase the other party's trust in the company so it can create a good brand image.

Weakness-Opportunity (WO), (1) utilizing technology in the creation of promotional content. Use technology in the creation of promotional content can help improve the quality of these promotions both from hardware like cameras and computer or software used such as editing video applications.

Weakness-Threat (WT), (1) be more proactive in replying to trip advisor reviews, social media and Online Travel Agents to be able to compete with competitors. When it gets lots of reviews and consumer reviews are often reciprocated, these factors can increase ranking of a hotel on the online platform so that it can increase the hotel's brand image.

Conclusions

Based on the results of the discussion that has been explained, the conclusions obtained are the implementation of the marketing communication strategy of The Westin Resort Nusa Dua Bali is currently more focused on promotion through online media which is now being carried out and it is considered effective because it is the current trend. This online media includes email blasts, social media, travel agents, radio, influencers, and also local media partners because with online media product information will be easier and faster to convey to consumers.

The strategy that was carried out by The Westin Resort Nusa Dua Bali in terms of the IE matrix can also be seen from the business position of cell V that is explained the business is in a stable and growing period.

There are several strategies in building the brand image that the author provides based on the SWOT matrix such as, two SO strategies to maximize the strengths and opportunities that the company has by maximizing promotion by utilizing technological developments, especially through online platforms and including components of culture and tradition and society in the implementation event held. ST strategy to maximize strengths and threats in the company is to use persuasive communication in promotions when unexpected circumstances and improve relationships with partners, media, influencers and guests in the promotion to win the competition. WO strategy which is a strategy of utilizing opportunities or opportunities for companies to overcome their weaknesses, with a focus on utilizing technology in the creation of promotional content. The WT strategy, which is a strategy to minimize weaknesses and overcome existing threats by being more active in replying to reviews on trip advisors, social media and OTA reviews to be able to compete with the competitors.

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Forest supports living on earth: awareness of the youth at Jembrana Regency Bali Province Indonesia

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Abstract: Locals awareness of the importance of forest in sustaining the earth plays an important role in the success of forest conservation. Using forest as an agricultural area without depriving its main function requires awareness of the farmers including the people living around the forest. This study examines the level of awareness of the Youth at Jembrana Regency particularly the elementary, junior high and senior high school students regarding the importance of forest supporting living on earth. This research is a qualitative study exploring the response of the youth to a question: how forest support living on earth? The results indicate three types of awareness: 1) Fully aware of the function of the forest and a harmonious co-exist with forest farmers, 2) Forest for economic benefit, and 3) Only focus on forest issues and conservation. It is expected that the study results could become a reference for people, organization and relevant authority concern regarding the forest conservation particular in Jembrana Regency.

Keywords: Forest, conservation, youth, farmers

History Article: Submitted 1 December 2020 | Revised 2 February 2021 | Accepted 15 February 2021

How to Cite: Ernawati, N. M., Basi, I. W. B., Nadra, N. M. (2021). Forest Supports Living on Earth: Awareness of the Youth at Jembrana Regency Bali Province Indonesia. *International Journal of Green Tourism Research and Applications*, 3(1), 35-39. DOI: <http://dx.doi.org/10.31940/ijogtra.v3i1.2388>

Introduction

Jembrana Regency has the largest percentage of forest area compared to other regencies in Bali. The forest is covering approximately 41.07% of the land (41,307 ha) in Jembrana regency (Forestry Statistic Department of Jembrana Regency, 2015). The majority (80.47%) of the forest is protected area. The essence of a protected forest itself is defined as an area that designated to be protected to maintain the ecological balance and functions as a life support system. However, in its management, around 27% of the forest area does not function optimally due to its physical alteration that result in the function shifting of the forest caused by the illegal logging, forest encroachment, livestock grazing (Jembranakab.go.id, 2015). The issue that raises concern at present time is the deforestation conducted for the purpose of developing an agriculture area to support the farmers living around the protected forest. Nonetheless, it negatively affects the protected forest. These have worsened the damage of forest in Jembrana regency, which had occurred since the 1970s. The level of forest damage is escalated, yet in the long-term; the earth needs forests for the balance of ecosystem and a better quality of life.

Forests are an integral part of human life system (Boyd, 2010:10), in which natural resource is an environment important aspect. Human's survival, growth, and wellbeing are relied up on the natural resources available around them such as land, water, flora, fauna, microorganisms, minerals and energy (Sikor et al., 2010). The existence of forests in this case the supporting capacity and effectiveness of the forest functions to support all aspects of human, animal, and plant life is highly determined by the level of human awareness of the importance of forests particularly the forest utilisation and management. Forest is a medium for mutual relationships between humans and other living things, factoring ecological processes as well as the single cycle that can support life (Reksohadiprojo in Rahmawaty, 2004). One of the important

factors that have to be scrutinized to further develop is how people should care for the environment without sacrificing the economic and social development (Blowers, 1993).

It is people's turn now to restore the function of the forests and reduce all activities that threatening life on the planet. Even though there have been many forest conservation projects and many studies that have been conducted on forest ecology; nonetheless, forest benefactors and activists are not certain about the best solutions that need to be undertaken for forest conservation and in overcoming the problems at hand (Newton, 2007). In response to this problematic situation, (Ernawati et al, 2020) see that the younger generation is the best investment for making a change. As stated above, self-awareness is very important. A self-aware people are taking responsibility for their actions that leads by a good mindset. To broaden the reach, the strategy adopted at Community-based Tourism Pohsanten (CBT Pohsanten) is to synergise the forestry and the tourism sector. In this case, is to educate the younger generation about green lifestyle in order to shape green and sustainable mindset through the Green Living Program in Pohsanten Tourism Village; considering that the older generation already has their mindset fixed and tend to be harder to shift. These activities are expected to provide a greater potential for sustainability. A sustainable future cannot be manifested without the input and participation of the youth. This article presents study results that exploring the understanding of the Youth in Jembrana Regency regarding the importance of forest for the living on earth.

Methodology

This research is conducted with an explorative study that had been conducted to explore the understanding of the Youth in Jembrana regency regarding the importance of forest for the living on earth. Forests need to be conserved because of its vital role in maintaining the sustainability of the earth. Forests are habitat for various flora and fauna that interact harmoniously in the forest ecosystem (Nix, 2019). This study was carried out using a qualitative survey to the Youth at the Jembrana Regency Bali Province in Indonesia asking the question of: how forest sustains living on earth? There were 53 respondents involved in the study, the profile is presented in Table 1.

Table 1. Characteristic of Respondents

Respondents	Gender		School/Organisation					Total
	Male	Female	Elementary	Junior High School I	Senior High School	The Youth of Pohsanten	Literacy Community	
Youth at Jembrana Regency	10	43	2	31	14	4	2	53
Total								53

The characteristic of respondents were classified from their genders and education backgrounds. From Table 1, can be seen that the majority of the respondents was female. In the term of education background, it was dominated by junior high school's students. The results of data collection were grouped based on the level of awareness and presented in the next section.

Results and discussions

Results

Tourism is intended to be used as a pathway to sustainable forest, especially in CBT Pohsanten located at Jembrana Regency. The tourist attractions and products develop and offer by CBT Pohsanten center around nature and sustainability particularly the forest. These for example, the Green Living Tour which components include: breeze walk and trekking, green living class and agro-cacao edu-tour. The product is intended to cater the youth considering that the young generation is the best investment for making a change.

Discussions

The discussion should explore the significance of the results of the work, not repeat them. Comment on the data, referring to the literature (compare it to previous research) and pointing out similarities and differences, explaining these if possible. Return to the aim and research question and show how the aims have been met, and the research question answered.

In discussion, it is the most important section of your article. Here you get the chance to sell your data. What might the answer imply and why does it matter? How does it fit in with what other researchers have found? What are the perspectives for future research? Please compare to what other researchers have found. Following, a study to explore their understanding was undertaken to define the level of their awareness on the issue of forest sustainability. In exploring the awareness of Youth at Jembrana Regency, the written answers of the 53 respondents to the stated-question earlier, in the form of essay argumentation were examined and themes are withdrawn from the arguments. There are 3 main themes were identified from the essays as presented on Table 2.

Table 2. Breakdown The Awareness of Youth at Jembrana Regency

No	Classification	Total	Percentage (%)
1	Fully aware of the function of the forest and harmoniously co-exist with forest farmers	30	56.7%
2	Forest for economic benefit without considering nature sustainable aspect	4	7.5%
3	Only focus on forest issues and conservation	19	35.8%
Total		53	100%

The table above presents the summary of the analysis and assessment results of the essays expressing the awareness of the Youth at Jembrana Regency on how forests support living on earth. The majority of respondents, 56.7% (30 respondents), are fully aware of the function of the forest and the propensity of harmonious co-exist of the forest and the forest farmers as written by Respondent - A:

"The function of trees for this planet starts from absorbing carbon dioxide, supporting ecosystems, home to various species, storing water reserves, fulfil society's primary needs up to help in reducing global warming. Nonetheless, all of that is useless if there is no forest conservation effort. It can be pursued through reforestation, selective logging and do not litter into forest areas".

In conjunction to human and forest co-exist, integrating forest conservation and tourism is also a decent option. Recently the interest of people worldwide in forest tourism increases (Ernawati, et al 2018); apart from recreational activities, forest tourism also provides many benefits. These benefits include: to prevent misuse of the natural environment (Butcher, 2012); to prevent agricultural malpractice (Scheyvens, 2002); to preserve the natural environment (Fennell, 2015); to increase the prosperity and awareness of local communities about nature conservation (Weaver, 2012).

A minority of 7.5% respondents presumes the forest is dedicated for economic benefit without considering nature sustainable and the forest function to sustain the survival of the planet, as written by Respondent - B:

"Forest holds rich natural wealth, thus various flora and fauna can be used to fill human needs, one of that is vanilla. In the next two to three years, Indonesia will dominate the World's vanilla production, competing with Mexico, Ghana and Madagascar. Moreover, during the COVID-19 pandemic, where many workers were laid off, many switchovers to farming with the concept of agroforestry using vanilla culture media. Agroforestry opens up new economic opportunities instead of the massive exploitation of forests".

A significant number of respondents (35.8%) only focuses on forest conservation as written by Respondent - K:

"27% of the forests in Jembrana are not functioning optimally due to illegal logging, encroachment and livestock grazing. Protected forests have been switched to plantations due to economic factors, clean water crisis during the dry season and flooding in Tegal Cangkring. It is not an exaggeration to say that this condition is getting worse and the forest conservation is the solution".

Implementing forest conservation needs an understanding of the interrelationships between social, economic and political issues, as well as appreciating the values upheld by stakeholders; subsequently, the ability to identify trade-offs and compromises to achieve practical solutions is required. Frequently, management decisions are based on economic and political needs rather than ecological urge. Yet, understanding of ecology enables devising the right management method (Newton, 2007).

Based on above discourse, integrating tourism with natural environment conservation, in this case forest becomes a good resolution. CBT is regarded as a tool for natural and cultural resource conservation and community development and is closely associated with ecotourism (Wood, 2007). Tourism using the natural environment as an attraction, especially forests can serve as a catalyst for development for indigenous peoples living around the area; job diversification; a medium of cultural exchange - bringing together people around the world; biodiversity conservation; recreational facilities for residents because tourism shares infrastructure; conserving forests means protecting water reserves and mitigating climate change (Voda and Montes, 2018) confirm the potential for the development of forest recreational activities, emphasising its importance for community-based tourism initiatives around the world. Considering the complexity of the interactions and forest ecosystems, activities carried out in forests need to be regulated and their application needs to be enforced.

Conclusions

Exploring the understanding of the Youth in Jembrana Regency regarding the importance of forest for the living on earth; the analysis results indicate three types of awareness: 1) Fully aware of the function of the forest and a harmonious co-exist with forest farmers, 2) Forest for economic benefit, and 3) Only focus on forest issues and conservation. Human and Forest co-exist could also be materialised by integrating forest conservation and tourism; in response to the increasing interest of people in forest tourism; the benefits obtained from forest tourism include: to prevent the misuse of the natural environment; to prevent agricultural malpractice; to preserve the natural environment; to increase the prosperity and awareness of local communities about nature conservation.

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