

RESEARCH ARTICLE/ARAŞTIRMA MAKALESİ

Increasing front office employee awareness of the environmental management system at four points by Sheraton Bali Kuta

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Abstract

This study aims to determine employee awareness about EMS in the front office department at Four Points by Sheraton Bali Kuta.

The research data collection method was done through observation and questionnaires. The sample-style technique in this study used a saturated sampling technique with a total sample of 30 respondents. Data collection used an online questionnaire distributed to respondents using QR barcodes and links. The data from the questionnaire were processed with the help of SPSS 26 for Windows. Data analysis techniques use descriptive statistical analysis to determine the implementation of the Environmental Management System (EMS) in the front office department at Four Points by Sheraton Bali Kuta, and correlation analysis techniques are used to determine the extent of awareness of front office employees at Four Points by Sheraton Bali Kuta regarding the implementation of EMS.

The results of the correlation analysis test show that employee awareness of EMS implementation in the front office department at Four Points by Sheraton Bali Kuta has a medium relationship with a correlation coefficient value of 0.585.

The front office employees' awareness of EMS at Four Points by Sheraton Bali Kuta needs to be improved. It is advised that Four Points by Sheraton Bali Kuta offer employee training related to the application of EMS, so they consistently remember the importance of implementing EMS and its impact on hotels and the environment. To make it a habit, you need still make an effort or remind each other. Furthermore, to make the waste processing process easier, it is required to separate organic and non-organic trash.

Keywords: EMS, Employee Awareness, Front Office Department.

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1. INTRODUCTION

An EMS is a tool used in companies that aim to reduce the environmental impact of company activities (Ozusaglam et al., 2018). Environmental Management System (EMS) provides a systematic strategy for planning and implementing environmental protection procedures to compete effectively with other hotels. Implementing the EMS supports environmental protection, prevents pollution, and achieves economic benefits by improving environmental protection in general. EMS needs to be implemented because many hotels still produce waste and use large amounts of energy. In reducing pollution from office activities, especially in hotels, environmental management can be applied to the ISO 14000 standard through eco-office or green office programs (Rukmita et al., 2018) by creating an environmentally friendly environment by managing waste, reducing energy and water consumption, recycling, and optimizing the use of resources aimed at achieving environmental efficiency and contributing to sustainability.

Environmental awareness is the capacity to recognize a strong connection between human activity and the environment, and this connection will help maintain a safe and healthy environment. Developing an EMS in hotels will be preferable if it is constructed from the ground up by the hotel staff. It is well-recognized that waste disposal can pollute the ecosystem. The hotel's first step in protecting its environment is to raise employee environmental awareness.

The hotel business is taking steps to introduce eco-friendly practices into its daily operations, such as decreasing trash and saving energy, by raising employees' awareness of the environment. (Sharma & Prakash, 2021). Employee awareness in the front office at Four Points by Sheraton Bali Kuta is still crucial. Adopting environmental management principles can improve a hotel's reputation and make it more competitive. The achievement of a good EMS, particularly in the departmental front office, is to manage waste, such as unused paper can still be used for internal purposes, the use of unused paperback can still be used in handover,

as well as energy savings such as switching off electronic equipment and lights when not in use, turning off cooling devices or air conditioners if the weather is not hot, and using sunlight if possible. Implementing the EMS improves the company's brand image, reduces environmental pollution, and increases the market value and consumer demand (Harahap et al., 2019). Based on preliminary observations, it appears that Four Points by Sheraton Bali Kuta front desk staff members are still unaware of environmental management practices, as evidenced by the fact that first, there is an uncontrolled use of paper that results in wasteful paper use; second, information is still distributed using paper; and third, front desk staff members frequently forget to close the door in the back office that uses cooling or air conditioning. Based on the context above, the researcher aimed to measure employee knowledge of EMS at the Four Points by Sheraton Bali Kuta.

1.1. Hotel

A hotel is a service enterprise that supports tourism activities and has a staff filled with professionals (Pradiatiningtyas, 2017). Based on the Minister of Tourism and Creative Economy Regulation of the Republic of Indonesia Number PM.53 / HM.001 / MPEK / 2013 concerning Hotel Business Standards, it is said that Hotel Business is a business of providing accommodation in the form of rooms in a building, which can be equipped with food and beverage services, entertainment activities, or daily facilities to obtain profits. A hotel is a type of lodging that offers dining, drinking, public services and other amenities that are comfortable and run professionally (Insani & Setiyariski, 2020). A hotel is defined as a home or structure whose primary function is to accommodate guests and which also offers food and beverage services, room service, and areas for guests to shower, use, and enjoy the building's furnishings. Based on its size, the type of hotel is categorized into 3, namely Small Hotel, Medium Hotel, and Large Hotel (Heldin & Tarmoezi, 2017).

1.2. Front Office

The front office is a hotel department that connects guests with staff members who work there. A front office is a division or division that works directly with clients and is responsible for booking services, reception, room allocation. (Sambodo, 2020). The front office is also a center of information and all guest activities such as receiving and sending letters handling goods, regarding loss of goods, accommodating guest complaints and also a place for all information in the hotel and external hotel parties.

Front office functions are (Bagyono, 2012:21-22):

- a. Selling rooms (including reservation, check-in, and check-out).
- b. Handling information, handling products or services, and general information outside.
- c. Coordinating guest services.
- d. Report room status (room status can be updated manually or by computer).
- e. Record guest payments (guest bill, guest folio, or guest account)
- f. Complete the guest's payment when check-out.
- g. Compile guest visit history (for service improvement purposes).
- h. Handles telephone, messaging, faxes, and e-mails.
- i. Handling guests' belongings.

Based on the description above, it can be concluded that the front office department is the main center for guests in handling the check-in and check-out process, guest complaints, and payment processes as a form of hotel services in serving guests and providing the best service to improve the brand image of the hotel.

1.3. Environmental Management System

The EMS is a system used by companies to manage the environment (Yoon *et al.*, 2016). The EMS includes organizational structure, planning activities, responsibilities, practices, procedures,

processes, and resources to develop, implement, achieve, review, and maintain environmental policies (Kojra *et al.*, 2020).

If EMS procedures are created to run harmoniously with the organization's current systems and procedures, they will function more efficiently. Through attempts to reduce the environmental effect of activities, products, and services, an EMS offers a way to achieve and demonstrate good environmental performance. Besides helping businesses comply with government environmental standards, EMS systems can improve environmental performance and anticipate changing consumer expectations. (Ramadan *et al.*, 2019). Enhancing a hotel's environmental performance can assist in establishing a green and environmentally friendly work environment for staff and guests, give businesses a competitive edge, and enhance the company's reputation. There are various instances of the EMS implementation process, including the following:

1.3.1. Waste Management

Waste management is how a company manages the waste from its operational activities. Based on Law Number 32 of 2009 in Indonesia concerning Environmental Protection and Management, what is meant by waste is the residual waste of a business or activity (Hasibuan, 2016). Waste management is indispensable in preserving the environment. Waste management in the hotel (Shafey *et al.*, 2018) includes:

- a. Use of recycled paper for internal purposes
- b. Use the back of the paper to reduce paper use.
- c. Cancel unwanted correspondence.
- d. Collect waste paper and store it in warehouses for recycling.
- e. Reduce the use of disposable tools like cups and replace them with tools made of porcelain.
- f. Purchase of materials and tools from qualified persons.
- g. Use a pen or printer container that can be continuously used, like refill ink.

While waste management in the front office department at the hotel includes (Putri *et al.*, 2023)

- a. Using recycled paper for internal purposes.
- b. Use the back of the paper to write small notes.
- c. Use paper only when the guest confirms it.
- d. When giving welcome drinks, reduce disposable utensils and cups, such as paper cups.
- e. Collect waste paper that has been stored for a long time for recycling.

In this study, the author only used five indicators on waste management indicators (Putri *et al.*, 2023), while two indicators in the journal (Shafey *et al.*, 2018) the author did not use, namely purchase tools from qualified people and used pens or printer containers that could continue to be used and refill ink because the products purchased had been determined through purchasing.

1.3.2. Energy Saving

Energy saving is an action the company takes to carry out its useless operational activities. Electrical energy is one form of energy that is often used today. Along with the development of the times, the opposite process occurs for electrical energy, namely the increasingly unbalanced use between the production of electrical energy and the consumption of electrical energy (Tanod *et al.*, 2015). It is based on the increasing amount of electricity used daily; it is necessary to take appropriate action in handling the use and preservation of energy. One of the efforts in implementing energy savings is to reduce the cost of electricity use; therefore, there are efforts to be efficient in energy use so that energy waste can be avoided without reducing the comfort level in the work environment. Energy savings in hotels are:

- a. Turn off electrical appliances and lights when not in use.
- b. Use natural lighting and ventilation whenever possible

c. Adjust the air conditioning system to the perfect temperature.

d. Use of rechargeable batteries.

e. Close the door when using the air conditioner.

Based on the description above, it can be said that the EMS is a company management system as a whole consisting of systematically implemented regulations that include organizational structure, responsibilities, procedures, processes, and resources to realize environmental policies that have been outlined by the company and are implemented to help organizations identify the environmental impacts of their business activities and to improve performance.

1.3.3. Employee Awareness

Self-awareness is an understanding of the physical peculiarities of a person's personality and disposition, namely by knowing and understanding his talents and having an image or concept of oneself with all the weaknesses and strengths that exist in him (Kojra *et al.*, 2020). Employees are a company's human resources (HR), which are a valuable resource.

A person who performs work for a corporate entity or firm, both public and private, with skills appropriate to their area of competence and receives employee benefits in compliance with applicable rules and regulations is referred to as an employee. In this scenario, what is meant is awareness of the environment, and this circumstance can be seen through the varied behaviors generated by someone. Environmental awareness is when an individual's spirit is aroused by something consciously (Nurleli & Oktaroza, 2016). Employee environmental awareness is correlated with an individual's capacity to recognize the direct connection between environmental factors and human activity. This knowledge will foster a secure and healthy environment. The quality of life will be improved in this manner. The four signs of consciousness are knowledge, understanding, attitude, and action (Junita, 2018). Each indicator has its explanation, namely:

- a. Knowledge is owned by employees obtained from relevant sources about the environment so that it can be used as a reference in gaining knowledge.
- b. Comprehension is understanding the causes of environmental damage based on information from sources received by employees.
- c. Attitude is a caring and responsible attitude reflected by employees to participate in preserving the environment.
- d. Action is an action taken by employees to participate in preserving the environment based on concepts that have been understood.

2. METHODOLOGY

2.1. Sample

The sample technique used is nonprobability sampling. The sample used in this research was quota sampling. quota sampling is a type of nonprobability sampling in which units are selected into a sample on the basis of prespecified characteristics, so that the total sample will have the same distribution of characteristics assumed to exist in the population being studied (Babbie, 2008). The sample of this study was 30 respondents, namely the total population in the front office department. The sample used was all front office employees, namely staff, training, and DW (daily worker) contracts for six months at Four Points by Sheraton Bali Kuta. This research was conducted at Four Points by Sheraton Bali Kuta because the author had conducted training for six months and found a lack of employee awareness of EMS.

2.2. Data Collection Methods

The method that researchers use to collect data through surveys by distributing questionnaires. A questionnaire is one of the techniques for linking variables, research questions or hypotheses, and items to a survey instrument so that it can easily be determined how to use the questionnaire (Creswell, 2003). Data is collected by distributing an online survey to responders utilizing QR codes and links. The indicators in the questionnaire are guided by the research conducted by Shafey *et al.* (2018) and (Putri *et al.*,

2023). Furthermore, the observation method is characterized as gathering data by paying close attention to the research site and documenting the necessary details, such as front office staff members' familiarity with the EMS. The Likert Scale is the measurement system in this research. Likert Scale developed by Sugiyono (2013). The answer of the question was divided into some score, there are: Strongly disagree (1), disagree (2), neutral (3), agree (4), strongly agree (5).

This research literature study was conducted by reading journal articles or literature about the EMS.

2.3. Operation

Data collection used an online questionnaire distributed to respondents using QR barcodes and distributing links.

2.4. Data Analysis Tools

IBM SPSS 26 was used for data analysis. Within the scope of the research, validity, reliability, statistic descriptive, and correlation analyzes were performed. A validity test is a test whose purpose is to see whether a measuring instrument is valid. The significance level is 0.05, and the validity test is accepted if r counts $> r$ table (Madjidu *et al.*, 2022). While the Reliability Test is used to measure the reliability of the questionnaire, which is an indicator of the variables (Janna & Herianto, 2020). If Cronbach's alpha of the variable reaches more than 0.70, the instrument is reliable (Yusup, 2018). The descriptive statistic contains frequency, mean, and standard deviation. Descriptive statistics are calculated to classify the data and determine how homogeneous the sample is regarding all study variables. The last statistical test is correlation analysis; a statistical method used to measure the closeness of the relationship between two variables. A negative correlation coefficient indicates a negative correlation, and vice versa. A positive correlation coefficient indicates a positive correlation. This study uses parameters from Astuti (2017).

3. RESULTS

3.1. Socio-Demographic Characteristics

Table 1 describes the socio-demographic characteristics of the samples. Employees in the front office department at Four Points by Sheraton Bali Kuta are 14 men and 16 women. Respondents to this study had an age between 17 and 24 years, as many as 17 people, 25–35 years, as many as 11 people, and 36–45 years, as many as two people. The distribution of respondents by position was: DW respondents (daily workers) as many as seven people, employees as many as 16 people, and training as many as seven people. Characteristics of employees in the front office department at the Four Points by Sheraton Bali Kuta include a working period of more than six years for as many as two people, 5-6 years for as many as three people, 3-4 years for as many as four people, 1-2 years for as many as two people, and less than one year for as many as 19 people.

Table 1. Socio-Demographic Characteristics

No	Sex	Amount (Respondent)
1	Male	14
2	Female	16
Total		30
No	Age	Amount (Respondent)
1	17-24	17
2	25-35 years	11
3	36-45 years	2
Total		30
No	Status	Amount (Respondent)
1	DW (<i>Daily Worker</i>)	7
2	Staff	16
3	Training	7
Total		30
No	Working Period	Amount (Respondent)
1	>6 years	2
2	5-6 years	3
3	3-4 years	4
4	1-2 years	2
5	<1 year	19
Total		30

3.2. Validity & Reliability

With the aid of the SPSS 26 for the Windows program, Pearson's r correlation is used for this validity test. According to the validity test results

in Table 2, every research tool utilized to assess employee awareness and the EMS variables has a correlation coefficient value greater than 0.361. It demonstrates that all of the questionnaire's questions about front desk staff members' familiarity with the Four Points by Sheraton Bali Kuta's EMS are valid and accurate for research instruments.

The reliability test results presented in Table 3 found that Cronbach's alpha coefficient for the EMS (X) variables was 0.724 and Cronbach's alpha coefficient for employee awareness variables (Y) was 0.783, showing that all instruments in this study had a Cronbach's alpha of more than 0.70. So it can be stated that all variables have met reliability standards.

Table 2. Validity test

Variable	Instrum ent	Correlation Coefficient	r Table	Descri ption
EMS (X)	X1.1	0.433	0.361	Valid
	X1.2	0.480	0.361	Valid
	X1.3	0.537	0.361	Valid
	X1.4	0.457	0.361	Valid
	X1.5	0.381	0.361	Valid
	X1.6	0.654	0.361	Valid
	X1.7	0.525	0.361	Valid
	X1.8	0.638	0.361	Valid
	X1.9	0.507	0.361	Valid
	X1.10	0.602	0.361	Valid
Employee Awarenes s (Y)	Y1.1	0.827	0.361	Valid
	Y1.2	0.541	0.361	Valid
	Y1.3	0.755	0.361	Valid
	Y1.4	0.725	0.361	Valid

Table 3. Reliability test

No	Variable	Cronbach's Alpha	Description
1	EMS (X)	0.724	Reliable
2	Employee Awareness (Y)	0.783	Reliable

4. DISCUSSION

4.1. Descriptive Analysis

The frequency, mean, and standard deviation of the variables EMS and employee awareness have been calculated, and the findings are shown in Tables 4 and 5.

The results of the descriptive analysis of EMS variable instruments in Table 4 all tend to agree because the frequency range of answers is between strongly agree and agree. All respondents' answers tend to agree with this research indicator. The highest average is in instrument X1.4 (4.57), and the lowest is in instrument X1.9 (4.37). Meanwhile, the results of the descriptive analysis of the employee awareness variable instrument in Table 5 also tend to point to agreement because the frequency range of answers is between strongly agree and agreement. That is, all respondents' answers tend to agree with the indicators of this study. The highest average is in the instrument Y1.3 (4.70), and the lowest is Y1.2 (4.60).

4.2. The Relationship Between Employee Awareness and The EMS

According to the calculations for the correlation test, there is a moderate association between employee awareness and the EMS application in the front office division of the Four Points by Sheraton Bali Kuta. As mentioned, the correlation coefficient's value falls between -1 and +1. A positive correlation coefficient (r) value indicates how closely variables X and Y are related in the same direction. So, employee awareness needs to be increased again by reminding each other about the implementation of the EMS in the front office department at Four Points by Sheraton Bali Kuta. The correlation level interpretation from the correlation coefficient value results is shown in Table 6.

4.3. Findings on The Correlation Relationship between Environmental Management System (EMS) with Employee Awareness

The correlation analysis carried out will obtain a value called the correlation coefficient. The correlation coefficient can be positive or negative, ranging from -1 to +1. A negative correlation coefficient indicates a negative correlation, and

Table 4. Descriptive Analysis for EMS

Q	Items	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Std. Dev
		F	%	F	%	F	%	F	%	F	%		
	EMS												
1	X1.1	14	46.7	16	53.3	-	-	-	-	-	-	4.47	0.507
2	X1.2	12	40.0	18	60.0	-	-	-	-	-	-	4.40	0.498
3	X1.3	14	46.7	16	53.3	-	-	-	-	-	-	4.47	0.507
4	X1.4	17	56.7	13	43.3	-	-	-	-	-	-	4.57	0.504
5	X1.5	14	46.7	16	53.3	-	-	-	-	-	-	4.47	0.507
6	X1.6	16	53.3	14	46.7	-	-	-	-	-	-	4.53	0.507
7	X1.7	16	53.3	14	46.7	-	-	-	-	-	-	4.53	0.507
8	X1.8	12	40.0	18	60.0	-	-	-	-	-	-	4.40	0.498
9	X1.9	11	36.7	19	63.3	-	-	-	-	-	-	4.37	0.490
10	X1.10	16	53.3	14	46.7	-	-	-	-	-	-	4.53	0.507
TOTAL												44.73	2.62
TOTAL MEAN												4.47	

Table 5. Descriptive Analysis for Employee Awareness

Q	Items	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Std. Dev
		F	%	F	%	F	%	F	%	F	%		
	EA												
1	Y1.1	19	63.3	11	36.7	-	-	-	-	-	-	4.63	0.490
2	Y1.2	18	60.0	12	40.0	-	-	-	-	-	-	4.60	0.498
3	Y1.3	21	70.0	9	30.0	-	-	-	-	-	-	4.70	0.466
4	Y1.4	19	63.3	11	36.7	-	-	-	-	-	-	4.63	0.490
TOTAL												18.57	1.38
TOTAL MEAN												4.64	0.34

vice versa. A positive correlation is indicated by a positive correlation coefficient (Astuti, 2017). In Table 7, the value of the correlation coefficient obtained is 0.585.

4.4. Front Office Employee Awareness of The EMS at Four Points by Sheraton Bali Kuta

Before conducting research, front office staff members' awareness of EMS was not properly conducted. It was still lacking, as evidenced by the use of leftover back paper in information distribution and the frequent failure of front office staff to close the door to the back office's air-conditioning or cooling system. The EMS at Four Points by Sheraton Bali Kuta needs to be upgraded to provide better results than it did after the author conducted research and implemented it for all front office staff members.

After conducting research, several employees began to realize the implementation of the EMS. They began to practice it as they worked so that in the future, it is expected that front-office employees will understand more about the impact of implementing this EMS. Employees also consider and realize that this research must be carried out to reduce negative environmental impacts.

It is also supported by the results of another study (Shafey et al., 2018) on "Evaluation of Employees Awareness of EMS in Four and Five Star Hotels in Alexandria: A Study Applied to the Front

Office Department", which shows that if the application of EMS is to be considered in front office management, hotel management must be considered to increase employee awareness in the front office department by increasing the number of training courses for employees using quantitative analysis. This research also supports another research (Larantukan et al., 2019) on the "Level of Employee Knowledge and Awareness of the Implementation of Environmental Management System (EMS)" and research (Sharma & Prakash, 2021) on "Employees' Attitude Towards Environmental management Practices In Hotels: A Study Of Rajasthan Hospitality Industry" which concludes that attitudes such as employee awareness do affect environmental practices in hotels.

Furthermore, these results following the next study (Isroqunnajah et al., 2022) with the title "Environmental Management System Analysis UIN Malang Towards Green Campus: ISO 14001 EMS Perspective" and research (Putri et al., 2023) regarding "Awareness of FO Employees on EMS at Hotel Le Meridien Bali Jimbaran" which shows that the implementation of EMS in the front office of the department is maximized. The results of the correlation analysis in employee awareness and the application of EMS in front office departments are moderate. The need to raise awareness of front office departments is thus crucial.

Table 6. Correlation Level

Correlation Coefficient Value (positive or negative)	Interpretation
0.00	No correlation
0.01-0.20	Very weak correlation
0.21-0.40	Weak correlation
0.41-0.70	Medium correlation
0.71-0.99	High correlation
1.00	Perfect correlation

(Source: Astuti, 2017)

Table 7. Correlation Test Result

Variable	R	N	Sign**
1 EMS (X)	0.585	30	0.001
2 Employee Awareness (Y)			0.001

5. CONCLUSION

The front office employees' awareness of the EMS at Four Points by Sheraton Bali Kuta must be improved. They are judging from the correlation coefficient results, which show that employee awareness of the implementation of EMS in the front office department at Four Points by Sheraton Bali Kuta has a medium correlation. Here are some suggestions to do. The researcher believes that the hotel will take a more active role in raising staff awareness by doing this study. It is advised that Four Points by Sheraton Bali Kuta offer employee training related to the application of EMS, where the implementation of this training or training can be carried out consistently to all front office employees, so they consistently remember the importance of implementing EMS and its impact on hotels and the environment. To make it a habit, you need still make an effort or remind each other. Hotels can also put up several signs regarding the importance of protecting the environment. In addition to adding indicators on EMS in the standard operating procedures for the FO department. Furthermore, to make the waste processing process easier, it is required to separate organic and non-organic trash.

It is suggested that additional research incorporate other elements that can affect how EMS is used, such as organizational support variables, leadership variables, or other variables, in light of the analysis's results, which demonstrate a relationship or moderate correlation in influencing EMS variables.

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