

Enhancing Guest Engagement through Sustainable Practices: The Role of Lobby Ambassadors at The Apurva Kempinski Bali, Indonesia.

Ni Kadek Rini Budiartini *

Tourism Business Management, Tourism, Politeknik Negeri Bali

I Ketut Suarja

Tourism Business Management, Tourism, Politeknik Negeri Bali

Nyoman Mastiani Nadra

Tourism Business Management, Tourism, Politeknik Negeri Bali

I Ketut Suja

Hospitality, Politeknik Negeri Bali

Ni Luh Eka Armoni

Tourism Business Management, Tourism, Politeknik Negeri Bali

Indah Utami Chaerunnisah

Tourism, Politeknik Negeri Bali

I Gusti Bagus Rai Utama

Tourism Business Management, Dhyana Pura University, Bali

**Corresponding Author: budiartini96@gmail.com*

Abstract:

The research titled "Enhancing Guest Engagement through Sustainable Practices: The Role of Lobby Ambassadors at The Apurva Kempinski Bali, Indonesia" investigates the sustainable products offered by The Apurva Kempinski Bali and their effectiveness in attracting guests. This quantitative descriptive study utilized a questionnaire as its primary research instrument, targeting guests of the hotel, with a sample size of 70 participants. The analysis was conducted using various statistical tools, including descriptive analysis, classical assumption tests, simple linear regression analysis, validity and reliability tests, coefficient of determination tests, and T-tests via SPSS version 25. The findings indicate that sustainable products play a crucial role in enhancing guest interest in visiting The Apurva Kempinski Bali. The implementation of these products has been executed effectively. In the context of globalization, it is essential for tourism businesses to prioritize not only profitability but also their environmental impact. The Lobby Ambassador serves as a vital link between the hotel and its guests, effectively communicating the sustainable initiatives of The Apurva Kempinski Bali. Given their frequent interactions with guests, Lobby Ambassadors are positioned to educate visitors about the hotel's sustainable offerings. This study highlights the importance of sustainability in the hospitality sector, aligning with contemporary consumer preferences for environmentally responsible practices. As travelers increasingly seek eco-friendly options, hotels that successfully integrate sustainability into their operations can enhance guest satisfaction and loyalty. Thus, the role of the Lobby Ambassador is not only significant in promoting sustainable products but also instrumental in fostering a deeper understanding among guests regarding their benefits, ultimately contributing to a more sustainable tourism experience.

Keywords: Sustainable Product, Lobby Ambassador, Hotel, Interest of Guest Visiting

Introduction

The tourism industry is witnessing a significant shift towards sustainable development on a global scale, as highlighted by Ahmed (2020) and the UNWTO (2021). This trend is particularly evident in Bali, Indonesia, a premier tourist destination renowned for its rich cultural heritage, stunning natural landscapes, and diverse culinary offerings. Tourism plays a crucial role in the economies of many nations, accounting for 83% of global exports and serving as a primary source of foreign exchange for at least 38% of countries. The growth of the tourism sector is reflected in the increasing number of hotels and tourism-related activities. However, this burgeoning growth has led to heightened competition within the hospitality industry, especially in Bali, where new hotel developments are emerging rapidly (Sari, 2019; Pforr, 2021).

The COVID-19 pandemic has dramatically impacted the tourism landscape in Bali, forcing the industry to adapt to new realities. The crisis has not only intensified competition but also disrupted normal operations within the hospitality sector, leading to a decline in guest visits. In response, hotels must innovate and develop new marketing strategies to remain competitive. One promising approach is the integration of sustainable products into their offerings. As environmental concerns become increasingly pressing, the hotel industry is recognizing the importance of adopting sustainable practices to minimize ecological footprints. Studies indicate that approximately 75% of environmental pollution from hotels stems from energy use, wastewater management, and emissions (Fabricia, 2016).

Sustainable products are defined as those that are environmentally friendly and can serve as viable alternatives for businesses looking to market their offerings (Ahidin, 2019). By embracing sustainability, hotels can enhance their profitability while contributing positively to society and the environment (Hanim, 2019; Golembiewski & Fieseler, 2020). An exemplary case is The Apurva Kempinski Bali, a five-star hotel located in Nusa Dua that has adopted eco-friendly practices across its operations. The hotel's "Unity in Diversity" campaign showcases Indonesian culture and aims to preserve local traditions while promoting sustainable tourism.

Bali navigates the challenges posed by the pandemic and increasing competition, the emphasis on sustainable tourism practices will be critical for fostering resilience within the hospitality sector. By leveraging local wisdom and promoting environmentally friendly initiatives, Bali can continue to thrive as a leading tourist destination while safeguarding its cultural and natural heritage for future generations.

Method

The research focuses on sustainable products at The Apurva Kempinski Bali, examining their alignment with the three pillars of sustainability: ecological, social, and economic. This study utilizes a structured questionnaire to gather data from hotel guests, aiming to assess the relationship between sustainable product offerings (independent variable, X) and visitor interest (dependent variable, Y). The selection of indicators is based on established sustainability principles, which are further divided into fourteen measurable aspects.

To determine an appropriate sample size, the methodology follows Malhotra's guideline, which suggests multiplying the number of variables by five. Given that there are 14 indicators,

the study will engage 70 respondents. Data collection methods include participatory observation, interviews, documentation analysis, and surveys. The questionnaire employs a five-point Likert scale ranging from "strongly agree" to "strongly disagree," facilitating nuanced responses regarding guest perceptions of sustainability.

The analysis will employ various statistical tests to ensure the reliability and validity of the findings. These include validity and reliability tests, classical assumption tests, simple linear regression analysis, T-tests, and determination coefficients. This comprehensive approach aims to provide insights into how sustainable practices at The Apurva Kempinski Bali influence guest interest and contribute to broader discussions on sustainability in the hospitality industry.

Result and Discussion

The implementation of Sustainable Products at The Apurva Kempinski Bali is as follows:

1) From the Aspect of Environment and Ecology.

The Apurva Kempinski Bali exemplifies a commitment to sustainability through its innovative architectural design and eco-friendly practices, significantly benefiting the environment. The resort's architecture draws inspiration from the five natural elements: water, earth, fire, air, and open elements. Water is prominently featured with pools that occupy nearly 20% of the hotel's area, enhancing both aesthetics and ecological balance. The hotel's cliffside location reflects the earth element, seamlessly integrating the structure into its natural surroundings. High ceilings in the lobby promote air circulation, while the use of torches at night symbolizes the fire element, further enriching the guest experience. Additionally, a unique initiative involves a small sculpture of a Bali starling, which serves as a reminder for guests to conserve water by only changing linens upon request. This thoughtful approach not only reduces water consumption but also highlights local biodiversity.

Furthering its sustainability efforts, The Apurva Kempinski Bali has launched a Rooftop Garden, utilizing hydroponic systems to grow fresh produce for its kitchens, thus minimizing reliance on external suppliers and reducing carbon footprints associated with food transport. The resort actively eliminates single-use plastics and engages in community support programs like 'Linens for Life' and 'Soap for Hope', which repurpose discarded linens into face masks and soap bars for local residents in need. These initiatives showcase the resort's holistic approach to luxury hospitality—merging opulence with environmental responsibility while fostering community engagement and cultural preservation.

2) From the Social Aspect

The integration of sustainable practices in hospitality, particularly at The Apurva Kempinski Bali, is exemplified through its Unity in Diversity Program and various initiatives that highlight local culture and community engagement. This program emphasizes Indonesia's rich cultural heritage by showcasing the distinct traditions of its five major islands: Sumatra, Java, Nusa Tenggara, Kalimantan, and Papua. Guests are welcomed with regional attire and traditional drinks, while restaurant menus feature dishes that reflect the diversity of Indonesian

cuisine, fostering an immersive cultural experience. Additionally, the hotel collaborates with local artists to create unique furnishings and clothing, thereby supporting the local economy and promoting artisanal craftsmanship.

Moreover, the Asha Boutique & Gallery serves as a dedicated outlet for local handicrafts, hosting exhibitions that promote Indonesian art and culture. This initiative not only provides a platform for local artisans but also educates guests about the significance of these crafts in preserving cultural identity. The Apurva Kempinski Bali further enhances guest experiences through programs like Awakening Cakra Spirit, which encourages guests to reconnect with their spiritual selves while engaging with local attractions²³. Collectively, these efforts demonstrate a commitment to sustainable tourism that respects and celebrates Indonesia's cultural diversity while fostering community development.

3) From the Economic Aspect

Sustainable products play a significant role in enhancing the economic performance of businesses, particularly in the hospitality sector. One effective application is the collaboration with local brands such as Botanical Essential, which offers a range of environmentally friendly personal and home care products made from natural ingredients. By partnering with such brands, hotels not only support local economies but also appeal to environmentally conscious consumers, thereby potentially increasing their market share.

Another impactful strategy is the implementation of automatic air conditioning systems throughout hotel facilities. This energy-efficient technology aims to reduce energy consumption—a critical factor considering that the hotel sector accounts for approximately 3% of national energy use, growing at a rate of 8.6% annually. By optimizing energy usage to meet guest needs without excess waste, hotels can significantly lower operational costs while enhancing guest comfort.

Additionally, the establishment of a Hydroponic Garden within hotel premises, as seen at The Apurva Kempinski Bali, exemplifies a commitment to sustainability. This initiative not only provides fresh produce for the hotel's culinary offerings but also aligns with broader sustainability goals by reducing food miles and promoting local agriculture. Such practices demonstrate that integrating sustainable methods can lead to improved financial performance, as evidenced by reports indicating that hotels adopting these strategies have seen revenue increases of up to 12% compared to traditional operations. Overall, these applications illustrate how

sustainability can drive economic benefits while fostering community support and environmental stewardship. As for the results of research that has been carried out using the help of the 25th version of the SPSS pro- gram.

1) Validity test

Validity is calculated by comparing the R-value of the results (correlated item-total correlation) with the r-table value. If $r \text{ results} > r \text{-table}$, it means that the statement is valid. If $r \text{ results} < r \text{ table}$ means the statement is declared invalid (Ghozali, 2018). Based on the number of respondents determined, it can be concluded that the value of r table used as a reference is 0.231. The table below is the result of testing the validity of sustainable products and asking for guest visits which can be seen from the following table:

Table 1. Validity Test Result

No	Variable	Indicator	Question Items	Correlation coefficient	Table r value (0,05)	Explanation	
1	Sustainable Product (X)	Ekology	X.1	0,810	0,231	Valid	
			X.2	0,618	0,231	Valid	
			Social	X.3	0,844	0,231	Valid
				X.4	0,811	0,231	Valid
		Ekonomic	X.5	0,799	0,231	Valid	
			X.6	0,831	0,231	Valid	
			X.7	0,796	0,231	Valid	
			X.8	0,850	0,231	Valid	
2	Guest Visit Interest (Y)		Y.1	0,901	0,231	Valid	
			Y.2	0,526	0,231	Valid	
			Y.3	0,778	0,231	Valid	
			Y.4	0,536	0,231	Valid	
			Y.5	0,827	0,231	Valid	
			Y.6	0,901	0,231	Valid	

it can be seen that all indicator variables in this study, namely sustainable product and interest in guest visits are valid because they have a correlation coefficient value of more than r table 0.231.

2) Reliability Test

According to the Cronbach alpha statistic, a research instrument is indicated to have adequate reliability if the Cronbach alpha coefficient is greater than or equal to 0.60 (Santoso, 2014); (Tavakol and Dennick, 2011). The test results show the Cronbach alpha value as follows.

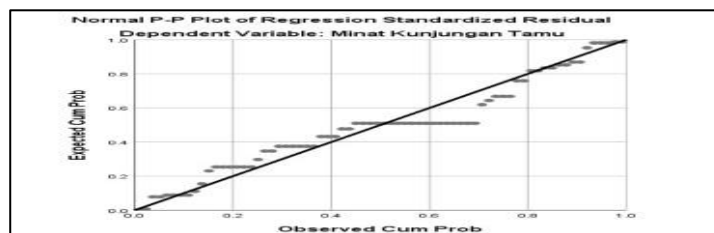
Tabel 2. Reliability Test Result

No	Variable	Cronbach's Alpha	Explanation
1	Sustainable Product (X)	0,917	Reliabel
2	Guest Visit Interest (Y)	0,843	Reliabel

3) Classic assumption test

- a. Normality Test. It is used to determine whether or not the normal distribution of data (Santoso, 2014).

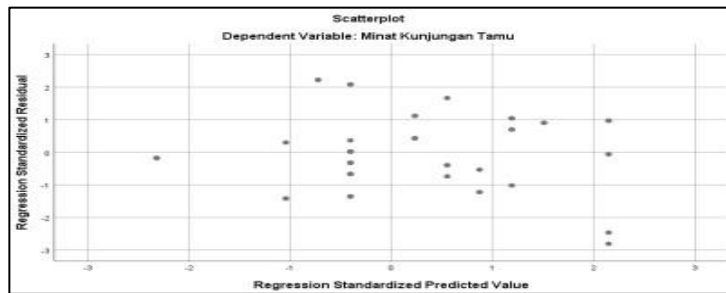
Testing the normality of the data distribution was carried out using the Standardized P-P Plot Regression Standardized.



Source: SPSS 25th
 Figure 1. Normality Test Result

it is seen that the dots spread around the diagonal line. Therefore, based on the normality test, regression analysis is feasible to use.

- b. Heteroscedasticity Test. The heteroscedasticity test in this study was carried out using the scatter plot graph test.



Source: SPSS 25th
 Figure 2. Heteroscedasticity Test

it can be seen that all data variables have a random distribution, the absence of a certain pattern on the scatter plot means that there is no heteroscedasticity in the regression model.

4) Simple Linear Regression Analysis

Table 3. Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	10.965	3.736		2.935	.005
	Sustainable Product	.405	.112	.402	3.624	.001

According to Sugiyono (2013) from the output value above, it can be seen that the significance value shows

0.001 < 0.05 or smaller than 0.05, so it can be concluded that the Sustainable Product (X) variable has a positive and significant effect on the Guest Visiting Interest variable (Y).

5) Partial Hypothesis Testing

The t-test was conducted to test whether the independent variable had a partial (individual) effect on the dependent variable. With a 95% confidence level ($\alpha = 5\%$). Determine the 95% confidence level; confidence level

$(\alpha) = 5\%$, right-hand side test of degrees of freedom

$(DF) = n - k - 1$

$DF = 70 - 2 - 1 = 67$

So, t table = 1.667. With a significance level of $0.00 < 0.05$. In the results above, it can be seen that the t -count value obtained $>$ from the t -table value that has been determined with a significance value < 0.05 indicates that H_0 is rejected and H_a is accepted, which means that the Role of Sustainable Products has a positive and significant effect on Guest Visiting Interest.

6) Coefficient of Determination

Table 4. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.273 ^a	.074	.061	5.98316

a. Predictors: (Constant), Sustainable Product

it can be seen that the value of R Square is 0.74 or 74%. This means that the ability of the independent variables in this study to affect the dependent variable by 74%, while the remaining 26% is explained by variables other than the independent variables in the study (Setiawan, 2015).

Conclusion

The implementation of sustainable products at The Apurva Kempinski Bali has proven to be a vital strategy in enhancing guest interest and satisfaction. In today's globalized tourism industry, it is essential for businesses to prioritize not only profitability but also their environmental impact. By effectively communicating the benefits of sustainable practices, particularly through the role of the Lobby Ambassador, the hotel can bridge the gap between its eco-friendly initiatives and guest awareness. This approach not only fosters a deeper connection with guests but also aligns with the growing consumer demand for transparency and sustainability in hospitality.

As travelers increasingly seek accommodations that reflect their values, hotels that prioritize sustainability can differentiate themselves in a competitive market. Research indicates that many guests are willing to pay a premium for eco-friendly options, highlighting a significant opportunity for increased revenue and customer loyalty. Furthermore, by integrating sustainability into their core operations and engaging guests in these initiatives, hotels can enhance the overall guest experience while contributing positively to the environment.

Ultimately, the success of sustainable practices at The Apurva Kempinski Bali exemplifies how aligning business operations with environmental stewardship not only attracts guests but also cultivates long-term loyalty and satisfaction. As awareness of climate

change continues to rise, hotels that embrace sustainability will likely thrive in an evolving landscape where responsible tourism is increasingly valued by consumers.

Reference

- [1] Ahidin, U. (2019). *Implementasi pemasaran berkelanjutan dalam rangka mendukung ekonomi berkelanjutan dan pembangunan berkelanjutan*. Universitas Pamulang. Abdou, A. H.,
- [2] Hassan, T. H., & El Dief, M. M. (2020). A description of green hotel practices and their role in achieving sustainable development. *Journal of Sustainable Tourism*, 28(10), 1-15.
- [3] da Rosa, F. S., & Silva, L. C. (2016). Environmental sustainability in hotels: Theoretical and methodological contribution. *Sustainable Development*, 24(5), 1-10.
- [4] Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program SPSS*. Semarang: Penerbit Undip.
- [5] Golembiewski, M., & Fieseler, C. (2020). The impact of sustainability on corporate social responsibility and business performance. *Journal of Business Ethics*, 162(3), 1-15.
- [6] Hanifah, H. N., Hidayati, N., & Mutiarni, R. (2019). Pengaruh produk ramah lingkungan/green product dan harga terhadap keputusan pembelian produk Tupperware. *Jurnal Ilmu dan Riset Akuntansi*, 8(2), 1-12.
- [7] Komala Sari, I. G. A. M. K., Yulianthi, A. D., & Sadguna, I. G. A. J. (2020). Faktor-faktor yang mempengaruhi keputusan wisatawan untuk menginap di green hotel di Kabupaten Badung Bali. *Jurnal Pariwisata*, 5(3), 1-10.
- [8] Indrawan, R., & Yaniawati, R. P. (2014). *Metodologi penelitian*. Bandung: PT. Refika Aditama. Santoso, S. (2014). *Statistik multivariat edisi revisi*. Jakarta: Elex Media Komputindo.
- [9] Setiawan, F., & Suryono, B. (2015). Pengaruh pertumbuhan perusahaan, profitabilitas, likuiditas, dan leverage terhadap opini audit going concern. *Jurnal Ilmu dan Riset Akuntansi*, 4(3), 1-15.
- [10] Sugiyono. (2013). *Metode penelitian kuantitatif, kualitatif dan R&D*. Bandung: Alfabeta. Pforr, C. (2021). Tourism destination management and sustainable development. *Journal of Hospitality and Tourism Management*, 46, 101-111.