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THE EFFECT OF EMPLOYEE WELFARE AND LEADERS' COMMITMENT ON GO GREEN EMPLOYEES' BEHAVIOR AT MEKKAH HOTEL, BANDA ACEH CITY

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ABSTRACT

The hotel industry around the world is currently increasing its awareness of environmental issues. Where environmental pollution caused by the hotel industry is energy, waste water, and smoke. The purpose of the study was to determine the level of employee welfare, leadership commitment and employee Go Green behavior carried out at the Mecca Hotel, Banda Aceh City. In this thesis research, quantitative is the main approach where the results obtained will be processed using statistics. In quantitative research methods, populations and samples become very urgent in collecting data, by determining the sample it will be easier for researchers to test the formulated hypothesis. From the results of the research that researchers can get that employee welfare has a significant influence on go green behavior because. Likewise, the leadership commitment from the results obtained from the table values. it can be said that employee welfare and leadership commitment have a significant influence on going green at the Mecca hotel in Banda Aceh.

KEYWORDS: Employee welfare, Leadership commitment, Go green.

1. INTRODUCTION

Human resources have a very important role in various industries, including industries engaged in the provision of services, such as the hotel industry. The hospitality industry is included in the tourism sector which is very dependent on the quality of the performance of its employees. Human resources are very important to determine the resilience of the industry in the tourism sector (Zopiatis, et. al, 2014).

The hotel industry is an industry that in its operational activities can endanger environmental sustainability. This is due to the very high level of consumption of energy, water, and non-durable goods. In Indonesia, based on a study from the Department for International Development (DFID) in March 2007

showed that greenhouse gas emissions from the waste sector reached 32-60 metric tons of carbon dioxide (CO₂). (Kementerian Pariwisata dan Ekonomi Kreatif, 2015).

Due to the increasing prevalence of environmental care among the community and the emergence of increasingly stringent environmental regulations, companies, including hotels, must change the form of business so that they can achieve. The hotel industry around the world today is increasingly showing its concern for environmental issues. Chen (2012) explained that 75% of the environmental pollution caused by the hotel industry is energy, waste water, and smoke.

Recognizing the increasingly important environmental issues, the hotel industry is now starting to consider environmental issues as part of the decision-making process, including for the operational sector. This trend is changing most organizations to be oriented towards the hotel industry that is both economically sound and environmentally sustainable. That is, the focus of the hotel industry is not only on the production process of goods and services, but also actively to be able to preserve the existence of the environment.

The concept of going green has actually started to develop since the 1970s in Europe, followed by the development of research related to the issue of green accounting in the 1980s. In developed countries such as those in Europe and Japan, attention to environmental issues is growing rapidly both in theory and practice. This is evidenced by the many regulations related to the environment (Ferianto, 2014).

Calls for being environmentally friendly or Go Green are getting more and more familiar. Even the echo is now starting to penetrate in various fields such as go green villages, go green schools and many more. One of the newest and starting to work in Indonesia is the Green Hotel. Some hotels are starting to apply the concept of environmentally friendly in their construction.

Based on the initial observations that the researchers made, the Mecca hotel in Banda Aceh is one of the luxury hotels. Where in terms of the facilities provided, it looks different from other ordinary hotels. In increasing the capacity of good service and making consumers comfortable, now the Mecca Banda Aceh hotel has begun to implement employee go green behavior so that the quality of the hotel is increasing. Because today the impact of environmental problems is increasingly diverse. Not a few of these problems are caused by the operating activities of business entities that ignore environmental sustainability. Environmental problems are generally focused on the manufacturing industry, while service industries such as the hotel industry are considered to have less impact on the environment than the manufacturing industry.

So, departing from this problem, the author is interested in wanting to study more deeply regarding the issue of going green for employees in hospitality. Where the research theme of this journal is "The influence of employee welfare and leadership commitment to the go green behavior of employees at the Mecca hotel in Banda Aceh".

2. LITERATURE REVIEW

Employees are one of the important pillars for every company. Employees need to be managed to stay productive. However, managing employees is not easy, because in addition to having skills, employees also have thoughts, feelings, status, desires and heterogeneous backgrounds and different conditions.

As explained by Diener (2013) in looking at employee's well-being, welfare is conceptualized as a concept that is developed globally and operated by including employee job satisfaction, family satisfaction and physical well-being as well as psychological well-being.

Employee welfare according to (Hasibuan, 2015) is "complementary remuneration (material and non-material) provided based on discretion. The goal is to maintain and improve the physical and mental conditions of employees so that their work productivity increases.

Commitment can be said to be the spearhead of the application of SAP to the Government because the core of implementing a regulation or policy is commitment, both from the leadership and from the individual or each worker in it. If the leadership has a strong commitment, then there are many ways that can be done so that SAP is implemented in accordance with the policy. Leadership commitment can be seen from several aspects, including leadership involvement, written SAP implementation policies, and policies that are socialized to all employees (Supriadi et al., 2018).

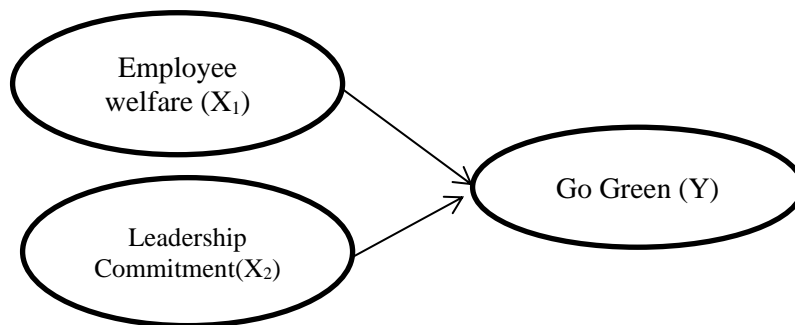
Go Green is a movement that pays attention to the state or environmental sustainability. This movement can be referred to as Environmentalism, a movement that seeks to uphold environmental conservation, restoration, and preserving the natural environment. Go Green comes from English which means to go green, and Go Green is often used as a public campaign (Tasripin Sartiyono, 2019).

In developing countries, this third component is very decisive, because in these countries the role of the state is very dominant and the role of the official bureaucratic apparatus has legal authority (jurisdiction) over general policies on the environment or those related to the environment (Paradigm). Movement, 2018).

3. DEA Model Methodology

The purpose of this study was to examine the effect of employee welfare and leadership commitment on go green behavior. Where in this study there are three variables, namely employee welfare (X₁), leadership commitment (X₂) and go green (Y) at the Mecca Hotel Banda Aceh which is located on Jl. Tgk Daud Beureueh, Bandar Baru, Kec. Kuta Alam, Banda Aceh City. The research was conducted through the distribution of questionnaires, at the Mecca Hotel Banda Aceh. Questionnaires were distributed to hotel employees, and a Likert scale (from 1 to 5) was used to create a list of questions.

The independent variable and the dependent variable are operational variables in this study. The independent variable is employee welfare (X₁) and leadership commitment (X₂) and go green behavior (Y) is the dependent variable. Based on the description of the problem and the background that has been submitted, the formulation of the problem and the study of the theory, the hypotheses in the research proposed are:



H₀: There is no significant effect of employee welfare (X₁) and leadership commitment (X₂) on go green behavior.

H_a: There is a significant effect of employee welfare (X₁) and leadership commitment (X₂) on go green behavior.

4. RESULTS AND DISCUSSION

Validity test

In this study, the validity test is to examine whether the questionnaire given is valid and can be given to employees of the Mecca hotel in Banda Aceh. To test the validity, the item score must be correlated with the total item score. The validity test in this study used the SPSS Statistic program and based on calculations it was found that all items on the questionnaire had $r_{count} > r_{table}$ which indicated that all questionnaire items were valid.

Reliability Test

To find out whether the questionnaire (measuring instrument) used in the study is consistent or not and repeated measurements can be made, the reliability test is used. Based on data processing, the reliability of the questionnaire for each variable is obtained by:

Tabel.1 Reliability Test

No	Variable	Item Variable	Nilai Alpha
1	Go Green (Y)	5	0,330
2	Employee welfare (X1)	5	0,191
3	Leadership Commitment (X2)	5	0,263

Multiple Linear Regression Analysis

To determine the effect of two variables or more than two variables on a dependent variable, multiple linear regression analysis was used. By using this multiple linear regression analysis, the researcher can determine whether or not there is an influence of the independent variable on employee welfare (X1) and leadership commitment (X2) on the behavior of going green (Y) at the Hotel Mecca Banda Aceh. To perform multiple linear analysis, this study uses the SPS Statistics program. Based on the calculation of linear regression analysis using SPS Statistics, the data obtained are:

Table 2. Variable Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	19,201	2,128		9,022	,000
1 Employee welfare	,146	,102	,153	1,436	,155
Leadership Commitment	,136	,098	,148	1,389	,168

a. Dependent Variable: Go Green

Based on the results of statistical calculations in the table. 2 above, then the multiple linear regression equation is obtained as follows:

$$Y = 19,201 + 0,146X_1 + 0,136X_2$$

The equations obtained from the results of data processing can be explained in more detail as follows:

1. Employee welfare regression coefficient (X1) is 0.146. This means that every 1% change (improvement, because of the + sign) in the employee welfare variable (X1), it will relatively affect the level of going green at the Mecca Hotel Banda Aceh
2. The regression coefficient value of leadership commitment (X2) is 0.136. This means that every 1% change (improvement, because of the + sign) in the price variable (X2), it will relatively affect the level of going green at the Hotel Mecca Banda Aceh.

T Uji test

To find out whether the hypothesis is rejected or accepted, in this study a T-test was carried out, besides the T-test was also used to examine and determine the effect of employee welfare on caring attitudes towards going green and the influence of leadership commitment on caring attitudes towards going green at the Mecca hotel in Banda Aceh. . Based on the t-test, the data obtained that the test results on the employee welfare variable (X1) on the go green level (Y) obtained a tcount value of 3.359 with a ttable value of 1.984. Then tcount 3.359 > from ttable 1.984, meaning that partially the variable has a significant effect to the level of go green at the Hotel Mecca Banda Aceh. while the test results on the leadership commitment variable (X2) on the go green level (Y) obtained a tcount value of 2.822 with a ttable value of 1.984 Then tcount 2.822 > from ttable 1.984, meaning that partially the leadership commitment variable affects the go green level at the Hotel Mecca Banda Aceh.

F Uji Test

Table 3. Hasil Perhitungan Uji F

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7.075	2	3.537	1.709	.000 ^b
Residual	180.081	87	2.070		
Total	187.156	89			

a. Dependent Variable: Go Green

b. Predictors: (Constant), Komitmen_Pimpinan, Kesejahteraan_Karyawan

Based on the calculation of the F test in table 3. Then the Fcount is 1.709 and the Ftable in the study is 3.10. Based on statistical testing, it was found that Fcount > Ftable. Based on this data, it can be said that H0 is rejected and H1 is accepted. Therefore, based on the rejection of H0 and the acceptance of H1, employee welfare and leadership commitment have a significant influence on the caring attitude of going green at the Mecca hotel in Banda Aceh City.

DISCUSSION

The hospitality industry sector must have an environmentally friendly attitude were going green is the main form of concern in the slogan of going green or caring about the surrounding environment related to nature. Based on the analysis of the data obtained and tested based on statistical data processing, it was found that employee welfare has an influence on caring attitudes towards going green. The results of this study are in line with research conducted by Panjaitan (2014). These results prove that even in the hotel sector, going green is a variable that consumers see before deciding to stay, recommend and pay more for hotels.

The results of the study indicate that employee welfare has an influence on go green behavior at the Mecca Hotel Banda Aceh. based on statistical tests that have been carried out tcount is 3.395 with a significant level of 0.072 tcount is more than ttable (3.359 > 1.990) so it can be seen that H0 in this study is supported, namely employee welfare has a positive and significant influence on go green behavior. The results of this study are in line with research conducted by (Sheena Fatima, et. al 2016). This can also be seen from the results of multiple linear regression analysis, where the regression results obtained from between variables, namely the employee welfare variable (X1) and the go green variable (Y). seen the results obtained that X1 is 0.146. This means that every 1% change (improvement, because of the + sign) in the employee welfare variable (X1), it will relatively affect the level of going green at the Hotel Mecca Banda Aceh.

CONCLUSIONS

Based on the discussion as well as the results of research analysis, and statistical testing, the conclusions obtained in this study are as follows:

1. Employee welfare affects the caring attitude of going green at the Mecca Hotel Banda Aceh. Where from the results of the ttable test of the employee welfare variable (X1) on the go green level (Y), the tcount value is 3.359 with a ttable value of 1.984. Then tcount is 3.359 < from ttable 1.984, with a high result of dat tcount. It can be understood that employee welfare affects going green.
2. Leadership commitment significantly influences the go green of Hotel Mecca Banda Aceh. This can be seen from the results of tcount for the leadership commitment variable (X2) to the level of going green (Y) obtained a tcount value of 2.822 with a t-table value of 1.984. Then tcount 2.822 > from ttable 1.984, thus leadership commitment has an influence on the attitude of caring about going green at the Hotel Mecca Banda Aceh.

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