Customer Participation in Implementation of Development CSR Hotel for Environmental Conservation

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Abstract: The hospitality industry sector has now implemented many CSR activities. But the development of CSR in the tourism sector, especially hotels, does not run as fast as other business sectors. Corporate social responsibility is an important thing that needs to be considered for the progress of a country. This study aims to determine the effect of hotel customer participation in developing CSR. The data used is sourced from the distribution of questionnaires and interviews to customers of the Lorin Solo Hotel and Sahid Jaya Solo Hotels. The results of the study indicate that hotel customer participation has a positive influence on hotel CSR development. This means that through the activities of Hotel CSR Development carried out it will have a good effect and make the image of the hotel become increasingly increasing and Micro Farmers as environmental conservation-based businesses become more empowered as partners of Hotels.

1 INTRODUCTION

Satisfaction with star-rated hotel services in Indonesia is still different. As for example three-star, four-star and five-star hotels in the Special Region of Yogyakarta have not provided maximum customer satisfaction. This is shown by the higher expectations of customers for personal contacts, supporting physical facilities and equipment than the performance perceived by customers (Maskuri Utomo, 2010).

Surakarta and its surrounding areas have quite a number of star hotels. One star hotels as many as 7 hotels, two star hotels as many as 10 hotels, three star hotels as many as 15 hotels, four star hotels as many as 5 hotels and five star hotels as many as 4 hotels. Of all the star hotels can accommodate 12,928 guests per day. The occupancy rate of hotel rooms in Surakarta in 2015 amounted to 39.73% and in 2016 amounted to 44.11%. From these data it can be seen that occupancy rates in this region are still low. This will also lead to fierce competition among star hotels in Surakarta.

Corporate social responsibility (CSR) is a concept that is still an interesting study material among academics and in the business world. This is inseparable from the differences in views between adherents of classical economic theory such as Adam Smith who views that the company is solely tasked with seeking profits. This opinion is also reinforced by Milton Friedman (1962) in his book entitled Capitalism and Freedom, essentially arguing that the only purpose of a company's social responsiveness is to maximize the company's income and wealth for its shareholders.

In the tourism sector, especially the hospitality industry, the development of this concept does not run as fast as in the business sector where business activities manage and utilize natural resources, such as mining. The field of hospitality services when viewed in an explanation Article 74 of the Company Law is not a business activity that utilizes natural resources but can be interpreted as a business activity that has an impact on the function of natural resource capabilities. This seems to make the hotel become not too urgent to implement CSR. If mining companies clearly must implement CSR because they use natural resources as a commodity to be traded. Hotels do not use natural resources as commodities, but have ever realized that hotels use water to run their businesses, even though water is only used as a complementary service for guests who stay overnight.

To win the competition in getting customers, the Hotel carries out various marketing efforts and other strategies. One of them is building an image through

CSR activities. In the perspective of environmental sustainability, clean water used by hotel customers must be efficient. The electrical energy used must also be economical. However, not many studies have been conducted to uncover hotel customers' perceptions of environmental preservation.

Hotels in Solo Raya have implemented CSR in the form of giving funds directly to the community. Activities carried out include school scholarships for children who live around the hotel, mass circumcision and so on. This activity is carried out in accordance with policies issued by the company and is incidental. Thus it can be seen that CSR carried out by hotels is still charity (Johny Subarkah, 2015).

The CSR activities of these hotels, especially Lorin, have been informed to customers and the public through the hotel internal news posted in the hotel lobby room and published through mass media with the slogan "From You Lorin to Share". So from this it builds a positive perception of the customers of hotel guests. Based on the aforementioned problems, this study focuses on how the activities of companies in community empowerment activities through corporate social responsibility have been implemented by hotels in Solo Raya, what are the keys to the success of the implementation of these activities and how the company's empowerment model can be used as an example by other companies or institutions. So the author takes the title of "Customer Participation in Implementation of Development CSR Hotel for Environmental Conservation."

2 STUDY OF LITERATURE

2.1 Community Participation

Participation is an activity of participation, participation or community involvement that is related to external circumstances only (Sastropoetro, 1995). Verhangen (1979) in Mardikanto (2003) states that, participation is a special form of interaction and communication related to division, namely authority, responsibility and benefits. Theodorson in Mardikanto (1994) argues that in the everyday sense, participation is the participation or involvement of someone (individual or citizen) in a particular activity.

According to Conyers (1991), there are three reasons why public participation has a very important character. First, community participation is a tool to obtain information about the conditions, needs, and attitudes of the community, without the presence of

development programs and projects to fail, the second reason is that the community will trust development projects or programs if they feel involved in the preparation and planning process. because people will know the ins and outs of the project and will have a sense of belonging. The third reason that encourages the existence of public participation in many countries because of the perception that it is a democratic right if the community is involved in the development of their own society.

Slamet (1993) distinguishes between levels of participation, namely participation in the planning stage, participation in the implementation stage, participation in the utilization stage. Participation in the planning stage is the highest level measured by the degree of involvement. In the planning stage, people are invited to participate in making decisions that include formulating goals, intentions and targets. One of the new development planning methodologies is recognizing the existence of different capabilities of each community group in their control and dependence on the sources that can be achieved in their environmental systems. Knowledge of technical planners from above is generally very deep. Because of this situation, the role of the community itself is ultimately the one who wants to make the final choice because they will bear their lives. Therefore, the planning system must be designed in accordance with the response of the community, not only because of their involvement which is so essential in achieving commitment, but because the community has relevant information that cannot be reached by the supervisor's technical planning (Slamet, 1993); 3) the stage of participation in the implementation of activities. Community participation in empowerment through corporate social responsibility, is often interpreted as the participation of many people to voluntarily contribute their labor in development activities.

Increasing community participation in empowerment through corporate social responsibility is by changing attitudes, behavior and status. According to Sumodiningrat (1996), to achieve empowerment can be sought by 1) creating a climate or atmosphere that allows its potential to develop; 2) strengthen the potential that has been owned; 3) protect and prevent the weak from becoming weak; 4) through practical training directly through the learning process.

2.2 Corporate Social Responsibility

Corporate social responsibility is defined as a business commitment to contribute to sustainable

economic development, through collaboration with employees and representatives, families, local communities and the general public to improve the quality of life in ways that benefit both the business and the nation's development (Ambadar , 2008). The concept of Corporate Social Responsibility involves the responsibility of partnerships between government, community resource institutions, and local (local) communities.

Elkington (1970) has stated the concept of CSR in three focus namely Profit, Planet and People or (3P), which is known as the triple bottom line. The synergy of these three elements is the key to the concept of sustainable development. CSR is a commitment of the business community to contribute to sustainable economic development in collaboration with workers, local communities and with the wider community, to improve the quality of life in ways that benefit both sides.

Business strategy in CSR has a common understanding of the concept of social marketing (social marketing). According to Susanto (1990), social marketing is a design, implementation, and control of programs that have been calculated to influence the acceptance of social ideas and include considerations regarding product design, aspects of price, communication, and marketing research.

The basis of the concept of corporate citizenship is the implementation of CSR that is tailored to the context of the rights and obligations in which the company operates, where the basis of the implementation of corporate citizenship activities is part of CSR that is carried out simultaneously with company compliance with the laws and regulations where the company operates by implementing legal responsibilities (Carroll, 1998).

World Business Council For Sustainable Development in New York in (2005), an important declaration agreed that corporate social responsibility is a manifestation of the commitment of the business world to help the United Nations (UN) in realizing the Millennium Development Goalds (MDGs). The main goal of the MDGs is to halve poverty and hunger in 2015. It is appropriate to note that the MDG goals are clearly very difficult, given the growth of the business world continues to increase, but poverty is increasing.

According to Guidance on Social Responsibility also provides a definition of social responsibility. Although international standard social responsibility guidelines were set in 2011, social responsibility guidelines are used as references. According to the International Standard Organization (ISO) 26000, social responsibility is 1) an organization's social responsibility for the impacts of organizational

decisions and activities on society and the environment that are manifested in the form of transparent and ethical behavior that is in line with sustainable development and public welfare; 2) considering stakeholder expectations, in line with established laws and international behavioral norms; 3) and integrated with the organization as a whole.

In the International Standard Organization (ISO) 26000 there is no specific provision of requirements, but only different guidelines and instructions on how to overcome social responsibility problems in certain regions. This means that according to norms the organization cannot guarantee. However, the standard is useful for all types of organizations, for small, medium or large businesses, for state or local governments, both for profit organizations and or for non-profit organizations. While one of the contents of the International Standard Organization (ISO) 26000 will help organizations, regardless of the size of the organization, socially responsible behavior. the organization will be trained in its implementation.

In 2011. the presentation of the International Standard Organization (ISO) 26000 in the Croatian country. In ISO 26000, social responsibility includes 7 (seven) main issues, namely 1) community development; 2) consumers; 3) healthy institutional activities; 4) environment; 5) employment; 6) human rights; 7) government organizations.

The basic principles of social responsibility according to ISO 26000 which are the basis of implementation that animates or becomes information in making decisions and social responsibility activities include 1) compliance with the law; 2) respect for instruments / international bodies; 3) respect stakeholders and their interests; 4) accountability; 5) transparency; 6) ethical behavior; 7) take preventive measures; 8) respect the basics of human rights. While the definition of social responsibility is as follows:

"Responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behavior that contributes to sustainable development, health and the welfare of society; takes into account the expectations of stakeholders; is in compliance with applicable law and consistent with international norms of behavior; and is integrated throughout the organization and practiced in its relationships."

Community empowerment can also be interpreted as 1) advisory work; 2) vulgarization or explanation / notification as it is (Roling, 1983) and 3) mobilization, imitation and awareness (Freire, 1973). As agents of information dissemination, empowerment must not only wait for the flow of

information from sources of information (researchers, information centers, government institutions, media, and companies) but must actively hunt for information that is useful and or needed by the people who are their clients. In this relationship, empowerment must optimize the use of all available resources and all media / information channels that can be used such as newspapers, radio, television, mass media, banners and the internet so that they are not left behind and are still believed to be "new" information sources by the community.

Implementers of community empowerment must be active in filtering information provided or obtained by their clients from other sources, both concerning policies, products, methods, behavioral values and public perceptions. This is important, because in addition to empowerment activities, communities often also obtain information and innovations from other sources both from government officials, producers / business people, mass media, non-governmental organizations, universities that are not always "right" and useful / benefit the community. Therefore, experience shows, information that comes from "outside" is often more oriented to "outside interests" and there may be many hidden interests compared to its alignments to the interests of the people who are their clients (Mardikanto, 2010).

The implementation of community empowerment by companies needs to pay more attention to information from the community itself both in the form of "traditional wisdom" and "independent technology". This is important, because information originating from within, besides being tested by time, is often also more in line with local conditions, both in terms of technical, economic, social / cultural conditions, and conformity with the needs of local community development (Mardikanto, 2009) .

The importance of information concerning the political rights of the community, in addition to technological innovations, policies, management, and work programs. This is important, because those who carry out activities and improve the welfare of the community are often very dependent on political will and decisions (Mardikanto, 2010). Whereas according to Hadi (2001), there are four communication models used in public communication, namely 1) publicity models that emphasize one-way message patterns from sources to the public, without paying too much attention to the correctness of the information delivered; 2) a one-way model of public information, but has emphasized the truth of information. This model views the public as a rational target and when given enough correct and complete information, it will bring the right

decisions on an issue; 3) two-way two-way asymmetric model by trying to capture feedback from the public. This model considers it important to know the public's position on the issue. Submission of messages using the principle of persuasion in an effort to obtain public support; 4) a co-orientation model that changes the orientation of the public to the company and illustrates that the company and its public together adjust perceptions about an idea or attitude. The use of a participatory model can also be used in public communication with a bottom up approach.

2.3 Understanding Green Hotels

In the encyclopedia dictionary, Green Hotel is a hotel or accommodation that is built by taking into account the environment in which the hotel is built to minimize its impact on the environment. The characteristics of the green hotel itself are:

1. Housekeeping uses a non-toxic cleaning tool.
2. Linen, pillows and mattresses use 100% organic cotton.
3. A smoke free environment.
4. Using renewable energy such as wind and solarcell.
5. Soaps and amenites are made from organic materials.
6. Using natural light so that it saves electricity.
7. Using energy-efficient vehicles in a hotel environment.
8. Serving organic food from the local area.
9. Using a reusable cutlery.
10. Waste water treatment from the bathroom, kitchen and laundry to water the garden.
11. Newspapers from recycled materials.

According to the Minister of Tourism and Creative Economy (Menparenkraf) at the 2011 National Green Hotel Award, Green Hotel is a hotel that applies environmental care and sustainable tourism development. There are three fundamental reasons for implementing Green Hotels in the tourism industry in Indonesia, namely:

1. The tourism industry such as hotels should be able to participate in eliminating the dangers of climate change due to global warming by reducing carbon emissions, saving energy, conserving water, and using environmentally friendly materials.
2. Hotels that save energy such as electricity, water and fuel apparently aim to save on hotel operational expenses.
3. Demands from the public so that business actors participate in energy savings and environmental care.

There are 10 assessment criteria in the Green Hotel Award 2013 which include land use, energy use, water conservation, environmentally friendly materials, air quality, waste management, green purchasing, hotel management, food management and corporate social responsibility (CSR).

In the ASEAN Tourism Standards, understanding Green Hotel is a hotel that is environmentally friendly and uses renewable energy. The criteria that make the hotel called 'green' are:

1   In the operational and maintenance stages, it rests on a strategy that is environmentally friendly.
2   Using products that are environmentally friendly.
3   There is a concern for the hotel to the surrounding community.
4   Human resources who understand and care about the environment.
5   Waste management.
6   Energy efficiency.
7   Water efficiency.
8   Indoor air quality.
9   Noise control.
10 Waste water treatment.
11 Use of non-toxic materials.

From the explanation above, it can be concluded that the Green Hotel is a hotel design that synergizes the tourism and ecological sectors in line with the concept of green architecture with an emphasis on energy efficiency.

3   METHODOLOGY

This study uses a qualitative descriptive approach and constructivism paradigm. The research was conducted in Surakarta, precisely in 2 star hotels, namely: Lorin Solo Hotel and Sahid Jaya Surakarta Hotel. Respondents in this study were the customers of the two hotels. Data is collected through questionnaires and semi-structured interviews face-to-face or by telephone and e-mail.

4   DISCUSSION

Customer Participation The hotel is described in 4 (four) aspects, namely participation in funding, participation in providing goods, participation in providing knowledge, participation in monitoring the program. Participation is measured through 5 indicators, namely the frequency of providing assistance for the development of a hotel CSR program, the assistance submitted for the development of a hotel CSR program is sufficiently adequate, participating in providing information about assistance for developing hotel CSR programs to other customers, participating in persuading other customers about providing assistance for the development of hotel CSR programs, and participating in inviting other customers about providing assistance for the development of hotel CSR programs. From the results of the analysis, it is known that the participation indicators of funding for the development of hotel CSR programs have the highest average value, which is equal to 4.11. This provides an explanation that the provision of financial assistance is an important part of the development of CSR.

The CSR Development variables in this study are described in two aspects, namely environment and social. Environmental aspects are measured through 4 (four) indicators, namely Knowing the development of hotel CSR program funding for micro-businesses from year to year, Knowing the allocation of funds for hotel CSR programs for micro-businesses from year to year, Knowing the development of goods for hotel CSR programs for businesses micro from year to year, Knowing the development of knowledge provision for micro businesses from year to year, Knowing the development of the amount of material / environmental themes related to activities carried out by micro businesses from the year and Knowing the development of reducing waste formation at the source, specifically sourced from laundry / laundry.

The effect of customer participation on the development of CSR proved to have a positive effect on the development of hotel CSR. This shows that the achievement of CSR development of a hotel is highly dependent on customer participation by the hotel. Positive influence arises because customer participation is oriented towards giving funds, participation in providing goods, participation in providing knowledge and participation in monitoring the program. Thus, customer participation has a positive impact on the development of CSR in Indonesia. When viewed from each of the indicators that shape hotel customer participation developed based on the opinion of Theodorson in Mardikanto (1994) which influences the development of hotels, the following indicators provide and, towards the development of CSR hotels in Indonesia.

Thus to improve the development of CSR, the hotel must have good customer participation. This participation includes participation in providing funds, participation in providing goods, participation

in providing knowledge and participation in monitoring the program.

Based on the description, it can be concluded that Hotel Customer Participation will have an impact on the Development of CSR Hotels for Environmental Conservation. The results of this study prove the existence of a positive relationship between Customer Participation and CSR Hotel Development for Environmental Conservation. Higher participation by customers will enhance the development of CSR hotels for environmental conservation.

5 CONCLUSION

Hotel Customer Participation has a positive influence on Hotel CSR Development. Customer involvement in the implementation of hotel CSR development has proven to be effective, so that it has an impact on the empowerment of smallholder micro enterprises through factors such as; financial assistance, goods assistance, knowledge assistance and monitoring assistance as hotel partners based on environmental conservation.

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