UNDERGRADUATE THESIS

THE IMPLEMENTATION OF GREEN TRAINING TO IMPROVE EMPLOYEES' PRO ENVIRONMENTAL BEHAVIOR AT HYATT REGENCY BALI



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TOURISM DEPARTMENT POLITEKNIK NEGERI BALI BADUNG 2023

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This undergraduate thesis is submitted as one of the requirements to earn Applied Bachelor's Degree in Tourism Management Study Program in Politeknik Negeri Bali



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It has been realized that there is a lot of mistake and error in this thesis. This thesis still needs some critics and suggestions for improvement. And the writer hopes this thesis will be helpful and could be able to give any input or knowledge to the reader, especially for the student in Politeknik Negeri Bali at Tourism Department.



ABSTRACT

Sebayang, Geralda. (2023). The Implementation of Green Training to Improve Employees' Pro-Environmental Behavior at Hyatt Regency Bali. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This thesis has been approved and checked by Supervisor I: Dr. Drs. I Ketut Sutama, MA and Supervisor II: Dr. dr. I Gusti Made Wendri, M. Par.

Key words: Green Training, Green Human Resources Management, Employees' Pro-Environmental Behavior.

This study aims to determine the implementation of Green Training and analyse the influence of Green Training to improve Employees' Pro-Environmental Behavior at Hyatt regency Bali. The data collection method used is by conducting observations, interviews, questionnaires, documentation and literature studies. To analyse the data of this study using mixed methods with analysis techniques using simple linear regression and processed through the SPSS V.26. The population in this study were all employees who worked at Hyatt Regency Bali, with a total of 384 employees. Using the Slovin formula and the proportional stratified random sampling method, the number of samples that became respondents in this study was 79. The results of this study indicate that the implementation of green training by Hyatt Regency Bali is effective to improve employees' pro-environmental behavior. Based on the simple linear regression analysis used for the coefficient of determination, it shows a value of 0,548, which means that Green Training contributes 54,8% to Employees' Pro-Environmental Behavior. Based on the results of the t-test that has been carried out, it is concluded that the Green Training variable partially has a positive influence on Employees' Pro-Environmental Behavior at Hyatt regency Bali. Based on the indicators of green training it is stated that each indicator has its role in supporting employees' pro-environmental behavior. If each of these indicators is applied optimally, it will have a good impact on employees' pro-environmental behavior at Hyatt regency Bali.

ABSTRAK

Sebayang, Geralda. (2023). The Implementation of Green Training to Improve Employees' Pro-Environmental Behavior at Hyatt Regency Bali. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dr. Drs. I Ketut Sutama, MA dan Pembimbing II: Dr. Dra. I Gusti Made Wendri, M.Par.

Kata Kunci: Green Training, Green Human Resources Management, Employees' Pro-Environmental Behavior

Penelitian ini bertujuan untuk mengetahui implementasi Green Training dan menganalisis pengaruh Green Training untuk meningkatkan perilaku prolingkungan karyawan di Hyatt regency Bali. Metode pengumpulan data yang digunakan adalah dengan melakukan observasi, wawancara, kuesioner, dokumentasi dan studi kepustakaan. Untuk menganalisis data penelitian ini menggunakan metode penelitian kombinasi dengan teknik analisis menggunakan regresi linier sederhana yang diolah melalui program SPSS V.26. Populasi dalam penelitian ini adalah seluruh karyawan yang bekerja di Hyatt Regency Bali berjumlah 384 karyawan. Dengan menggunakan rumus Slovin dan metode proportional stratified random sampling, maka jumlah sampel yang menjadi responden dalam penelitian ini adalah 79 orang. Hasil penelitian ini menunjukkan bahwa implementasi green training yang diterapkan oleh Hyatt Regency Bali efektif dalam meningkatkan perilaku pro-lingkungan karyawan. Berdasarkan analisis regresi linier sederhana yang digunakan pada koefisien determinasi menunjukkan nilai sebesar 0,548 yang berarti bahwa Green Training memberikan kontribusi dalam mempengaruhi perilaku pro-lingkungan karyawan sebesar 54,8%. Selain itu, berdasarkan hasil uji t yang telah dilakukan, disimpulkan bahwa variabel Green Training secara parsial memiliki pengaruh positif terhadap perilaku prolingkungan karyawan. Berdasarkan indikator pada Green Training menyatakan bahwa setiap indikator memiliki peranan masing-masing dalam meningkatkan perilaku pro-lingkungan karyawan. Jika masing-masing indikator tersebut diterapkan secara maksimal maka memberikan dampak yang baik terhadap perilaku pro-lingkungan karyawan.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

The hospitality industry is a part of the tourism sector and has a significant contribution to the growth of the tourism sector. The tourism sector which includes the hospitality industry has continued to grow and diversify, making it one of the fastest-growing economic sectors in the world. The growth of the hospitality industry as one of the major global sectors has a significant impact on the environment. This is evident from the fact that hospitality has been particularly recognized as one of the industries with the highest energy consumption. And due to the nature of their operations, hotels consume a significant number of resources and generate excessive quantities of waste, thus leading to an undesirable carbon footprint (Farooq et al., 2022). The potential for environmental harm will increase with the development of the hotel industry because resources will be used more intensively and the waste produced by hotels will pollute the environment.

The impact of the hotel business activities that can cause damage to the environment resulted in an increase in the preservation of the natural environment awareness. Nowadays, adopting environmental policies and programs to protect the environment became a core pillar in many hotels to deal with environmental issues. The purpose of tourism activities to preserve the environment is mentioned in the Law of the Republic of Indonesia No.10/2009 concerning tourism stated that one of the principles of implementing tourism is preserving nature and the environment so that every tourism entrepreneur and tourist is obliged to maintain the

environment in order to maintain health, cleanliness, beauty, and sustainability. Implementing environmentally friendly practices provides organizations a competitive advantage, affects employee performance, fosters a green culture, and increases customer satisfaction, and as a result of reducing resource and energy waste, businesses' financial performance will also improve.

Green Human Resources Management (GHRM) is regarded as one of the most significant aspects of an organization that has implemented environmentally friendly practices. Green Human Resources Management (GHRM) is also one of the major strategies used by hotels to minimize the potential harm to the environment that they may cause, and also make it easier to implement green policies and strategies through its various practices that have an impact on the environmental performance of the company as a whole. Green Human Resources Management (GHRM) practices are defined as an organization's commitment to environmental protection, and they include a variety of Human Resources Management practices that are all focused on the ecosystem's instability and the ecological repercussions of an organization's economic activity (Nisar et al., 2021). Reduced resource waste, energy use, and garbage generation are just a few of the numerous effects of Green Human Resources Management (GHRM), which also involves educating employees and customers about the importance of environmental preservation. Additionally, it affects employee behavior and fosters emotional organizational commitment, which boosts employee loyalty to the company and positive perceptions, motivating them to make outstanding performance. In other words, the benefit of adopting Green Human Resources

Management practices in hotels is not only to achieve the goal of profit but includes protecting the environment and increasing green human capital.

Among Green Human Resources Management (GHRM) practices, green training is one of the important aspects that is needed in creating green employees who will support the organization's environmentally friendly policies in order to support achieving sustainable environmental goals. Regarding Green Human Resources Management (GHRM) practices, employees are provided with green training including the needed information, skills, attitudes, and behaviors concerning environmental practices to meet the hotels' environmental targets through increasing employees' awareness of environmental standards, issues and solutions and encouraging them to adopt proactive attitudes and behaviors in the workplace and can enhance environmental awareness among employee and increase their sensitivity to environmental problems (Abuelhassan & Elsayed, 2020).

Hyatt Regency Bali is one of the hotels that has implemented environmentally friendly practices. Hyatt Regency Bali is committed to environmental action with a focus on climate change and water conservation, waste and circularity, responsible sourcing, and thriving destinations. As a global hospitality company serving the community, this commitment is carried out to run its business to create a more sustainable future for the benefit of all parties involved. The environmentally friendly practice is disseminated to employees through green training to improve pro-environmental behavior such as increasing employee awareness and knowledge of environmental issues, building a positive attitude, and taking a proactive

approach to environmental issues. However, there are still problems where some employees do not apply pro-environmental behavior in carrying out their daily activities.

Based on the description above, the writer is interested in conducting a study about the relationship between green training and employee pro-environmental behavior. This study aims to know how the implementation of green training impacts employees' pro-environmental behavior.

1.2 Problems Statements

Based on the description of the background above, the writer formulated the main issues used as the problem as follows:

- 1. How is the implementation of green training at the Hyatt Regency Bali hotel?
- 2. How does green training influence the employees' pro-environmental behavior at the Hyatt Regency Bali hotel?

1.3 Research Objectives

Based on the problem identification above, the purpose of this study is as follows:

- 1. To describe the implementation of green training at the Hyatt Regency Bali hotel
- 2. To analyze the influences of green training on employees' pro-environmental behavior at the Hyatt Regency Bali hotel.

1.4 Research Significance

This research is expected to provide benefits both theoretically and practically. The benefits to be obtained in this study are as follows:

1.4.1 Theoritical Significances

This study is expected to support other studies theoretically by providing additional information regarding Green Human Resources Management, especially green training practices.

1.4.2 Practical Significances

1. Benefits for Student

For students, it is hoped that this research can provide new knowledge regarding the implementation of green training to improve employees' proenvironmental behavior.

2. Benefits for Politeknik Negeri Bali

This research is expected to be additional information for the student of Politeknik Negeri Bali particularly be the information source for the student in The Tourism Department regarding the sustainability development in the implementation of green training to improve employees' pro-environmental behavior.

3. Benefits for The Company

The result of this study is expected to be useful for Hyatt Regency Bali, especially in the Human Resources Department in evaluating green training practices which can influence employees' pro-environmental behavior.

1.5 Limitations and Scope of Problems

This type of research is a mixed method which is a research method that combines two methods between the quantitative method and the qualitative method to be used together in a research activity, in order to obtain data that is more comprehensive, valid, reliable, and objective. In this study, there are green training as the independent variable and employee pro-environmental behavior as the dependent variable. The indicators of green training are 1) Conducting a number of trainings on the environment for all employees, 2) Every employee has the same opportunity to be trained on environmental issues, 3) Training on the environment is used effectively by all employees, 4) Conduct an evaluation of employee performance after environmental training. And, the indicators of employee proenvironmental behavior are 1) Energy Conservation, 2) Water Saving, and 3) Waste Reduction.

To analyze the independent variable (X) on the dependent variable (Y), this study uses a simple linear regression analysis technique, with this technique a hypothesis can be tested which states that there is a partial and simultaneous effect between the independent variables on the dependent variable.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of the research already explain on chapter IV about the implementation of green training to improve employees' pro-environmental behavior can be concluded, as follows:

1. The implementation of green training is a kind of training that focus on environmental awareness to raise employees' environmental awareness, knowledge, and skills related to the environment. The training program conducted by the Human Resources Department at Hyatt Regency Bali is carried out to support the "World of Hyatt" campaign, which talks about Hyatt's commitment to advancing environmental action that focuses on climate change and water conservation, waste and circularity, responsible sourcing, and thriving destinations. Based on the results of interviews with the Learning and Development Manager at Hyatt Regency Bali, it can be concluded that Hyatt Regency Bali has implemented Green Training, which can be seen by the training in the form of Environmental sustainability training, where this training emphasizes the employees about the importance of education, awareness, and engagement in order to encourage a sustainable mindset and behavior. And also, there is food waste training, where the purpose of this training is to increase awareness about food waste and provide the employees with the knowledge and skills to reduce food waste. Human Resources Department at Hyatt Regency Bali also provides training in the form of flyers or educational videos that

discuss one topic regarding environmental issues and this content will be shared online to all employees. In addition, Human Resources Department conducts training activity that involves employees directly participating in environmental conservation actions through beach cleaning activity.

2. Based on the research results, it is known that the influence of implementing green training in increasing employees' pro-environmental behavior at the Hyatt Regency Bali has a positive and significant contribution to supporting employees' pro-environmental behavior. This can be seen by the result of the tcount is 9.669 which means that it is more than the value t-table which is 1,668, and the significant value is 0.000 which is less than 0.05, which means that there is a positive and significant influence between Green Training and Employees' Pro-Environmental Behavior. The results of the coefficient of determination by looking at the R Square score explain that the green training variable contributed 54.8% to the employees' pro-environmental behavior variable, while the remaining 45.2% (100%-54.8%) was explained by other variables that are not used in this study. Some indicators of green training such as conducting several trainings on the environment for all employees, every employee having the same opportunity to be trained on environmental issues, training on the environment is used effectively by all employees, conducting an evaluation of employee performance after environmental training, the topics covered in environmental training sessions are suitable and current for the activities of the company, and the content of the environmental training is determined through a systematic analysis of training needs, stated that each indicator has its role to

support employees' pro-environmental behavior at Hyatt Regency Bali and if all indicators from green training are implemented, it can increase employees' pro-environmental behavior.

5.2 Suggestion

Based on the result of the research, discussion, and conclusion that have been described, some suggestions are given to the management of Hyatt Regency Bali and the other researcher.

- 1. With the positive influence of green training in increasing employees' proenvironmental behavior at Hyatt Regency Bali, the company needs to maintain and improve the implementation of green training so that it can continue to improve employees' pro-environmental behavior. Green training should be an ongoing process, not a one-time event. Provide opportunities for employees to engage in continuous learning and encourage them to stay updated on emerging sustainability trends and best practices. And also, Human Resources at Hyatt Regency Bali must be able to provide a variety of training so that the problem of lack of awareness of employees in carrying out environmental practices can be overcome.
- 2. The Human Resources Department must provide strict sanctions to employees who disobey environmental practices. Every violation committed by an employee must be reported to the head of the department in a briefing so that the employee receives a warning from their leader. This is done so that every violation of environmental practice is not only carried out by Human Resources, but every Head of Department also has the duty to give a warning, to address

and correct the employee's behavior or actions that are not in alignment with the organization's environmental practices and with the hope that the employee will understand the seriousness of the matter and take corrective actions to avoid further problems. And also, Human Resources must blast every head of the department or any leader to implement pro-environmental behavior because leaders play a vital role in shaping the culture and pro-environmental behavior within an organization. When leaders consistently demonstrate pro-environmental behavior, it sets a positive example for others to follow. With the hope that employees are more engaged and motivated when they see their leaders contribute to environmental protection.

3. The author also provides suggestions to future researchers so that future researchers add research variables that are not in this study so that the picture of the research results is broader. It is better to analyze the other factors of green training or maybe the factor outside the green training that can increase the employees' pro-environmental behavior.

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