

UNDERGRADUATE THESIS

**IMPLEMENTATION OF GREEN PURCHASING
IN IMPROVING ENVIRONMENTAL AWARENESS
AT THE TRANS RESORT BALI**



POLITEKNIK NEGERI BALI

Kadek Ayu Widya Santi

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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**This research undergraduate thesis is submitted as one of the requirements
to earn an Applied Bachelor's Degree in Tourism Business Management
Study Program in Politeknik Negeri Bali**



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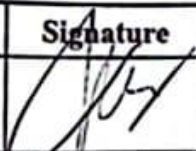
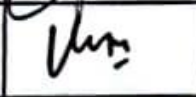
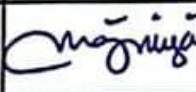
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Kadek Ayu Widya Santi

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This thesis is still not perfect, this thesis expects criticism and suggestions to make this thesis better so that it can be useful for many people.

Writer

Kadek Ayu Widya Santi



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ABSTRACT

Ayu Widya Santi, Kadek. (2024). Implementation of Green Purchasing in Improving Environmental Awareness at The Trans Resort Bali. Undergraduate Thesis: Tourism Business Management Tourism Management, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si, and Supervisor II: Dr. Drs. I Ketut Utama, MA.

Keywords: green purchasing, environmental awareness, hotel, supplier.

This research focuses on implementing green purchasing at The Trans Resort Bali and analyzing how green purchasing influences increasing environmental awareness at The Trans Resort Bali. Data analyses in this research namely descriptive statistics and descriptive qualitative. Descriptive statistics were carried out by distributing questionnaires to 15 respondents in each department at The Trans Resort Bali regarding the implementation of green purchasing in each department at the hotel. Meanwhile, descriptive qualitative was carried out through interviews with informants, participant observation, documentation, and literature study. The results of this research show that the implementation of green purchasing reached a total of 84% which is categorized as very high. This score comes from supplier selection with an average score of 83% which is categorized as very high and 3R (reduce, reuse, and recycle) 85% which is also categorized as very high. These results show that the implementation of green purchasing has been implemented very well at The Trans Resort Bali. This research also shows that implementing green purchasing supports increasing environmental awareness at The Trans Resort Bali, where the dimensions of green purchasing and environmental awareness are related to each other. Namely, supplier selection is related to motivation and knowledge and the 3Rs (reduce, reuse, and recycle) are related to skills.

ABSTRAK

Ayu Widya Santi, Kadek. (2024). *Implementation of Green Purchasing in Improving Environmental Awareness at The Trans Resort Bali*. Skripsi: Tourism Business Management Tourism Management, Politeknik Negeri Bali.

Skripsi ini sudah disetujui dan diperiksa oleh Pembimbing I: I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si, dan Pembimbing II: Dr. Drs. I Ketut Sutarna, MA

Kata kunci: *green purchasing, environmental awareness, supplier, hotel*.

Penelitian ini berfokus pada pengimplementasian pembelian hijau (*green purchasing*) di The Trans Resort Bali dan menganalisis bagaimana pembelian hijau berpengaruh terhadap meningkatkan kesadaran lingkungan (*environmental awareness*) di The Trans Resort Bali. Teknik analisis pada penelitian ini, yaitu statistik deskriptif dan kualitatif deskriptif. Statistik deskriptif dilakukan dengan menyebarkan kuisioner kepada 15 responden di setiap departemen di The Trans Resort Bali terkait pengimplementasian *green purchasing* di setiap departemen di hotel. Sedangkan kualitatif deskriptif dilakukan dengan melalui wawancara dengan informan, observasi partisipan, dokumentasi, dan studi pustaka. Hasil dari penelitian ini menunjukkan bahwa, penerapan *green purchasing* mencapai total 84% yang dikategorikan sangat tinggi. Skor tersebut berasal dari pemilihan pemasok dengan skor rata-rata 83% yang dikategorikan sangat tinggi dan 3R (*reduce, reuse, dan recycle*) 85% yang juga dikategorikan sangat tinggi. Hasil ini menunjukkan bahwa penerapan *green purchasing* sudah sangat dilaksanakan dengan baik di The Trans Resort Bali. Penelitian ini juga menunjukkan hasil bahwa pengimplementasian *green purchasing* mendukung peningkatan kesadaran lingkungan di The Trans Resort Bali, dimana dimensi dari *green purchasing* dan *environmental awareness* saling berkaitan satu sama lain, yaitu *supplier selection* berkaitan dengan *motivation* dan *knowledge* dan 3R (*reduce, reuse, dan recycle*) berkaitan dengan *skills*.

TABLE OF CONTENTS

COVER	i
TITLE PAGE	ii
REQUIREMENT SHEET.....	iii
UNDERGRADUATE THESIS APPROVAL SHEET.....	iv
UNDERGRADUATE THESIS VALIDITY SHEET.....	v
LETTER OF FREE PLAGIARISM STATEMENT	vi
ACKNOWLEDGMENT	vii
ABSTRACT	ix
ABSTRAK.....	x
TABLE OF CONTENTS.....	xi
LIST OF FIGURES	xiii
LIST OF TABLES	xv
LIST OF APPENDICES	xvi
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Questions	3
1.3 Research Objective.....	3
1.4 Research Significance	3
1.5 Limitations and Scope of Research.....	4
CHAPTER II LITERATURE REVIEW.....	6
2.1. Theoretical Basis.....	6
2.1.1 Hotel.....	6
2.1.2 Finance department	7
2.1.3 Purchasing section.....	8
2.1.4 Green purchasing.....	10
2.1.5 Environmental awareness.....	11
2.2. Empirical Review	13
CHAPTER III RESEARCH METHOD	19
3.1 Research Location and Period.....	19
3.2 Research Objects	20
3.3 Variables Identification	20
3.4 Definitions of Operational Variables	20
3.4.1. Green purchasing.....	21
3.4.2. Environmental awareness.....	22
3.5 Type and Data Sources.....	22
3.5.1. Types of data	22
3.5.2. Data sources	23

3.6	Population and Sample Determination.....	24
3.7	Data Collection.....	26
3.8	Data Analyses.....	28
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION.....		32
4.1	Brief Summary of Research Settings	32
4.2	Research Findings	58
4.2.1	Implementation of Green Purchasing at The Trans Resort Bali	58
4.2.2	Implication of green purchasing in improving environmental awareness	74
CHAPTER V CONCLUSION AND SUGGESTION		94
5.1.	Conclusion.....	94
5.2.	Suggestion	95
REFERENCES.....		97
APPENDICES		102



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF FIGURES

Figure 3. 1 Qualitative Data Analysis Process	28
Figure 4. 1 The Trans Resort Bali Logo's	32
Figure 4. 2 Finance Department Organizational Chart	36
Figure 4. 3 The Premier Room.....	49
Figure 4. 4 The Club Premier Room.....	50
Figure 4. 5 The Celebrity Suite	50
Figure 4. 6 The One-Bedroom Villa	51
Figure 4. 7 The Presidential Villa	51
Figure 4. 8 The Restaurant	52
Figure 4. 9 The Club Lounge	53
Figure 4. 10 The Lobby Lounge	53
Figure 4. 11 The 18 th Rooftop Bar	54
Figure 4. 12 The Grand Ballroom.....	54
Figure 4. 13 The Waterfall	55
Figure 4. 14 The Trans Spa.....	55
Figure 4. 15 Kids Club	56
Figure 4. 16 Fitness Center	56
Figure 4. 17 The White Sandy Beach Pool	57
Figure 4. 18 ARSA Boutique	57
Figure 4. 19 Tumbler gift	63
Figure 4. 20 Biodegradable straw	64
Figure 4. 21 Eco Revolution's logo	65
Figure 4. 22 RGB mineral water	66
Figure 4. 23 Fruits and eggs container	69
Figure 4. 24 Products that still use single-use plastics.....	69
Figure 4. 25 B Certification	70
Figure 4. 26 Washing area	72
Figure 4. 27 Used cooking oil collecting by <i>Lengis Hijau</i> Foundation staff	74
Figure 4. 28 Cleaning surrounding area program	76
Figure 4. 29 Earth Hour Campaign Flyer.....	79

Figure 4. 30 Market survey	80
Figure 4. 31 Relationship of indicators	83
Figure 4. 32 Reuse used paper	90
Figure 4. 33 Utilized the used towel as mop.....	90
Figure 4. 34 Save energy sticker	92



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF TABLES

Table 3. 1 Green purchasing dimensions and indicators.....	21
Table 3. 2 Environmental awareness dimensions and indicators.....	22
Table 3. 3 Score classification	30
Table 4. 1 The Implementation of Green Purchasing at The Trans Resort Bali...	60



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF APPENDICES

Appendix 1: Questionnaire

Appendix 2: Interview Guideline

Appendix 3: Interview Result

Appendix 4: The Trans Resort Bali Organizational Chart

Appendix 5: Tabulation Calculation

Appendix 6: Documentation



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER I

INTRODUCTION

1.1 Research Background

Bali is a tourist destination visited by many tourists, both domestic and foreign tourists. Bali is famous among tourists because of its beauty, breathtaking natural landscape, unique culture, and warm hospitality (Arismayanti, 2017). A good and adequate infrastructure is needed for the convenience of tourists, such as transportation facilities, restaurants, travel agencies, accommodation, and other facilities to support all tourist activities in Bali. There are many types of accommodation, one of them is hotels. A hotel is a form of building, symbol, company, or accommodation business entity that provides lodging services, food and beverage providers, and other service facilities where all services are intended for the public, both those who stay at the hotel and who only use certain facilities owned by the hotel (Cahyo and Solikhin, 2015).

These days, the guest's preferences for hotels have evolved, guests want more environmentally responsible activities and experiences that not only satisfy them but also contribute positively to the destinations they visit. Some visitors have even begun to use environmentally friendly conceptual and managerial standards as one of the criteria for selecting accommodation (Rahmafitria, 2014). As environmentally friendly becomes a pivotal factor in decision-making, hotels need to adopt and integrate environmentally friendly concepts and concerns about environmental awareness to exceed what guests need.

The preference towards environmentally friendly concepts is in line with the “green purchasing” concept. Green purchasing is a purchase that is based on the environmentally friendly concept and choosing materials from environmentally friendly suppliers (Pramesti et al., 2021). This concept seeks to minimize the environmental impact on the entire product's life cycle. The implementation of the green purchasing concept has considerable potential to improve environmental awareness. The Purchasing Department is solely responsible for the hotel's whole purchase procedure.

In the context of purchasing in the hotel industry, where such activities involve the acquisition of a variety of hotel needs, environmental awareness is a key factor in the selection of all hotel requirements, from building materials to guest room amenities. Environmental awareness refers to being aware of how one's surroundings affect their growth and behavior, including where one lives and works (Harju-Autti and Kokkinen, 2014). Moreover, environmental awareness consists of motivations, knowledge, and skills.

Recognizing that The Trans Resort Bali is not currently fully implementing the “green hotel” concept, there exists a notable gap in the absence of comprehensive implementation of environmentally friendly practices. In operational activities, this hotel still utilized single-use materials like plastic and paper because in production process cannot separated from these materials. This is inversely correlated with tourists’ preferences, who want environmentally responsible activities and experiences. The implementation of green purchasing is a highly relevant strategy for raising environmental awareness. Thus, this research

aims to investigate the extent of the implementation of green purchasing in improving Environmental Awareness in the hotel. This background attracted the interest of researchers to do research with the title “Implementation of Green Purchasing in Improving Environmental Awareness at The Trans Resort Bali”.

1.2 Research Questions

Based on the description of the background above, the main problems in this research are as follows:

1. How is the implementation of green purchasing at The Trans Resort Bali?
2. How is the implication of Green Purchasing in improving Environmental Awareness at The Trans Resort Bali?

1.3 Research Objectives

Based on the research problems, the purpose of this research is as follows:

1. To analyze how the implementation of green Purchasing at The Trans Resort Bali.
2. To analyze the implementation of green purchasing in improving environmental awareness at The Trans Resort Bali.

1.4 Research Significance

This research hopefully brings some benefits both theoretically and practically, the benefits to be obtained in this study are:

1. Theoretical Benefit

Theoretically, this research is expected to provide benefits to increasing insight and knowledge about the importance of implementing green purchasing in

improving environmental awareness which supports hotel operations too. And increase the awareness of all parties concerned about the importance of protecting the environment.

2. Practical Benefit

a. For Politeknik Negeri Bali

This research is expected to be a source of background information that serves as a guide in future research on the same variable, green purchasing, and to add to the reference at the Politeknik Negeri Bali.

b. For the Company

This research is expected to help businesses develop effective and efficient green purchasing in improving environmental awareness, which will help businesses increase productivity at The Trans Resort Bali.

c. For the Writer

Add insight and experience to the author in making scientific work and applying the knowledge gained during lectures and internship programs.

1.5 Limitations and Scope of Research

Based on the research topic about the implementation of green purchasing, the material is very broad, therefore it is necessary to limit the problem to focus research so that it has a specific scope, including:

1. The variables in this research are green purchasing and environmental awareness.

2. The indicators of variable in this study include the variable of green purchasing supplier selections and 3R (reduce, reuse, and recycle), then the environmental awareness (motivation, knowledge, and skill)
3. This research took samples from the Finance Department at The Trans Resort Bali.



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the result of the analysis related to the implementation of green purchasing in improving environmental awareness at The Trans Resort Bali, conclusions can be drawn as follows:

Based on the result of the questionnaire that was distributed to 15 respondents from each department regarding the implementation of green purchasing at The Trans Resort Bali show result that the implementation of green purchasing got 84% in total which is categorized as very high. This score comes from supplier selection with an 83% average score which is categorized as very high and the 3Rs (reduce, reuse, and recycle) 85% also categorized as very high. These results indicate that the implementation of green purchasing is already highly implemented.

Based on the result of the interview with two informants and participant observation all indicators of green purchasing and environmental awareness are related to each other. Supplier selection is highly related to motivation and knowledge. In terms of motivation, supplier selection shows that The Trans Resort Bali is concerned about environmental problems, understanding of responsibility, and willingness to act. Concern about environmental problems in supplier selection shows that The Trans Resort Bali cares about environmental problems so that in supplier selection this is also taken into consideration, this also shows that The Trans Resort Bali understands their responsibility in overcoming the impacts resulting from their business. Willingness to act shows in selecting suppliers that

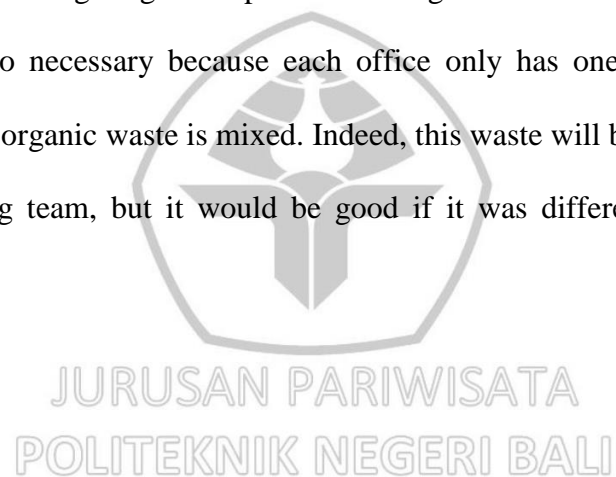
The Trans Resort Bali has a willingness to act by implementing standards that show their environmental awareness. Then, knowledge shows that supplier selection also pays attention to environmental issues, knows the relationship of environmental problems, and well information about structural possibilities of environmental activities, such as working with suppliers who can supply goods whose production processes prioritize sustainability. Then 3R is related to skills, where in implementing 3R skills are very necessary. Where implementing reduce, reuse, and recycle, can help hotels reduce waste generated from their operational processes, like reusing used paper, reusing towels as mops, and recycling waste water for garden irrigation.

It can be concluded that green purchasing implies improving environmental awareness at The Trans Resort Bali. Staff at The Trans Resort Bali already have the motivation, knowledge, and skills to improve environmental awareness.

5.2. Suggestion

The implementation of green purchasing in improving environmental awareness has been going well, this needs to be maintained and improved to keep the environment protected. In reducing single-use plastic and paper, The Trans Resort Bali has tried as optimally as possible, this is proven by the hotel's efforts in choosing suppliers. Some product packaging cannot be separated from the use of plastic to maintain the quality of the product itself, so The Trans Resort Bali makes product packaging recyclable as one of the main requirements when choosing a supplier. The ordering system is already paperless or uses an integrated system, staff also use the used paper for some activities for internal hotel purposes, this

action has already proven the hotel's effort in reducing paper use. The environmental clean-up program already reflects The Trans Resort Bali's concern about protecting the environment, but it would be good if training could create regulations governing the reduction of plastic use. It is necessary to create programs or specific training about the importance of reducing plastic to educate all employees and also create posters or flyers about reducing plastic, then place it in areas that are visible, such as in the lobby area and on hotel notice boards. Flyers that educate guests and employees can be created to increase awareness of the importance of reducing single-use plastic. Adding trash bins according to waste categories is also necessary because each office only has one trash bin where organic and non-organic waste is mixed. Indeed, this waste will be sorted again by the housekeeping team, but it would be good if it was differentiated from the beginning.



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