

UNDERGRADUATE THESIS

**IMPLEMENTATION OF GREEN MARKETING MIX
IN INCREASING BRAND IMAGE AT W BALI-SEMINYAK**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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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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**IMPLEMENTATION OF GREEN MARKETING MIX
IN INCREASING BRAND IMAGE AT W BALI-SEMINYAK**
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That was written as a partial requirement for an applied bachelor's degree in tourism business management, which is my assignment. All the information obtained in this undergraduate thesis has been attributed with proper attribution of source authors following academic standards, rules, and ethics.

Suppose it is discovered in the future that a portion or the whole thesis is not my original work or that there is a case of plagiarism. In that case, I will gladly accept the consequence of revocation of the academic title and other sanctions required by Indonesian National Law.

Badung, 16 July 2024



Nyoman Omi Kusumasari

ACKNOWLEDGEMENT

Gratitude to Ida Sang Hyang Widhi Wasa/The Almighty God because of His blessing. This thesis can be finished in time. This thesis entitled “Implementation of Green Marketing Mix in Increasing Brand Image at W Bali-Seminyak” was composed to fulfil one of the requirements to obtain the Diploma IV Tourism Business Management Study Program at the Tourism Department, Politeknik Negeri Bali. With this opportunity, I would like to express my special thanks to everyone who provided any support physically, financially, mentally, and spiritually during the writing process of this undergraduate thesis:

1. I Nyoman Abdi, SE, M.eCom., The director of Politeknik Negeri Bali has allowed the writer to gain knowledge at Politeknik Negeri Bali.
2. Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par. as the Head of Tourism Department at Politeknik Negeri Bali, for the direction and guidelines during the period of the writer’s study.
3. Putu Tika Virginiya, S.Pd., M.Pd., as the Secretary of the Tourism Department at Politeknik Negeri Bali, for the direction and guidelines during the writer’s study.
4. Dr. Made Satria Pramanda Putra, S.H., S.E., M.M., as the Coordinator of Tourism Business Management, Tourism Department, Politeknik Negeri Bali, for the direction and guidelines during the period of the writer’s study.
5. Dra. Ni Nyoman Triyuni, MM., as Supervisor, I provide guidance, direction, support, and advice to complete this thesis.
6. Ni Putu Lianda Ayu Puspita, SE., M.Tr.Par, as Supervisor II, provides guidance, direction, support, and advice to complete this thesis.
7. Mr. Titus Rosier, as General Manager, has allowed the writer to do this research in the Sales and Marketing at W Bali-Seminyak.
8. Mr. Russell Dillon, Director of Sales and Marketing Manager, has allowed the writer to do this research in the Sales department at W Bali-Seminyak.

9. Mr. I Nyoman Wisnawa and Mrs. Putu Arnely, I'm incredibly grateful to have you as my parents. I appreciate your endless support and help to the writer.
10. Putu Galih Dananjaya, S.S. and Made Suci Apsari, S.S. have supported me financially and mentally.
11. All parties that cannot be mentioned one by one, as well as all my friends who always give their support in every situation during the process of this thesis.

The writers realize this thesis could be better. By that, the writer expects criticism and suggestions to develop this research proposal so it can add more value for others.



Writer

Nyoman Omi Kusumasari

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

ABSTRACT

Kusumasari, Nyoman Omi. 2024. Implementation of Green Marketing Mix in Increasing Brand Image at W Bali-Seminyak. Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Dra. Ni Nyoman Triyuni, MM, and Supervisor II: Ni Putu Lianda Ayu Puspita, SE., M.Tr.Par.

Keywords: Green Marketing, Brand Image

In the current era of globalization, competition between companies is increasing, including in the hotel industry, which encourages hotels such as W Bali-Seminyak to implement green marketing strategies to attract guests. This strategy not only reduces negative impacts on the environment and creates a positive brand image but also increases guest awareness and loyalty, makes the company superior to competitors, and leads to increased profitability. The research population included 152,000 W Bali-Seminyak Instagram followers, with a sample size of 100 respondents selected using simple random sampling and the Slovin formula for representativeness and generalization. In this discussion, the implementation of the green marketing mix at W Bali-Seminyak, primarily through green products, green prices, green places, and green promotions, plays a crucial role in improving the hotel's brand image. Green products, such as the use of eco-friendly materials and reduced waste, illustrate the hotel's commitment to environmental sustainability, increasing guests' positive perception of the brand. Prices that match quality and premium pricing practices that reflect sustainability also contribute to this positive image. With its strategic location and many environmentally friendly facilities, the Green Place strengthens the hotel's appeal to guests who care about the environment. Green Promotion through social media content and environmental support programs is also effective in influencing public perception and strengthening the image of W Bali-Seminyak as a leader in environmentally friendly practices in the hotel industry. The results of this research indicate that the green marketing mix strategy positively and significantly contributes to the formation of a strong and sustainable Brand Image for W Bali-Seminyak.

ABSTRAK

Kusumasari, Nyoman Omi. 2024. Implementation of Green Marketing Mix in Increasing Brand Image at W Bali -Seminyak. Skripsi: Tourism Business Management, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dra. Ni Nyoman Triyuni, MM, dan pembimbing II: Ni Putu Lianda Ayu Puspita, SE., M.Tr.Par.

Kata Kunci: Green Marketing, Brand Image

Di era globalisasi saat ini, persaingan antar perusahaan semakin meningkat termasuk dalam industri perhotelan, sehingga mendorong hotel seperti W Bali – Seminyak untuk menerapkan strategi green marketing untuk menarik tamu. Strategi ini tidak hanya mengurangi dampak negatif terhadap lingkungan dan menciptakan citra merek yang positif, namun juga meningkatkan kesadaran dan loyalitas tamu, menjadikan perusahaan lebih unggul dibandingkan pesaing, dan mengarah pada peningkatan profitabilitas. Populasi penelitian ini adalah 152.000 follower Instagram W Bali-Seminyak, dengan jumlah sampel sebanyak 100 responden yang dipilih menggunakan simple random sampling dan rumus Slovin untuk keterwakilan dan generalisasi. Dalam pembahasan ini, penerapan Green Marketing Mix di W Bali-Seminyak berperan penting dalam meningkatkan Brand Image. Green Product seperti penggunaan bahan ramah lingkungan dan pengurangan limbah menggambarkan komitmen hotel terhadap kelestarian lingkungan. Green Price yang sesuai dengan kualitas dan praktik penetapan harga premium yang mencerminkan keberlanjutan juga berkontribusi terhadap citra positif. Green Place dengan lokasinya yang strategis dan banyak fasilitas ramah lingkungan semakin memperkuat daya tarik hotel bagi para tamu yang peduli terhadap lingkungan. Green Promotion melalui konten media sosial dan program dukungan lingkungan juga efektif dalam mempengaruhi persepsi masyarakat dan memperkuat citra W Bali-Seminyak sebagai pemimpin dalam praktik ramah lingkungan di industri perhotelan. Hasil penelitian ini menunjukkan bahwa strategi bauran pemasaran hijau berkontribusi positif dan signifikan terhadap pembentukan Brand Image W Bali-Seminyak yang kuat dan berkelanjutan.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

Bali is a small island part of 38 provinces in Indonesia and has become a favorite tourist destination in Indonesia and even in the world. In 2023, the combined amount of international and local visitors at categorized lodging establishments all hotel classes in Bali visitors arriving directly to Bali was 7.535.830 (BPS Provinsi Bali, 2024). Bali was ranked second out of the ten most popular destinations in the world for 2023 according to TripAdvisor published the TripAdvisor "Travelers' Choice Award." Bali's distinctive culture has turned it into a globally renowned tourist spot, with numerous attractions across the island's various districts attracting many visitors. (Sugiartawan & Hartati, 2018).

Accommodation is a basic need for tourists during their stay in tourist destination areas (Kadir, 2022). Accommodation can only be separated from the tourism industry; with tourism activities, the accommodation business can continue. Therefore, accommodation is one of the leading tourism facilities. Accommodation is essential to support the activities of tourists while enjoying the destination. The hotels have many types to provide uniqueness or characteristics offered by hotels. W Bali-Seminyak is a hotel under W Hotels, one of the luxury five-star hotel brands of the largest hotel chain

Marriott International. The hotel brand positions itself as a disruptor and delivers on its “whatever, whenever” service promise (giving guests everything they want, whenever they want it) (Irawan, 2020).

In the current era of globalization, competition between companies is multiplying, and the hospitality industry is no exception. To face competition, one strategy implemented in hotels is a green marketing strategy to attract guests. Green marketing is an effort to develop a product that minimizes negative impacts on the environment, which is realized by implementing a green marketing mix. This strategy effectively reduces negative environmental impacts and forms a positive brand image for the products offered (Aldoko et al., 2016).

In terms of location, this hotel is very strategic in the middle of Seminyak, which is influential in hotel distribution. W Bali -Seminyak is one of the hotels in the Seminyak area that has implemented the green marketing mix concept through sustainability. Such as open space buildings where each room has a balcony with good lighting, thereby reducing the use of lights in the rooms, amenities in the rooms are starting to change with the use of automatic machines, one of which is a place for soap, shampoo, sanitizer and the use of drinking water in glass bottles, apart from that. This hotel also provides electric buggy facilities, energy-saving practices through notifications to guests, cooking classes using natural and organic ingredients, and Sungai Watch activities (river protection movement in Bali island).

With products starting to use environmentally friendly materials, the price of the products will be affected to cover the significant expenses incurred from implementing

the green marketing mix and protecting the surrounding environment. Promotion is vital in increasing W Bali-Seminyak awareness and brand image. Excellent and unique promotions will build public perception and trust in the brand through social media.

Not only can companies respond to guests' needs and have a good impact on the environment, but they can also benefit from implementing green marketing. This includes opening up new markets, keeping the company ahead of the competition, improving the company's image, and increasing profitability and loyalty. The target market for green marketing is the "green guest", which is defined as a person who first pays attention to the environmental impact of the products they consume when purchasing goods (Utami, 2020). As customers realize the importance of using environmentally friendly products and with the support of the company's green marketing, customers will form new habits of liking to use environmentally friendly products.

Therefore, based on the background outlined above, the implementation of green marketing by W Bali-Seminyak has been reasonably good. However, several points still need to be revised in its execution, thus requiring further improvement, especially in four elements of the green marketing mix concept to enhance the hotel's brand image. Besides that, the writer needs to evaluate specific green marketing mix elements that can be implemented to enhance brand image effectively. The two variables include marketing mix in exogenous variables and brand image as endogenous variables. That situation creates a problem when designing a conceptual model for this study. W Bali-Seminyak still has a limited range of sustainable products. This means the need to

expand offerings and ensure consistency across all outlets. A more complex issue is how the indicators follow the relationship between these variables and the brand image. There hasn't been much research done on this place, especially about implementing a green marketing mix.

Based on the above background description, the author is interested in exploring at W Bali–Seminyak on **“Implementation of Green Marketing Mix in Increasing Brand Image at W Bali-Seminyak.”**

1.2 Research Questions

Based on the background description above about Marketing Mix in Increasing Brand Image at W Bali-Seminyak, the main research problem is as follows:

1. What is the implementation of the green marketing mix and brand image at W Bali-Seminyak?
2. How is the relationship between the green marketing mix and brand image at W Bali-Seminyak?

1.3 Research Objectives

Based on the research question, the research objective of this research proposal about Marketing Mix in Increasing Brand Image at W Bali-Seminyak are as follows:

1. To analyze the implementation of a green marketing mix in increasing brand image at W Bali-Seminyak

2. To analyze the relationship between the green marketing mix and brand image at W Bali-Seminyak

1.4 Research Significance

1. Theoretical Benefit

This research is expected to provide benefits for diving into a more profound knowledge of the green marketing mix, specifically about implementing the green marketing mix to increasing brand image at W Bali-Seminyak. It is also meant to open up insight for employees to optimally apply the green marketing mix to increase brand image at W Bali-Seminyak.

2. Practical Benefit

a. For Politeknik Negeri Bali

The results of this research are expected to be reference material for future research regarding the role of the marketing mix in increasing brand image and adding to the library at Politeknik Negeri Bali.

b. For W Bali-Seminyak

In practice, the findings of this study are anticipated to be applicable specifically to W Bali-Seminyak. This study aims to offer recommendations, strategies, and remedies to help management enhance the integration of a green marketing mix in increasing brand reputation at W Bali-Seminyak.

c. For the researcher

The writer will gain knowledge and insight about the marketing mix and brand image from this research, which will be applied in practice after lectures.

1.5 Limitations and Scope of Problems

As seen on the research topic “Implementation of Green Marketing Mix in Increasing Brand Image at W Bali-Seminyak,” the material is categorized as general & broad. In consequence, it is necessary to set the problem limitation with the purpose of focusing on a specific scope by these details:

1. The Green Marketing Mix at W Bali-Seminyak serves as the independent variable in this research.
2. The Brand Image at W Bali-Seminyak is the dependent variable in this research.
3. This research collected samples from the Sales marketing team within the Commercial Department at W Bali-Seminyak, as well as from the Instagram followers of W Bali-Seminyak.

This research utilized a descriptive quantitative approach and the multiple linear regression method for data analysis, incorporating the coefficient of determination and T-test to address the research question.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of data analysis and discussion in the previous chapter, the following conclusions as follows:

Based on the implementation of the green marketing mix and brand image at W Bali-Seminyak, it can be concluded that the hotel has successfully integrated eco-friendly principles into its operations comprehensively. By using green products, prices that match the added value offered, a strategic location of its outlets, and a strong promotion of environmental awareness, W Bali-Seminyak has succeeded in improving its brand image as an environmentally friendly and luxurious destination. This influences the guest experience positively and has an excellent long-term impact on Bali's environmental interests.

Green Products partially have a positive and significant effect on the Brand Image at W Bali-Seminyak, Green Price partially has a positive and significant effect on the Brand Image at W Bali-Seminyak, Green Place partially has a positive and significant effect on the Brand Image at W Bali-Seminyak, Green Promotion partially has a positive and significant effect on the Brand Image at W Bali-Seminyak

5.2 Suggestion

Based on the results of this research, there are several suggestions can be given:

W Bali-Seminyak can continue to develop innovative green products and services. For example, introducing a special vegetarian or vegan menu with local, sustainable ingredients can attract the attention of guests who care about the environment. Additionally, hotels can offer vacation packages that include environmentally friendly experiences such as eco-friendly tours, recycling workshops, or volunteer activities in local communities. These steps will enrich the guest experience while supporting sustainable practices.

Transparency in pricing green products is essential. Educating guests about the reasons behind green product prices through brochures or digital information can help guests understand how prices reflect the costs of environmentally friendly practices. Additionally, hotels can provide incentives such as discounts or reward points for guests who choose environmentally friendly options, such as using towels and sheets longer or opting for eco-friendly tour packages.

An engaging and educational social media campaign about the hotel's eco-friendly practices can increase guest awareness and participation. Showcasing success stories and the initiative's positive impacts will inspire guests to adopt green practices. Additionally, collecting and analyzing feedback from guests regarding the hotel's green practices will help improve and customize the program based on their preferences and suggestions. In this way, W Bali-Seminyak can continue to develop relevant and practical sustainability strategies and ensure guest satisfaction.

Future research can focus on comparative analysis between hotels that implement environmentally friendly products and those that do not, explore how

green prices affect market segments, examine the impact of green design and location on guest perceptions, and evaluate the effectiveness of green promotional strategies on brand image through quantitative, qualitative, and meta-analysis.



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