

UNDERGRADUATE THESIS

**IMPLEMENTATION OF GREEN ACTION TO INCREASE
PRO-ENVIRONMENTAL BEHAVIOR OF FRONT OFFICE
STAFF AT HILTON BALI RESORT**



POLITEKNIK NEGERI BALI

Kadek Karisma Putri

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

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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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2024**

UNDERGRADUATE THESIS APPROVAL SHEET

IMPLEMENTATION OF GREEN ACTION TO INCREASE PRO-ENVIRONMENTAL BEHAVIOR OF FRONT OFFICE STAFF AT HILTON BALI RESORT

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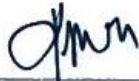

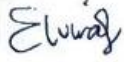
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UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled
**IMPLEMENTATION OF GREEN ACTION TO INCREASE PRO-
ENVIRONMENTAL BEHAVIOR OF FRONT OFFICE STAFF
AT HILTON BALI RESORT**
By **Kadek Karisma Putri (NIM. 2015834011)** has been successfully defended in
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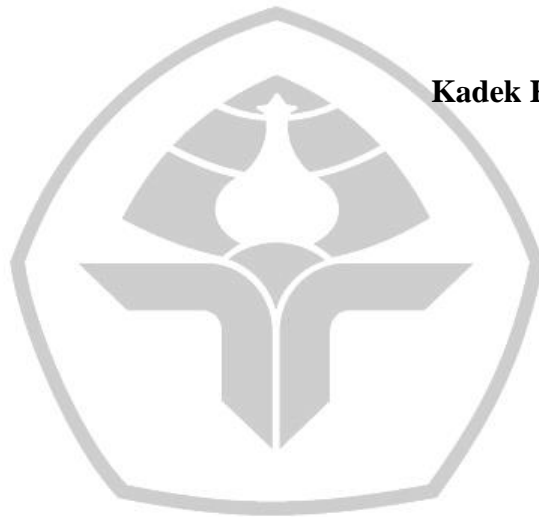
First of all, I would like to thank the Almighty God, Ida Sang Hyang Widhi Wasa, who blessed the writer to write the undergraduate thesis, therefore the writer can finish the thesis entitled “Implementation Of Green Action To Increase Pro-Environmental Behavior Of Front Office Staff At Hilton Bali Resort”. Writing this undergraduate thesis is one of the steps to fulfil the requirements for an applied bachelor's degree in tourism business management education program Diploma IV, Department of Tourism, Bali State Polytechnic. At this time, the editors would like to thank those who provided constant support, advice, and help during the preparation and writing process:

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ABSTRACT

Putri, Kadek Karisma. (2024). Implementation of Green Action to Increase Pro-Environmental Behaviour of Front Office Staff at Hilton Bali Resort. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This Undergraduate Thesis has been supervised and approved by Supervisor I: Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par, and Supervisor II: Dr. Made Satria Pramanda Putra, S.H., S.E., M.M.

Keywords: Implementation, Green Action, Increase, Pro-Environmental Behavior, and Front Office Department.

This research aims to analyse the Implementation of Green Action to Increase Pro-Environmental Behavior of Front Office Staff at Hilton Bali Resort. This type of research is a mix method with 47 respondents and involves 2 informants. The data collection method used in this research is by conducting observations, documentation, distributing questionnaires, and interviews. The population of this study was front office staff at Hilton Bali Resort, with saturated sampling technique. The data analysis techniques used in this research are descriptive qualitative analysis and simple linier regression consisting of validity test, reliability test, classical assumption test, correlation tests, simple linier regression test, goodness of fit test, partial tests, determination coefficient tests, and analysis the level of green action. The results of this research indicate that Front Office Staff at Hilton Bali Resort is very high implemented of green action with a score of 88,93% which is in the range of 81 – 100%, the green action has a strong relationship with pro-environmental behaviour with the correlation test results of 0.600. The result of simple linier regression test is the green action variable has a positive influence on pro-environmental behavior, which means that every 1 increase in the green action variable will affect pro-environmental behavior by 1.417. The value of the coefficient of determination is 0.346, which means that the implementation of green action contributes 34,6%, which has a high or moderately influence in increasing pro-environmental behaviour of front office staff at Hilton Bali Resort. While 65,4% is influenced by other variables outside this research.

ABSTRAK

Putri, Kadek Karisma. (2024). Implementation of Green Action to Increase Pro-Environmental Behaviour of Front Office Staff at Hilton Bali Resort. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par, dan Pembimbing II: Dr. Made Satria Pramanda Putra, S.H., S.E., M.M.

Kata Kunci: Implementasi, Green Action, Meningkatkan, Pro-Environmental Behavior, and Departemen Front Office.

Penelitian ini bertujuan untuk menganalisis Implementasi Green Action untuk Meningkatkan Perilaku Pro-Lingkungan Staf Front Office di Hilton Bali Resort. Jenis penelitian ini adalah mix method dengan responden sebanyak 47 orang dan melibatkan 2 orang informan. Metode pengumpulan data yang digunakan dalam penelitian ini adalah dengan melakukan observasi, dokumentasi, penyebaran kuesioner dan wawancara. Populasi dari penelitian ini adalah karyawan front office di Hilton Bali Resort, dengan teknik pengambilan sampel jenuh. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif kualitatif dan regresi linier sederhana yang terdiri dari uji validitas, uji reliabilitas, uji asumsi klasik, uji korelasi, uji regresi linier sederhana, uji goodness of fit, uji parsial, uji koefisien determinasi, dan analisis tingkat green action. Hasil penelitian ini menunjukkan bahwa Front office staff di Hilton Bali Resort sangat tinggi mengimplementasikan green action dengan skor 88,93% yang berada pada rentang 81 - 100%, green action memiliki hubungan yang kuat dengan hasil uji korelasi sebesar 0.600. Hasil uji regresi linier sederhana adalah variabel green action memiliki pengaruh positif terhadap perilaku pro-lingkungan, yang berarti setiap kenaikan 1 variabel green action akan mempengaruhi perilaku pro-lingkungan sebesar 1,417. Nilai koefisien determinasi sebesar 0.346 yang berarti implementasi green action memberikan kontribusi sebesar 34.6% yang memiliki pengaruh yang tinggi atau cukup dalam meningkatkan perilaku pro lingkungan karyawan front office Hilton Bali Resort. Sedangkan 65.4% dipengaruhi oleh variabel lain diluar penelitian ini.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

The rapid development of the tourism business has made business competition in the hospitality sector progressively fierce. To win the competition, performance appraisal becomes a very important thing to do (Parta et al., 2019). The growth of Bali's tourism industry has resulted in the development of accommodations such as villas and hotels. The large number of places to stay built in Bali makes competition in the business and hotel world difficult. This high competition causes price competition to attract customers so that they get quality guests. The hotel industry can play a crucial part in the creation of a green living environment in the hotel sector. Basically, many consumers or guests want a hotel that is environmentally (Mujahidin, 2015).

In the hospitality industry, of course, hotels cannot move on their own supported by various departments to promote work in good progress. Some important parts of the hotel, among others as food and beverage department, front office department, housekeeping department, engineering department, finance department, human resources department, and other departments as may be required.

Front Office department is the most important section of a hotel because it is the hotel's information centre, and also the information that guests need from all

departments. In addition to handling registration and guest reception, front office department is in charge of all actions about the interests of hotel guests, including booking rooms, greeting visitors upon arrival, assisting during their stay, and handling the check-out procedure (Utami & Sinaga, 2023). As a result, the front office department plays a crucial part in how a hotel runs (Wachidyah, 2017).

The duties and responsibilities of front office staff are to be mindful of expertise and customer service, therefore customers can be satisfied. Employees need to know professional work. With professionalism in a field of work, namely in the front office, it is hoped that it can help the hotel in achieving its goals, namely generating large revenues and a good image in the community. This can be achieved if the hotel's Standard Operational Procedure (SOP) is followed in an orderly manner by all employees. Implementing Green Practices in its operations is one of the ways to improve this earth. Green practices, which focus on conserving and safeguarding the environment, are closely associated with the three dimensions that have been identified: green action, green food, and green donation (Mulyawati & Setiawan, 2024). One indicator of green practice, namely green action, can be done by doing innovation in companies to create friendly products and processes environment. Front Office Department is one of the departments involved in implementing green action. It is very important to apply the concept of green action in the tourism industry because by implementing green action it is hoped that it can reduce environmental damage and maintain the sustainability of Bali itself in general.

The implementation of green practices must be explained in advance in the guidelines used as a reference in work or called SOP. In addition, pro-environmental behavior in the front office department of the Hilton Bali Resort will eventually benefit from the implementation of Green practices. Standard operating procedures really help the work of each receptionist to be more organized because this standard operating procedure provides positive benefits in facilitating the service process because there is a guideline that is used as a reference in work (Utami & Sinaga, 2023).

The five-star Hilton Bali Resort is a well-known and well-liked tourist destination. This hotel was constructed 40 meters above the edge of the Indonesian Ocean beach on coral rocks amid a tropical forest. The natural beauty of the surroundings and its ecosystem is still preserved by this hotel. To implement overall hotel operations, Hilton Bali Resort incorporates several green hotel principles. These include the use of LED lighting, centralized air conditioning with control panels provided in each room, and minimizing the amount of paper used in guest rooms.

Green Action emphasizes pro-environmental behavior by emphasizing energy and water efficiency, the use of environmentally friendly product, recycling, pollution prevention and other efforts that support a clean work environment and reduce negative impacts on the surrounding environment. The implementation of green actions performed by front office staff is use of LED lighting, the use of centralized air conditioning by providing control panels for each room and guest room therefore they can regulate themselves, use paper as much as possible and use

used paper to be reused. In addition, the implementation applied is the use of dual-use products such as printers that can also be used as photocopiers, processing bar soap waste which is processed to be used for washing hands, prohibiting guests from smoking in the room, and providing smoking areas in certain areas. The front office staff also carry out nature conservation and environmental cleanliness activities, do not use plastic bottles and replace them with glass bottles, cooperate with the Bye-bye Plastic Bag Bali organization in the waste processing program into useful goods, stop using plastic straws, and employ residents to support the economy. Implementing this green action depends largely on operational implementation, namely employees. Therefore, one of the things that must be owned and implemented is pro-environmental behavior.

However in reality, Based on observations and information provided during briefings from the front office manager and the assistant front office manager, the implementation of green action in Front Office department at the Hilton Bali Resort has not been implemented optimally by all employees. Employees are more dominant in using new paper compared to using recycled paper or using double-sided paper. Energy efficiency has not been implemented optimally and consistently, such as use of computers and air conditioning in the back office which is rarely turned off when the work shift has ended. Front office staff charge the buggy car at night while at night the electricity usage is high, lack of awareness of front office staff to replace the control panel lights and music in the lobby according to the specified time so it becomes a waste of energy, there is still staff who use disposable bottled water instead of using tumblers. Front office staff lacks self-

awareness regarding pro-environmental behavior, so their staff's behavior does not reflect Green behavior. With the problem of lack of self-awareness and lack of reflection on environmental employee behavior or attitudes. Researchers are interested in discussing “Implementation of Green Action to Increase Pro-Environmental Behavior of Front Office Staff at Hilton Bali Resort”

1.2 Problem Statements

Based on the background description above, then what will be the main problems in this proposal, namely as follows:

1. How is the implementation of green action in front office department at Hilton Bali Resort?
2. How does the implementation of green action increase pro-environmental behavior of Front Office Staff at Hilton Bali Resort?

1.3 Research Objectives

Based on the formulation of the problem above, the objectives of this research are as follows:

1. To find out the implementation of green action in front office department at Hilton Bali Resort
2. To determine the effect of implementing green action on the pro-environmental behavior of front office staff at the Hilton Bali Resort.

1.4 Research Significance

The benefits of research that are expected to be obtained from the results of This research is as follows:

1. Theoretical Benefit

The benefits obtained theoretically in this study are as input material and insight development in the application of green action and the effect of Green action on pro-environmental behavior of front office staff.

2. Practical Benefit

a. For Writer

The benefit for the writer is to add to the author's insight regarding the application of green action and to be able to implement the knowledge that has been obtained.

b. For the State Polytechnic of Bali

This research can make a positive contribution to the progress Institution as well as be a reference for all students at Bali State Polytechnic in preparing future theses.

c. For Employee

For companies, it is hoped that the results of this research will be able to make material in evaluating to increase commitment to implementing Green practice, especially in the application of Green Action.

1.5 Limitations and Scope of Problem

Based on the research topic about the effect of green practice on pro-environmental behavior, the material is very broad, therefore it is necessary to limit the problem to focus research therefore it has a specific scope, including:

1. The research took samples from the Front Office department at Hilton Bali Resort.
2. In this research only took from the implementation of the green action, namely the Implementation of green action related to front office staff pro-environmental behaviour.



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of the analysis and discussion in the previous chapter, then conclusions can be drawn from this research, namely as follows:

1. Based on the results of interviews conducted with the assistant front office manager and guest relations manager in the front office department at Hilton Bali Resort and supported by the results of the staff questionnaire, which is where the implementation of green this study states that the front office staff at Hilton Bali Resort has very high implemented with total score 88,93%. The four dimensions of green action consisting of energy and water efficiency, use of environmentally friendly products, recycling, and pollution prevention. Implementation of green action can be applied by starting to get used to turning off computers when not in use, turning off lights when the room is not in use or the lighting is sufficient, using recycle paper for internal printing, using buggy cars for guest transportation, bringing tumblers as drinking bottles, complimentary glass bottled water for guests, using stairs during activities rather than elevators, activating energy savers on printers, using environmentally friendly equipment, collecting toners to be exchanged with third parties for new ones, providing bicycle rentals to guests, and regularly participating in cleaning programs at the hotel.

The pro-environmental behaviour indicators that need to be improved are the Energy and water efficiency indicator, namely use stairs during activities instead of elevators because there are still some staff who are still reluctant to use stairs instead of elevators, and the use environmentally product indicator, namely use buggy cars for guest transportation because there are still some staff who use buggy cars for internal purposes.

2. Based on the results of the previous chapter, it shows that there is a partial positive effect of the green action variable in increasing the pro-environmental behaviour of front office employees at Hilton Bali Resort, with a correlation test between the green action variable (X) and pro-environmental behaviour (Y) obtained a result of 0.600 which has a strong level of relationship between green action and pro-environmental behaviour. And it can also be seen that the effect of green action implementation on pro-environmental behaviour is 34.6%, the remaining $100\% - 34.6\% = 65.4\%$ means has moderately influence, which means that green action has a moderately influence on pro-environmental behaviour.

5.2 Suggestion

From the results of the research and discussion that has been carried out, this research have several suggestion to convey, namely:

1. For Hilton Bali Resort

For the Hilton Bali Resort hotel, it should be necessary to review several points of the implementation of green action that have been implemented therefore the implementation can run optimally. The role of front office staff

in supporting the implementation of green action itself should be given motivation or appreciation therefore more employees who support the implementation of green action can create sustainability and provide an increase in pro-environmental behavior that can have a positive impact on the surrounding environment. And it is expected to increase the implementation of green action on the indicators of use stairs during activities instead of elevators and use buggy cars for guest transportation.

2. For Futher Research

For future research if it will conduct the same research, the author hopes that future research will examine other factors that the author has not conveyed from the implementation of green action compared to this research.



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