

UNDERGRADUATE THESIS
THE IMPLEMENTATION OF GREEN ACTION
TO INCREASE ECO-FRIENDLY BEHAVIOR
OF FRONT OFFICE EMPLOYEE
AT CONRAD BALI



POLITEKNIK NEGERI BALI

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TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024

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**THE IMPLEMENTATION OF GREEN ACTION
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OF FRONT OFFICE EMPLOYEE
AT CONRAD BALI**

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



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ECO-FRIENDLY BEHAVIOR OF FRONT OFFICE EMPLOYEE
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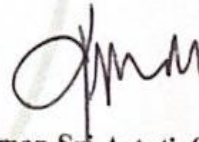
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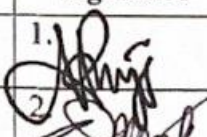

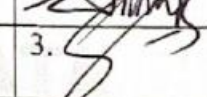
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By **Ni Made Indasarini (NIM 2015834036)** has been successfully defended in front of the Board of Examiners and accepted as partial fulfillment of the requirements for the Applied Bachelor's Degree of Tourism Business Management in **Undergraduate Thesis Examination**

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That is written as a partial requirement for the Applied Bachelors Degree of Tourism Business Management is my own work. All the information contained in this undergraduate thesis which is derived from the work of others has been given an award by citing the name of the source authors correctly according to the academic norms, rules, and ethics.

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Writer

Ni Made Indasarini

ABSTRACT

Indasarini, Ni Made. (2024). The Implementation of Green Action to Increase Eco-friendly Behavior of Front Office Employee at Conrad Bali: Tourism Business Management, Politeknik Negeri Bali

This Undergraduate Thesis has been supervised and approved by Supervisor I: I Nyoman Rajin Aryana, S.Pd., M.Hum, and Supervisor II: Drs. Ni Nyoman Sri Astuti, SST.Par., M.Par

Keywords: Implementation, Green Action, Eco-friendly Behavior, Front Office Employee

This study aims at analyzing the implementation of Green Action in improving the Eco-friendly Behavior of front office employees at Conrad Bali. This type of research is a mixed method with 43 respondents and involves 2 informants. The data collection methods used in this study were observation, interview, and questionnaire distribution. The population of this study were front office employees, with saturated sampling techniques. The data analysis techniques used in this research were qualitative descriptive and quantitative descriptive analysis techniques consisting of data quality tests, correlation tests, classical assumption tests, hypothesis tests, and coefficient of determination tests. The results of this study indicated that the Conrad Bali front office department has implemented green action well, green action has a strong relationship with the results of the correlation test of 0.884, which shows a positive and significant influence on eco-friendly behavior. The value of the coefficient of determination is 0.758, which means that the implementation of green action contributes 75.8%, which has a high or strong influence in increasing the eco-friendly behavior of front office employees at Conrad Bali. While 24.2% is influenced by other variables outside this research.

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ABSTRAK

Indasarini, Ni Made. (2024). The Implementation of green action to increase eco-friendly behavior of front office employee at Conrad Bali: Tourism Business Management, Politeknik Negeri Bali

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: I Nyoman Rajin Aryana, S.Pd., M.Hum, and Supervisor II: Drs. Ni Nyoman Sri Astuti, SST.Par, M.Par

Kata Kunci: Implementation, Green Action, Eco-friendly Behavior, Front Office Employee

Penelitian ini bertujuan untuk menganalisis Implementasi Green Action dalam meningkatkan Eco-friendly Behavior of Front Office Employee at Conrad Bali. Jenis penelitian ini merupakan mix method dengan 43 responden dan melibatkan 2 orang informan. Metode pengumpulan data yang digunakan pada penelitian ini dengan melakukan observasi, wawancara, penyebaran kuesioner. Populasi dari penelitian ini adalah karyawan front office, dengan teknik pengambilan sampel jenuh atau menggunakan seluruh responden sebagai sampel. Teknik analisis data yang digunakan dalam penelitian ini adalah teknik analisis deskriptif kualitatif dan deskriptif kuantitatif yang terdiri dari uji kualitas data, uji korelasi, uji asumsi klasik, uji hipotesis, dan uji koefisien determinasi. Hasil penelitian ini menunjukkan bahwa pada front office departemen Conrad Bali sudah mengimplementasikan green action dengan baik, green action memiliki hubungan yang kuat dengan hasil uji korelasi sebesar 0.884, yang menunjukkan adanya pengaruh positif dan significant terhadap eco-friendly behavior. Besarnya nilai koefisien determinasi yaitu sebesar 0.758, yang berarti implementasi green action memberikan kontribusi sebesar 75,8% yaitu memiliki pengaruh yang tinggi atau kuat dalam meningkatkan eco-friendly behavior front office employee at Conrad Bali. Sedangkan 24.2% dipengaruhi oleh variable lain di luar penelitian ini.

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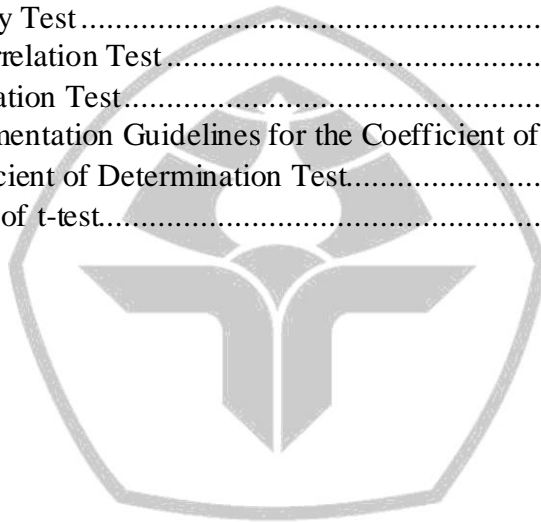
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CHAPTER I

INTRODUCTION

1.1 Background of Study

Indonesias economy especially Bali has been growing at a rapid pace, which has had a positive impact on peoples welfare. Therefore, the tourism industry consists of various business sectors that work together to produce goods and services needed by tourists either directly or indirectly.

In the current era of globalization, the hospitality sector is one of the fields that is experiencing tremendous growth. Bali, which is one of the most popular tourist attractions in Indonesia, is no exception. With the increasing number of tourists in Bali, hotels are required to provide the best service and unforgettable experience. Conrad Bali is one of the hotels that always strives to provide the best service from the beginning of the guests arrival to the last day of the guests stay. The front office department at Conrad Bali is responsible for welcoming guests and managing all lodging-related administrative matters.

Environmental damage such as environmental pollution including plastic waste, indiscriminate tree cutting, soap waste water pollution, air pollution, and global warming. As we know, hotels are a service industry that operates every day for 24 hours. Therefore, it is not surprising that this industry generates a lot of waste.

To prevent widespread environmental damage, the hotel management implements environmentally friendly practices to minimize the occurrence of environmental damage and keep the environment beautiful so that guests who will stay in the area around the hotel will feel comfortable and safe because of the clean environment, they feel satisfied and happy on vacation and will visit again and recommend to their friends about the hotel.

Green Practice is a program that educates and influences business people in the hotel industry to be able to carry out movements to save energy such as water and electricity, reduce solid waste, and also reduce operational costs, and protect the environment (Leonardo et al). One indicator of green practice, namely green action, can be done by doing innovation in companies to create friendly products and processes environment. The front office department is 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 first be explained in the guidelines used as a reference in the work (Hakam, 2018). In addition, green behavior in Conrad Bali especially in the front office department will ultimately benefit from the implementation of friendly behavior. Workplace habits and interactions among coworkers are reflected in the laws, customs, norms, and practices that make up the work culture.

Conrad Bali which is located at Pratama Street, No. 168 Tanjung Benoa, Bali, 80363, Indonesia. Conrad Bali stands as a beacon among hotels committed to preserving the environment and culture, undoubtedly an allure for discerning tourists. The logo of Conrad Bali uses natural white stones that are carved, at the first entrance guests are spoiled with views of the waterfall and the road to the lobby surrounded by beautiful green trees. Then the lobby has a bold design using mostly wood and natural stone as furniture and the lobby at Conrad Bali also has a direct view of the sea surrounded by trees. To implement the hotels overall operations, Conrad Bali Bali incorporates a number of eco-friendly hotel principles. These include the use of auto-off LED lighting, centralized air conditioning with control panels provided in each room, and minimizing the use of paper in guest rooms.

Green Action emphasizes environmentally friendly behavior by emphasizing energy savings, the use of environmentally friendly goods, reducing excess waste production, and other efforts that support a clean work environment and reduce negative impacts on the surrounding environment. The implementation of green actions undertaken by front office staff is use of digital technology as a medium for filing, recording, and payment, the use of centralized air conditioning by providing control panels for each room and living room so that they can regulate themselves, use paper to a minimum and utilize used paper for reuse. In addition, the implementation includes the use of dual-use products such as printers that can also be used as photocopiers, prohibiting guests from smoking in the room and providing smoking areas in certain areas. Beside that the front office staff has been carrying out nature conservation and environmental cleanliness activities such as not using

plastic bottles and replacing them with glass bottles, not using plastic straws, and employing residents to support the economy. In implementing this green action, it relies heavily on the operational implementation, it is employees. Therefore, one of the things that must be owned and implemented is eco-friendly behavior. Below in table 1.1 are some of the positive reviews that guests have given to Conrad Bali regarding Green Action:

Table 1.1 Guest Positives Review About Green Action (On the Tripadvisor Website)

No	Guest Comment
1	<i>The hotel is making a great effort to support the environment with glass bottles of water and very little evidence of any single-use plastic (May 2023).</i>
2	<i>Conrad Bali features a very modern electrical panel that can turn on automatically in the afternoon and turn off automatically in the balcony area at twelve evenings, so we don't have to bother turning it off because we don't like sleeping in the light (October 2023).</i>
3	<i>The environment is very nice, there are many trees around the hotel which makes the feeling calm (August 2023).</i>
4	<i>One of the hotels that supports a green environment with a garden arrangement that is so charming and beautiful (June 2023).</i>

The table above is the guest comments through the Tripadvisor website, guest has a several comment about the Conrad Bali. However in reality, based on observations and information provided during briefings by the front office manager and assistant front office manager, the implementation of green actions in the front office department at Conrad Bali is still not implemented optimally by all employees.

Employees predominantly use new paper compared to using recycled paper or using double-sided paper. Energy efficiency has not been implemented optimally and consistently, such as the use of computers and air conditioners in the back office that are rarely turned off when the work shift has ended and many plastic-based

beverage bottles. Lack of awareness of front office staff to replace the light control panel in the lobby according to the specified time so it becomes a waste of energy, there are still staff who use disposable bottled drinking water instead of tumblers. Front office staff lacks eco-friendly behavior regarding green behavior so staff behavior does not reflect green behavior. With the problem of lack of eco-friendly behavior and lack of reflection on the behavior or attitude of employees who are eco-friendly. Researcher are eager to engage in a discussion regarding "The Implementation of Green Action to Increase Eco-Friendly Behavior of Front Office Employees at Conrad Bali".

1.2 Research Problem

Based on the background described above, the research question to be carried out is as follows:

1. How is the implementation of green action of front office employees at Conrad Bali?
2. How does the implementation of green action increase the eco-friendly behavior of front office employees at Conrad Bali?

1.3 Research Objectives

Based on the issues of the problem statement, the research objectives of this research could be described as follows:

1. To figure out the implementation of green action of front office employees at Conrad Bali.
2. To analyze the implementation of green action to increase the eco-friendly behavior of front office employees at Conrad Bali.

1.4 Research Benefit

This research is expected to provide benefits, both theoretical and practical benefits. The benefits of this research are:

1.4.1 Theoretical Benefits

This research is expected to provide additional information to support other research in the academic environment. This research is expected to be a reference material for further researchers and input for readers. In addition, the results of this study are expected to provide additional knowledge about how the Implementation of Green Action to Improve the Eco-Friendly Behavior of Front Office Employees at Conrad Bali.

1.4.2 Practical Benefits

1. Benefit for Politeknik Negeri Bali

This research is expected to be a source of reference for Bali State Polytechnic students who will conduct further research on the Implementation of Green Action to Improve the Eco-Friendly Behavior of Front Office Employees at Conrad Bali.

2. Benefit for Conrad Bali

It is hoped that this research can provide additional information, input and problem-solving to previous hotels. So that the implementation of Green Action to Improve Eco-Friendly Behavior of Front Office Employees can be better.

3. Benefit for researcher

This research can add insight and the author makes it a very valuable experience in applying the knowledge and skills that the author has gained while

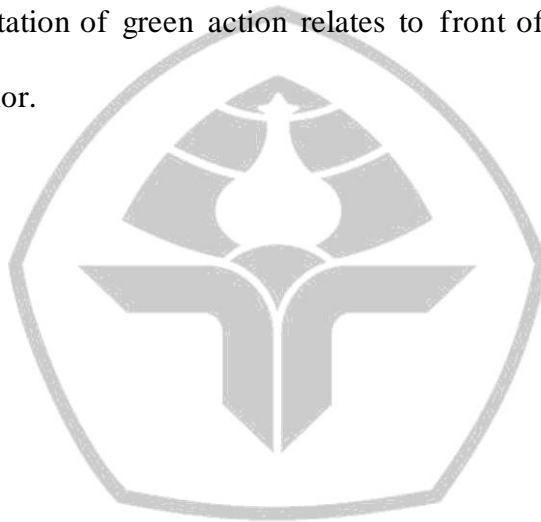
studying at Bali State Polytechnic. This research is also intended as a requirement for obtaining a Bachelor of Applied Tourism degree at Politeknik Negeri Bali.

1.5 Limitation and Scope of Research

The scope raised in this research is the Implementation of Green Action to Increase the Eco-Friendly Behavior of Front Office Employees at Conrad Bali.

The indicators in this study are as follows:

1. The research took a sample from the Front Office department at Conrad Bali.
2. The implementation of green action relates to front office employees eco-friendly behavior.



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CHAPTER V

CONCLUSIONS AND SUGGESTION

5.1 Conclusion

Based on research that has been conducted regarding The Implementation Of Green Action To Increase Eco-Friendly Behavior Of Front Office Employees At Conrad Bali, it can be concluded as follows:

1. Based on the results of interviews with the Front Office Manager and Assistance Front Office Manager, the results obtained are that the implementation of green actions has been well implemented by Front Office employees by implementing environmentally friendly behavior, implementing energy efficiency, namely turning off the lights when finished working in the back office and installing a sink whose water turns off automatically so that no water is wasted, then using environmentally friendly products such as keys made of wood, not using disposable tumblers and not using plastic when working and reducing air pollution by doing monthly greening (cleaning the beach) and open-air lobby buildings and there are air vents in the back office.
2. Based on the results of the previous chapter, there is a positive relationship between the implementation of green action on eco-friendly behavior by front office staff at Conrad Bali, with the results of the correlation test between variable X (green action) and variable Y (environmentally friendly behavior) of 0.884 between 0.71 - 0.99. So that there is a strong correlation between green action implementation and eco-friendly behavior, and it can also be seen that the influence of green action implementation on eco-friendly behavior is 75.8%,

which means variable X has a strong influence on variable Y. The remaining $100\% - 75.8\% = 25.2\%$, which means 25.2% is influenced by variables outside of this research.

5.2 Suggestion

Based on the discussion and data analysis that has been carried out by the author as well as the conclusions that have been given, the suggestions given as consideration for management, in order to further maximize the application of green action to improve eco-friendly behavior are follows:

1. For Conrad Bali

Must maintain and improve green action programs in order to maintain environmental sustainability. The implementation of green action must be maintained and improved so that it can play a role in preventing widespread environmental damage. Create strict rules regarding environmentally friendly behavior and severe sanctions for Conrad Bali employees who violate them.

2. For Further Researchers

In this study using descriptive qualitative and descriptive quantitative methods, where the data obtained is from the results of interviews with the Front Office Manager and Assistance Front Office Manager and distributing questionnaires to front office employees at Conrad Bali. This research is only limited to variables green action (X) and eco-friendly behavior (Y). Thus, the authors suggest that future research can add new variables, and also add indicators to the green action variable to make it broader and it is also advisable to add new references to get a picture and results that are close to actual conditions.

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