

**UNDERGRADUATE THESIS**

**THE IMPLEMENTATION OF GREEN PURCHASING IN  
IMPROVING ENVIRONMENTAL PERFORMANCE AT THE  
WESTIN RESORT & SPA UBUD**



**POLITEKNIK NEGERI BALI**

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**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 Business Management Study Program  
in Politeknik Negeri Bali**



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# UNDERGRADUATE THESIS APPROVAL SHEET

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### IMPLEMENTATION OF GREEN PURCHASING IN IMPROVING ENVIRONMENTAL PERFORMANCE AT THE WESTIN RESORT & SPA

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# UNDERGRADUATED THESIS VALIDITY SHEET

## UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled:

### IMPLEMENTATION OF GREEN PURCHASING IN IMPROVING ENVIRONMENTAL PERFORMANCE AT THE WESTIN RESORT & SPA UBUD

by Ni Kadek Ratna Saraswati (NIM 2015834148) 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 on Thursday, July 18<sup>th</sup>, 2024

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## LETTER OF FREE PLAGIARISM STATEMENT

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That is written as a partial requirement for the Applied Bachelor's 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 had been given an award by citing the name of the source authors correctly according to the academic norms, rules, and ethics.

If 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, I willingly accept the consequence of my academic title withdrawal and other sanctions as postulated by Indonesian National Law.

Badung, July 18<sup>th</sup>, 2024

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## ABSTRACT

Ratna Saraswati, Ni Kadek. (2024). Implementation of Green Purchasing in Improving Environmental Performance at The Westin Resort & Spa Ubud. 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: Putu Gita Suari Miranti, S.Si., M.Si

Keywords: Green Purchasing Implementation, Environmental Performance, Green Purchasing, Supplier.

The purpose of this study is to analyze the implementation of green purchasing at The Westin Resort & Spa Ubud and the interrelation of implementation of green purchasing in improving environmental performance at The Westin Resort & Spa Ubud. This study uses mixed methods, descriptive statistics and qualitative descriptive with saturated sampling technique with 14 respondents and 2 informants from all department. The informant are purchasing supervisor and receiving attendant. Descriptive statistics obtained data from the results of questionnaires distributed with the support of interviews with 2 informants namely purchasing supervisor and receiving attendant, while qualitative descriptive statistics obtained data from observations, interviews, documentation, and literature studies. The results show that the implementation of green purchasing at The Westin Resort & Spa Ubud has been very high implemented, with a score of 85.45%. From the sub-dimension 3R's Procurement Process obtained 84.76% and Supplier selection obtained 86.50%. 3R's Procurement Process dominant relation with Environmental Performance in the cost saving indicator and Supplier Selection dominant relation with continuous improvement, independent audit, and cost saving.

## ABSTRAK

Ratna Saraswati, Ni Kadek. (2024). Implementation of Green Purchasing in Improving Environmental Performance at The Westin Resort & Spa Ubud. Undergraduate Thesis: 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, and Supervisor II: Putu Gita Suari Miranti, S.Si., M.Si

Kata Kunci: Implementasi Green Purchasing, Environmental Performance, Green Purchasing, Supplier

Penelitian ini bertujuan untuk menganalisis implementasi green purchasing di The Westin Resort & Spa Ubud dan keterkaitan implementasi green purchasing dalam meningkatkan kinerja lingkungan di The Westin Resort & Spa Ubud. Penelitian ini menggunakan metode campuran, statistik deskriptif dan deskriptif kualitatif dengan teknik sampling jenuh dengan jumlah responden sebanyak 14 orang perwakilan dan 2 informan dari seluruh departemen. Informan tersebut adalah supervisor purchasing dan receiving. Statistik deskriptif memperoleh data dari hasil kuesioner yang disebarkan dengan dukungan wawancara kepada 2 informan, sedangkan statistik deskriptif kualitatif memperoleh data dari hasil observasi, wawancara, dokumentasi, dan studi literatur. Hasil penelitian menunjukkan bahwa implementasi green purchasing di The Westin Resort & Spa Ubud sudah sangat tinggi diterapkan, dengan skor 85,45%. Dari sub dimensi 3R's Procurement Process diperoleh 84,76% dan Supplier selection diperoleh 86,50%. Proses Pengadaan 3R memiliki hubungan yang dominan dengan Kinerja Lingkungan pada indikator penghematan biaya dan Pemilihan Pemasok memiliki hubungan yang dominan dengan perbaikan berkelanjutan, audit independen, dan penghematan biaya.



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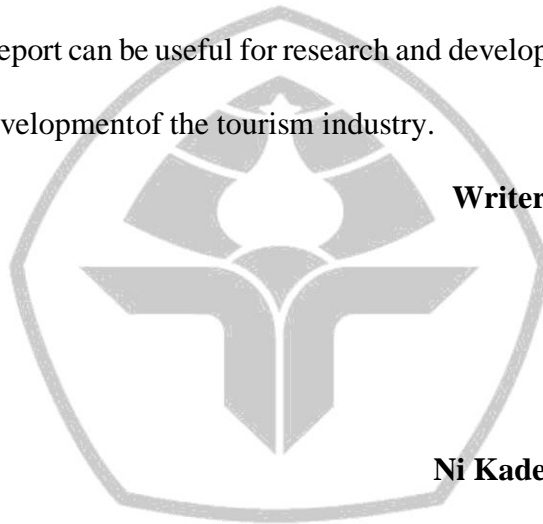
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**Writer**

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## CHAPTER I

### INTRODUCTION

#### 1.1 Background of Study

Bali is one of the islands of the gods that is often visited by domestic and foreign tourists. Bali's natural wonders and traditions attract tourists. Adequate infrastructure, including transportation, restaurants, travel agents, accommodation, and other facilities, must be provided to support all Bali tourism activities. There are many types of accommodation, one of which is a hotel. A hotel is a building, logo, company, or business entity that provides lodging service, food and beverages service, and other facilities for all people, whether they stay overnight or only use certain hotel facilities (Cahyo & Solikhin, 2015).

Today, guests have a different perception of hotels. They now want more eco-friendly activities and experiences that not only satisfy them, but also have a positive impact. Some visitors certainly want to have a satisfying experience in the accommodation and its facilities. Accommodation that is desired by visitors who have facilities with environmentally friendly concepts such as facilities that use green basic materials. One of the important factors in decision making is environmental friendliness, hotels must implement an environmentally friendly concept by measuring how much environmental performance has been implemented (F. Rahmafitria, 2014).

Green purchasing indicates a change in customers' and organizations' perspectives towards environmental awareness. Growing concerns about climate change, poor air quality, and environmental damage have encouraged people and

businesses to use more environmentally friendly purchasing methods. Green purchasing refers to purchasing decisions that consider the environmental impact of a good or service. These decisions consider things like carbon emissions, the use of sustainable raw materials, and environmentally friendly production processes. Companies and consumers are increasingly realizing that the decisions they make when buying something have a significant impact on the environment. As a result, demand for more environmentally responsible and sustainable products is on the rise. Manufacturers are under pressure to change their business habits to become more sustainable and try new things in production and packaging to support these principles (Pramesti et al., 2021).

In the context of purchasing in the hotel industry, where the activity involves the acquisition of various hotel requirements, environmental performance is a key factor in the selection of all hotel requirements. Environmental performance also drives social responsibility and awareness. Customers who buy sustainably tend to be more concerned about ecological issues and support environmental protection programs. Therefore, green purchasing encompasses more than just goods and services, but also involves raising awareness and taking proactive steps to maintain global sustainability. Green purchasing offers financial rewards for technological innovation and green product advancement. Companies will strive to create greener solutions to meet market needs when customers actively choose goods that value environmental performance. This provides incentives for companies to implement more advanced and effective production techniques, which improve their overall environmental performance (Chin et al., 2020)



The Westin Resort & Spa Ubud, Bali is a 5-star hotel, especially in the Ubud area. This hotel is one of the hotels that still going the green concept. Based on observations, the application of the green concept carried out by this hotel is by reusing goods and recycling resources that can be utilized, such as used paper to attach supplier invoices. In terms of selecting suppliers, there are still some suppliers who do not follow the set standards, for example, some of them still use plastic packaging that cannot be recycled. This background attracted the interest of researchers to do research with the title “Implementation of Green Purchasing in Improving Environmental Performance at The Westin Resort & Spa Ubud, Bali”.

### **1.2 Problem Statements**

Based on the background above the writer can bring up the main problem in this research as follows:

1. How is the implementation of green purchasing at The Westin Resort & Spa Ubud?
2. How does the implementation of green purchasing improve the environmental performance at The Westin Resort & Spa Ubud?

### **1.3 Research Objectives**

Based on the research problem, the objectives of this study are:

1. To describe green purchasing at The Westin Resort & Spa Ubud.
2. To analyze the implementation of green purchasing in improving environmental performance at The Westin Resort & Spa Ubud.

### **1.4 Research Significances**

Benefits from this research are anticipated in both theoretical and practical

domains. The following are the advantages of this research:

1. Theoretical Significances

Theoretically, this research is expected to provide additional information to support other research, to add to the bibliography in the academic environment and input for the reader. Additionally, it is anticipated that the study's findings will contribute to our understanding of the significance of integrating green purchasing practices into the process of acquiring goods so that it is not just about profit but also about environmental sustainability and raising awareness of the issue by selecting environmentally friendly products.

2. Practical Significances

a. Significances for The Westin Resort & Spa Ubud, Bali

It is anticipated that this research will offer recommendations, input, or corrective measures to management at The Westin Resort & Spa Ubud, Bali, with regards to enhancing environmental consciousness through the procurement of green products through the adoption of green purchasing in procurement goods.

b. Significances for Politeknik Negeri Bali

It is anticipated that this study will provide extra data to Politeknik Negeri Bali, specifically to serve as a resource for students in the tourism department concerning the application of green purchasing in the purchasing of goods to promote performance of the environment.

c. Significances for The Researchers

This research hoped to increase the insight and knowledge of the students

regarding the implementation of green purchasing in improving environmental performance.

### **1.5 Limitations and Scope of Problems**

Based on the research topic about Implementation of Green Purchasing in Improving Environmental Performance, 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 performance
2. The variable indicators in this study include green purchasing variables, namely supplier selection and 3Rs (reduce, reuse, and recycle), then environmental performance (Reduction of Significant Environmental Incidents, Continuous Improvement, Recycling Performance, Stakeholder Perceptions, Independent Audits, Waste Reduction, Resource Consumption, and Cost Savings).
3. This research took samples from Finance Department at The Westin Resort & Spa Ubud

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Based on the results and discussion in Chapter IV, Implementation of Green Purchasing at The Westin Resort & Spa Ubud has been implemented to improve environmental performance., the conclusions can be drawn as follows:

##### **5.1.1 Implementation of Green Purchasing at The Westin Resort & Spa Ubud**

Based on the discussion it can be concluded, from questionnaires distributed to 14 respondents from all department showed that the implementation of green purchasing at The Westin Resort & Spa Ubud as a whole reached 85.45%, indicating that the Implementation of green purchasing in The Westin Resort & Spa Ubud is very high implemented. From the two dimensions of the 3R procurement process, there are three indicators, the reduce is 87.86%, the reuse is 89.29%, and the recycle is 77.14%. In the supplier selection dimension, there are ten indicators, the eco labelling score is 87.14%, collaboration with suppliers for environmental purposes is 92.14%, supplier selection based on environmental criteria is 85.71%, and internal audit of supplier management is 90.00%, In the second evaluation of the green purchasing dimension, the average score for suppliers implementing green practices is very high, with scores of 90.00% for suppliers requiring the use of green packaging 86.43%, supplier ISO certification 81.43%, purchasing goods with green partners only 84.29%, supplier ability to conduct green research and development 87.14%, and implementation of health, safety, and environment

(HSE) systems. From the two dimensions of green purchasing, the average score is in the very high category, only 1 indicator from the 3R's Procurement Process subdimension, recycle is in the high category because it does not reuse plastic bottles for hotel operations.

### **5.1.2 Implementation of Green Purchasing in improving environmental performance at The Westin Resort & Spa Ubud,**

Based on the results of interviews with 2 key informants about how the interrelation between green purchasing implementation in improving environmental performance at The Westin Resort & Spa Ubud. The 3R's Procurement Process has a interrelation with several indicators in environmental performance, which is most strongly related to cost savings. Applying the 3R's Procurement Process principle, companies can reduce costs by reducing the use of new resources and utilizing existing goods. Minimizing the purchase of new materials, companies can reduce the large expenditures typically associated with purchasing new materials, and by utilizing reusable items, companies can reduce the frequency of procurement and reduce the operational costs associated with purchasing new materials.

The supplier selection has interrelation with continuous improvement, independent audits, and cost saving. All three can be summarized, in terms of supplier selection, continuous improvement, independent auditing, and cost saving are closely related to each other. Continuous improvement ensures that suppliers are constantly looking for ways to improve performance and efficiency, which in turn can lower costs and improve quality, independent audits guarantee that

suppliers meet the required standards, thereby reducing the associated risks and costs, Cost Saving is the result of selecting suppliers that are committed to continuous improvement and adhere to the standards assessed through independent audits.

## **5.2 Suggestion**

The Westin Resort & Spa Ubud should improve the implementation of green purchasing increase the importance of working with suppliers who have ISO certificates that guarantee environmentally friendly packaging, because the local suppliers used by the hotel still use plastic packaging. Then all employees should be educated about the importance of reducing plastic through special programs or training in addition to making posters or flyers about this issue and place them in places that are easy to see, such as in the lobby and hotel notice boards. Flyers can be made to educate guests and employees about the importance of reducing single-use plastics especially since the hotel is already going green.

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## APPENDICES