

**UNDERGRADUATE THESIS**

**THE IMPLEMENTATION OF GREEN MARKETING  
IN INCREASING EVENT SALES AT CONRAD BALI**



**POLITEKNIK NEGERI BALI**

**Ni Luh Putu Indah Budi Cahyani**

**TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2024**

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**Ni Luh Putu Indah Budi Cahyani**  
**NIM. 2015834005**

**TOURISM DEPARTMENT**  
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**This thesis is submitted as one of the requirements to create an undergraduate thesis  
in Tourism Management Study Program  
in Politeknik Negeri Bali**



**POLITEKNIK NEGERI BALI**

**Ni Luh Putu Indah Budi Cahyani  
NIM. 2015834005**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM  
TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2024**

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### THE IMPLEMENTATION OF GREEN MARKETING IN INCREASING EVENT SALES AT CONRAD BALI

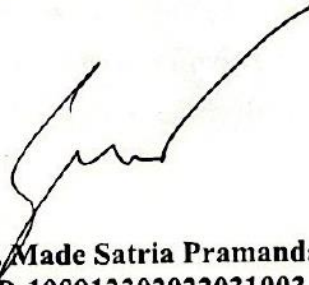
This Undergraduate Thesis has been approved by the Supervisors and the Head of  
Tourism Department of Politeknik Negeri Bali on June, 19<sup>th</sup> 2024

Supervisor I,



**Drs. I Ketut Astawa, MM**  
NIP. 196107211988111001

Supervisor II,



**Dr. Made Satria Pramanda Putra, S.H., S.E., M.M.**  
NIP. 198912302022031003

Acknowledge by  
The Head of Tourism Department,

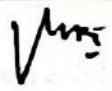




**Dr. Di Ramlan S. Astuti, SST.Par., M.Par.**  
NIP. 198409082008122004

## UNDERGRADUATE THESIS VALIDITY TEST

This undergraduate thesis entitled:  
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INCREASING EVENT SALES AT CONRAD BALI**

by Ni Luh Putu Indah Budi Cahyani (NIM 2015834005) has been successfully defended in front of Examiners and accepted as partial fulfilment of the requirements for the Applied Bachelor's Degree of Tourism Business Management in Undergraduate Thesis Examination on July, 18<sup>th</sup> 2024

	Examiners	Signature
Head	Drs. I Ketut Astawa, MM NIP. 196107211988111001	
Member	Ni Wayan Merry Nirmala Yani, S.Si., M.M. NIP. 199412162023212037	
Member	I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si NIP. 198809282014042001	

Acknowledge by  
The Head of Tourism Department,



  
Dr. Ni Wayan Sri Astuti, SST.Par., M.Par.  
NIP. 198409082008122004

## STATEMENT OF ORIGINALITY

I am the undersigned below:

Name : Ni Luh Putu Indah Budi Cahyani  
Student Identification Number : 2015834005  
Study Program : D-IV Tourism Business Management

Hereby honestly state this Undergraduate Thesis entitled:

### THE IMPLEMENTATION OF GREEN MARKETING IN INCREASING EVENT SALES AT CONRAD BALI

This is written as a partial requirement for the Applied Bachelor's Degree in Tourism Business Management as my 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's authors correctly according to the academic norms, rules, and ethics.

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Badung, 15 July 2024



Ni Luh Putu Indah Budi Cahyani

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The writer realizes, this research is still far from the perfect level. For that with all humility the writer expects some criticism and suggestions, especially from readers. Hopefully, this thesis could bring benefit to all of us.

**Writer**

**Ni Luh Putu Indah Budi Cahyani**



## ABSTRACT

Cahyani, Ni Luh Putu Indah Budi. (2024). *The Implementation of Green Marketing in Increasing Event Sales at Conrad Bali*: Undergraduate Thesis. Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Drs. I Ketut Astawa, MM, and Supervisor II: Made Satria Pramanda Putra, S.H., S.E., M.M.

Keywords: Marketing, Green Marketing, Event, Sales.

The purpose of this research is to find out how the implementation and impact of green marketing in increasing event sales at Conrad Bali. Collecting data is using questionnaires, observation, literature study, and documentation. The sample used in this research is 44 respondents and determined using saturated sampling, which means the entire population used as the sample. Data analysis techniques was used descriptive statistical analysis and simple linear regression analysis. The first research problem is answered using descriptive statistical analysis and the second problem is determined using simple linear regression. The results of this research show that Conrad Bali has well implemented green marketing that consist of green product, green price, green place, green promotion, green people, green physical evidence, while green process is need to improve because it is less implemented. The results of the hypothesis test show green marketing has a significant impact in increasing event sales. For the quantitative analysis results from the coefficient of determination test, green marketing can increase event sales by 37.8%, and 62.2% is influenced by other factors.

## ABSTRAK

Cahyani, Ni Luh Putu Indah Budi. (2024). *The Implementation of Green Marketing in Increasing Event Sales at Conrad Bali*: Skripsi. Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah diawasi dan disetujui oleh pembimbing I: Drs. I Ketut Astawa, MM, dan Pembimbing II: Made Satria Pramanda Putra, S.H., S.E., M.M.

Kata Kunci: Pemasaran, *Green Marketing*, *Event*, Penjualan.

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana implementasi dan dampak *green marketing* dalam meningkatkan penjualan *event* di Conrad Bali. Pengumpulan data menggunakan kuisioner, observasi, studi literatur, dan dokumentasi. Sampel yang digunakan dalam penelitian ini berjumlah 44 responden dan ditentukan dengan menggunakan sampel jenuh yang artinya seluruh populasi dijadikan sampel. Teknik analisis data menggunakan analisis statistik deskriptif dan analisis regresi linier sederhana. Permasalahan penelitian pertama dijawab dengan menggunakan analisis statistik deskriptif dan permasalahan kedua ditentukan dengan menggunakan regresi linier sederhana. Hasil penelitian ini menunjukkan bahwa Conrad Bali telah menerapkan *green marketing* dengan baik yang terdiri dari *green product*, *green price*, *green place*, *green promotion*, *green people*, *green physical evidence*, sedangkan *green process* perlu ditingkatkan karena implementasi yang kurang. Hasil uji hipotesis menunjukkan *green marketing* mempunyai pengaruh yang signifikan dalam meningkatkan penjualan *event*. Untuk hasil analisis kuantitatif dari uji koefisien determinasi, *green marketing* mampu meningkatkan penjualan *event* sebesar 37,8%, dan 62,2% dipengaruhi oleh faktor lain.

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# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Our earth has passed 4,54 billion years in 2023. The world gets older and it will cause more damage. Similar to humans, as people age, our bodies sustain increasing damage and malfunction. One of the damages caused by the aging of the earth is climate change (National Geographic Indonesia, 2023). The significant component of climate change is an increase in average temperature, which will affect all species directly in terms of their physiology and indirectly in terms of abundance, strength of relationship, topology of the food, stability, and community functioning (Malhi et al., 2020). The quality of the air, water, and soil are the sources of life for all living things, climate change will have a detrimental effect on the ecosystem (Malhi et al., 2020). This is a time people to take a turn to reduce all activities that threaten the environment (Ernawati et al., 2021).

Sustainable development must be pursued to mitigate global warming and preserve the ecology. The long-term advancement of social, economic, and environmental stability is known as sustainable development. In terms of economics, the hospitality sector is one heavily utilizing sustainability. The hospitality industry is the business sector that concentrates on customer service and experience in a variety of commercial settings, including hotels (United Nations, 2023). One of the things that the hospitality industry does in implementing sustainability is by implementing their business approach with business activities

based on environmental sustainability, commonly known as Green Marketing (Devi, 2016).

Green Marketing began as a response to the issue of environmental harm, which was then used by the company as one of the strategies in marketing, to take advantage of new opportunities that present themselves and to provide a higher level of living with sustainable development (Gokarn et al., 2019). Green marketing refers to meeting customer needs, wants, and desires related to environmental considerations and conservation, eco-labels, eco-brands, and eco-advertisements are all part of green marketing tools that can promote awareness and raise awareness of the features and aspects of eco-friendly product, production processes play an important role in shifting towards obtaining environmentally friendly products, thereby reducing the side effects of production processes on the environment (Delafrooz et al., 2014). The implementation of green marketing has a significant influence on consumer purchase decisions which will ultimately also have an impact on sales (Delafrooz et al., 2014). Green marketing is the integration of environmental concerns into all aspects of marketing, including the development of new products and modifications to existing products, production procedures, packaging, and advertising, with an emphasis on the marketing mix (7P) and the theory of planned behavior about environmental concerns and green consumerism (Rainanto et al., 2020).

Conrad Bali is one of the most well-liked hotels right now. Under the management of Hilton Group, Conrad Bali is a five-star resort with 368 rooms spread over 6.8 hectares in the Nusa Dua neighborhood. In addition to offering

lodging, Conrad Bali also provides products in the form of events, mostly wedding and corporate events. They are backed by amenities such as eight meeting rooms, five venues for wedding ceremonies, three restaurants, and two bars (Conrad Bali, 2023). An event is an activity carried out with a specific purpose involving a committee and participants with a number that depends on the activity (Noor, 2013).

Conrad Bali organizes events in several ways to ensure the programs of sustainability, including:

1. Full switch to Liquefied Natural Gas (LNG), a greener source of energy with low carbon emissions.
2. Innovative swaps from single-use items to repurpose materials. We repurposed ocean waste often found on our shore into part of your meeting amenities, including a wooden log coaster, a sustainable coffee-break display, a plant-in-the-pot table centerpiece, and many more to come.
3. Effective waste monitoring and segregation. At least 88% of solid waste from your event will be recycled through our partner, Banyu Sari, waste processed sustainably and circularly.
4. Host an event in one of our outdoor event spaces to cut down electricity consumption. Conrad Bali offers numerous options for daylight functions, as well as outdoor spaces, including their meeting rooms, Infinity Garden, Ocean Garden, Floating Garden, Azure Court, and Poolside.

In addition, Conrad Bali has won other accolades, including the 2022 Gold Class distinction in the S&P worldwide Sustainability Yearbook and recognition as a worldwide sustainability leader by being listed on the Dow Jones Sustainability

Indices for the fifth consecutive year (Conrad Bali, 2023). They then advertise these initiatives and prizes to customers to pique their interest in purchasing their goods. Conrad Bali has been implementing sustainability for a long time but increasingly aggressively implementing sustainability in 2020 when the Covid pandemic is still happening to maintain sales even though the situation is not possible, by implementing outdoor events they are still able to attract consumers to do events in 2020 even though the number is not as much as in the previous year (Conrad Bali, 2023).

**Table 1.1** Data of Amount Event at Conrad Bali from 2020 – 2023

<b>Year</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>Amount of Event</b>	293	94	138	125	175

Source: Commercial Department Conrad Bali

Table 1.1 shows the number of events that were held at Conrad Bali. In 2019 the number of events held in Conrad Bali reached 293 then experienced a significant decline in 2020 due to the Covid-19 pandemic with a difference in numbers reaching 199. In 2021, it rose again during the new normal period with 138 events held and again experienced a decline in number with a total of 125 in 2022 and again rose in 2023 with 175 events held (Conrad Bali, 2023).

Conrad Bali already applied sustainability but did not declare its use of it, still, there actions prove that they use green marketing, in its hotel as an implementation of sustainability, in fact, they still experienced decreasing in event sales and this needs to be studied more deeply to find out how the implementation of green marketing and how the impact of green marketing, whether green marketing is effective in increasing sales at Conrad Bali. This research is also

fundamental as an analysis of hotel efforts against climate change and global warming as stated at the beginning of the paragraph. Therefore, the writer is interested in exploring this research titled "The Implementation of Green Marketing in Increasing Event Sales at Conrad Bali".

## **1.2 Research Question**

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

1. How is the implementation of green marketing in Conrad Bali?
2. How is the impact of green marketing in increasing event sales at Conrad Bali?

## **1.3 Research Objectives**

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

1. To examine the use of green marketing in Conrad Bali.
2. To analyze the impact of green marketing in increasing event sales at Conrad Bali.

## **1.4 Research Significance**

### **1. Theoretical Benefit**

Theoretically, this research should help expand understanding and information about the significance of using green marketing to be the main aspect of increasing the events selling in Conrad Bali because innovative solutions are required to compete in an atmosphere of growing harsh competition.

## **2. Practical Benefit**

### **a. Benefit for Politeknik Negeri Bali**

This research is anticipated to serve as a guide for related studies in the future.

### **b. Benefit for Company**

This research is expected to help business develop their green marketing plans to be the main aspect of increasing events selling in Conrad Bali.

### **c. Benefit for Writer**

Expand the knowledge and expertise of researchers in implementing the theories learned through the education created for this research project.

## **1.5 Limitations and Scope of Research**

Based on the research topic “The Implementation of Green Marketing in Increasing Events Sales at Conrad Bali”, the material is extensive, 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 marketing and events sales in Conrad Bali.
2. The sub-dimension of variable in this study including the variable of green marketing (green product, green price, green place, green promotion, green people, green process, and green physical evidence) and event sales.
3. This research took samples from the Event Part at the Commercial Department in Conrad Bali.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5. 1. Conclusion

Based on the results of the discussion and analysis above, it can be seen that the implementation of green marketing in increasing event sales at Conrad Bali, which was carried out through descriptive analysis and simple linear regression, can be concluded as follows:

1. The implementation of green marketing in Conrad Bali is described using the descriptive statistical method with a questionnaire as the main data which will explain the status by paying attention to interval data supported by statements in the questionnaire and observations described and documentation as evidence. After conducting descriptive statistical analysis, it was found that all the dimensions have been implemented at Conrad Bali. Starting from the green product they highly implement the use of glass bottles for events to support sustainability and highly implement the use of their partner with ClimeCo to attractions for the customers. For the green price, they implemented the use of an event package that includes plant-based snacking and they also highly implemented the offers of an event package with sustainable aspects. Google Drive is highly implemented in Conrad Bali and the access to the hotel is strongly accessible for all transportation is a part of the green place. Conrad Bali also highly promotes on their social media and website and their MICE playbook with sustainability is part of a green promotion. Their staff are strongly given training about the knowledge of

sustainability is the aspect of green people. And for the green process, they implemented their website to easily to book and easily do the transaction. The last dimension is the green physical evidence, they implemented advice to not use too many colors during the event to make the event look elegant, and highly implemented the usage of artificial flowers.

2. Based on result of descriptive statistical analysis, green marketing in Conrad Bali is in well implemented status. The implementation is evidence by 7P, there are green product, green price, green place, green promotion, green people, green process, green physical evidence and the implementation is completed by documentation of each statement on indicator.
3. Green marketing has contributed to supporting the increase in event sales. According to the hypothesis test (t-test), the results of comparing the calculated t-values  $>$  t-table with the comparison of significance and alpha values being smaller than the significance level used in this case. The conclusion is  $H_0$  is rejected and  $H_1$  is accepted, which means green marketing has a positive and significant impact on increasing event sales at Conrad Bali.
4. Green marketing in Conrad Bali has 37,8% impact on event sales and the rest about 62,2% of increasing event sales is influence by another factor and variable that is not conduct in this research.

## **5. 2. Suggestion**

### **5.2.1. Conrad Bali**

Based on the results and discussions, to continue to increase sales in an era where people and companies place great importance and priority on sustainability,



Conrad Bali needs to maintain a good score of the implementation of green marketing especially for green process because it is less implemented according to the result of descriptive statistical analysis.

The green process at Conrad Bali has been going well, but the strategy for providing venue availability and event dates that are still available needs to be re-evaluated. Hotels need to ensure the use of a hotel management system that allows them to manage event space inventory in real time. The hotel management system must be integrated with the hotel website to make it easier to update availability information. On the website, details or codes need to be given regarding whether the venue has already agreed with another customer or whether there is still an opportunity for other customers to submit their inquiry. The code can be explained by coloring the dates. Red for prospect, yellow for tentative, and green for definite. Conrad Bali needs to come up with new breakthroughs to attract customer interest from various aspects of green marketing. Conrad Bali must be able to continue to implement green marketing from all aspects running simultaneously, if one aspect develops, then other aspects must also participate in the development.

#### 5.2.2. Further Research

This research focuses on the implementation and impact of green marketing with the results that there is a significance impact on increasing event sales. And based on result green marketing influence event sales about 37,2% and the rest is influence by another factor. In the future, further researchers may be able to explore other factors that impacting increasing event sales at Conrad Bali or may want to explore

further about other dimensions and indicators of green marketing that may give an impact on event sales such as promotional mix and customer purchase behavior. By exploring other factors, future researchers can gain a better understanding of what drives customer engagement and how businesses can use this knowledge to improve their event



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