

**THESIS**

**GREEN PRACTICE OF LAYANGAN ALL DINING  
RESTAURANT AT INFINITY8 BALI HOTEL**



**POLITEKNIK NEGERI BALI**

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**TOURISM DEPARTMENT  
STATE POLYTECHNIC OF BALI  
BADUNG  
2022**

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**GREEN PRACTICE OF LAYANGAN ALL DINING RESTAURANT AT  
INFINITY8 BALI HOTEL**

which content is my own work, thereby free from plagiarism. Being stated, I am ready to bear the risk or any sanctions imposed to me in accordance with regulation.

Badung, 02 August 2022

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**THESIS**  
**GREEN PRACTICE OF LAYANGAN ALL DINING RESTAURANT**  
**AT INFINITY8 BALI HOTEL**

This Thesis is submitted as one of the requirements to create a thesis for the  
Degree of Applied Bachelor State Polytechnic of Bali



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AT INFINITY8 BALI HOTEL**

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**THESIS**  
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JURUSAN PARIWISATA  
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## **ABSTRAK**

### **GREEN PRACTICE OF LAYANGAN ALL DINING RESTAURANT AT INFINITY8 BALI HOTEL**

**Putu Trisna Widhi Yanti**  
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*Penelitian ini bertujuan untuk mengetahui bentuk implementasi green practice yang dilakukan oleh Food & Beverage Department pada Layanan All Dining Restaurant dalam mendukung keberlanjutan lingkungan baik di dalam hotel maupun di sekitar hotel. Green practice tersebut dibagi menjadi 3 yaitu green action, green food dan green donation. Selain itu, penelitian ini juga bertujuan untuk mengetahui apakah green practice yang dilakukan memberikan dampak terhadap minat beli konsumen atau purchase intention khususnya di restaurant. Penelitian ini menggunakan teknik pengambilan sample berupa purposive sampling. Sample dalam penelitian ini berjumlah 6 orang responden yang merupakan pegawai tetap. Data dikumpulkan dengan proses wawancara, observasi serta dokumentasi. Kemudian data yang terkumpul dianalisis dengan teknik analisis deskriptif kualitatif. Hasil dari penelitian ini dilihat dari masing-masing indikator pada variabel yang digunakan bahwa adanya sikap mempertimbangkan keberlanjutan lingkungan dengan dilakukannya upaya green practice (green action, green food dan green donation). Selain upaya ramah lingkungan yang dilakukan dalam mendukung keberlanjutan lingkungan, green practice yang dilakukan juga berdampak terhadap minat beli konsumen pada restaurant. Hal ini dibuktikan dengan data penjualan yang diberikan yang menunjukkan peningkatan penjualan pada produk makanan lokal yang dijual. Sehingga green practice yang dilakukan sangat memberi dampak baik untuk keberlanjutan lingkungan juga keberlangsungan hotel dari peningkatan minat beli konsumen yang terjadi.*

**Keywords:** *Green practice, Green action, Green Food, Green Donation, Environment sustainability, Consumer Purchase Intention*

## ABSTRACT

### GREEN PRACTICE OF LAYANGAN ALL DINING RESTAURANT AT INFINITY8 BALI HOTEL

**Putu Trisna Widhi Yanti**  
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The purpose of this research is to determine the form of green practices that implemented by the Food & Beverage Department at Layangan All Dining Restaurant to support environment sustainability both inside and outside the hotel. Green practice is classified into three categories: green action, green food, and green donation. Furthermore, the purpose of this research is to see if the green practices implemented have an impact on the consumer purchase intentions in restaurants. Purposive sampling is used as a sample approach was chosen. This research's sample included six respondents who were permanent employees. Data was collected through interviews, observation, and documentation. Then the collected data was analyzed by using qualitative descriptive analysis techniques. The results of this research are seen from each indicator on the variables used that there is an act of considering environment sustainability with green practice (green action, green food, and green donation). Aside from environment friendly efforts to support environment sustainability, the green practices that carried out also have an impact on consumer purchase intentions in restaurants. This is evidenced by the sales data provided, which shows an increase in sales of local food products. So the green practice that is carried out has a very good impact on environment sustainability as well as the sustainability of the hotel from increasing consumer purchase intentions.

**Keywords:** green practice, green action, green food, green donation, environment sustainability, consumers purchase intention

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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

The high number of positive confirmed cases of Covid-19 has an impact and was able to paralyze the tourism industry in Indonesia. The number of tourists had decreased drastically to come to Indonesia since February 2020. The decline in the value of tourist visit was due to large-scale social restrictions and the closure of the country's entrances and exits which also made the decrease of state income around 20.7 billions. Of course, it is condition is very inversely to the development of tourism at the end of 2019 in Indonesia when the tourism industry was successful. Kemenparekraf, (2021)

However, with the tightening of health protocols for all communities in all activities, the situation began to improve and tourism activities were also slowly opened. The good news of the declining trend of this virus is also accompanied by a good signal when it is reported that the Covid-19 vaccine has been produced and would be mass distribute on a national and global scale. Of course, it can make tourism practitioners feel that there would be hope to get back up after two years of slumping and surviving amid this economic and health crisis. Tourism practitioners must be able to develop new strategies considering that they will manage their business in this new normal when all conditions changes, especially in consumer behavior.

Hotel entrepreneurs who are part of the tourism practitioners must be able to rise and develop strategies for the development of their hotels. In the tourism industry, hotels are an important part of tourism activities. It is because the hotels

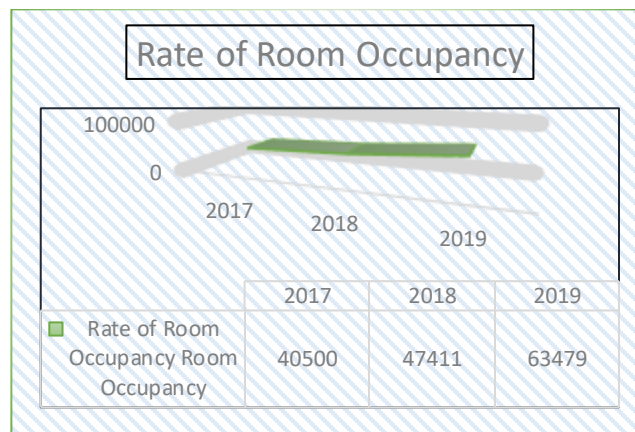
as a place of tourists to get rest, stay, meet, or the other activities during their trip Brian, (2019). Before the pandemic Covid-19, the development of hotels in Indonesia was very fast. Almost every region in Indonesia has various types of hotels ranging from 3 stars to 5 stars.

Hotel Infinity8 Bali is a 4-star hotel that is located at Jalan By Pass Ngurah Rai No. 88A, Jimbaran. The hotel is very close to the airport and other tourist attractions such as shopping centers which makes tourists decide this hotel as their destination. Therefore, hotel management must be able to provide a good service for consumers and how it can give a benefit or impacts for the environment. One of the programs that the hotel management can do is green practice.

Green practice is an action to protect the environment to minimize and decrease the environmental damage. Freeman (2011) explained that the operations of the industrial sector, including the hospitality field related to hotels and restaurants, have an impact on the environment. The clearing of new land for the establishment of restaurant business premises, the use of dangerous chemicals, and carelessness in the handling of resources by restaurants have contributed greatly to environmental damage. Based on that., green practice must be carried out by hotel management in all departments in their daily operations, especially in the restaurant. Restaurant can support the hotel industry. It is fact made hotels entrepreneurs, especially F&B Department would there is a hope because behind the economic crisis due to Covid-19, consumer demand to spend their money on culinary products, both utility (based on need) and indulgence (only for pleasure) is still quite high. Moreover, culinary is a type of consumption that tends to be leisure or to please oneself. Consumer demand for a leisurely experience cannot be 14

completely replaced with digital. Therefore, after all activities are opened, dine -in loyalist consumers will still exist.

Even though Infinity8 Bali Hotel is only 4 stars hotel, but location of this hotel in the central area of tourism activities in Bali, that made Infinity8 Bali is able to win the competition. If viewed from the number of domestic and foreign tourists that have visited before the pandemic, the graph of tourists visited always increase.



**Figure 1.1 Rate of Room Occupancy 2017-2019**

Source: Front Office Department Infinity8 Bali, 2022 (data processed)

From the figure 1.1 shows the number of rooms sold quite a lot every year which indicates this hotel is able to compete with other hotels, including 5 stars hotels which are available in this area. In this new normal era, Infinity8 Bali Hotel must be back to the competition and be able to adapt with changes in consumer behavior. However, the competition that is carried out is not only concerned with profit but still prioritizes the sustainability of tourism. Sustainable tourism itself is tourism that predicts economic, environmental, and socio-cultural impacts for the future and it will have a positive impact for the future. One way to maintain sustainable tourism in the hotel environment is to participate in implementing the

green practice program in all aspects of facilities and services, for example in restaurants as culinary providers.

Based on the description above, it is important for writer to analyze how Infinity8 Bali Hotel continues to exist in this new normal with the green practice implementation program in restaurants to attract the consumers purchase intention and find out how it can give impacts for environment sustainability. From this research, the writer wants to encourage the hotel industry to not only care about profit but also about environment sustainability and the surrounding community. Therefore, writer are interested in conducting research entitled "**Green Practice of Layangan All Dining Restaurant at Iniftnity8 Bali Hotel**".

## **1.2 Formulation of the Problem**

Based on the background of the research above, the formulation of the problem from this research is:

- 1.2.1 How the implementation of green practice in Layangan All Dining Restaurant to support environment sustainability at Infinity8 Bali Hotel?
- 1.2.2 How is the impact of implementing green practice in Layangan All Dining Restaurant for purchase intention?

## **1.3 Objective of the Research**

- 1.3.1 To analyze the implementation of green practice in Layangan All Dining Restaurant to support environment sustainability at Infinity8 Bali Hotel
- 1.3.2 To analyze the impact of implementing green practice in Layangan All Dining Restaurant to consumer's purchase intention

## **1.4 Significance of the Research**

- 1.4.1 Theoretical Significance

Theoretically, this research is expected to provide additional information in supporting the theories of green practice that implemented by Food & Beverage Department at Layangan All Dining Restaurant.

#### 1.4.2 Practical Significance

##### a. For Writer

The preparation of this research is expected to add insight for writer, as well as the ability to interact with the social environment in carrying out research in the field regarding the implementation of green hotels in the hospitality industry and can apply other knowledge that has been obtained during lectures so that it can be apply it later.

##### b. For Academics

This research can add references and research information and can be used as a source for further research.

##### c. For the Hospitality Industry

As additional knowledge for the hotel industry about the importance of green hotels to be applied to the industry and as an evaluation material in the implementation of green hotels and the outlook for green hotels in the future.

##### d. For the Community

As one of the stakeholders of the hospitality industry, this research is expected to increase knowledge about green hotels and can support the implementation of green hotels in the hospitality industry.

## CHAPTER V

### CONCLUSIONS & SUGGESTIONS

#### 5.1 Conclusions

Based on the findings of the previous chapter's analysis and discussion of the green practices of the food and beverage department at the Infinity8 Bali Hotel, the following conclusions are drawn:

1. The Food & Beverage Department at the Infinity8 Bali hotel has been implementing Green Practices at Layangan All Dining Restaurant successfully. Green practice, which includes Green Action, Green Food, and Green Donation, has been carefully coordinated and overseen among teams capable of having a positive impact on the environment. According to the findings of the interviews, the three indicators of green practice were implemented with the goal of maintaining environmental sustainability and might have a good impact on the hotel, the environment around the hotel, and the social life and work comfort of hotel personnel.
2. The green practice is not only has a good impact on environmental sustainability; the green practices carried out, especially green food (the use of local and organic products), also contribute to the development of the hotel especially at Layangan All Dining Restaurant. The implementation of green practices, such as the use of besek, and the menus offered are attractive enough to attract consumers' purchase interest. This indirect impact can be seen from the food sales table data from 2019–2021, which states that local food is the mainstay of the Layangan All Dining Restaurant menu. Of course, this is very good for hotel development



because, in addition to implementing green practices for the benefit of the environment, it can also indirectly attract consumer purchase intention. Thus, it can be concluded that the implementation of green practice is able to increase consumer purchase intention in Laynagan All Dining Restaurant at Infinity8 Bali Hotel.

## 5.2 Suggestions

The following suggestions might be made based on the findings of the research discussion and conclusions:

1. In accordance with the real conditions that the writer found when conducting observations, the Food & Beverage Department did implement green practice. But unfortunately the writer found their employees as one of the operational drivers. The problem that occurs is the lack of communicative explanations from employees to guests, which causes guests to lack understanding and involve supervisors in solving them. The second problem is about the smoking area which sometimes doesn't function properly. So that writer can conclude that the problem here is the discipline of the employees. For problems related to communication to guests, regular training should be carried out so that each employee's communication skills are honed and can give an impression and satisfaction to guests. In addition, matters relating to employee discipline, warnings/punishments should be given to employees who do not comply with the rules/programs that are run so that they can be given to employees who violate. The punishment given can be gradual from mild in the form of a warning to severe punishment to provide a deterrent effect for violators. That way later the program that was launched would not only be neatly arranged in planning but would be well realized.

2. For further writer, it is recommended to use other subjects (other respondents) and increase the number of indicators used, so that later they can obtain images and results that are close to the actual conditions in the field. For example, when searching for information, it involves consumers who come as informants who know and feel firsthand about the applied green practices. In future research, it is expected to use other types of companies as research objects, so that differences can be found between this research and future research.



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