

**IMPLEMENTATION OF GREEN PRACTICES  
TO ENHANCES BRAND IMAGE  
OF NANDINI JUNGLE RESORT & SPA BALI**



**POLITEKNIK NEGERI BALI**

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**TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2022**

**THESIS**

**IMPLEMENTATION OF GREEN PRACTICES  
TO ENHANCES BRAND IMAGE  
OF NANDINI JUNGLE RESORT & SPA BALI**



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## **THESIS**

# **IMPLEMENTATION OF GREEN PRACTICES TO ENHANCES BRAND IMAGE OF NANDINI JUNGLE RESORT & SPA BALI**

This Thesis is submitted to Tourism Department of Politeknik Negeri Bali in Partial

Fulfillment of the Requirement for the Degree of Applied Bachelor in Tourism



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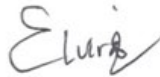
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**THESIS**

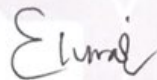
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## PREFACE

Gratitude for the presence of God Almighty who has given the grace so that the writer can complete the research thesis with the title “IMPLEMENTATION OF GREEN PRACTICES TO ENHANCES BRAND IMAGE OF NANDINI JUNGLE RESORT & SPA BALI” at the appointed time.

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The writer realizes this research thesis is still not perfect due to the lack of knowledge and experience that the writer has in writing, also the writer hope that this research thesis could be useful for the development in the tourism industry.

POLITEKNIK NEGERI BALI

Badung, 1 Maret 2022

The Writer



## **ABSTRAK**

### **IMPLEMENTASI PRAKTIK HIJAU UNTUK MENINGKATKAN CITRA MEREK NANDINI JUNGLE RESORT & SPA BALI**

*I Ketut Milena Rida Artha NIM. 1815834112*

*Penelitian ini membahas pendekatan ramah lingkungan yang dapat diterapkan hotel, berfokus pada implementasi praktik hijau di Nandini Jungle Resort & Spa serta pengaruhnya terhadap citra merek di benak konsumen. Tujuan dari penelitian ini adalah untuk mengetahui apakah implementasi praktik hijau dapat meningkatkan citra merek Nandini Jungle Resort & Spa serta peran signifikan dari 4 dimensi implementasi praktik hijau yang terdiri dari manajemen energi, manajemen limbah, penghematan air dan dukungan umum untuk praktik pariwisata berkelanjutan dalam meningkatkan citra merek di benak konsumen. Data penelitian diperoleh melalui survei kuesioner dan proses wawancara, serta observasi. Metode yang digunakan dalam penelitian ini adalah analisis kuantitatif dengan teknik analisis regresi linear sederhana yang meliputi uji kualitas data (uji validitas dan reliabilitas), analisis korelasi, uji asumsi klasik (uji normalitas, linearitas, dan heteroskedastisitas), analisis regresi linear sederhana, koefisien determinasi, dan uji T dengan menggunakan IBM SPSS Statistics 25. Berdasarkan hasil analisis menunjukkan bahwa terdapat pengaruh yang positif dan signifikan pada variabel implementasi praktik hijau terhadap variabel peningkatan citra merek yang dibuktikan dengan t-hitung 15,170 lebih besar daripada t-tabel 1,987 yang artinya terdapat pengaruh yang signifikan variabel implementasi praktik hijau terhadap peningkatan citra merek dan koefisien regresi bernilai positif yang menunjukkan bahwa implementasi praktik hijau memiliki pengaruh positif terhadap peningkatan citra merek. Hasil analisis pada koefisien determinasi menunjukkan 70,1% yang artinya implementasi praktik hijau terhadap peningkatan citra merek adalah sebesar 70,1%, sedangkan 30,9% dipengaruhi oleh variabel lain diluar penelitian.*

*Kata kunci: Praktik hijau, citra merek, manajemen energi, pengolahan limbah, penghematan air, pariwisata berkelanjutan, implementasi, pengaruh.*

## **ABSTRACT**

### **IMPLEMENTATION OF GREEN PRACTICES TO ENHANCES BRAND IMAGE OF NANDINI JUGLE RESORT & SPA BALI**

I Ketut Milena Rida Artha SIN. 1815834112

This study discusses an environmentally friendly approach that can be applied by hotels, focused on the implementation of green practices at Nandini Jungle Resort & Spa and their effect on brand image in the minds of consumers. This research aims to determine whether the implementation of green practices can improve the brand image of Nandini Jungle Resort & Spa and the significant role from the 4 dimensions of implementing green practices consist of energy management, waste management, water savings, and general support for tourism sustainable practices in improving brand image in the minds of consumers. The research data was obtained through a questionnaire survey and interview process, as well as observation. The method used in this research is quantitative analysis with simple linear regression analysis technique which includes data quality test (validity and reliability test), correlation analysis, classical assumption test (normality, linearity, and heteroscedasticity test), simple linear regression analysis, coefficient of determination, and T test using IBM SPSS Statistics 25. Based on the results of the analysis showed that there is a positive and significant effect on the variable implementation of green practice on the variable of brand image improvement as evidenced by the t-count 15.170 which is greater than the t-table 1.987 which means that there is an significant effect from variable implementation of green practices on the improvement of brand image and the positive value of the regression coefficient which indicates that the implementation of green practices has a positive influence on the improvement of brand image. The results of the analysis on the coefficient of determination show 70.1%, which means that the implementation of green practices to improve brand image is 70.1%, while 30.9% is influenced by other variables outside the study.

**Keywords:** Green practice, brand image, energy management, waste management, water savings, sustainable tourism, implementation, influence.

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# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

The hotel Industry in Indonesia is experiencing a trend to show concern for environmental preservation. This trend is supported by awards from the government for hotels in Indonesia related to hotel's actions towards the environment, for example the green certification which help boost the reputation of hotels that have received it. Its happen because in Indonesia the hotel industry is part of the tourism sector which not only supports the country's economy, but also one of the industries that can pose a threat to environmental sustainability. That is the reason why green concept is attracting more and more attention from both companies and customers because customers also care about company's practices or behavior, not only the products they produce refers to S. Wang, Liao, Wu, & Lê, (2021) have expressed. Due to growing consumer awareness of environmental problems, more and more hotels have been developing green practices in response to the environmental concerns of their guests and improve their image (Moise, Gil-Saura, & Ruiz Molina, 2021).

Green practices have not been implemented to every hotel in Indonesia. However in reality, doing business with an effort to get high profits only without paying attention to the impact on the environment can have a bad consequences for the business actors themselves as in the case that occurred in the Special Region of Jogjakarta, in the research "*Kerusakan Lingkungan oleh Pembangunan*



*Hotel di Daerah Istimewa Yogyakarta*” by Novitasari (2018), revealed that the community protested and complained against hotels that had a negative impact in the form of water crisis and a decrease in air quality due the business they were doing. The brand image of hotel can pollute due to pollution by the hotels that do not implement environmentally friendly practices, so it feels necessary by the writer to implement green practices to improve brand image of hotel for the good of the hotel business itself.

Nandini Jungle Resort & Spa Bali is a resort hotel that has a tagline “discover a luxury jungle experience” which implement green practices based on direct observations made by the writer, but the implementation considered to have not reached its maximum commitment reflected by lack of awareness and intention so that it is often be ignored by the hotel. The previous study from Moise, Gil-Saura, & Ruiz Molina, (2021) highlights the importance for hotels located in developing countries of implementing green practices adapted from Kasimu, Zaiton, & Hassan, (2012), in order to improve their image which Nandini Jungle Resort & Spa Bali crucially needs to be improved seen from the strength of the brand in the market as direct observation by the writer on social media Instagram, where followers are steadily decreasing. The purpose of this study is to determine whether the implementation of green practices defined as the practice of saving water, energy also waste management and general support for sustainable tourism practices are able to improve brand image and how the role of 4 dimensions from implementing green practices proposed by Kasimu, Zaiton, & Hassan, (2012) in improving the brand image of Nandini Jungle Resort & Spa Bali, so that later the

hotel will be confident to determine steps in maximizing the implementation of green practices based on the result that are evidenced by this study. Sourced from Wikipedia, Buahhan Village which is the location of Nandini Jungle Resort & Spa Bali is a village that has a wider land for the agricultural, plantation and livestock sectors compared to the tourism sector, it's very important to pay attention to the green environment for the sake of the livelihoods from surrounding community. Based on the correlation with urgency with the surrounding community, awareness and maximum implementation of green practice is deemed necessary to be increased. In addition, the number of guest visits also needs to be increased, which can be seen in table 1.

**Table 1.1**  
**Number of guest visits at Nandini Jungle Resort & Spa Bali**

Year	Number of Guest Visit	Percentage of decrease
2021	2.579,00	–
2022	2.461,00	<b>-1,18%</b>

*Source: Sales & Marketing Department, 2022*

Therefore, as can be seen in table 1 to help efforts for increasing guest visits from the results of this study it is can be used to improve the hotel's marketing strategy in improving the hotel's brand image, especially at the Nandini Jungle Resort & Spa Bali through the implementation of green practices, to maintain business in increasingly tight market situation and become more confident in running an environmentally friendly business for the interest of nature and the surrounding community. The limitation of this research include consumer perceptions toward brand image of Nandini Jungle Resort & Spa Bali related to

the implementation of green practices and its role of 4 dimensions proposed by Kasimu, Zaiton, & Hassan, (2012) from green practices implementation toward brand image improvement.

Based on this background, the writer is interested in conducting research entitled "**Implementation of Green Practices to Enhances Brand Image of Nandini Jungle Resort & Spa Bali**".

### **1.2 Problem Identification**

Based on the background above, the problem in this study can be formulated as follows:

1. Does the implementation of green practices affect the brand image enhancement of Nandini Jungle Resort & Spa Bali?
2. What is the significant role from 4 dimensions of green practices on enhancing the brand image of Nandini Jungle Resort & Spa Bali?

### **1.3 Purpose of the Research**

Based on the background and the problem identification, the purpose to be achieved from this research are:

1. To find out whether the implementation of green practices able to enhance the brand image of Nandini Jungle Resort & Spa Bali.
2. To find out the significant role from 4 dimensions of green practices on enhancing the brand image of Nandini Jungle Resort & Spa Bali.

## **1.4 Benefits of the Research**

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

### **1.4.1 Theoretical Benefit**

Based on this research, it is hoped that later it will be able to upgrade marketing strategies to improve the hotel brand image that can help hotels to survive in the current situation by using an analysis from the implementation of green practices that are friendly to the environment for sustainable tourism.

### **1.4.2 Practical Benefit**

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

This research can add information or reference for future researchers at Politeknik Negeri Bali who will analyze related problems in the tourism sector, especially hotel marketing.

#### **2. Benefit for Industry**

This research can be used as input and consideration in perfecting marketing strategies to improve brand image for surviving in current market competition, as well as increase confidence in implementing environmentally friendly business for tourism sustainability.

#### **3. Benefit for the Writer**

As the development of creativity that the writer has in identifying and solving problems within the scope from the study of hospitality management.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the problem identification and the result and discussion in the previous chapter, it can be concluded that the green practices implementation variable (X) has a very strong correlation on the brand image improvement variable (Y) seen from the Pearson Correlation value of 0.839 in the range of 0.80 – 1.000. The green practices implementation (X) has a positive and significant influence on brand image improvement (Y) at Nandini Jungle Resort & Spa Bali seen from the coefficient of regression is positive and the t-count of 15.256 is greater than the t-table of 1.987, then the following conclusion can be drawn:

1. The implementation of green practices affects the brand image enhancement of Nandini Jungle Resort & Spa Bali.
2. The significant role of 4 dimensions from green practices on enhancing brand image are to strengthen the brand association.

#### 5.2 Suggestion

Based on problem identification and result and discussion in the previous chapter, the suggestion that can be given to the company management are:

1. The company needs to continue implement green practices which includes energy management, waste management, water savings & general support for sustainable tourism practices so that the performance given by the implementation can have a beneficial impact to the company on improving brand image especially on strengthen the brand image of the hotel. In addition, green practices implementation at Nandini Jungle Resort & Spa Bali needs to be implement more optimally especially on the waste management implementation and delivery of information regarding the implementation of green practices can be conveyed more clearly through social media or others so that guests can better know that green practices are implemented at Nandini Jungle Resort & Spa Bali, also the implementation of green practices needs to be developed with creative treatment so it could explore the point of difference to improve the uniqueness of brand association as improvement of marketing strategy to lead the marketing competition and won it.

2. For future researchers, it is recommended to conduct deeper research using interviews with various parties and survey the level of eco-consciousness in the prospective population or sample to be used so that there is a more develop information from research results to develop hospitality management study knowledge, especially in the field of marketing and sustainable tourism.

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