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Implementation of Green Product in Purchasing to Increase Environmental Awareness at Aston Canggu Beach Resort

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ABSTRACT

The purchasing department is often said to be the buying centre at the hotel company concerned. The purchasing department has a duty to ensure that the goods used for hotel operations do not damage the surrounding environment, currently environmental issues are important in economic development. The purpose of this study is to analyse the implementation of green products in purchasing at Aston Canggu Beach Resort and to analyse the relationship between the implementation of green products in an effort to increase environmental awareness at Aston Canggu Beach Resort. Methods of collecting data were observation, focus group discussions, questionnaires, documentation, and literature study. The data analysis method used is qualitative and quantitative methods, qualitative methods include several stages, namely data reduction, data presentation, and drawing conclusions, while quantitative research uses descriptive statistics. Indicators green product, including products that do not contain harmful elements when consumed, are made from environmentally friendly raw materials that provide recycling functionality, and products with production process technology used are environmentally friendly. While 1 indicator that has not been implemented is having efficiency in energy use, with the application of green products at Aston Canggu Beach Resort. It can increase environmental awareness as evidenced by the decrease in waste costs incurred by Aston Canggu Beach Resort.

1. INTRODUCTION

Bali as a tourist area that is famous in the world thanks to its natural beauty, customs, arts and culture so that it can attract visitors to vacation in Bali, both local and foreign tourists (Iwayan & Utama, 2016; Mustika et al., 2013; Perdana et al., 2021). The Canggu area is one of the most popular tourist destinations for surfers. Canggu is a tourist attraction that is famous for its very good waves (Adhinata & Sawitri, 2022; Adikampana, 2021; Nurjani & Dwijendra, 2020). A few years ago, not many tourists knew about this tourism area. However, at this time the Canggu area has developed very quickly and has become one of the popular beach tourist destinations on the island of Bali. The development of the Canggu area cannot be separated from several supporters, including accommodation, food and drinks, as well as tourist attractions (Pratama & Mandaasari, 2020; Surya Suamba et al., 2022; Tunjungsari, 2018). One of the tourism industries that plays a role is the hotel.

The Accounting Department has various sections that are directly responsible for managing all hotel operational goods. Purchasing is the place or center for purchasing transactions of all types of hotel operational needs (Janković & Krivačić, 2014; Lamminmaki, 2008; Makrigiannakis & Soteriades, 2007). In the purchasing department, it is often said to be a purchasing center in the hotel company concerned. All series of service activities at the hotel start from Purchasing, because this section is in charge of providing goods needed for all departments (Karadag & Kim, 2006; Poldrugovac et al., 2016; Urquidi & Ripoll, 2013). So that later the goods used for hotel operations do not damage the surrounding environment, currently environmental issues are important in economic development. This is due to the increasing development of industries, including hotels, which cause various environmental problems.

Public awareness of the importance of environmental sustainability is increasing. The occurrence of environmental disasters, environmental damage, global warming, and climate change has led to increasing public awareness of the surrounding environment (Bohdanowicz, 2006; Dicle et al., 2010; Perron et al., 2006). As well as Aston Canggu Beach Resort hence the emergence of innovative use of green products (Green Products) to minimize damage to the environment. Based on the ASEAN Tourism green hotel certification, it has requirements, namely policies on the environment and steps for hotel operations, use of environmentally friendly products, partnerships with local communities for human resources, waste

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management, energy efficiency, water efficiency, air quality management, noise control, wastewater treatment, management of the disposal of toxic chemicals (Ballantyne et al., 2008; Luo et al., 2020; Zhang et al., 2014).

Green Product (environmentally friendly product) is a product that is designed and processed in a way to reduce the effects that can pollute the environment, both in production, distribution, and consumption (Khan & Johl, 2019; Lin & Chen, 2017). The application of Green Products helps to preserve the environment by significantly reducing the pollution they can produce, as products that do not use toxic or hazardous materials for the environment or humans (Mohamad et al., 2014; Rojas et al., 2021). Based on the problems and previous studies, researcher is interested to conduct research related to Green Product in Purchasing to Increase Environmental Awareness. The aims of this study is to determine the implementation of green products in purchasing at Aston Canggu Beach Resort and to determine the relationship between the implementation of green products in an effort to increase environmental awareness at Aston Canggu Beach Resort.

2. METHODS

Aston Canggu Beach Resort. Aston Canggu Beach Resort is a 4-star hotel, one of the hotel brands owned by Archipelago International, where Aston Canggu Beach Resort is located at Jalan Pantai Batu Bolong No.99, Canggu, North Kuta District, Badung Regency, Bali 80361. In this study, the methods used are qualitative and quantitative methods. Data collection techniques used in this study are: observation, focus group discussion (FDG), questionnaires, literature study documentation.

Qualitative methods use qualitative descriptive data analysis techniques, the steps taken including: data reduction in this study was carried out by selecting, making a summary or brief description, classifying it to further sharpen, emphasize, abbreviate, remove unnecessary parts of green products in purchasing in efforts to increase environmental awareness at Aston Canggu Beach Resort. Second step is presentation of data, to see the description of the research results and the process of making conclusions, because the research results are still independent data. And final stage is drawing conclusions is an attempt to find or understand the meaning of regularity of patterns, clarity, causal flow or propositions (Miles et al., 2014).

While the quantitative method uses descriptive statistical analysis techniques. The step of descriptive statistical analysis techniques in this study including, collection descriptive statistical data collection in this study was carried out by distributing questionnaires to informants, namely Executive Chef, F&B Manager, and Executive Housekeeper. Then presentation of data, the presentation of descriptive statistical data in this study is presented in the form of a data diagram of the percentage of the questionnaire results. The last one is drawing conclusions drawn from the data from the questionnaire that has been presented in the form of a percentage data diagram (Dietmaier, 2017).

3. RESULTS AND DISCUSSIONS

The location of the research conducted at Aston Canggu Beach Resort, the application of green products to purchasing in an effort to increase environmental awareness at Aston Canggu Beach Resort, how much influence the application of green products has on the environment at Aston Canggu Beach Resort, from the data obtained through a questionnaire that has been filled out by to Chief Accountant, Purchasing supervisor, Food & Beverage Manager, Executive Housekeeper. The criteria score used is show in Table 1.

Table 1. Criteria Score

Score	Criteria Score Variable
1,00 – 1,80	Very low/very inappropriate
1,81 – 2,60	Low/less appropriate
2,61 – 3,40	Moderate/fair
3,41 – 4,20	High/appropriate
4,21 – 5,00	Very high/very suitable

Data in Table 1 is used as measured response of participant, there consist of five Likert-scale from very low to very high. Then the result of descriptive statistics is show in Table 2.

Based on Table 2, it can be explained that the relationship between green products (products that do not contain harmful elements when consumed) and environmental concerns. Purchase of products that are safe for consumption in plastic-free packaging. From the results of the questionnaire tabulation data filled in by respondents, the average value is 4.50 in very high criteria, where the purchase of green products

made by Aston Canggus Beach Resort is safe for consumption by guests who stay, because green products used at Aston Canggus Beach The resort has passed several consumption safety standards, it can be seen from some of the products purchased that have the Indonesian Ministry of Health and BPOM labels on them.

Table 2. Descriptive Statistics

No	Statement	1	2	3	4	5	Average	Criteria
1	Purchasing products that are safe for consumption in plastic-free packaging				8	10	4,50	Very High
2	Purchasing green products that are safe to consume/use can reduce the use of plastic				12	5	4,25	Very High
3	Purchasing green products is more energy efficient than conventional products	1	6				1,75	Very Low
4	Green products are able to reduce plastic compared to conventional products				12	5	4,25	Very High
5	Products that can be recycled still pay attention to plastic-free packaging			3	12		3,75	High
6	Green products that can be recycled affect the waste costs paid by the hotel			3	4	10	4,25	Very High
7	Product purchases see the production technology used is environmentally friendly			3	4	10	4,25	Very High
8	Green product has an influence on environmental conditions at Aston Canggus Beach Resort				12	5	4,25	Very High
Average Total Criteria							3,90	High

Purchasing green products that are safe for consumption/use can reduce plastic use

From the results of the questionnaire tabulation data filled in by respondents, the average value is 4.25 in very high criteria, where in purchasing green products, apart from thinking about safety for consumption and use by guests Those staying at Aston Canggus Beach Resort also think about environmental aspects, especially in the hotel area itself, purchasing green products is also able to reduce the use of plastic because most of the packaging of green products used by Aston Canggus Beach Resort already uses paper and glass packaging.

The linkage of green products (having efficiency in energy use) to environmental concerns. Purchasing green products is more energy efficient than conventional products. From the results of the questionnaire tabulation data filled out by respondents the average value of 1.75 in very low criteria, where in the application of this second indicator, namely having efficiency in energy use, where at Aston Canggus Beach Resort itself the green product used until now has not has an influence on the efficiency of energy use (electricity payment costs), because green products and conventional products have the same storage method and place so that the energy use (electricity payment costs) is also the same.

Green products are able to reduce plastic from conventional products

From the results of the questionnaire tabulation data filled out by respondents, the average value is 4.25 in very high criteria, where the purchase of green products is also able to reduce the use of plastic because most of the packaging of green products used by Aston Canggus Beach Resort already uses paper packaging. besides that, it also no longer uses plastic straws and plastic take away cups but replaces them with straws made of paper and take away cups also made of paper. Apart from that, Aston Canggus Beach Resort also replaces the use of mineral water with plastic packaging with bottled mineral water. glass, so that the purchase of green products can be said to be able to reduce the use of plastic.

Made of eco-friendly raw material which provides recycling functionality. From the results of the questionnaire tabulation data filled out by respondents, the average value is 3.75 in the high criteria, where in purchasing green products, Aston Canggus Beach Resort still maintains plastic-free packaging. Judging from the green products used now at Aston Canggus Beach Resort, they use plastic-free packaging and that has also become a standard from the international archipelago as the parent company of the Aston.

Green products that can be recycled affect the waste costs paid by the hotel. From the results of the questionnaire tabulation data filled in by respondents, the average value is 3.90 in the high criteria, where the use of reusable green products can affect the cost of reducing waste , as has been done by Aston Canggus

Beach Resort, the application of purchasing green products is also able to reduce the cost of using waste, for example, using plastic bottled mineral water (conventional products) when the mineral water has been used (consumed) then the mineral water bottle will be disposed of automatically. automatically pays for the payment of waste from the plastic bottle of mineral water, while currently when using mineral water with bottles made of glass (green product) when the mineral water is finished (run out) the bottles can be reused (recycled) so that no waste is left behind. generated and also not needs to pay for waste payment.

Products with production process technology used have environmentally friendly properties

From the results of the questionnaire tabulation data filled out by respondents the average value is 4.25 in very high criteria, where the Green product purchases made by purchasing at Aston Canggus Beach Resort not only look at the safety of the product to be consumed or used, and not only see the materials used are environmentally friendly, but green product purchases made by purchasing at Aston Canggus Beach Resort also see From the production aspect, does the green product production process use environmentally friendly technology, to ensure that the purchasing Aston Canggus Beach Resort buys green products that already have an eco-friendly label and ISO 14001 can be confirmed that the production process (making) p The product has gone through an environmentally friendly process.

Green products have an influence on environmental conditions at Aston Canggus Beach Resort

From the results of the questionnaire tabulation data filled in by respondents, the average value is 4.25 in very high criteria, where by purchasing green products you can reduce waste that can damage the environment, one of which is plastic waste, therefore with the application of purchasing green products at Aston Canggus Beach Resort, we can certainly reduce plastic waste instead of using conventional products, for example: hotels use conventional mineral water products that use plastic bottle packaging, after mineral water is used it will produce waste, whereas if you use glass bottled mineral water (green product), after using mineral water the bottle can be reused, so it can reduce plastic waste, besides that the green product used by Aston Canggus Beach Resort also uses paper packaging so that the packaging is finished. pr These products can be more easily decomposed by the environment.

From the data from the tabulation of the questionnaire that was filled out by the respondents, the average value of the four indicators was 3.90, the value entered the high assessment criteria. The application of the use of green products at Aston Canggus Beach Resort also has an influence on the waste costs paid by Aston Canggus Beach Resort, it can be concluded that the application of green products to purchasing in an effort to increase environmental awareness at Aston Canggus Beach Resort can be said to be high. Waste payment fees before and after using green products is show in Table 3.

Table 3. Waste payment fees before and after using green products

Period	Cost	Description
Before green product implementation	Rp1.600.000	-
After green product implementation	Rp1.400.000	- 12,5%

In Table 3 it can be stated that the waste payment paid by Aston Canggus Beach Resort before using green products was Rp. 1,600,000 per month starting from February 2017 - April 2017. Then in May 2017 Aston Canggus Beach Resort used green products for purchasing which was implemented. Until May 2022, the implementation of green products in purchasing can reduce waste payment costs to IDR 1,400,000 per month or a decrease of 12,5%. This decrease was due to the implementation of green products in purchasing at Aston Canggus Beach Resort. Payment of waste fees from May 2017 to May 2022 is fixed, because the use of green products at Aston Canggus Beach Resort uses the same green products so that the volume of waste generated is also the same. From this discussion, it can be concluded that the application of green products can increase environmental awareness at Aston Canggus Beach Resort.

The application in purchasing goods at Aston Canggus Beach Resort of course buys or uses products that can be ensured to be safe for consumption or use, because Aston Canggus Beach Resort does not want when guests staying to consume or use products that are provided by Aston Canggus Beach Resort guests experience poisoning or unwanted things, therefore the party from Aston Canggus Beach Resort selects products that have passed safety standards for consumption or use, the products used already have the Indonesian Ministry of Health label, where the Indonesian Ministry of Health label indicates that the product has met the safety standards set by the Indonesian Ministry of Health (Kanter et al., 2019; Prathap & C.C., 2020). There are several products used by Aston Canggus Beach Resort that have a label from the Indonesian

Ministry of Health, namely tissues and dental kits (toothbrush equipment). In addition to products that have a standard label from the Indonesian Ministry of Health, Aston Canggus Beach

Previous study state that resort also uses products that already have BPOM standards, where BPOM stands for the Food and Drug Supervisory Agency, with the main task of supervising the entire circulation of medicines and food (Cengiz et al., 2018). Throughout Indonesia, as for several products at Aston Canggus Beach Resort that have BPOM labels, namely bath & shower gel, conditioning shampoo, body lotion, gizo mineral water, sugar, brown sugar, tea, soap, and sweetener. Supported by other researcher that state by having this label, it is certain that the products used by Aston Canggus Beach Resort are safe for consumption and use (Marques et al., 2020; Prathap & C.C., 2020).

In the application of this second indicator, namely having efficiency in energy use. At Aston Canggus Beach Resort itself the green product used until now has not had an effect on the efficiency of energy use (electricity payment costs), because green products and conventional products have a way and place. The same storage so that the use of energy (electricity payment costs) is also the same, for example, in the past Aston Canggus Beach Resort used dental kits (toothbrush equipment) from conventional products (Khan & Johl, 2019; Singh et al., 2014). The storage process is the same as dental kit products made from wheat (green product), namely in general store without the need for special tools in the storage process, so that currently from Aston Canggus Beach Resort there is no green product that requires special storage so that when compared to the use of energy it is still the same as the use of conventional products, it can be concluded that the indicator r of the green product has not yet been implemented at Aston Canggus Beach Resort.

The implementation of purchasing goods at Aston Canggus Beach Resort must also think about environmental aspects, as has been implemented at this time. Aston Canggus Beach Resort has purchased green products. damage to the environment such as purchasing dental kits made of wheat, no longer using take away food, and take away cups made of plastic instead of using cardboard, and there are also purchases of products whose packaging is made of paper (Claridades et al., 2019; Guo et al., 2018). There are, sanitary bags, cotton buds, sweeteners, shower caps, white sugar sticks, brown sugar sticks, creamer, tea, toothpicks, the use of plastic straws has also been replaced with paper straws so that after using the product it can be more easily decomposed by the environment.

In addition, Aston Canggus Beach Resort also purchases products that have been certified eco-friendly, where eco-friendly is something that is environmentally friendly or does not damage the environment starting from products, manufacture and also production materials, with products that have an eco-label friendly (Gumbira & Harsanto, 2019; Triguero et al., 2018). It is certain that the product is made from environmentally friendly materials, there are several products at Aston Canggus Beach Resort that have an eco-friendly label, including: soap, comb, and shaving kit. Aston Canggus Beach Resort also uses mineral water with glass packaging, where by using glass bottled mineral water, when the water has been used, the glass packaging from mineral water can be reused to refill the water.

The implementation of purchasing goods at Aston Canggus Beach Resort of course also thinks that apart from the materials used in the product being friendly to the environment. Aston Canggus Beach Resort also thinks about the production process without using chemical inputs, additives or methods that are harmful to humans, the ecosystem at all stages of its production (Apriyanti et al., 2012; Sucre-Rosales et al., 2020). In purchasing products that will be used by Aston Canggus Beach Resort, of course, having products whose production processes are friendly to the environment, the implementation of purchasing products at Aston Canggus Beach Resort chooses products that already have an environmentally friendly production certification that can be seen from the labels on the products that are used.

Apart from bei² seen from the eco-friendly label, it can also be seen from products that have the ISO 14001 label, where ISO 14001 (environmental management system) is a company management system that works to ensure that the production process used and the products produced have met commitments to the environment, in efforts to prevent pollution, mitigate climate change and minimize adverse impacts on the environment (Hamid et al., 2020; Zaman, 2014). So, if a product that has an ISO 14001 label has passed environmentally friendly standards, the tissue product used by Aston Canggus Beach Resort has an ISO 14001 label so it can be ascertained that the tissue used by Aston Canggus Beach Resort has an ISO 14001 label use⁴ in the production process has environmentally friendly properties.

The implication of this study is to provide information related to the implementation of green products in purchasing to increase environmental awareness at Aston Canggus Beach Resort. This study will be very useful for four managers as a reference in implementing green products in purchasing to increase environmental awareness. However, this research still has limitations, one of which is the very limited research scope because it only involves one agency. Therefore, it is hope for suture research are able to conduct similar study related to green products in purchasing to increase environmental awareness.

4. CONCLUSION

The results of the analysis obtained are related to the application of green products in purchasing in an effort to increase environmental awareness at Aston Canggü Beach Resort. Implementation of green products in purchasing at Aston Canggü Beach Resort. The application of green products at Aston Canggü Beach Resort from the four indicators as a benchmark, at Aston Canggü Beach Resort three indicators are applied, namely: Products do not contain harmful elements when consumed, made from environmentally friendly raw materials that provide recycling functionality, and products the production process technology used has environmentally friendly properties and one indicator has not been implemented, namely having efficiency in energy use. The link between the application of green products in purchasing in an effort to increase environmental awareness at Aston Canggü Beach Resort. Green products have a relationship in efforts to increase environmental awareness at Aston Canggü Beach Resort, it can be seen from the decrease in waste payment costs incurred.

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