

UNDERGRADUATE THESIS

**MODEL OF GREEN PRODUCT PURCHASES
TO INCREASE ENVIRONMENTAL AWARENESS
IN BALI NUSA DUA CONVENTION CENTER**



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BADUNG
2023**

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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali**



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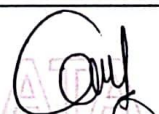


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ACKNOWLEDGEMENT

The writer gives thanks to the presence of the Almighty God because of His grace and mercy the writer was able to complete the thesis entitled **Model of Green Product Purchases to Increase Environmental Awareness in Bali Nusa Dua Convention Center** on time.

The preparation of this thesis is one of the requirements to achieve a Bachelor of Applied Science degree in Applied Business Management Tourism, Tourism Department, Bali State Polytechnic. On this occasion, the writer would like to express his gratitude to all parties who have helped and guided for the completion of this thesis, to the honorable:

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The writer is aware of the many shortcomings in this writing. Therefore, the writer hopes for constructive criticism and suggestions from all parties, so that the writer can do better in the future. In conclusion, the writer hopes that this thesis will be useful for the readers.



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The Writer

Pramudita Putri Paramita

ABSTRACT

Paramita, Pramudita Putri. (2023). *Model of Green Product Purchases to Increase Environmental Awareness in Bali Nusa Dua Convention Center*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Dr. Gede Ginaya, M.Si, and Supervisor II: Prof. Ni Made Ernawati, MATM., Ph.D.

Keywords: Green Product, Purchasing, Environmental Awareness, Model.

This research aims to analyze the implementation of green product purchasing and develop a practice model to increase environmental awareness at the Bali Nusa Dua Convention Center (BNDCC). The data analysis technique used is descriptive qualitative analysis technique by collecting data through observation, interviews, documentation, and literature study. Determination of informants was done through purposive sampling technique. The findings show that although BNDCC has started purchasing green products, there are aspects that need to be improved, such as the absence of guidelines for purchasing green products at BNDCC. This study concludes that the implementation of green purchasing at BNDCC needs to be further improved in order to increase environmental awareness. Of the five indicators used, two indicators have been implemented perfectly, one indicator has been implemented inadequately, and two indicators have not been implemented. To address this, a procedural model has been developed to guide the flow of purchasing green products at BNDCC. The model emphasizes the identification of green products based on predefined indicators. Several recommendations were made to improve the implementation of green purchasing at BNDCC. These recommendations include recording purchases in more detail, organizing training programs to encourage environmentally friendly behavior, and implementing the developed model as a reference in green product procurement. By adopting sustainable practices and green product purchasing, BNDCC can contribute to environmental conservation and create a greener hospitality industry.

ABSTRAK

Paramita, Pramudita Putri. (2023). Model of Green Product Purchases to Increase Environmental Awareness in Bali Nusa Dua Convention Center. *Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.*

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dr. Gede Ginaya, M.Si, dan Pembimbing II: Prof. Ni Made Ernawati, MATM., Ph.D.

Kata kunci: Produk Hijau, Pembelian, Kesadaran Lingkungan, Model.

Penelitian ini bertujuan untuk menganalisis implementasi pembelian produk hijau dan mengembangkan model praktik untuk meningkatkan kesadaran lingkungan di Bali Nusa Dua Convention Center (BNDCC). Teknik analisis data yang digunakan adalah teknik analisis deskriptif kualitatif dengan mengumpulkan data melalui observasi, wawancara, dokumentasi, dan studi pustaka. Penentuan informan dilakukan melalui teknik purposive sampling. Temuan menunjukkan bahwa meskipun BNDCC telah memulai pembelian produk hijau, terdapat aspek-aspek yang perlu diperbaiki, seperti ketiadaan pedoman untuk pembelian produk hijau di BNDCC. Penelitian ini menyimpulkan bahwa implementasi pembelian produk hijau di BNDCC perlu ditingkatkan lebih lanjut guna meningkatkan kesadaran lingkungan. Dari lima indikator yang digunakan, dua indikator telah berhasil terimplementasi dengan sempurna, satu indikator terimplementasi secara tidak maksimal, dan dua indikator tidak terimplementasi. Untuk mengatasi hal ini, model prosedural telah dikembangkan untuk memandu alur pembelian produk hijau di BNDCC. Model ini menekankan identifikasi produk hijau berdasarkan indikator-indikator yang telah ditentukan. Beberapa rekomendasi diajukan untuk meningkatkan implementasi pembelian produk hijau di BNDCC. Rekomendasi tersebut antara lain mencakup pencatatan pembelian secara lebih rinci, penyelenggaraan program pelatihan untuk mendorong perilaku ramah lingkungan, dan implementasi model yang telah dikembangkan sebagai acuan dalam pengadaan produk hijau. Dengan mengadopsi praktik berkelanjutan dan pembelian produk hijau, BNDCC dapat berkontribusi terhadap pelestarian lingkungan dan menciptakan industri perhotelan yang lebih ramah lingkungan.

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CHAPTER I

INTRODUCTION

1.1 Research Background

Environment are one of the blessing that we have living in this earth, but recently human activities have increased serious issue about environmental problems. An environmental problem occurs when there comes a change in quality or the quantity of the environmental factor that directly or indirectly affect everything on earth. “Environmental issues are defined as problems with the planet's system (air, water, soil etc.) that have developed as a result of human interference or mistreatment of the planet.”(Pant et al., 2020). In (Streimikiene et al., 2021) paper it stated that tourism as any other economic field not does only bring some economic benefits to states, but it also creates some serious problems as excessive energy consumption and increasing negative environmental effects including climatic change. To overcome the environmental problems that occur, public awareness of the environment is needed. One of the efforts that can be made to prevent environmental damage is by implementing green practices.

Green practices are one of the way business can help to combat environment problems. Green practices lead to actions to protect the environment and products that result in minimal damage to the environment (Irawan & Vianney, 2015). Green Practice arises because of concerns about the destruction of the environment which will have an impact on the lives of living things in the future.

Environmental awareness is seen as one of the factors that will encourage the purchase of green products, which is one of the applications of green practice.

Green products referred to as ecological or environmentally friendly products, have a lower environmental impact (Azad & Laheri, 2014). May also help minimize the amount of energy required in manufacturing and transportation, as well as the quantity of harmful compounds discharged into the environment. This can assist minimize air and water pollution while also protecting the ecosystem from additional harm. Furthermore, because they are generally created from recycled materials rather than new resources, green products may often assist to minimize the amount of trash produced. This is good for the environment in a variety of ways, including lowering the quantity of garbage that ends up in landfills. There are several indicators that we can use to determine whether the product is a green product including Items that are recyclable, reusable and biodegradable, Packaging with environmentally friendly materials (Eco-Friendly Packaging), An item made with natural ingredient, Items contain non-toxic chemical, and Items that originally grown.

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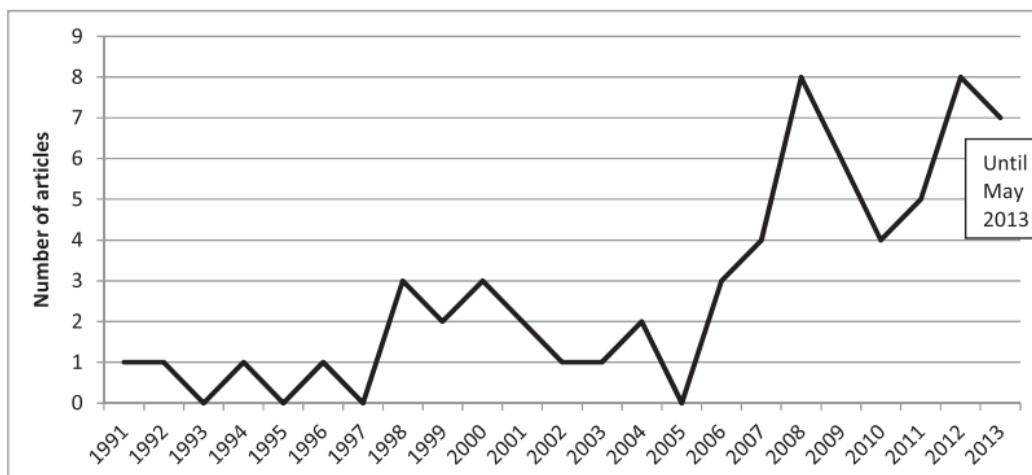


Figure 1.1 Evolution of studies about green product

Source: Green Product Innovation: Where we are and Where we are Going (Dangelico, 2016)

Based on the graph above, the development of green products from year to year is increasing, this is because environmental issues are now starting to increase. In (El-Kassar & Singh, 2019) research it is shown that green product innovation was found to have a positive direct effect on environmental performance, but no significant effect on neither organizational performance nor competitive advantage. Hence, green product innovation influences competitive advantage through environmental performance. That is, green product innovation leads to higher environmental performance which in turn enhances competitive advantage. Therefore, it is important for businesses to invest in green practices to combat environmental problems and enhance their competitive advantage. We can help safeguard the environment for future generations by adopting an eco-friendly lifestyle and purchasing green products.

Hospitality is one industry that implements green product purchasing practices. This is because the hospitality industry is one of the waste-producing industries. Hospitality industry waste is influenced by the number of guests. The

most waste generated by the hospitality industry is solid waste and liquid waste. Solid waste generated by the hospitality industry is in the form of inorganic solid waste and liquid waste is waste water that comes from activities that occur in the kitchen, laundry and various activities that use water (Kurnia et al., 2020). From the amount of environmental damage caused by the hospitality industry, it is very important for the hospitality industry to choose environmentally friendly products such as products that can be recycled, products with environmentally friendly packaging and others.

One of the companies committed to implementing green product purchases is Bali Nusa Dua Convention Center (BNDCC). Bali Nusa Dua Convention Center is a company engaged in Meeting, Incentive, Conference, and Exhibition (MICE). located in Nusa Dua area of Bali, Indonesia. The center features are a lot of variety in meeting and event spaces, including a large exhibition hall and couple of smaller meeting rooms. BNDCC is a company that implements the purchase of green products with the aim of participating in environmental conservation.

In the initial observation, although BNDCC has implemented the purchase of environmentally friendly products, there are still many procurements of goods that using plastic that can't be recycled. One of the most critical issues is the lack of guidelines for purchasing green products. This can potentially lead to inconsistencies in the quality of products obtained and make it difficult to identify green products.

Based on the background described above, the researcher is interested in conducting a research entitled Model of Green Product Purchases to Increase Environmental Awareness in Bali Nusa Dua Convention Center.

1.2 Problem Identification

Based on the background that has been described, the main issues that occur, it can be stated the research problem as follows:

1. How is the implementation of green product purchases to increase environmental awareness in Bali Nusa Dua Convention Center?
2. What is the best practices model applied for green product purchases to increase environmental awareness in Bali Nusa Dua Convention Center?

1.3 Purposes of the Research

Based on the problem that are identified above, the purpose of this research is as follows:

1. To analyze how Bali Nusa Dua Convention Center implement their green product purchases to increase environmental awareness in Bali Nusa Dua Convention Center.
2. To create a practice model for green product purchases to increase environmental awareness in Bali Nusa Dua Convention Center.

1.4 Research Significances

This research hopefully will bring some benefits to both theoretically and practically. The benefits that can be obtained from this research is as follows:

1. Theoretical Significances

This research is expected to provide additional knowledge and insight to other people about the importance of paying attention to model of green product purchases to increase environmental awareness. In addition, this research can also provide information to support other research and add to the bibliography in the academic environment.

2. Practical Significances

a. For Student

This research is expected to provide information and insight to student in a model of green product purchases to increase environmental awareness.

b. For Politeknik Negeri Bali

This research hopefully can be referenced and can be used as a resource of information on future research in Politeknik Negeri Bali.

c. For Bali Nusa Dua Convention Center

This research output which is the model for purchasing green product hopefully can help Bali Nusa Dua Convention Center to have a guidance while buying green products for their events.

1.5 Limitation and Scope of Research

The research object raised in this undergraduate thesis is Model of Green Product Purchases to Increase Environmental Awareness in Bali Nusa Dua Convention Center. There are the limitations and scope of research to limit the discussion in order to focus on analyzing the issues raised in this undergraduate thesis. The variables in this research are Green Product and Environmental

Awareness. Therefore, the indicators on those variables will be connected. There are 5 indicators of Green Products namely Items that are recyclable, reusable and biodegradable, Packaging with environmentally friendly materials (Eco-Friendly Packaging), An item made with natural ingredients, Items contain non-toxic chemical and Items that originally grown. There are 5 indicators of Environmental Awareness namely Environmental care, Reduction of single plastic use, Proper waste management according to type, Reduction of carbon emissions and Energy saving.



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CHAPTER V

CONCLUSION & SUGGESTION

5.1 Conclusion

Based on the result and discussion of Chapter IV can be concluded Model of Green Product Purchases to Increase Environmental Awareness in Bali Nusa Dua Convention Center as follows:

1. The Implementation of Green Product Purchases to Increase Environmental Awareness

Based on the research conducted in this final project, it can be concluded that the implementation of green product purchasing to increase environmental awareness at Bali Nusa Dua Convention Center is still not optimal. Of the five indicators used, only two of them are applied, the other three are not applied and not fully implemented. With this it can be concluded that the implementation of purchasing green products at BNDCC still needs improvement so that all indicators used by researchers can be applied and increase environmental awareness.

2. Model of Green Product Purchases to Increase Environmental Awareness in Bali Nusa Dua Convention Center

From the results of interviews, observation, and documentation that researchers conducted can make the model of green product purchases to applied at Bali Nusa Dua Convention Center. The Procedural model is used to indicate the flow of Green Product Purchases Model at Bali Nusa Dua Convention Center. The flow starts from departments that need goods, which

will be identified according to the five green product indicators using the do and donts guide that has been made.

5.2 Suggestion

Based on the result and discussion, suggestion are givens to improve the Implementation of Green Product Purchases to Increase Environmental Awareness in Bali Nusa Dua Convention Center, as follows:

1. BNDCC should record green product purchases in more detail so that its implementation can be more easily measured.
2. BNDCC Held training programs related to environmentally friendly behavior by buying green product. Because by being trained all employees especially purchasing team can more easily implement the green product purchases and can achieve the goal of creating a sustainable environment.
3. BNDCC is advised to try out the model that has been made within a period of several months as a feasible study, if the model can be effectively work in BNDCC then BNDCC can apply the model as a reference for purchasing green products, unless it can be used as further research material to improve the model from this research findings.

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