

UNDERGRADUATE THESIS

**IMPLEMENTATION OF GREEN ACTION IN IMPROVING
PRO ENVIRONMENTAL BEHAVIOR OF FRONT OFFICE DEPARTMENT
STAFF AT THE TRANS RESORT BALI**



POLITEKNIK NEGERI BALI

Kadek Saras Dipani

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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STAFF AT THE TRANS RESORT BALI**

This research 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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UNDERGRADUATE THESIS APPROVAL SHEET

IMPLEMENTATION OF GREEN ACTION IN IMPROVING PRO ENVIRONMENTAL BEHAVIOR OF FRONT OFFICE DEPARTMENT STAFF AT THE TRANS RESORT BALI

This Ungraduated Thesis has been approved by the supervisor and the head of
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**IMPLEMENTATION OF GREEN ACTION IN IMPROVING
PRO ENVIRONMENTAL BEHAVIOR OF FRONT OFFICE DEPARTMENT
STAFF AT THE TRANS RESORT BALI**

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LETTER OF FREE PLAGIARISM STATEMENT

I am the undersigned below:

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Hereby I declare that Undergraduate Thesis entitled:

**“Implementation of Green Action in Improving Pro Environmental Behavior of Front
Office Department Staff at The Trans Resort Bali”**

is true that it is free from plagiarism. If this statement proves to be invalid, I am fully willing
to accept the provisions in accordance with the applicable regulations.

Thus, the statement letter I made to be used properly.

Badung, July 25th, 2023
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ACKNOWLEDGEMENT

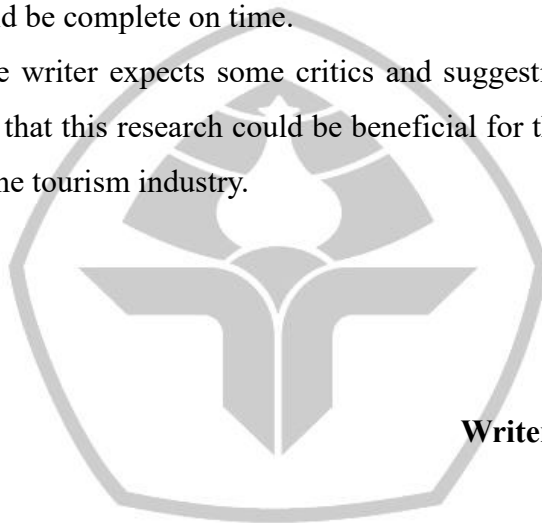
Foremost, thank you to The Almighty God for the blessing in completing the research entitled “Implementation of Green Action in improving Pro Environmental Behavior Front Office Department Staff at The Trans Resort Bali”. The purpose of this research composed is to fulfill one of the requirements that must be done by students to achieve an applied bachelor’s degree in the Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali.

The writer realizes that this cannot be finished without support, guidance, and assistance from various parties during the preparation and writing process. On this occasion, I am deeply thankful for:

1. I Nyoman Abdi, SE., M.eCom. As the Director of Politeknik Negeri Bali who provides the facilities for the student of Politeknik Negeri Bali especially the writer to learn and got knowledge at Politeknik Negeri Bali.
2. Prof. Ni Made Ernawati, MATM., Ph.D as the Head of the Tourism Department, Politeknik Negeri Bali has given the guidelines and directions during the writer’s period of study.
3. Dr. Gede Ginaya, M.Si as Secretary of the Department of Tourism has been permitted to carry out lectures at the Department of Tourism
4. Dra. Ni Nyoman Triyuni, MM as the Head of the Tourism Business Management Study Program who has provided so much guidance and input in the preparation of this research.
5. I Nyoman Rajin Arnaya, SP.d ., M.Hum as Supervisor I which has directed given a lot of advice, motivation, and support, throughout the development of the research.
6. Drs. Budi Susanto M.Par as Supervisor II has directed and given a lot of advice, motivation, and support throughout the development of the research.

7. All lectures of the Tourism Department for the motivation, knowledge, and education given to the writer and all students.
8. Alexander Jovanovic as General Manager of The Trans Resort Bali has allowed doing this research in his company.
9. Komang Suyadnya as Front Office Manager has allowed me to do this research in the Front Office Department and is willing to give the opportunity and the information related to this research.
10. Gede Suwitra and KN. Sri Rahayu my beloved parents, because with their support this research could be complete on time.

Therefore, the writer expects some critics and suggestions for improvement. The writer hopes that this research could be beneficial for the study as well as the development of the tourism industry.



Writer,

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ABSTRACT

Dipani, Kadek Saras. (2023). Implementation of Green Action in Improving Pro Environmental Behavior of Front Office Department Staff at The Trans Resort Bali. Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This Undergraduate Thesis has been supervised and approved by supervisor I: I Nyoman Rajin Aryana, S.Pd., M.Hum, and Supervisor II: Dr. Budi Susanto, M.Par

Keywords: Green Action, Pro-Environmental Behavior, The Trans Resort Bali

The research aims to find out the implementation of green action applied to the front office department of The Trans Resort analyzed with green action indicators. The research also aims to understand the efforts made by the front office management to ensure the implementation of green action remains effective. The method of data collection used is by performing observations, questionnaires, interviews, and documentation. The data analysis methods used are qualitative and quantitative research. Qualitative modes cover several stages, namely through data reduction, data presentation, and conclusion drawing. The quantitative method is done through descriptive statistics. The results of this study show that the front office department at The Trans Resort Bali has implemented three green action indicators well: Energy and water efficiency, Use of Environmentally Friendly Products, and Pollution prevention one indicator of green action that needs to be maximized is indicator recycling and composting. Thus, it can be concluded that the implementation of green action on The Trans Resort Bali still needs to be maximized and green action can improve the pro-environmental behavior of the front office department on The trans Resort Bali which is proved by the tabulation of the results of the questionnaire filled by front office staff obtained a score of 4.18 where it is categorized into the criteria of high value.

ABSTRAK

Dipani, Kadek Saras. (2023). Implementation of Green Action in Improving Pro Environmental Behavior of Front Office Department Staff at The Trans Resort Bali. *Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.*

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: I Nyoman Rajin Aryana, S.Pd., M.Hum, dan Pembimbing II: Dr. Budi Susanto, M.Par

Kata Kunci: Green Action, Pro-Environmental Behavior, The Trans Resort Bali

Penelitian ini bertujuan untuk mengetahui implementasi green action yang diterapkan pada departemen front office pada The Trans Resort yang dianalisis dengan indikator green action. Penelitian ini juga bertujuan untuk mengetahui upaya yang dilakukan oleh pihak manajemen front office agar penerapan green action tetap dilaksanakan secara efektif. Metode pengumpulan data yang digunakan adalah dengan melakukan observasi, kuesioner, wawancara dan dokumentasi. Metode analisis data yang digunakan adalah penelitian kualitatif dan kuantitatif. Metode kualitatif meliputi beberapa tahapan yaitu melalui reduksi data, penyajian data, dan penarikan kesimpulan. Sedangkan metode kuantitatif melalui statistika deskriptif. Hasil penelitian ini menunjukkan bahwa departemen front office pada The Trans Resort Bali telah menerapkan tiga indikator green action dengan baik yaitu Energy and water Efficiency, Use of Environmentally Friendly Products, and Pollution prevention dan satu indikator green action yang perlu di dimaksimalkan yaitu indikator recycling dan composting. Dengan demikian dapat disimpulkan bahwa implementasi green action pada The Trans Resort Bali masih perlu dimaksimalkan serta green action dapat meningkatkan pro-environmental behavior front office department pada The Trans Resort Bali yang dibuktikan dengan tabulasi data hasil kuisisioner yang diisi oleh front office department staff mendapatkan nilai sebesar 4,18 dimana dikategorikan kedalam kriteria nilai yang tinggi.

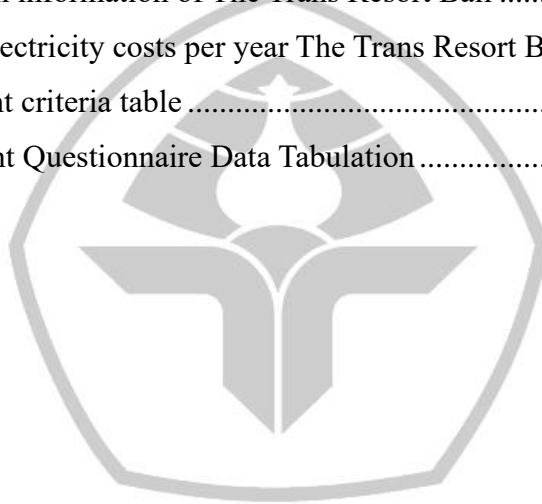
TABLE OF CONTENT

COVER	i
TITLE PAGE.....	ii
REQUIREMENT SHEET	iii
UNDERGRADUATE THESIS APPROVAL SHEET	iv
UNDERGRADUATE THESIS VALIDITY SHEET	v
LETTER OF FREE PLAGIARISM STATEMENT	vi
ACKNOWLEDGEMENT	vii
ABSTRACT.....	ix
ABSTRAK.....	x
TABLE OF CONTENT	xi
LIST OF TABLES.....	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES.....	xv
CHAPTER I.....	1
1.1 Background of Study	1
1.2 Research Problem.....	6
1.3 Research Objectives	6
1.4 Research Significance	6
1.5 Limitation And Scope of Problem	7
CHAPTER II.....	8
2.1 Conceptual Framework	8
2.1.1 Implementation	8
2.1.2 Hotel.....	9
2.1.3 Green Action	9
2.1.4 Theory planned Of Behavior.....	12
2.1.5 Pro-Environmental Behavior (PEB)	13
2.1.6 Front Office Department	15
2.2 Empirical Review.....	18
CHAPTER III	24
3.1 Research Location and Period.....	24
3.2 Research Objects.....	24
3.3 Variables Identification	25

3.4 Definition of Operational Variable.....	25
3.5 Data Types and Sources	27
3.5.1 Data Type	27
3.5.2 Data Source	27
3.6 Informant Determination.....	28
3.7 Method of collecting data	28
3.7.1 Observation	29
3.7.2 Interviews.....	29
3.7.3 Documentation	29
3.7.4 Questionnaire	30
3.8 Data Analysis Method.....	30
3.8.1 Qualitative Descriptive Analysis.....	30
3.8.2 Descriptive Statistical Analysis.....	33
CHAPTER IV	35
4.1 Brief Summary of Research Settings	35
4.1.1 History of The Trans Resort Bali	35
4.1.2 Business Activities	37
4.1.3 Organizational structure and job descriptions.....	45
4.2 Research Findings	50
4.2.1 Implementation of green action dimensions in the Front Office department at The Trans Resort Bali	50
4.2.2 Implementation of green action to improve Pro-Environmental Behavior of Front Office Department Staff at The Trans Resort Bali.	64
CHAPTER V	77
5.1 Conclusions.....	77
5.2 Suggestions	78
REFERENCES.....	79
APPENDICES	82

LIST OF TABLES

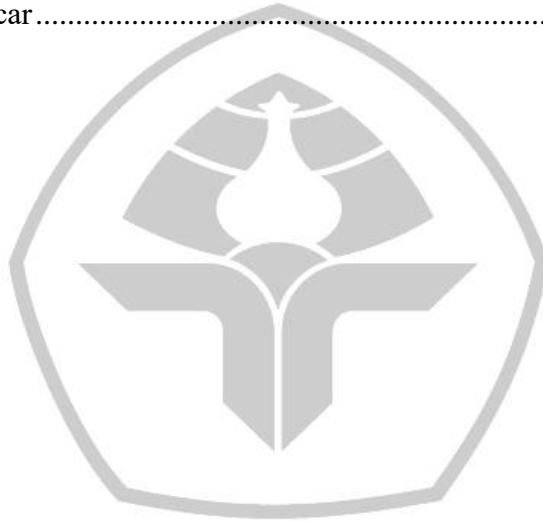
Table 1. 1 Number of foreign tourists in 2022	3
Table 1. 2 Electricity expenditure costs at The Trans Resort Bali in 2020	5
Table 3. 1 Identification of variables & indicators.....	25
Table 3. 2 Identification of variables & indicators.....	26
Table 3. 3 Likert Scale score and Index	34
Table 4. 1 Room information of The Trans Resort Bali.....	38
Table 4. 2 Boardroom information of The Trans Resort Bali	43
Table 4. 3 Table of electricity costs per year The Trans Resort Bali.....	55
Table 4. 4 Assessment criteria table	65
Table 4. 5 Respondent Questionnaire Data Tabulation.....	65



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF FIGURES

Picture 4. 1 Organization chart of front Office department	46
Picture 4. 2 Lobby at The Trans Resort Bali	52
Picture 4. 3 Electricity costs in 2022 and 2023	54
Picture 4. 4 Room Occupancy in 2022 and 2023	54
Picture 4. 5 Sensorics faucet Source: The Trans Resort Bali	57
Picture 4. 6 Trans Signature Jamu	59
Picture 4. 7 Recycling paper	60
Picture 4. 8 Key Holder	61
Picture 4. 9 Hand Towel	61
Picture 4. 10 Buggy car	64



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF APPENDICES

- Appendix 1 interview and questionnaire guidelines
- Appendix 2 Author interviewing with Front Office Manager at The Trans Resort Bali
- Appendix 3 Author interviewing with Chief Concierge at The Trans Resort Bali
- Appendix 4 Author interviewing with Front Office Supervisor at The Trans Resort Bali
- Appendix 5 Result of tabulations data
- Appendix 6 Environmental cleaning activities around the hotel
- Appendix 7 Documentation of The Trans Resort Bali



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER I

INTRODUCTION

1.1 Background of Study

Along with the times, the ability of humans to create change is increasing. Technological progress and the rapid pace of development, as it is today, are part of the changes that humans can create as special living beings endowed with an extraordinary mind. With very sophisticated technology at this time, it makes it easier for information to spread quickly, one of which is environmental issues.

According to ministerial regulation number 17 of 2009 concerning guidelines for determining the carrying capacity of the environment in regional spatial planning, states that "An environment is a unit of space with all objects, forces, conditions, and living things, including humans and their behavior that affect the continuity of life and the welfare of humans and other living things". The environment is a unity of various forms of life that are interconnected with each other and have a reciprocal relationship. With this, the environment is a very important aspect to be preserved because the environment is a place of life for humans and all other living things. The environment provides various natural materials as important resources to help humans sustain life (Thai & Nguyen, 2022). But today, environmental problems have become a global concern. The impact of environmental problems can be caused by various reasons, one of which is from human actions, humans are the main factor that causes various changes to their environment, both from a positive and negative side. Environmental

damage can be triggered due to a lack of human awareness to preserve nature because of the view that considers humans as the center of life (Satmaidi, 2017). environmental damage caused by human activities comes from various sectors, namely industry, health services, domestic households, and tourism. Tourism is an industry that involves almost all components of society and makes tourists an important component so that tourism activities can occur. With the presence of tourists, of course, various types of tourism support facilities are needed to meet their needs while traveling, which is not their place of residence. this facility includes hospitality businesses, restaurants, travel businesses, entertainment facilities, and other supporting facilities which in their operations produce various types of waste that have the potential to harm the environment.

Bali is one of the tourist destinations with dense tourism activities. Bali is in demand for various groups of tourists, both domestic and foreign. Bali has a variety of tourist attractions ranging from natural attractions and rich cultural tourism. With a wide selection of tourist attractions Bali also has tourism support facilities such as having many accommodations such as restaurants, souvenir shops, and hotels which are arguably very adequate so that Bali is in great demand for tourists. Bali has so many tourists every year it can be seen in the table of the number of tourists in 2022 below which is the year after the pandemic occurred, but it can be seen in the table that the level of foreign tourist visits is increasing every month.

Table 1. 1 Number of Foreign Tourists in 2022

Number of Foreign Tourists in 2022	
Month	Number of tourists
January	3
February	1310
March	14620
April	58335
May	115611
June	181625
July	246504
August	276659
September	291162
October	305244
November	287398
December	377276
Yearly amount	2155747

Source: Badan Pusat Statistik Provinsi Bali, 2022 (Data Processed)

With this data, it can be understood that with a large number of tourist visits, tourism support facilities are needed to support the needs of tourists, one of which is the much-needed facilities, namely lodging facilities such as hotels. Hotels are commercially managed lodging facilities intended for the public. A hotel is a temporary residence for those who travel outside of their place of residence with basic provisions that are commercial to provide comfort and satisfaction for hotel visitors (Sunarmi, 2022).

According to data from Badan Pusat Statistik Provinsi Bali, there are four hundred and three hotels spread throughout the province of Bali in 2021. Thus, there are so many hotels which means that there are also so many results of operational

activities from the industry produced. The results of these industrial activities can be in the form of various kinds of waste ranging from organic waste, inorganic liquid waste, and various other wastes that can affect the quality and condition of the environment. The waste generated by the hotel industry has different characteristics from household liquid waste because the potential for this waste does not only come from kitchen activities but also office activities, hotel rooms, swimming pools, and laundry. (Elystia, 2012). with different types of waste characters, of course, require different and more complex handling. There are many negative impacts from hotel activities as one of the most needed facilities, thus environmental awareness of the hotel industry to protect and preserve the environment is important so that the resources needed are maintained for the next generation.

The Trans Resort Bali, a hotel located in Seminyak Bali which is a business line under CT Corp Management, is a hotel that pays attention to environmental aspects in its operations. Trans Resort Bali implements environmentally friendly actions which are a form of support for sustainability and a form of concern for the surrounding environment. Various environmentally friendly actions can be categorized as green actions where green actions are carried out by reducing energy efficiency, using environmentally friendly products, minimizing waste, and minimizing waste. green action is an activity that aims to protect both the environment and the surrounding community (Leonardo et al., 2014). Various efforts have been made by The Trans Resort Bali involving all departments, one of which is the front office department. Where the front office department as the department that handles the check-in and

check-out process also contributes to the waste generated or the energy used in hotel operations. This is what makes the front office also need to contribute to implementing green actions in hotel operations. apart from being a form of concern for the environment, other problems form the basis for the application of green action at the Trans Resort Bali to be maximized, namely the significant increase in electricity from June to December 2020, which can be seen in the table below.

Table 1. 2 Electricity expenditure costs at The Trans Resort Bali in 2020

Year	Month	Cost
2020	June	188,590,465
	July	223,538,933
	August	367,859,338
	September	380,148,868
	October	418,192,031
	November	448,317,693
	December	476,094,206

Source: The Trans Resort Bali

With this problem, The Trans Resort Bali implements energy-saving efforts to minimize energy use and to keep the company's electricity consumption within reasonable limits. In its implementation, it requires awareness and employee behavior so that the implementation of green action can go optimally. This can be called pro-environmental behavior," where individuals consciously behave to reduce the adverse operational impact on the environment. In this case, a study is needed to assess the awareness of employees to minimize the negative impact on the environment, which is the goal of green action. Because the implementation of green action in the hotel will

not be optimal if it is not supported by the behavior and awareness of employees towards the environment. Based on that, the researchers are interested in doing research with the title **“Implementation of Green Action in improving Pro Environmental Behavior of Front Office Employee at The Trans Resort Bali”**

1.2 Research Problem

1. How does the green action implemented in the front office department at The Trans Resort Bali.
2. How does the implementation of green action improve the Pro-Environmental Behavior of Front Office Department Staff at The Trans Resort Bali

1.3 Research Objectives

1. To analyze the green action implemented in the front office department at The Trans Resort Bali.
2. To analyze implementation of green action in improving pro environmental behavior of Front Office Department staff at The Trans Resort Bali.

1.4 Research Significance

Theoretical Benefit

1. Theoretically, this research is expected to add insight and knowledge into tourism development, especially in terms of the implementation of green action in improving the pro-environmental behavior of employees.

2. Practical Benefit

- a. For Politeknik Negeri Bali, the results of this research can be used as a reference to similar research references in the future.

- b. For the hotel, The Trans Resort Bali expected results This research can be an evaluation material for the front Office department to always contribute consciously to implement Green Action.
- c. For researchers, it is hoped that the results of this research can be a motivation and additional information regarding the implementation of Green Action in improving Pro Environment Behavior of employees in hotels in the form of a scientific paper.

1.5 Limitation And Scope of Problem

This research is a qualitative research, data collection was carried out at The Trans Resort Bali, which is located on Jalan Sunset Road, Seminyak, Kerobokan Kelod, Kec. North Kuta, Badung Regency. The object of this research includes the implementation of Green Action carried out by the Front Office department in improving the Pro-Environmental Behavior of Front Office Department staff at The Trans Resort Bali by measuring four dimensions of green action according to (Leonardo et al., 2014) namely energy and water efficiency, use of environmentally friendly products, recycling and composting, and pollutant prevention as well as six dimensions of pro-environmental behavior according to (Andzari et al., 2021) energy saving, mobility and transportation, waste prevention recycle, consumerism, conservation.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

The results of the analysis obtained are related to the application of green action in improving the pro-environmental behavior of the front office department staff at The Trans Resort Bali, then the authors draw several conclusions which will be described as follows:

1. Based on the results of interviews conducted with the manager, supervisor, and chief concierge of the front office department of The Trans Resort Bali, which of the four indicators used by the author as a research benchmark, that the front office department at the Trans Resort Bali has properly implemented the three dimensions of green actions include Energy and Water Efficiency, Use of Environmentally Friendly Products, and Pollution prevention while one indicator is Recycling and Composting where the composting indicator is Composting Efforts such as separating waste between dry waste and inorganic waste has not been maximally implemented because these responsibilities are not carried out directly by the front office department but tasks such as providing trash cans, disposing of the trash from trash boxes are carried out by the housekeeping department. Thus, it can be concluded that the application of green action at The Trans Resort Bali still needs to be maximized so that the application is carried out perfectly.

2. Relation to the application of green action to improve the pro environmental behavior of the front office department staff at The Trans Resort Bali. The results of the tabulation of respondent data regarding the linkage of green products to increase environmental awareness at The Trans Resort Bali show an average value of 4.18 which indicates that the value is included in the high score category. This can show that the implementation of green action is effective in increasing the pro-environmental behavior of the front office department staff at The Trans Resort Bali.

5.2 Suggestions

The suggestion that can be given to The Trans Resort Bali is to improve management in implementing green action in operations by making the latest innovations in managing the application of energy and water efficiency, using environmentally friendly products, recycling and composting as well as pollution prevention in hotel operations so that this implementation can be felt and conveyed to the society as potential consumers, which then creates a special consumer perception of the company's brand to be able to make The Trans Resort Bali a choice of stay for the customer who are concerned about the environment. so that in the future stay at The Trans Resort Bali is part of the contribution to the environment for tourists and society as consumers.

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