

UNDERGRADUATE THESIS

**IMPLEMENTATION OF ECO-FRIENDLY ATTITUDE
TO ENHANCE GREEN AWARENESS OF EMPLOYEE
AT FRONT OFFICE DEPARTMENT OF MELIÃ BALI**



POLITEKNIK NEGERI BALI

Putu Suryapandit Andriawan

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2023**

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**Putu Suryapandit Andriawan
NIM. 1915834007**

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



POLITEKNIK NEGERI BALI

**Putu Suryapandit Andriawan
NIM. 1915834007**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2023**

UNDERGRADUATE THESIS APPROVAL SHEET

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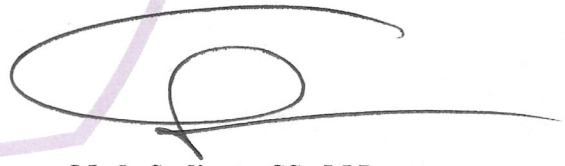
This Undergraduate Thesis has been approved by the Supervisor and the Head of
Tourism Department of Politeknik Negeri Bali on Monday July 24, 2023

Supervisor I,

Supervisor II,



Ni Nyoman Sri Astuti, SST.Par.,M.Par
NIP. 198409082008122004



Made Sudiarta, SS., M.Par
NIP. 196812062002121002

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

Acknowledged by
The Head of Torism Department,
Politeknik Negeri Bali






Prof. Ni Made Ernawati, MATM., Ph.D
NIP. 196312281990102001

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This undergraduate thesis entitled:

**IMPLEMENTATION OF ECO-FRIENDLY ATTITUDE
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AT FRONT OFFICE DEPARTMENT OF MELIÁ BALI**

by **Putu Suryapandit Andriawan (NIM. 1915834007)** has been successfully defended in front of the Board of Examiners and accepted as partial fulfillment of the requirements for the Applied Bachelor's Degree of Tourism Business Management in Undergraduate Thesis Examination on Monday, July 24, 2023

	Name of Examiner Team	Signature
Chairman	Ni Nyoman Sri Astuti, SST.Par.,M.Par NIP. 198409082008122004	
Member	Drs. I Ketut Astawa, MM NIP. 196107211988111001	
Member	Ni Putu Lianda Ayu Puspita, SE.,M.Tr.Par NIP. 0008089105	

Acknowledged by
The Head of Tourism Department
Politeknik Negeri Bali



Prof. Ni Made Ernawati, MATM., Ph.D
NIP. 196312281990102001



POLITEKNIK NEGERI BALI

KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET, DAN TEKNOLOGI
POLITEKNIK NEGERI BALI
Jalan Kampus Bukit Jimbaran, Kuta Selatan, Kabupaten Badung, Bali – 80364
Telp. (0361) 701981 (hunting) Fax. 701128
Laman: www.pnb.ac.id Email: poltek@pnb.ac.id

STATEMENT LETTER

The undersigned below,

Name : Putu Suryapandit Andriawan

NIM : 1915834007

Study Program : Tourism Business Management

Tourism Department Politeknik Negeri Bali

I hereby declare that my undergraduate thesis entitled:

**IMPLEMENTATION OF ECO-FRIENDLY ATTITUDE TO ENHANCE
GREEN AWARENESS OF EMPLOYEE AT FRONT OFFICE
DEPARTMENT OF MELIÄ BALI**

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

Badung, 24th July 2023

Who made the statement,



Putu Suryapandit Andriawan

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First and foremost, I thank to God, Ida Sang Hyang Widhi Wasa for the blessing given to me in completing the thesis entitled "Implementation of Eco-Friendly Attitude to Enhance Green Awareness of Employee in Front Office Department, Meliã Bali". The purpose of this thesis is to complete one of the requirements for obtaining an Applied Bachelor's Degree in Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

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Therefore, the researcher expects some criticism and suggestions for improvement. The researcher hopes that the thesis will be beneficial both for research and for the development of the tourism industry.

Badung, July 24, 2023

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ABSTRAK

Andriawan, Putu Suryapandit. (2023). *Implementasi Perilaku Ramah Lingkungan untuk Meningkatkan Kesadaran Hijau dari Karyawan di Departemen Kantor Depan Meliã Bali*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Ni Nyoman Sri Astuti, SST.Par.,M.Par dan Pembimbing II: Made Sudiarta, SS., M.Par

Kata kunci: Eco-Friendly Attitude, Kesadaran Hijau, Kantor Depan, Hotel

Penelitian ini dilakukan di Meliã Bali yang berlokasi di ITDC Nusa Dua. Penelitian ini bertujuan untuk menganalisis penerapan sikap ramah lingkungan dan menganalisis pengaruh penerapan sikap ramah lingkungan untuk meningkatkan kesadaran hijau pada karyawan di departemen kantor depan Meliã Bali. Jenis data dalam penelitian ini adalah data primer dan data sekunder. Data diperoleh melalui kuesioner dan observasi. Penelitian ini menggunakan metode kuantitatif yang dianalisis dengan menggunakan analisis regresi linier berganda dengan menggunakan program SPSS 29.0. Sampel dalam penelitian ini menggunakan sampel jenuh sebanyak 43 responden. Populasi dalam penelitian ini adalah karyawan di departemen kantor depan, Meliã Bali. Hasil penelitian ini menunjukkan bahwa implementasi sikap ramah lingkungan untuk meningkatkan kesadaran hijau karyawan di departemen kantor depan, Meliã Bali telah dilaksanakan. Sebagian besar karyawan di departemen kantor depan, Meliã Bali yang memiliki kesadaran ramah lingkungan saling mengingatkan satu sama lain untuk menerapkan sikap ramah lingkungan di tempat kerja. Terdapat beberapa karyawan di departemen kantor depan, Meliã Bali yang bersikap tidak nyaman untuk menerapkan sikap ramah lingkungan di tempat kerja dengan berbagai alasan. Namun, karyawan lainnya selalu memberikan saran untuk menerapkan sikap ramah lingkungan di tempat kerja. Pengaruh penerapan sikap ramah lingkungan melalui uji T menyatakan bahwa 4 variabel independen berpengaruh secara parsial terhadap kesadaran hijau dan uji F menyatakan bahwa 4 variabel independen (secara simultan) berpengaruh signifikan terhadap kesadaran hijau (Y). R square yang diperoleh sebesar 0,965. Hal ini berarti bahwa 4 variabel independen dalam penelitian ini mempengaruhi variabel dependen yaitu kesadaran hijau sebesar 96,5%.

ABSTRACT

Andriawan, Putu Suryapandit. (2023). Implementation of Eco-Friendly Attitude to Enhance Green Awareness of Employee at Front Office Department of Meliã Bali. Undergraduate thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali

This undergraduate thesis has been accepted and examined by Supervisor I: Ni Nyoman Sri Astuti, SST.Par.,M.Par and Supervisor II: Made Sudiarta, SS., M.Par

Keywords: Eco-Friendly Attitude, Green Awareness, Front Office, Hotel

This research was conducted at Meliã Bali located at ITDC The Nusa Dua. It aims to analyze the implementation of eco-friendly attitude and analyze the effect of implementing an eco-friendly attitude to enhance green awareness of employee at front office department of Meliã Bali. The types of data in this research are primary data and secondary data. Data obtained through questionnaires and observations. This research uses quantitative methods which are analyzed using multiple linear regression analysis using the SPSS 29.0 program. The sample in this research used a saturated sample of 43 respondents. The population in this research is employees at front office department, Meliã Bali. This research shows that implementation of eco-friendly attitude to enhance green awareness of employees at front office department, Meliã Bali has been implemented. Most of the employees at front office department, Meliã Bali with eco-friendly awareness remind each other to apply eco-friendly attitude at work. There are few employees at front office department, Meliã Bali who behave like they feel inconvenience to implement eco-friendly attitude at work with various reasons. However, other employees always give advice to practice environmentally friendly attitudes in the workplace. The effect of the implementation of eco-friendly attitude through T test stated that 4 independent variables have effect partially and F test stated that 4 independent variables (simultaneously) have a significant effect on green awareness (Y). R square obtained is 0.965. It means that the 4 independent variables in this research affect the dependent variable, which is green awareness by 96.5%.

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CHAPTER I

INTRODUCTION

1.1 Research Background

The Nusa Dua is a world-class tourism area managed by ITDC or Indonesia Tourism Development Corporation located in Benoa village, District of South Kuta, Badung, Bali. The Nusa Dua has been the host of national and international events such as the IMF-World Bank or International Monetary Fund – World Bank Summit and G20. The Nusa Dua has achieved several awards. Awards achieved at the national level include Kalpataru from the Indonesian Government and Tri Hita Karana certification from the Tri Hita Karana Bali Foundation. At the global level, in 2004 Nusa Dua obtained the first Green Globe 21 Asia Pacific Certification in the world for the "Community Resort" category awarded by the Green Globe Foundation, a global organization supported by the United Nations. Situated around 300 hectares, The Nusa Dua area currently offers a wide range of facilities to the tourists. These facilities include shopping centers, museums, cultural sites, golf courses, international hospitals, and 19 star hotels offering more than 5,000 rooms. One of the 5-star hotels in The Nusa Dua area is Meliã Bali.

Table 1. 1 Number of accommodations in ITDC The Nusa

Accommodations	Total
5-star hotel	14
4-star hotel	3
Villa	3

Source: ITDC The Nusa Dua, 2021

Meliã Bali is 5-star hotel under management of Meliã Hotel International. It has 494 rooms and various facilities such as spa, restaurant, bar, fitness center,

meeting room, swimming pool dan kids club. Since its establishment in 1985, Meliã Bali has received numerous national and international awards such as: Green Hotel Award 2011-2013, Tri Hita Karana Award Super Platinum 2018, Booking.com award 2015 and others. Meliã Bali has several departments that work together to support its operational. One of departments at Meliã Bali is front office department.

Front office department contact directly with guest who come to hotel. This department handles check in and check out process, room assignment, guest information, billing, and payment. Front office at Meliã Bali has various separated-section that share these responsibilities, including switchboard, reception or well-known as GSA or Guest Service Agent, GRO or Guest Service Officer, concierge, and uniformed-staff, such as luggage porters, driver, welcome ambassador. Various activities conducted by front office employee requires various resources to support its operational activities to provide excellent services to the guest. The utilization of resources at front office department will certainly produce waste if it is not processed properly.

The excessive utilization of these resources and uncontrolled waste-generated specifically papers are issue facing at front office department of Meliã Bali. Electrical energy is used for lighting in the lobby and office areas, air conditioning in the office, refrigerators, computer equipment. When they are not used, these appliances should be turned off to prevent over consumption of electrical energy. But sometimes employees forget to do so, and especially turn off the lights. Besides electrical energy, front office department definitely use paper to support its operational activity. Paper is used for administrative purposes, such as SOP or

Standard Operational Procedure, welcome letter, expected departure list for APOA or *Aplikasi Pelaporan Orang Asing*, statement letter, etc. These papers, if they are no longer used, they should be reprocessed through recycle by using the other side of paper. But in fact, some of the employee who are working in the front office department are negligent to use recycled paper. In order to minimize the resulting negative impact, eco-friendly attitude must be implemented and strengthened.

Eco-friendly attitude can be understood as the tendency to behave environmentally friendly. Implementing an eco-friendly attitude can be done anywhere such as at front office area. Someone who implements an eco-friendly attitude will make maximum efforts to keep the surrounding area in good condition (clean, beautiful, well-maintained). A clean, beautiful and well-maintained work environment will certainly affect the activities conducted by employees. Implementing and strengthening eco-friendly attitude will affect behavior towards environmentally friendly or Green Awareness.

Green awareness is also the most important part in actualizing a clean, beautiful and well-maintained work environment. Green awareness can be understood as a person's response regarding the vulnerability of this environment and how important it is to maintain the environment to remain sustainable. This awareness should be owned by all employees, especially in the front office department, including managers to bellboys and drivers.

Based on the descriptions and phenomena in the research's background, implementation of eco-friendly attitude is being important to minimize the negative

impacts of the excessive utilization of resources and will enhance green awareness of employee especially at front office department, Meliã Bali. The researcher is interested in exploring these phenomena through research entitled **"Implementation of Eco-friendly Attitude to Enhance Green Awareness of Employee at Front Office Department of Meliã Bali"**.

1.2 Problems Statements

Based on the background that has been described, the main issues that used as a problem are as follows:

1. How is the implementation of eco-friendly attitude to enhance green awareness at the front office department of Meliã Bali?
2. How significant is the effect of implementing an eco-friendly attitude to enhance green awareness of employees at front office department, Meliã Bali?

1.3 Research Objectives

Based on the problem identification above, the purpose of this thesis are as follows:

1. To analyze the implementation of eco-friendly attitude to enhance green awareness of employee at front office department of Meliã Bali.
2. To analyze the effect of implementing an eco-friendly attitude to enhance green awareness of employee at front office department of Meliã Bali.

1.4 Research Significance

This research hopefully will bring some benefits both theoretically and practically. The benefits to be obtained in this research are:

1.4.1 Theoretical Benefits

Theoretically, this research is expected to provide additional information to support other studies and add the references in the academic environment. This research paper is intended to provide a reference for further researchers and as an input to the reader. Furthermore, the results of this study are expected to provide additional knowledge about how to implement eco-friendly attitudes and what problems are encountered and overcome in implementing eco-friendly attitudes.

1.4.2 Practical Benefits

Practically, the results of this research are expected to provide useful input and guidelines to improve the implementation of eco-friendly attitude. The followings are the practical benefits of this research:

1. For Politeknik Negeri Bali

The result of this research is able to complete and enrich the literature collection at Politeknik Negeri Bali and increase literature list for student who need more information related to this research.

2. For Corporation

The result of this research can be useful input, reflection and information for the company (Meliã Bali) to improve eco-friendly attitude at front office department and also Meliã Bali.

3. For Researcher

This research is one of the requirements needed by researchers to complete their studies at D4 Tourism Business Management, Politeknik Negeri Bali and get an applied bachelor's degree.

1.5 Limitations and Scope of Problems

The researcher will conduct research that will involve all employee at front office department, including Manager & Asst. Manager, GSA, The Level, Bellboy. The researcher researched the implementation of eco-friendly attitude and green awareness of employees which are described below:

1. Eco-friendly attitude. Eco-friendly attitude is a psychological reaction to the environment shown by an individual and this affects the individual's behavior (Chen, 2014). Eco-friendly attitude consists of several dimensions such as importance of being environmentally friendly (X1), inconvenience of being environmentally friendly (X2), level of responsibility of corporation (X3), severity of environmental problem (X4)
2. Green awareness. Green awareness is a multidimensional construct consisting of conservation and protection knowledge, attitudes and actions (Putri, 2017). Therefore, it can be seen that environmental awareness is basically the customer's knowledge of products related to their environmental impact.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

There are several conclusions that can be explained based on the results of the research and the previous discussion:

1. Implementation of eco-friendly attitude to enhance green awareness of employees at front office department, Meliã Bali has been implemented. Most of the employees at front office department, Meliã Bali with eco-friendly awareness remind each other to apply eco-friendly attitude at work, such as recycling paper that has been used for internal purposes. There are few employees at front office department, Meliã Bali who behave like they feel inconvenience to implement eco-friendly attitude at work with various reasons. However, other employees always give advice to practice environmentally friendly attitudes in the workplace. Meliã Bali as company in tourism industry can prove its commitment in preserving the environment and environmental sustainability.
2. In this research, the implementation of eco-friendly attitude towards green awareness of employees in the front office department, Meliã Bali is strongly significant. However, variables X1 and X3 have a positive effect while variables X2 and X4 have a negative effect. The calculated F value obtained is 263.249 while the F table value is 2.61. It is known that the calculated F value is $263.249 > 2.61$ with a significance level of $0.001 < 0.05$. Based on this, it

can be said that 4 independent variables (simultaneously) have a significant effect on green awareness (Y). R square obtained is 0.965. It means that the 4 independent variables in this research simultaneously affect the dependent variable, which is Green Awareness by 96.5%.

5.2 Suggestion

Through the research and observation conducted at front office department, Meliã Bali on implementing eco-friendly attitude to enhance green awareness of employees, there are some suggestions to be conveyed, including:

1. For Meliã Bali, the implementation of eco-friendly attitude must be maintained and improved to preserve nature by empowering employees in all departments at Meliã Bali to always implement eco-friendly attitude while working. It can be done through training programs about eco-friendly attitude that are carried out regularly, establishing joint regulations that are more binding in order to enhance employees' awareness to implement eco-friendly attitude. In addition, the company should increase the type and number of eco-friendly products for operational purposes in all departments.
2. For further research, this research can be used as a comparison and reference for research with the same theme, which is eco-friendly attitude. Further research is expected to examine more sources or references related to eco-friendly and green awareness with the goal of obtaining better research results.

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