

**UNDERGRADUATE THESIS**  
**THE IMPLEMENTATION OF GREEN PURCHASING**  
**AT THE SEMINYAK BEACH RESORT AND SPA**



**POLITEKNIK NEGERI BALI**

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**TOURISM DEPARTMENT**  
**POLITEKNIK NEGERI BALI**  
**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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## UNDERGRADUATE THESIS APPROVAL SHEET

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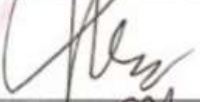
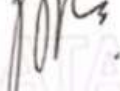
## UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled:

### THE IMPLEMENTATION OF GREEN PURCHASING AT THE SEMINYAK BEACH RESORT AND SPA

By Ni Putu Puspa Mas Widyantari (NIM. 1915834015) 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

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The writer realizes that this research proposal is still not perfect, the authors expect criticism and suggestions to make this research proposal better so that it can be useful for many people.

**Writer**

**Ni Putu Puspa Mas Widyantari**



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## ABSTRACT

**Widyantari, Ni Putu Puspa Mas. (2023). *The Implementation of Green Purchasing at The Seminyak Beach Resort and Spa*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali**

**This undergraduate thesis has been supervised and approved by Supervisor I: Drs. I Ketut Astawa, MM, and Supervisor II: Ni Nyoman Sri Astuti, SST.Par., M.Par.**

**Keywords: green purchasing, procurement items, purchasing, conceptual model**

This study focuses on the implementation of Green Purchasing in the procurement of hotel items, this research was conducted at The Seminyak Beach Resort and Spa hotel located on Jl. Kayu Aya, Kuta, Badung, Bali. There are 2 objectives of this research, the first is to find out the implementation of green purchasing in the procurement of items in hotels at The Seminyak Beach Resort and Spa which is analyzed using the green purchasing indicator developed by Pramesti. The second objective is to create an model of green purchasing that will be implemented at The Seminyak Beach Resort and Spa using Setyosari theory about Conceptual Model. The data analysis method used in this research is qualitative research. Data collection methods used to obtain research results are interviews, observation, literature study, and documentation. In determining informants, this study used a purposive sampling technique. The results of this study show that the implementation of green purchasing at The Seminyak Beach Resort and Spa is 21.9%, which is included in the low category. This states that the implementation of green purchasing at The Seminyak Beach Resort and Spa has not been fully implemented because there are several obstacles. From these obstacles, a green purchasing implementation model can be created and can be applied at The Seminyak Beach Resort and Spa so the implementation of green purchasing can run maximal. It can be meant that The Seminyak Beach Resort and Spa uses the Conceptual Model to implement the process of implementing green purchasing.

## **ABSTRAK**

**Widyantari, Ni Putu Puspa Mas. (2023). *The Implementation of Green Purchasing at The Seminyak Beach Resort and Spa*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.**

**Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Drs. I Ketut Astawa, MM, dan Pembimbing II: Ni Nyoman Sri Astuti, SST.Par., M.Par.**

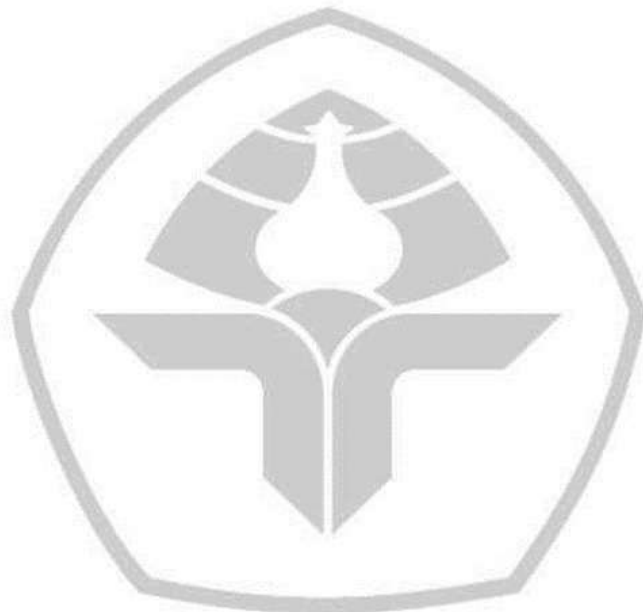
**Kata Kunci: *green purchasing, procurement items, purchasing, conceptual model***

Studi ini berfokus pada implementasi *Green Purchasing* pada pengadaan barang hotel, penelitian ini dilakukan di hotel The Seminyak Beach Resort and Spa yang berlokasi di Jl. Kayu Aya, Kuta, Badung, Bali. Terdapat 2 tujuan dilakukannya penelitian ini yaitu pertama untuk mengetahui implementasi *green purchasing* pada pengadaan barang di hotel di The Seminyak Beach Resort and Spa yang dianalisis menggunakan indikator *green purchasing* yang dikembangkan oleh Pramesti. Tujuan kedua yaitu untuk membuat model proses *green purchasing* yang akan diterapkan di The Seminyak Beach Resort and Spa menggunakan teori Setyosari mengenai Conceptual Model Metode analisis data yang digunakan dalam penelitian ini yaitu penelitian kualitatif. Metode pengumpulan data yang digunakan untuk mendapatkn hasil penelitian yaitu wawancara, observasi, studi pustaka, dan dokumentasi. Dalam menentukan *informant*, penelitian ini menggunakan teknik *purposive sampling*. Hasil penelitian ini menunjukkan bahwa implementasi *green purchasing* di The Seminyak Beach Resort and Spa sebesar 21.9% termasuk kategori rendah. Hal ini menunjukkan ahwa implementasi *green purchasing* di The Seminyak Beach Resort and Spa belum sepenuhnya dijalankan karena terdapat beberapa hambatan. Dari hambatan tersebut dapat dibuatkan model implementasi *green purchasing* yang dapat diaplikasikan di The Seminyak Beach Resort and Spa agar implementasi *green purchasing* dapat berjalan sepenuhnya. Dapat disimpulkan bahwa The Seminyak Beach Resort and Spa menggunakan Conceptual Model untuk menerapkan proses implementasi *green purchasing*.

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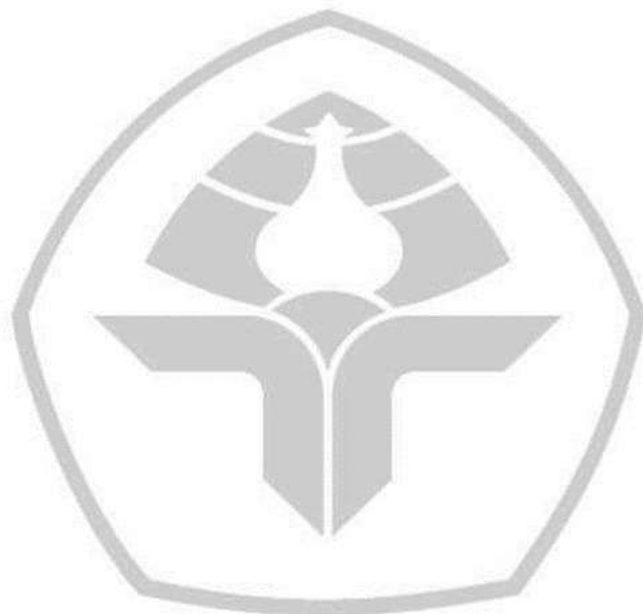
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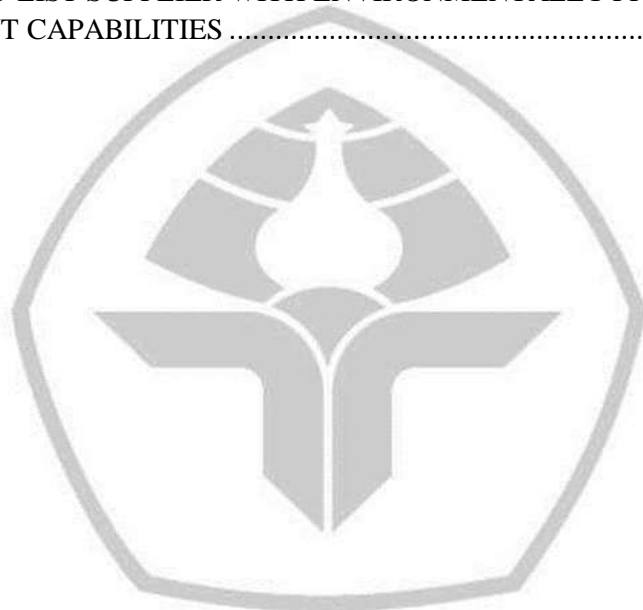
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# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Indonesia is a country known of tropical forests, geographical conditions located on the equator make Indonesia the right home for the growth of various types of flora and large trees. In addition, Indonesia has various islands where each island has a different natural, cultural, and historical diversity. One of them is Bali. Bali is an island that has natural beauty and many cultures that can attract tourists. Bali contributed foreign exchange reaching IDR 89 trillion or around 30 percent of the tourism sector nationally before the Covid-19 pandemic (Adminlina, 2022). Until now, Bali is still famous by tourism.

Tourism activities are activities to sell the environment. In addition, people who travel from one place to another for the purpose of tourism, namely to enjoy the environment, scenery, culture, and history (Landoala, 2013). The parts that support tourism activities are accommodation and transportation. Accommodation has various types, one of which is a hotel. Bali has a variety of hotels with different facilities, prices, services, several types of hotel. A form of building, accommodation company or business service that provides services such as services, food and beverage and other facilities where all services are intended for the general public, both those who spend the night at the hotel or those who only use certain facilities are called hotels. (Cahyo & Solikhin, 2015).



Green hotel and green supply chain are better future hospitality business characterized by their small-scale activity, aiming at preserving the environment, and respecting the host community cultures. Green hotel certainly opens opportunities and challenges to the supply of processed raw materials from suppliers so that the integration of green provides an opportunity to capture the eco-friendly tourist market segment (Astawa et al., 2021).

Purchasing Department is the central point of purchasing transactions for all types of goods for the ongoing operation of the hotel, so the purchasing department is often described as the central purchasing company or hotel concerned (Suarsana, 2007). In the hotel industry, purchasing department is an important function in implementing the procurement process.

In providing hotel products, raw materials are needed. Currently plastic or paper is very common. Examples the uses of plastic in hotels are soap wrappers in the bathroom, toothbrush wrappers, and others. This will have a negative impact on the environment, if done continuously. In addition, hotel operations often use paper which will cause deforestation and will have an impact on environmental. The concept of sustainable tourism is a concept of public awareness as tourism business actors about the importance of responsibility to maintain tourism sustainability for the next generation.

With such problems, the concept of Green Purchasing emerged which will lead to sustainable tourism. Green purchasing is a procurement process that includes reduction, reuse and recycling of raw materials in the purchasing process. There are two indicators that influence the implementation of green purchasing,

namely supplier selection and 3R's procurement process. Supplier selection is the process of selecting suppliers based on the criteria required by the company. 3R's Procurement Process is items procurement process that includes reduction, reuse, and recycling (Pramesti et al., 2021). In other words, green purchasing is a purchase activity that considers environmental factors. This requires suppliers to take action to ensure environmental quality. In the initial observations, The Seminyak Resort Beach and Spa still procures a lot of items by purchasing goods using plastic materials that cannot be recycled. However, some of the items purchased have met the green purchasing requirements in order to protect the natural environment and tourism sustainability.

Based on description of the background above, the writer interesting to do research about green purchasing in procurement items at The The Seminyak Beach Resort and Spa with entitled : “The Implementation of Green Purchasing at The Seminyak Beach Resort and Spa”

## **1.2 Research Questions**

Based on description of the background above, the main problem in this research as follows:

1. How is the implementation of green purchasing at The Seminyak Beach Resort and Spa?
2. What is the model of green purchasing process at The Seminyak Beach Resort and Spa?

### **1.3 Research Objectives**

Based on the research problems, the purpose of this research are:

1. To analyze the implementation of green purchasing at The Seminyak Beach Resort and Spa
2. To formulate the model of green purchasing process at The Seminyak Beach Resort and Spa

### **1.4 Research Significance**

#### **1. Theoretical Benefit**

Theoretically, this research is expected to provide benefits to increasing insight and knowledge about the importance of implementing the Green Purchasing concept to make tourism sustainability. And to increasing insight for employees so they can optimally apply to use of green products

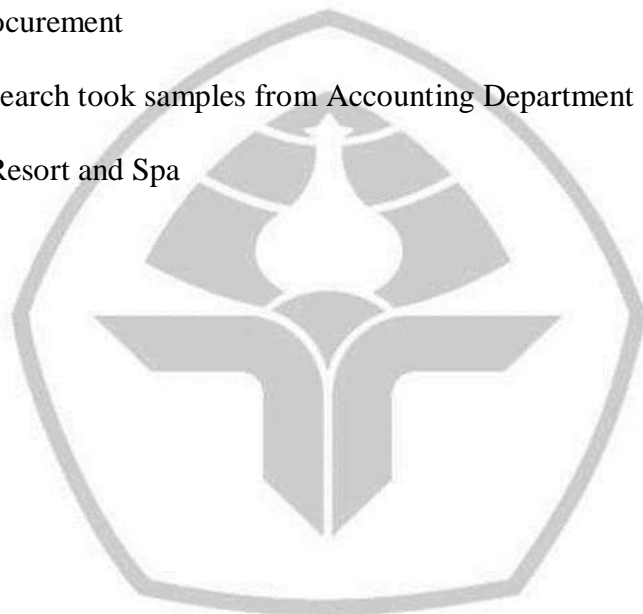
#### **2. Practical Benefit**

Practically, the results of this research are expected to be useful for the hotel, this research is expected to provide suggestions and input or corrective actions to management to improve supervision and confirm the application of the green purchasing concept. Also green purchasing concept has a good impact for the enviromental and for sustainability tourism for the next generations and good for the Bali island.

### **1.5 Limitations and Scope of Problems**

Based on the research topic about the implementation of green purchasing, the material is very broad, therefore it is necessary to limit the problem to focus research so that it has a specific scope, including:

1. The variables in this research is green purchasing
2. The sub dimension of variable in this study include: supplier selection, and 3R's procurement
3. This research took samples from Accounting Department at The Seminyak Beach Resort and Spa



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## **BAB V**

### **CONCLUSION & SUGGESTION**

#### **5.1 Conclusion**

Based on the result and discussion of Chapter IV can be concluded The Implementation of Green Purchasing at The Seminyak Beach Resort and Spa as follows:

##### **1. Green Purchasing Process at The Seminyak Beach Resort and Spa**

The process of procuring items at The Seminyak Beach Resort and Spa has 2 ways that are almost similar, namely the flow of items procurement using the Daily Market List and Purchase Orders. The difference between the two processes is that the Daily Market List is used to procure daily items, especially in the Food and Beverage department. Purchase Orders are used to procure items in time frame according to the needs of users from each department. There are several main criteria that are prioritized in selecting suppliers for the procurement of items at The Seminyak Beach Resort and Spa, such as: quality of product, price of product items, credit payment system of suppliers, and supplier track record. And the process of buy and order items is done online by via WhatsApp and E-Mail. The implementation of Green Purchasing at The Seminyak Beach Resort and Spa has only been implemented 21.9%. It can be concluded that the implementation of green purchasing at The Seminyak Beach Resort and Spa had not been fully implemented and was included in the Low category according to (Sugiyono, 2017). This is because there are obstacles when implemented the green purchasing process.

## 2. Model of Green Purchasing at The Seminyak Beach Resort and Spa

The Conceptual model is used to indicate the flow of Green Purchasing model at The Seminyak Beach Resort and Spa. The flow start from purchasing has regulation with environmental concept, and continue to the user from each department in the hotel must have environmental. After that, purchasing will found supplier with environmental criteria then order by via WhatsApp and E-Mail. With this conceptual model will show the relationship between concepts with one another.

### **5.2 Suggestion**

Based on the result and discussion, suggestion are givens to improve the Green Purchasing implementation process at The Seminyak Beach Resort and Spa, as follows:

#### 1. Regulation

The Implementation of Green Purchasing Process regarding to Green items at The Seminyak Beach Resort and Spa need to be completed with Purchasing Regulation with environmental concept.

#### 2. Held training programs related to environmentally friendly (sustainable environment)

Sustainable Environment training program is highly recommended to be implemented. Because by being trained all hotel employees can more easily implement the green purchasing process and can achieve the goal of creating a sustainable environment.

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