

UNDERGRADUATE THESIS

**IMPLEMENTATION OF GREEN PRACTICE
IN ENHANCING STAFF PRO-ENVIRONMENTAL BEHAVIOR
IN FRONT OFFICE DEPARTMENT
INTERCONTINENTAL BALI RESORT**



POLITEKNIK NEGERI BALI

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



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Writer,

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ABSTRACT

Srijati, Ni Made Ari. (2025). *Implementation of Green Practice in enhancing Staff Pro-Environmental Behavior in Front Office Department InterContinental Bali Resort*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

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Keywords: green practice, front office, green, pro-environmental behavior

The purpose of this research is to explain the mechanism or process of how the implementation of green practice influences pro-environmental behavior, to identify the challenges in its implementation, and to explore specific suggestions for improvement directed at the front office staff at InterContinental Bali Resort. This study uses a quantitative method with 35 respondents selected through the saturated sampling technique. The analysis used is simple regression assisted by SPSS 27.0 software to process the data. Data were collected through observation, questionnaires, interviews as supporting data, and documentation. The research results show that green practices in the front office department of InterContinental Bali Resort have been implemented well, although several indicators have not yet reached the category of highly implemented, namely energy efficiency, recycling practice, and nature conservation. From the analysis that has been carried out, green practice can explain the 66.6% variation in pro-environmental behavior, but the rest is influenced by other variables outside the model. Therefore, it can be concluded that the hypothesis is accepted, meaning that the implementation of green practice has an influence on enhancing the staff's pro-environmental behavior in the front office department. The way green practice enhances pro-environmental behavior is by applying these practices directly to form positive habits and encourage environmental awareness. The suggestion for the hotel is to use the results of this study as motivation to improve the implementation of green practices, especially in the aspects of green action and green donation, which have not yet reached the category of highly implemented. Suggestions that can be made by the hotel, particularly in the energy efficiency aspect, include the use of LED lighting. Meanwhile, for recycling practice, it is recommended to conduct training related to waste management. Suggestions for nature conservation activities can be in the form of donation programs that involve most front office staff.

ABSTRAK

Srijati, Ni Made Ari. (2025). *Implementation of Green Practice in enhancing Staff Pro-Environmental Behavior in Front Office Department InterContinental Bali Resort*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Tesis sarjana ini telah disetujui oleh Pembimbing I: Dra.Ni Nyoman Triyuni, MM. dan Pembimbing II: Putu Tika Virginiya, S.Pd., M.Pd.

Kata kunci: green practice, front office, green, pro-environmental behavior

Tujuan dari penelitian ini adalah untuk menjelaskan mekanisme atau proses bagaimana implementasi green practice memengaruhi pro-environmental behaviour, mengidentifikasi tantangan implementasi, serta menggali saran-saran spesifik untuk perbaikan yang ditujukan kepada karyawan front office di InterContinental Bali Resort. Penelitian ini menggunakan metode kuantitatif dengan 35 responden yang dipilih melalui teknik saturated sampling. Analisis yang digunakan adalah regresi sederhana dengan bantuan perangkat lunak SPSS 27.0 untuk mengolah data. Data dikumpulkan melalui observasi, kuesioner, wawancara sebagai data pendukung, dan dokumentasi. Hasil penelitian menunjukkan green practices di departemen front office InterContinental Bali Resort telah diterapkan dengan baik, namun terdapat beberapa indikator yang belum mencapai kategori sangat baik, yaitu *energy efficiency*, *recycling practice*, dan *nature conservation*. Dari hasil analisis yang dilakukan, green practice dapat menjelaskan 66,6% variasi dari pro-environmental behavior, sementara sisanya dipengaruhi oleh variabel lain di luar model. *Green practice* terbukti menjadi faktor yang kuat dan stabil dalam meningkatkan *pro-environmental behavior* di departemen front office InterContinental Bali Resort. Oleh karena itu, dapat disimpulkan hipotesis diterima, yakni penerapan green practice berpengaruh pada *pro-environmental* staf di departemen front office InterContinental Bali Resort. Cara green practice meningkatkan *pro-environmental behavior* staf adalah dengan menerapkan praktik tersebut secara langsung untuk membentuk kebiasaan positif serta mendorong kepedulian terhadap lingkungan. Saran kepada pihak hotel adalah menjadikan hasil analisis dalam penelitian ini sebagai motivasi untuk meningkatkan pelaksanaan *green practices*, khususnya dalam aspek *green action* dan *green donation* yang belum dapat dikatakan telah diimplementasikan dengan sangat baik. Saran yang dapat dilakukan oleh pihak hotel, khususnya pada bagian *energy efficiency*, adalah dengan menggunakan lampu LED. Sementara itu, untuk *recycling practice*, disarankan untuk mengadakan pelatihan terkait pengolahan sampah. Saran untuk tindakan *nature conservation* dapat berupa kegiatan donasi yang melibatkan sebagian besar staf di departemen front office.

LIST OF CONTENT

COVER	i
TITLE PAGE	ii
REQUIREMENT SHEET.....	iii
APPROVAL SHEET	iv
VALIDITY SHEET	v
STATEMENT LETTER	v
ACKNOWLEDGEMENT.....	vii
ABSTRACT	ix
ABSTRAK	x
LIST OF CONTENT	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION.....	1
1.1 Research Background	1
1.2 Research Questions	4
1.3 Research Objectives	4
1.4 Research Significance	4
1.5 Limitations and Scope of Research.....	4
CHAPTER II LITERATURE REVIEW	6
2.1. Theoretical Basis	6
2.1.1 Hotel	6
2.1.2 Front Office	7
2.1.3 Green Practice.....	8
2.1.4 Pro-Environmental Behavior	13
2.2. Empirical Review.....	16
2.3. Hypothesis.....	19
CHAPTER III RESEARCH METHOD	21
3.1 Research Location and Period.....	21
3.2 Research Objects.....	21
3.3 Variables Identification.....	21

3.4 Definitions of Operational Variables	22
3.5 Type and Source of Data.....	24
3.5.1 Type of data	24
3.5.2 Data source	25
3.6 Population and Sample Determination	26
3.6.1 Population.....	26
3.6.2 Sample determination	26
3.7 Data Collection	27
3.8 Data Analysis	30
3.8.1 Descriptive Statistic Analysis	30
3.8.2 Research Instrument Test	31
3.8.3 Simple Correlation Test.....	33
3.8.4 Simple Linear Regression Analysis.....	33
3.8.5 Classical Assumption Test.....	33
3.8.6 Hypothesis Statistic Test.....	34
3.8.7 Determination Coefficient Test	34
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION.....	35
4.1 Brief Summary of Research Settings.....	35
4.1.1 General Description.....	35
4.1.2 Brief History of InterContinental Bali Resort Hotel.....	35
4.1.3 Business Field.....	36
4.1.4 Facilities of InterContinental Bali Resort.....	36
4.1.5 Organizational Structure of Front Office Department InterContinental Bali Resort.....	40
4.2 Research Findings.....	45
4.2.1 Implementation of Green Practice by Front Office staff at InterContinental Bali Resort	47
4.2.2 Impact of Green Practice to help staff Pro-Environmental behavior in the front office department of InterContinental Bali Resort.....	62
CHAPTER V CONCLUSION AND SUGGESTION	70
5.1 Conclusion	70
5.2 Suggestion.....	70
REFERENCES.....	71
APPENDICES	77

LIST OF TABLES

Table 2. 1 The item of green practices in hotels	13
Table 3. 1 Definition of Operational Variables.....	22
Table 3. 2 Likert Scale	28
Table 3. 3 Interpretation of Descriptive Statistic Range	31
Table 3. 4 Correlation Interval Coefficient.....	33
Table 4. 1 Gender of Respondents	45
Table 4. 2 Age of Respondents	46
Table 4. 3 Respondent's education.....	46
Table 4. 4 Length of Employment	46
Table 4. 5 Implementation of Green Action	47
Table 4. 6 Implementation of Green Food.....	54
Table 4. 7 Implementation of Green Donation	58
Table 4. 8 Quantitative Descriptive	60
Table 4. 9 Validity Test.....	62
Table 4. 10 Reliability Test Green Practice	63
Table 4. 11 Reliability Test Pro-Environmental Behavior.....	63
Table 4. 12 Simple Correlation Test	63
Table 4. 13 Simple linear regression analysis.....	64
Table 4. 14 Normality Test	65
Table 4. 15 Linearity Test.....	66
Table 4. 16 Heteroscedasticity Test	66
Table 4. 17 Simultaneous Tests	67
Table 4. 18 T-Test.....	67
Table 4. 19 Determination Coefficient Test.....	67

LIST OF FIGURES

Figure 2. 1 Hypothesis	19
Figure 4. 1 Front Office Organizational Structure InterContinental Bali Resort.....	40
Figure 4. 2 Air Conditioner.....	49
Figure 4. 3 Drink Service Appliance.....	49
Figure 4. 4 Glass	50
Figure 4. 5 Automatic Sensored Sink	50
Figure 4. 6 Automatic Wall-mounted Soap	51
Figure 4. 7 Cardboard Reuse.....	52
Figure 4. 8 Reusing Paper	52
Figure 4. 9 Toner Cartridges	53
Figure 4. 10 Buggies	53
Figure 4. 11 Healthier Indoor Environments	54
Figure 4. 12 Refreshment.....	56
Figure 4. 13 Dryer Machine.....	56
Figure 4. 14 Ginger	56
Figure 4. 15 Tea	56
Figure 4. 16 Honey.....	56
Figure 4. 17 Dried Lime.....	56
Figure 4. 18 Welcome Drink.....	57
Figure 4. 19 Monitoring from Quality and Continuous Improvement	57
Figure 4. 20 Sustainable Acknowledgement.....	58
Figure 4. 21 Beach Cleaning.....	59
Figure 4. 22 Tree Planting.....	59

LIST OF APPENDICES

Appendix 1 Research Permit Letter 77

Appendix 2 Questionnaire Guideline..... 79

Appendix 3 Data Tabulation 82

Appendix 4 Interview..... 88

Appendix 5 Documentation 92



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CHAPTER I

INTRODUCTION

1.1 Research Background

Sustainable tourism can provide long-term benefits to the local economy without damaging the environment (Kurniawati, 2013). Preserving the environment and considering sustainable will provide opportunities for the successors of young hoteliers to continue to be able to contribute and develop in the tourism industry. Sustainable tourism can be supported by implementing green practices. The implementation of green practices is a form of operational activity carried out in a hotel intending to create intending to create environmentally friendly hotel activities (Rumagesan et al., 2022). The Front Office Department is one of the important departments that reflects the quality of the hotel's service to guests (Dewi et al., 2023). To provide the best service and also be able to protect the environment, there is a need for awareness of the implementation of green practices in hotels, especially in the front office department, which is the main part of the reflection of the hotel that is seen and judged by guests who come.

Green practice is categorized into three parts: green action, green food, and green donation (Leonardo et al., 2014). Green action is an activity that aims to protect the environment and the company's community, green food is the use of sustainable ingredients, such as local and organic ingredients free from harmful substances, and green donation is an action or participation in community projects and donations for environmental issues both in the form of donations and environmental care actions (Mulyawati & Setiawan, 2024). Part of the green practice to reduce the negative impact starting from green action includes energy and water efficiency, the use of environmentally friendly materials, recycling and pollution prevention. The implementation of green food can be in the form of the use of local and organic ingredients, and the implementation of green donation can be in the form of donating funds, participating in projects of the surrounding community to protect the environment (Irawan et al., 2015). Regarding benefits, hotels that have implemented

environmental friendliness and are published will get short-term advantages, which is cost savings (Darmaputra et al., 2020).

The practice of implementing strategies for sustainable tourism can be done with a pro-environmental behavior attitude. By implementing pro-environmental behavior is very important in managing challenges and future readiness in the tourism industry (Makoondlall-Chadee & Bokhoree, 2024). Through pro-environmental behavior, it can show that a person cares about the harmony of nature (Raja et al., 2022). The implementation of pro-environmental behavior is important for companies because (1) pro-environmental issues attract the attention of environmental stakeholders and have financial implications, (2) for long-term sustainability both for the environment and humanity, and (3) minimizing waste and conserving limited resources (Fatoki, 2019). The front office has a crucial role in operating guest services in order to create a sense of comfort for tourists who will stay. the actions taken by the front office staff will produce a first impression of guests. Green practices are important to be implemented, especially in front office departments because the level of concern for the environment can increase rapidly through the implementation of green practices, so this will protect the surrounding environment from negative impacts (Ruki et al., 2025). The front office plays an important role in realizing the implementation of green practices, which will later aim to reduce negative impacts on the environment.

InterContinental Bali Resort is a 5-star hotel located in the Jimbaran area, specifically at Jalan Uluwatu Number 45, Jimbaran, which has been established since 1993 until the present. This hotel has implemented green practices, especially in the front office. The implementation that has been carried out started with green action in the check-in process using a touchscreen tablet for the registration process and turning off the computer when the shift ends. Regarding green food, which is operated in the manufacture of welcome drinks, the main welcome drink owned by InterContinental Bali Resort is "Ginger Tea," which is made of tea, lemongrass, honey, ginger, and lime with sliced dried lime as a garnish in the production of welcome drinks does not use harmful ingredients and damages the environment. Furthermore, green donation has

been implemented in general by the hotel, which is carried out mostly by the Human Resources Department and involves representative from each department to participating tree planting and beach cleaning.

Based on the observations, green practices are not implemented well in InterContinental Bali Resort. Most of staff still use new paper compared to used paper or two-sided paper, charge buggy cars at night when electricity usage is high, staff still use single-use plastic for food wrapping, not separating waste disposal according to type. The lack of awareness of some staff does not reflect the pro-environmental behavior, so the optimization of environmentally friendly behavior is still why the implementation of green practices has not been maximized.

Some studies only discuss the implementation of green practices to improve service quality (Dewi et al., 2023 & Putra et al., 2022). From the research carried out in the front office department of InterContinental Bali Resort, no one has raised the topic of existing problems. In another study, (Yunus et al., 2023) discussed how is implementation of green practices and their impact on environmental sustainability without evaluating the direct contribution of staff. Other research by Nurulfadhilah & Emilisa (2022) discusses green human resource management and innovation in the environmental performance of organizations in general with pro-environmental behavior as an intermediate variable rather than the focus. Therefore, this research is urgent and important to be carried out, especially to find out how far the implementation of green practices and awareness of front office staff at InterContinental Bali Resort is regarding the importance of environmental care actions for tourism sustainability.

Based on the lack of awareness of the staff, therefore the writer is interested in studying and focusing research on the implementation of green practices in enhancing Pro-Environmental behavior in the front office InterContinental Bali Resort. The writer raised the title "Implementation of Green Practice in enhancing Staff Pro-Environmental Behavior in Front Office Department at Intercontinental Bali Resort".

1.2 Research Questions

Based on the background description above regarding the problems faced, the problem formulation that can be put forward by the writer is:

1. How is the implementation of green practice in the Front Office Department InterContinental Bali Resort?
2. Does the implementations of green practice enhance staff pro-environmental behavior in the Front Office of InterContinental Bali Resort?

1.3 Research Objectives

In this study, research objectives based on the research questions mentioned are as follows:

1. To analyze how the implementation of green practices in the Front Office Department InterContinental Bali Resort.
2. To analyze the implementation of green practices in enhancing staff Pro-Environmental behavior in the Front Office of InterContinental Bali Resort.

1.4 Research Significance

The benefits that can be taken from this research are as follows:

1. Theoretical Benefits

The theoretical benefit of providing insight, knowledge, writing skills, and is expected to help in providing references in line with green practice implementation and staff pro-environmental behavior in front office department.

2. Practical Benefits

In practice, the results of this study are expected to be useful input and guidelines for companies in evaluating and becoming a solution to determine or impact in enhancing staff Pro-Environmental behavior by implementing good green practices for Front Office staff at the InterContinental Bali Resort.

1.5 Limitations and Scope of Research

The limitation and focus in this research as the variables are green practice and pro-environmental behavior.

The scope of this research is concern on collecting data from the front office staff at InterContinental Bali Resort. The indicator used in this research:

- a. green practice: green action, green food, and green donation.
- b. pro-environmental behavior: conserving, avoiding harm, transforming, influencing, and taking initiative.



CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of the analysis and discussion, the implementation of green practice in the Front Office Department of InterContinental Bali Resort has been carried out properly. Most staff have shown an understanding and willingness to apply environmentally friendly actions in their daily operations. However, there are still aspects of green practice, such as energy efficiency, recycling practice, and nature conservation, that require further improvement to be more optimally implemented.

The application of green practice has a significant influence in enhancing staff pro-environmental behavior. Through consistent implementation, green practice helps to foster positive behavior among staff such as conserving resources, avoiding environmental harm, influencing others, transforming work habits, and taking initiative related to environmental care. From the result of the analysis that has been carried out indicates that the implementation of green practices has contributed 68,2% toward the overall formation of pro-environmental behavior among front office staff. It shows that green practice has a substantial and positive influence in enhancing pro-environmental behavior, although there is still room for improvement to reach an optimal level. Therefore, it can be concluded that green practice contributes meaningfully to the development of pro-environmental behavior among front office staff. This can be concluded that the hypothesis is accepted, which that there is a significant influence of green practice on enhancing staff pro-environmental behavior. This can be seen that each indicator can significantly explain the relationship between green practices in improving pro-environmental behavior. The way is to apply green practices directly to form positive habits and even encourage concern for the environment.

5.2 Suggestion

Based on the results of the discussion obtained, the suggestions are the hotel to make the percentage of implementation green practice from this study as a motivation

to increase the implementation of green practices, especially in green action and green donation which still not considered as highly implemented. Suggestion for hotels, especially in the energy efficiency section can be achieved by using LED lights. Meanwhile, in recycling practice, it is recommended to provide specialized training for Front Office staff on the sorting and management of operational waste. The suggestions for nature conservation is make innovation regarding donations that can involving all of staff in the front office department. For further research are suggested to separate each sample action into different questionnaire question items. For example, in the energy efficiency indicator, the use of LED lights, the reduction of air conditioning use, and the shutdown of the computer should be used as three separate questions. This aims to obtain more specific data and find out which actions are implemented by staff.



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