

**INCREASING MARRIOTT BONVOY MEMBERSHIP  
THROUGH GREEN MARKETING  
AT FAIRFIELD BY MARRIOTT BALI LEGIAN**



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BADUNG  
2022**

**THESIS**

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THROUGH GREEN MARKETING  
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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.

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**INCREASING MARRIOTT BONVOY MEMBERSHIP  
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This Thesis is Submitted to Tourism Department of Politeknik Negeri Bali  
in Partial Fulfilment of the Requirement for the Degree of Applied Bachelor in Tourism



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Badung, August 2022

The Writer

## **ABSTRAK**

### **MENINGKATKAN KEANGGOTAAN MARRIOTT BONVOY MELALUI PEMASARAN HIJAU DI FAIRFIELD BY MARRIOTT BALI LEGIAN**

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*Penelitian ini dilakukan untuk mengidentifikasi pemasaran hijau yang dapat diterapkan untuk meningkatkan keanggotaan Marriott Bonvoy di Fairfield by Marriott Bali Legian. Metode pengumpulan data yang digunakan adalah studi kepustakaan, observasi, wawancara, dokumentasi, dan kuesioner. Wawancara dilakukan dengan Sales Account Manager, karena posisi ini yang paling mengetahui tentang pemasaran hijau untuk meningkatkan keanggotaan Marriott Bonvoy secara spesifik. Kuesioner telah didistribusikan kepada 5 responden pada departemen Sales & Marketing, Front Office, juga Food & Beverage. Teknik analisis data menggunakan analisis deskriptif kualitatif, skala Likert, analisis SWOT, Matrik Internal Factor Analysis Summary (IFAS), Matrik External Factor Analysis Summary (EFAS), Matrix Internal-External (IE), Matrix SWOT, dan analisis Quantitative Strategic Planning Matrix (QSPM). Hasil penelitian menunjukkan jika terdapat factor internal dan eksternal yang mempengaruhi strategi dalam meningkatkan keanggotaan Marriott Bonvoy melalui pemasaran hijau di Fairfield by Marriott Bali Legian. Hasil dari analisis data untuk factor internal dengan skor IFAS sebesar 3,16 termasuk 7P dari kombinasi pemasaran hijau seperti green product, green price, green place, green promotion, green people, green process, dan green physical evidence. Sedangkan hasil dari analisis data untuk factor eksternal dengan skor EFAS sebesar 3,01 termasuk competitors, politics and legislation, technology, social and culture, dan economic environment. Hasil dari matrix IE menunjukkan posisi perusahaan berada pada sel I, yang berarti posisi dalam tahap strategi pertumbuhan dengan konsentrasi melalui integrasi vertical. Analisis SWOT menghasilkan 10 alternatif strategi yang dapat diimplementasikan dalam meningkatkan keanggotaan Marriott Bonvoy melalui pemasaran hijau di Fairfield by Marriott Bali Legian. Hasil dari analisis QSPM menunjukkan strategi yang tepat dapat dilakukan untuk meningkatkan keanggotaan Marriott Bonvoy melalui pemasaran hijau adalah memperluas pangsa pasar dan memanfaatkan perkembangan teknologi dengan memaksimalkan kegiatan pemasaran hijau melalui aplikasi Marriott Bonvoy dan media sosial online dengan nilai TAS sebesar 275,0. Fairfield by Marriott Bali Legian harus melakukan analisi SWOT secara teratur pada waktu tertentu, untuk menentukan reaksi pasar terhadap pemasaran hijau dari perusahaan, karena dipengaruhi oleh tren pasar. Oleh sebab itu, perusahaan dapat meningkatkan strategy yang sudah ada atau baru dari pemasaran hijau di dalam meningkatkan keanggotaan Marriott Bonvoy.*

**Kata Kunci: Pemasaran Hijau, Marriott Bonvoy, Keanggotaan.**

## **ABSTRACT**

### **INCREASING MARRIOTT BONVOY MEMBERSHIP THROUGH GREEN MARKETING AT FAIRFIELD BY MARRIOTT BALI LEGIAN**

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This research is conducted to identify green marketing that can be applied to increase Marriott Bonvoy membership at Fairfield by Marriott Bali Legian. Data collections methods used literature study, observation, interview, study documentation, and questionnaires. Interview was conducted with Sales Account Manager because this position is the most knowledgeable about specifically strategy of green marketing to increase Marriot Bonvoy membership. Questionnaires have been distributed into 5 respondents in departments of Sales & Marketing, Front Office, also Food & Beverage. Data analysis technique used qualitative descriptive analysis, Likert scale, SWOT analysis, Internal Factor Analysis Summary Matrix (IFAS), External Factor Analysis Summary Matrix (EFAS), Internal-External Matrix (IE), SWOT matrix, and Quantitative Strategic Planning Matrix (QSPM) analysis. The result showed that there were internal and external factors that influenced strategy in increasing Marriott Bonvoy membership through green marketing at Fairfield by Marriott Bali Legian. The result of data analysis for internal factors with IFAS score at 3,16 including 7P of green marketing mix such as green product, green price, green place, green promotion, green people, green process, and green physical evidence. While result of data analysis for external factors with EFAS score at 3,01 including competitors, politics and legislation, technology, social and culture, and economic environment. The result of IE Matrix showed the position of company is in cell I, which means the position in growth strategy stage with concentration through vertical integration. SWOT analysis resulted in 10 alternative strategies could be implemented in increasing Marriott Bonvoy membership through green marketing at Fairfield by Marriott Bali Legian. The result of QSPM analysis showed the appropriate strategy can be done to enhance Marriott Bonvoy membership through green marketing is expanding market share and taking advantage of technological development by maximizing green marketing activities through Marriott Bonvoy application and online social media with the TAS value at 275,0. Fairfield by Marriott Bali Legian should regularly conduct SWOT analysis for certain period of time, to determine market reactions against green marketing of company, since it influences by market trend. Hence company could improve existing or new strategy of green marketing in increasing Marriott Bonvoy membership.

**Keywords: Green Marketing, Marriott Bonvoy, Membership.**

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# CHAPTER I

## INTRODUCTION

### **1.1 Background**

Tourism is one of the important choices that exist in the life of everyone. Tourism is also a business that has high potential to increase state, group or individual income. Tourism is a travel system that includes various activities carried out, places to stay, services provided, and a special moment. Tour helps everyone to be able to release all the boredom in daily activities. The development of tourism in the current era of globalization has also begun to be developed as a business that supports environmental sustainability.

Developing a business in the tourism sector certainly has its own interests, as well as very profitable business potential. The tourism business is one of the best choices to be able to help increase the foreign exchange of country, create jobs place, improved the skills and creativity of the community in its development. In addition, the tourism business is expected to be able to support environmental balance, hence this business has been directed to use the basic rules of green tourism. Currently, there are various tourism businesses that have developed in several areas, one of the famous areas for tourism is in the island of Bali. There are various things that can be sold from Bali, such as its unique natural beauty, culture, and language, hence it can attract tourist interest from foreign and domestic. Tourism that develops in Bali Island is very dependent on its natural environment,

therefore businessmen who develop tourism businesses in Bali will be involved in maintaining the beauty of nature and environment.

Unfortunately, in 2020 – 2021 is the toughest year for the entire world, due to the corona virus pandemic. Many business sectors all over the world have experienced a decline in income due to the impact of the pandemic, the tourism business is one of them. Many countries closed their airport access to prevent the spreading of corona virus. The impact of this pandemic is truly felt by the people of Bali Island, especially those who work in the tourism sector. The big impact felt was a decrease in tourist visits. During the pandemic, the government is trying to implement several standard health protocols and further develop green tourism in the Bali Island.

Green tourism is defined as environmentally friendly tourism activities with various focuses and meanings. In a board term, green tourism is about being an environmentally friendly tourist or providing environmentally friendly services. The green tourism concept would be highly appealing to tourism enterprises and operators owing to increasing governmental pressure to improve environmental performance. This concept is a movement that must be implemented in the tourism business such as hotel.

Hotel is one of the most prominent types of accommodation. Hotel is commercial accommodation establishment provides lodging services, supported by food and beverage services, as well as other facilities for traveller with specific purpose such as for leisure or business. The development of hotels as a leisure or business destination, it is very necessary to develop implementation of green

activities to support green tourism in Bali. Green activities can be shaped in terms of hotel marketing that known as green marketing.

Hotel marketing is important activities and it is starting to be expanded also related and support the development of green tourism. Hotel marketing is carried out to increase revenue and maximize sales of products and services. Green marketing is the company's efforts to provide environmentally friendly products to targeted consumers (Septifani et al, 2014). Green marketing in hotel industry is about how hotel promote their green products and green services (Chan, 2014). Green marketing can involve all departments in hotel. However, one of the hotel departments that has the most important marketing role is the Sales and Marketing Department. Sales and Marketing are an important group role for support the business and market for increase revenue, also needed to provide strategy appropriate for hotel income (Maliluan et al, 2014).

Green Marketing carried out by the Sales and Marketing Department is not only to support environmentally friendly, but also to increase number of customers in the competitive hotel industry. Increasing number of customers can be done in various ways, such as by holding a membership program that is able to attract, bind, and improve the company's relationship with customers. With the membership program through green marketing, the Sales and Marketing Department will find easier way to promote, offer, and sell the products or services of the company. Therefore, the green marketing strategy that conduct by the company, have an important role to increase membership program as Fairfield by Marriott Bali Legian has done.

Fairfield by Marriott Bali Legian is one of the four-star hotels that located in the Legian-Kuta area, which provides suites and deluxe rooms accommodation to tourist who visits Bali Island. Fairfield by Marriott Bali Legian is under company management of Marriott International, which has been designed in such a way as to provide comfort facilities and excellent services. Marriott International has individual ways to enhance number of customers through membership program, by trying to meet guest expectations and built strong relationship with guest.

The company uses the membership system to offer several benefits for customers, for example offering promotions, discounts, cashback, and special prices with certain conditions for every purchase at the outlet of the company or other companies that partner with it (Muhammad, 2021). Membership program established by Marriott International is referred to as "Marriott Bonvoy Membership".

**Table 1.1 Room Sold by Marriott Bonvoy Members at Fairfield by Marriot Bali Legian (2019 – 2021)**

Total Room Sold 2019		Total Room Sold 2020		Total Room Sold 2021	
January	376	January	853	January	211
February	397	February	727	February	141
March	633	March	385	March	188
April	743	April	25	April	210
May	760	May	19	May	208
June	917	June	31	June	384
July	913	July	49	July	143
August	1031	August	142	August	121
September	942	September	114	September	330
October	844	October	195	October	383
November	691	November	302	November	400
December	844	December	451	December	787
<b>Grand Total</b>	<b>9091</b>		<b>3293</b>		<b>3506</b>

Source: Opera System (PMS) Report at Fairfield by Marriott Bali Legian (2022)

From data of room sold by Marriott Bonvoy member in table 1.1 above, it shows that Marriott Bonvoy membership has a very big influence. It was developed to keep guests coming back to stay at Marriott Hotels around the world. In 2019, room sold by Marriott Bonvoy member in Fairfield by Marriott Bali Legian is very high reaching 9091 rooms in a year, due to purchase power of members. Unfortunately, in 2020 room sold by members has decreased drastically compared with room sold in 2019, because of the influence of pandemic covid-19. Even though during the covid-19 pandemic, there was still buying power from Marriott Bonvoy members. By then based on the table, rooms sold by members in 2020 reached 3293 rooms in a year, and it slowly began to rise in 2021 reached 3506 rooms in a year, due to green marketing strategies that carried out by the company, especially in the Sales and Marketing Department.

Marriott Bonvoy membership which is run by Fairfield by Marriott Bali Legian, will open easier way for the Sales and Marketing Department to do green marketing strategies, because apart from offering products and services, it also binds the number of customers by offering benefits from Marriot Bonvoy membership such as points, discounts, free products, etc. Membership program that built through green marketing has potential strategies to increase the purchasing power of customers and their willingness to repeatedly purchase products of company. Based on the background above, the writer is interested in conducting research with the title “Increasing Marriott Bonvoy Membership Through Green Marketing at Fairfield by Marriott Bali Legian”.

## **1.2 Problem Identification**

Based on the explanation of background above, the problems that will be discussed in this research are as follows:

1. How is the green marketing strategy applied in increasing Marriott Bonvoy membership at Fairfield by Marriott Bali Legian?
2. What is the appropriate strategy can be done to enhance Marriott Bonvoy membership at Fairfield by Marriott Bali Legian?

## **1.3 Purpose of the Research**

Based on problems above, there are some objectives that need to reach out of the research:

1. To know about green marketing strategy applied in increasing Marriott Bonvoy membership at Fairfield by Marriott Bali Legian.
2. To analyze the appropriate strategy can be done to enhance Marriott Bonvoy membership at Fairfield by Marriott Bali Legian.

## **1.4 Significances of the Research**

This research is expected to bring some benefits both theoretically and practically. Benefits of the research as follows:

### **1. Theoretical Benefits**

This research is expected could give knowledge and additional information theoretically regarding increasing Marriott Bonvoy membership through green marketing at Fairfield by Marriott Bali Legian. Further, also could be used as reference and material consideration for others researcher.

## 2. Practical Benefits

### a. For Hotel

This research could be useful as material information for company to maintain and more develop green marketing to increase Marriott Bonvoy membership.

### b. For Bali State Polytechnic

This research could be useful as an additional reading material in the library, that can be used by students especially at tourism department about increasing Marriott Bonvoy membership through green marketing at Fairfield by Marriott Bali Legian.

### c. For Writer

This research could be useful to increase insight and knowledge of writer about increasing Marriott Bonvoy membership through green marketing at Fairfield by Marriott Bali Legian

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the results of this research about increasing Marriott Bonvoy membership through green marketing at Fairfield by Marriott Bali Legian, there are some conclusions that can be concluded as follows:

1. In increasing Marriott Bonvoy membership through green marketing, company has total 11 indicators of strengths with the main strengths namely having 6 variations of room types in suite and deluxe rooms with view of garden, pool view, residential view, and river view, which certified CHSE. The total weaknesses are 4 indicators, with the main weaknesses namely having variation of green food and green beverage at restaurant. Then, company has 6 indicators of opportunities with the main opportunities namely Carry out CHSE certification, to support hotel operation by following health protocol standard by government. Further, company has 3 indicators of threats with the main threat namely there are many hotels as competitor in Kuta area that sell similar product, price, membership program.
2. The most appropriate strategy can be done to enhance Marriott Bonvoy membership at Fairfield by Marriott Bali Legian is expanding market share and taking advantage of technological developments by maximizing green marketing activities through the Marriott Bonvoy application and online social media. Company needs to expand the market share in the current new normal era, which

previously main target is the domestic market during the Covid-19 pandemic. Company can use foreign market as new target, especially in Asian market such as India, Vietnam, etc, then Australian market.

## **1.2 Suggestion**

Based on the previous description, there are several suggestions need to be conveyed to the management of Fairfield by Marriott Bali Legian relating to the weaknesses and threats that exist, also the strengths and opportunities that are owned need to be maintain and maximize again. The suggestion can be given are:

1. Fairfield by Marriott Bali Legian should regularly conduct SWOT analysis for certain period of time, to determine market reactions against green marketing of company, because its influence by the market trend. By conducting it, the company could improve existing or new strategy of green marketing in increasing Marriott Bonvoy membership.
2. Based on the strengths and opportunities, company need to expand market share by taking advantage of technological developments and have to maximize sales or promotions through Marriott Bonvoy application and social media, because engagement achieved is very broad. The company can try to use advertising feature on social media such as Instagram ads, Facebook ads, etc.
3. Based on the weaknesses and threats, company can increase innovation and variety of the green products, hence customers will be interested in buying the product. In addition, competitors should also be considered by company, by then company can provide better products or services with competitive prices.

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