

**UNDERGRADUATE THESIS**

**IMPLEMENTATION OF GREEN PURCHASING IN  
PROCUREMENT PROCESS OF KITCHEN'S GOODS  
IN IMPROVING ENVIRONMENTAL AWARENESS  
AT LE MERIDIEN BALI JIMBARAN**



**POLITEKNIK NEGERI BALI**

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**TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
BADUNG  
2023**

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## **UNDERGRADUATE THESIS**

**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**

### **IMPLEMENTATION OF GREEN PURCHASING IN PROCUREMENT PROCESS OF KITCHEN'S GOODS IN IMPROVING ENVIRONMENTAL AWARENESS AT LE MERIDIEN BALI JIMBARAN**



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## UNDERGRADUATE THESIS APPROVAL SHEET

### IMPLEMENTATION OF GREEN PURCHASING IN PROCUREMENT PROCESS OF KITCHEN'S GOODS IN IMPROVING ENVIRONMENTAL AWARENESS AT LE MERIDIEN BALI JIMBARAN

This Undergraduate Thesis has been approved by the Supervisors and the Head of  
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## UNDERGRADUATE THESIS VALIDITY SHEET

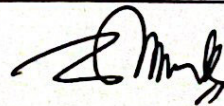
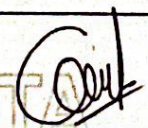

This undergraduate thesis entitled:

**IMPLEMENTATION OF GREEN PURCHASING IN PROCUREMENT  
PROCESS OF KITCHEN'S GOODS IN IMPROVING ENVIRONMENTAL  
AWARENESS AT LE MERIDIEN BALI JIMBARAN**

by Ni Luh Kadek Martha Andyani (NIM 1915834111) has been successfully  
defended in front of the Board of Examiners and accepted as partial fulfillment of the  
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AT LE MERIDIEN BALI JIMBARAN**

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, 24<sup>th</sup> July 2023

Who made the statement,



**Ni Luh Kadek Martha Andyani**

## ACKNOWLEDGMENT

Praise the writers to the presence Almighty God for the blessing in completing the undergraduate thesis entitled “Implementation of Green Purchasing in Procurement Process of Kitchen’s Goods in Improving Environmental Awareness at Le Meridien Bali Jimbaran”. The thesis is as one of the requirements for completing the D4 Study Program in Tourism Business Management Department, Politeknik Negeri Bali.

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This undergraduate thesis still needs some critics and suggestions for improvement. The writer hope that this undergraduate thesis could be beneficial for the research as well as the development of the tourism industry.

Penulis

Ni Luh Kadek Martha Andyani

## ABSTRACT

Andyani, Ni Luh Kadek Martha. (2023). Implementation of Green Purchasing in Procurement Process of Kitchen's Goods in Improving Environmental Awareness at Le Meridien Bali Jimbaran, Undergraduate Thesis: Tourism Business Management, Jurusan Pariwisata, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I Dra. Ni Nyoman Triyuni, MM and Supervisor II Ni Putu Lianda Ayu Puspita, SE., M.Tr.Par.

Keywords: green purchasing, procurement process, kitchen, environmental awareness, purchasing section, supplier

This study focuses on efforts to minimize the usage of single use materials by prioritizing the development of green products through the implementation of green purchasing by selecting suppliers and understanding the 3R impacts of reduce, reuse, and recycle in the procurement of kitchen's goods in improving environmental awareness at the Le Meridien Bali Jimbaran hotel. This study aims to analyze the implementation of green purchasing in the procurement process of kitchen's goods in improving environmental awareness at Le Meridien Bali Jimbaran. The research method used is descriptive qualitative using data collection through direct observation of the process of procuring kitchen's goods based on the implementation of green purchasing, which will have positive benefits in improving environmental awareness at Le Meridien Bali Jimbaran. Interviews were conducted with the assistant purchasing manager and purchasing agent of Le Meridien Bali Jimbaran, along with a documentation study method related to implementing green purchasing in the procurement process of kitchen's goods in improving environmental awareness at Le Meridien Bali Jimbaran. The results of this study indicate that Le Meridien Bali Jimbaran has not optimally implementing green purchasing because there are several obstacles, such as the price of goods with environmentally friendly packaging tends to be more expensive, difficult to obtain, and the limitations of suppliers who can provide kitchen's goods using environmentally friendly packaging. However, the purchasing section has gradually made an effort to replace items that use 100% conventional plastic with items that can be recycled.

## **ABSTRAK**

Andyani, Ni Luh Kadek Martha. (2023). *Implementation of Green Purchasing in Procurement Process of Kitchen's Goods in Improving Environmental Awareness at Le Meridien Bali Jimbaran*, Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

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*Kata kunci:* green purchasing, pengadaan barang, kitchen, kesadaran lingkungan, purchasing section, supplier

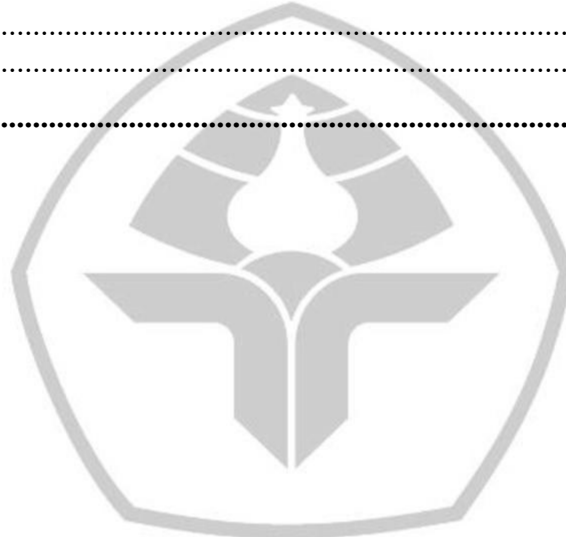
Studi ini berfokus pada upaya meminimalkan penggunaan material sekali pakai dengan mengutamakan pengembangan green product melalui implementasi green purchasing dengan cara menyeleksi supplier dan memahami dampak 3R yaitu reduce, reuse dan recycle pada pengadaan barang kitchen dalam meningkatkan kesadaran lingkungan di Le Meridien Bali Jimbaran. Tujuan dari penelitian ini adalah untuk mengetahui implementasi green purchasing pada pengadaan barang kitchen dalam meningkatkan kesadaran lingkungan di Le Meridien Bali Jimbaran. Metode penelitian yang digunakan dalam penelitian ini adalah deskriptif kualitatif menggunakan pengumpulan data melalui observasi dengan mengamati secara langsung bagaimana penerapan green purchasing yang akan bermanfaat positif bagi lingkungan sehingga akan meningkatkan kesadaran seluruh associates di Le Meridien Bali Jimbaran, metode wawancara yang dilakukan dengan assistant purchasing manager dan agen purchasing dari Le Meridien Bali Jimbaran dan metode studi dokumentasi berkaitan dengan implementasi green purchasing pada pengadaan barang kitchen di Le Meridien Bali Jimbaran. Hasil dari penelitian ini menunjukkan bahwa Le Meridien Bali Jimbaran belum maksimal dalam menerapkan green purchasing karena terdapat beberapa kendala seperti harga barang dengan kemasan yang ramah lingkungan cenderung lebih mahal, sulit didapatkan, hingga keterbatasan supplier yang mampu menyediakan barang kitchen yang menggunakan kemasan yang ramah lingkungan. Perlahan-lahan purchasing section telah memiliki kesadaran lingkungan untuk mengganti barang yang 100% menggunakan plastik konvensional menjadi barang yang dapat didaur ulang.



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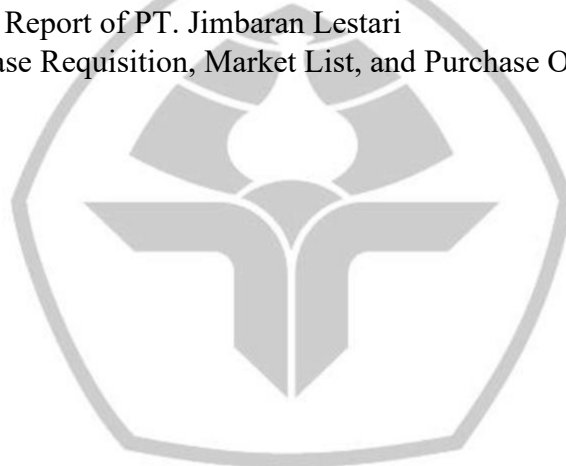
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# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

The tourism industry is a business sector that is growing very fast, but the existence of this industry causes environmental problems to become the main focus because the impacts are quite serious. In recent years, sustainable tourism gained interest in several countries and regions which has great tourism potential due to waste problems such as air pollution, land use, disturbance of the balance of nature and others. Sustainable tourism is a way to pass on to the next generation without destroying nature by providing for their needs in the future (Buyukipekci, 2014).

One of the environmental problems causes by the existence of plastic waste, if the plastic waste is not managed properly it will have a negative impact (Sabarno et al., 2021). This information is proven by the existence of data from *Direktorat Jenderal Pengelolaan Sampah, Limbah dan B3 (Ditjen PSLB3) Kementerian Lingkungan Hidup dan Kehutanan (KLHK)* which stated that in 2021 the volume of waste in Indonesia was recorded at 68.5 million tons and in 2022 it increased to 70 million tons. Furthermore, there is 24 percent or around 16 million tons of waste that is not managed. The increasement of environmental problems need the formation of environmental awareness in the society. This is the reason why the companies must focus on their business activities to protect the environment as the main objective (Mkik et al., 2017).

At the moment, many tourists prefer to choose hotels that consistently implement environmentally friendly businesses (Rahmafitria, 2014). One of the environmentally friendly strategy is the way of the hotel has purchase intention of various kind of green product using materials that do not damage the environment as a form of concern for the environment (Santoso & Fitriyani, 2016). Purchase intention and consumer satisfaction are influenced by product quality. Product quality improvement is shown in the development of green products. Green products are products that are made to minimize environmental impact, use renewable or natural materials, and avoid using products that contain hazardous or toxins materials (Azad & Laheri, 2014). Green products are marked with a product label named "eco label". Product label means product is produced with due regard to environmentally friendly concepts (Rahman & Widodo, 2020). Consumer behavior in choosing to use or buy green products is a form of tendency that is owned by consumers who have environmental awareness. This buying behavior is better known as green purchasing (Dwi et al., 2013).

Green purchasing is the process of selecting and obtaining a product in the most effective way through a process of manufacturing and using of product can be recycled which will support environmental sustainability (Vazifehdoust et al., 2013). There are 2 dimensions of implementing green purchasing, namely supplier selection and 3R's procurement process. Supplier selection is a way of selecting suppliers based on criteria accordance with the standards set by the company, while the 3R Procurement Process is a process of minimize plastic or paper (Pramesti et al., 2020). Implementation green



purchasing also must be able to maintain good relations with suppliers. Suppliers are parties that provide raw materials, especially for the kitchen. All types of purchases kitchen materials and equipment will be made according to the needs and requests of the kitchen department. All food ingredients will be signed by the purchasing section, then procurement of goods will be carried out by buying food ingredients from suppliers who already have a cooperative relationship. The role of suppliers in procurement of goods needs to be the main focus of the purchasing section because they have to pay attention to several criteria as a measuring tool for selecting the right supplier. So, it is very important for the tourism industry, especially the hospitality sector, to choose environmentally friendly products by implementing green purchasing in their company (Prasetyawan et al., 2018).

One of the hotels that has been implementing green purchasing concept is Le Meridien Bali Jimbaran which is a 5-star hotel in the South Kuta area, Badung regency, Bali. This hotel offers a variety of facilities and accommodations, apart from providing accommodation, Le Meridien Bali Jimbaran also provides Food and Beverage outlets. There are several outlets such as Wala, Bamboo Chic, Smoqee, Pool bar, and Latitude 8. The revenue of Le Meridien Bali Jimbaran on January - December of 2022 obtained from several sources such as Room (29 Billion), Food and Beverage (10 Billion), Spa (500 Million), Others (600 Million). It can be seen that food and beverage is the second largest source of revenue after hotel rooms, which is around 10 billion of total revenue in 2022. The Food and Beverage Department plays an important role in a hotel because all the food and beverage service provided are the responsibility of this department,

and the hotel's image will be influenced by the food and beverage service (Muliani et al., 2020). In this case, Le Meridien Bali Jimbaran not fully implemented green purchasing in procurement process of kitchen's goods. This hotel is still using single use materials such as plastic and paper because this material cannot be separated in production process especially for the kitchen. In addition, buying green products is expensive and most of supplier cannot provide the product that produced with expensive materials (Chan et al., 2018). Purchasing section should be able to use their knowledge and position to lead purchase of goods with an environmentally friendly concept by having good relationships with suppliers as a form of environmental awareness (Astawa et al., 2020). Purchasing section which is Assistant Purchasing Manager and Agent Purchasing at Le Meridien Bali Jimbaran already have awareness in protecting and preserving the environment by having knowledge, attitude and behavior that is shown in their activities to implementing buying environmentally friendly products gradually by replaced 100 percent pure kitchen's goods using conventional plastic into items that easier to recycle especially for some packaging of kitchen's goods with the supplier that cooperate with Le Meridien Bali Jimbaran who offers environmentally friendly products for kitchen.

Based on the background description above, the writer is interested in conducting research of green purchasing with the research title "Implementation of Green Purchasing in Procurement Process of Kitchen's Goods in Improving Environmental Awareness at Le Meridien Bali Jimbaran".

## **1.2 Research Questions**

1. How is the implementation of green purchasing in procurement process of kitchen's goods at Le Meridien Bali Jimbaran?
2. How is the implementation of green purchasing in improving environmental awareness at Le Meridien Bali Jimbaran?

## **1.3 Research Objectives**

1. To analyze the implementation of green purchasing in procurement process of kitchen's goods at Le Meridien Bali Jimbaran.
2. To analyze the implementation of green purchasing of kitchen's goods in improving environmental awareness at Le Meridien Bali Jimbaran.

## **1.4 Research Significances**

This research is expected to provide benefits both theoretically and practically.

The benefits to be obtained in this research as follows:

### **1. Theoretical Significances**

Theoretically, this research is expected to provide additional information to support other research, to add to the bibliography in the academic environment and input for the reader. In addition, the result of this research is expected benefits for increasing insight and knowledge about the importance of implementing green purchasing in procurement process of kitchen's goods not only focus on profit, but also paying attention on environmental sustainability and having awareness when purchasing and procuring the goods, by choosing environmentally friendly goods.

## **2. Practical Significances**

### **a. Significances for Le Meridien Bali Jimbaran**

For Le Meridien Bali Jimbaran, this research is expected to provide suggestions and input or corrective actions to management in improving environmental awareness by purchasing of green products through the implementation of green purchasing in procurement process of kitchen's goods.

### **b. Significances for Politeknik Negeri Bali**

This research is expected to be additional information for the Politeknik Negeri Bali particularly be the information source for the student in Tourism Department regarding the implementation of green purchasing in procurement process of kitchen's goods in improving environmental awareness.

### **c. Significances for Student**

This research hoped to increase the insight and knowledge of the students regarding the implementation of green purchasing in procurement process of kitchen's goods in improving environmental awareness.

## **1.5 Limitations and Scope of Research**

The research object raised in this undergraduate thesis is the Implementation of Green Purchasing in Procurement Process of Kitchen's Goods in Improving Environmental Awareness at Le Meridien Bali Jimbaran. There are the limitations and scope of research to limit the discussion in order to focus on analyzing the issues raised in this undergraduate thesis. The variables in this research are Green Purchasing and

Environmental Awareness. Therefore, the indicators on those variables will be connected. Green purchasing indicators in the supplier selection dimension are eco-labeling of product, collaboration with supplier to use environmentally friendly packaging (degradable and harmless), assessment based on quality management system, implementing a health, safety, and environment, supplier ISO certification, supplier eco-friendly research and development capability, supplier internal management audit. Indicators in 3r's procurement process dimension are use electronic system in purchases transactions of goods, use product that can be refill, use the blank side of waste paper to reuse, use container and cardboard repeatedly in procurement process, choose product with degradable packaging that can be recycled, selecting organic waste as compost. Environmental Awareness indicators in the environmental knowledge dimension are having knowledge in recognizing environmental issue, recognizing environmentally friendly products, and understand the consequences of product purchases. In the environmental attitude dimension are the attitude of purchasing section to evaluate environmental performance on the impact caused by product purchased, attitude shown through the efforts to minimize the negative impact of product purchased to the environment, and attitude to have consistent concern in purchases environmentally friendly products. In the environmental behavior dimension are behavior in reducing the use of plastic materials, in reusing the use of waste or sell the waste to third parties, and in recycled waste management.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Based on the result and discussion in Chapter IV, it can be concluded that:

Implementation of green purchasing in procurement process of kitchen's goods at Le Meridien Bali Jimbaran has not been fully implemented since there are limited suppliers could provide eco-friendly kitchen's goods because of the cost in purchasing eco-friendly goods is quite expensive. Furthermore, there is no regulations or SOP in selecting the supplier in the Le Meridien Bali Jimbaran based on eco-friendly suppliers. In the procurement process, purchasing section make an effort to reduce waste by minimizing single use materials, reusing waste in procurement process such as cardboard and container, and also selecting the organic waste that can recycled as a compost.

Implementation of green purchasing in improving environmental awareness shown by the initiatives of purchasing section gradually replace 100% conventional plastic to the materials that can be more easily to decipher. It also requires the awareness of all associates and also guests at Le Meridien Bali Jimbaran to have the knowledge, attitudes and behaviors in improving environmental awareness to minimizing the single-use materials, reusing resources and recycling waste. Thus, the quality of the environment could be maintained, and sustain for the future generations.

## 5.2 Suggestion

Based on the result and discussion, the suggestions to Le Meridien Bali Jimbaran are Implementation of green purchasing needs to be improved and it requires initiatives starting from the top management level to be able in improving environmental awareness to preserve the environment which will provide benefits for environmental sustainability and future generations. It is necessary to have regulations that focus on environmental sustainability to consistently use eco-friendly products also it requires to develop eco-friendly suppliers that can provide environmentally friendly products. It needs to held training program regularly that related to preserving and protecting the environment through the implementation of purchasing ecofriendly products that needs more awareness of all associates to minimize single use materials. So, the Le Meridien Bali Jimbaran can achieve the goal in supporting environmental sustainability. While, for further researcher is the result of this study indicates that all of the green purchasing indicators are not fully implemented. In the future, this study could be developed by further researcher specifically in researching about green purchasing.

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