

UNDERGRADUATE THESIS
ENVIRONMENTAL BEHAVIOR OF FRONT OFFICE
DEPARTMENT STAFF TO SUPPORT GREEN HOTEL AT SIX
SENSES ULUWATU BALI



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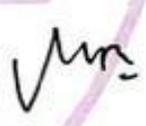
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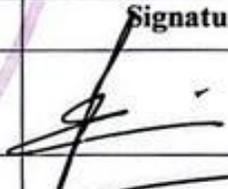
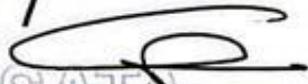
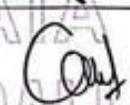
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In which content is my own work, thereby free from plagiarism. Being stated, I am ready to bear the risk or any sanctions impose to me in accordance with regulation.

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The writer realizes that the undergraduate thesis that the writer has compiled is still far from perfect because of the limitations and shortcomings that the writer has. Therefore, with all humility, the writer expects some criticism and suggestions especially from readers and hopes that this undergraduate thesis could be able to give any input or knowledge for the students in Politeknik Negeri Bali especially the Tourism Department.

Writer

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ABSTRACT

Astuti, Kadek Krisna Widya (2023). *Environmental Behavior of Front Office Department Staff to Support Green Hotel at Six Senses Uluwatu Bali*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Prof. Ni Made Ernawati, MATM., Ph. D and Supervisor II: Drs. I Ketut Astawa, MM.

Keywords: Environmental Behavior, Green Hotel, Front Office Department

This study aims to find out how the implementation of Environmental Behavior by Front Office Department staff and how significant is the effect of Environmental Behavior by Front Office Department staff to support Green Hotels in Six Senses Uluwatu, Bali. The data collection method used was to conduct field observations, distribute questionnaires with a Census Sample to 35 Front Office staff as respondents and conduct interviews with the Assistance of Front Office Manager at Six Senses Uluwatu Bali. The data analysis technique used is descriptive statistical data analysis technique and simple linear regression to answer the problem formulation in this study with the help of the SPSS Statistics 26 application. The results of the analysis reveal that the Environmental Behavior implemented by the front office department staff in total is in “Strongly Implemented” criteria, but there are 4 implementations that are at “Very Well Implemented” criteria and their application still needs attention, namely dispose of waste according to its type; use a damaged napkin or towel (oshibori) as a rag; buy or use products that are environmentally friendly and can be used many times; and participate in environmental preservation programs that are held by hotels. Environmental Behavior by the Front Office Department staff has a positive and significant effect in supporting Green Hotel in Six Senses Uluwatu Bali. The results of the analysis also reveal that if the implementation of Environmental Behavior is increased, then the value of implementing green hotels will also increase. Based on the results of the coefficient of determination test, Environmental Behavior has a large influence on supporting Green Hotel, namely 67.4% and the remaining 32.6% is influenced by other variables not used in this study

ABSTRAK

Astuti, Kadek Krisna Widya (2023). *Environmental Behavior of Front Office Department Staff to Support Green Hotel at Six Senses Uluwatu Bali*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Prof. Ni Made Ernawati, MATM., Ph. D dan Pembimbing II: Drs. I Ketut Astawa, MM.

Kata Kunci: *Environmental Behavior, Green Hotel, Front Office Department*

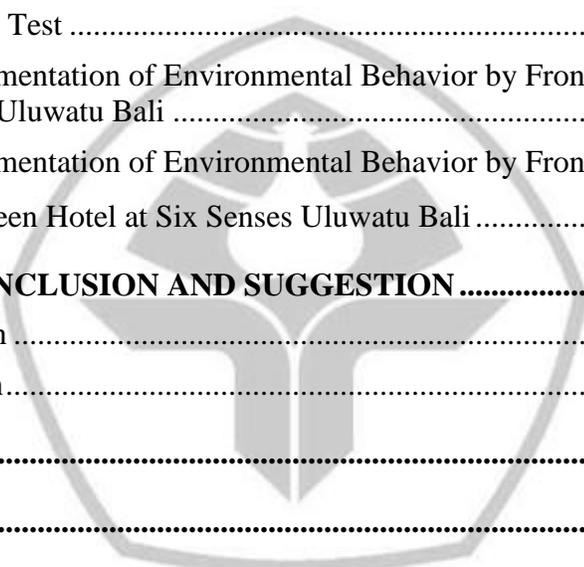
Penelitian ini bertujuan untuk mengetahui bagaimana penerapan dari Environmental Behavior oleh staff Front Office Department dan untuk mengetahui seberapa signifikan pengaruh Environmental Behavior oleh staff Front Office Department terhadap Green Hotel di Six Senses Uluwatu, Bali. Metode pengumpulan data yang digunakan adalah dengan melakukan observasi lapangan, menyebarkan kuesioner dengan menggunakan sample sensus kepada 35 orang staff Front Office Department dan melakukan wawancara dengan Assistance Manager of Front Office Department di Six Senses Uluwatu, Bali. Teknik analisis data yang digunakan adalah teknik analisis data statistik deskriptif dan regresi linier sederhana untuk menjawab rumusan masalah dengan menggunakan bantuan aplikasi SPSS Statistics 26. Hasil analisis menunjukkan bahwa Environmental Behavior yang diterapkan oleh staff Front Office Department secara keseluruhan berada pada kriteria “Strongly Implemented”, namun terdapat 4 implementasi yang berada pada kriteria “Very Well Implemented” dan penerapannya masih perlu diperhatikan yaitu membuang sampah sesuai dengan jenisnya; menggunakan serbet atau handuk yang rusak sebagai lap; membeli atau menggunakan produk yang ramah lingkungan dan bisa digunakan berulang kali; serta berpartisipasi dalam program kelestarian lingkungan yang dilaksanakan oleh hotel. Environmental Behavior oleh staff Front Office Department berpengaruh positif dan signifikan dalam mendukung Green Hotel di Six Senses Uluwatu Bali. Hasil analisis juga menunjukkan bahwa jika penerapan Environmental Behavior ditingkatkan maka nilai penerapan Green Hotel juga akan meningkat. Berdasarkan hasil uji koefisien determinasi, Environmental Behavior memiliki pengaruh yang besar dalam mendukung Green Hotel yaitu sebesar 67,4% dan sisanya sebesar 32,6% dipengaruhi oleh variabel lain yang tidak digunakan dalam penelitian ini.

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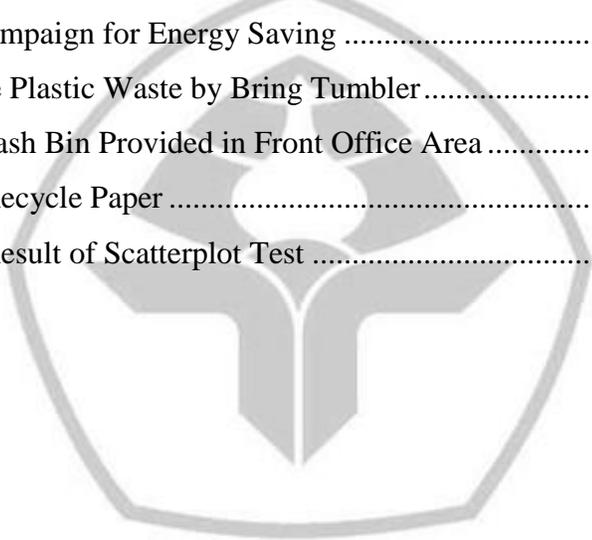
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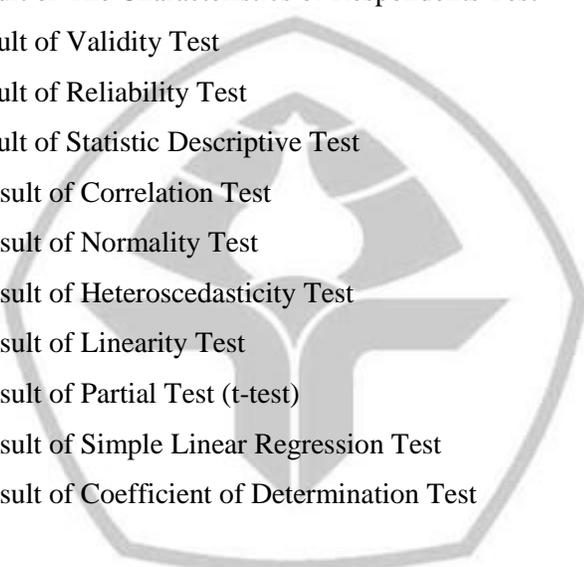
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CHAPTER I

INTRODUCTION

1.1 Background of Study

Recently, the environmental problems that occurred have been attracting public attention, including in Indonesia. Environmental problems are caused by several reasons and one of the reasons is because of the tourism sector, especially in the hospitality industry. Based on *Badan Pusat Statistik*, the number of accommodation businesses in Indonesia, especially in Bali in 2022 has reached 3.538 units and will continue to grow every year, the growth of hotels that are getting bigger coupled with the large number of tourists staying overnight causes an increase in the amount of waste and garbage as well as environmental damage caused by the hotel industry. Abdou et al., (2020) stated that the increasing environmental impact caused by tourism activities has resulted in climate change and all other adverse impacts which include leakage from community income, pollution, environmental degradation, employee problems, overbuilding, energy use, excessive use of non-durable goods, and also the disposal of waste which will have an impact on water, soil and air pollution. Seeing the environmental problems caused by the hotel industry, this needs to be a concern for hotel business managers starting from the physical construction of buildings to how hotels operate (Erlangga, 2017), for this reason, sustainable hotel development and management is needed through environmentally friendly practices (Antara, 2016). The concept of environmentally friendly practices is known as the Green Hotel. Green hotel

is considered to be environmentally friendly hotel where the hotel itself use product and has some program or initiatives which aims to protect the earth from environmentally issue (Green Hotel Association, 2018). The Ministry of Tourism and Creative Economy has also issued *Buku Panduan dan Pedoman Pelaksanaan Green Hotel di Indonesia* to encourage the hotel industry to contribute to minimizing global warming and environmental damage through programs to save water, save energy, reduce waste, use environmentally friendly materials, and others.

One of the hotels in Bali that has implemented a green hotel is Six Sense Uluwatu, Bali. Six Senses Uluwatu Bali is a five-star resort that applies a sustainable concept, which can be seen from the environmentally friendly practices that have been carried out. On their official website at sixsenses.com it is mentioned that Six Senses Uluwatu Bali has implemented a series of sustainability initiatives designed to reduce the energy, water and waste involved with every guest's stay. Several environmental efforts that have been made by Six Senses Uluwatu Bali, they are avoiding the use of reusable glass bottles instead of plastic bottles, food and landscaping waste is used to feed pets (chicken and goat), kitchen oil is converted into biodiesel, and reducing the use of plastic. Apart from that, Six Senses Uluwatu Bali also protects the Bali Starling bird, one of Bali's icons which is critically endangered, in which case Six Senses works to support the Begawan Foundation, an NGO that focuses on the breeding and release of the Bali Starling program.

In the successful implementation of the green practice program in the hospitality industry, employees are an important component because employees are the operational implementers in the hospitality industry (Chen, 2016). Therefore, operational implementers must have behavior that supports the green program. The behavior that must be possessed is environmental behavior. Employee environmental friendly behavior also known as employee pro-environmental behavior refers to employees who engage in scalable acts and behaviors that are related to, withdraw from, or contribute to environmental sustainability (Dilchert, 2009). Environmentally friendly behavior can be seen from behaviors related to energy conservation, mobility & transportation, reducing waste, recycling, consumerism, and other environmental preservation (Kaiser et al., 2007). The employee support in the process of greening must get more attention because employee contributions can make effective greening programs carried out in the hospitality industry, that is why employee play important role in the success of green hotel program (Chen, 2016).

This environmental behavior of employee must be carried out simultaneously in every department in the hotel so that the green hotel concept can be implemented for sustainability in the future. Front Office Department is one of the departments that carry out hotel operations, in which case awareness and contribution are needed in implementing the environmental behavior of those employees. This is because the Front Office Department is one of the departments that uses a lot of energy and the tools must operate 24 hours a day, so in this case employees in the Front Office

Department must take part in implementing environmentally friendly behavior. Besides that, Sibian & Ispas (2021) stated that employees are the interface between the facilities provided in the hotel and the customer and also the employee can be an ambassador of environmental friendly behavior. From this statement, it is known that the Front Office Department is a department that can give first and last impressions to guests and the department that interacts the most with guests from arrival to departure. So that in this case, the environmental behavior implemented by employees will indirectly influence how the customer or guest attitude and behavior are. Customers or guests who stay at green hotel including employees who have environmental behavior make customers more aware and concerned about the environment around them and it can have an impact on their daily lives. Based on the background above, it is important to conduct research to analyze how the contribution of environmental behavior implemented by the Front Office Department to support the green hotel carried out by Six Senses Uluwatu Bali. Therefore, the writer is interested in conducting research entitled "Environmental Behavior of Front Office Department Staff to Support Green Hotel at Six Senses Uluwatu Bali"

1.2 Problems Statements

Based on the background above, the statement of the problem of this research are:

1. How is the implementation of environmental behavior by Front Office Department staff at Six Senses Uluwatu, Bali?

2. How significant is the effect of environmental behavior by Front Office Department staff to support green hotel in Six Senses Uluwatu, Bali?

1.3 Research Objectives

Based on the previous explanation on the background and problems identification stated above, the purpose of this research concludes as follows:

1. To analyze the implementation of environmental behavior by Front Office Department staff at Six Senses Uluwatu, Bali.
2. To analyze environmental behavior of Front Office Department staff to support green hotel at Six Senses Uluwatu, Bali.

1.4 Research Significance

This research hopefully will bring some benefits both theoretically and practically the benefits of this research are as follows:

1.4.1 Theoretical Benefit

Theoretically, the benefit of this research is to add knowledge to readers and become reference material or additional information for further research. In addition, the result of this research is expected to provide additional knowledge on how to implement employee environmental behavior in supporting the green hotel program.

1.4.2 Practical Benefit

1. Benefits for Hotel

For hotels, this research is expected to provide suggestions and input or corrective actions to management to improve the implementation of environmental behavior of Front Office Department staff to support the green hotel program that has been implemented at Six Senses Uluwatu Bali

2. Benefits for State Polytechnic of Bali

This research is expected to be additional information or reference for State Polytechnic of Bali students, especially for students from the Department of Tourism regarding the implementation of environmental behavior of Front Office Department staff to support green hotel.

3. Benefits for Students

For students, this research is expected to provide new knowledge about the implementation of environmental behavior of Front Office Department staff to support green hotel.

1.5 Limitation and Scope of Problems

The scope and limitations of the research contain the assumptions used in the research and are the limitations of the problems listed above. In this research, the scope and limitations of this research only focus on environmental behavior and green hotel. The environmental behavior indicator used is based on Kaiser et al., (2007) which

includes 6 aspects, namely energy conservation, mobility and transportation, waste avoidance, recycling, consumerism, and environmental conservation. Meanwhile, for the green hotel variable, indicators are used based on the *Buku Panduan dan Pedoman Pelaksanaan Green Hotel di Indonesia* that issued by Ministry of Tourism and Creative Economy (2016) which contain 8 aspects, namely environmental friendly hotel management, environmentally friendly hotel operations, land use, energy efficiency, water conservation, material use, indoor air quality, and waste management.



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

According to the previous chapter of Results and Discussion, there are some conclusions obtained on this research as described below:

1. Implementation of environmental behavior by the Front Office Department staff at Six Senses Uluwau Bali, almost all indicators are in the "Strongly Implemented" criteria. However, there are 4 statements that are in the "Very Well Implemented" category, namely on the Recycling dimension found in the statements "Dispose of waste according to its type" and "Use a damaged napkin or towel (oshibori) as a rag"; on the Consumerism dimension in the statement "Buy or use products that are environmentally friendly and can be used many times"; as well as on the Environmental Conservation dimension contained in the statement "Participate in environmental preservation programs that are held by hotel". Nevertheless, on average, all dimensions are in the "Strongly Implemented" category, which means that the implementation of the environmental behavior of front office employees can be said in high category.
2. Environmental behavior by the Front Office Department staff has a positive and significant effect in supporting green hotels in Six Senses Uluwatu Bali. If the implementation of environmental behavior is increased, then the value of implementing green hotels will also increase. Based on the results of the coefficient of determination test, environmental behavior has a large influence

on supporting green hotels, namely 67.4% and the remaining 32.6% is influenced by other variables not used in this study

5.2 Suggestion

Based on the results of the discussion and conclusions on previous chapter, there are some suggestions in this research, such as:

1. For the company

For the management of Six Senses Uluwatu Bali, to be even more active in supporting green hotel programs such as creating more sustainability training or campaigns so that later the environmental behavior of each employee can become a good habit for every host (staffs, DWs, and also trainees). In addition, increase the number of facilities that support the green hotel program, such as rubbish bin that have a function according to their type in the guest and visitor areas, and many more.

2. For the future research

For further research, in order to be able to research and examine more deeply the indicators or other factors not examined in this study that may influence environmental behavior or green hotels so that later the results of this research can be more complete and broader. In addition, for further research can increase the number of respondents, not in one department only, so that researchers have much data on in-depth analysis as well as comparisons.

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