

Implementation of employee green behavior in improving green practice at The Grand Hyatt Hotel Bali

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Abstract - This research aims to analyze the implementation of employee green behavior in improving green practices at the grand Hyatt Bali hotel. The data collection methods used were interviews, questionnaires, and documentation. The respondents in this study were 86 employees who worked at the Grand Hyatt Bali Hotel. The analysis techniques used in this research are quantitative descriptive analysis and quantitative data analysis using simple linear regression analysis. Before the analysis is carried out, a reliability test and validity test are carried out on the questionnaire that will be distributed to respondents. The results of the quantitative analysis research show that the reliability test results on the employee green behavior variable have a Cronbach's Alpha value of 0.819 and the green practice variable is 0.896, which shows that each variable has a value greater than Cronbach's Alpha in the range of 0.60 in the correlation test. The test results between the employee green behavior and green practice variables at the Grand Hyatt Bali Hotel obtained a Pearson Correlation value of 0.559. With a significance value of <0.05 , it can be concluded that the variables are correlated and have a positive correlation relationship. This shows that if there is an increase in the employee green behavior variable, it will be followed by an increase in the green practice variable. It can be concluded that employee green behavior has an influence on green practices, but several indicators need to be improved again so that the implementation of employee green behavior can run efficiently in improving green practices.

Keywords: employee green behavior; green practices; grand hyatt bali; quantitative analysis; correlation analysis

1. Introduction

The tourism industry has a significant role in improving the economic progress of society, both at the local and global levels (Ikram & Nurhidayah, 2012). This is because the tourism industry is an important sector to develop because it contains great potential as an asset that can be used as a promising source of income for the government and surrounding communities (Ananti & Pebrianto, 2020; Islam et al., 2023). Therefore, the tourism industry has been developed by many countries in the world, including Indonesia. Bali as a region in Indonesia also makes the tourism industry a source of

regional income (Riswari & Faridatussalam, 2023; Angela et al., 2022). Thus, it is not surprising that the development of the tourism industry in Bali continues to develop (Kairi et al., 2023).

This is marked by the emergence of various businesses in the tourism sector, such as: accommodation, restaurants, business travel agencies, and other services. One of the main supports for tourism in the accommodation sector is hotels. A hotel is a company that is managed by its owner by providing services and bedroom facilities for people who stay overnight and are able to pay a reasonable amount according to the services received without any special agreement (Noviastuti & Astuti, 2021). The number of hotels in Bali is known to be increasing, both non-star hotels and star hotels to five-star hotels (Sumawidari et al., 2024).

The increasing number of hotel developments in Bali certainly has an impact on the surrounding environment, both on a small and large scale. One of the impacts is global warming from physical development to the operational stage which is of concern to the government, community and tourism actors (Erlangga et al., 2016; Aguiar, 2020). In addition, in its operations hotels can produce quite a lot of waste, which can become a threat to the surrounding environment. Many used products and items cannot be recycled so this causes damage to the environment. The environment has an important role in human life. Someone who is aware of the importance of the environment means they are at the ecoliteracy level. Ecoliteracy is an awareness that humans have where humans understand how important it is to protect and care for the environment (Noviastuti & Astuti, 2021). A clean environment is certainly the hope of all humans, the same is true for the work environment. A clean work environment will certainly provide many benefits, such as increasing work productivity due to clean and comfortable environmental factors (Puspita et al., 2020).

In this case, employees play a very important role in ensuring that the environment around the company remains clean and comfortable to create a sustainable environment. Creating a sustainable environment cannot be separated from the responsibility of all employees. One of the things that must be applied to employees is the implementation of green employee behavior. Employee green behavior (Bashirun et al., 2022; Kanca, 2024; Budiantoro et al, 2015; Halim et al., 2021) is employee behavior that has a positive impact on the environment and plays a role in reducing the negative impact of human resource actions on the environment. Success in preserving the environment will depend on the biggest driver and operational implementer, namely employees. One hotel that implements green employee behavior is the Grand Hyatt Bali Hotel. The Grand Hyatt Bali Hotel is a five-star hotel that preserves the environment and makes employees the main actors in preserving the environment. Grand Hyatt Bali Hotel employees contribute directly to improving environmentally friendly practices or what are called green practices.

Green practice in operational activities is one way to improve the environment. Green practice is an effort to preserve and protect the environment, and is related to three dimensions called green action, green food, and green donation. Green action means activities that aim to protect both the environment and the surrounding community; green food means the use of sustainable ingredients, whether local or organic; and green donation is participation in community projects and donating funds for environmental issues (Mulyawati & Setiawan, 2024). Various efforts have been made by the Grand Hyatt Bali Hotel to carry out its vision to implement an environmental sustainability framework around the hotel. This five-star hotel has focused on reducing energy consumption, such as turning off the lights when not using the room, turning off the computer, turning off the printer when not in use, reducing the use of elevators, preferring to use the stairs when going to another floor that is close by.

Efforts to save water are also implemented by always turning off the water tap when it is not in use and using sufficient water. Food waste management, and supply chain sustainability. The form of waste management that this hotel is currently implementing is by making organic compost and eco-enzymes. This program aims to reduce waste which is a core pillar of the environmental sustainability strategy at the Grand Hyatt Bali Hotel. Employees at the Grand Hyatt Bali Hotel can be said to have implemented green employee behavior in improving green practices, but the implementation has not been optimal.

This is proven by the fact that paper is still used during operational activities such as payment receipts, greeting cards, menu lists at restaurants; There are not enough trash bins available,

making it difficult to sort waste by category because all the waste is put together; there is still some use of items made from plastic such as plastic shower caps and plastic bottles; and changes in behavior that show less respect for the environment. Apart from that, no further research has been found to determine the influence of employee green behavior in increasing green practice.

Based on the background of the problems described above, the problems that will be studied in this research are (1) How is green employee behavior implemented at the Grand Hyatt Bali Hotel? (2) How is the application of employee green behavior related to increasing green practices at the Grand Hyatt Hotel Bali?

The previous research results referred to a research that is based on the results of other research that is relevant to the current research. Previous research is used as a comparison to current research, so that similarities and differences can be identified. The research is then explained briefly and then these explanations will be used as a reference to complete this research. Some previous research used are as follows: First, research conducted by Bashirun et al (2022) with the research title "Theoretical Perspective on Employee Green Behavior". The results of this research were conducted to find out what the concept of green behavior of staff is and whether it can provide new insights for staff and can provide useful understanding to find out how important it is for organizations to encourage green behavior among staff in the workplace.

The similarity between previous research and this research is that they both examine the object of employee green behavior. The difference between previous research and this research is that previous research only examined employee green behavior objects, whereas this research examined employee green behavior and green practice. The next difference lies in the research time and research location, where the previous research was conducted in Malaysia in 2022 while this research was conducted at the Grand Hyatt Bali hotel in 2024. Second, research was conducted by (Katz et al., 2022) with the research title "Employee Green Behavior: A Meta-Analysis".

Researchers are interested in conducting this research because of the need to protect biodiversity and reduce pollution and government regulations, many organizations to become more environmentally friendly. To systematically synthesize the rapidly growing literature on employee green behavior, researchers conducted a meta-analysis ($k = 135$ independent samples, total $N = 47,442$ employees). The research results show a positive relationship between employee green behavior and pro-environmental attitudes, corporate social responsibility, and a green psychological climate. What this research has in common with research conducted by the author is that it discusses employee green behavior. Meanwhile, the difference is that this research refers to many things, namely employee green behavior towards pro-environmental attitudes, corporate social responsibility and green psychological climate. Meanwhile, the author only refers to employee green behavior towards green practice.

Third, research was conducted by Dewi (2022). This research aims to analyze how employees' environmental awareness improves green practices at Four Points by Sheraton Bali Kuta. The data collection methods used were observation, literature study, questionnaires and interviews where data collection was carried out by observation in the field, questionnaires with a total of 60 respondents. The analysis used is quantitative analysis and qualitative analysis. The results of the quantitative analysis research show that in the reliability test results, environmental awareness has a Cronbach's Alpha value of 0.813 and green practice has a Cronbach's Alpha value of 0.814, which shows that each variable has a value greater than Cronbach's Alpha in the range of 0.60. In the correlation test, the results obtained The Green Practice correlation test on Environmental Awareness at Four Points by Sheraton Bali Kuta obtained a Pearson Correlation value of 0.741.

In the results of the simple linear regression test, the constant value is 6,883, which shows that if environmental awareness has a value of 0, then green practice has a value of 6,883. The environmental awareness coefficient value is 0.801, indicating that if environmental awareness increases by 1, then green practice will increase by 8.01%. The strong and positive relationship between the two variables shows that employees continue to increase environmental awareness for maximum implementation of green practices. What this research has in common with previous research is that they both discuss green practices in hotels. Meanwhile, the difference lies in the number of respondents, time and variables (previous research analyzed how employees'

environmental awareness improves green practices in hotels, whereas in this study, researchers conducted research to assess how employees implement green behavior in improving green practices in hotels).

2. Method

The type of data used in this research can be classified into two, namely as follows: 1). Quantitative data is information data in the form of symbols or numbers which are the results of calculations and measurements (Sugiyono, 2018). The quantitative data in this research are the results of questionnaire answers in the form of numbers from each respondent's answer from all employees at the Grand Hyatt Hotel Bali. 2). Qualitative data is in words, sentences, schemes, and images (Sugiyono, 2018). The qualitative data used in this research includes narratives obtained from hotel history, information data regarding organizational structure, interviews, and observations at the Grand Hyatt Hotel Bali.

The data used in this research uses two types of data sources, namely as follows: 1). Primary data is a data source that directly provides data to data collectors (Sugiyono, 2018). The data in question are the answers to a questionnaire distributed to several respondents at the Grand Hyatt Hotel Bali, containing statements related to the research. 2). Secondary data is a source that does not directly provide data to data collectors (Sugiyono, 2018).

For example, data obtained through documents, reference books, and other sources. Secondary data in this research includes a general description of the Grand Hyatt Bali Hotel and its organizational structure. Data was collected by interviews, questionnaires, and documentation which will be explained as follows.

(1). Observation is a method of collecting data by observing directly at the research site and recording everything necessary. In this research, we observed how environmentally friendly employees behave at the Grand Hyatt Bali Hotel.

(2). An interview is a meeting of two people to exchange information and ideas through questions and answers so that the results of the interview can be processed and constructed on a particular topic. Interviews can be conducted in the initial stages of research and followed by more in-depth research interviews (Wijoyo, 2022).

In this research, semi-structured interviews were used, namely interviews conducted using an interview guide as a reference but not binding on the interviewer to ask additional questions according to the situation and the interviewee's responses. The interview will be conducted with Mrs. Lia as an Environmental Officer.

(3). A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Ardiansyah et al., 2023). In this research, a questionnaire was given to employees from each department in the form of a list of statements regarding the implementation of employee green practices in improving green practices at the Grand Hyatt Hotel Bali.

(4). Documentation is a method used to obtain data and information in the form of books, archives, documents, written numbers, and images in the form of reports and information that can support research. Documentation is used to collect data and then review it (Sugiyono, 2014).

Data were collected through documents obtained for this research, namely hotel information such as organizational structure, hotel facilities, and research activities in the form of photos as evidence of the implementation of activities, photos during interviews, and photo documentation related to the implementation of employee green behavior in improving green practices at the Grand Hyatt Hotel Bali. The data collected finally is analyzed. Data analysis techniques involved systematic steps in searching and compiling data obtained from interviews, questionnaires, and documentation by organizing the data into categories, patterns, and units and selecting the important ones to be studied. Data analysis in this research was carried out using the SPSS (Statistical Package for Social Science) program (Sugiyono, 2018)

3. Results and Discussions

This research aims to analyze the relationship between implementing employee green behavior and increasing green practices at the Grand Hyatt Hotel Bali. To find out employee green behavior in improving green practices at the Grand Hyatt Bali Hotel, quantitative methods were used. The data source used in this quantitative descriptive method is primary data from questionnaires given to Grand Hyatt Hotel employees. The statement submitted is related to the implementation of green employee behavior at the Grand Hyatt Hotel Bali. In this study, nonprobability sampling was used as a sampling technique, that is, not all members of the population have the opportunity to be selected as the sample.

The method used for sampling was purposive sampling. Purposive sampling is a method of determining samples with certain considerations. Before discussing the results of this research further, we will first discuss the description of the respondents regarding the gender and department of the employees who participated in this research. All information regarding the research results and respondent information was obtained from the results of the distribution of the questionnaires that were obtained again. From the questionnaire that was filled in by 86 respondents, the respondent's identity data was obtained. Presentation of data regarding the respondent's identity to provide an overview of the respondent's personal situation. The following is information regarding the characteristics of research respondents.

3.1 Implementation of Employee Green Behavior at the Grand Hyatt Bali Hotel

Implementation of green employee behavior at the Grand Hyatt Bali Hotel using 5 variables, namely: Work Sustainability, Conserving, Avoiding Harm, Influencing Others, and Taking Initiative. This discussion is analyzed using respondent frequency analysis. The formula is as follows:

Highest score = 5

Lowest value = 1

Range $5 - 1 = 4$

$$\text{Interval class} = \text{Range} : \text{Number of Class} = \frac{4}{5} = 0,80$$

From a class interval of 0.80, the assessment criteria for the employee green behavior variable at the Grand Hyatt Bali hotel can be determined as follows:

1.00 – 1.80 = Very bad

1.81 – 2.61 = Not good

2.62 – 3.42 = Fairly good

3.43 – 4.23 = Good

4.24 – 5.00 = Very good

Table 1 Descriptions of Respondents on the employee green behavior variable

No.	Sizes	Respondent's Answer					Total	Mean	Note
		1	2	3	4	5			
		ST D	TD	SD	BD	SBD			
X1	Employees are responsible for environmentally friendly actions	2	-	1	22	61	86	4,63	Very good
X2	Turn off the computer when not in use	3	1	3	21	58	86	4,51	Very good
X3	Turn off the lights when not in the room	1	1	4	20	60	86	4,59	Very good

X4	Minimize the use of elevators and switch to using stairs	2	2	5	25	52	86	4,43	Very good
X5	Don't use plastic bags	-	1	10	30	45	86	4,38	Very good
X6	Don't use plastic bottles as personal drinking containers	2	2	7	34	41	86	4,23	good
X7	Employees are able to provide feedback on environmentally friendly performance	4	-	5	33	44	86	4,31	Very good
X8	Spread environmental conservation behavior to others by sharing knowledge	2	-	4	31	49	86	4,45	Very good
X9	Reject projects that are not environmentally friendly	1	1	4	33	47	86	4,44	Very good
X10	Create a policy regarding the purchase of new, sustainable goods	-	3	6	38	39	86	4,28	Very good
	Average							4,43	

Source: SPSS Data Processing, 2024

Based on the table 1, it is known that respondents' perceptions regarding the employee green behavior variable are very good with an average value of 4.43. Indicator (X1) employees are responsible for environmentally friendly actions from the work they do. Based on the data in table 1, it can be explained that respondents gave various answers. There were 2 respondents who answered that it was not implemented at all, 1 respondent answered that it was applied a little, 22 respondents answered that it was implemented well, and 61 respondents answered that it was implemented very well. Based on the respondent data, it shows that the implementation of the indicator that employees are responsible for environmentally friendly actions is very good because the majority of respondents answered that this behavior is very well implemented. The implementation carried out is that employees take real action by taking responsibility for environmentally friendly actions from the work they do as a form of behavior so that Grand Hyatt Bali staff are able to adapt and change to make products and work processes more sustainable.

The first indicator (X2) for turning off the computer when not in use has an average value of 4.51. Not all respondents answered that it was very well implemented. There were 3 respondents who answered that it was not implemented at all, 1 respondent answered that it was not applied, 3 respondents answered that it was applied a little, 21 respondents answered that it was well implemented and the majority of 58 respondents answered that it was very well implemented. The majority of respondents, namely 79 out of 86, gave a "good" or "very good" assessment of the X2 indicator. This means that the indicator for turning off the computer when not in use is implemented effectively and generally received strong support from respondents.

The implementation carried out by the employees of the Grand Hyatt Bali Hotel is that employees take concrete action by turning off the computer when it is not in use so as to save electrical energy including costs. The second indicator (X3), turning off the lights when not in the room, has the highest average value, namely 4.59. Most of the 60 respondents answered that it was very well implemented, 20 respondents answered that it was well implemented, 4 respondents answered that it was implemented a little, 1 respondent answered that it was not implemented, and 1 respondent answered that it was very not implemented.

Based on the respondents' answers, this means that the application of the second indicator (X3) to turn off the lights when not in the room has been implemented properly. The proof is that employees take real action by turning off the lights when they are not in use. Even in the restaurant

area during breakfast and lunch during the day, sunlight is used as lighting. This can minimize global warming and save electricity costs. The third indicator (X4) minimizing the use of elevators and switching to using stairs has an average value of 4.43. In this case, not all respondents answered that it was very well implemented. There were 2 respondents who answered that it was not implemented at all, 2 respondents answered that it was not implemented, 5 respondents answered that it was implemented a little, 25 respondents answered that it was implemented well, and 52 respondents answered that it was implemented very well.

This shows that the application of this indicator is very good. Grand Hyatt Bali Hotel employees have taken concrete action by minimizing the use of elevators and switching to using stairs, thereby saving electricity costs. The first indicator (X5) of not using plastic bags has an average value of 4.38. Respondents' answers varied. There was 1 respondent who answered that it was not implemented, 10 respondents answered that it was implemented a little, 30 respondents answered that it was implemented well, and 45 respondents answered that it was implemented very well. This shows that the implementation of the indicator of not using plastic bags is very good. Grand Hyatt Bali Hotel employees have taken concrete action by not using plastic bags thereby reducing plastic waste which damages the environment.

By reducing the use of plastic bags, this hotel reduces land and sea pollution and creates environmental sustainability. The second indicator (X6) of not using plastic bottles as a personal drinking container has an average value of 4.28. In this case, respondents had various answers. There were 2 respondents who answered that it was not implemented at all, 2 respondents answered that it was not implemented, 7 respondents answered that it was implemented a little, 34 respondents answered that it was well implemented, and 41 respondents answered that it was very well implemented. This shows that the implementation of the indicator of not using plastic bottles as a personal drinking container is very good. Grand Hyatt Bali Hotel employees have taken concrete action by not using plastic bottles as personal drinking containers, thereby reducing plastic waste that is difficult to decompose. By switching to reusable drinking bottles, the hotel supports environmental sustainability, reducing plastic pollution.

The first indicator (X7) that employees are able to provide feedback on environmentally friendly performance has a value of 4.31. In response to the statement that employees were able to provide feedback on environmentally friendly performance, there were 4 respondents who answered that it was not implemented very well, 5 respondents who answered that it was implemented a little, 33 respondents answered that it was implemented well, and 44 respondents answered that it was implemented very well. This illustrates that the implementation of employee indicators capable of providing feedback on environmentally friendly performance has reached a very good level. Employees provide feedback on environmentally friendly performance, thus supporting the improvement of the hotel's sustainability programs.

With constructive feedback from employees, the Grand Hyatt Bali Hotel can continue to improve and develop environmentally friendly initiatives, which ultimately contribute to environmental preservation and reducing negative impacts on the ecosystem. The second indicator (X8) spreading environmental conservation behavior to others by sharing knowledge has a value of 4.45. In response to this statement, two (2) respondents answered that it was not implemented very well, four (4) respondents answered that it was implemented a little, 31 respondents answered that it was implemented well, and 49 respondents answered that it was implemented very well. Indicator X8 shows that in general, respondents feel that environmental conservation behavior by sharing knowledge is implemented very well. Although there were some respondents who felt that it had been implemented little or little, the majority gave a high assessment. This reflects effective and positive implementation in this aspect.

The first indicator (X9) rejects projects that are not environmentally friendly have a value of 4.44. In response to this statement, one (1) respondent answered that it was not implemented very well, 1 respondent answered that it was not implemented, four (4) respondents answered that it was implemented a little, thirty-three (33) respondents answered that it was implemented well, and forty-four (47) respondents answered that it was implemented very well. This shows that the majority of respondents feel that rejection of indicators for projects that are not environmentally friendly is

implemented well to very well. The majority of Grand Hyatt Bali employees gave positive assessments, indicating a strong commitment to the environment among respondents.

The second indicator (X10) for making policies regarding sustainable purchasing of new goods has a value of 4.28. In response to the statement about making a policy regarding the purchase of new sustainable goods, 3 respondents answered that it was not implemented, 6 respondents answered that it was implemented a little, 38 respondents answered that it was implemented well, and 39 respondents answered that it was implemented very well. This shows that the application of indicators to create policies regarding the purchase of new, sustainable goods is very good. By implementing a sustainable purchasing policy, Grand Hyatt Bali employees contribute to environmental protection efforts and participate in building a socially and environmentally responsible organization.

Looking at the respondents' values for all indicators for each employee green behavior variable, it can be concluded that the Grand Hyatt Bali Hotel has implemented employee green behavior to the maximum. However, there are several indicators of employee green behavior that need to be improved. This is reinforced by the results of interviews with Mrs. Lia as Environmental Officer. According to him, the implementation of green employee behavior at the Grand Hyatt Bali Hotel is going very well. Employees consistently demonstrate commitment to environmentally friendly practices through various concrete actions. For example, in the office they are active in recycling programs, ensuring waste is separated and managed properly. Apart from that, employees also use technology to reduce paper use, such as adopting digital systems for documents and communication.

Employees participate in energy saving initiatives by turning off unused electronic equipment and utilizing natural lighting as much as possible. Awareness of the importance of environmental preservation was further increased through training and workshops held by the Grand Hyatt Bali Hotel, which were enthusiastically attended by employees. Not only that, several employees also become agents of change by inspiring their colleagues to care more about the environment through internal campaigns and real examples in everyday life. One of the initiatives that stands out is the beach cleaning program that is regularly carried out by Grand Hyatt Hotel employees. Every month, a team of employees gathers to clean the beaches around the hotel area, collecting rubbish and waste that has washed up. These activities not only help keep beaches clean and protect marine ecosystems, but also strengthen the sense of social and environmental responsibility among employees.

Below are the results from documentation of employee green behavior activities at the Grand Hyatt Hotel Bali.

3.2 The Relationship between Implementing Employee Green Behavior and Increasing Green Practice at the Grand Hyatt Hotel Bali

As a result of filling out the questionnaire on the application of employee green behavior in improving green practices at the Grand Hyatt Hotel Bali, data was obtained based on the gender characteristics of the respondents. The majority of respondents in this study were men, namely 45 respondents or 52.3% of the total 86 respondents. Female respondents numbered 41 or 47.7 respondents. Based on department, there are variations in the number of respondents, namely: Food and Beverage is the department with the largest number of respondents, namely 26 employees (30.2%), followed by Accounting with fifteen (15) employees (17.4%). Several other departments also had a significant number of respondents, while some respondents fell into the "Other" category.

The results of the validity test show that all question items for the employee green behavior and green practice variables are declared valid, with a significance value (Sig.) of less than 0.05 for all items. Apart from that, the results of data processing in this document also provide additional information on the employee green behavior and green practice variables showing good reliability, with a Cronbach's Alpha value greater than 0.60. Descriptive statistics provide an overview of the average respondents' assessment of employee green behavior and green practices, which shows a fairly high assessment from respondents. Regression analysis shows that employee green behavior has a positive and significant influence on green practice, with the regression coefficient indicating that every one unit increase in employee green behavior will increase green practice by 0.679 units,

and the coefficient of determination value indicating how much variation in green practice can be explained, by variations in employee green behavior.

Thus, the results of data processing confirm that employee green behavior has a positive and significant influence on increasing green practices at the Grand Hyatt Hotel Bali. The results of this research are in line with findings from previous studies. Bashirun et al (2022) show that a deeper understanding of employee green behavior can provide new insights for staff and organizations, enabling organizations to be more effective in encouraging green behavior in the workplace. This is in line with the finding that employee green behavior has a positive and significant influence on increasing green practices at the Grand Hyatt Hotel Bali.

Katz et al (2022) confirms the positive relationship between employee green behavior and pro-environmental attitudes, corporate social responsibility, and a green psychological climate. This supports the finding that employee green behavior plays an important role in a sustainable organizational context, where employee green behavior has a significant influence on increasing green practices at the Grand Hyatt Hotel Bali. Hannes & Siegesmund (2022) found that employee green behavior plays an important role as the core of environmentally sustainable organizations.

This is in line with the finding that employee green behavior has a positive and significant influence on increasing green practices at the Grand Hyatt Bali Hotel, indicating that green practices adopted by employees can be the core of an organization's efforts towards environmental sustainability. Izzati et al (2023) highlighted the importance of understanding psychological factors in driving pro-environmental behavior, such as environmentally friendly attitudes and perceived behavioral control. This is in line with the finding that employee green behavior has a positive and significant influence on increasing green practices at the Grand Hyatt Bali Hotel, indicating that these psychological factors also play a role in this context.

Dewi (2022) found a strong relationship between employee environmental awareness and the implementation of green practices in hotels. Even though this research was conducted at a different hotel, these findings support the conclusion that employee environmental awareness and green practices contribute to increased green practices, in line with the findings in research at the Grand Hyatt Bali Hotel.

4. Conclusion

The implementation of employee green behavior at the Grand Hyatt Bali Hotel has succeeded in showing a strong commitment to environmentally friendly practices through respondent frequency analysis of five main variables. From the results of the descriptive analysis, variables such as work sustainability, conserving, influencing others, and taking initiative show satisfactory average values, indicating a good level of application from employees. However, special attention is still needed on the avoiding harm variable, which shows a lower average value. However, the results of the interview with the Environmental Officer confirmed the success of implementing employee green behavior in improving green practices at the Grand Hyatt Bali hotel. Employees have demonstrated real commitment through concrete actions such as recycling, the use of technology to reduce paper, energy saving initiatives and regular beach cleaning programs.

Through training, workshops and internal campaigns, awareness of the importance of environmental conservation is increasing, and some employees have even become agents of change by inspiring others. Thus, in conclusion, the Grand Hyatt Bali Hotel has implemented green employee behavior to the maximum, but there is still room for improvement, especially in strengthening the practice of avoiding harm.

The relationship between the application of employee green behavior in improving green practice. The results of the regression analysis show that employee green behavior has a positive and significant influence on increasing green practice at the Grand Hyatt Hotel Bali. The regression coefficient of 0.679 indicates that every one unit increase in employee green behavior will increase green practice by 0.679 units. In addition, the coefficient of determination value of 0.580 indicates that 58% of the variation in green practices can be explained by variations in employee green behavior.

Thus, the implementation of employee green behavior has a positive and significant effect in improving green practices at the hotel.

Suggestions

With the positive influence of employee green behavior in improving green practice at the Grand Hyatt Bali Hotel, it is hoped that the implementation of employee green behavior at the Grand Hyatt Bali Hotel can be improved, such as by providing a training schedule regarding green practice every month so that employees' understanding and concern for the environment can continue to increase. , which of course can have a good impact on the environment around the Grand Hyatt Bali Hotel and of course in the Bali area.

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