

Implementation of green purchasing to support a The sustainable environment at Discovery Kartika Plaza Hotel

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ABSTRACT

Purpose: This research aims to discover the application of green purchasing in Discovery Kartika Plaza Hotel to support a sustainable environment.

Research methods: This study uses a qualitative descriptive method through data reduction, data presentation, and conclusions and verification. The observation technique is used in collecting data, supported by interviews and document study.

Results and discussion: The green purchasing program has been implemented correctly and by applicable rules and positively impacts the environment. Discovery Kartika Plaza Hotel will implement green purchasing; it will positively impact the surrounding environment and support a sustainable environment.

Implication: Therefore, with the implementation of green purchasing, the environment around Discovery Kartika Plaza Hotel will be preserved and support a sustainable environment to meet the needs of living things in future generations. This research contributes to the science of green purchasing.

Keywords: hotel, green purchasing, sustainable environment.

INTRODUCTION

The Covid-19 pandemic has become a driving force in changing the order of life in a more frontal way (Fitriandari & Winata, 2021), where a more expansive space is needed for activities which automatically, a healthy environment will become a top priority for living beings, especially humans. Environmental health is the responsibility of all elements of society, with efforts to keep the environment sustainable (Effendi et al., 2018). A sustainable environment is one of the three pillars of sustainable development (Fitriandari & Winata, 2021).

According to the World Commission for a Sustainable Environment (WCED), the definition of sustainability is meeting the needs of the present without compromising the ability of future generations to meet their own needs (Huang & Rust, 2012). This arises because there is a need for more natural resources to meet the needs of living things in the future. In increasingly critical

environmental conditions, there is awareness in the community about environmental sustainability (Laksmi & Wardana, 2015). A consumer point of view in going green with policymakers, marketing specialists, and business strategists can bring reabringgefundamental the world (Raghavendran et al., 2012). This awareness is one of the driving factors in implementing environmentally friendly practices.

An implementation is practicing a theory or method and other things to achieve specific goals (Firdaus & Hakim, 2013). In implementing a program to achieve the goal, standard procedures must be applied. SOP is a more precise and detailed document to describe the methods used in implementing and implementing the policies and activities of an organization (Aryadi & Wahyuni, 2019). Implementation by applicable SOP will have an impact. The impact is a continuous process of internal control implementation (Tampi, 2016). There are two types of impacts the positive impact and the negative impact (Tampi, 2016). This awareness is one of the driving factors for environmentally friendly initiatives in supply chain practpray cemented in green purchasing programs.

The manufacturing industry usually implements green purchasing because construction activities, which include acquiring and transporting building materials, emit large amounts of harmful gases, producing large quantities of greenhouse gases, as shown in the study (Ezani et al., 2018). However, over time the hospitality industry has also implemented green purchasing. Specifically, green purchasing is implemented by the Accounting Department in the purchasing section. Purchasing is one of the tesseractessentialistnctions to the successful operation of a company (Cahyo & Solikhin, 2015). Purchasing is a place or center for the implementinimplementing chasing of all types of goods for hotel operations,ons so the purchasing department is often said to be the purchasing center for the company or hotel concerned (Robin & Sutjahjo, 2018). Purchasing is procuring the correct requirements at the time needed at the lowest possible cost from a reliable source (Toma et al., 2021). Purchasing principles are the right price, quality, time, ristarturce, tcorrectghcorrecteththcorrect tube, the formal contract, material, proper suitable transportation, and the right place of delivery (Wicaksono et al., 2016).

Green purchasing is the process of purchasing environmentally conscious products and services to meet the company's environmental goals. It is a purchasing activity that considers environmental factors (Pramesti et al., 2020), the practice of applying environmental criteria to the selection of products or services to be purchased (Jayanti et al., 2013), an organization's preference to buy products from environmentally conscious suppliers and also its efforts to ensure that the products purchased have ecologically friendly attributes (Ramakrishnan et al., 2015). Its features are pro that ducts and services that s must be able to save energy and water, minimize waste generation, and be pollutant-release recyclable (Dubey et al., 2013). According to the Institute for Supply Management, Green purchasing involves supply management decisions, saving cost, reuse, and environmentally friendly practices to enhance its reputation and image for market expansion (Foo et al., 2019). According to the International Green Purchasing Network, green purchasing is purchasing any product or service that produces minimum environmental impact and uses comparable prices to demonstrate so-

cial responsibility and ethics (Chin et al., 2015). Companies that can take advantage of green purchasing will have lower costs, higher quality, and concern for environmental aspects, and product quality will have a competitive advantage in their market (Chin et al., 2020).

There are two dimensions of green purchasing, including supplier selection and the 3Rs in the procurement process. These two dimensions are formulated into fourteen measurement items from green purchasing practices (Pramesti et al., 2020). The first dimension is Supplier Selection with eleven indicators, namely Eco-labeling of products, Cooperation with suppliers for environmentally-friendly purposes, Selecting suppliers using environmental criteria, Supplier internal management audits, Second stage evaluation for suppliers who implement environmentally friendly practices, Requiring suppliers to use environmentally friendly packaging, Supplier's ISO 14000 certification, Purchasing products only from green partners that meet the standards, The supplier's ecologically friendly research and development capability, Implementing a Health, Safety, and Environment (HSE) System, and Assessment based on a quality management system. The second dimension is the 3Rs in Procurement Process with three indicators: reduce, reuse, and recycle.

One hospitality industry that implements green purchasing is the Discovery Kartika Plaza Hotel. Discovery Kartika Plaza Hotel is a five-star hotel in the Kuta area, Bali. Located at the Discovery Kartika Plaza Hotel, which is located at Jalan Kartika Plaza, South Kuta District, Badung Regency, Bali, this hotel is committed to running a green hotel, one of which is implementing green purchasing. This research aims to find out the application of green purchasing at the hotel to support a sustainable environment.

Several studies discuss the issue of green purchasing and a sustainable environment, but they need to discuss what happened at the Discovery Kartika Plaza Hotel.

RESEARCH METHODS

Discovery Kartika Plaza Hotel is one of the five-star hotels in the Kuta area. This research was conducted for six months, from March to July 2022. The object of this research is the application of green purchasing to support a sustainable environment at Discovery Kartika Plaza Hotel. The variable used in this study is green purchasing, measured based on supplier selections and the 3Rs in the procurement process.

Supplier selection is where the company identifies, evaluates, and contracts with suppliers. Measurement items or measurements used in this dimension are Eco-labeling of products, Cooperation with suppliers for environmentally-friendly purposes, Selecting suppliers using environmental criteria, Supplier internal management audits, Second stage evaluation for suppliers who implement environmentally friendly practices, Requiring suppliers to use environmentally friendly packaging (degradable and harmless), Supplier's ISO 14000 certification, Purchase of products only from "green partners" that meet the standards, The ability of supplier's environmentally friendly research and development, Implementing a Health, Safety, and Environment (HSE) System, Assessment based on the system quality management. 3R in the Procurement Process covers activities to minimize plastic and paper materials during purchasing or procurement.

The 3R concept is one of the sustainability concepts. Measurement items or measurements used in this dimension are reduced, reused, and recycled.

The types of data used in this research are qualitative and quantitative data (Riyanto & Hatmawan, 2020). Qualitative data in this study are interviews with purchasing staff and other supporting data, and quantitative data is the number of employees, the number of rooms, and other data related to this research. The data sources used in this study are primary and secondary (Riyanto & Hatmawan, 2020). The preliminary data in this study is the result of interviews conducted with the purchasing staff, while the secondary data in this study were letters, brochures, soft copies, and journals.

Data collection methods in this study were observation, interviews, and document study. Observation is a method of collecting data by directly observing the research site. Interviews are a method of collecting data by conducting a question-and-answer session with the purchasing staff. The informant determination method used in this research is purposive, namely the selection of informants with specific considerations and goals (Sugiyono, 2015). Informants used in this study were purchasing admins, purchasing staff, and buying supervisors at Discovery Kartika Plaza Hotel.

The data analysis technique used is a qualitative descriptive analysis technique. Data analysis in qualitative research is carried out at the time of data collection and after the completion of data collection within a certain period. At the time of the interview, the researchers analyzed the interview answers. If the interview answers after being diagnosed are unsatisfactory, the researchers will continue the questions to a particular stage until credible data is obtained. Miles and Huberman argued that the activities in qualitative data analysis were carried out interactively and continuously until completed so that the data was saturated. According to Miles & Huberman (1984), the steps taken in data analysis are data reduction, data display, and conclusion drawing or verification.

RESULTS AND DISCUSSION

The application of green purchasing at the Discovery Kartika Plaza Hotel begins with the procedures that apply at the Discovery Kartika Plaza Hotel, namely the green purchasing rules or green purchasing policies formed directly by the hotel. The green purchasing policy contains the rules that must be complied with before purchasing the product. This rule starts with basic questions like "Is this product needed?" "Will this product harm the environment" and other fundamental questions. Then the second rule is buying products in large quantities, rejecting products with packaging that is not environmentally friendly, not buying single-use items, choosing natural products, and buying things that can be recycled anytime, anywhere. The second procedure is the purchasing checklist of dos & don'ts, which contains what can and cannot be bought. The Discovery Kartika Plaza Hotel made this procedure; the following are the purchasing checklist do's & do not.

Purchasing Check List – DO’S and DON’TS

- **DO** buy all beverages in returnable bottles or recyclable containers.
- **DON’T** buy bottled soda water for bar and restaurant: instead, buy carbonators and syphon’s which are re-usable for years, cheaper, and environmentally-friendly.
- **DO** launder able linen napkins instead of throwaway paper. Don’t stock tampons which come with plastic applicators and are over-packaged.
- **DO** replace incandescent light bulbs with energy-saving fluorescents.
- **DON’T** buy throw-away plastic cutlery, Styrofoam and non-degradable waxed-paper cups and plates.
- **DO** buy battery chargers and rechargeable batteries.
- **DON’T** accept any more plastic egg cartons; or foam plastic food trays under meat, fruit or vegetables.
- **DO** buy shampoos and cleaning supplies in bulk, together with refillable containers.
- **DON’T** ever accept any product packaged in Styrofoam.
- **DO** buy re-inking units for the ribbons in computer printers.
- **DON’T** throw printer cartridges for your laser computer printers-recycle them.
- **DON’T** buy environmentally hostile oil-based paints and toxic wood finishes.
- **DO** buy only nature-friendly non-phosphate cleansers and detergents.
- **DON’T** buy aerosols.
- **DO** buy pump spray dispensers.
- **DO** retrofit with water-saving toilets, shower heads and faucet aerator.
- **DO** purchase toilet dams to retrofit in guestroom bathrooms.
- **DO** buy only recycled toilet paper, facial tissue and paper toweling, fine papers, computer paper and stationery.
- **DO** check the energy-efficient “Energy guide” label ratings when buying new appliances (cont’d)
- **DO** use the federal “Fuel Consumption Guide” to select the most Environment-Friendly and economical models when buying or leasing vehicles.
- **DO** buy only re-refined motor oil.
- **DO** buy and promote organic foods whenever possible.

Figure 1. The Purchasing Checklist Do's & Do Not's in Discovery Kartika Plaza Hotel

[Source: Discovery Kartika Plaza Hotel, 2022]

The implementation of green purchasing at Discovery Kartika Plaza Hotel is to the theory of Irvasta Pramesti, namely that two dimensions must be implemented. The first dimension is supplier selection, in which there are eleven indicators. The first indicator is the eco-labeling of products; Discovery Kartika Plaza Hotel always pays attention to environmentally friendly labels that show that the

product is environmentally friendly, or its management pays attention to adverse environmental impacts. The second indicator is collaborating with suppliers for environmentally friendly purposes. This will support the green purchasing program because it has the same goal of minimizing negative impacts on the environment. The third indicator is the selection of suppliers with environmentally friendly criteria. Environmentally tight criteria are products that prioritize the environment and minimize environmental impacts. The fourth indicator is internal supplier audit; Discovery Kartika Plaza Hotel routinely carries out internal supplier audits, which are carried out by the hygiene team, purchasing staff, and chefs. The purpose of implementing an internal supplier audit is to ensure that the quality of the products provided remains good and even improved by the supplier. The fifth indicator is the second stage evaluation of suppliers who apply environmentally friendly criteria. Discovery Kartika Plaza Hotel will conduct a second stage evaluation if there is a decrease in the quality of the supplier's product. It aims to identify and improve the quality decline for the better.

The sixth indicator is requiring suppliers to use environmentally friendly packaging. Discovery Kartika Plaza Hotel always urges suppliers to use environmentally friendly packaging to reduce the amount of waste that will be generated due to the use of packaging that is not environmentally friendly. The seventh indicator is suppliers with ISO 14000 certification. Suppliers with ISO 14000 certification will help Discovery Kartika Plaza Hotel choose partners guaranteed to implement environmentally friendly practices to support the green purchasing program. The eighth indicator is the purchase of products only from green partners. Discovery Kartika Plaza Hotel is very selective in choosing partners; in this case, the partners selected by Discovery Kartika Plaza Hotel can offer environmentally friendly practices. The ninth indicator is the supplier's ability to conduct ecologically friendly research and development. The supplier's knowledge in environmentally friendly research and development will assist in maximizing the use of environmentally friendly products to help maintain environmental sustainability. The tenth indicator is implementing a Health, safety, and ecological system, where Discovery Kartika Plaza Hotel has been able to implement HSE even before the implementation of green purchasing. The eleventh indicator is an assessment based on quality management implemented before green purchasing at Discovery Kartika Plaza Hotel. The following is documentation of the performance of supplier selection at Discovery Kartika Plaza Hotel.

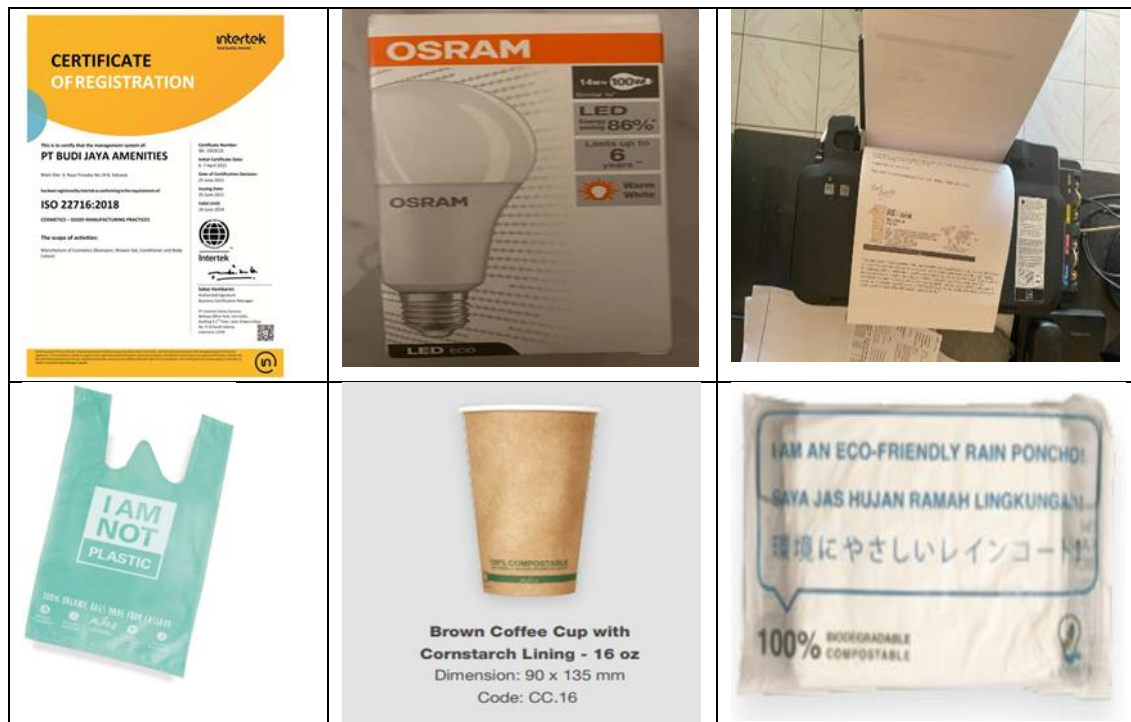


Figure 1. Some Objects relating to Green purchasing in
 Discovery Kartika Plaza Hotel
 [Source: Discovery Kartika Plaza Hotel, 2022]

The second dimension is the 3R in the procurement process, with three indicators. The first indicator is reduction, which the reduction program has been implemented at Discovery Kartika Plaza Hotel, such as buying products with environmentally friendly packaging to reduce the amount of waste generated. The second indicator is reuse or reuse carried out by Discovery Kartika Plaza Hotel, such as not providing tissue in all restaurants at Discovery Kartika Plaza Hotel and being replaced with napkins. The third indicator is recycling or recycling that Discovery Kartika Plaza Hotel has carried out, such as processing organic waste into compost.

From these two dimensions, implementing green purchasing at Discovery Kartika Plaza Hotel can meet the standards and applicable rules based on the theory proposed by Irvasta Pramesti. Discovery Kartika Plaza Hotel has been able to implement green purchasing effectively and has a positive impact on the environment.

Based on the results of this study, it can be seen that the application of green purchasing carried out by Discovery Kartika Plaza Hotel uses two dimensions with fourteen indicators. The two dimensions are Supplier's Selection and 3R in Procurement Process. These two dimensions support each other in maximizing the implementation of green purchasing at Discovery Kartika Plaza Hotel. In theory, green purchasing has two essential dimensions: supplier selection and the 3Rs in the procurement process. Based on this, it can be seen that the application of green purchasing at Discovery Kartika Plaza Hotel can be identified based on Irvasta Pramesti's theory. That way, it can be seen that the application

of green purchasing at Discovery Kartika Plaza Hotel is perfect and follows applicable rules.

Implementing green purchasing at Discovery Kartika Plaza Hotel positively impacts the environment and the company. The impact before and after the implementation of green purchasing can be felt directly by Discovery Kartika Plaza Hotel. This impact is measured based on Irvasta's theory with fourteen indicators. The first is eco-labeling of products; the next is collaborating with suppliers for environmentally friendly purposes, selecting suppliers with ecologically friendly objectives, supplier internal audits, second stage evaluation for suppliers, requiring suppliers to use environmentally friendly packaging, ISO 14000 certified suppliers, purchasing products only to green partners, supplier capabilities in research and development, implementing HSE, assessment based on quality management, reduce, reuse, and lastly recycle.

It can be seen that the implementation of the green purchasing program has a positive impact on Discovery Kartika Plaza Hotel and even on the surrounding environment. Positive effects resulting from implementing green purchasing, such as maintaining environmental cleanliness, the waste generated by hotel operational activities decreased, and industrial waste produced has also reduced due to using biodegradable products. In addition, applying green purchasing can also help the energy efficiency used by Discovery Kartika Plaza Hotel. In this way, applying green purchasing can support a sustainable environment. This positive impact can be enjoyed by all Discovery Kartika Plaza Hotel employees, guests who visit Discovery Kartika Plaza Hotel, plants found at Discovery Kartika Plaza Hotel, and most importantly, for the health of the natural environment in creating a sustainable environment for future generations.

Based on this, it can be seen that the application of green purchasing at Discovery Kartika Plaza Hotel has the following model (Figure 2).

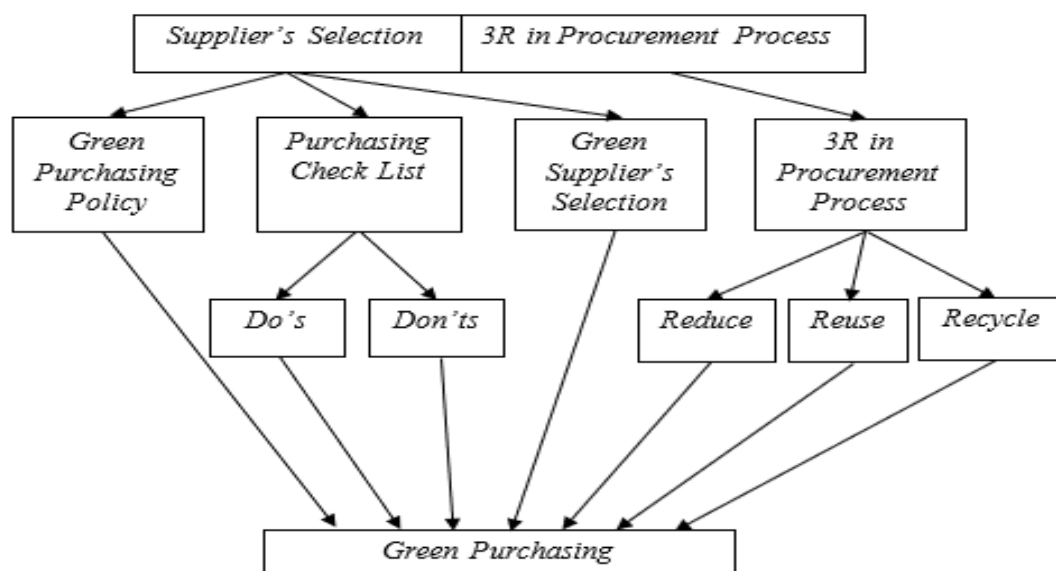


Figure 2. Model of Implementation Green purchasing in Discovery Kartika Plaza Hotel.

Based on the Green purchasing model at Discovery Kartika Plaza Hotel, it can be seen that the Green Purchasing Policy, Purchasing Check List-Do's & Don'ts, Supplier Selection, and 3R in Procurement Process are the most critical elements in implementing green purchasing at Discovery Kartika Plaza Hotel to support the environment. Remain sustainable. Complying with the Green Purchasing Policy will help make environmentally friendly purchasing decisions. Paying attention to the Purchasing Check List-Do's & Don'ts will help in limiting the purchase of environmentally friendly products to meet the needs at Discovery Kartika Plaza Hotel. Carrying out the Supplier's Selection will assist in choosing which supplier is suitable to meet the hotel's needs and help determine which supplier the hotel will cooperate with. Moreover, implementing the 3R in Procurement Process will help hotels minimize environmental impacts and support a sustainable environment. The implementation of Green purchasing will be exemplary if it has implemented the four dimensions in the Green purchasing model. The four dimensions are Green Purchasing Policy, Purchasing Check List-Do's & Don'ts, Supplier Selection, and 3R in Procurement Process.

CONCLUSION

Implementing green purchasing at Discovery Kartika Plaza Hotel effectively supports a sustainable environment. It can be seen that the implementation of green purchasing that has been well executed by Discovery Kartika Plaza Hotel will provide positive support for a sustainable environment, where the domain will be cleaner and healthier and able to provide good results for future generations. The application of green purchasing at Discovery Kartika Plaza Hotel, according to Irvasta's theory, has been implemented very well and follows applicable rules so that the application of green purchasing helps the environment in good condition. The impact generated after implementing green purchasing is more significant than before. The effect has been measured based on Irvasta's theory with fourteen indicators. Each indicator shows positive results for the Discovery Kartika Plaza Hotel environment. Implementing green purchasing has a positive impact, such as a cleaner environment, reduced waste, and a healthier environment to achieve sustainability. The green purchasing implementation model at Discovery Kartika Plaza Hotel has been effective by implementing four critical dimensions: Green Purchasing Policy, Purchasing Check List-Do's & Don'ts, Supplier Selection, and 3R in Procurement Process. These four dimensions are essential in supporting the effectiveness of implementing green purchasing at Discovery Kartika Plaza Hotel.

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