GREEN MARKETING STRATEGIC THE IMPACT ON GREEN TOURISM

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ABSTRACT

Good management is a factor of success in the green tourism industry. The one of concepts of tourism management is green marketing tourism. Aims this study to determine the effect of green marketing tourism on green tourism. This study quantitatively determined the sample using the accidental sampling method, with a total of 125 tourists as respondents. The method of collecting data is through a closed questionnaire distributed via Google form with a Likert scale of 1 to 4. Data analysis uses multiple linear regression, hypothesis testing includes t-test and f-test with the help of SPSS 25.0 for Windows programs. Based on the results of data analysis, obtained that green marketing influences green marketing, but based on partial analysis, only product, and place influenced green tourism.

Keywords— *tourism, green, marketing, green marketing, green tourism*

1. INTRODUCTION

Tourism is the largest industry without pollution, which can be a source of economic, social, cultural, income providing and benefits without emitting pollution and damaging the environment [1]. According [2] explains that activities of green tourism must pay attention to sociocultural, environmental, and economic aspects to realize tourism sustainability. Green tourism can be realized if government policies because government policies can provide guarantees for tourists [4].

In addition, the most important policy is an activity in tourism activities, which are currently more popular with the terms green tourism and green tourism marketing. Green tourism and green marketing tourism strategies increase the number of tourists which ultimately contributes to increased income, but green tourism and green marketing tourism are still not popular [5].

The strategic need for the decisions and plans as a joint strategic marketing effort between stakeholders to realize green tourism through green marketing tourism strategies This study aims to determine the effect of green tourism and green marketing tourism influencing tourism sustainability during the Covid-19 pandemic.

2. TOURISM

Tourism is a combination of various activities, services, and industries and offers a travel experience to a person including transportation services, accommodation, food and drink facilities, shops, entertainment, and hospitality services provided to individuals or groups who was traveling and was far from where he lived. Tourism is a variety of tourism activities and is supported by the community, businessmen, government, and local governments [6]. Tourism is a service industry with service characteristics as stated by [3] which is an intangible product, related to experience, consumed at the time of production, and does not result in a physical transfer of ownership. Meanwhile, according to [7] tourism is a service that offers tourist travel activities to tourists and is outside the area.

According to [8] tourism into several dimensions which include; attractions, facilities, transportation, and hospitality. Meanwhile [9] explains that tourist attractions are attractions that make an important contribution to the motivation of tourists to visit destinations. [10] formulated 10 types of tourist attractions, namely: Ancient Monuments, Historic buildings, parks and Gardens, Theme Parks, Wildlife attractions, Museums, Art, Galleries, Industrial Archeology Sites, Theme Retail sites, entertainment, and recreational parks.

3. GREEN TOURISM

Tourism if managed properly can provide more benefits, especially if it uses the concept of green tourism. More broadly if green tourism is managed seriously it can provide benefits and contribute to coherent land management and ecological goodness, as well as contribute to a healthy economic base [10] Meanwhile [11] explains that rurality is the main characteristic of rural tourism. Green tourism requires facilities that are ideally owned to be able to use good interactions between visitors and residents of the community as hosts.

Green tourism as any tourism activity carried out in natural areas, where the main focus is natural resources or tourism that is considered environmentally responsible. To realize truly green tourism, it is important that the concept of sustainable development is incorporated into tourism policies, and provides practical inspiration for developing more environmentally friendly tourism activities [12].

4. GREEN MARKETING

Tourism marketing is not much different from the marketing concept in other industrial sectors, the difference only lies in destination marketing which aims to encourage people to want to visit a destination [13]. Tourism marketing is an activity that brings together demand and supply so that buyers (tourists) get satisfaction and sellers get maximum profit with minimal risk. Meanwhile [14] define tourism marketing as a managerial and social setting that enables individuals or groups to fulfill their needs and wants through the creation and exchange of products and values. This view gave birth to the concept of social marketing, where organizations can satisfy the needs and wants of the target market effectively and efficiently by taking into account the welfare of consumers and society.

According to Kapelanis and Strachan [15] green marketing emerged as a natural result of the social marketing concept. According to [16] green marketing serves two purposes, namely first: developing products with a balance between consumer needs for quality, practicality, performance, and price. Second make high-quality services, including environmental friendliness, related to product properties, as well as manufacturers and achievements in the field of environmental protection. According to [17], green marketing can reduce process costs (green production), differentiation relative to competitors, and revitalize businesses that use environmentally friendly processes as an opportunity to revitalize products. Green marketing is a specific way of designing marketing activities and implementing marketing strategies, tools and policies to achieve goals.

5. GREEN MARKETING TOURISM STRATEGY

According to [18] the marketing mix is one element of the marketing strategy. The marketing mix is an integrated business strategy with the principles: the right product, the right person, the right, the right price, the right place, and the right time [19]. The marketing mix includes 4Ps, namely: product, price, place, and promotion, but in tourism, it is expanded to 7Ps by adding physics, processes, and people. Meanwhile [20] explains the 4Ps are a marketing mix with a significant impact on tourism marketing. According to [21; 22; 23; 24), the marketing mix is a modern concept in marketing to influence and motivate consumers including the following dimensions:

1.Green product is a destination that cares about the environment around the destination.

2.Green price is the value of a product that is proven to provide a level of convenience for tourists in conducting transactions.

3.Green places throughout the supply chain to reduce the impact on the environment.

4.Green promotion, promotion involves the use of energy-saving tools such as the use of social media or the internet.

5.A Green Physical Environment is an eco-friendly tourist destination that combines a balance of ecosystems

6.Green process, tourism marketing activities that are designed to be easy and flexible so that visitors do not experience difficulties when visiting.

7.Green people are officers at tourist destinations with character who have integrity, are honest, and have good manners in every tourism service.
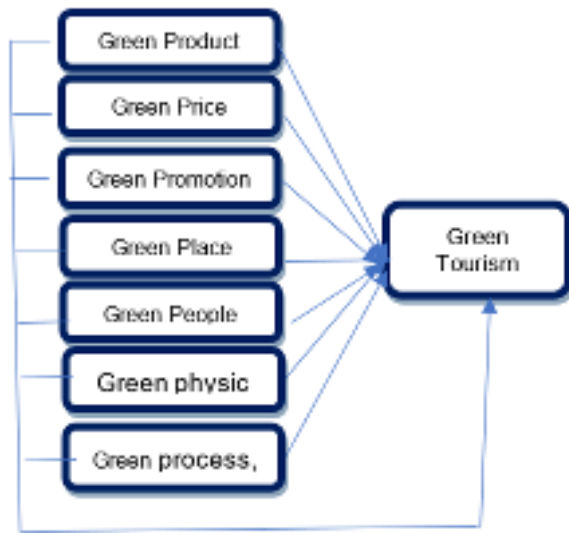
Figure 1. Framework

6. RESEARCH METHOD

This study uses quantitative methods, the determination of the research area with a purposive area, and the determination of the sample using accidental sampling, the tourists visiting to Yogyakarta during the COVID-19 pandemic with a total of 125 tourists as respondents. The data collection method used a closed questionnaire which was distributed via Google form with a Likert scale on a scale of 1 to 4. To obtain valid results, the research instrument was tested, namely validity and reliability tests. Data analysis using multiple linear regression, hypothesis testing using t-test and f-test with the help of SPSS 25.0 for Windows program, with the following model:

$$Y=a+b1X1+b2X2+b3X3+b4X4+b5X5+b6X6+b7X7$$

Where Y is green tourism a is a constant, a is constant, X1 is product, X2 is price, X3 is promotion, X4 is place, X5 is people, X6 is physic, X7 is process, b1, b2, b3, b4, b5, b6, b7 is the estimated coefficient; is a confounding variable.

7. FINDINGS

The result of the variable green tourism, the green tourism variable produces an average value (mean) of 11.9760, if divided by the number of research indicators as much as 4 it will produce a value of 2.994, this means that the condition of green tourism is close to good. The results of the green marketing tourism variable are:

1.the dimension of the products, the results of research conducted by researchers on product dimensions produce an average value (mean) of 6.0720, if divided by the

number of research indicators as much as 2 it will produce a value of 3.036, this means that the condition of green marketing seen from the dimensions of the product in good value.

2.the dimension of price, the results of research conducted by researchers on the price dimension produce an average value (mean) of 8.5360, if divided by the number of research indicators as much as 3 it will produce a value of 2.845, this means that the condition of green marketing is seen from price dimension is good.

3.the dimension of promotion, the results of research conducted by researchers on the promotion dimension produce an average value (mean) of 6.3680, if divided by the

number of research indicators as much as 2 it will produce a value of 3,184, this means that the condition of green marketing is seen from the promotion dimension in good value.

4.the dimension of distribution (place), the results of research conducted by researchers on the distribution dimension produce an average value (mean) of 5.7520, if divided by the number of research indicators as much as 2 it will produce a value of 2.876, this means that the green marketing conditions are seen from distribution dimension in value close to good.

5.the dimension of people, the results of research conducted by researchers on the dimensions of people produce an average value (mean) of 6.2960, if divided by the number of research indicators as much as 2 it will produce a value of 3.148, this means that the condition of green marketing is seen from the dimension of people in good value.

6.the dimension of physic, the results of research conducted by researchers on the physical dimensions produce an average value (mean) of 5.5920 when divided by the number of research indicators as much as 2, it will produce a value of 2.796, this means that the marketing conditions green seen from the physical dimensions in the value close to good.

7.the dimension of process, the results of research conducted by researchers on the dimensions of the process produce an average value (mean) of 6.3680 when divided by the number of research indicators as much as 2, it will produce a value of 3.184, this means that the condition of green marketing is seen from the dimensions process in good value.

Based on the Inferential analysis multiple linear regression analysis (multiple linear regression) is used to test the hypothesis, namely to see the effect of green marketing tourism toward green tourism. The results of the regression test in the study are shown in the following table:

Table 1. Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	1.831	1.019	
Product	.549	.184	.295
Price	-.066	.096	-.062
Promotion	.287	.195	.146
Place	.594	.203	.303
People	.206	.151	.113
Process	.053	.229	.023
Physic	.089	.151	.055

Source: Primary data processed 2022

Based on the results of data processing with multiple linear regression, the following regression equation is obtained: Y = 1.831 -0.549X1 - 0.066X2 + 0.287X3 + 0.594X4 + 0.206X5 + 0.089X6 + 0.053X7. Based on the multiple linear regression equation, it can be explained as follows:

1.the constant value of 1,831 indicates that the condition of green tourism is 1,831 despite the absence of green tourism marketing.

2.The value of the green product coefficient of 0.549 indicates that if the green product increases, it will increase green tourism.

3.The value of the green price coefficient of -0.066 indicates that if the green price increases, it will decrease green tourism.

4.The value of the green promotion coefficient of 0.287 indicates that if green promotion activities are good, it will realize green tourism.

5.The value of the green distribution coefficient of 0.549 indicates that if green distribution activities are good, it will realize green tourism.

6.The value of the green people coefficient of 0.206 indicates that if green people are good, it will realize green tourism.

7.The value of the green physical coefficient of 0.089 indicates that if the physical green tourism is good, it will realize green tourism.

8.The value of the green process coefficient of 0.053 indicates that if the green process is good, it will realize green tourism.

8.   HYPOTHESIS TESTING
The partial hypothesis test is a statistical test to determine the significance of the effect of each independent variable on the dependent variable. The conclusion in this test is by comparing the t value of the calculation results to the t table value or comparing the calculated probability value to the determined significance level.

Table 2. T-test results

Model	t	Sig.
(Constant)	1.797	.075
Product	2.978	.004
Price	-.691	.491
Promotion	1.467	.145
Place	2.928	.004
People	1.359	.177
Process	.232	.817
Physic	.588	.558

Source: Primary data processed in 2022

Partial test results using the t-test obtained each green product and place/distribution significance value of 0.004. this is smaller than 0.05 so it can be concluded that the green product variable affects green tourism. Based on these tests, the hypothesis which states that green products and distribution partially affect green tourism is proven. The results of testing the price, promotion, people, process, and physical green partially by using the t-test obtained a significance value of 0.491 for the price, 0.145 for promotion, 0.177 for 0.177 for people, 0.817 for process, and 0.556 for physical. This value is greater than 0.05 so it can be concluded

that the price, promotion, people, process, and physical variables partially have no effect on green tourism either at the 5% level. Based on these tests.

Based on Simultaneous hypothesis testing is a statistical test to determine the significance of the joint effect of the independent variables on the dependent variable. Conclusions in this test are by comparing the calculated F value to the F table value or comparing the calculated probability value to the determined significance level.

Table 3. F - test results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	255.672	7	36.525	18.971	.000[b]
Residual	225.256	117	1.925		
Total	480.928	124			

Source: Primary data processed 2022

After being tested simultaneously using the F test, the significance value of product, price, promotion, place, people, process, and physic is 0.000. The significance value is less than 0.05, so it can be concluded that the variables have a positive effect on green tourism at the 5% level. Based on this test, the hypothesis that green tourism and green marketing tourism affect tourism sustainability is proven.

Based on T=the coefficient of determination (R^2) aims to determine how much the independent variable can explain and influence the dependent variable. The value of the coefficient of determination is between zero and one. A small value of R^2 means that the ability of the independent variables to explain the dependent variable is limited.

Table 4. R^2-Test Results

R	R Square	Adjusted R Square
.729	.532	.504

Source: Primary data processed 2021

Based on the test results obtained a value of 0.504, the value of determination becomes 0.504 x 100% = 50.4%. This indicates that the green tourism of tourism is explained by 49.6% by variables of product, price, promotion, place, people, process, physic, and the rest is explained by other variables that are not included in the model.

9. CONCLUSION

1. The results of the t-test obtained each green product and place (distribution) significance value of 0.004, less than 0.05, so it is concluded that the green tourism variable affects green tourism.
2. The results of the t-test obtained each price, promotion, people, process, and physical green significance value of more than 0.05 so it is concluded that the variables do not affect green tourism.
3. The results of the F test obtained a significance value of product, price, promotion, distribution, people, process, and physical simultaneously at 0.000 which is smaller than 0.05 so it can be concluded that these variables have a positive effect on green tourism.
4. The test results obtained a coefficient value of 0.504, this indicates that the sustainability of green tourism

is explained by 50.4% by the product, price, promotion, distribution, people, process, and physical variables, and the rest is explained by other variables not included in the model.

10. RECOMMENDATIONS

Based on the above, it can be suggested that in increasing green tourism visits during the COVID-19 pandemic, it is necessary to make efforts to increase green marketing tourism (product, price, promotion, place, people, process, and physics).

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