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Green Marketing in Tourism Village Development; Marketing Mix

Rubiyatno Rubiyatno

Universitas Sanata Dharma, Indonesia

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ABSTRACT

The application of *the green marketing mix* in tourism, especially in tourism villages, involves marketing strategies that consider aspects of environmental

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sustainability in the development, promotion, pricing, and distribution of tourism products in tourism villages. Tourism villages are tourism products that are developed based on the potential of the village, both in the form of community, nature, and culture as an identity that has tourist attractions. Previous research related to *green marketing mix* has not specifically examined the influence of green marketing mix on tourist interest in tourist villages. Therefore, research on the influence of *green marketing mix* on tourist interest in tourist villages still has a research gap that needs to be filled. This study aims to determine the influence of *green marketing mix* on visitor interest in tourist villages. The type of research used is survey research with a quantitative approach. The population in this study is all tourists who have visited tourist villages in the Special Region of Yogyakarta. The tourists who will be used as samples are tourists who visit the 5 best tourist villages in 2022 and 3 tourist villages that are among the top 75 of the 2023 Indonesian Tourism Village Award from the Special Region of Yogyakarta, with a total of 200 tourist respondents. The sampling technique used in this study is *accidental sampling*, which determines the sample based on chance, that is, anyone who happens to be willing to fill out the questionnaire can be used as a respondent. The data analysis used was Descriptive Analysis and Multiple Linear Regression Analysis and assisted by SPSS. The results show that not all elements of green marketing have a significant effect on Tourist Interest. Green Place and Green Promotion

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have proven to have a significant influence, showing that the aspect of environmentally friendly location and effective promotion is an important factor in attracting tourists. In contrast, Green Product and Green Price did not show significant influence, indicating that environmentally friendly products and price have not been the main factors in tourists' decisions to visit tourist villages.

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Green Marketing in Tourism Village Development; Marketing Mix

Rubiyatno¹

¹Sanata Dharma University, Special Region of Yogyakarta, Indonesia, rubi@usd.ac.id

Corresponding Author: rubi@usd.ac.id

Abstract: The application of *the green marketing mix* in tourism, especially in tourism villages, involves marketing strategies that consider aspects of environmental sustainability in the development, promotion, pricing, and distribution of tourism products in tourism villages. Tourism villages are tourism products that are developed based on the potential of the village, both in the form of community, nature, and culture as an identity that has tourist attractions. Previous research related to *green marketing mix* has not specifically examined the influence of green marketing mix on tourist interest in tourist villages. Therefore, research on the influence of *green marketing mix* on tourist interest in tourist villages still has a research gap that needs to be filled. This study aims to determine the influence of *green marketing mix* on visitor interest in tourist villages. The type of research used is survey research with a quantitative approach. The population in this study is all tourists who have visited tourist villages in the Special Region of Yogyakarta. The tourists who will be used as samples are tourists who visit the 5 best tourist villages in 2022 and 3 tourist villages that are among the top 75 of the 2023 Indonesian Tourism Village Award from the Special Region of Yogyakarta, with a total of 200 tourist respondents. The sampling technique used in this study is *accidental sampling*, which determines the sample based on chance, that is, anyone who happens to be willing to fill out the questionnaire can be used as a respondent. **The data analysis** used was Descriptive Analysis and Multiple Linear Regression Analysis and assisted by SPSS. The results show that not all elements of green marketing have a significant effect on Tourist Interest. Green Place and Green Promotion have proven to have a significant influence, showing that the aspect of environmentally friendly location and effective promotion is an important factor in attracting tourists. In contrast, Green Product and Green Price did not show significant influence, indicating that environmentally friendly products and price have not been the main factors in tourists' decisions to visit tourist villages.

Keywords: Green Tourism, Tourism Village, *Green Marketing Mix*, Visiting Interest

INTRODUCTION

Tourism is an activity that involves traveling and visiting places that have both natural and cultural appeal for the purpose of leisure, vacation, or business activities. According to Pearce, tourism is a temporary trip and recreational activity carried out by an individual or

group outside of their residence, with the main purpose being for leisure, vacation, or business [1] Leiper stated that tourism involves the movement of people from one place to another, for the purpose of recreation, relaxation, and experience. [2] Ritchie and Crouch describe tourism as a global phenomenon that involves interaction between visitors, host communities, the physical environment, culture, and the tourist industry [3] In line with this, Williams and Shaw argue that tourism encompasses travel and visits related to the need and desire to explore, enjoy, and understand the uniqueness and diversity of the world. [4] From an economic point of view, Henderson describes tourism as an industrial sector consisting of a variety of businesses and services that support travel, accommodation, food, and leisure activities for tourists. [5]

Green tourism is a form of tourism that aims to minimize negative impacts on the natural environment and maximize social and economic benefits for local communities. According to Fennell, green tourism is a type of tourism that promotes sustainable and responsible practices for the natural environment, with a focus on natural resource conservation and environmental conservation. [6] Buckley defines green tourism as a form of tourism that seeks to preserve the natural environment, reduce carbon footprints, and support the local economy in a sustainable manner. [7] According to Blamey and Braithwaite, green tourism is a type of tourism that considers environmentally friendly practices in the development and management of tourist destinations, as well as paying attention to the welfare of local communities. [8] Bookbinder et al. describe green tourism as a tourism activity that aims to preserve and preserve nature, culture, and the environment, while providing equitable economic benefits to local communities. [9] In addition, Hall stated that green tourism involves the application of sustainable practices in the development, operation, and promotion of tourism destinations to achieve environmental, economic, and social sustainability. [10]

Tourism villages are tourism products that are developed based on the potential of the village, both in the form of community, nature, and culture as an identity that has tourist attractions. [11] Due to the uniqueness and diversity of each village, the development of tourist villages can be used as a strategy to increase Indonesia's tourism attractions or attractions. [12] In addition to being able to be used as a product diversification strategy, another characteristic that makes tourism villages important to implement is the aspect of cultural and environmental preservation. [12]

The implementation of *the green marketing mix* in tourism, especially in tourism villages, involves marketing strategies that consider aspects of environmental sustainability in the development, promotion, pricing, and distribution of tourism products. According to Kotler and Armstrong (2018: 732), the implementation of *the green marketing mix* in the tourism sector involves the development of environmentally friendly tourism products, pricing that considers environmental costs, promotions that emphasize environmental benefits, and distribution that minimizes negative impacts on the environment. [13] Pearce explained that the implementation of *a green marketing mix* in tourism villages involves the development of tourism products that respect the local natural and cultural diversity, pricing that takes into account the cost of environmental conservation, promotions that highlight environmental uniqueness and social sustainability, and distribution that supports the participation of local communities in tourism management. [1] By implementing *a green marketing mix*, tourism villages can increase their tourism attractiveness while paying attention to environmental sustainability and the welfare of local communities. *The green marketing mix* is the application of the traditional marketing mix (product, price, place, and promotion) to environmental and sustainability issues. In the context of tourism, *the green marketing mix* can be applied as follows: *Green Product*, this involves offering eco-friendly tourism products and services, such as eco-friendly accommodation, local and organic food options, and nature-based activities [14]. *Green Price*, setting prices that reflect the environmental sustainability of tourism offerings, and communicating the value of responsible tourism to consumers [14], *Green Place* refers to the distribution and location aspects of tourism offerings, such as promoting

destinations that are committed to sustainability and minimizing environmental impacts [14] and *Green Promotion* involves marketing and promoting environmentally friendly aspects of tourism products and services, such as using digital and online channels to reduce paper waste, and highlighting conservation efforts and sustainable practices of tourism destinations [14]. The application of the green marketing mix in tourism aims to attract and serve markets that are increasingly environmentally conscious, while also contributing to the preservation of natural and cultural resources [15].

The theory of interest in visiting is analogous to buying interest, Albarq equates that the interest in visiting tourists is the same as the buying interest of consumers [16]. Buying interest is created because consumers feel that the quality of the products and services provided is in accordance with consumer expectations, so consumers intend to buy. [17] Another meaning of buying interest is a psychological activity that arises due to feelings and thoughts about a desired good or service. [18] According to Umar, interest in visiting is a behavior that appears as a response to an object that shows the customer's desire to visit. [19]

Influence *Green Marketing Mix* on the interest of tourists has a significant impact on the development of sustainable tourism. According to research conducted by Kim et al implementation *Green Marketing Mix*, which includes the promotion of environmentally friendly products and services, competitive prices but considering sustainability values, efficient distribution using green transportation, and empowering local communities to participate in environmental conservation efforts, can increase the interest of tourists to visit these destinations [20]. The study also shows that the higher the perception of tourists towards the sustainability efforts undertaken by the destination, the more likely they are to revisit and recommend the destination to others. Similar findings are also supported by research conducted by Zhang et al. which found that *Green Marketing Mix* has a significant positive influence on tourists' interest in visiting destinations that promote environmentally friendly practices. Thus, the application of *Green Marketing Mix* Not only does it create economic benefits for tourism destinations, but it also increases environmental awareness among tourists and has the potential to increase their interest in visiting destinations that are committed to sustainability. [21] Research on influence *Green Marketing Mix* The interest of tourists visiting tourist villages is still relatively new and has not been done much. Several previous studies have examined the influence *Green Marketing Mix* on the interest of tourists visiting tourist destinations in general, but has not specifically studied its influence in tourist villages. A study examining the development of community-based agrotourism found a positive relationship between *Green Product, Green Price, Green Place, and Green Promotion* in the context of sustainable tourism development [22]. However, this study did not specifically examine the influence of *Green Marketing Mix* to the interest of tourists visiting tourist villages. Other findings show that *Green Product, Green Price, Green Place, and Green Promotion* partially has a positive and significant effect on purchasing decisions in tourist destinations [23]. However, this study has also not specifically examined the influence of *Green Marketing Mix* to the interest of tourists visiting tourist villages. Therefore, research on the influence of *Green Marketing Mix* There is still a research gap that needs to be filled in the interest of tourists visiting tourist villages.

METHOD

The type of research used is survey research with a quantitative approach. Research data was obtained by distributing questionnaires. To measure the variables, the researcher used 5 Likert scales. The score calculation for positive statements has a value of 1 for strongly disagreeing statements up to a value of 5 for strongly agreeing statements and vice versa applies to negative statements, i.e. a value of 5 for strongly disagreeing statements and a value of 1 for strongly agreeing statements. This study uses the following concentrative framework:

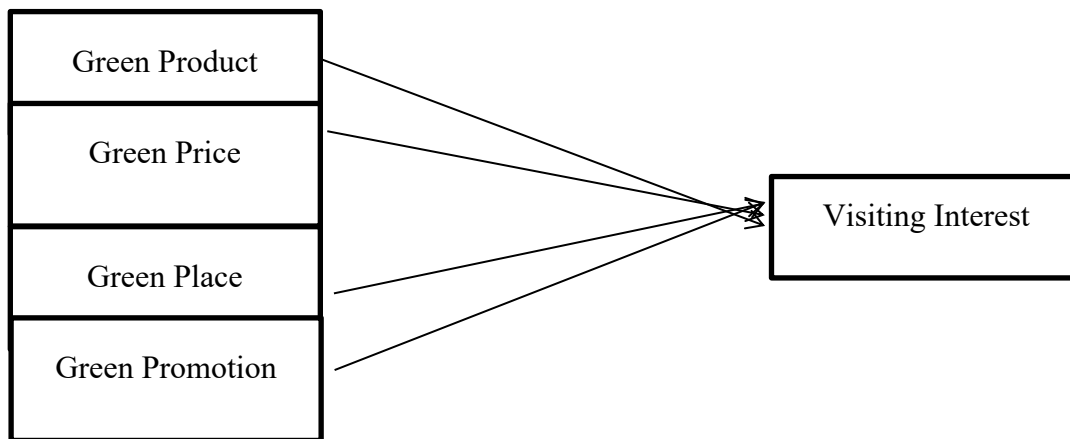


Figure 2. Conceptual framework of the research

Meanwhile, the formulation of the research hypothesis is as follows:

H1: The Influence of Green Products on Tourist Interest in Tourism Villages

H2: The Effect of Green Price on Tourist Interest in Tourism Villages

H3: The Influence of Green Place on Tourist Interest in Tourism Villages

H4: The Effect of Green Promotion on Tourist Interest in Tourism Villages

The population in this study is all tourists who have visited tourist villages in the Special Region of Yogyakarta, with a total of 200 tourists respondents. The tourists who will be used as a sample are tourists who visit the 5 best tourist villages in 2022 and 3 tourist villages that are included in the top 75 of the 2023 Indonesian Tourism Village Award from the Special Region of Yogyakarta. The sampling technique used in this study is *accidental sampling*, which determines the sample based on chance, that is, anyone who happens to be willing to fill out the questionnaire can be used as a respondent. **The data analysis** used is *Multiple Linear Regression Analysis*.

RESULTS AND DISCUSSION

Data analysis using multiple linear regression analysis was carried out by conducting instrument tests, namely validity and reliability tests. Next, a classical assumption test was carried out, then a hypothesis test was carried out.

Validity Test

If $r \text{ counts} > r \text{ table}$ or $\text{sig} < 0.05$, then the statement item is valid

If $r \text{ calculates} < r \text{ table}$ or $\text{sig} > 0.05$, then the statement item is invalid

Table 1 Validity Test

Variable	Indicators	r calculate	r table	Signification	Information
Green Product (X1)	1	0.655	0.1793	0.000	Valid
	2	0.757	0.1793	0.000	Valid
	3	0.662	0.1793	0.000	Valid
	4	0.626	0.1793	0.000	Valid
	5	0.734	0.1793	0.000	Valid
	6	0.659	0.1793	0.000	Valid
Green Price (X2)	1	0.601	0.1793	0.000	Valid
	2	0.681	0.1793	0.000	Valid
	3	0.633	0.1793	0.000	Valid
	4	0.674	0.1793	0.000	Valid
	5	0.692	0.1793	0.000	Valid
	6	0.699	0.1793	0.000	Valid
Green Place (X3)	1	0.666	0.1793	0.000	Valid
	2	0.656	0.1793	0.000	Valid

	3	0.680	0.1793	0.000	Valid
	4	0.763	0.1793	0.000	Valid
	5	0.756	0.1793	0.000	Valid
	6	0.780	0.1793	0.000	Valid
Green Promotion (X4)	1	0.802	0.1793	0.000	Valid
	2	0.659	0.1793	0.000	Valid
	3	0.770	0.1793	0.000	Valid
	4	0.757	0.1793	0.000	Valid
	5	0.767	0.1793	0.000	Valid
	6	0.754	0.1793	0.000	Valid
Visiting Interest (Y)	1	0.788	0.1793	0.000	Valid
	2	0.774	0.1793	0.000	Valid
	3	0.818	0.1793	0.000	Valid
	4	0.793	0.1793	0.000	Valid
	5	0.780	0.1793	0.000	Valid

The results of the validity test of all statement items have a value of r calculation $> r$ table or $\text{sig} > 0.05$, so that it can be concluded that all statement items **are valid**.

The data uses reliability tests. The data is declared reliable if Cronbach's Alpha > 0.60 .

Table 2 Reliability Test Summary Table

Variable	Cronbach's Alpha	Standard	Information
Green Product (X1)	0.768	0,60	Reliable
Green Price (X2)	0.745	0,60	Reliable
Green Place (X3)	0.813	0,60	Reliable
Green Promotion (X4)	0.847	0,60	Reliable
Visiting Interest (Y)	0.850	0,60	Reliable

The results of the validity test of all statement items have a Cronbach's Alpha value of > 0.60 , so it can be concluded that all question variables are reliable.

Normality Test

If the sig value < 0.05 , then the variable is normally distributed

If the value of the sig is > 0.05 , then the variable is not normally distributed

The results of the Kolmogorov-smirnov normality test all statement items have a value of $0.075 > 0.05$ so that it can be concluded that the recial values **are normally distributed**.

Multicollinearity Test

The output table above uses the Multicollinearity Test. The data is declared multicollinearity if the tolerance value > 0.10 or the VIF value < 10 .

Table 3 Multicollineity Test Summary Table

Variable Free	Colinearty Tolerance	Statistiv VIP	Information
Green Product	0.299	3.349	No Multicolonization
Green Price	0.315	3.177	No Multicolonization
Green Place	0.246	4.065	No Multicolonization
Green Promotion	0.256	3.900	

The results of the Multicollinearity Test show that all variables have a tolerance value of > 0.10 or a VIF value of < 10 , so it can be concluded that there are no symptoms of multicollinearity or pass the multicollineity test.

Heteroscedasticity Test

From the results of the scatter plot did not form a specific pattern, it can be concluded that the data of this study did not occur heteroscedasticity.

Table 4 Linear Regression Output Table

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.922	1.328		.695	.489
	GreenProductX1	-.038	.088	-.037	-.427	.670
	GreenPriceX2	.047	.092	.043	.507	.613
	GreenPlaceX3	.293	.087	.323	3.354	.001
	GreenPromotionX4	.505	.084	.565	5.979	.000

a. Dependent Variable: InterestVisitY

Based on the table above, the regression equation can be arranged as follows:
 $Y = 0.922 + (0.038)X_1 + 0.047X_2 + 0.293X_3 + 0.505X_4$

Hypothesis Test

Coefficient of Determination Test

Table 5 Summary Model Table

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859a	.737	.728	1.60733

a. Predictors: (Constant), GreenPrmotionX4, GreenPriceX2, GreenProductX1, GreenPlaceX3

The adjusted R square value is 0.737 or 73.7%. The value of the determination coefficient shows that the variables *Green Product* (X1), *Green Price* (X2), *Green Place* (X3), *Green Promotion* (X4), are able to explain the Visiting Interest variable (Y) of 73.7% while the remaining 26.3% is explained by other variables.

Test Result F

Table 6 Anova Table

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	832.887	4	208.222	80.596	.000b
	Residual	297.105	115	2.584		
	Total	1129.992	119			

a. Dependent Variable: InterestVisitY

b. Predictors: (Constant), GreenPrmotionX4, GreenPriceX2, GreenProductX1, GreenPlaceX3

The F value is calculated as 80.596 > the F value of the table is 2.45 and the sig. namely 0.000 < 0.05, then Ho is rejected and Ha is accepted, meaning that the Variables Green Product, Green Price, Green Place, Green Promotion have an effect on the Interest of Tourists in tourist villages.

Test t

The t-value of the Green Product variable calculation is -0.427 < the t-value of the table is 1.65821 and the sig. 0.670 > 0.05, then Ho was rejected and Ha was accepted, meaning that the Green Product variable had an effect on the Interest of Tourists in tourist villages. Green Product refers to environmentally friendly products that minimize negative impacts on the environment (Ottman, 2011). Tourism products designed with sustainability in mind, such as handicrafts from recycled materials or organic-based culinary, can increase the appeal of tourists who care about the environment. However, the results of this study show that Green Products do not have a significant effect on Tourist Interest. Previous research by Chen and Chai (2010) also found that tourists' preferences for green products often depend on their level

of environmental awareness. If environmental awareness is low, green products may have less influence on the decision to visit.

The value of t calculated the Green Price variable is $0.507 <$ the t -value of the table is 1.65821 and the value of sig. $0.613 > 0.05$, then H_0 was rejected and H_a was accepted, meaning that the Green Price variable had an effect on the Interest of Tourists in tourist villages. Green Price is a price offered with sustainability value in mind. According to Kotler and Keller (2016), travelers are often willing to pay more for products that have sustainability value. However, the results of this study show that Green Price does not significantly affect Tourist Interest. Research from Laroche et al. (2001) found that although tourists appreciate the value of sustainability, they are still price-sensitive, especially in the context of tourism. This means that prices that are too high can reduce the interest of visits even though the product is environmentally friendly.

The t -value of the Green Place variable calculation is $3.354 >$ the t -value of the table is 1.65821 and the sig. $0.001 < 0.05$, then H_0 is accepted by H_a and rejected, meaning that the Green Place variable has no effect on the Interest of Tourists in tourist villages. Green Place refers to tourist locations that support sustainability, both through environmental preservation and green accessibility. This study found that Green Place has a significant influence on Tourist Interest. This result is in line with research from Hall et al. (2015), which stated that tourist destinations with green infrastructure are more attractive to tourists, especially those who care about environmental issues. In addition, a study by Buckley (2012) shows that tourists tend to choose destinations that show a commitment to environmental conservation and biodiversity.

The t -value of the Green Prmotion variable calculation is $5.979 >$ the t -value of the table is 1.65821 and the sig. $0.000 < 0.05$, then H_0 is accepted by H_a and rejected, meaning that the Green Promotion variable has no effect on the Interest of Tourists in tourist villages. Green Promotion involves promotional activities that emphasize sustainability aspects, such as nature conservation campaigns or environmental education programs. The results of this study show that Green Promotion has a significant influence on Tourist Interest. This is supported by research by Peattie and Crane (2005), which shows that effective promotion in conveying sustainability messages can increase awareness and interest among travelers. According to Baker and Sinkula (2005), promotions that highlight environmental and sustainability values help build a positive image of the destination, which ultimately attracts more tourists.

CONCLUSION

Based on the results of the analysis, it can be concluded that not all elements of green marketing have a significant effect on Tourist Interest. Green Place and Green Promotion have proven to have a significant influence, showing that the aspect of environmentally friendly location and effective promotion is an important factor in attracting tourists. In contrast, Green Product and Green Price did not show significant influence, indicating that environmentally friendly products and price have not been the main factors in tourists' decisions to visit tourist villages.

Overall, these results indicate that the successful implementation of green marketing strategies in the tourism sector is highly dependent on certain elements. Travellers tend to be more influenced by how a destination manages its environment and how sustainability messages are communicated effectively, rather than products or prices.

Theoretically, this study reinforces the concept that green marketing elements do not have a homogeneous impact on consumer interest. These findings are in line with green marketing theory which emphasizes the importance of differentiating strategy elements based on market needs and preferences (Kotler & Keller, 2016). This study also confirms previous findings that show that promotional and venue elements have a significant role in encouraging environmentally friendly behavior in the tourism sector (Hall et al., 2015).

These results add insight into the dynamics of tourist behavior influenced by environmental awareness, providing a basis for the development of green marketing theory in the context of tourist destinations.

From a managerial point of view, the results of this study provide practical guidance for tourism village managers. First, managers must focus on developing Green Places by ensuring that tourist sites have green and environmentally friendly infrastructure, such as conservation areas, walking paths, and good waste management facilities. This will increase the overall attractiveness of the destination. Second, managers must prioritize Green Promotion by designing effective marketing campaigns. Promotions that highlight sustainability, such as environmental education programs or collaborations with local communities, can help improve the positive image of tourism villages and attract more tourists. Managers are also advised to increase tourist awareness about the importance of environmentally friendly products through educational programs. Although Green Products and Green Prices have not shown significant influence, this increase in awareness can change the preferences of tourists in the long run. Overall, a combination of eco-friendly venue management and effective promotion can help tourism villages in creating sustainable competitiveness in the tourism market.

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