

Research Article

The Influence of Green Tourism Differentiation and Green Marketing on Tourist Visit Decisions through Visit Interest in Paharangan Village Agrotourism

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Abstract.

Indonesia, as a country rich in natural resources and biodiversity, has a great opportunity to develop an environmentally friendly tourism sector. In the last two decades, there has been an increasing interest in tourism development, especially with regard to green tourism. This study aims to empirically test the effect of green tourism differentiation and green marketing on tourists' decisions to visit certain destinations. The independent variables for this analysis are green tourism differentiation and green marketing. The dependent variable is visit decision. The intervening variable is visit interest. The sample for this research draws from tourists who are visiting or have already visited Paharangan Village Agrotourism. The engineering method, non-probability sampling, was used for the sampling. Data collection was carried out by distributing questionnaires directly to respondents, totalling as many as 130 questionnaires, and multiple linear regression and path analyses were conducted. The results show that while green tourism differentiation and green marketing significantly positively affect visit decision and visit interest of tourists, visit interest does not affect visit decision, and visit interest is not proven as an intervening variable between green tourism differentiation and green marketing on visiting decisions.

Keywords: green tourism differentiation, green marketing, visit interest, visit decision

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Published: 15 October 2024

Publishing services provided by Knowledge E

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Selection and Peer-review under the responsibility of the 8th ICOS: Sustainable Economics Conference Committee.

1. Introduction

In recent years, tourism has become a primary leading sector and has been formally recognized by the Indonesian government [1]. Indonesia, as a country rich in natural resources and biodiversity, has a great opportunity to develop an environmentally friendly tourism sector. With its potential and natural beauty, coupled with ecological and health disasters like Covid-19, it has further driven people to seek activities away from crowds, focus on rebuilding health, and embrace a return to nature ("back to nature" concept). Over the past two decades, there has been an increasing interest in



the relationship between tourism development and environmental quality, leading to the emergence of specialized tourism, including green tourism [2].

The concept of green tourism is based on natural resources and their relationship with climate change, including the potential direct impact on the environment, reduced reliance on vehicles, and minimizing pollution from tourism activities and local residents [3]. The implementation of this environmentally friendly green tourism concept can be seen in Paharangan village, located in the North Daha District, South Hulu Sungai Regency, Kandangan City, South Kalimantan Province.

Essentially, every tourist destination competing in the tourism industry strives to attract many visitors. Therefore, a differentiation strategy is necessary for a tourist destination to have unique value and stand out from other destinations. The Green Tourism Concept applied by Paharangan village is one of the efforts in implementing a differentiation strategy.

Since Paharangan village began focusing on the potential of agrotourism and promoting itself as an environmentally friendly tourist destination, the number of tourists visiting the village has increased. This is evident from the 9,722 visitors recorded in the year 2020. During the same year, several agrotourism attractions were opened and inaugurated in Paharangan village, contributing to the highest number of tourists in South Hulu Sungai Regency compared to previous and subsequent years. This phenomenon is considered in line with the theory of product differentiation strategy, which states that differentiation strategy can attract and maintain customer loyalty, as customers perceive added value compared to other products [4].

Apart from green tourism as a product differentiation strategy that increases individual interest and purchasing decisions, appropriate marketing strategies are also essential for promoting the uniqueness and differentiation of a green tourism destination. Currently, consumers have more leisure time, increased income levels, and efficient transportation networks, allowing them to choose from various destinations. Therefore, tourism marketers have the responsibility to influence consumer decision-making through tourism marketing [5].

Green Marketing is an innovative marketing approach that involves the agreement and compliance with a company's proactive promotion towards the environment [6]. Green marketing also can be defined as an individual's effort in designing, promoting, and distributing environmentally friendly products [7].

Paharangan village has implemented one of the green marketing strategies, where the government focuses on promoting the village's natural beauty and environmental preservation as its main attraction. The agrotourism products derived from plantations, agriculture, and horticulture that tourists can obtain and purchase directly in Paharangan village are natural products without preservatives and are safe for the environment. However, when it comes to applying other green marketing indicators, such as selling agrotourism products like plantation and fishery produce, they have not yet embraced green branding attributes. Paharangan village relies solely on the natural appeal of the products as their selling point, but they have not fully understood that even when the products reach the hands of consumers, they must still retain their green attributes. This contradicts the concept of green marketing that should be applied and may lead potential tourists, who were initially interested in visiting, to change their minds.

Although there seems to be a general influence of applying green tourism concepts and green marketing strategies on the increase in the number of tourists in Agrotourism Paharangan village, the reality is that the implementation of these concepts still has shortcomings. The tourism activities are still oriented towards mass tourism, and the layout of agrotourism in Paharangan village is still not optimal (tourists need to use vehicles due to the distance between plantations, agricultural attractions, and the village's proximity to Nagara, North Daha District, an area with the possibility of hazardous waste from wok and pan factories). These factors can potentially diminish the value of the green tourism concept implemented in Agrotourism Paharangan village. Additionally, the implementation of green marketing still has its shortcomings, as the use of plastic bags still persists in the sale of tourist products in Paharangan village. This can impact the desire, motivation, and actions of potential tourists to visit the village.

Considering the phenomena described regarding the application of green tourism differentiation and green marketing strategies in Paharangan village, the researcher is interested in testing whether green tourism truly serves as a product differentiation and whether green marketing influences the interest and decision-making of tourists in visiting, and to what extent the interest in visiting affects the decision to visit, concerning the implementation of green tourism differentiation and green marketing strategies in the agrotourism area of Paharangan village, North Daha District.

2. Literature Review

2.1. Green tourism differentiation

The general concept of green tourism encompasses the tranquility of nature and joy as a way to avoid the impacts of mass tourism [8]. Green Tourism is a form of tourism that excels in fostering sustainable learning experiences and appreciation in managing and enhancing the preservation of natural environment, culture, social aspects, destination resources, and promoting a higher quality of life for the future.

The indicators for green tourism differentiation adopt the product differentiation indicators according to Kotler [9], which are adjusted to the context of green tourism. These indicators are as follows:

- (1) Green features: Refers to the unique characteristics and distinctive attributes that differentiate a green tourism destination from non-green tourism destinations.
- (2) Green performances: Relates to the services and tourism activities provided to the visiting tourists.
- (3) Green style and design: Concerns the appearance and feelings of tourists towards the tourism destination.

2.2. Green marketing

The American Marketing Association (AMA) in 1975 defined green marketing as the process of marketing products that are assumed to be environmentally safe. This includes product modifications, environmentally friendly production processes, and eco-friendly packaging [10].

Green marketing applies the conventional marketing mix (marketing mix) consisting of product, price, place or distribution channels, and promotion, which results in the following green marketing indicators:

Environmentally Friendly Products: A product can be considered green if it has little or no negative impact on the environment.

Premium Price: Price is an important factor in the green marketing mix. Most consumers are willing to pay a premium if they perceive additional value in the product, such as improved performance, functionality, design, visual appeal, or taste.

Environmentally Friendly Promotion: Promoting environmentally friendly products can change consumer behavior, such as encouraging consumers to switch from using plastic bags to reusable bags, which are eco-friendly. Green promotion involves a company's efforts to campaign for environmental issues to reinforce its image as an environmentally friendly company.

2.3. Visit interest

Interest in visiting refers to the perceived possibility of an individual to visit a particular place during a specific period [11]. In other words, before visiting a tourist destination, a visitor is motivated by an interest or motivation to visit. Most tourists visit a place voluntarily and are intrinsically motivated [12].

2.4. Visit decision

The decision to visit refers to an individual's purchasing behavior in choosing a particular tourist destination to achieve satisfaction according to their needs and desires. Peter and Olson argue that the decision to visit is a process of evaluation by potential consumers to combine their knowledge of two or more alternative products and choose one of them [13].

3. Methodology

This research focuses on the influence of green tourism differentiation and green marketing on the decision to visit through tourists' interest in visiting Agrotourism Paharangan village in Kandangan City. This study adopts a quantitative research approach. The variables used in this study consist of independent variables (Green Tourism Differentiation, Green Marketing), dependent variable (Visit Decision), and intervening variable (Visit Interest). Data will be collected using questionnaires. The research location is in Paharangan village, Kandangan City, South Kalimantan. The population of this study is tourists who have visited Paharangan village for tourism purposes, with a sample size of 130 respondents. The research analysis will involve classical assumption tests and path analysis. The variables and indicators used in this study are further explained in Table 1.

TABLE 1: Variables and indicators.

Variables	Indicators	Source
Green Tourism Differentiation (X1)	Green features, Green Performances, Green style, and design	Pratama [14]
Green Marketing (X2)	Environmentally friendly products, Premium price, environmentally friendly promotion.	Kusuma [15]
Visit Interest (Y1)	Transactional, Preferential, Explorative	Schiffman dan Kanuk [16]
Visit Decision (Y2)	Introduction to needs, Alternative evaluation, post-purchase behavior.	Kotler dan Keller [17]

The standard regression coefficients in structural equation modeling are calculated using multiple linear regression techniques with the assistance of the statistical program SPSS. The structural equation modeling for this study is presented in Figure 1.

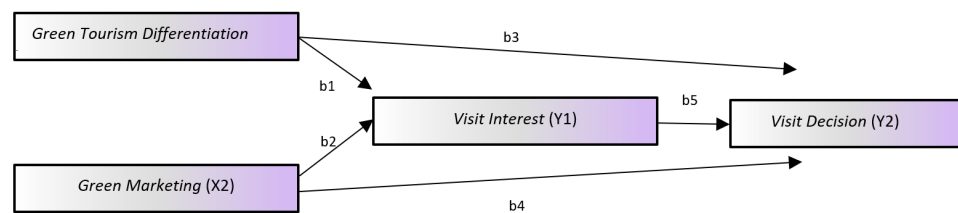


Figure 1: Structural equation modeling.

Linear regression I: $Y1 = b1X1 + b2X2 + b3X3 + e1$

Linear regression II: $Y2 = b4Y1 + e2$

4. Results

The responses from 130 participants have been analyzed. Validity and reliability tests have been conducted, leading to the conclusion that respondents understand the questionnaire’s content and demonstrate a high level of consistency. The respondents’ profile is presented in Table 2.

TABLE 2: Respondent profile.

Age	Frequency	Percentage (%)
17-26 years old	52	40%
27-40 years old	58	44,6%
>40 years old	20	15,4%
Gender		
Male	56	43%
Female	74	57%

The majority of respondents are aged between 27-40 years, indicating that they are adults with a level of intelligence and ability to comprehend the questionnaire's content, and fall within the productive age group. Most of the respondents are female. Data processing was conducted using the SPSS (Statistical Package for Social Science) program. This study measured four variables and 12 research indicators. The perception of the respondents can be analyzed through the average values for each variable and indicator. The statistical description results for each research variable and indicator are presented in Table 3.

TABLE 3: Descriptive statistics for variables and indicators.

Variables	Mean	Indicators	Mean
Green Tourism Differentiation (X1)	4,23	Green Features	4,23
		Green Performances	4,18
		Green Style and Design	4,21
Green Marketing (X2)	3,98	Environmentally friendly products	3,91
		Premium price	3,98
		Environmentally friendly promotion	4,07
Visit Interest (Y1)	4,11	Transactional	4,02
		Preferential	4,10
		Explorative	4,22
Visit Decision (Y2)	3,90	Introduction to needs	3,88
		Alternative evaluation	4,08
		Post-purchase behavior	3,73

4.1. Substructural test 1

The causal relationship tested in this study is the relationship between Green Tourism Differentiation and Green Marketing towards Visit Decision and whether the relationship between Green Tourism Differentiation and Green Marketing towards Visit Decision is mediated by the variable Visit Interest. Path coefficients are calculated by creating two structural equations, namely regression equations that indicate the hypothesized relationships.

Referring to Table 4 or the output of Regression Model I in the "Coefficients" table, it can be observed that the significance values of both variables, X1 and X2, are smaller

TABLE 4: Regression model I: Dependent variable - visit interest (Y1).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.472	2.218		4.722	.000
	Green Tourism Differentiation	.194	.066	.259	2.950	.004
	Green Marketing	.321	.088	.319	3.627	.000

a. Dependent Variable: Visit Interest

than 0.05. This result leads to the conclusion that in Regression Model I, both variables X1 and X2 significantly influence Y1.

TABLE 5: R square table: Dependent variable - visit interest (Y1).

Model Summary ^b					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.499 ^a	.249	.237		2.453

Predictors: (Constant), Green Marketing, Green Tourism Differentiation
Dependent Variable: Visit Interest

The value of R-Square in Table 5, which is the Model Summary table, is 0.249. This indicates that the combined influence of X1 and X2 on Y1 is 24.9%, while the remaining 75.1% is attributed to other variables that were not included in the study. Additionally, the value of e1 can be calculated using the formula $e1 = \sqrt{(1-0.249)} = 0.8667$. Consequently, the structural path model I diagram is as follows (Figure 2):

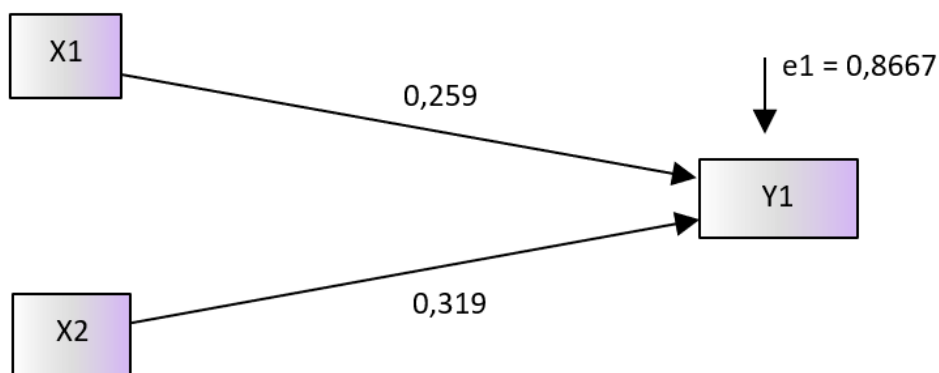


Figure 2: Path diagram structure model I.

Structural Equation 1:

$$Y_1 = \beta_{Y_1 X_1} X_1 + \beta_{Y_1 X_2} X_2 + e_1 \dots \dots \dots (1)$$

$$Y_1 = 0,259 + 0,319 + 0,867..... (1)$$

4.2. Substructural test 2

TABLE 6: Regression model II: Dependent variable - Visit decision (Y2).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.060	2.617		2.697	.008
	Green Tourism Differentiation	.222	.074	.272	2.996	.003
	Green Marketing	.297	.101	.271	2.939	.004
	Visit Interest	.070	.097	.065	.728	.468

a. Dependent Variable: Visit Decision

Based on Table 6 or the output of Regression Model II in the “Coefficients” table, it is observed that the significance values of variables X1 and X2 are smaller than 0.05, while the significance value of Y1 = 0.468 is greater than 0.05. This result leads to the conclusion that in Regression Model II, variables X1 and X2 significantly influence Y2, while Y1 does not have a significant effect on Y2.

TABLE 7: R Square table: Dependent variable - Visit decision (Y2).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504 ^a	.254	.236	2.670

Predictors: (Constant), Visit Interest, Green Tourism Differentiation, Green Marketing

The value of R-Square in Table 7, which is the Model Summary table, is 0.254. This indicates that the combined contribution of X1, X2, and Y1 to Y2 is 25.4%, while the remaining 74.6% is attributed to other variables not examined in the study. Additionally, the value of e2 can be calculated using the formula $e2 = \sqrt{1-0.254} = 0.8674$. Consequently, the structural path model II diagram is as follows (Figure 3):

Structural Equation 2:

$$Y_2 = PY_2X_1 + PY_2X_2 + PY_2Y_1 + \epsilon_2.....(2)$$

$$Y_2 = 0,272 + 0,271 + 0,065 + 0,8674 (2)$$

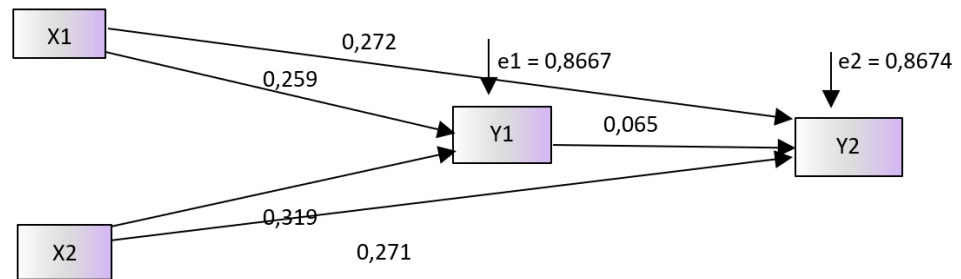


Figure 3: Path diagram of structure model II.

5. Discussion

5.1. The impact of green tourism differentiation on visit interest

The research results indicate that Green Tourism Differentiation has a positive influence on visitors' interest. Respondents' responses in this study tended to agree that the green tourism product differentiation strategy implemented by Paharangan Village Agrotourism was successful, according to the views of the visiting tourists. The village truly implements a green tourism theme with a focus on agrotourism activities, and the layout and design of the tourist area are far from polluted areas and do not harm the environment. This green tourism differentiation strategy positively affects the level of Visit Interest of the tourists.

5.2. The impact of green marketing on visit interest

The research results show that Green Marketing has a positive influence on visitors' interest. Paharangan Village Agrotourism is perceived to have environmentally friendly facilities and genuinely offers eco-friendly products and services in the eyes of visitors. The green marketing strategy implemented by Paharangan Village Agrotourism is considered successful as respondents agreed to pay more for the offered tourism products. The promotion conducted by Paharangan Village Agrotourism is considered honest and does not exaggerate the advantages of the tourist destination, accompanied by positive environmental messages. This successfully increases the motivation of potential visitors to visit.

5.3. The impact of green tourism differentiation on visit decision

The research results show that Green Tourism Differentiation has a positive influence on visit decision. The theme aspects of the tourist destination in Desa Paharangan are considered to genuinely reflect green tourism themes, with a focus on outdoor activities such as rice cultivation, freshwater fish farming, and water buffalo farming. Another aspect is that Paharangan Village Agrotourism has campaigns or written messages encouraging tourists to participate in preserving the tourist area from pollution and provides facilities such as waste disposal areas and clean water. This sets Paharangan Village Agrotourism apart and gives it an advantage over other tourist destinations, encouraging tourists' decision to visit.

5.4. The impact of green marketing on visit decision

The evaluation of the green marketing applied by Paharangan Village Agrotourism can be seen in the eco-friendly tourism products offered, accompanied by premium prices that align with the uniqueness of the tourist destination, and modified promotions emphasizing positive environmental messages. In green marketing, a business should use materials and facilities that do not harm the environment. This is a form of responsibility towards the environment, which, in turn, builds consumer interest in consuming eco-friendly products, in this case, visiting Paharangan Village Agrotourism.

5.5. The impact of visit interest on visit decision

The research results show that Visit Interest does not have a significant influence on visiting decision. This can be interpreted as the level of interest of potential visitors in visiting Paharangan Village Agrotourism does not affect their decision to visit. This might be due to several factors, such as the location of the tourist destination being perceived as far for potential visitors, or the preference indicator, where potential visitors are more inclined to choose other tourist destinations over Paharangan Village Agrotourism, resulting in them canceling their plans or deciding not to visit. This also indicates that Visit Decision is not always preceded by visit interest. This is shown by the lack of influence of visit interest on visit decision for respondents of Paharangan Village Agrotourism.

5.6. The influence of green tourism on visit decision through visit interest

The influence of Visit Interest as an intervening variable shows that it does not mediate the relationship between green tourism differentiation and visit decision. This result indicates that visit interest, which already exists in an individual, does not increase their visit decision to Paharangan Village Agrotourism. It means that with the presence of green tourism differentiation, an individual's visit decision is already increased. This could be due to the decision-making behavior of tourists at Paharangan Village Agrotourism being not complex, in other words, it is a medium-low decision. According to Kotler [18], the more complex the decision-making process, the more considerations for making a purchase. In low-involvement decisions, consumers skip the process of information search and product evaluation, which means they have limited knowledge, personal experiences, or experiences from other consumers. The non-complex decision-making process makes consumers more likely to switch choices. Information search and product variation, which are indicators of visit interest, mean that when tourists go through the indicators of visit interest, such as searching for information, evaluating products, and looking for variations in other tourism destinations, they end up deciding not to visit Paharangan Village Agrotourism or choose another destination instead. This weakens the relationship between green tourism differentiation and visit decision.

5.7. The influence of green marketing on visit decision through visit interest

The research results show that the indirect influence of Green Marketing on Visit Decision through Visit Interest has a weakening effect, as the influence value is smaller than the direct influence of green marketing on visit decision. This means that visiting interest does not play a significant role in creating the visit decision, which already exists in tourists at Paharangan Village Agrotourism. It means that the green marketing strategy carried out by Paharangan Village Agrotourism alone is already capable of increasing visit decision. This could be because the sales of eco-friendly tourism products offered at Paharangan Village Agrotourism, such as various freshwater fish and preservative-free agricultural products, are the main reasons for tourists to visit. As a result, there is no longer a need to arouse interest by searching for destination information, so visit interest cannot mediate the influence between green marketing and visit decision.

In the first set of paragraphs, the research explores the impact of Green Tourism Differentiation and Green Marketing on visitors' interest and decision to visit Paharangan Village Agrotourism. The findings suggest that both strategies have a positive influence on visitors' interest and decision to visit. The implementation of green tourism differentiation, focusing on agrotourism activities and environmentally friendly practices, is perceived positively by tourists, influencing their interest and subsequent decision to visit. Similarly, the green marketing strategy, emphasizing eco-friendly products and honest promotion, contributes to visitors' interest and visit decisions. However, the research also highlights that Visit Interest does not significantly impact Visit Decision, indicating that other factors, such as location or preference, may influence visitors' choices.

In the subsequent paragraphs, the study delves into the influence of Visit Interest as an intervening variable in the relationship between green tourism differentiation, green marketing, and visit decision. Surprisingly, Visit Interest does not mediate the impact of either green tourism differentiation or green marketing on visit decisions. The research suggests that the decision-making process for tourists at Paharangan Village Agrotourism is medium-low and not complex, with consumers not extensively researching or evaluating options. This lack of complexity weakens the relationship between green tourism differentiation and visit decision. Similarly, the indirect influence of green marketing through Visit Interest is deemed weak, indicating that the green marketing strategy alone is sufficient to impact visit decisions without the need for heightened interest. These insights contribute to a nuanced understanding of the interplay between green tourism strategies, visitor interest, and ultimate visit decisions.

In contrast, the final paragraphs provide information about two additional research studies. The findings from the research by Pradana and Purba [19] highlight the significant impact of attraction, destination image, and accessibility on visit interest. The t-statistic tests reveal that attraction, destination image, and accessibility all have a substantial influence on visit interest, supporting the acceptance of hypotheses H1 and rejecting H0 for each variable. Specifically, attraction, as indicated by a Sig value of $0.225 > 0.05$ and a t-score of $2.964 < t\text{-table } 1.987$, significantly contributes to visit interest. Similarly, destination image, with a Sig value of $0.07 > 0.05$ and a t-score of $2.996 < t\text{-table } 1.987$, is found to significantly affect visit interest. Lastly, accessibility, reflected in a Sig value of $0.05 = 0.05$ and a t-score of $6.376 < t\text{-table } 1.987$, is identified as a substantial influencer of visit interest. These results underscore the importance of these factors in shaping tourists' interest in visiting the destination [19].

In another study by Kurniasari [20] on the factors influencing visit interest at Pantai Ria Kenjeran, several key findings emerge. The presence of new attractions, such as Atlantis Land Kenpark, significantly and positively influences visit interest, aligning with previous research. Contrary to some prior studies, price is not considered a primary factor in destination selection for Pantai Ria Kenjeran visitors. Promotional efforts, including media advertising, do not significantly impact visit interest. On the other hand, the strategic location, accessibility, and secure parking facilities play a crucial role in attracting tourist interest. Service quality and processes, as well as physical evidence, word of mouth, destination image, and destination branding, collectively contribute significantly to visit interest. These results highlight the complex interplay of various factors in influencing tourists' interest in visiting Pantai Ria Kenjeran [20].

The first study by Pradana and Purba [19] focuses on attraction, destination image, and accessibility's impact on visit interest, revealing significant influences of all three factors on visit interest. The second study by Kurniasari [20] identifies various factors influencing interest in visiting Pantai Ria Kenjeran, including the significance of new attractions, the limited influence of price, the importance of location and accessibility, and the multifaceted nature of factors like service, physical evidence, word of mouth, destination image, and branding in shaping tourist preferences. Both studies contribute valuable insights into the diverse and complex factors influencing tourist behavior and destination choices.

Baniyamin and Rashid's 2016 research centers on enhancing the visitor experience in science museums, drawing insights from Science Centre Singapore, The Mind Museum Philippines, and The Experimentarium Denmark. Emphasizing the challenge of harmonizing cognitive and affective learning with enjoyment, the study explores learning theories to guide exhibition development, aiming for a cohesive and enriching experience. The research underscores the significance of fostering visitor interest and curiosity, revealing a commitment to creating a dynamic learning environment that extends beyond traditional methods. By delving into informal learning within the museum context, the study contributes to understanding how science centers can effectively design exhibitions to offer a meaningful and enjoyable educational experience [12].

6. Conclusion

In this research, it can be concluded that green tourism differentiation and green marketing have an influence on visit interest and visit decision of tourists at Paharangan

Village Agrotourism. The existence of a product differentiation strategy in the form of green tourism and environmentally friendly marketing is perceived to increase the motivation of visitors to visit Paharangan Village Agrotourism. The relationship between Paharangan Village Agrotourism's strategies in presenting its tourist destinations as green and eco-friendly and the interest and visit decision can be seen from the respondents' answers, where the majority agreed that green tourism differentiation and green marketing strategies increase their interest and become reasons for visiting Paharangan Village Agrotourism, along with positive responses towards the green tourism differentiation displayed or presented to tourists at Paharangan Village Agrotourism.

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