

The effect of green products on sustainable tourism through green marketing in natural tourism destinations in Garut, West Java

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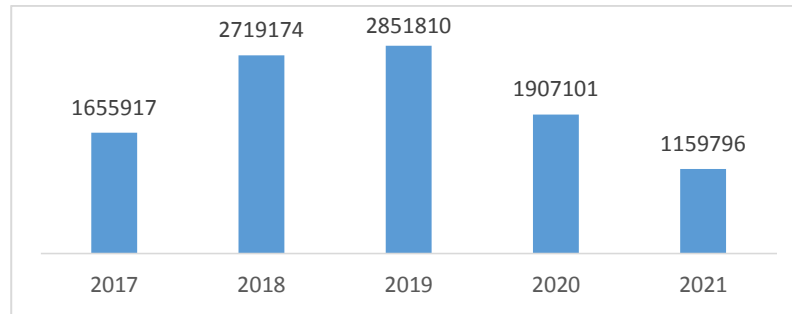
Abstract: This research aimed to see the influence of green products on sustainable tourism through green marketing in Garut, West Java, Indonesia. Garut has many tourist destinations, both natural and artificial. Awareness of environmental issues has created new markets that produce environmentally friendly products and services. The method of analysis using multivariate data analysis includes factor analysis with SEM-PLS covariance. The results showed that green products affect sustainable tourism through green marketing as an intervening variable. More awareness is needed for marketing ecosystems with minimal environmental impacts. This research was conducted during the Covid-19 pandemic. The results represent the condition of tourist destinations in Garut affected by the pandemic.

Keywords: green marketing, green product, sustainable tourism.

Introduction

The tourism sector has experienced a decline in the number of tourists due to Covid-19 pandemic, which is still ongoing. In contrast, the tourism sector is one of the drivers of economic growth and development drivers. One of the tourist areas in West Java that has high potential and tourist attractions is Garut Regency. Garut Regency is one of the areas that can be used as a source of local revenue (*PAD/pendapatan asli daerah*), ranging from coastal tourism, mountain tourism, and artificial tourism. The tourism sector in Garut area has become an alternative tourist destination that is easy to visit for some residents of Bandung and Jakarta every weekend. Various tourist attractions are known as mountains, jungles, seas, beaches, lakes, various traditional arts and cultures, and local customs that can be packaged into tourism commodities that can be sold locally, nationally, and internationally (Trihayuningtyas et al, 2019).

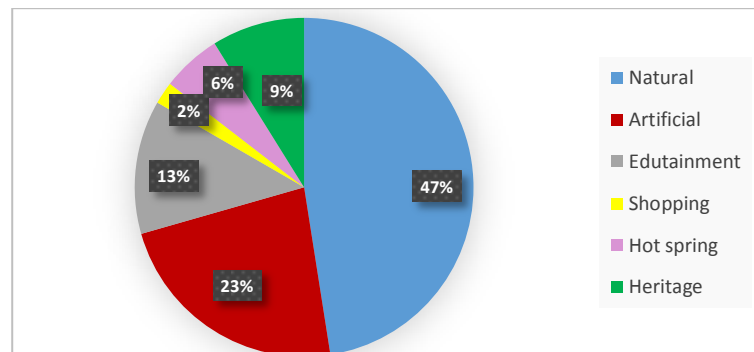
Garut area is one of the tourist destinations that attracts local and foreign tourists. It is reflected in the number of tourists who visit various tourist destinations in Garut Region (Figure 1). As a result of the Covid-19 pandemic in 2020, there was a significant decrease in the number of tourists. It is due to a government regulation regarding the Implementation of Community Activity Restrictions (*PPKM/pemberlakuan pembatasan kegiatan masyarakat*) since early 2021 to deal with the Covid-19 pandemic in Indonesia. Prior to the implementation of PPKM, the government had implemented large-scale social restrictions in some areas.



(Source: visitgarut.garutkab.go.id, 2022)

Figure 1. Number of tourists in Garut Region

In tourism, the intention is the attraction felt by tourists to a tourist place with a specific interest (Cahyanti & Anjaningrum, 2017). Managers of tourist destinations in the tourism sector in West Java, especially Garut area, are quite able to prepare residents to educate both local and foreign tourists in maintaining the sustainability of the tourism sector when visiting to increase the intention of tourists to guard against damage (Kalva, 2017). Garut has a tourism sector that shows complex cultural, historical, and natural constructions. The process of branding tourist destinations can help create and market a unique image in the market (Novita, 2013). Based on the data from Garut Regency Tourism Office (Figure 1), the natural and cultural potential of the Garut people has the potential for wealthy and attractive natural resources, friendly people (Someah in Sundanese language), and culinary offerings are attractive and carrying capacity for the potential development of the sustainable tourism sector. Many tourist destinations in Garut Region indicate natural and artificial tourist destinations, educational tourism, shopping, hot springs, and heritage tourism that support ecotourism development. Currently, most tourist destinations are natural, accounted for as many as 133 or 47% of all tourist destinations in Garut.



(Source: visitgarut.garutkab.go.id, 2022)

Figure 2. Tourist destinations in Garut

Garut Regency is known as the "Switzerland of Java" because the contours of the city of Garut are surrounded by mountains supported by friendly community interaction patterns. Tourists often visit many natural tourist destinations in Garut, such as Cipanas, Situ Bagendit, Cangkuang Temple, and Santolo Beach (Tetep et al, 2021). The environmental and social issues business impacts are not new and have been the subject of debate by experts for years. Sustainability has entered many disciplines, including marketing (Firmansyah et al, 2022). The current trend globally is toward improved environmental and social performance. With these two potentials, Garut can be used as a very potential capital to be developed and to advance the natural and cultur-

al area of Garut into a tourist destination. It involves the environment, people, and the economy. With the current global spirit of environmental conservation, a sustainable development effort that cannot be separated from the tourism environment, sustainable tourism has become the most important thing. Sustainable tourism benefits residents, respect local culture, and conserves natural resources. The challenge, however, is balancing between meeting tourist satisfaction, raising awareness about environmental issues, and educating residents and tourists. Sustainability in tourism must include socio-cultural, economic, and environmental impacts (Elkington, 1998). The goal is for an innovative and durable balance between these three dimensions. It is also crucial for the tourism sector to consider economic sustainability as an essential factor, especially considering that the welfare of the local community must be considered. Sustainable tourism must respect local culture and traditions. In other words, it does not harm society's social or cultural structure.

According to the European Community Commission, green products use fewer resources, have fewer environmental impacts and risks, and prevent waste generation at the conception stage (Sdrolia & Zarotiadis, 2019). People have started to care about sustainability rather than the conventional, instant destructive concept. The current generation is more committed to maintaining sustainability in all fields. Companies can make green marketing efforts and contribute to tourism sustainability for consumers. If consumers do not change their behavior to be more sustainable, little will be achieved (Gordon et al, 2011). Green marketing is the consistency of all activities that provide facilities and infrastructure to meet tourists' needs and desires without leaving a destructive impact on natural resources (Ottman, 2017). This sustainability refers to Schiffman & Kanuk (2010), which explain that intention is an internal factor that an individual can influence consumer's behavior. It is a basic form of thought from the reflection of the buyer's plan to buy several units in a certain number of several brands available in a period.

The large number of people who start to make online bookings can make the tourism industry more prosperous and efficient in running a business and advancing managed tourist destinations. Online technology can be used to communicate, inform, negotiate, and reduce communication gaps without being hampered by distance and time, creating new structures for tourism development and operation (Hasan, 2015). Tourism promotion through social media can be a relatively new method and significantly impact tourist mobility (Fatanti & Suyadnya, 2015). By using social media, tourists or consumers can share their experiences and social media can also be used as a source of finding information about tourist destinations (Gohil, 2015). This phenomenon shows that the fastest and most reliable way for tourists to reach tourism establishments is through the internet (Trihayuningtyas et al, 2018). Juganaru (2007) argues that sustainable tourism presents a development of tourism and recreational activities in a country, region, or tourist destination by considering the basic principles of sustainable development such as respecting the environment, community, economy, and local culture. In sustainable tourism, there are economic, environmental, and socio-cultural dimensions.

There are still few studies that use the concept of green marketing as an intervening variable to market tourism sector services. This research is about the gap of applying the green marketing concept used to promote the tourism sector, especially in Garut, to influence the intentions of both local and foreign tourists in maintaining sustainability. The arrival of tourists, both local and foreign, by bringing private transportation, both self-owned and rented, results in air pollution that has the potential to damage a green environment and is far from being polluted and congested. Another

change that may occur is that cultural modernization brought by tourists visiting the area around the tourist area has the potential to be imitated by local communities, which in the long term can eliminate the original culture and local wisdom of the area. Through this, it is hoped that tourists will return to tourist destinations visited and try to come to other tourist destinations in West Java, especially Garut area.

Methodology

The method used is descriptive verification with a survey of tourist destinations in Garut Region. This analysis method begins by looking at the characteristics of the data through descriptive statistics. Then multivariate data analysis includes factor analysis using SEM-PLS covariance. The population of businesses for tourism destinations in Garut area is 133, with a random sample technique using the Slovin formula as many as 99. Data analysis uses SEM-PLS covariance. This research was conducted in early 2022 or during the Covid-19 pandemic.

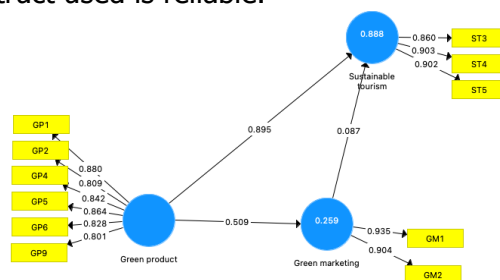
Table 1. Variables and Dimensions in the research

Variabel	Dimensi
Green product (Suki, 2016)	Quality, price, value, reference, benefit, Health
Green marketing (Papadas et al, 2017)	Competitiveness, Climate Change and Global Warming
Sustainable tourism (Sidalı et al, 2017)	Experience, adaptation, accommodation

Results and discussion

Results

Testing the variance-based approach was carried out to determine the validity of the research being studied. All indicators have a factor weight of more than 0.70, which means that all indicators used are valid. The reliability score of the construct should be high enough. The composite reliability criterion is > 0.6 (Juliandi, 2018). In this research, the results of composite reliability is high because the value is more than 0.6. It means that the construct used is reliable.



(Source : The results of data processing using smartPLS, 2022)

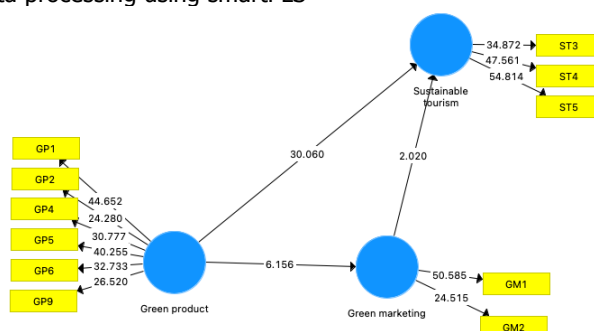
Figure 3. Indicator validity process

Table 2. Factor loading, CR and AVE on valid and reliable indicators

	Loading Factor	CR	AVE
Green product		0,934	0,702
GP1. Quality is a priority in managing tourist destinations	0,880		
GP2. The selling price charged in the tourist destinations managed is quite competitive	0,809		
GP4. Eco-friendly tourism services have a higher selling value than non-environmentally friendly products	0,842		
GP5. The selection of environmentally friendly tourism services will provide long-term benefits	0,864		
GP6. Believe a green environment will provide the best benefits for the body	0,828		
GP9. Green environment-based tourism destinations provide a	0,801		

long-term guarantee for survival		
Green marketing		0,917 0,846
GM1. Realize that the competition for products or services with an environmentally friendly concept is very tight, so supporting marketing is needed.	0,935	
GM2. Green marketing method is one way to tackle climate change and global warming	0,904	
Sustainable tourism		0,918 0,790
S3. The tourist destinations provide a new experience regarding the eco-friendly concept for visitors.	0,860	
S4. Visitors can adjust to the culture in the tourist destinations managed.	0,903	
S5. The tourist destinations that are managed have eco-friendly accommodations.	0,902	

Source: the results of data processing using smartPLS



(Source: The results of data processing using smartPLS, 2022)

Figure 4. Inner Model

The model used is suitable. R-square indicates the amount of variance in the construct described by the R-square model indicating the amount of variance explained by the exogenous variable in its endogenous partner (Chin, 1998). The R-square in this research was 0.88. It is because variations can explain sustainable tourism in the value of green products and green marketing by 88%. From the results of the discussion in this research, it is known in testing the hypothesis that the effect of green products on sustainable tourism through green marketing as an intervention variable has a path coefficient of 0.895. It shows that the higher the green product sold by tourism destination businesses, the higher the possibility of achieving sustainable tourism. The value of the significant results from both the t-test calculations with t statistics (30.060) and the p-value (0.000) means that green products significantly affect sustainable tourism through green marketing.

Discussion

The results show that green products significantly affect sustainable tourism through green marketing. When the Covid-19 pandemic research was conducted, the government tightened physical distancing and PPKM per region. The research conducted during the Covid-19 pandemic found that green products affect sustainable tourism directly or through green marketing. In this case, green marketing provides a significant role in creating natural sustainability. The negative impact of natural scrapings can be minimized through environmentally friendly marketing.

In line with research from Meler & Ham (2012), with the significant help of green marketing, green tourism has the potential to be a sustainable form of tourism through managed protection of natural and cultural heritage on the one hand while providing economic benefits and improving the welfare of residents. The role of green

marketing in green tourism is significant for at least two reasons: first, to identify the target consumers, namely user groups, and second, to strategically determine the modalities for satisfying the needs and wants of the community and target groups identified as such in the green marketing sense. It implies primarily an integrated strategic marketing effort for the spatially covered green tourism destinations as well as an integrated strategic marketing effort.

Conclusions

Research shows that green products affect sustainable businesses through green marketing in tourist destinations in Garut Region. It shows that green marketing is needed so that the continuity of eco-friendly tourism is more attractive to local and foreign tourists. This research was conducted at the beginning of 2022 when Badung Regency began to rise from adversity due to the Covid-19 pandemic.

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