

Digitalization need: Green promotion framing in reinforcing the revenue increase

I Wayan Suwastana ¹, Dewa Made Suria Antara ^{2*}, Nyoman Mastiani Nadra ³, Ni Kadek Herna Lastari ⁴

^{1,2,3,4} Politeknik Negeri Bali, Indonesia

*Corresponding Author: dwsuria@pnb.ac.id

Abstract: The current trend among tourists is staying in an accommodation that has applied the principles of green or pro-environment in the operations. Manah Shanti Resort has conducted green promotion to attract tourists who know about tourism sustainability well. The study aimed at identifying the strategies that are possible to apply to have better promotion in improving hotel revenue. The study used qualitative research design. The data were collected by conducting FGD with the owner, management staff, and operational team, interviews, and document reading initiations. Besides, the data obtained were determined in the SWOT analysis table of the green promotion yielding IFAS and EFAS data analysis. The resort generates revenue effectively as a result of green promotion performance. However, the resort partly implements green promotion and is categorized in a growth stage. According to the analysis, there are eight strategies suggested and categorized as Strengths-Opportunities, Weaknesses-Opportunities, Strengths-Threats, and Weaknesses-Threats strategies to conduct better green promotion in increasing revenue. Thus, further actions need to be taken to optimize the green promotion at Manah Shanti regarding digitalization needs.

Keywords: digitalization, green trends, promotion, revenue

History Article: Submitted 18 November 2022 | Revised 29 January 2023 | Accepted 22 February 2023

How to Cite: Suwastana, I W., Antara, D. M. S., Nadra, N. M., & Lastari, N. K. H. (2023). Digitalization need: Green promotion framing in reinforcing the revenue increase. *Journal of Applied Sciences in Travel and Hospitality*, 6(1), 37-45.

Introduction

The revolution of industry 4.0 is all about how people utilize technology in all aspects of life to ease our productivity. People view this technological era from a positive perspective when they do not do all of the work manually but with the assistance of machines. The question is, Have people utilized proper technology to do the work? The revolution industry 5.0 answers the question. Machine, as a part of technology, is completed with the internet. Moreover, digitalization currently substitutes many matters that positively impact the environment. People are increasingly concerned about environmental problems due to ecological pollution disasters arising from the activities of the manufacturing industry around the world (Hung Chen, 2011).

The manufacturing and construction sectors, Information and Communication Technology, mining, electronic, entertainment, gaming, and tourism sectors take part in the damages caused. Waste generated needs to be well-managed, yet the cost of production is high related to money and natural resource. Fortunately, individuals and companies could take part in reducing the destruction. Efforts that the companies can carry out are to combine an environmentally friendly approach with marketing products which is expected to increase competitive advantage (Ginsberg & Bloom, 2004). Marketing is one of the crucial parts of a business for introducing and getting the product to be well-known.

In traditional or old beliefs, businesses are established to sell products and earn a surplus as much as possible. Owning a business is an essential criterion for a successful life journey in society. Furthermore, earlier, the companies were formed with the objective of profit maximization, but the recent perception is to establish companies that are sensitive toward society as well (Boztepe, 2012; McDaniel & Rylander, 1993). After getting settled inside, the

companies ought to look out and offer opportunities to work with the public. Thus, here comes Green promotion as a part of green marketing.

Green Marketing helps in fulfilling this aim of the companies. It is not just another marketing strategy but needs a careful and in-depth analysis of consumer buying behavior to succeed. Green marketing is the marketing of products that are considered environmentally safe; thus, environmentally friendly marketing combines various activities, including product modification, production process changes, packaging changes, and modifications advertising (Agustin et al., 2015; Hawkins et al., 1997; Polonsky & Rosenberger III, 2001; Sarkar, 2012; Situmorang, 2011). Ultimately, green marketing is crucial for the environment and local communities. However, it can also protect the environment, society, and culture and have a more significant local economic impact on the nation.

Tan et al. (2022), explain that the green concept of marketing development has three leading indicators: economy, environment, and community. Marketing is conducted for an increase in the economic situation. On the other hand, the business must consider the industry's impact on the environment and whether the industry could reduce the damage or maintain the existence of nature. Then finally, after the industry is in a stable condition, it is expected to involve the community nearby to be in the marketing process as everyone could be a salesperson. Besides, it is suggested that the industry could increase the income of the community surround. In particular, green marketing must accomplish two goals: develop eco-friendly products to be widespread and deal with guests' expectations (Dangelico & Vocellelli, 2017).

Marketing conventional has a development called green marketing mix with some indicators: a) Green product, b) Green pricing, and c) Green promotion. Green promotion consists of 3 types, namely: (1) Campaigns that discuss the relationship between products/services and the biophysical environment; (2) Campaigns that promote green lifestyles by highlighting products or services; (3) Campaigns that present a corporate image of environmental responsibility. The green promotion strategy must start from the problem that consumers still need to learn and understand the concept of green marketing (Tiwari et al., 2011).

According to Mamahit (2015); Rejeki et al. (2015), green promotion is a promotion that aims to change public perceptions of environmentally friendly products by using media, such as electronic media (television and internet). An intelligent green marketer can strengthen environmental credibility by using sustainable marketing with suitable communication media. The key to green marketing success is credibility.

The hotel industry is one of the industries that are facing a significant change in operations and marketing during digitalization. Each hotel nowadays needs a presence on the internet or social media to drive the customer's interest and book the hotel. The green promotion has a more substantial impact during the Covid pandemic to keep the business competitive in the digital marketing era. The stakeholder should watch their company's SEO score, which mentions the company ranking websites on Google, and measure the company's SEM to development of a site that can attract the user and is easy to navigate, social media plan, and social network for the sustainable network. Furthermore, one of the most recent trends to consider is content of Marketing to attract and retain a defined audience for future sales ranging from blogs and video marketing to be booted through email marketing, website, or social media.

Manah Shanti Resort is a hotel in Ubud, Bali, that adapts to this new era of digitalization as a part of the green marketing mix. However, in early 2020, the green marketing impact could have been faster following to fall of the business, for the revenue was going down significantly. This phenomenon needs to be sorted out as the hotel has to continue to generate revenue to run the hotel and survive in the post-pandemic. This study was conducted to determine the implemented green promotion strategy and identify further actions to increase sales at Manah Shanti Resort Ubud from a SWOT analysis.

Methodology

The study employed a qualitative SWOT analysis that calculated the matrixes of IFAS and EFAS. The quantifiable data from SWOT (Strength, Weakness, Opportunity, Threat) analysis was obtained from Focus Group Discussions with structured questions, document reading, and interviews. This research was conducted in Manah Shanti Resort Ubud, where the hotel implements green promotion and maintains a green area in the resort as one of the iconic concerns in following the trends. Furthermore, the results were descriptively explained to attain a clear picture of the strategy and different solutions to the deficiencies found. Using purposive sampling, the subjects of the study were five people. They are the business owner, management, and operational team in Manah Shanti Resort Ubud under PT. Tirta Amertha Shan operation. The participants expressed their ideas about SWOT found in the hotel to complete the matrix. The participants have been watching the hotel's development for years and can answer the questions asked. The factors of SWOT were given a weight between 0,0, which represents the least essential factor to 1,0, which represents the essential factor, and a scale rating between 1 (poor) to 4 (very good). The strengths and weaknesses are internal factors, whereas the opportunities and threats are external factors. The total score obtained from EFAS and IFAS table is matched to the nine-cell diagram (Rangkuti, 2018). to determine the company's position. Thus, the stakeholders can consider impactful solutions to achieve the goals.

Results and Discussions

Results

Finding out the Strength, Weaknesses, Opportunities, and Threats (SWOT) was the first step in this study. The data were obtained from interviews and Focus Group Discussions with the stakeholders: the owner, management, and operational team. Completed by documents reading, the implementations of green marketing, specifically green promotion, are: (1) Maximizing promotion channel; (2) Partnering with e-commerce as the third party; and (3) Utilizing promotion tools. The strengths and weaknesses obtain through the interview and FGD processes were listed as four primary strengths and three significant weaknesses. Each item was given weight and rate in an IFAS matrix which is presented in [Table 1](#) below.

Table 1. Internal Factor Analysis Summary (IFAS) Manah Santhi Resort Ubud

No	STRENGTHS	Weight	Rating	Score	Remarks
1	Manah Shanti Resort architecture and designs are in demand	0.20	3.00	0.60	Minor Strengths
2	Manah Shanti's Pricing and Services are matched	0.20	3.00	0.60	Minor Strengths
3	Manah Shanti Resort Location is in the center, which is convenient for travelers	0.15	2.75	0.41	Minor Strengths
4	All personnel (Owners, Management and Staff) in Manah Shanti are service oriented	0.15	2.75	0.41	Minor Strengths
TOTAL		0.55	11.50	2.02	
No	WEAKNESSES	Weight	Rating	Score	Remarks
1	Manah Shanti needs more staff to manage social media	0.12	2.63	0.23	Minor Weakness
2	Manah Shanti is lacking social media focus	0.09	2.50	0.23	Minor Weakness
3	Manah Shanti's Website is static since it needs a booking engine	0.09	2.50	0.23	Minor Weakness
TOTAL		0.30	7.63	0.69	
Total Weight & Score for the Internal Factors		0.85	19.13	2.71	

Referring to the analysis of the internal factors in Table 1, it can be depicted that there are four strengths and three weaknesses. The first strength is that Manah Shanti Resort's architecture and designs are in demand. It was given 0.20 weight and a 3.00 rating with a total score of 0.90, which is classified as a minor strength. The second strength is that Manah Shanti's Pricing and Services are matched. It was given 0.20 weight and a 3.00 rating with a total score of 0.60, which is classified as a minor strength. The third strength is Manah Shanti Resort Location is in the center, which is convenient for travelers. It has a 0.15 weight and 2.75 rating with a total score of 0.41, which is classified as a minor strength. The fourth strength is that all personnel (Owners, Management and Staff) in Manah Shanti are service oriented. It gained a 0.15 weight and 2.75 rating with a total score of 0.41, which is classified as a minor strength. On the other hand, the first weakness is that Manah Shanti needs more staff to manage social media. It was given a 0.12 weight and 2.63 rating with a total score of 0.23, which is classified as a minor weakness. The second weakness is that Manah Shanti needs more social media focus. It has a 0.09 weight and 2.50 rating with a total score of 0.23, which is classified as a minor weakness. The third area for improvement is Manah Shanti's Website is static since it needs a booking engine. It earns a 0.09 weight and 2.50 rating with a total score of 0.23, which is classified as a minor weakness. The multiplication of weights and ratings results in a weighted value of 2.71 for the IFAS Matrix.

Table 2. External Factor Analysis Summary (EFAS) Manah Santhi Resort Ubud

NO	OPPORTUNITIES	Weight	Rating	Score
1	The existence of digital marketing companies in Bali	0,18	3.25	0.59
2	Social media users are growing within the markets of Manah Shanti	0,14	3.00	0.42
3	The government of Indonesia policies is friendly to social media like Facebook or Instagram	0,16	2.75	0.44
4	Guest wrote positive comments about Manah Shanti Resort on social media	0,20	2.75	0.55
TOTAL		0,68	11.75	2.00
	THREATS	Weight	Rating	Score
1	Social media are open platforms for any customer. Unhappy customers will write negative comments	0,19	2.50	0.48
2	The rising social media marketing costs	0,13	2.50	0.33
TOTAL		0,32	5.00	0.81
Total Weight & Score for the External Factors		1,00	16.75	2.81

Table 2 shows that there are four opportunities to utilize and two threats to avoid. The first opportunity is the existence of digital marketing companies in Bali. It possesses a 0.18 weight and a 3.25 rating with a total score of 0.59. The second opportunity is that social media users are growing within the markets of Manah Shanti. It got a 0.14 weight and a 3.00 rating with a total score of 0.42. The third opportunity obtained 0.44 for the total score is that Indonesia's government's policies are friendly to social media like Facebook or Instagram. It obtained a 0.16 weight and 2.75 rating. The fourth opportunity is that the Guest wrote positive comments about Manah Shanti Resort on social media. With a score of 0.55, it gained a 0.20 weight and a 2.75 rating.

On the contrary, the first threat is that social media are open platforms for any customer. Unhappy customers will write negative comments. It was given a 0.19 weight and 2.50 rating with a total score of 0.48. The second threat that the rising social media marketing costs. It has a 0.13 weight and 2.50 rating with a total score of 0.33. It can be concluded that the result of the multiplication between the weight and rating is 2,81 for the EFAS Matrix.

Discussions

After calculating the IFAS and EFAS values with the SWOT approach, a matrix was created and crossed according to the almost-similar value of each analysis, IFAS (2.71); and EFAS (2.81). The matrix can be shown in Figure 1 below.

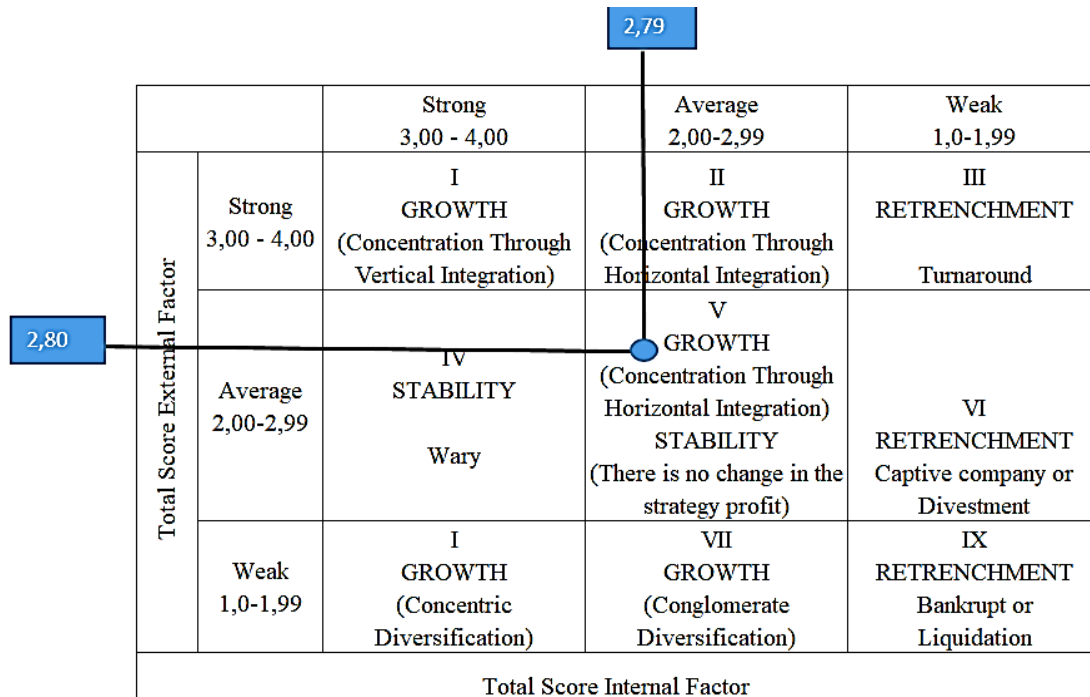


Figure 1. Matrix IE promotion strategy Manah Santhi Resort Ubud

According to Figure 1 above, the hotel is in the 'growth' stage. Manah Shanti Resort has partly implemented green promotions, with the outcome of significant revenue in 2019, knowing the hotel was just opened to the public. Four (4) key strengths of Manah Shanti are highly noted to be a critical success when green promotion occurs. Those four strengths are:

1. Manah Shanti Resort's architecture and designs are in demand.
Travelers have their customized dream holiday. The high demand for unique trends in selecting the destination affects the travelers' shortlisted choice for a hotel. Fortunately, this hotel has many Instagram-able photo spots or building designs to be the background of the photos captured. The guests longing for intimacy, a quiet place, and a relaxing time would be satisfied. Besides, Manah Shanti Resort's pricing and the services offered are equivalent. Thus, first-time guests eagerly come back as repeaters or recommend this hotel to others, which lead to an increase in the guests visit. This is in line with the research from Cherian & Jacob (2012), that guests react positively toward the knowledge of green marketing.
2. Manah Shanti Resort pricing and services offered are in harmony.
Getting famous in a short time could make the hotel gain more benefits from the increase in the room rates published. However, the rate of the rooms available is dynamically changed due to the trends and seasons. Furthermore, the rooms, facilities, and services the guests could get depend on how much they spend. The more money they spent, the more facilities they could access. The hotel management is trying not to let the guests' expectations down. Getting the products labeled as a pro-environment can help the purchasing decision up to 70 percent (Cherian & Jacob, 2012). To apply competitive prices of the products, the distinction among regular products and eco-labeled products. It is essential to add message about the importance of green movement (Boztepe, 2012).
3. Manah Shanti Resort location is in the center of Ubud, which is convenient for travelers.

This hotel could benefit from its strategic location. Ubud is well-known as an area of nature destination. It can create an image for a hotel to be pro-environmental. Tan et al. (2022), say that brand image helps a company to increase customer purchases of green products by providing more awareness and self-identity. Moreover, the ease of conveniently reaching some tourist destinations or attractions is highly valued. The tourism destinations or attractions refer to the Ubud market, Monkey Forest, and Ubud Palaces. Heading to other tourist areas to enrich the experiences, such as Kintamani, Bedugul, Tanah Lot, Jatiluwih, Lovina, and Candi dasa is worry-free.

4. All individuals with their roles (owner, management staff, and operational team) are service oriented.

More than having capable professionals is required. The organization needs to build a sense of belonging. In other words, all of the managerial and operational level employees have a mindset considering the hotel is their own business where they earn money, so it is crucial to maintain the business run well, provide the best services, and look for alternatives to survive. Consequently, the mindset comes along with a solid commitment to achieving one purpose or goal of the hotel's vision. Individuals and groups obtain what they want and need by creating, offering, and exchanging value products with others (Kotler & Armstrong, 2018). In line with the theory, the team encourages the guests to have a wonderful stay and experience from arrival until departure to get positive testimonies. This image creation provides an opportunity for brand loyalty to grow (Ginsberg & Bloom, 2004).

From the strengths identified, the hotel has a robust foundation, and opportunities appear to support the implementation of green promotion, which leads to a healthy business environment. The opportunities could be listed as follows:

1. Digital marketing companies
Digitalization is unstoppable in every corner of the globe, in rural or urban areas. The online platform is evolving and keeps on growing. The internet users globally reached up to 4.9 billion (databoks.katadata.co.id). Every business is focused on online channels. Any small, medium or giant enterprises have a presence online or a website to connect to the market 24/7. A particular skill is required to reach those internet users. A company where the experts of digitalization are working offers a digital marketing service or even specifically in social media marketing only. The promotions are pushed to the targeted segments within the internet or social media. The cost is very effective, and the coverage is relevant and accurate, so no cost is wasted with the existence of digital marketing companies.
2. Social media and the market
Analysis from Kepios (<https://kepios.com/>) shows that there will be 4.65 billion social media users worldwide in April 2022, equating to 58.7 percent of the total global population. The latest figures indicate that well over 9 in 10 internet users use social media each month. However, note that figures for social media users may not represent unique individuals. However, with social media, the business owner could create a page, blast an advertisement, gain followers, and attract customers within the market. How? Social media are getting more sophisticated daily, making the stings or filters more advanced to target the market. The hotel sees social media's importance in connecting with customers and building revenue.
3. Social-media-friendly policies
Some countries have banned the operation of the social media that have the most users on the internet. Fortunately, the government of Indonesia allows those major social media to operate. It is a massive opportunity for companies to optimize penetrations on specific market targets. Furthermore, Indonesia continues enhancing its internet connection throughout the country. Even in a rural area, people in business remain connected to offices or their counterparts. The government of Indonesia is regulating the electronic system provider under three regulations: UU 19/2016 about ITE, PP 71/2019 about PSTE, and the latest one, PM Kominfo 5/2020. The ITE Law regulates the use of

information technology and electronic transactions so that they are carried out based on legal certainty, benefits, prudence, good faith, and freedom to choose technology. The global use of the internet impacts the revenue generated, which could be from guests from any country seeking a place to stay in Bali, especially in Ubud.

4. Positive comments

Manah Shanti Resort is getting high popularity, and very positive comments on social medias such as TripAdvisor at 4.5 out of 5, Booking.com with 8.7 out of 10 highest score, Expedia at 3 out of 5, which is good enough; Traveloka at 9.1 out of 10 and Tiket.com score is 4.1 out of 5 popularity score. Those popularity scores are an essential consideration in the decision-making process of travelers about a hotel. A good score is a reflection of good service. No secret that consumers rely on online hotel reviews to make reservations. According to a recent TrustYou study, 95 percent of all travelers use online review sites like TripAdvisor to help them make their final decision without directly coming to the sites. While a hotel's overall brand reputation is still essential, potential guests want to know the nuances of individual properties. Positive online reviews help increase bookings and allow the hotel to increase its room fees. A recent Cornell University study found that by boosting its overall review score by one point (based on the typical five-star rating system), a hotel can increase room rates by up to 11 percent. Hotel guests want the best experience, even if it costs more. More than 75 percent of guests are willing to pay more for a room with positive reviews, and they are four times as likely to move to a pricier hotel option if the ratings are outstanding.

Following the Internal/External matrix, it is identified to be four groups of strategies; Strengths Opportunities (SO) strategy, Strengths Threats (ST), Weaknesses Opportunities (WO), and Weaknesses Threats (WT). The strategies of the four groups can be seen in the Table 3 below.

Table 3. Matrix SWOT Manah Santhi Resort Ubud

IFAS/EFAS	Strengths (S)	Weaknesses (W)
	SO Strategy	WO Strategy
Opportunities (O)	SO1. Capitalize and manage social media content professionally.	WO1. Hire e-commerce staff who can control Social Media and other online presences
	SO2.Run social media paid boost to increase promotions visibilities.	WO2. Enhance the website to be more dynamic web
	ST Strategy	WT Strategy
Threats (T)	ST1. Reply to guest comments in social media professionally within a certain time frame.	WT1. Employ professional media companies to manage social media
	ST2. Target the apt social media customers for an effective promotion	WT2. Encourages happy guests to write positive comments online.

According to the SWOT matrix analysis, eight strategies are suggested to be implemented at Manah Santhi Resort Ubud Resort to enhance the current green promotion strategies to increase revenue.

1. Strength - Opportunities (SO) Strategy

a. Capitalize and manage social media content professionally.

Manah Shanti Resort has to optimize the promotion opportunities within social media platforms to improve performance. The actions should comprise content management to possess a relevant post. The tone of colors, the picture used, and the consistent posting schedule needs to be considered. Moreover, comments and responses should be timely managed. It is vital to inform the audiences or followers that Manah Shanti is active, alive, and engaged. At the same time, it is notable for continuing to grow the number of

- followers. The more followers gained, the more extensive spread of the promotion blasted.
- b. Run social media paid boost to increase promotions visibilities.
Manah Shanti has to invest in social media paid boost to stimulate visibility and to have the promotion heard among the targeted customers. Along this way, the hotel's promotion would get a particular reach and impressions. At the same time, it would show engagements as seen from the dashboard paid boost report. By running a social paid boost, Manah Shanti could target a particular segment, age, and gender.
2. Strengths-Threats (ST) Strategy
 - a. Reply to guest comments on social media professionally within a time frame.
It is essential to tell the audience that we are alive. Some online platforms now even have live chats to engage customers. Answering comments is a must, especially when it is negative, although positive comments are necessary. A professional answer is needed since it would be seen in public. Furthermore, Mind vocab selection is suggested to avoid being defensive. The narrative has to be always positive and encouraging. Some tips are apologizing sincerely, avoiding making unreal promises, personalizing the message, replying as soon as possible, explaining to the customers, answering politely, and following up on the issues.
 - b. Target the apt social media customers for an effective promotion.
It is recommended to analyze the data to determine the hotel's target market. It will be challenging to reach the target audience if the hotel is still determining who they are in the first place. Instead, use the website and social media analytics to determine and define the target audience. This data will tell the audience's demographics, what content they consume the most and where the audience is mostly active. Google Analytics is the best bet for narrowing down the target market.
 3. Weakness Opportunities (WO) Strategy
 - a. Hire e-commerce staff who can control social media and other online presence.
Manah Shanti Resort needs an e-commerce department or staff to execute the strategy or promote the hotel online. The e-commerce associates ensure that online contents are visually appealing, easy to navigate, and furnished with accurate, up-to-date content. Many e-commerce associates are heavily involved in the quality assurance of such website content, while others perform the IT-related tasks that underpin these systems.
 - b. Enhance the hotel's website to be a more dynamic web
Manah Shanti Resort needs to improve its website presence. Besides, another crucial part is not only the contents; installing a booking engine or even a live chat is necessary to automatize the booking process. Live chat would help Manah Shanti engages with customers online.
 4. Weakness Strategy - Threats (WT)
 - a. Employee professional media companies to manage social media.
Another way to manage the social media of Manah Shanti Resort is to employ a professional social media company to assist in bringing Manah Shanti's social media presence to the level. Social media are evolving and dynamic, so having a professional would help and impact significantly.
 - b. Encourages happy guests to write positive comments online.
To continue to boost the social media's popularity score, Manah Shanti could also ask those happy guests to write positive comments on social media. Manah Shanti should not just focus on getting reviews; instead, it needs to focus on getting good reviews. It can be done by encouraging reviews after a customer has expressed satisfaction.

Conclusions

The implementation of Green Marketing at Manah Shanti Resort Ubud is the basis of the digital or green promotions practices by using the social media of Facebook and Instagram as well as the website of the resort, which are environmentally friendly. In order to optimize the social media platform or the company website in green marketing, Manah Shanti would need a deeper strategy to capitalize on the available green marketing tools in the market. First,

Strength-Opportunities strategies cover capitalizing and managing social media's content professionally and running social media paid boost to increase promotions visibilities. Second, Weaknesses – Opportunities Strategies include hiring e-commerce staff who can control social media and other online presences and enhancing their website to be dynamic. Third, Strength-Threats Strategies involve replying to guest comments on social media professionally within a time frame and targeting the right social media customers for effective promotion. Fourth, Weaknesses-Threat Strategies consider employing professional media companies to manage social media and encouraging happy guests to write positive comments online.

References

- Agustin, R. D., Kumadji, S., & Yulianto, E. (2015). Pengaruh green marketing terhadap minat beli serta dampaknya pada keputusan pembelian. *Jurnal Administrasi Bisnis (JAB)*, 22(2).
- Boztepe, A. (2012). Green marketing and its impact on consumer buying behavior. *European Journal of Economic & Political Studies*, 5(1).
- Cherian, J., & Jacob, J. (2012). *Green marketing: A study of consumers' attitude towards environment friendly products*.
- Dangelico, R. M., & Vocellelli, D. (2017). "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279.
- Ginsberg, J. M., & Bloom, P. N. (2004). Choosing the right green marketing strategy. *MIT Sloan Management Review*, 46(1), 79–84.
- Hawkins, D. I., Best, R. J., & Coney, K. A. (1997). *Consumer Behavior: Building Marketing Strategy*. Mc Graw-Hill Companies, Inc.
- Hung Chen, C. (2011). The major components of corporate social responsibility. *Journal of Global Responsibility*, 2(1), 85–99.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing Seventeenth Edition*. Prentice Hall.
- Mamahit, L. (2015). pengaruh green marketing terhadap keputusan pembelian produk air minum dalam kemasan ades pada mahasiswa Universitas Slamet Riyadi Surakarta. *Jurnal Ekonomi Dan Kewirausahaan*, 15(3).
- McDaniel, S. W., & Rylander, D. H. (1993). Strategic green marketing. *Journal of Consumer Marketing*, 10(3), 4–10.
- Polonsky, M. J., & Rosenberger III, P. J. (2001). Reevaluating green marketing: a strategic approach. *Business Horizons*, 44(5), 21–30.
- Rangkuti, F. (2018). *Teknik Membedah Kasus Bisnis Analisis SWOT*. PT Gramedia Pustaka Utama.
- Rejeki, D. S., Fauzi, A., & Yulianto, E. (2015). Pengaruh green marketing pada keputusan pembelian dan implikasinya terhadap loyalitas pelanggan (studi pada pelanggan produk ramah lingkungan Kentucky Fried Chicken (KFC) Gerai Royal Plaza, Surabaya). *Jurnal Administrasi Bisnis (JAB)*, 26(1).
- Sarkar, A. (2012). Green marketing and sustainable development challenges and opportunities. *International Journal of Marketing, Financial Services & Management Research*, 1(9), 120–134.
- Situmorang, J. R. (2011). Pemasaran hijau yang semakin menjadi kebutuhan dalam dunia bisnis. *Jurnal Administrasi Bisnis*, 7(2).
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the impact of green marketing components on purchase intention: The mediating role of brand image and brand trust. *Sustainability*, 14(10), 5939.
- Tiwari, S., Tripathi, D. M., Srivastava, U., & Yadav, P. K. (2011). Green marketing-emerging dimensions. *Journal of Business Excellence*, 2(1), 18.