

Green Marketing as A Preference for Purchase Decision on Bamboo-Themed Accommodation in Ubud

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Abstract: The research entitled "Green Marketing as a Preference for Purchasing Decisions on Bamboo-Themed Accommodation in Ubud" conducted in 2023. This study aims to examine the phenomenon of bamboo accommodation that has developed along with the spirit of environmentally friendly tourism. Eco-friendly materials such as bamboo has a sustainable impact and reflects an exotic and high-profile accommodation. Social media and Online Travel Agent's also helps to promote this exotic accommodation. Based on this phenomenon, researchers aim to determine the influence of green marketing on tourist purchasing decisions. The research variables consist of green product (X₁), green advertising (X₂), green brand (X₃) and purchase decision (Y). The sample was taken using purposive sampling method and the number of respondents using the Slovin formula and 100 respondents were obtained in this research period May-June. In addition, observations directly and indirectly were made to determine Ubud-themed accommodations. The data was analyzed using SPSS V.26 with multiple regression analysis became quantitative research and discussed descriptively. Based on the results of the F test, the significant value of F shows a greater sig value of 285.276 > 0.050, so there is a simultaneous influence between the independent variable (X) and the dependent variable (Y). The results of the T test show the sig value of each variable < 0.050, then the data has a partial effect on Y. The coefficient of determination obtained is obtained at 0.896 so it is concluded that the independent variables, namely Green Product, Green Advertising, Green Brand have a contributing influence of 89.6% to the dependent variable, namely the decision to visit. Based on these results, it was concluded that the most dominant factor in influencing the purchase decision was green advertising carried out by management and green brands being the lowest due to brands and names that were poorly represented. The test results show that each of these green marketing sub variables has a simultaneous and partial effect on purchasing decisions

Keywords: green marketing, purchase decision, bamboo themed accommodation

Introduction

The people in Bali Island live from the tourism sector, began to improve towards more "Green" tourism after environmental problems due to the development of tourism. The tourism industry in Bali seems like a mining land that is dredged to reap profits and not paying attention on waste problems or other negative consequences that arise. As a result, various problems such as landfill and waste, energy waste, water management, use of materials that are not environmentally friendly, air, water and soil pollution along with resource exploitation have become the dark side of Bali tourism. But over time, tourism actors finally emerged and awareness to protect the environment and apply it in the tourism industry, for example in the accommodation business.

Growth and construction of accommodation certainly requires various materials in the manufacturing process and also resources in the management process. Accommodation owners certainly want accommodation appearance with uniqueness and full of luxury. Therefore, special materials are chosen with high quality but are made from rare resources and limited availability because they are difficult to take, derived from slow-growing plants, and difficult cultivation, for example in certain types of wood. Of course, this is not necessary with the concept of sustainability due the use of rare material. In addition, resources such as fossil fuels in its manufacture is also unavoidable to facilitate and accelerate the process of development and management.

But slowly some accommodation business actors began to emerge to use recyclable

materials in order to preserve the environment and attract environmentally conscious tourist markets. Accommodation the green concept both in the process of development, management and marketing of products or services offered in order to accommodate consumers who have environmental awareness. This accommodation can come from star hotels or non-star hotels. In fact, it has sprung up on social media with the theme of back to nature or using environmentally friendly materials, one of which is made from bamboo which is quite viral. Bamboo is very easy to cultivate and can also be recycled. This material is quite sturdy used for years but with fairly routine maintenance. Bamboo products can be used as building structures, roofs, furniture, cutlery and much more. Bamboo belongs to the grass family, which serves as an explanation for why bamboo has such a high growth rate. This means when bamboo is harvested, it will grow back quickly without disturbing the ecosystem because bamboo roots release shoots for successors which distinguish it from other woody plants. The fast growth bamboo makes the availability of raw materials quite abundant and cheap.

One area that is quite famous for accommodation that uses bamboo as a building material is Ubud. Without no reason in this area have many accommodations use bamboo material because Ubud is an area of bamboo craftsmen. Every tourist will be very familiar with the design of traditional Balinese houses because bamboo is quite dominant. Architecture using bamboo cannot be underestimated because it has been combined with modern art and technology so the forms that were originally simple or conventional began to turn into dynamic, unique and amazing forms. This will certainly be very attractive to tourists or potential consumers in order to enjoy the beauty of nature in a comfortable and environmentally friendly residence.

Ubud area also has a strong cultural tourism image because it adheres the concepts of Hinduism, which is Tri Hita Karana. There are three main points but suitable with this situation states about the relationship between humans and the environment so indirectly the community has more concern for the sustainability of the ecosystem in the environment they live in. Coupled with the existence of tourism that brings in various tourists who among them have a sense of concern for the environment so they will feel very comfortable to stay in Ubud. Therefore, this area is very suitable to be studied in this study in addition to the number of bamboo-themed accommodations that are quite a lot found in this area.

Market accommodation with a green concept and techniques needed to build image or impression on this accommodation very environmentally friendly with the concept of green marketing. Green marketing is a marketing strategy using environmentally friendly concepts. The application of green marketing includes the initial process of production to marketing to consumers. For this reason, marketers have a major challenge, namely thinking creatively about how marketing can meet the needs of a large part of the world's population for a better standard of living in the midst of sustainable development. To capture new opportunities that arise and ensure a better standard of living with sustainable development, the concept of green marketing emerged as a concern to environmental damage issues which was used by companies as one of the strategies in their marketing (Choudhary and Gokarn, 2013). Green marketing is increasingly becoming a necessity in today's business world (Situmorang, 2011). The development of customer desires for environmentally friendly products makes companies compete to meet these needs by switching to using environmentally friendly materials. The materials in question are not only raw materials but also concern other materials such as product packaging, labeling, packaging and so on (Situmorang, 2011). The company produces eco-friendly products in an effort to meet customer needs and as a form of concern for environmental sustainability. This certainly provides added value for the company in increasing competitiveness.

According to Delafrooz (et al, 2014) green marketing refers to satisfaction of customer needs, wants, and desires in relation to maintenance and preserve the environment. Eco-label, Eco-brand, and environmental advertisement are all part of green marketing tools that

can make perception easier and increase awareness of eco-friendly product features and aspects. Implementing this policy tool becomes an important role in changing consumer buying behavior to buy environmentally friendly products, thereby reducing the side effects of the production process on the environment, The importance of the green marketing concept can be seen from the increase in consumption that causes the depletion of natural resources, climate change, air pollution, and waste. Increased consumption is also one of the causes of global warming that occurs today and increasing environmental damage. Concern about environmental sustainability increases public awareness in various parts of the world about the importance of consuming environmentally friendly products.

Bamboo material in accommodation today has successfully attracted visits after a series of promotions were carried out, especially on social media. Moreover, on social media algorithms have been installed to adjust user needs based on livelihood. Therefore, if social media users search using certain keywords, more uploads and suggestions will appear about these keywords in the feed. One example is bamboo-themed accommodation that has become quite viral on social media. Accommodation owners advertise by cooperating with travel influencers who also have an interest in environmental conservation to strengthen the image of the accommodation. With these conditions, of course, in-depth research is needed to prove the truth of this. Based on the background, researchers are interested in conducting research with "Green Marketing as a Preference for Purchasing Decisions for Bamboo-Themed Accommodation in Ubud".

Methodology

The research variables consist of green product (X1), green advertising (X2), green brand (X3) and purchase decision (Y). The sample was taken using the purposive sampling method and the number of respondents using the Slovin formula until 100 respondents were obtained with a time span of May-June. In addition, observations were made to determine many Ubud-themed accommodations both directly and indirectly which obtained 14 bamboo themed accommodation in Ubud. The data was analyzed using SPSS V.26 with multiple regression analysis so that it became quantitative research and discussed descriptively.

Results and Discussions

Results

From the analysis that has been done, it has been proven that the equation model proposed in this study has met the requirements of classical assumptions so that the equation model in this study is considered good. A data can be said to be good because it has met the requirements of classical assumptions, among others, that all data are normally distributed, the model must be free from the symptoms of multicollinearity and free from heteroskedasticity. The following is a discussion of the answers to the problems that have been proposed in Chapter I The calculation of multiple linear regression models is obtained as follows:

Table 1. Multiple Linear Regression Test Results

Model	Constant Coefficient	Significancy	Description
Constanta	0,613	0.280	Affect Significantly
Green Product	0,239	0,017	Affect Significantly
Green Advertising	0,496	0,000	Affect Significantly
Green Brands	0,503	0,000	Affect Significantly

The results of calculating the multiple regression coefficients above show that the value of the constant coefficient is 0.613 independent variable coefficients (X) so that the regression equation $Y = 0.613 + 0.239(X1) + 0.496(X2) + 0.503(X3)$ can be obtained. Based on this equation, it is known that the value of the constant is 0.613 mathematically.

Discussions

From the results of multiple linear regression equations, it can be concluded:

- a. The constant coefficient in a positive regression of 0.613 indicates that there are variables of green product (X1), green advertising (X2), and green brands (X3) will increase by 0.613 or in other words it can be interpreted that the value of 0.613 is when the variables green product (X1), green advertising (X2), and green brands (X3) are constant.
- b. The regression coefficient of green product (X1) of 0.239 and the regression coefficient of positive value explain that if the green product (X1) increases, the purchase decision will increase by 0.239 provided that other variables are constant.
- c. The regression coefficient of green advertising (X2) of 0.496 and the regression coefficient of positive value explain that if green advertising (X2) increases, the purchase decision will increase by 0.496 provided that other variables are constant.
- d. The regression coefficient of green brand (X3) of 0.503 and the regression coefficient of positive value explain that if green advertising (X2) increases, the purchase decision will increase by 0.503 provided that other variables are constant.

The results of the analysis show that there is an influence of Green Product on purchasing decisions. This is evidenced by statistical results, namely the sig value of $0.017 < 0.05$ and t- count of $2.429 > 1.98$. This result means that green product (X1) has a positive and significant effect on the purchase decision, in other words, H1 is accepted. This shows that environmentally friendly products sold in themed accommodation have a positive and significant influence. This is also reinforced by observations on social media owned by each bamboo-themed accommodation and direct observations on these accommodations showing accommodation products in the form of rooms, furniture, and additional services with the use of environmentally friendly materials and concepts.

The results of the analysis show that there is an influence of Green Advertising on the purchase decision of bamboo-themed accommodation in Ubud. This is evidenced by statistical results, namely sig values of $0.000 < 0.05$ and t-count $4.134 > 1.984$, This result means that Green Advertising (X2) affects buyer decisions and (Y) in other words H2 is accepted. This shows that green advertising carried out by each bamboo-themed accommodation on social media and OTA has shown that the accommodation has implemented an environmentally friendly concept

The results of the analysis show that there is an influence of Green Brand on the purchase decision of bamboo-themed accommodation in Ubud. This is evidenced by statistical results, namely sig values of $0.000 < 0.05$ and t-count of $3.976 > 1.984$, This result means that Green Brand (X3) has a positive and significant effect on Purchase Decision (Y) in other words H1 is accepted. This shows that the brand formed and built by each bamboo-themed accommodation in Ubud has shown an environmentally friendly brand aimed at the results of respondents' responses to the questionnaire.

The results of the analysis show that the green advertising variable is an influential variable than the other two variables. This is evidenced by statistical results, namely the sig value of $0.000 < 0.05$ and t-count $4.134 > 1.984$, the results prove that the green advertising variable is accepted, which is a positive and significant effect on purchasing decisions. This is also obtained by the green brand variable with statistical results, namely the sig value of $0.000 < 0.05$ and t- count $3.976 > 1.984$. The result of this calculation means that this result means that the green brand (X2) has an influence on the purchase decision (Y) in other words (H2 received).

Conclusions

Based on the calculation of the response score results on the Green Marketing variable,

an average percentage of 80.3% was obtained so that it could be categorized as "GOOD". The sub-variable with the highest score is the Green Advertising sub variables with a score of 80.2% and the lowest is the Green Brands sub variables with a score of 79.9%. The purchase decision variable (Y) obtained a value of 81.2% so that it can also be categorized as good. The highest instrument had a score of 83.2%, namely the habit of buying products and giving recommendations to others, being the lowest score with 78.2.

The results of the analysis show that green marketing has a positive and significant effect on the purchasing decisions of tourists to bamboo-themed accommodation in Ubud. This can be seen by the value of the Coefficient of Determination obtained at 0.896 so that it is concluded that the independent variables, namely Green Product, Green Advertising, Green Brand have a contribution influence of 89.6% to the Purchase Decision as dependent variable. Based on the results of the F test, the significant value of F shows a greater sig value of $285.276 > 0.050$, so there is a simultaneous influence between the independent variable and the dependent variable. This means that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted which states that the independent variable simultaneously has an influence on the dependent variable. It can be concluded that Green Marketing variables (Green Product, Green Advertising, Green Brand) simultaneously affect the decision preferences of bamboo-themed accommodation in Ubud.

The results of the T test show the sig value of each variable < 0.050 , so the data has a partial effect on Y. It can be concluded that $T_{\text{statistic}} > T_{\text{table}}$ means that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted which states that the independent variable The results of the analysis show that the green advertising variable is an influential variable than the other two variables. This is evidenced by statistical results, namely the sig value of $0.000 < 0.05$ and $t\text{-count } 4.134 > 1.984$, the results prove that the green advertising variable is accepted, which is a positive and significant effect on purchasing decisions. This is also obtained by the green brand variable with statistical results, namely the sig value of $0.000 < 0.05$ and $t\text{-count } 3.976 > 1.984$. The result of this calculation means that this result means that the green brand (X2) has an influence on the purchase decision (Y) in other words (H2 received. Green marketing (Green Product, Green Advertising, Green Brand) partially has an influence on the dependent variable, namely the decision to purchase bamboo-themed accommodation in Ubud.

The recommendations that can be given by researchers based on the results of the discussion and conclusions obtained are as follows. To improve the green brand, a commitment is needed to provide products that are in accordance with the expectations of potential consumers so that there is no difference between the advertisement and the product sold. To increase the level of giving recommendations to others to attract consumer revisit to bamboo-themed accommodations in Ubud, it is necessary to optimize service and encourage tourists to leave reviews and upload content at checkout from rooms so the accommodation has more reviews and high visit rates. Based on the results of the analysis that proves that green marketing has a positive and significant effect on tourists' purchasing decisions, researchers suggest that bamboo-themed accommodation owners can take advantage of opportunities by using social media as a promotional medium by providing more messages to protect the environment to strengthen their brand.

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