Green Marketing and Intention to Maintain Sustainability: Case Study on Rural Tourism in Malang

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Abstract

The negative impact of aggressive marketing on tourism destinations in Indonesia become a main concern to various groups. Whereas, the purpose of developing rural tourism is not only to achieve economic sustainability but also to sustain the environment. The concept of green marketing is estimated to be a worthy solution to maintain the sustainability of the tourism destination. Therefore, this study aims to determine the effect of green marketing concepts to affect tourists' intention for avoiding the damage in the future of new rural tourism. Meanwhile, some methods used in this research and the type of research were descriptive research. The sampling technique used in this research was incidental purposive sampling and the sample was tourists on rural tourism like in "Kampung Wisata in Malang" with the number of the sample was 200 tourists. The analysis technique used Partial Least Square (PLS) analysis. The result of this research was Green Marketing has a positive and significant effect on the tourists' intention to maintain the sustainability of rural tourism. Physical evidence and products, as well as promotions and prices, are indicators of green marketing that must be considered more.

Keywords

Green Marketing; Intention to Maintain Sustainability; Rural Tourism

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Introduction

The development of sustainable rural tourism will have occurred if it consists of good service quality and also a good environment of the rural tourism destination. This is in line with the opportunity for the local community around rural tourism destinations for improving their quality of life, specifically in the economic sector. Marketers and rural tourism destination managers can promote new tourism destinations as their contribution to achieving the goal of developing sustainable tourist destinations.

Sustainability of tourism destinations helps tourists to make repeat visits to the same tourism destinations in the future (Henry Mwinuka, 2017). Tourism marketers should not only promote tourism destinations to attract large numbers of tourists, but marketers must also pay attention to the quality of the tourism experience provided.
The quality which builds an experience for tourist should be fit in the amount of social-environmental capacity to determine the sustainability of the tourism destination. Research conducted in India by (Singh, 1993) shows that tourism increases in rural areas or areas that are far from the city can strengthen the social and economic conditions of local tourism that occur because tourism development in the rural area makes tourists come to their villages and bring in income for local residents.

However, how could the tourism marketers play a role in building tourist’s intentions to maintain the sustainability of rural tourism destination? Conceptually it could be answered through the evolution of market idea from the point of view of marketing influences on ecological balance on earth or known as sustainable marketing (Katrandjiev, 2016), as well as some results of previous studies stated that green marketing is able to create sustainability (Padhy, Mahavidyalaya, Vishnoi, & Mahavidyalaya, 2015). Tourism marketing responsibility is a description of developing sustainability concepts. Responsible marketing is generally known as green marketing (Ottman, 2011). The concept is relevant to the development of rural tourism as research objects. However, the concept of promoting rural tourism which also maintains sustainability is more commonly known as the green marketing concept, where marketers have a double responsibility, which is maintaining the sustainability of resources in rural tourism while providing quality travel experiences for tourists.

There are two key gaps in the existing knowledge. First, although there is a lot of debate about the potential outcomes of environmental friendly marketing, surprisingly few empirical studies have examined their impact on consumer’s intention. The few outcomes have adopted widely differing approaches and been published in specific journals. Thus, managers neither know whether “greening” their firms’ marketing practices makes strategic and financial sense nor understand the contingencies that may affect the answer to these questions (Cronin, Smith, Gleim, Ramirez, & Martinez, 2011). Second, even if more environmental friendly marketing programs are feasible, current comprehension of how managers could begin greening their firms’ marketing efforts is far from comprehensive.

The difference between this research and some previous studies is that these studies apply green marketing variables to objects of goods products (Dangelico & Vocalelli, 2017); (Leonidou, Katsikeas, & Morgan, 2013); (Osman, Othman, Salahudin, & Abdullah, 2016), on food (Cheema, Durrani, Fayyaz Khokhar, Tisman Pasha D, & Phil, 2015). Few studies have used the concept of green marketing to market services, such as tourism. Thus, this study fills this gap where the application of the green marketing concept is used to promote tourism services that aim to influence the intention of tourists to maintain the sustainability of the object of research.

Our study addresses by briefly reviewing the sustainability literature relevant to green marketing and use that to ground our concept of green marketing programs. Next, we explain the theoretical groundwork of our research model and develop hypotheses of the relationships between variables. Then, we describe the methods, present our hypothesis testing results, and discuss theoretical and practical implications. Ultimately, we consider the limitations of our study and identify promising avenues for further research.
The basis of this research refers to the results of previous research which assumed that the creation of a significant need for green consumerism was due to the existence of green marketing in many companies in China, (Zhu & Sarkis, 2016).

The author concludes that there are questions that need to be answered whether or not the implementation of the green marketing concept in rural tourism is able to influence tourist’s intention to maintain the sustainability of the rural tourism while visiting. That question comes up due to a statement from (Aall, 2014) that making tourism in the rural area can lead to problems in changing the social, cultural aspects and the preservation of the physical environment of the location.

According to Peattie, (2001), the relationship between marketing and the preservation of the physical environment are still debated. However, marketing experts are currently trying to integrate a new concept of marketing, namely green marketing, not only to fix the problem of the physical environment damage but also to obtain sustainability in the long term. Based on the background described earlier, the purpose of this study was to determine the effect of green marketing and the intention to maintain sustainability in rural tourism.

**Research Model and Hypothesis**

**Green Marketing**

Green marketing is the consistency of all activities that provide facilities and infrastructure in order to meet the needs and desires of tourists without leaving harmful effects on natural resources (Ottman, 2011). The green marketing concept is a link between the green marketing concept and the environment. According to Zhu & Sarkis (2016), sustainable consumption can be successfully carried out through green marketing. So that green marketing places responsibility on the commercial world to encourage sustainable development. So that companies can make green marketing efforts and contribute to tourism sustainability towards consumers and if consumers do not change their own intention to be more sustainable then a little will be achieved (Gordon, Carrigan, & Hastings, 2011).

The intention is the interest that an individual feels about something. In the context of tourism, the intention is an attraction felt by tourists towards a tourist spot that has a certain attraction (Cahyanti & Anjaningrum, 2017). The intention of someone who has the intention to do something can be indicated by an interest in himself to do this (Phillips, Asperin, & Wolfe, 2012). In this study, the intention was an interest in participating in maintaining the sustainability of the physical environment in rural tourism. The basic concept that will be used for this variable is to know the effect of tourists’ intention to maintain the sustainability of rural tourism that is influenced by the concept of green marketing.

**The influence of Green Marketing toward Intention to Maintain Sustainability of Rural Tourism**

In the sustainability literature, green marketing refers to market practices, policies, and procedures that explicitly account for concerns about the natural environment in pursuing the goal of making revenue and providing outcomes that satisfy organizational and individual objectives for a product or line (Menon & Menon, 1997). We, then, conceptualize green marketing programs as the design to accomplish the firm’s strategic and financial goals in ways minimized their negative (or enhance their positive) impact on the natural environment.
This is consistent with the view that each of the main marketing program elements for services—product, price, channels of distribution, marketing communications, physical evidence, people, process—can be designed and executed in ways more or less harmful to the natural environment (e.g., (Dahlstrom, 2011). Our green marketing concept program is in line with prior definitions of entrepreneurial and green marketing (e.g., (Menon & Menon, 1997).

Drawing on our conceptualization below, the literature, and exploratory fieldwork (detailed in the “Method” section), we posit that examining the antecedents and performance effects of greening each aspect of the marketing mix may generate greater insights than treating market programs as a single construct.

Research Methodology

This study used a direct survey method with questionnaire instruments or a list of statements for tourists who at the time of the survey are in tourist destinations. The research locations were in several rural tourism in three sub-districts in Malang, namely “Kampung Warna Warni, Kampung Lampion Wangi, Kampung Tridi, Kampung Biru, Kampung Putih, Kampung Keramik, Kampung Sanan, and Kampung GoGreen Glintung”. The population in this study cannot be identified so that the number of samples determined in this study was 200 respondents by dividing 25 respondents in each rural tourism.

The indicators in the study can be explained as follows: green marketing variables consist of green products (tourism agenda to maintain and love the environment), green promotion (eco-friendly promotional media with eco-green tourism concept), price (package price suitable tourism), human resources (involving local residents), processes (interaction between tourists and local resident), physical evidence (environmental conservation facilities), location (strategic rural tourism location). The variable intention of maintaining the sustainability of the rural tourism consists of interest (maintaining the environment, maintaining socio-cultural, maintaining the economy), appropriate (appropriate to protect the environment, appropriate to maintain socio-cultural, appropriate to maintain the economy)
Descriptive Analysis

Testing the hypothesis in this study undertaken by Partial Least Square (PLS) analysis with SmartPLS Software version 2.0. PLS is an alternative method of analysis with variance-based Structural Equation Modeling (SEM). The advantage of this method is it does not require assumptions and can be estimated with a relatively small number of samples. PLS analysis is divided into 2 major parts, namely (1) Evaluation of Measurement (Outer) Model consisting of validity tests (outer loading, loading factor, cross-loading, and AVE) and reliability testing (composite reliability, Cronbach's alpha, communality and redundancy) and (2) Testing the Structural Model (Inner Model) which consists of R-Square and Hypothesis Testing through Total Effects (Mean, STDEV, T-Values).

![Figure 2. The result from the PLS Test](image)

Notes:
- X1: Location
- X2: Human Resources
- X3: Price
- X4: Promotion
- X5: Physical Evidence
- X6: Processes
- X7: Product
- Y1: Maintaining the environment
- Y2: Maintaining socio-cultural
- Y3: Maintaining the economy
- Y4: Appropriate to protect the environment
- Y5: Appropriate to maintain socio-cultural
- Y6: Appropriate to maintain the economy

Validity test

An indicator is declared valid if it has a value of loading factor above 0.5 against the intended construct. Validity testing for reflective indicators uses a correlation between item scores and construct scores. Measurements with reflective indicators indicate a change in an indicator in a construct if other indicators of the same construct change (or removed from the model). Reflective indicators are suitable for
measuring perceptions so that this study uses reflective indicators. Based on table 1, Structural Model, it is known that the value of the loading factor of all indicators is greater than 0.5. The smallest value is 0.708 for indicator X1 and the largest value is 0.965 for indicator X5. The conclusion is all indicators used in this study are valid and meet convergent validity. Furthermore, reflective indicators need to be tested with discriminant validity with cross-loading as follows.

Table 1. Result of Validity Test

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Green Marketing</th>
<th>Intention of maintaining</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1</td>
<td>0.708080</td>
<td>0.531277</td>
</tr>
<tr>
<td>X2</td>
<td>0.750509</td>
<td>0.586940</td>
</tr>
<tr>
<td>X3</td>
<td>0.775845</td>
<td>0.569172</td>
</tr>
<tr>
<td>X4</td>
<td>0.788106</td>
<td>0.559457</td>
</tr>
<tr>
<td>X5</td>
<td>0.965143</td>
<td>0.705332</td>
</tr>
<tr>
<td>X6</td>
<td>0.740134</td>
<td>0.560138</td>
</tr>
<tr>
<td>X7</td>
<td>0.929668</td>
<td>0.679979</td>
</tr>
<tr>
<td>Y1</td>
<td>0.614098</td>
<td>0.725360</td>
</tr>
<tr>
<td>Y2</td>
<td>0.447258</td>
<td>0.748444</td>
</tr>
<tr>
<td>Y3</td>
<td>0.530594</td>
<td>0.781200</td>
</tr>
<tr>
<td>Y4</td>
<td>0.600078</td>
<td>0.834669</td>
</tr>
<tr>
<td>Y5</td>
<td>0.606337</td>
<td>0.837927</td>
</tr>
<tr>
<td>Y6</td>
<td>0.634641</td>
<td>0.764095</td>
</tr>
</tbody>
</table>

An indicator is declared valid if it has the highest loading factor to the intended construct rather than loading factors to other constructs. The table above shows that indicators X1 to X7 have a higher loading factor on the construct of Green Marketing than the construct of Intention to Maintain. Likewise, indicators Y1 to Y6 have a loading factor on the construct of Intention to keep higher than the construct of Green Marketing.

In addition, to use loading factors, discriminant validity can also be seen through the value of the square root of the average variance extracted (AVE). The recommended value is above 0.5. Based on the following table it is known that the AVE values of both the Green Marketing construct and the Intention to Keep are greater than 0.5. It means both constructs are valid.

Table 2. Average Variance Extracted (AVE)

<table>
<thead>
<tr>
<th>Construct</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Marketing</td>
<td>0.661610</td>
</tr>
<tr>
<td>Intention of maintaining</td>
<td>0.611827</td>
</tr>
</tbody>
</table>
Reliability Test

Reliability testing is done by looking at the composite reliability value of the indicator block that measures the construct. The composite reliability results will show a satisfactory value if above 0.7. The composite reliability results shown in Table 3 both constructs are greater than 0.7. It means both constructs are reliable.

Tabel 3. Composite Reliability

<table>
<thead>
<tr>
<th>Construct</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Marketing</td>
<td>0,931093</td>
</tr>
<tr>
<td>Intention of maintaining</td>
<td>0,904110</td>
</tr>
</tbody>
</table>

Reliability testing can also be strengthened with Cronbach's Alpha as shown in Table 4. Where the Cronbachs Alpha second value of the construct is above 0.6. That is, the two constructs are reliable.

Tabel 4. Cronbach's Alpha

<table>
<thead>
<tr>
<th>Construct</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Marketing</td>
<td>0,911651</td>
</tr>
<tr>
<td>Intention of maintaining</td>
<td>0,872599</td>
</tr>
</tbody>
</table>

The other measure that strengthens the Composite Reliability and Cronbach's test results is Communality and Redundancy as seen in Table 5 and Table 6. The construct is said to be reliable if the communality value is greater than 0.5 and the redundancy value is greater than 0.15. Based on Table 5 and Table 6, it is known that the value of commonality in both the Green marketing variable and the Intention of Maintaining is above 0.5 and the Intention to maintaining redundancy value is 0.327608 greater than 0.15. So both latent constructs are reliable.

Tabel 5. Communality

<table>
<thead>
<tr>
<th>Construct</th>
<th>communality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Marketing</td>
<td>0,661610</td>
</tr>
<tr>
<td>Intention of maintaining</td>
<td>0,611827</td>
</tr>
</tbody>
</table>

Tabel 6. Redundancy

<table>
<thead>
<tr>
<th>Construct</th>
<th>redundancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Marketing</td>
<td></td>
</tr>
<tr>
<td>Intention of maintaining</td>
<td>0,327608</td>
</tr>
</tbody>
</table>
So, based on the analysis above, it is known that both latent constructs, Green Marketing and tourist intention to maintain sustainability the Continuity of rural tourism is Valid and Reliable. The magnitude of the influence of each indicator on the construct can be explained through the value of the outer model (weights or loading). As shown in Figure 1, it is known that the most influential indicator of green marketing (X) is physical evidence (X5) with a correlation of 0.965; in the second position is Product (X7) with a correlation of 0.930; in the third position is promotion (X4) with a correlation of 0.788; in the fourth position is Price (X3) with a correlation of 0.776; in the fifth position is HR (X2) with a correlation of 0.751; in the sixth position is process or procedure (X6) with a correlation of 0.740; and in the last position is location with a correlation of 0.708. There are 2 indicators that have the greatest influence on Green Marketing practices, namely physical evidence, and products.

While the most influential indicator of Tourist Intention to Maintain the Continuity of rural tourism is the attraction of tourists coming and deserving to maintain socio-cultural (Y5) with a correlation of 0.838; in the second position is the attractiveness of tourists to visit rural tourism and should protect the environment (Y4) with a correlation of 0.836; in the third position is the interest in maintaining the economy of the community (Y3) with a correlation of 0.781; in the fourth position is the attraction of tourists coming to and should protect the economy of the local rural tourism (Y6) with a correlation of 0.766; in the fifth position is the interest in maintaining socio-culture with a correlation (Y2) of 0.741; and in the last position is the interest in maintaining a rural tourism environment (Y1) with a correlation of 0.725.

Testing of Structural Models (Inner Model)

After the estimated model meets the Outer Model criteria, then the structural model is tested (Inner model) which consists of R-Square and hypothesis testing which is reflected through Total Effects (Mean, STDEV, T-Values).

Tabel 7. R-Square

<table>
<thead>
<tr>
<th></th>
<th>R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Marketing</td>
<td>0,548286</td>
</tr>
<tr>
<td>Intention of maintaining</td>
<td></td>
</tr>
</tbody>
</table>

The R-Square value is 0.548286. This shows that around 54.8% of Tourist Intentions Maintain the Continuity of Rural tourism explained by Green Marketing which consists of physical evidence, products, promotions, prices, human resources, processes, and locations. While the rest, 45.2% is explained by other latent constructs not considered in this study.
Furthermore, the hypothesis test can be done through the Bootstrapping output results above, Figure 3 and Table 8, where the value of T Statistics correlation of green marketing with Tourist Intention to Maintain the Sustainability of Rural tourism is 10.331297. This t-statistic value is far greater than 1.96 (Normal Z-score value for \( \alpha = 5\% \)). This shows the influence of green marketing on tourist intentions to maintain the sustainability of rural tourism significantly. While the value of the Original sample (O) which is also shown in Figure 2. Structural Model and Table 8, is known to be positive at 0.740463 (rounded to 0.740 in Figure 2.). That is, Green Marketing has a positive and significant effect on the intention of tourists to maintain the sustainability of rural tourism. Observed from the t-statistical outer model, all green marketing indicators (X1 to X7) have an at-statistic value greater than 1.96. And based on the previous outer model analysis, all indicators have a positive correlation. This shows that all green marketing indicators have a positive and significant effect on the construct of green marketing, sorted from the strongest influence to the weakest influence are physical evidence, product, promotion, price, human resource, process, and location (Pomering, 2017); (Smyrnov, 1964). In such a way, to increase the intention of tourists to maintain the sustainability of rural tourism is important to do green marketing. The main green marketing indicators that must be considered are related to physical evidence and product, as well as promotion and price.

**Conclusion**

People have ignored the natural environment of tourism destination which is getting deteriorated with every passing second. Thus, deterioration of the natural environment of a tourism destination is a major global problem and we should all divert ourselves towards green products its sustainability. Marketers should shift themselves from "marketing mix" to "green marketing mix". They should design a green product to perform better than other alternatives, as well as doing the green promotion in line with the price.
Notes on Contributors

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Dan William Menanti is a graduate of International Pacific College, New Zealand. His research interest are leadership and marketing.

References


