

THE INFLUENCE OF GREEN PRODUCTS ON GREEN MARKETING AND SUSTAINABLE TOURISM

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Abstract

Sustainable tourism is becoming an important priority in the development of tourist destinations, which are facing environmental challenges. This research aimed to explore the influence of green products on sustainable tourism in the Bandung tourist area, where green marketing serves as a moderating factor. Quantitative methods combined with descriptive verification were used to survey several tourist attractions that have implemented the concept of green tourism. The respondents comprised 210 visitors and the multivariate data analysis method was factor analysis with covariance-based SEM-PLS using SmartPLS. The results show that green products independently influence sustainable tourism from green marketing as a moderating variable. Green products influence the ability of tourist attractions in the Bandung area to continue operating because the local community has the knowledge and cares for this industry. As a result, this understanding will increase trust in tourism sector for both tourist and companies offering the services.

Keywords: *bandung area; green marketing; green products; sustainable tourism*

INTRODUCTION

The current generation is more dedicated to sustainability preservation in various sectors, specifically tourism durability. The ecotourism sector improves the sociocultural and environmental elements of a firm besides providing financial benefits (Naparín, 2025). The sustainability of this tourism sector will increase when quality tourist destination services and environments are provided. Moreover, marketers and managers of tourist attractions can promote existing, new, or unknown destinations to achieve business sustainability in tourism sector. Local communities have advantages from tourism development through the improvement of tourist-related enterprises and income (Sasana et al., 2020). Relating to this discussion, tourism industry in Indonesia is currently growing rapidly. Due to its service-oriented operations, the industry is also viewed as a prospective sector. A major sustainable goods that include people at lower social levels is tourism (Meuthia et al., 2019). The expansion of this sector in recent years shows that tourism is currently a powerful factor for economic activity and development. Additionally, tourist consider eco-friendly hotels that are

environmentally friendly as a must-have. Nature lovers, environmentalists, as well as informed and clean tourist are interested in responsible and eco-friendly tourism. (Widana & Utama, 2020).

Sustainable tourism is used as a competitive marketing strategy in the sector (Esparon et al., 2015). According to Sisriany & Furuya (2020), the Indonesian government actively promotes tourism by leveraging the enormous natural resources of the nation. The country has some of the largest tropical rainforests and marine resources in the world. For this reason, safeguarding the habitat will be a top concern for the nation. The research conducted concerning this discussion confirmed the hypothesis that the investigation preferred situations upholding the value of human life. This investigation was performed in the Bandung area, popularly referred to as Paris van Java, a global tourist hotspot in Indonesia. In a decade, the growth of foreign and local tourist visiting the area has often been positive.

Business managers can use various online services such as websites, Instagram, Twitter, and others for individual enterprises. The rapid growth of tourism in the Bandung area forms quick land use changes due to the development of tourism and the growth of citizenship caused by migration. Following this discussion, many areas have been converted into supporting sectors for tourist attractions such as hotels and restaurants, with tourism development in Bandung. The growth of tourist destinations is influenced by the uniqueness and appeal of visitor attractions, as well as data on surrounding natural resources that support infrastructure development to meet the daily needs of tourist and related facilities.

The Bandung area has great potential to support the program of government as a world tourist destination. There are 4 (four) tourist locations in this named area, which include Bandung City (Bandung City/surrounding areas), Regency (Pangalengan and its environment), West Bandung Regency (Lembang/surroundings), and Cimahi City, with a total of 458 tourist destinations. Additionally, the potential for new tourism in the area may include natural, cultural, and artificial attractions. Tourist destinations that apply the concept of green tourism prioritize the principles of sustainability, environmental preservation, and empowerment of local communities. These destinations include Dusun bamboo, the Lodge Maribaya, Rancabali Tea Garden, Eco Bambu Cipaku, Floating Market Lembang, Kawah Putih, Tebing kraton, Kampoeng Legok, Orchid Forest Cikole, and Cikapundung Riverspot.

Sustainability comprises more than simply minimizing the waste output of a company. In line with this discussion, achieving difficult objectives necessitates sustainability (Yudawisastra et al., 2023). Green marketing includes a comprehensive idea applicable to industrial, consumer, and service products. It is any activity that pursue to establish and enable transactions to meet human needs or desires with minimal negative effects on the environment (Polonsky, 1994). Green marketing refers to the reduction of the environmental impact of a good via products development, sustainable production practices, and cohesive marketing strategies. Advocating for green products and addressing the demand for sustainable consumption will improve the market presence and appeal to environmentally sensitive consumers (Alkhatib et al., 2023).

Green marketing strategies are designed to communicate the environmental benefits derived from the services provided by these service providers (Leonidou et al., 2013). In a brief form, relationship marketing is a tactic that prioritizes building enduring relationships with customers through personalization, two-way contact, and a commitment to satisfaction. Businesses that prioritize connection development may have longer-term success and sustainability (Adnan et al., 2023). Relating to the discussion, the quality of the tourist experience includes the capacity of the social environment to create sustainability in tourism sector.

There are some contradicting characteristics in green marketing, as all marketing efforts harm the environment. Promotions forming an environmentally friendly image reflect the efforts of the business owner to show that tourism sector is also committed to environmental awareness. This attitude has been proven to positively impact consumer intentions to support the sustainability of products offered by business actors. Green marketing is essential for businesses to remain sustainable in the era of global warming and climate change. This helps organizations move away from traditional marketing strategies to remain competitive and profitable (Sumarsono et al., 2025). In early 2020,

tourism sector was adversely affected by the proliferation of the coronavirus. Previous research has proven that green products such as eco-friendly accommodations, low-emission transportation, and nature-based tourism positively contribute to sustainable tourism (Yudawisastra, 2021; Yudawisastra & Andriyani, 2021). However, most investigations focus on other city destinations with little exploration. Attitude toward green products represents the degree to which the act of buying green products is negatively or positively valued by an individual (Chen & Deng, 2016).

Several research examine the role of green marketing in strengthening the relationship between green products and consumer interest (Lin & Chen, 2016) as well as the influence of green products on sustainability through green marketing (Yudawisastra et al., 2022). However, there has been no research that specifically incorporates green marketing as a moderating variable in the context of sustainable tourism in the Bandung area. Previous research had discussed sustainable tourism, but in cities with different characteristics from the location of this research (Yudawisastra et al., 2023). As a major tourist destination in Indonesia, the Bandung area faces challenges in advancing sustainable tourism. The development of green products such as eco-friendly accommodations, nature tourism, and local cuisine has become a strategy to attract environmentally conscious tourist with the increasing environmental awareness. However, the influence of green products on the sustainability of tourism in the Bandung area still needs to be explored further. The role of green marketing as a factor that strengthens or weakens the relationship between green products and sustainable tourism has also not been extensively researched.

Green products, sustainable tourism, and green marketing are all incorporated into one framework in this research. The method is unusual since the analysis uses green marketing as a moderating variable method that is still rare in the literature on tourism. Despite the limited examination, the research area of Bandung is an urban destination with a growing green tourism sector, such as eco-friendly locations, sustainable fashion. This research can address the gap in the application of green marketing ideas used to improve tourism sector, particularly in the Bandung area. Additionally, the result has the potential to influence the intention of domestic and international tourist to preserve sustainability. The consequence is that the culture of modernization brought by tourist to the vicinity of the tourism zone can be duplicated by the local community, leading to the elimination of indigenous culture and traditional knowledge in the area. Moreover, eco-friendly items should be produced by businesses because customers have shown an interest in purchasing these goods. Marketers can seize the chance to expand products offerings and improve reputation by showing dedication to sustainability (Reddy et al., 2023).

This research aims to inspire tourism entrepreneurs, including hotels, restaurants, as well as tourist destinations, to develop eco-friendly products and use social media platforms to share sustainable tourism education. Sustainable tourism supports the preservation of nature and heritage, with the sector as a more sustainable industry. There are economic, environmental, and sociocultural elements to sustainable tourism as it aims to achieve accountable as well as sustainable growth. Furthermore, sustainable tourism is a development concept based on the basic principles of sustainable development. Streimikiene et al (2021) argued that the management of sustainable tourism development should uphold a high standard of customer satisfaction, guaranteeing visitors to have a significant experience, improving the awareness of sustainability issues, and promoting the adoption of sustainable tourism practices. Currently, the aim of tourism industry is economic and environmental sustainability (Donohoe, 2012). This research is crucial because tourist and everyone included in tourism business are becoming more environmentally conscious. Maintaining environmental sustainability while satisfying consumer demand that places a greater emphasis on sustainability presents difficulties for this industry. Moreover, analyzing how green products support the growth of sustainable tourism and assessing how green marketing may improve that relationship are the objectives of this research.

Based on the definition previously provided, the investigations are interested in researching the impact of green products (in this case, tourism services) on sustainable tourism using green marketing as a moderator of the two variables. This research explores the connection between green products

and sustainable tourism, with green marketing as a moderating factor. Due to changes in the socioeconomic environment and pandemic conditions around the world, this research is deemed important in the global and local economies. The results are presented in the following section, where the first section reviews the phenomena and issues related to green products or sustainable business, with green marketing serving as a moderating component. The second section includes a literature review on the subject matter and the formulation of research hypotheses. Following the procedure, the research method is addressed in the third section. The results, discussion, and conclusions are explained in the fourth as well as fifth sections.

METHODS

The descriptive verification method was used to survey several tourist attractions that applied the concept of green tourism in the Bandung area. This research used primary data in the form of questionnaire collection and field observations. The result also used secondary data in the form of government policies related to tourism and several previous research on sustainable tourism. This method of analysis started by examining visitor characteristics through descriptive statistics. During the research, explanatory statistics were used to characterize the generalization or relationship between two variables. Adding moderating variables made the problem more complex, as multiple regression equations needed to be solved. Therefore, a more comprehensive structural equation modeling (SEM) analysis method was needed to provide answers to these questions (Wulandari et al., 2023). Factor analysis using covariance SEM-PLS was applied to multivariate data after the earlier process. The sampling method used a random sample of visitors who came to tourist attractions that applied the concept of green tourism. Moreover, data analysis using covariance SEM-PLS with a sample size of 210 based on the Roscoe table of saturated samples was applied (Hill, 1998). The following Table showed the variables, dimensions, and instruments used in the research.

Table 1. Variables and Dimensions in Research

| Variable | Dimension | Instruments |
|---|--|--|
| Green product (Mohd Suki, 2016) | Quality, price, value, green branding, benefit, preference, health, information, demand, care, guarantee, responsibility | GP10 (In the management of tourism places, quality is a top priority); GP11 (The selling price charged in managed tourism attractions is highly affordable); GP12 (Eco-friendly tourism services exceed non-environmentally friendly products in terms of selling price) GP13 (I know Green Branding through electronic advertising media) GP14 (Long-term benefits are expected from the selection of ecologically sustainable tourism services) GP15 (Overall, I prefer to sell eco-friendly tourism services) GP16 (I feel that a green atmosphere will bring the greatest health benefits) GP17 (The public is acquainted with the advantages of ecologically friendly products) GP18 (The demand for environmentally friendly products is already quite high among the people) GP19 (Managing green tourist destinations is a form of concern for the environment) GP20 (Green environment-based tourism destinations provide a long-term guarantee of survival) GP21 (Tourist destinations with environmentally friendly concepts are a form of our responsibility to protect the environment) |
| Green marketing (Papadas et al., 2017) | Brand value, Competitiveness, Footprint and environment, Climate Change and Global Warming, Initiative | GM1 (I use the green marketing method because it has a good brand value) GM2 (I understand that the competition for environmentally friendly products or services is intense, so marketing assistance is required) GM3 (I consider the footprint and the environment in marketing with an environmentally friendly concept) GM4 (Green marketing is one strategy of mitigating climate change and global warming) GM5 (I use the green marketing method as a form of initiative to preserve the environment) |
| Sustainable tourism (Sidali et al., 2017) | Experience, renewable energy, adaptation, choice, environmental impact | ST1(The tourist destinations I manage provide a new experience regarding the eco-friendly concept for visitors) ST2 (I pay attention to the origin and sustainability of the food available in the tourist destination area) ST3(Visitors to the tourism destinations that I manage can adapt to the culture) ST4 (Eco-friendly spaces are available at the tourism areas that I use) ST5 (The tourism attractions I oversee provide access to transit or alternative methods that are not destructive to the environment) |

RESULTS

Table 1 showed the characteristics of visitors to tourist destinations in the Bandung area categorized by three main variables, namely age, gender, and job group. Visitor age data was categorized into several groups, such as children and teenagers (<20 years), young adults (21-40 years), adults (41-60 years), and seniors (over 60 years). Meanwhile, gender was divided into male and female, providing an overview of the gender distribution of visitors to tourist destinations in the area. In terms of occupation, the table categorized visitors based on students, workers, and others.

Table 2. Respondent Characteristic

| | Total | Percentage (%) |
|---------------|-------|----------------|
| Age | | |
| <20 | 27 | |
| 21-40 | 88 | 41,9 |
| 41-60 | 75 | 35,7 |
| >60 | 20 | 9,5 |
| Gender | | |
| Male | 141 | 67,1 |
| Female | 69 | 32,8 |
| Group | | |
| Student | 18 | 8,57 |
| Employes | 51 | 24,29 |
| Non Employes | 123 | 58,57 |
| Other | 18 | 8,57 |

Source: the results of data processing

According to the data, a large percentage of visitors were between the ages of 21 and 40 (41.9%), followed by those aged 41 to 60 (35.7%). This showed that young to middle-aged individuals, probably possessing stronger purchasing power and mobility, visited the tourist destination more frequently. Showing that this location was undesirable to the elderly or youths. Accessibility issues and varying tastes in tourist attractions might be responsible for the low rate. Male visitors (67.1%) dominated compared to female. There were several reasons for this difference, including the kinds of travel preferred by men, such as adventure and sports tourism. Another reason was the ways in which men and women traveled differently. More investigation was required to find out how preferences, security considerations, or sociocultural elements affected its composition. Non employees made up a higher number of visitors (58.57%).

During the analysis, the variance-based method was tested to determine the reliability of the ongoing research. For all the indicators assessed based on these steps, valid results with weight factors larger than 0.7 were achieved at the final stage. In phases 1, 2, and 3, some indicators had a factor weight of 0.7. Moreover, all indicators were valid at stage 4, as evidenced by factor weights larger than 0.70, as the reliability score of the construct was sufficiently high. The number was larger than 0.6, showing that the composite reliability outcomes in the investigation were strong, as it presented the dependability of the construct.

Table 3. Factors loading, CR, and AVE on valid and reliable indicators

| | Factor loading | CR | AVE |
|---|----------------|-------|-------|
| Green product | | 0,977 | 0,915 |
| GP10. Quality is a priority in managing tourist destinations. | 0,928 | | |
| GP11. The selling price charged in managed tourism attractions is highly affordable. | 0,963 | | |
| GP13. I know Green Branding through electronic advertising media. | 0,965 | | |
| GP20. Green environment-based tourism destinations provide a long-term guarantee of survival. | 0,970 | | |
| Green marketing | | 0,911 | 0,729 |

| | | | |
|---|-------|-------|-------|
| GM2. I understand that the competition for environmentally friendly products or services is intense, so marketing assistance is required. | 0,850 | | |
| GM3. I consider the footprint and the environment in marketing with an environmentally friendly concept. | 0,881 | | |
| GM4. Green marketing is one strategy of mitigating climate change and global warming. | 0,869 | | |
| GM5. I use the green marketing method as a form of initiative to preserve the environment. | 0,791 | | |
| Sustainable tourism | | 0,944 | 0,849 |
| S1. The tourist destinations I manage provide a new experience regarding the eco-friendly concept for visitors. | 0,945 | | |
| S3. Visitors to the tourism destinations that I manage can adapt to the culture. | 0,946 | | |

Source: the results of data processing using smartPLS, 2022

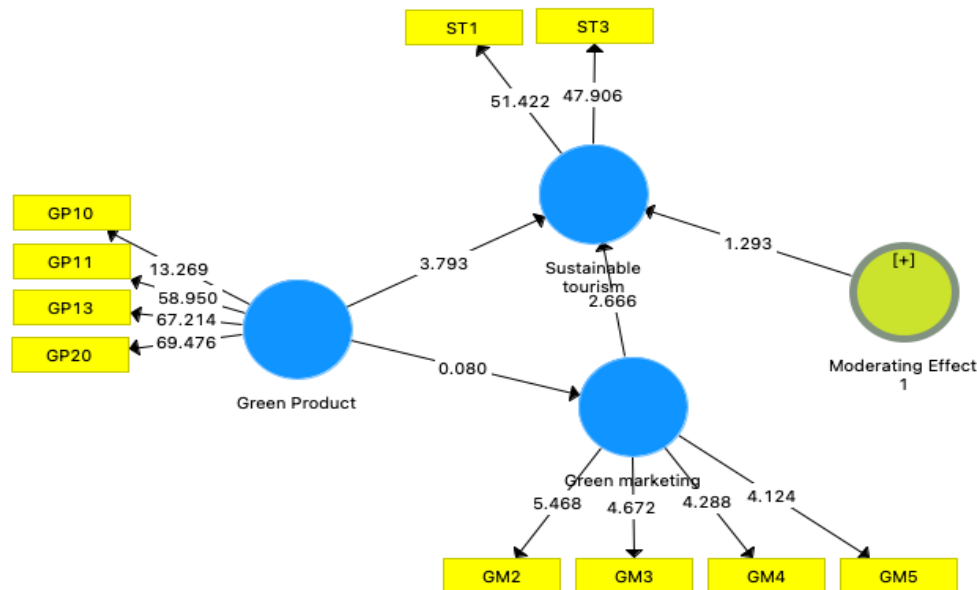


Figure 1. Inner model

Source: the results of data processing using smartPLS

The research results showed that green products and marketing had a positive relationship. This signified marketing strategies that prioritized environmental aspects strengthened the implementation of green products in tourism industry. However, green products had a negative relationship with sustainable tourism, showing that despite green products being offered, the goods did not directly improve tourism sustainability. The reason might be due to a lack of tourist awareness, higher prices, or suboptimal implementation. On the other hand, green marketing had been proven to have a positive influence on sustainable tourism. The outcome showed that effective promotion of sustainability values inspired tourist interest and support for sustainable tourism practices in Bandung. These results signified the important role of green marketing as a moderating variable that strengthened the impact of green products and bridged the gap between green products as well as the actual formation of sustainable tourism.

The p-value and the significance value obtained from the t-test calculations showed that green products significantly affected sustainable tourism. Based on the data analysis results, this research signified that green products had an insignificant influence on green marketing with a t-value of 0.08. The outcome showed that the presence of environmentally friendly products had not yet directly driven green marketing strategies in Bandung. However, green products significantly affected sustainable tourism with a t-value of 3.93. The outcome signified that the increasing number of environmentally friendly products improved sustainable tourism practices. Additionally, green marketing also had a positive and significant impact on sustainable tourism (t-value 2.66). The result implied that promotions showing durability aspects contributed to the development of sustainable tourism. Meanwhile, the moderating effect of green marketing in strengthening the relationship

between green products and sustainable tourism showed an insignificant influence ($t\text{-value } 1.293 < 1.96$). The outcome of green marketing strategy had not yet been optimal in improving the impact of green products on sustainable tourism in Bandung. These results provided perception for tourism industry players to focus on providing green products and strengthen more effective green marketing strategies to become a catalyst in realising sustainable tourism.

During the analysis, the R-squared value showed the amount of variance in the construct analyzed by the model, which was explained by the exogenous variable in its endogenous counterpart (Chin, 1998). An R-squared value of 0.26 or above was deemed significant, while 0.13 was considered moderate, and 0.02 was viewed as weak during the process. According to an alternative perspective, an R-squared value of 0.75 or higher was considered significant, while 0.50 was deemed moderate, and 0.25 was viewed as weak. The R-squared for this research was 0.38, and the model used was simple. Due to variances, 38% of the value of green products and marketing in sustainable tourism was explained.

DISCUSSION

The research showed that green products had a significant impact on sustainable tourism. This signified that the more eco-friendly products offered by tourism-related companies, the greater the probability of achieving sustainable tourism. This outcome was in line with the research by Ayad et al (2021), which explained how green products substantially influenced customer behavior, specifically in selecting environmentally friendly products in the travel industry. Similarly, previous research conducted in the Garut area by Yudawisastra et al (2023) showed that green products impact sustainable business via green marketing in tourist locations in the Garut area. Consumer awareness and purchase intention increased when green products were recognized, which promoted sustainability in the travel as well as tourism sector. In addition, green products were expected to be selected by environmentally conscious tourist. A survey conducted by the Forbes Business Council showed that nearly 6 out of 10 tourist preferred to stay at hotels with eco-friendly practices (Seregina, 2020). Moreover, the adoption of green products as part of a sustainable marketing plan was supported by tourist with a high green consumer index, showing a desire for environmentally friendly actions (Sharm, 2022). Green marketing, comprising eco-friendly products with recyclable packaging and natural ingredients, played a crucial role in promoting sustainable tourism products. According to research by Ahmad Mir (2016), green tourism products could meet visitor demand while contributing to the preservation of natural resources. In Ribeiro et al (2023), customers in tourism sector were increasingly pursuing environmentally responsible hotels, restaurants, cruise ships, airlines, and locations. Having a positive attitude toward the environment was related to the intention to purchase green items and organic apparel (Han, 2021).

The results research showed that green marketing did not significantly influence green tourism. This implies that the potential increase in sustainable tourism is not based on green marketing. The results of the research from the observation period conducted showed that green marketing had minimal impact on the correlation between sustainable tourism and accommodation. Therefore, the impact of eco-friendly products on sustainable tourism was not altered by green marketing component. The results of this research supported those proposed by (Gheorghe et al., 2023), explaining that using cluster analysis methods examined the segment of tourist who tended to select eco-friendly destinations. Relating to this discussion, Ibnou-Laaroussi et al (2020) explained the various aspects concerning the conduct of international tourist about green tourism sustainability and its impact on attaining an eco-friendly environment. The results showed that the perceptions of tourist concerning green tourism sustainability and environmental matters significantly influenced ecologically responsible tourism behavior. However, the research did not specifically explain how green marketing significantly influenced green tourism. This article discussed the application of green marketing methods to strengthen sustainable tourism objectives and improve consumer comprehension of eco-friendly activities in the tourist sector. Based on research conducted by

Hasrama et al (2025), green marketing significantly influenced sustainable tourism choices, particularly through engaging messages and environmental awareness. Nassani et al (2023) explained the relationship between green marketing strategies, ethical consumption, and psychological aspects of tourist. The research found that green marketing strategies promoted environmentally friendly products and influenced the ethical consumption behavior of tourist, showing how psychological aspects regulated the relationship between green marketing strategies as well as ethical consumption. This outcome provided important perceptions for tourism sector in developing sustainable services. Higgins-Desbiolles (2020) explained why sustainable tourism had failed by criticizing profit-oriented tourism models, which often neglected the impact on local communities as well as the environment, calling for a method based on solidarity and sustainability.

Based on the results of this research, the Greater Bandung area had the potential to develop green products for sustainable tourism and provide direct impact without including green marketing. The results from the observation period showed that green marketing had minimal impact on the correlation between green products and sustainable tourism. Therefore, the impact of green products on sustainable tourism remained unaffected by the components of green marketing. This was because the local community had the knowledge and care for the sector. For the same reason both local and domestic tourist who learned about the destinations through word of mouth were also influenced. As a result, when tourism sector in the Bandung area needed a competitive advantage, it was necessary to address the main issues faced by businesses. A careful and deliberate corporate method to sustainable development had the potential to bring benefits to businesses as well as the environment and society as a whole (Firmansyah et al., 2022).

Research from Kar & Harichandan (2022) mentioned that non-marketing aspects such as ecotourism, sustainable and innovative marketing methods, and green labeling were acquiring more attention. Areas that required further research included material waste disposal, green products certification, and the incorporation of sustainable marketing across various goods categories. Therefore, this investigation inspired international cooperation and collaboration between countries as well as research institutions, with a special focus on designing innovative green marketing methods to promote sustainable consumerism. A similar objective was discussed by Haid & Albrecht (2021) on the development of sustainable tourism products according to the concept of products design that focused on sustainability. The research showed that products supporting sustainable tourism should use design innovations considering ecological, social, and economic aspects. However, this research did not signify the relationship between products design and green marketing strategies. The result by Bravo et al (2022) on bibliometric analysis of the relationship between green products and consumers explained that green products supported sustainability objectives across various industries, such as tourism, and had a lower long-term environmental impact compared to conventional products. On the other hand, this article did not focus on direct marketing aspects.

CONCLUSIONS

In conclusion, green products have been proven to directly influence sustainable tourism in the Bandung Raya area, even without the significant role of green marketing as a moderating variable. This shows that the awareness of both the community and tourism actors concerning environmentally friendly practices, such as health, sanitation, and hygiene procedures, has become a major factor in advancing sustainability. Despite green marketing not being the main determinant in this context, the government still needs to strengthen environmentally based initiatives through branding, training, and funding to ensure consistency as well as improve the positive impact of green products. These results signify that local aspects such as regulations, culture, and tourist preferences in Bandung play a crucial role, generalizing to other destinations requires further research. Although this research successfully identified the direct influence of green products on sustainable tourism, green marketing as a moderating variable has not yet shown a significant effect. The outcome opens opportunities for further research to explore the conditions under which green marketing can strengthen the

relationship, by considering factors such as infrastructure, government policies, or the level of environmental awareness in different destinations. In addition, expanding the geographical scope to other cities in Indonesia or international destinations will help test the validity of these results and also show the contextual role of green marketing. Future research could provide more comprehensive recommendations for policymakers as well as industry players to optimize sustainable tourism strategies based on green products and marketing.

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