



The Analysis of Green Management and Green Business on Green Marketing of Maritime Tourism

Analisis Manajemen Hijau dan Bisnis Hijau pada Pemasaran Hijau Pariwisata Maritim

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Abstract

Indonesia as an archipelago nation has a coastal region with tremendous maritime industry potential, it can have the potential to generate revenue, job creation, and economic growth. Green management, green marketing, and green business are necessary because they are an essential part of the ability to produce the quality of the planet's environment, and can be applied to all aspects of life, for example, the tourism industry must be sustainable if the business wants to survive. This study analyzed the impact of management of green toward green's marketing and green's business on maritime tourism. The sample of this study is maritime tourists in Indonesia which is affordable by researchers numbering 180. The data obtained is processed using SmartPLS. The results showed green management has a positive and significant impact on green business and green business marketing, which is implicated in maritime tourism management. The environmentally friendly cycle in the maritime tourism business has an impact on marine tourism management activities ranging from planning to how to market maritime tourism in an environmentally friendly manner.

Keyword : *Green Business, Green Management, Green Marketing, Maritime Tourism*

Abstrak

Indonesia sebagai negara kepulauan memiliki wilayah pantai dengan potensi industri maritim yang luar biasa, dapat berpotensi untuk menghasilkan pendapatan, penciptaan lapangan kerja, dan pertumbuhan ekonomi. Manajemen hijau, pemasaran hijau dan bisnis hijau dibutuhkan dan menjadi bisnis penting dari kompetensi untuk menghasilkan mutu lingkungan di bumi, dan dapat digunakan untuk seluruh komponen kehidupan, seperti, industri pariwisata dengan visi berkelanjutan jika bisnis tersebut akan tetap bertahan. Penelitian ini akan menganalisis pengaruh manajemen hijau terhadap pemasaran hijau dan bisnis hijau pada wisata maritim. Populasi penelitian ini adalah wisatawan maritim di Indonesia yang dapat dijangkau dan layak diolah dengan jumlah 180. Data terkumpul kemudian dianalisis dengan bantuan *software SmartPLS*. Hasil penelitian memerikan gambaran manajemen hijau memiliki pengaruh positif serta signifikan pada bisnis hijau dan pemasaran hijau, begitu pula variabel pemasaran hijau memiliki pengaruh positif pada bisnis hijau yang berimplikasi pada pengelolaan pariwisata maritim. Siklus ramah lingkungan pada pariwisata maritim mulai dari perencanaan dan bagaimana memasarkan pariwisata maritim dengan secara ramah lingkungan.

Kata Kunci: *Manajemen Hijau, Pemasaran Hijau, Bisnis Hijau, Pariwisata Maritim*

1. INTRODUCTION

Tourism industry development is one of the sectors in driving economic growth [1], the increasing number of people, and excessive utilization of natural resources result in reduced resources and cause environmental damage. This forces all nations of the world to be able to organize and plan how to control the

problems associated with green management [2]. Problem solving on industrial development and environmentally friendly and sustainable management is critical [3] [4] [2] [5]. Various arguments, opinions and suggestions have evolved according to the prevailing or expect future impact. Green management is necessary because it is an important part of the ability to produce the quality of the planet Earth's environment [2] [3]. Green management can be applied to all aspects of life [3] including maritime industries to survive for the survival of people and the earth.

Maritime tourism is tourism conducted in the sea and coastline, mainly industries dealing with water, beaches, trade activities, restaurant, hotel, travel agent of travel, leisure purposes and travel activities makes a huge support to the global economy [4] [5]. It attracted countries in Middle East ie. United Arab Emirate, etc. which get multi billions from oil sales, to turn the sights on the leisure industry for other revenue [6], including Indonesia in the Asean [7]. Maritime tourism employs more than 3,200,000 people, generating nearly \$200 million, more than 50% Europe's Hotels are in the . The tourism of maritime sectors have been known as areas with particular potential and future strategies to increase sustainable of beach and maritime industry [8] [9]. Bali, Labuan Bajo, Thousand Islands, Kota Tua has been designated as a Maritime tourism center that has international standards in Indonesia and serves as a model for maritime tourism destinations in Indonesia. The government plans to develop the marine tourism industry for the next five years by building 127 new cruise ships around the world, of which 27 are large cruise ships that can carry 3000 to 7000 passengers [9]. The challenge that needs to be found a solution is related to policies or regulations that support the development of the maritime industry, namely maritime industry investment and also product packaging and human resources skills and expertise [10].

The tourism sector in Indonesia contributed 946.09 trillion rupiah or 9% of the total gross domestic product revenue [11] [12]. In 2019, the absorption of labor in the tourism sector reached 13 million people, an increase of 3.17% compared to the previous year. However, the absorption of labor in the tourism sector in 2020 decreased with the Covid-19 coronavirus pandemic also impacting the tourism sector [13] [14]. Employment in the tourism sector include; souvenirs, handicrafts, transportation, restaurants, inns and so on.

Currently, the economic recovery of the pariwisata sector after the coronavirus pandemic is being encouraged by the government, although the travel bubble must be addressed. The availability of jobs that encourage the growth of the economy from the maritime tourism sector can be said to be a multiplier impact [15]. In line with Law No. 05 of 1984 article 3 on environmental concern, increasing public concern of the importance of protection [16] explains the risks of business process of the sustainable behaviour [2] [20]. Income earned from foreign tourists visiting Indonesia can improve people's welfare, and economic growth while increasing the risk of environmental damage in maritime tourism areas [14].

Maritime tourism in Indonesia is described to be 60 percent from coastal recreation, 25 percent comes from recreational cruise ships and as much as 15 percent is underwater recreation such as snorkeling and diving. Environmentalist Gabriel Mahal suspects damage to coral reefs in Labuan Bajo one of the maritime tourist destinations namely Komodo National Park, East Nusa Tenggara caused by sea transportation or tourist transport vessels that throw anchor and hit coral reefs [17].

Environmental damage characterized by natural disasters, disease outbreaks, and damage to natural resources is caused by an increasing number of people in utilizing natural resources through those intended to increase economic growth. Although it is known that the tourism industry as a leading sector in economic growth [1] [2].

Maritime tourism is a tourist activity on the coastline and sea related to money and water supported by creative industries, restaurants, hotels, and tourism travel agencies used to increase income in Indonesia [7] [6] [4]. Where the economic growth of the growth of the tourism industry is strongly influenced by the service ecosystem for tourists which makes tourists as consumers believe in buying the services offered [18] [22]. As already mentioned in the background that the maritime tourism industry is a long-term strategy in economic growth that involves investment in facilities, infrastructure and human resources [8] [10].

2. MATERIALS AND METHOD

This study uses a quantitative approach by disseminating questionnaires online in Indonesia to 180 affordable maritime tourists. The data type in this study uses component Structural Equation Modelling (SEM) where data processed using partial least square (Smart-PLS) program to analyze causal predictive of multi variables with limited theories [19].

3. RESULTS AND DISCUSSION

Table 1. Respondents

	Sum	Percentage
Maritime tourism policy makers	6	1,5
Maritime tourism entrepreneurs	10	5,2
Employees in the maritime tourism industry	10	3,9
Maritime tourism tourists	154	89,2
Total	180	100,0

Source: SPSS Output, 2021

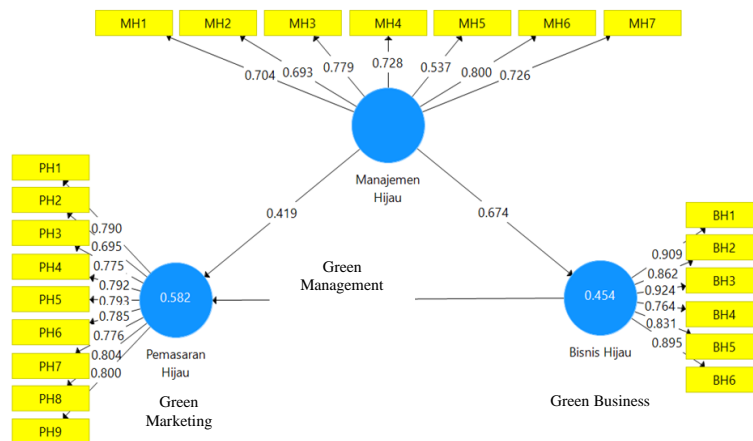


Figure 1. PLS Algorithm Results
Source: Primary data processed, 2021

Figure 1 shows that the indicators are valid, and met the requirements.

Table 2. Discriminant Validity (Cross Loading) Test Results

	Green Management	Green Marketing	Green Business
MH1	0.704	0.453	0.427
MH2	0.693	0.444	0.361
MH3	0.779	0.676	0.596
MH4	0.728	0.473	0.429
MH5	0.537	0.206	0.294
MH6	0.800	0.596	0.685
MH7	0.726	0.470	0.423
PH1	0.530	0.790	0.542
PH2	0.468	0.695	0.467
PH3	0.539	0.775	0.638
PH4	0.632	0.792	0.546
PH5	0.597	0.793	0.598
PH6	0.556	0.785	0.609
PH7	0.560	0.776	0.477
PH8	0.490	0.804	0.458
PH9	0.500	0.800	0.514
BH1	0.552	0.601	0.909
BH2	0.612	0.586	0.862
BH3	0.589	0.570	0.924
BH4	0.519	0.512	0.764
BH5	0.608	0.629	0.831
BH6	0.611	0.702	0.895

Source: Primary data processed, 2021

Table 2 can be seen the loading factors are valid because it has the highest loading factor in the variable itself.

Table 3. Composite Reliability Test Results

	Composite Reliability	Cronbach's Alpha
Green Management	0.840	0.878
Green Marketing	0.919	0.933
Green Business	0.932	0.947

Source: Data processed, 2021

Table 3 shows variables value above 0.70 are reliable.

Table 4. Test Result (R^2)

	R Square	R Square Adjusted
Green Business	0.454	0.451
Green Marketing	0.582	0.577

Source: Data processed, 2021

Table 4 shows that green marketing explains by variables in the model namely green business and green Management by 58.2% while Green Business is explained by green management variable of 45.4%. Goodness of fit testing structural models on the inner model using predictive-relevance (Q^2) values show > 0 .

Table 5. Q-Square Results

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Green Business	1032.000	690.410	0.331
Green Management	1204.000	1204.000	
Green Marketing	1548.000	1023.909	0.339

Source: Primary data processed, 2021

Significance value used t-value 1.65 (10% significant), 1.96 (5% significant) and 2.58 (1% significant).

Table 6. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Management -> Green Business	0.674	0.680	0.048	14.065	0.000
Green Management -> Green Marketing	0.419	0.432	0.077	5.473	0.000
Green Business -> Green Marketing	0.415	0.407	0.081	5.101	0.000

Source: Primary data processed, 2021

Green management has a positive and significant effect on green business in the maritime tourism industry, meaning that green management shows the concept of a green business, so that if applied in a company can prevent negative effects in the environment, and also can still benefit the company [20] [2] [21] [26] that green management will increase the green business. Green management implement and produce product's green [22] and minimizes impact on the environment by eco production, eco research and innovation, and eco marketing which can be support the organization's objective of producing money [23].

Green management has a positive and significant impact on green marketing in maritime tourism, meaning that green management aims to produce services and goods using green resources [2]. Therefore, green marketing is a very appropriate way to inform that a brand or industry has an environment vision and achieves the goal of having a positive influence on the environment [2][22][25] [26] [26]. [27] explains that green marketing is an activity conducted by companies that pay attention to the environment or green issues by providing an environment of goods or services to create consumers and community satisfaction, so that green marketing is related to green management [3] [3] [30].

Green businesses have a positive and significant impact on green marketing in maritime tourism. The decision maker involvement is a strategic in assessment and create future users relationships by the integration of environmental thinking into supply chain management improving the balance between marketing performance and environmental issues that are not only oriented towards long-term survival but also have an impact on long-term profitability, where the company's image and competitive advantage in the future will be improved [1] [28] [29] [37]. Green business is a voluntary action by companies that strive to achieve better environmental performance and, simultaneously, to make companies more competitive (Hrisch, 2010). The

company is trying to change the style consumers consume or use the product [22] [37]. For example, save paper, use used paper and recycle paper. save water, save energy, no plastic use, etc. [26].

4. CONCLUSION

The development of maritime tourism should be based on environmentally friendly principles. Therefore, it is also necessary to consider the management that must be borne to produce an environmentally friendly maritime tourism service. Implementation of a more environmentally friendly economic system. In addition, it is sustainable, this economic system must be able to encourage growth, job creation, and efforts to address climate change. To support the concept, it is also necessary to introduce to maritime tourism consumers about recyclingable packaging to protect the environment by reducing product packaging waste. It can be suggested that companies in the maritime tourism industry do not pollute water, soil, and need to recycle waste of unused products.

The limitations of this study which is a preliminary study is a limited number of variables and respondents, while maritime tourism in Indonesia is spread throughout the islands that are likely not represented. For further research, the authors suggest that more respondents and research be conducted in other tourist destinations in order to obtain more complete information for the maritime tourism industry.

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