

Investigating the Impact of Green Marketing on Stay Decisions: The Mediating Role of Green Consumer Behavior

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ABSTRAK

Perubahan perilaku wisatawan pasca pandemi COVID-19 yang lebih peduli dengan dampak berkelanjutan telah menggerakkan penerapan green marketing, termasuk munculnya berbagai akomodasi ramah lingkungan seperti glamping. Namun, hampir tidak ada penelitian yang meneliti penerapan pemasaran hijau di akomodasi glamping, khususnya di Indonesia. Tujuan penelitian ini adalah untuk menginvestigasi penerapan pemasaran hijau di akomodasi glamping, khususnya di Indonesia, mengingat minimnya penelitian yang telah dilakukan dalam konteks ini. Jenis penelitian ini menggunakan metode kuantitatif. Pengumpulan data dilakukan dengan menyebarkan kuesioner dalam bentuk google kepada 100 wisatawan yang menginap di Pelaga Eco Park Glamping, Bali, Bali antara Agustus – September 2022. Sampel diambil dengan menggunakan teknik accidental sampling. Metode analisis yang digunakan adalah Path Analysis menggunakan SEM-PLS. Hasil penelitian menunjukkan pemasaran hijau memiliki pengaruh positif dan signifikan terhadap keputusan untuk tetap tinggal; pemasaran hijau memiliki dampak positif dan signifikan terhadap perilaku konsumen hijau; perilaku konsumen hijau memiliki dampak positif dan signifikan terhadap keputusan untuk tetap tinggal; Perilaku konsumen hijau dapat menjadi variabel intervensi sebagian pada pengaruh pemasaran hijau dengan keputusan untuk tinggal. Penelitian ini menyiratkan bahwa manajer glamping dapat lebih peduli tentang perencanaan dan penerapan pemasaran hijau untuk memenangkan pasar sambil berkontribusi terhadap kelestarian lingkungan.

ABSTRACT

Changes in the behavior of tourists after the COVID-19 pandemic, who are more concerned with sustainable impacts, have intensified the implementation of green marketing, including the emergence of various environmentally friendly accommodations such as glamping. However, almost no research that examines the application of green marketing in glamping accommodation, especially in Indonesia. The purpose of this study is to investigate the application of green marketing in glamping accommodation, especially in Indonesia, given the lack of research that has been conducted in this context. This research type used quantitative methods. Data collection was conducted by distributing a questionnaire in google form to 100 tourists who stayed at Pelaga Eco Park Glamping, Bali, Bali between August – September 2022. The sample was taken using an accidental sampling technique. The analytical method used is Path Analysis using SEM-PLS. The results showed green marketing has a positive and significant effect on the decision to stay; green marketing has a positive and significant impact on green consumer behavior; green consumer behavior has a positive and significant impact on the decision to stay; green consumer behavior can be an intervening variable partially on the influence of Green marketing with the decision to stay. This research implies that glamping managers can be more concerned about planning and implementing green marketing to win the market while contributing to environmental sustainability.

1. INTRODUCTION

Changes in the behavior of tourists after the COVID-19 pandemic, which are more concerned with sustainable impacts and is willing to buy products at higher prices have caused the implementation of sustainable tourism to be intensified (Dangelico & Vocalelli, 2017; Eichelberger et al., 2021; Vinerean et al., 2021). The concept of developing sustainable tourism does not only focus on increasing economic value but also empowering local communities, local wisdom, and the environment for long-term sustainability (Chua et al., 2020; Komariah et al., 2018). On the other hand, the need for increased community involvement and

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more serious attention to environmental issues and climate change has made this paradigm grow and begin to leave the linear economic paradigm which only focuses on meeting today's economic needs (P. A. Kusuma et al., 2021; Orindaru et al., 2021). UNWTO reveals that tourists will become more environmentally conscious and will base their choice on more environmentally friendly destinations, especially after the COVID-19 pandemic (Han et al., 2016; Yuniati et al., 2020). This paradigm also can be seen from the change in human habits that previously tended to be hedonistic and consumptive to become more meaningful with the value of travel and experiences gained (Barbarossa & De Pelsmacker, 2016; Utami, 2020). This change in behavior eventually led to the term Green Consumer Behavior. Green Consumer Behavior is a continuation of the global consumerism movement which began with consumers' awareness of their rights to obtain proper, safe, and environmentally friendly products (S. C. Chen & Hung, 2016; Wiederhold & Martinez, 2018). Previous research stated that the characteristics of green consumer behavior are preferring environmentally friendly products and accommodations, being sensitive and appreciative of local culture, caring and enthusiastic in seeking new experiences, and preferring to be participants rather than spectators consumers (Duong et al., 2022; Siagian & Cahyono, 2021).

Green consumer behavior also refers to anyone that has a high level of environmental awareness, and makes purchasing decisions for environmentally friendly products and services compared to products that pay less attention to environmental issues (Y. S. Chen et al., 2014, 2015). However, the high demand for environmentally friendly products and services is not in line with the supply of environmentally friendly products and services. Similar research state the need for environmentally friendly or "green" behavior is coming to the fore, increasing pressure for companies to be socially ethical, responsible, and adhere to environmentally friendly practices (Kolk, 2016; Wahyuni et al., 2020). The consumption of ecologically friendly products and consumer attitudes towards these products has led to the development of an environmentally friendly marketing mix, namely Green Marketing (Nekmahmud & Fekete-Farkas, 2020; Tsai et al., 2020).

In general, there is no universal definition of green marketing. Green marketing is part of a conventional marketing strategy (marketing mix) which refers to the theory of previous research which consists of green products, green prices, green places, and green promotions (Agustini et al., 2019; Dewi et al., 2020). Green marketing is a marketing concept that focuses on marketing activities while protecting the environment (Chung, 2020; Islam, 2018). Green Marketing also similarly termed as environmental marketing, eco-marketing, social marketing, organic marketing, and sustainability marketing (Martínez et al., 2020; Nekmahmud & Fekete-Farkas, 2020). The application of green marketing relates to ecological issues, corporate social responsibility, sustainability, or more specific activities such as reducing waste and minimizing environmental damage (Al-dmour et al., 2023; Sreen et al., 2018). Based on this phenomenon, it can be concluded that green marketing activities include various activities ranging from modifying products to being environmentally friendly, modifying packaging, and creating and developing promotions related to environmentally friendly campaigns (E. I. Kusuma et al., 2017; Satrio et al., 2021).

The application of green marketing in the tourism sector is carried out by developing environmentally friendly destinations in favor of local community participation (community-based tourism) in tourist villages, seeking the use of green transportation, and developing the concept of environmentally friendly accommodation in terms of governance, architecture, accommodation buildings, and hotel accommodation operational activities. Glamping is an accommodation model currently becoming a trend in the tourism and hospitality industry, especially for millennial and post-millennial tourists. Compared with other types of accommodation, an innovative camping product contributes to the competitiveness of camping tourism and to the competitiveness of a tourist destination. This is evident from the proliferation of glamping accommodations in various places. Glamping is an abbreviation of glamorous camping, which combines luxury and nature, comfort, and respect for the environment and provides exclusivity and uniqueness (Eremić, 2021). Based on this, Glamping has become one of the accommodations that have implemented the concept of green marketing. In an attempt to be more sustainable, accommodations are becoming more eco-friendly by observing environmental standards in their architecture, interior design, managing approaches, and customer services (Gupta et al., 2019; Mousavi et al., 2017).

Pelaga Eco Park Glamping, Bali, is one of the glamping accommodations that carry an environmentally friendly concept. This can be seen from the building concept that uses natural materials, the glamping location that blends with nature and the river, and the presentation of environmentally friendly culinary delights. Based on the results of a preliminary study and interviews with the Pelaga Eco Park Glamping Bali Manager, the Glamping concept that was built is truly in harmony with nature and empowers local communities, as evidenced by 90% of its employees are local people in Pelaga Village. In terms of land layout, Pelaga Eco Park Glamping, Bali, only uses 5% of the 4 hectares of the total area for the construction of restaurants and glamping ground while still using environmentally friendly materials and

using the concept of permaculture, which is a concept that generally connects the energy contained in the environment without much changing the original shape of the environment. The Instagramable form of the glamping interior, luxurious facilities, and supported by the beauty of the natural scenery around the glamping location are believed to be factors that support the increased desire of tourists to camp (Kusumaningrum, 2022; Superwiratni, 2021). Based on what has been described, the green marketing strategy is thought can help Pelaga Eco Park Glamping build a competitive advantage by creating an environmentally friendly brand image so that potential consumers decide to make a purchase. Hence, there is a need to look for other factors that can explain the direct link between green marketing, green consumer behavior, and decisions to stay.

Several previous studies explain the relationship between green marketing on green consumer behavior and the decision to stay. Previous research showed that green marketing could influence purchasing decisions (Nekmahmud & Fekete-Farkas, 2020; Panungkelan et al., 2018). In line with other research who state that green marketing has a positive and significant effect on purchasing decisions (Elmas, 2019; Yuniati et al., 2020). Similar research also state the effect of green marketing has a positive and significant effect on green consumer behavior (Machová et al., 2022; Shabbir et al., 2020). Several research which examine the effect of green consumer behavior and purchase decisions states environmental awareness as part of green consumer behavior affects attitudes and purchasing decisions (Puspitasari et al., 2021; Song et al., 2019). Meanwhile, the effect of green consumer behavior on the purchase of environmentally friendly products resulting in the finding that green consumer behavior did not affect purchasing decisions while green marketing affected purchasing decisions.

The existence of the research gap, the absence of research that examines the application of green marketing in glamping accommodation, and Pelaga Eco Park Glamping, Bali is not yet fully convinced that the green marketing that it applies can have a significant influence on tourist stay decisions underlies the purpose of this study. Furthermore, almost no research examines the influence of green consumer behavior as an intervening variable between green marketing and the decision to stay. This study aimed to determine the effect of green marketing on the decision to stay, the effect of green marketing on green consumer behavior, the effect of green consumer behavior on the decision to stay, and the effect of green marketing on the decision to stay through green consumer behavior as an intervening variable. This research is expected to provide novelty to the development of green marketing in supporting sustainable tourism, especially in glamping accommodations.

2. METHODS

This research uses a quantitative approach with a case study at Pelaga Eco Park Glamping, Bali, located in Pelaga Village, Badung Regency. The number of samples in this study was set at 100 respondents who stayed at Pelaga Eco Park Glamping, Bali, between August – September 2022. The sampling technique used is accidental sampling. Anyone who stays and Pelaga Eco Park Glamping, Bali, and coincidentally meets the researcher at the research location can be used as a sample. Primary data was obtained by distributing a questionnaire in Google form with 34 closed statements designed using a Likert scale, which is 1 (strongly disagree) to 5 (strongly agree). Questionnaire distribution techniques were carried out both offline at the research location and online via WhatsApp. The data analysis technique used is path analysis with the SmartPLS 3.3 application to determine the effect of variable X (Green Marketing), variable Z (Green Consumer Behavior) as an intervening variable, and variable Y (Stay Decision). The data collected through the questionnaire was then coded and tested for validity and reliability on the construct (Outer loading measurement) then continued with hypothesis testing to see the direct effect and indirect effects of the variable (Inner model measurement). After data analysis, the results of this study will be discussed and interpreted by descriptive quantitative.

3. RESULTS AND DISCUSSIONS

Results

Based on the results of the research questionnaire, the characteristics of respondents presented in Table 1 can be described.

Table 1. Characteristic of Respondents

Characteristics of Respondents	Total (People)	Percentage
	Nationality	
a. Indonesian Citizen	95	95%
b. Foreigner	5	5%
Total	100	100%

Characteristics of Respondents	Total (People)	Percentage
City of Origin		
a. Denpasar	40	40%
b. Jakarta	20	20%
c. Badung	14	14%
d. Bandung	5	5%
e. Surabaya	5	5%
f. Gianyar	4	4%
g. Klungkung	3	3%
h. East Flores	1	1%
i. Jayapura	1	1%
j. Yogyakarta	1	1%
k. Lombok	1	1%
l. Poor	1	1%
m. Frankfurt	1	1%
n. Berlin	1	1%
o. Perth	1	1%
p. Philippines	1	1%
Total	100	100%
Gender		
a. Man	35	35%
b. Woman	65	65%
Total	100	100%
Age		
a. 15 - 20 years	2	2%
b. 21 - 25 years old	35	35%
c. 26 - 30 years	44	44%
d. 31 - 35 years	15	15%
e. 36 - 40 years	1	1%
f. More than 40 years	2	2%
Total	100	100%
Education Level		
a. High School/Equivalent	12	12%
b. Diploma	30	30%
c. Strata 1 (S1)	54	54%
d. Strata 2 (S2)	4	4%
e. Strata 3 (S3)	0	0%
Total	100	100%
Occupation		
a. Student/Student	9	9%
b. Government employees	1	1%
c. Private employees	62	62%
d. Businessman	22	22%
e. Influencers	5	5%
f. Blogger	1	1%
Total	100	100%
Average Salary per Month		
a. No income	7	7%
b. < IDR 2,500,000	4	4%
c. IDR 2,500,001 - IDR 3,500,000	31	31%
d. IDR 3,500,001 - IDR 4,500,000	19	19%
e. IDR 4,500,001 - IDR 5,500,000	7	7%
f. > IDR 5,500,000	32	32%
Total	100	100%
Staying Partner		
a. Alone	7	7%
b. with couple	61	61%
c. with group	32	32%

Characteristics of Respondents	Total (People)	Percentage
Total	100	100%
Duration of Stay		
a. 1 night	90	90%
b. 2 nights	5	5%
c. more than 2 nights	5	5%
Total	100	100%
Frequency of Staying at Pelaga Eco Park		
a. Once	88	88%
b. Twice	9	9%
c. More than twice	3	3%
Total	100	100%

Table 1 shows that the number of respondents is 100 people. Based on the table, most of the respondents are Indonesian citizens, with a percentage of 95%, of which 40% are local residents who live in Denpasar. In terms of gender, 65% are women with an age range of 26-30 years which can be categorized as millennial tourists. In terms of education level, most of the respondents have a Strata 1 education with private employees who have an average income of more than 5 million rupiahs. Meanwhile, in terms of partners staying, 61% of respondents stayed with their partners for one night. Judging from the frequency of their stay, 88% of respondents stayed at Pelaga Eco Park Glamping, Bali, for the first time. Based on the data above, it can be concluded that respondents who stay at Pelaga Eco Park Glamping, Bali are local tourists, millennials who have a high level of education and income, and they consider glamping destinations that are close to nature as places to stay.

Measurement Model

The measurement model test is used to test the validity and reliability of a construct. The Validity test is done by looking at convergent validity and discriminant validity. At the same time, the reliability can be known by looking at the value of Cronbach's alpha and composite reliability. The following are the results of convergent and discriminant validity testing.

Convergent Validity Test

The convergent validity test is seen from the outer loading value and the Average Variance Extracted (AVE) value. The outer loading value is said to be valid if the value is > 0.60 , while the AVE value must be greater than 0.5. If the value is less than the required rules of thumb, then that value should be removed from the model. The following are the results of the outer loading test and the AVE value.

Table 2. Outer Loading Value

Items	Early Model	Modification Model	Information
Green Marketing (X)			
X.1	0.456		Invalid
X.2	0.517		Invalid
X.3	0.655	0.606	Valid
X.4	0.627	0.644	Valid
X.5	0.664	0.668	Valid
X.6	0.672	0.731	Valid
X.7	0.811	0.809	Valid
X.8	0.638	0.721	Valid
X.9	0.712	0.725	Valid
X.10	0.703	0.720	Valid
X.11	0.562		Invalid
X.12	0.745	0.760	Valid
Green Consumer Behavior (Z)			
Z.1	0.699	0.708	Valid
Z.2	0.485		Invalid
Green Consumer Behavior (Z)			
Z.3	0.647	0.667	Valid
Z.4	0.688	0.706	Valid
Z.5	0.624	0.602	Valid

Items	Early Model	Modification Model	Information
Z.6	0.544		Invalid
Z.7	0.672	0.672	Valid
Z.8	0.658	0.651	Valid
Z.9	0.637	0.665	Valid
Z.10	0.699	0.682	Valid
Z.11	0.702	0.708	Valid
Staying Decisions (Y)			
Y.1	0.692	0.688	Valid
Y.2	0.774	0.778	Valid
Y.3	0.702	0.687	Valid
Y.4	0.546		Invalid
Y.5	0.801	0.807	Valid
Y.6	0.733	0.744	Valid
Y.7	0.643	0.626	Valid
Y.8	0.715	0.730	Valid
Y.9	0.669	0.662	Valid
Y.10	0.758	0.765	Valid
Y.11	0.664	0.666	Valid

Based on outer loading value as presented in Table 2, it can be seen that six items have an outer loading value below 0.60 so these six items are removed from the model. From the 34 statement items, 28 items are declared valid and can be continued for measuring the AVE value. The following table shows the AVE value of each variable.

Table 3. AVE Value

Variable	Early AVE Value	Final AVE Value	Information
Green Marketing (X)	0.506	0.506	Valid
Green Consumer Behavior (Z)	0.455	0.529	Valid
Stay Decision (Y)	0.515	0.515	Valid

AVE values presented in Table 3, shows that the Green Consumer Behavior (Z) variable has an AVE value of 0.455, which means that it still does not meet the requirements for the AVE value > 0.5 so an elimination stage is carried out on the indicators on the Green Consumer Behavior variable. The eliminated indicator is the indicator that has the smallest value until the AVE value is met. The researcher removed the four indicators that had the smallest values in the model, namely Z3, Z5, Z8, and Z9 so that after being retested, all variables had an AVE value above 0.50 which means that they are convergently valid.

Discriminant Validity Test

Discriminant validity aims to test to what extent the latent construct is really different from other constructs. A high discriminant validity value indicates that a construct is unique and able to explain the phenomenon being measured. The discriminant validity in this study was tested by comparing the *cross-loading value*. Here are the cross-loading values of each construct.

Table 4. Cross-Loading Value

Indicator	X (Green Marketing)	Z (Green Consumer Behavior)	Y (Stay Decision)
X.5	0.6638	0.3942	0.6130
X.6	0.7701	0.5747	0.5239
X.7	0.7972	0.5643	0.6201
X.8	0.7191	0.3991	0.4310
X.9	0.7400	0.6293	0.4226
X.10	0.7432	0.5868	0.5521
X.12	0.7588	0.5349	0.4970
Z.1	0.6357	0.8409	0.5578
Z.7	0.5483	0.7869	0.5387
Z.11	0.5398	0.7823	0.6625
Y.1	0.3971	0.5719	0.6785
Y.2	0.5024	0.5276	0.7742

Indicator	X (Green Marketing)	Z (Green Consumer Behavior)	Y (Stay Decision)
Y.3	0.4121	0.4162	0.6832
Y.5	0.168	0.6143	0.8058
Y.6	0.5853	0.7017	0.7452
Y.7	0.4128	0.3630	0.6277
Y.8	0.5421	0.4903	0.7311
Y.9	0.4863	0.3715	0.6687
Y.10	0.6117	0.5472	0.7715
Y.11	0.4458	0.529	0.6628

The results of the discriminant validity test in as presented in Table 4, present the results of the cross-loading calculation, which shows that the cross-loading value of each indicator from Green Marketing (X), Green Consumer Behavior (Z), and Stay Decision (Y) is above the cross-loading value of the other latent variable. All values above the rule of thumbs of 0.5 so that the research instrument is declared valid.

Reliability Test

The reliability test can be seen from Cronbach's alpha value and the Composite reliability value. A construct is declared reliable if the value of Cronbach's alpha and Composite Reliability > 0.7. The value of Cronbach's alpha and the value of Composite reliability in this study are as follows:

Table 5. Cronbach's Alpha and Composite Reliability Value

	Cronbach's Alpha	Composite Reliability	Information
X (Green Marketing)	0,864	0,896	Reliable
Z (Green Consumer Behavior)	0,726	0,845	Reliable
Y (Stay Decision)	0,895	0,913	Reliable

Based on the results of the reliability test as presented in Table 5, the three variables in this study have Cronbach's alpha and composite reliability values > 0.70. It can be concluded that the variables Green Marketing (X), Green Consumer Behavior (Z), and Stay Decision (Y) are declared reliable so that further analysis can be carried out with a hypothesis test.

Hypothesis Test

The basis used in testing the hypothesis is the value contained in the output result for inner weight contained in the path coefficients and indirect effects. Each variable is said to be significant if the value of the t-statistic is greater than the t-table (1.960) so that the hypothesis can be accepted. On the other hand, if the value of the t-statistic is smaller than the t-table (1.960) then the hypothesis is rejected. The following is a table of Hypothesis testing.

Table 6. Hypothesis Test

Influence	Original Sample (O)	Sample Mean	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
X => Y	0.3791	0.3863	0.1163	3.2590	0.0011
X => Z	0.7157	0.7086	0.0889	8.0496	0.0000
Z => Y	0.4603	0.4648	0.1038	4.4346	0.0000
X => Z => Y	0.3294	0.3312	0.0945	3.4876	0.0005

The Table 6 shows that all variables have a positive and significant relationship, where the t-statistic is greater than the t-table (1.96). The relationship between the green marketing variable (X) and the decision to stay (Y) is positive and significant where the original sample shows a value of 0.3791, t-statistical 3.2590, and P-value 0.0011. While the relationship between green marketing and green consumer behavior (Z) is positive and significant where the original sample shows a value of 0.7157, t-statistics 8.0496, and P-value 0.0000. The relationship between the Green Consumer Behavior (Z) variable and the decision to stay (Y) is also positive and significant where the original sample shows a value of 0.4603, t-statistics of 3.4876, and P-value of 0.0000. As an intervening variable, Green Consumer Behavior (Z) is also able to be an intermediary variable between Green Marketing (X) and Stay Decision (Y) where the results of the hypothesis test show a positive and significant relationship with the original sample value of 0.3294, t-statistic of 3.4876, and p-value of 0.0005. If we look at the influence of green marketing on the decision to

stay, which shows a positive and significant relationship direction, then the intervening or mediating effect of the *green consumer behavior* variable can be categorized as partial mediation, which means that the mediation variable does not play a full role. Partial mediation means that the independent variable is able to directly influence the dependent variable without involving intervening variables, so it can be concluded that there is or is not a green consumer behavior variable, the green marketing variable is still able to influence the decision to stay of tourists to Pelaga Eco Park Glamping, Bali.

Discussion

The purpose of this study is to determine the influence of green marketing on the decision to stay through green consumer behavior as an intervening variable. Based on the hypothesis test result in Table 6 above, below are the discussions of the results of this study.

The Influence of Green Marketing on Stay Decision

Based on data analysis, the results show that green marketing as a marketing mix with an environmentally friendly approach has a positive and significant impact on the decision to stay. This is indicated by the path coefficient value or original sample of 0.3791 with p-values of 0.0011 and t-statistic of 3.2590, which shows a positive and significant relationship. The results of this study are in line with previous research (Elmas, 2019; Panungkelan et al., 2018; Puspitasari et al., 2021; Utami, 2020). They stated that there was a positive and significant relationship between Green Marketing on Staying Decisions or Purchase Decisions. This result also be influenced by the education level of the respondents, most of whom have bachelor's degrees. The high level of education indicates that most respondents have knowledge and high awareness of environmental sustainability. Millennials or the Y Generation, who became the majority of respondents in this study, also tend to be willing to pay more for environmentally friendly activities. This result is in line with similar research, who state that the millennial generation tends to do a lot of research and carry reviews before deciding to make a purchase and prefer to buy experiences rather than buying products (Ewerhard et al., 2019; Thangavel et al., 2022). The study result indicates that the better the company promotes a green marketing approach, the greater the decision to stay for tourists. And vice versa, if the green marketing gets worse, it will decrease tourist decisions to stay (Panungkelan et al., 2018; Yulianthi & Sadguna, 2020).

Green marketing includes comprehensive marketing activities for packaging, product modifications, and manufacturing processes that are implemented in an environmentally friendly manner while meeting customer needs (Dangelico & Vocalelli, 2017; Rajput et al., 2022). In other words, the application of green marketing is one of the company's efforts to overcome the impact of applying conventional marketing, which is generally only aimed at satisfying customer needs and ignoring the interests of society and the environment in the long term (Ansu-Mensah, 2021; Islam, 2018). Companies increasingly realize that going green impacts environmental sustainability and improves the corporate image, increases competitiveness, and wins the market (Chuang & Huang, 2018; Machová et al., 2022). Based on the result, it can be concluded that the green marketing strategy for green accommodations can be used as an effort to influence guests in terms of staying decisions.

The Influence of Green Marketing on Green Consumer Behavior

Green Marketing has a positive and significant effect on Green Consumer Behavior, and this is indicated by the path coefficient value or original sample of 0.7157 with p-values of 0.0000 and t-statistics of 8.0496, which shows a positive and significant relationship. The results of this study are also in accordance with the similar research which states that green marketing has a positive relationship and has a significant effect on green consumer behavior (Machová et al., 2022; Mercade Mele et al., 2019). The results are also in line with UNWTO, who state that tourists will become more environmentally conscious and will base their choice on destinations that are more environmentally friendly (Chiu et al., 2014; Yuniati et al., 2020). This can be seen from the change in human habits that previously tended to be hedonistic and consumptive to become more meaningful with the value of travel and experiences gained (Y. C. Chen et al., 2014; Utami, 2020). The need for environmentally friendly or "green" behavior is coming to the fore, increasing pressure for companies to be socially ethical, responsible, and adhere to environmentally friendly practices (Kolk, 2016; Wahyuni et al., 2020). So the result of this study indicates that the better the company's promotion with a green marketing approach, the more green consumers will be to make reservations or purchases. And vice versa, if the green marketing gets worse, it will result in a decrease in the desire of tourists to stay. The respondent's critical attitude towards the price (room rate) of staying seems to be followed by the respondent's desire to get the appropriate value, in line with the education level of the respondents, who are mostly undergraduates and are in the productive age group with high incomes.

The Influence of Green Consumer Behavior on Decision to Stay

Green Consumer Behavior has a positive and significant effect on the decision to stay, and this is indicated by the path coefficient value or original sample of 0.4603 with p-values of 0.0000 and t-statistics of 4.4346, which shows a positive and significant relationship. This is in line with the similar research which states that environmental attitudes and concern for the environment have a significant effect on shaping green buying behavior (Song et al., 2019; Trivedi et al., 2018). Other research also state that green consumer behavior is a fundamental and strong predictor of green buying behavior (Moser, 2015; Naz et al., 2020). This study breaks the results of previous research which states that behavior environmental awareness as part of green consumer behavior has no effect on purchasing decisions (Amberg & Fogarassy, 2019; Ting et al., 2019). The results of this study indicate that the more tourists have eco-conscious behavior and character (caring for the environment), the more they will influence the tourist's decision to stay in environmentally friendly accommodation. Vice versa, if tourists do not have environmentally friendly behavior, tourists will not want to spend more money to stay in environmentally friendly tourist accommodations. Willing to pay more is characteristic of green consumer behavior that wants more value rather than just to stay (Aripin & Negara, 2021; Wei et al., 2018). The results of this study also prove that Indonesian Citizens as domestic tourists have begun to adjust their consumption habits and become more selective in choosing products and services according to their sustainability features, including deciding where to stay. In line with previous research domestic tourists nowadays have a willingness to support a local destination recovery in the post-COVID-19 Pandemic, as well as glamping as the new trend of nature-based accommodation (Duong et al., 2022; Siagian & Cahyono, 2021).

The Influence of Green Marketing on Decision to Stay Through Green Consumer Behavior as Intervening Variable

Green Marketing has a positive and significant effect on the decision to stay through Green Consumer Behavior as an intervening variable. This result indicates by the path coefficient value or the original sample of 0.3294 with p-values of 0.0005 and t-statistics of 3.4876, which shows a positive and significant relationship. The results of this study indicate that green consumer behavior can mediate the influence between green marketing and the decision to stay. However, the intervening effect is only partial because, according to the results of testing the first hypothesis, without the green consumer behavior variable, green marketing already has a positive and significant influence on the decision to stay. This result means the more companies implement green marketing and can target the right market segmentation, which is the millennial tourist who has green consumer behavior, the more they will influence the decision of tourists to stay in environmentally friendly accommodations, including glamping accommodations. Green consumer behavior is reflected in the behavior of consumers who seek, buy, use, evaluate, and dispose of products in a more responsible way (Dangelico et al., 2022; Kumar & Ghodeswar, 2015). The behavior of consumers who care about the environment will influence their desire to consume environmentally friendly products, likewise deciding to stay at an accommodation that implements the concept of green marketing. Most of the respondents in this study are millennial tourists who have a high level of education with a good average level of the economy, so they have high environmental awareness as well (Ansu-Mensah, 2021; Kusumaningrum, 2022). Young educated consumers are mostly been found to be more concerned and responsible regarding the environment, and favor environmental protection issues (Dianti & Paramita, 2021; Joshi & Rahman, 2016). This makes them more likely to understand the concept and importance of sustainable consumption, and its impact on the environment and society, including their behavior during traveling.

Most of the respondents in this research who stayed at Pelaga Eco Park Glamping were also Indonesian citizens or domestic tourists. So this research also gives the novelty that proves the Indonesian tourist already have a high awareness of environmental sustainability so they tend to choose to stay in environmentally friendly accommodations, especially after the COVID-19 pandemic. This is in line with previous research which stated that the pattern of traveling behavior of domestic tourists in West Java in relation to post-pandemic tourism, shows a trend that tourists who are millennial and Z generations are very concerned about cleanliness, health, safety, and environmental sustainability (Guridno & Guridno, 2020; Harianja et al., 2022). This is also supported by interviews result by researchers with several respondents that they feel to get more value than just peace when staying at Pelaga Eco Park Glamping, Bali. The perceived added values include: Being closer to nature; Changing lifestyle to be more environmentally friendly; and The farm to table concept offered by Pelaga Eco Park Glamping, Bali gives tourists motivation to consume healthier food and drinks.

The results of the study indicate that the better the company's promotion with a green marketing approach, the greater the decision to stay for tourists. And vice versa, if the green marketing is getting worse, it will result in decreasing tourist decisions to stay. Based on this research, the manager of Pelaga Eco Park

Glamping, Bali, should further improve the implementation of green marketing, especially in the aspect of green products and green promotion, such as continuing to create promotional content with environmentally friendly themes, making interesting environmental-based tourism activities such as cooking classes, providing trash bins according to class and urge tourists to sort their waste and continue to improve the quality of service to grow satisfaction and loyalty from tourists. In addition, accommodation companies including glamping may stimulate more domestic tourists by taking proper pricing strategies, promotion, and adding eco-conscious activities. By doing so, the vast majority of potential domestic tourists may afford to tourists extend their stay, be a repeater, and recommend to others.

The limitation of this study is the results of this study cannot generalize the relationship between the variables discussed, whereas the results of this study are only limited to describing the relationship between variables in the current research results with respondents who stay between August - September 2022. So it is hoped that further researchers can conduct research with a larger sample, and wider research object with the addition of several variables such as brand awareness and brand image as an independent variable, and tourist satisfaction and interest in staying again as the dependent variable.

4. CONCLUSION

This study has developed and validated the conceptual framework of the influence of green marketing on decisions to stay through green consumer behavior as an intervening variable that generates important theoretical and practical contributions. This research implies that glamping managers can be more concerned about planning and implementing green marketing to win the market while contributing to environmental sustainability. Based on the findings and results of data analysis, it can be concluded that green marketing has a positive and significant effect on green consumer behavior and the decision to stay. Green consumer behavior also can be an intervening variable between green marketing and the decision to stay. The results of the study indicate that the better the company's promotion with a green marketing approach, the greater the decision to stay for tourists. And vice versa, if the green marketing is getting worse, it will result in decreasing tourist decisions to stay. Based on this research, the manager of Pelaga Eco Park Glamping, Bali, should further improve the implementation of green marketing, especially in the aspect of green products and green promotion, such as continuing to create promotional content with environmentally friendly themes, making interesting environmental-based tourism activities such as cooking classes, providing trash bins according to class and urge tourists to sort their waste and continue to improve the quality of service to grow satisfaction and loyalty from tourists. In addition, accommodation companies including glamping may stimulate more domestic tourists by taking proper pricing strategies, promotion, and adding eco-conscious activities. By doing so, the vast majority of potential domestic tourists may afford to tourists extend their stay, be a repeater, and recommend to others.

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