

Green Marketing Analysis at Aruna Senggigi Resort & Convention

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Abstract: This study discusses the application of green marketing at Aruna Senggigi Resort & Convention. The existence of issues regarding global warming, and environmental damage, innovative companies make green marketing as a way to attract consumers and the public as a marketing strategy. The purpose of this study was to determine the application of green marketing and the constraints in implementing green marketing at Aruna Senggigi Resort & Convention. The research method used is descriptive qualitative analysis method. The data from this study were obtained by means of observation and interviews, interviews were conducted with resource persons who were considered to understand and know in more detail about the problems of the research conducted, so that they could collect information for the data reduction process and then verify the data to be able to draw conclusions about the problems raised. discussed in this study. Data collection methods used in this study are observation, interviews, documentation and literature study. The results of this study show that of the 4 (four) indicators (green product, green price, green place, green promotion) and a total of 11 (eleven) green marketing sub-indicators that 79.2% have been implemented by Aruna Senggigi Resort & Convention. Indicators that have not been implemented optimally are green prices with a total of 50% and green promotion only 66.7%. The sub-indicator that has not been implemented properly by Aruna Senggigi Resort & Convention is the price of a green product is more expensive than conventional products and for the green promotion sub-indicator that has not been implemented optimally is promotion by raising environmental issues. The obstacles in implementing green marketing at Aruna Senggigi Resort & Convention are limited market segments, relatively high prices, and there are several consumer complaints regarding water refills.

Keywords: application, green marketing, resort

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Introduction

Lombok is one of the best destinations in the world. It can be seen from the awards that have been obtained, the island of Lombok was named the World's Best Halal Honeymoon Destination and the World's Best Halal Tourism Destination at The World Halal Travel Summit & Exhibition in 2015 which was announced in the United Arab Emirates. Lombok is also nicknamed the Island of a Thousand Mosques, because it has mosques that number in the thousands and even nearly 9,000, which is around 8,951. One of them is the Lombok Islamic Center Mosque, a mosque designed in the Middle Eastern style that stands majestically in the center of Mataram City. In addition, Lombok is one of the islands chosen and suitable for building a circuit, namely the Mandalika circuit which was inaugurated on November 12, 2021 by President Joko Widodo. With the Mandalika circuit, FIM (Federation Internationale de Motcyclisme) and DWO (Dorna WorldSBK Organization) believe that Indonesia is ready to hold a WorldSBK motorcycle race. WorldSBK for the first time since 1997 is back with the 2021 season finals which will take place from 19 to 21 November 2021. This championship will be the final season of the 2021 MOTUL FIM superbike world championship. With the WorldSBK event, it is very encouraging to increase the number of tourists visiting Lombok, domestic and foreign tourists. With the increasing number of events held in Lombok, it also has an impact on the development of accommodation business services, especially hotels, as evidenced by the number of entrepreneurs who set up hotel accommodation business services. The more hotels that are built, the tighter the competition in the hotel business world. According to Kusnandar (2007), in order to face this competition, companies are required to appear more competitive in that the offer must be attractive. In addition to intense competition, the development of increasingly developed hotels will have an impact on the environment. This condition is reinforced by the issue of global warming which is currently being discussed by the world's population so that it raises awareness to pay more attention to the environment (Septika, 2017).

With the issue of global warming and environmental damage, innovative companies are responding as a way to attract consumers and the public by applying the concept of green marketing as a marketing strategy. The concept of green marketing has existed since the late 1980s (Peattie & Crane, 2005). According to Grant in

Panungkelan et al., (2018) green marketing is a process of marketing and producing goods or services that prioritizes environmental friendliness. Meanwhile, according to Polonsky (2001) green marketing is the consistency of all activities that design services and facilities to satisfy human needs and desires without causing an impact on the natural environment. Apart from being a company's marketing strategy, the concept of green marketing can be used as a company in supporting sustainable tourism or sustainable tourism. Green marketing was originally an idea about environmentally oriented marketing management, but nowadays green marketing is widely applied as a marketing strategy. Companies that implement green marketing are companies whose products are marketed in international markets such as hotels. The benefits obtained by the company by applying the concept of green marketing, namely green marketing can ensure long-term sustainable growth with profitability. Indeed, for the initial cost is more expensive but in the long run it will save costs. Green marketing makes production costs more efficient because it is a product recycling program.

In addition, people's behavior to preserve the environment is an important basis for doing green marketing so that marketers can more easily carry out their strategies. By still paying attention to environmental aspects, it can also help companies to market their products and services internationally. It can help in accessing new markets and also the company can enjoy a competitive advantage. In addition, implementing green marketing can improve the brand image of the company. According to Manongko (2018), green marketing has 4 (four) components, namely green product, green price, green place and green promotion. One of the hotels that has implemented green marketing in Lombok is Aruna Senggigi Resort & Convention. Aruna Senggigi Resort & Convention is located in a very strategic location, which is in the center of Senggigi tourism and access to three famous dykes, namely Gili Terawang, Gili Air, and Gili Meno. Based on the problems above, the authors are interested in conducting research on "Analysis of the Application of Green Marketing at Aruna Senggigi Resort & Convention".

Method

The study was conducted in the aruna senggigi resort & convention department sales & Marketing Department. The aruna senggigi resort & convention location is on the Jalan Raya Senggigi, Lombok – Nusa Tenggara Barat, Indonesia. The method of data collection employed in this study is observation, interviews, and documentation. The observation made in the study is to observe the application of green marketing by the aruna senggigi resort & convention department in January through March 2022. In this study the method of collecting samples used is the observive sampling method. According to the (Sugiyono, 2014) unpredictable sampling is a deliberate sample identification technique. The informants in this study number three: sales & marketing (sales manager, marcom manager & e-commerce) because of those who knew in detail the information related to the research. The variable used in this research is green marketing. Research variables are basically everything in any form determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn (Sugiyono, 2017). The operational definition is the determination of the construct or trait to be studied so that it becomes a measurable variable. The operational definition is a certain way used to research and operate properties, making it possible for other researchers to replicate measurements in the same way or develop better ways to measure properties (Sugiyono, 2017). The operational definition of variables in this study are four elements of green marketing, namely green product, green price, green place, and green promotion.

Table 1. Indicators and Sub-Indicators of Green marketing Variables

No.	Variable	Indicator	Sub Indicator
1	Green marketing	Green product	Meeting the human need to be recognized as a hotel that cares about the environment.
2			Can be reused
3			Ingredients used are natural
4			Can reduce excessive use of resources
5		Green price	Using local products
6			The price of a <i>green product</i> is more expensive than conventional products
7		Green Place	Affordable location
8			Eco-friendly location
9		Green promotion	Promotion by paying attention to the environment.
10			Promotion raises environmental issues
11			Promotion is done attractively

Source: Manongko (2018)

The data analysis used in this research is descriptive qualitative. Qualitative descriptive data analysis, which aims to describe, summarize various conditions, various situations or various phenomena of social reality that exist in the community that is the object of research and aims to draw that reality to the surface as a feature, character, description of conditions, situations or phenomena (Sugiyono, 2013). Data analysis procedures in qualitative research according to Miles and Huberman include the following steps (Saleh, 2017):

1. Data Display
Presentation of data is the process of collecting information that is arranged based on the required categories or groupings.
2. Reduksi data (*data reduction*)
Data reduction can be interpreted as a data reduction process, data reduction is a data improvement process, both reduction of data that is less necessary and irrelevant, as well as addition of data that is felt to be lacking.
3. Data verification
Data interpretation is the process of understanding the meaning of a series of data that has been presented, in a form that does not just see what is written, but rather understands or interprets what is implied in the data that has been presented.
4. Conclusion drawing
Drawing conclusions is a process of formulating the meaning of research results expressed in short, dense and easy-to-understand sentences, and carried out by repeatedly reviewing the truth of the conclusions, especially with regard to their relevance and consistency to the title, objectives and formulation of the problem at hand. (Saleh, 2017).

Result and Discussion

The following discusses the discussion and research results that aim to identify how to apply green marketing and what obstacles are faced in implementing green marketing by the sales & marketing department at Aruna Senggigi Resort & Convention.

Application of Green Marketing at Aruna Senggigi Resort & Convention

1. Application of Green Products

Green Product according to Manongko (2018) is any product that is not harmful to the environment and consumers and also works as a future remedy for the negative impact of a product. According to Manongko (2018) and previous research, hotel products can be categorized as green products or green products if the indicators of the green product have been implemented properly. The following explains the application of green products at Aruna Senggigi Resort & Convention per sub-indicator according to the theory from (Manongko, 2018):

a. Meeting the human need to be recognized as an eco-friendly hotel

The form of meeting human needs to be recognized as an environmentally friendly hotel carried out by Aruna Senggigi Resort & Convention is by implementing a CSR (Corporate Social Responsibility) program. CSR can be interpreted as an activity that can help companies fulfill their responsibilities to the surrounding community as a form of concern in improving the welfare of the community and having a positive impact on the environment. Aruna Senggigi Resort & Convention cares for the environment, namely by carrying out natural rehabilitation, such as planting 2,500 tree seedlings in Batulayar Village and participating in activities such as World Cleanup Day.

b. Can be reused

Reusability or what is often called reuse is a program, method or activity carried out to minimize waste, by using the goods or waste again.



Figure 1. Water Jug at Room, Barcode for check in & Barcode Hotel Directory

Source: Personal Documentation (2022)

Based on the results of the analysis carried out, Aruna Senggigi Resort & Convention has implemented a program of reusable products such as using water jugs and dispensers for in rooms as a substitute for plastic bottles. Then applying paperless, paperless is an effort to reduce paper use. Paperless applied at Aruna Senggigi Resort & Convention as an example is as follows, first every staff at the office reuses recycled paper in the

empty part, second uses a barcode during the check-in process. The third is using a barcode instead of a hotel director book in each room. Fourth, by using email as a medium for sending files or files to guests or fellow staff. Aruna Senggigi Resort & Convention has also provided an automatic hand dryer in every guest toilet, with the aim of reducing the use of tissue. And reuse wastewater to water plants.

c. Ingredients used are natural

Using natural materials in question are facilities or goods used by hotels using natural materials that aim to reduce waste waste. Aruna Senggigi Resort & Convention products that use natural ingredients, namely, for each room where the snack is used is made of rattan in addition to sugar, coffee, and tea containers made of clay, tissue holders and amenities such as soap in the bathroom use a separate place. made of clam shells. Aruna Senggigi Resort & Convention also offers food and drink products that carry the traditional theme of the Sasak tribe, namely the begibung package, the begibung meal package is a word taken from the original Sasak language which means eating together. What's interesting about this begibung package is the way the food is served, the utensils used to serve the food are made of clay and the rice holder is made of woven bamboo and then covered with leaves.

d. Can reduce excessive use of resources

Reducing excessive use of resources is a form of company or hotel caring for the environment, because it can be seen that large companies such as hotels can be said to be a fairly large contributor to waste. Therefore, it is important for a company, especially a hotel, to take actions that can reduce excess waste and start paying attention to the environment. Aruna Senggigi Resort & Convention has made efforts to reduce resources excessively by installing a hanger card on the towel rack. The hanger card contains an appeal if guests stay more than one night, if the towel wants to be replaced then the guest is asked to put the towel on the floor, and if the towel is still clean and used then keep it on the towel rack.



Figure 2. Sticker Energy Saving

Source: Personal Documentation (2022)

Every office of Aruna Senggigi Resort & Convention is also marked with an energy saving sticker, in addition to giving advice to guests, staff from Aruna Senggigi Resort & Convention are also encouraged to make efforts to reduce excessive use of resources. Not only in hotel rooms, Aruna Senggigi Resort & Convention also put a sticker on the sink near the lobby, the sticker contained an inscription to remind everyone who turns on the water not to forget to turn the water back off.

2. Application of Green Price

Price is the value of a service and goods which is measured by a certain amount of money. For companies, the price of a good or service is a determinant of market demand. For products in general, a decrease in price can increase sales, compared to products that carry a prestigious image, an increase in price will increase the number of sales because products with high prices will show one's achievements, (Islam, 2018). The difference between the green price and the price is a significant price based on the consequences of the product. The premium price can be seen from the raw materials in the product and packaging/label and the price of a green product is more expensive than conventional products. The following is an explanation of the sub-indicators of the green price:

a. Using local products

Food ingredients such as vegetables, fruits, Aruna Senggigi Resort & Convention buy directly from local farmers in the Sembalun area, East Lombok. Because vegetables or products produced directly from farmers are of better quality, the vegetables are fresher and healthier. For spices such as turmeric, ginger, kencur, lemongrass, etc., Aruna Senggigi Resort & Convention utilizes the vacant land around the jogging track to be used as land to plant these spices. So, the price is not too expensive. In addition, for a place to eat as a begibung package made of clay, Aruna Senggigi Resort & Convention buys directly to the pottery industry center area in the Banyumulek area, West Lombok. And also for the snack place in each room, using a place made of rattan, Aruna Senggigi Resort & Convention buys it directly at the center of the rattan craftsman or industry in the Central Lombok area, namely Beleka Village.

b. The price of a green product is more expensive than conventional products

For now, the application of green marketing which can be said to be not optimal, especially for the green products offered by Aruna Senggigi Resort & Convention has not affected the prices offered, it can be seen in the table and figure below, the prices offered have not changed and are still based on competitors. Below are the prices offered by Aruna Senggigi Resort & Convention:

Table 2. Room Price List 2021

Type of Room	Publish Rate
Superior Town	Rp. 1,400,000
Deluxe Cottage	Rp. 1,600,000
Deluxe Building	Rp. 1,800,000
Executive Suite	Rp. 5,000,000
President Suite	Rp. 9,000,000
Extra bed	Rp. 350,000

Source: Aruna Senggigi Resort & Convention (2021)

Table 3. Meeting Package Price List

Meeting Packages	Rate
Half day meeting	IDR 350,000
Full day meeting	IDR 450,000
One day meeting	IDR 550,000
Fullboard Meeting Twinsahre	IDR 1,100,000
Fullboard Meeting Single	IDR 1,600,000

Source: Aruna Senggigi Resort & Convention (2021)

3. Application of Green Place

Location is one component that also needs to be considered in order to create a company image and on the products being marketed. In determining the location as much as possible the company chooses a different location from its competitors. For example, with the selection of displays and other creative ideas that focus on environmental excellence, (Savitri et al., 2016:9) .



Figure 3. Jogging Track Area

Source: Personal Documentation (2022)

Aruna Semggigi Resort & Convention is one of the hotels in Lombok that has created an environmentally friendly location, this can be seen and supported by the results of the analysis. Whereas, Aruna Senggigi Resort & Convention has utilized the vacant green land to plant traditional medicinal plants and plant plants that can be used or utilized for food.

4. Penerapan Green Promotion

Green promotion is one of the variables of green marketing which aims to market environmentally friendly products. Aruna Senggigi Resort & Convention is one of the hotels that has implemented green promotion. This can be seen from the form of promotion that has been carried out by Aruna Senggigi Resort & Convention, the following is an explanation of the results of the analysis that has been carried out:

a. Promotion with attention to the environment

Promotion by paying attention to the environment in question is that the company in marketing the product does not have a negative impact on the environment or can minimize waste. One of the implementations of promotion by paying attention to the environment at Aruna Senggigi Resort & Convention is promotion using e-

flyers or using online media . The online media used to promote the Aruna Senggigi Resort & Convention hotel are OTA (Online Travel Agent), Instagram, website and YouTube. Aruna Senggigi resort & Convention in collaboration with OTA traveloka, tiket.com, Expedia, and agoda. Marketing products through online media will be more efficient and effective. Because in the current era, on average, prospective consumers make orders through online media more often.

b. Promotion raises environmental issues

Promotion raises environmental issues in question is marketing a product by campaigning or giving an action that reflects that the hotel or company cares about the environment. The form of promotion of Aruna Senggigi Resort & Convention by raising environmental issues has not been implemented optimally, this is done at certain times such as Earth Day and tree planting day. based on the results of the interview model from the promotion, namely by uploading an e-flyer to the social media of the Aruna Senggigi Resort & Convention hotel, the promotion was carried out by the hotel by creating an e-flyer related to the anniversary which was then posted via social media such as Instagram, website, and also whatsapp stories.

c. Promotion is done attractively

Almost all companies want their products to always be the choice of potential consumers. Attractive promotion is one way to attract consumers. Attractive promotions in question are like giving discounts or discounts to consumers. Attractive promotions carried out by the Aruna Senggigi Resort & Conversion hotel, such as giving cashback to potential customers, giving discounts or discounts on long holidays, and also holding give aways. In addition, by providing a design discount from the e-flyer, Aruna Senggigi Resort & Convention has used attractive and environmentally friendly colors such as applying colors that reflect that the Aruna Senggigi Resort & Convention Hotel cares about the environment, namely green.

Table 4. Application of Green Marketing at Aruna Senggigi Resort & Convention

Indikator	Subindikator	Sudah	Belum	%
		Diterapkan (√)	Diterapkan (X)	
<i>Green Product</i>	- Memenuhi kebutuhan manusia untuk diakui sebagai hotel yang peduli akan lingkungan.	(√)		100%
	- Produk yang dapat digunakan kembali	(√)		
	- Bahan yang digunakan alami	(√)		
	- Dapat mengurangi penggunaan sumber daya secara berlebihan	(√)		
<i>Green Price</i>	- Menggunakan produk lokal	(√)		50%
	- Harga sebuah <i>green product</i> lebih mahal dibanding produk konvensional		(X)	
<i>Green Place</i>	- Lokasi mudah dijangkau oleh konsumen	(√)		100%
	- Menciptakan lokasi yang ramah lingkungan	(√)		
<i>Green Promotion</i>	- Promosi dengan memperhatikan lingkungan.	(√)		66,7%
	- Promosi mengangkat isu lingkungan		(X)	
	- Promosi dilakukan dengan menarik	(√)		
Rata-rata				79,2%

Based on Table 4, it can be explained that according to Manongko (2018) the indicator of the green product with 4 (four) 100% sub-indicators has been implemented by Aruna Senggigi Resort & Convention. Aruna Senggigi Resort & Convention has carried out activities that meet human needs to be recognized as a hotel that cares about the environment by doing several things as explained in the previous explanation. Then Aruna Senggigi Resort & Convention has carried out a program where the products used by Aruna Senggigi Resort & Convention can be reused, and also those used are made from natural ingredients. Aruna Senggigi Resort & Convention has also carried

out activities aimed at reducing excessive resources. For the green price with 2 (two) sub-indicators according to Manongko (2018), only 50% have been implemented by Aruna Senggigi Resort & Convention, namely using local materials. And what has not been implemented by Aruna Senggigi Resort & Convention is that the price of green products is more expensive than conventional products. It is true that by applying the green concept, the price offered is premium or more expensive, but since Aruna Senggigi Resort & Convention has not yet fully implemented the green concept, the price offered still adjusts to competitors' prices.

Green place according to Manongko (2018) which has 2 (two) sub-indicators has been 100% implemented by Aruna Senggigi Resort & Convention. Aruna Senggigi Resort & Convention has a location that is easily accessible by consumers and has also created an environmentally friendly location by doing reforestation on vacant land. According to Manongko (2018) green promotion which has 3 (three) new sub-indicators of 66.7% is applied by Aruna Senggigi Resort & Convention. Aruna Senggigi Resort & Convention has implemented promotions by paying attention to the environment and promotions are carried out in an attractive manner. Aruna Senggigi Resort & Convention has not implemented the promotion of environmental issues. Because the promotion of raising environmental issues is only done on certain days. From the average percentage of indicators for implementing green marketing at Aruna Senggigi Resort & Convention, only 79.2% have been implemented from 100%. This can be interpreted that Aruna Senggigi Resort & Convention in the application of green marketing is not optimal, because there are still several sub-indicators that have not been implemented.

Constraints faced in implementing green marketing at the Aruna Senggigi resort & convention hotel

From the results of the answers to the first problem regarding how to apply green marketing at Aruna Senggigi Resort & Convention, it can be said that it has not been implemented optimally. Because there are still some sub-indicators of green marketing indicators that have not been implemented optimally such as sub-indicators of green price and green promotion. For a more detailed explanation of the obstacles faced and the efforts to be made by the sales & marketing department in implementing green marketing at the Aruna Senggigi Resort & Convention Hotel, the following is an explanation:

1. Constraints from the application of green prices are relatively high product prices and the costs incurred are quite expensive, such as the costs of developing the green product itself. One of the reasons is that potential consumers do not want to spend more for these green products, because there is still a feeling that they do not match what they get or do not match their expectations. Efforts are being made by the sales & marketing department in dealing with this obstacle, namely by continuing to carry out campaigns or promotions related to green products. Which aims to provide awareness to potential consumers and meet the expectations of potential consumers that with a premium price offer prospective consumers will get the right product.
2. The obstacle in implementing green promotion is that the market segmentation of Aruna Senggigi Resort & Convention is limited, with this automatically the target market is also limited. Efforts made by the sales & marketing department are by inviting customers who stay overnight to plant trees on the hotel's vacant land and the tree seedlings are given the name of the guest. So, by doing this, guests who stay and plant seeds at Hotel Aruna Senggigi Resort & Convention will leave memories. And the hope of the hotel, especially the sales & marketing department, is that guests can stay at Aruna, and become repeater guests.
3. Regarding the use of the barcode system at check-in. Based on the results of interviews, the obstacles are guests who are elderly and less technologically literate. This is one of the difficulties to adjust. Efforts made by the Aruna Senggigi Resort & Convention Hotel, especially the sales & marketing department, are by providing directions via messages before the guest comes to the hotel and collaborating with the FO to provide more detailed directions on how to check-in using the barcode system.
4. Then the last one is regarding drinking water that no longer uses plastic bottles in the Aruna Senggigi resort & Convention hotel room. There are still some guests who complain about refilling water in the dispenser in the corridor. Guests still like to complain about it. Because it was made uncomfortable, to drink had to go to the corridor to fill the water. Efforts made by the Aruna Senggigi Resort & Convention hotel are to provide understanding and benefits to guests regarding the importance of starting to care for the environment.

Conclusion

Based on the results of the analysis described above, it can be concluded as follows:

1. Implementation of green marketing at Aruna Senggigi Resort & Convention
Green marketing 79.2% has been implemented by Aruna Senggigi Resort & Convention. From this it can be interpreted that Aruna Senggigi Resort & Convention has implemented Greek marketing but is not optimal. Because there are still two indicators that have not been implemented by Aruna Senggigi Resort & Convention, namely the sub-indicators of green price and green place, for green price only 50% is applied and for green promotion only 66.7% is applied. The sub-indicator of the green price that has not been applied is the price of a green product that is more expensive than conventional products and the sub-indicator for green promotion that has not been implemented is promotion by raising environmental issues.

2. Obstacles in implementing green marketing at Aruna Senggigi Resort & Convention

There are several obstacles in implementing green marketing at Aruna Senggigi Resort & Convention, such as relatively high prices, limited market segments, adapting to guests who do not understand technology and also refilling water using water jugs in rooms with guests having to fill the corridor to refill. The efforts made by the sales & marketing department, especially related to these obstacles, are by campaigning for the benefits and importance of starting to care about the environment.

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