

UNDERGRADUATE THESIS

GREEN MARKETING MIX STRATEGY
IN SUPPORTING SALES VOLUME OF MICE VENUE
AT BICC THE WESTIN RESORT NUSA DUA BALI



POLITEKNIK NEGERI BALI

I Komang Urip Jnana

TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2025

UNDERGRADUATE THESIS

GREEN MARKETING MIX STRATEGY
IN SUPPORTING SALES VOLUME OF MICE VENUE
AT BICC THE WESTIN RESORT NUSA DUA BALI



POLITEKNIK NEGERI BALI

I Komang Urip Jnana
NIM 2115834041

TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2025

UNDERGRADUATE THESIS

**GREEN MARKETING MIX STRATEGY
IN SUPPORTING SALES VOLUME OF MICE VENUE
AT BICC THE WESTIN RESORT NUSA DUA BALI**

**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Business Management Study Program
in Politeknik Negeri Bali**



POLITEKNIK NEGERI BALI

**I Komang Urip Jnana
NIM 2115834041**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2025**

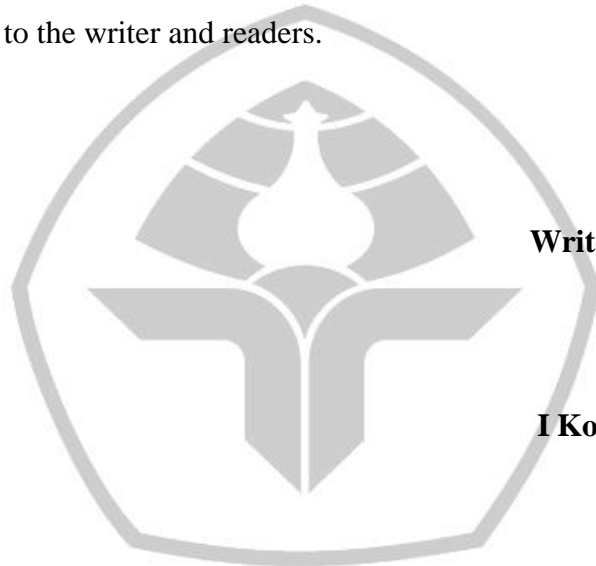
ACKNOWLEDGEMENT

Praise and gratitude to Ida Sang Hyang Widhi Wasa, because of his blessings and mercy finally able to complete the undergraduate thesis with the title “**Green Marketing Mix Strategy in Supporting Sales Volume of Mice Venue at BICC The Westin Resort Nusa Dua Bali**” well and on time. Writing Undergraduate Thesis is one of the requirements for preparing a thesis in order to complete the Bachelor of Applied Education in Tourism Business Management at the Politeknik Negeri Bali. Therefore, this gratitude is conveyed to:

1. I Nyoman Abdi, S.E., M.eCom., as the Director of Politeknik Negeri Bali who has given the opportunity to study for four years in the Tourism Department of Politeknik Negeri Bali.
2. Dr. Ni Nyoman Sri Astuti, SST. Par., M. Par., as the Head of the Tourism Department of Politeknik Negeri Bali has provided adequate facilities, helping the smooth running of lectures in the Tourism Department.
3. Putu Tika Virginiya, S.Pd., M.Pd. as the Secretary of Tourism Department at Politeknik Negeri Bali as well as Supervisor II, for the direction, guidelines and motivation during this study.
4. Dr. Made Satria Pramanda Putra, S.H., S.E., M.M. as the Coordinator of the Tourism Business Management Study Program who also provided a lot of guidance, encouragement, and input in carrying out this thesis.
5. Dra. Ni Nyoman Triyuni, MM. as Supervisor I in this thesis has been willingly taking her time to give a bunch of guidance during creating the thesis and providing guidance to complete this thesis.
6. Ni Kadek Herna Lastari, M.Pd. as Supervisor II who has always taken the time to provide guidance for the smooth preparation of undergraduate thesis and provide direction and motivation.
7. Mr. Sander Loijeen, as the General Manager of The Westin Resort Nusa Dua Bali who has given permission and opportunities to gain knowledge and take data for research.

8. Mrs. Ng Choi Choi as Sales & Marketing Director of The Westin Resort Nusa Dua Bali. As well as all seniors, especially in the Sales & Marketing section, who have provided knowledge, information, and support to prepare the thesis.
9. Mr. I Ketut Ramia and Mrs. Ni Nyoman Kusir as the parents, who always give affection, prayers, advice, and support.
10. All friends who always provide support, input and solutions to the problems in this research.

In writing this thesis, there are still many shortcomings and errors, therefore all constructive criticisms and suggestions will improve the writing of this thesis and be beneficial to the writer and readers.



Writer,

I Komang Urip Jnana

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

ABSTRACT

Jnana, I Komang Urip (2025). Green Marketing Mix Strategy in Supporting Sales Volume of Mice Venue at BICC The Westin Resort Nusa Dua Bali. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This thesis has been supervised and approved by Supervisor I: Dra. Ni Nyoman Triyuni, MM. and Supervisor II: Ni Kadek Herna Lastari, M.Pd..

Key words: SWOT Analysis, Strategy, Green Marketing Mix, Convention

This study aims to identify the strengths, weaknesses, opportunities, and threats of the green marketing mix strategy to increase the sales volume of MICE venues at the Bali International Convention Centre (BICC). It is expected that this study can find the most appropriate green marketing mix strategy to be implemented by the Sales & Marketing Department to Supporting the sales volume of MICE venues at BICC. Data were collected through observation, documentation, and structured interviews. The analysis techniques used include Quantitative Descriptive Analysis, Qualitative Descriptive Analysis, Matrix Internal Factor Analysis Summary (IFAS), Matrix External Factor Analysis Summary (EFAS), Matrix Internal-External (IE), SWOT Analysis, and Analysis Quantitative Strategic Planning Matrix (QSPM). The results of the study indicate that there are internal and external factors that influence the green marketing mix strategy to increase the sales volume of MICE venues at BICC. Based on the IFAS matrix analysis with a total score of 3,49, the Major Strength is the product does not use harmful animal component , while the main weakness is there's special price given to guest who return to conduct an event From the EFAS matrix analysis, the total score is 3,37, the main opportunity is purchasing power of market share guest The main threat is many hotels and conventions in Bali sell the same products and prices tend to be cheaper The IE Matrix analysis places the company in the position growth strategy (Cell I) The SWOT analysis produces 6 alternative green marketing mix strategies, with 3 main strategies as priorities based on the QSPM Matrix calculation, namely: 1) Value-Added Offers to compete competitor convention which sell product with price cheaper (TAS 217,3), 2) Using special price for returning guest who consider the budget for organizing an event (TAS 204,2), dan 3) Promotion through personal selling targeting various segments of market share guest (TAS 198,4).

ABSTRAK

Jnana, I Komang Urip (2025). Green Marketing Mix Strategy in Supporting Sales Volume of Mice Venue at BICC The Westin Resort Nusa Dua Bali. *Skripsi : Manajemen Bisnis Pariwisata, Jurusan Pariwisata, politeknik Negeri Bali*.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dra. Ni Nyoman Triyuni, MM. dan Pembimbing II: Ni Kadek Herna Lastari, M.Pd..

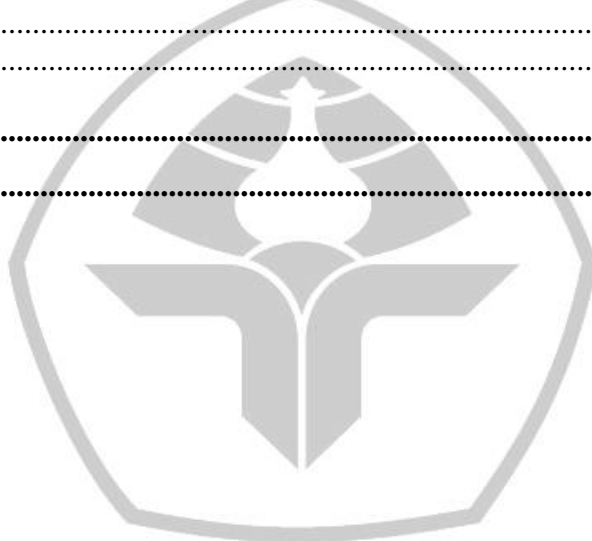
Kata Kunci: Analisis SWOT, Strategi, Green Marketing Mix, Convention

Penelitian ini bertujuan untuk mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman dari strategi green marketing mix untuk mendukung volume penjualan venue MICE di Bali International Convention Centre (BICC). Diharapkan penelitian ini dapat menemukan strategi green marketing mix yang paling tepat untuk diterapkan oleh Sales & Marketing Department untuk mendukung volume penjualan venue MICE di BICC. Data dikumpulkan melalui observasi, dokumentasi, dan Kusioner. Teknik analisis yang digunakan meliputi Analisis Deskriptif Kuantitatif, Analisis Deskriptif Kualitatif, Matrix Internal Factor Analysis Summary (IFAS), Matrix Eksternal Factor Analysis Summary (EFAS), Matrix Internal-Eksternal (IE), Analisis SWOT, dan Analysis Quantitative Strategic Planning Matrix (QSPM). Hasil penelitian menunjukkan adanya faktor internal dan eksternal yang mempengaruhi strategi green marketing mix untuk mendukung volume penjualan venue MICE di BICC. Berdasarkan analisis matriks IFAS dengan total skor 3,49, kekuatan utama adalah the product does not use harmful animal component, sedangkan kelemahan utama adalah there's special price given to guest who return to conduct an event. Dari analisis matriks EFAS total skor sebesar 3,37, peluang utama adalah purchasing power of market share guest. Ancaman utama adalah many hotels and conventions in Bali sell the same products and prices tend to be cheaper. Analisis Matriks IE menempatkan perusahaan pada posisi growth strategy (Cell I). Analisis SWOT menghasilkan 6 alternatif strategi green marketing mix, dengan 3 strategi utama yang menjadi prioritas berdasarkan perhitungan Matriks QSPM, yaitu: 1) Value-Added Offers to compete competitor convention which sell product with price cheaper (TAS 217,3), 2) Using special price for returning guest who consider the budget for organizing an event (TAS 204,2), dan 3) Promotion through personal selling targeting various segments of market share guest (TAS 198,4).

LIST OF CONTENT

COVER	i
TITLE PAGE	ii
REQUIREMENT SHEET.....	iii
APPROVAL SHEET	iv
VALIDITY SHEET	v
STATEMENT LETTER	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
ABSTRAK	x
LIST OF CONTENT	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Question.....	3
1.3 Research Objectives	4
1.4 Research Significance	4
1.5 Limitation and Scope of Research	5
CHAPTER II LITERATURE REVIEW	6
2.1. Theoretical Basis	6
2.1.1 MICE Venue	6
2.1.2 Marketing Strategy	7
2.1.3 Green Marketing Mix.....	8
2.1.4 External Environment of the Company.....	11
2.1.5 Sales Volume.....	12
2.1.6 SWOT Analysis.....	14
2.2. Empirical Review	16
CHAPTER III RESEARCH METHOD	20
3.1 Research Location and Period.....	20
3.2 Research Objects	20
3.3 Variable Identification.....	20
3.4 Operational Definition Variable.....	21
3.5 Types and Data Sources	23
3.6 Informant Determination Technique	25

3.7 Method of collecting data.....	26
3.8 Data Analysis Techniques	28
3.8.1 SWOT Analysis.....	28
3.8.2 SWOT Analysis Stages	29
3.8.3. Analysis QSPM (Quantitative Strategic Planning Matrix)	39
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION.....	41
4.1 Brief Summary of Research Settings	41
4.2 Research Findings	56
4.2.1 The Green Marketing Mix Strategy in Supporting Sales Volume of MICE Venue at BICC The Westin Resort Nusa Dua Bali.....	56
4.2.2 Appropriate Strategy to Implement to Supporting MICE Venue Sales at BICC The Westin Resort Nusa Dua Bali	81
CHAPTER V CONCLUSION AND SUGGESTION	91
5.1 Conclusion	91
5.2 Suggestion	92
REFERENCES.....	93
APPENDICES	96



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF TABLES

Table 1.1 MICE Venue Monthly Sales Volume Over the Past 1 Year.....	2
Table 3.1 Operational Definitions of Internal Variables and Indicators	22
Table 3.2 Operational Definitions of External Variable and Indicator	23
Table 3.3 Questionnaire and Likert Scale	27
Table 3.4 IFAS Matrix (Internal Factor Analysis Summary)	29
Table 3.5 Criteria for Assessment of Analysis Results.....	31
Table 3.6 EFAS Matrix (External Factor Analysis Summary)	31
Table 3.7 Criteria for Assessment of Analysis Results.....	33
Table 3.8 IE Matrix Model (Internal External)	34
Table 3.9 SWOT Matrix	38
Table 3.10 Matrix QSPM (Quantitative Strategic Planning Matrix)	40
Table 4.1 Weighting of Internal Variables of Green Marketing Mix at BICC	57
Table 4.2 Rating Assessment of Internal Factors at BICC	59
Table 4.3 IFAS Implementation of Green Marketing Mix at BICC	69
Table 4.4 Weighting of External Variables at BICC	71
Table 4.5 External Factors Rating Assessment Implementation at BICC	73
Table 4.6 BICC Competitor Analysis The Westin Resort Nusa Dua Bali	77
Table 4.7 EFAS Implementation of Green Marketing Mix at BICC.....	79
Table 4.8 Matrix IE, BICC The Westin Resort Nusa Dua Bali.....	80
Table 4.9 Alternative Strategy of Green Marketing Mix at BICC	82
Table 4.10 QSPM Matrix.....	87
Table 4.11 MICE Venue Monthly Sales Volume Over the Past 1 Year.....	90

LIST OF FIGURES

Figure 4.1 Lobby the Westin Resort Nusa Dua Bali.....	41
Figure 4.2 The 10th World Water Forum 2024	45
Figure 4.3 Bali Beyond Travel Fair Exhibition 2024	45
Figure 4.4 Band Dewa 19 Concert	46
Figure 4.5 AIS Summit 2023	46
Figure 4.6 Couple Wedding Reception at BICC.....	46
Figure 4.7 Graduation Politenik Negeri Bali 2023	47
Figure 4.8 Organization Structure Sales and Marketing Department	48
Figure 4.9 Flower and plants for decoration	62
Figure 4.10 Clutter free meeting setup.....	63
Figure 4.11 Examples of using QR codes in meeting activities	63
Figure 4.12 Reusable tote bag and meeting souvenirs made from handicrafts.....	64
Figure 4.13 Sustainability Transportation option in Meeting Package.....	66
Figure 4.14 Trash bins that have been separated according to type.....	66
Figure 4.15 Use of electric charging car & Led Lightning	84
Figure 4.16 Website Bali International Convention Centre.....	86

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF APPENDICES

Appendix 1 Research Permission Letter	96
Appendix 2 Research Questionnaire Sheet	97
Appendix 3 QSPM Questionnaires	100
Appendix 4 Calculation of the Weight of Internal Factors of the Green Marketing Strategy at BICC The Westin Resort Nusa Dua Bali	102
Appendix 5 Calculation of the Weight of External Factors of Green Marketing Strategy at BICC The Westin Resort Nusa Dua Bali	103
Appendix 6 Calculation of the Rating of Internal Factors of the Green Marketing Strategy at BICC The Westin Resort Nusa Dua Bali	104
Appendix 6 Calculation of the Rating of External Factors of the Green Marketing Strategy at BICC The Westin Resort Nusa Dua Bali	105
Appendix 7 Calculation of Internal Factor Analysis Summary (IFAS) Green Marketing at BICC The Westin Resort Nusa Dua Bali	106
Appendix 8 Calculation of External Factor Analysis Summary (EFAS) of Green Marketing Strategy at BICC The Westin Resort Nusa Dua Bali...	107
Appendix 9 Internal-External (I-E) Matrix	108
Appendix 10 Calculation of the QSPM of the Green Marketing Strategy at BICC The Westin Resort Nusa Dua Bali	109
Appendix 11 Quantitative Strategic Planning Matrix (TAS).....	115
Appendix 12 Documentation	117
Appendix 13 Documentation	118

CHAPTER I

INTRODUCTION

1.1 Research Background

Bali is one of the places that is the Centre for organizing mice events at the global level. Based on data from Indonesia Corporate Counsel Association (ICCA), Bali is ranked 15th in Asia Pacific with a total of 40 meetings held (ICCA, 2018). The rapid growth of the Meeting, incentive, convention, and exhibition (MICE) sector in Bali, especially in the Nusa Dua area, has created new challenges in maintaining competitiveness and relevance, due to the rapid growth of the MICE sector in Nusa Dua area (Antara Bali, 2012), a new innovation is needed to be implemented in MICE venues, namely through the green marketing mix strategy to supporting the sales of MICE venues.

Green marketing mix is a product and service marketing strategy that does not only pay attention to environmentally friendly factors, but also considers acceptance from various parties who have interests in society (Anjani & Perdhana, 2021). In its implementation, the green marketing mix involves various factors, such as product adjustments, production processes, packaging, distribution and promotion, all of which are carried out with high ethics (Deshmukh & Bhalerao, 2015). Bali International Convention Centre (BICC), The Westin Resort Nusa Dua Bali is one of the largest MICE venues in Bali with more than 30 years of experience in organizing national and international events. Below is the following percentage of monthly sales revenue of the MICE Venue in BICC The Westin Resort Nusa Dua Bali that has been successfully achieved over the past 1 year:

Table 1.1 MICE Venue Monthly Sales Volume Percentage Over the Past 1 Year

Years	Month	Target	Current
2024	January	96%	82,5%
	February	96%	81,9%
	March	96%	80%
	April	60%	98,6%
	May	60%	76,2%
	June	69%	79,1%
	July	79%	105,6%
	August	70%	101%
	September	79%	82%
	October	89%	110,4%
	November	89%	80%
	December	89%	85%
Total		89%	80,93%

Source: BICC (Data processed) 2025

Based on Table 1.1, BICC in 2024, the percentage of total sales is 80.93%, it is also seen that sales in July, August and October managed to exceed the sales volume target, but the remaining months still did not reach the volume set for the target market of the government and associations. Overall, sales in 2024 increased from the previous year, but there is a sales volume target that has not been achieved in total and also in a certain month period. The failure to achieve this sales volume target certainly requires a strategy to be able to increase sales volume.

Since its inauguration in 1991, BICC has promoted a green concept that has implemented one of the green marketing mix strategies to maintain sales such as green promotion, namely paperless planning, the distribution of physical brochures

which has been replaced by sending e-brochures to customers as well as in implementation.

However, there are several factors in implementing the green marketing mix that have not been implemented optimally, such as green prices in meeting package prices which are more expensive than local competitors, If the green price in meeting package pricing is too expensive compared to local competitors who have pricing meeting package more cheaper and is not addressed immediately, it can cause a decrease in demand because consumers look for more affordable alternatives (Liu et al., 2020), this can result in low sales volume, the competitors of BICC are Bali Nusa Dua Convention Centre (BNDCC), Intercontinental Bali Resort, Sofitel Nusa Dua Beach Resort, and Grand Hyatt Bali.

It is expected that the result of this research to become a guidance for BICC and stakeholders to support the sales by integrating green marketing mix strategy. including BICC management, to supporting sales and operational volumes by integrating green marketing mix strategies, because the needs of the company to do research related to green marketing mix, then research with the title Green Marketing Mix Strategy in Supporting Sales Volume of Mice Venue at BICC The Westin Resort Nusa Dua Bali is conducted.

1.2 Research Question

Based on the background description above, the research questions that can be drawn as follows:

1. How is the strategy of green marketing mix in supporting sales volume at Bali International Convention Centre (BICC) The Westin Resort Nusa Dua Bali?

2. Which of green marketing mix strategy is more appropriate to support the sales volume of the MICE venue at the Bali International Convention Centre (BICC) The Westin Resort Nusa Dua Bali?

1.3 Research Objectives

Based on the problem formulation above, the objectives of this research are as follows:

1. To analyze how the strategy of green marketing mix in supporting sales volume at Bali International Convention Centre (BICC) The Westin Resort Nusa Dua Bali
2. To determine which of green marketing mix strategy is more appropriate to implement to supporting the sales volume of the MICE venue at the Bali International Convention Centre (BICC) The Westin Resort Nusa Dua Bali.

1.4 Research Significance

Through the research that has created, it is hoped that it will provide benefits to parties who need research as a reference for further research. The benefits that can be taken from this research are as follows:

1. Theoretical Significance

It is hoped that this research can broaden insight and add references regarding green marketing mix strategy to increase sales volume of MICE venues, especially at BICC The Westin Resort Nusa Dua Bali, so that the results of this research can be used as a reference in further research.

2. Practical Significance

Practical benefits that can be reviewed from various parties include:

- a. For The Westin Resort Nusa Dua Bali

The results of this research can be used as input and a source of information that is useful for companies in making decisions regarding green marketing mix strategies to increase the sales volume of MICE venues in BICC The Westin Resort Nusa Dua Bali

b. For Politeknik Negeri Bali

This research can be an additional reference source for students who will conduct research related to topics green marketing mix strategy to increase sales volume of MICE venues and add to the library at the Politeknik Negeri Bali.

c. For Writers

Adding insight, knowledge and experience regarding the green marketing mix strategy to increase sales volume of MICE venues which later will apply in the industrial world.

1.5 Limitation and Scope of Research

The scope of this research is to test the green marketing mix strategy to increase the sales volume of MICE venues at BICC. This research focuses on factors of internal variable namely the green marketing mix strategy such as (green product, green price, green place, green promotion) and the external variable which affects the sales volume of mice venues such as (competitors, policy & legacy, technology, natural & cultural environment, economic environment) also how to improve factors of the green marketing mix and external variable that are not well implemented in supporting the marketing strategy of mice venue in BICC.

The limitation of this research is able to access the information of SWOT factor in BICC, information about details facilities and product that sell in the BICC and not able to reach customer to get the data such as get customer satisfaction data from taking questionnaire to customer.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the discussion of the research results, the conclusion can be concluded as follows:

The green marketing mix strategy, namely green product, green price, green place, green promotion has 8 strengths and 2 weaknesses while from external factors it has 5 opportunities and 2 threats. IFAS score is 3.49 and EFAS score is 3.37 indicate the position in matrix IE in cell I the growth strategy stage with a concentration through vertical integration the position in cell I indicate that BICC strategy is developing and has good growth potential in the future

The QSPM analysis shown there's six options namely: (SO1) Environmentally Friendly Mice Venue Using Technology. (SO2) Promotion through personal selling targeting various segments of guest market share. (SO3) Pricing considers product value to increase guest market share power. (ST1) Value-Added Offers to compete competitor convention who sell product with cheaper price customer. (WO1) Using Technology to Website Promotion Effectiveness. (WT1) Using special price for returning guest who consider the budget for organizing an event. The results of the analysis of six alternative strategies show that the most appropriate alternative strategy is ST1, namely Value-Added Offers to compete competitor convention who sell product with cheaper price customer total score reaches 213,6. making it the main priority in BICC's marketing

development strategy. The results of this strategy change have an impact on increasing the sales volume of MICE venues in the July-August 2024 period.

5.2 Suggestion

Based on the position in matrix IE in cell I the growth strategy stage with a concentration through vertical integration, so it suggests BICC to combine and collaborate the three strategies with the highest value namely: (ST1) Value-Added Offers to compete competitor convention who sell product with cheaper price customer, (WT1) Using special price for returning guest who consider the budget for organizing an event, and (SO2) Promotion through personal selling targeting various segments of guest market share This strategy is designed to achieve growth, either in sales, assets, profits, or a combination of the three. This can be achieved by lowering prices, developing new products, increasing the quality of products or services, or increasing access to wider markets.

Based on QSPM matrix it suggests to follow WO1 strategy through increase digital promotion through the web and social media, especially promotion through the Bali International Convention Centre website due to the lack of promotion regarding the existence of the website on social media or other promotional media, so it is recommended to increasing awareness of the official BICC website considering that digital promotion is a sustainable trend. By adopting this strategy, BICC can be more optimal in running the green marketing mix, as well as supporting the sales volume of MICE venues through sustainable digital promotions.

REFERENCES

- Abzari, M., Safari Shad, F., Abedi Sharbiyani, A. A., & Parvareshi Morad, A. (2013). Studying the effect of green marketing mix on market share increase. *European Online Journal of Natural and Social Sciences: Proceedings*, 2(3s), 641.
- Andrian, N. (2022). *Implementasi Green Marketing Pada Usaha Kecil Menengah Di Kota Palembang*. Undergraduated Thesis at Bina Darma University, Palembang.
- Anjani, S., & Perdhana, M. S. (2021). Green Marketing Mix Effect on Consumers' Purchase Decision: A Literature Study. *Diponegoro Journal of Management*, 10(4), 1–8.
- Antara Bali. (2012, 12 April). Pengusaha luar dominasi “MICE” di Bali. Antara News Bali. Retrieved 23 Juni 2025, from <https://bali.antaranews.com/berita/21130/pengusaha-luar-dominasi-mice-di-bali>
- Bali Convention Centre. Retrieved June 4, 2025, from <https://baliconvention.com>
- Berners, P. (2018). *The practical guide to managing event venues*. Routledge. <https://doi.org/10.4324/9781351045599>
- Cvent. Retrieved June 4, 2025, from <https://www.cvent.com>
- Delafrouz, N., Taleghani, M., & Nouri, B. (2014). Effect of green marketing on consumer purchase behavior. *QScience Connect*, 2014(1), Journal of. <https://doi.org/10.5339/connect.2014.5>
- Deshmukh, D. A., & Bhalerao, V. R. (2015). Green Marketing: Greening the 4 Ps of Marketing. *International Journal of Knowledge and Research in Management & E-Commerce*, 5(2), 4–8.
- Fatimah, N. F., & Setiawardani, M. (2019). Pengaruh Green Marketing Mix Terhadap Keputusan Pembelian (Studi Pada Konsumen the Body Shop Kota Bandung). *Prosiding Industrial Research Workshop and National Seminar*, 10(1), 1089–1101.
- Indonesia Corporate Counsel Association (ICCA). Retrieved June 4, 2025, from <https://icca.or.id>
- Islam, D. (2018). Tinjauan Penerapan Konsep Green Marketing. *Jurnal Pamator*, 11(1), 10–18.
- Lee, J. (2022). The impact of green marketing strategies on sales volume of green cars. *Jurnal Ekonomi, Bisnis & Manajemen*, 11–18.

- Liu, X., Lin, K., Wang, L., & Ding, L. (2020). Pricing Decisions for a Sustainable Supply Chain in the Presence of Potential Strategic Customers. *Sustainability*, 12(4), 1655. <https://doi.org/10.3390/su12041655>
- Luh, N., Dian, G., Wahyuni, J., Ayu, I., Werdika, K., Krisna, I. P., & Widana, A. (2017). Strategi Green Marketing Dalam Meningkatkan Penjualan Kamar Di Nusa Dua Beach Hotel & Spa. Bachelor Thesis of Tourism Department at Bali State Polytechnic, Badung.
- Mamahit, L. (2015). Pengaruh green marketing terhadap keputusan pembelian produk air minum dalam kemasan Ades pada mahasiswa. *Jurnal Ekonomi Dan Kewirausahaan*, 15(3), 339–345.
- Manongko. (2018). *Green Marketing (Suatu Perspektif Marketing Mix & Theory of Planned Behavior)* .
- Mishra, P., & Sharma, P. (2012). Green marketing: Challenges and opportunities for business. *Journal of Marketing and Communication*, 8(1), 35–41.
- Mohamad, R., Prabandaru, H., , S., & Ario, A. (2025). The Impact of Green Marketing Mix on Green Customer Loyalty for Packaged Beverage Products. *Proceeding ISETH (International Summit on Science, Technology, and Humanity)*. <https://doi.org/10.23917/iseth.5302>.
- Nanda Prasetya Ningrum, R. (2019). Analisis Strategi Bisnis Pada Layanan Aplikasi Mobile Pegadaian Syariah Digital (PSD) Menggunakan SWOT

Analysis (Studi Pada PT Pegadaian Syariah Cabang Simpang Skip Bengkulu)
Undergraduated Thesis at Institut Agama Islam Negeri, Bengkulu.

- Nikmatur, R. (2017). Proses Penelitian, Masalah, Variabel dan Paradigma Penelitian. *Jurnal Hikmah*, 14(1), 63.
- Noor, A. A. (2017). Pengertian MICE (Meeting Incentive Conference Exhibition). *Manajemen Event*, 1–34. <https://pustaka.ut.ac.id/lib/wp-content/uploads/pdfmk/SPAR4316-M1.pdf>
- Ottman, J. (2017). *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding*. Routledge.
- Rahayu, L. M. P., Abdillah, Y., & Mawardi, M. K. (2017). Pengaruh Green Marketing Terhadap Keputusan Pembelian Konsumen (Survei Pada Konsumen The Body Shop Di Indonesia Dan Di Malaysia). *Jurnal Administrasi Bisnis*, 43(1), 121–131.
- Rahbar, E., & Wahid, N. A. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business Strategy Series*, 12(2), 73–83. <https://doi.org/10.1108/17515631111114877>
- Rahman, F., Siburian, P. S., & Ginting, A. N. (2017). Pengaruh Green Marketing Mix terhadap Keputusan Pembelian Konsumen Produk Tupperware di Samarinda. *Forum Ekonomi*, 119. <https://doi.org/10.29264/jfor.v19i1.2118>
- Rahmawati, E. (2022). Sertifikasi Kompetensi Sumber Daya Manusia Mice Antara Kebutuhan Dan Keharusan, 857–874. <https://doi.org/10.33578/mbi.v17i5.204>
- Rahmawati, N., & Mulyono, H. (2018). Panduan Mudah Belajar Framework Laravel. *PT Alex Media Komputindo*, 1(2), 104–116. <http://jurnalmsi.stikom-db.ac.id/index.php/jurnalmsi/article/view/44/38>
- Rangkuti, F. (2016). *Analisis SWOT teknik membedah kasus bisnis: Cara perhitungan bobot, rating, dan OCAI*. Gramedia Pustaka Utama.
- Rangkuti, Freddy. (2017). Teknik membedah kasus bisnis. Jakarta. Gramedia pustaka umum.
- Riski Putri Anjayani, & Intan Rike Febriyanti. (2022). Analisis Strategi Bauran Pemasaran untuk Meningkatkan Volume Penjualan (Studi Pada UMKM YJS Sukabumi). *Jurnal Multidisiplin Madani*, 2(9), 3610–3617. <https://doi.org/10.55927/mudima.v2i9.1175>
- Setiawan, E. (2015). Pemasaran Hijau Dan Keputusan Pembelian Konsumen Studi Pada Iklan Teh Kotak Dan Teh Botol. *Liquidity: Jurnal Riset Akuntansi Dan Manajemen*, 4(1), 73–79.
- Sugiyono. (2016). Metode Penelitian Manajemen. Bandung. Alfabeta.
- Sugiyono (2018). Metode Penelitian Kualitatif. Bandung. Alfabeta.

Triana, M., & Sulhaini, S. (2019). Pengaruh Green Marketing Mix Terhadap Rating Perception Dan Minat Beli Konsumen The Body Shop Di Kota Mataram. *JMM Unram - Master of Management Journal*, 8(2), 115–129. <https://doi.org/10.29303/jmm.v8i2.429>



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI