

UNDERGRADUATE THESIS

**THE IMPLEMENTATION OF GREEN MARKETING MIX
TO INCREASE PURCHASE DECISION OF MEETING
PACKAGE BY PCO
AT THE STONES LEGIAN BALI AUTOGRAPH
COLLECTION HOTEL**



POLITEKNIK NEGERI BALI

I Made Gede Jiyestha Pramudya Wirata

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

UNDERGRADUATE THESIS

**THE IMPLEMENTATION OF GREEN MARKETING MIX
TO INCREASE PURCHASE DECISION OF MEETING
PACKAGE BY PCO
AT THE STONES LEGIAN BALI AUTOGRAPH
COLLECTION HOTEL**



POLITEKNIK NEGERI BALI

**I Made Gede Jiyestha Pramudya Wirata
NIM 2015834168**

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

UNDERGRADUATE THESIS

**THE IMPLEMENTATION OF GREEN MARKETING MIX
TO INCREASE PURCHASE DECISION OF MEETING
PACKAGE BY PCO
AT THE STONES LEGIAN BALI AUTOGRAPH
COLLECTION HOTEL**

**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 Made Gede Jiyestha Pramudya Wirata
NIM 2015834168**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

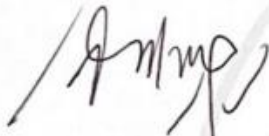
APPROVAL SHEET OF UNDERGRADUATE THESIS

THE IMPLEMENTATION OF GREEN MARKETING MIX TO INCREASE PURCHASE DECISION OF MEETING PACKAGE BY PCO AT THE STONES LEGIAN BALI AUTOGRAPH COLLECTION HOTEL

This Undergraduate Thesis has been approved by The Supervisors and the Head
of Tourism Department of Politeknik Negeri Bali on June 27, 2024

Supervisor I,

Supervisor II,



Dr. Drs. I Ketut Sutama, MA
NIP. 196312311989101001



Elvira Septevany, S.S., M.Li
NIP. 198909262019032017

Acknowledge by
The Head of Tourism Department,



Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par.
NIP. 198409082008122004

UNDERGRADUATE THESIS VALIDITY SHEET

This undergraduate thesis entitled:

**THE IMPLEMENTATION OF GREEN MARKETING MIX TO
INCREASE PURCHASE DECISION OF MEETING PACKAGE BY PCO
AT THE STONES LEGIAN BALI AUTOGRAPH COLLECTION HOTEL**

by **I Made Gede Jiyestha Pramudya Wirata (NIM 2015834168)** has been
successfully defended in front of the Board of Examiners and accepted as partial
fulfillment of the requirements for the Applied Bachelor's Degree of Tourism

Business Management in Undergraduate Thesis Examination

on Tuesday, July 16th 2024

	Examiners Team Name	Signature
Head of Examiner	Dr. Drs. I Ketut Sutama, MA NIP 196312311989101001	
Member	Drs. I Ketut Astawa, MM NIP 196107211988111001	
Member	Putu Tika Virginiya, S.Pd., M.Pd. NIP 199009222022032010	

Acknowledge by
The Head of Tourism Department
Politeknik Negeri Bali,



Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par.
NIP 198409082008122004

LETTER OF FREE PALGIARISM STATEMENT

I am the undersigned below:

Name : I Made Gede Jiyestha Pramudya Wirata
Student Identification Number : 2015834168
Study Program : D-IV Tourism Business Management

Hereby honestly state that this Undergraduate Thesis entitled:

**THE IMPLEMENTATION OF GREEN MARKETING MIX TO
INCREASE PURCHASE DECISION OF MEETING PACKAGE BY PCO
AT THE STONES LEGIAN BALLA AUTOGRAPH COLLECTION HOTEL**

that is written as partial requirement for the Applied Bachelor's Degree of Tourism Business Management is my own work. All the information contained in this undergraduate thesis which is derived from the work of other had been given an award by citing the name of the sources author correctly according to the academic norms, rules, and ethics.

If it is discovered in the future that a portion or the whole thesis is not my original work or that there is a case of plagiarism, I willingly accept the consequence of my academic title withdrawal and other sanctions as postulated by Indonesian National Law.

Badung, July 19th 2024



I Made Gede Jiyestha Pramudya Wirata

ACKNOWLEDGEMENT

Foremost, the writer would like to thank God almighty, Ida Sang Hyang Widhi Wasa, who has given His blessing to the writer to compose an undergraduate thesis, therefore the writer can finish a undergraduate thesis entitled "The Implementation of Green Marketing Mix to Increase Purchase Decision of Meeting Package by PCO at The Stones Legian Bali Autograph Collection Hotel". Writing this undergraduate thesis is one of the terms to partially fulfill the requirements for obtaining an Applied Bachelor's degree in Diploma IV Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali. On this occasion, the writers would like to thank profusely those who always provide support, guidance, and assistance during the compilation and writing process:

1. I Nyoman Abdi, SE, M.eCom., as Director of Politeknik Negeri Bali, who has given the writer opportunity to gain knowledge at Politeknik Negeri Bali.
2. Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par., as the Head of Tourism Department at Politeknik Negeri Bali, for the direction and guidelines during the period of the writer's study.
3. Putu Tika Virginiya, S.Pd., M.Pd., as the Secretary of Tourism Department at Politeknik Negeri Bali, for the direction and guidelines during the writer's study.
4. Made Satria Pramanda Putra, S.H., S.E., M.M., as the Coordinator of Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali
5. Dr. Drs. I Ketut Sutama, MA, as Supervisor I who provided guidance, direction, and support also advice me to complete this undergraduate thesis.
6. Elvira Septevany, S.S., M.Li, as Supervisor II who has given guidance, given direction, and support also advice to complete this undergraduate thesis.
7. Putu Gita Suari Miranti, S.Si., M.Si, as the writer's best lecturer who gives the writer support and corrects the mistakes of the writer's undergraduate thesis.
8. All lecturers of Tourism Business Management Study Program, Tourism Department for the knowledge and education given to the writer and all the students.

9. Director of Event Management at The Stones Legian Bali Autograph Collection Hotel who has allowed the writer to do this research in the Food and Beverage Event Department.
10. Mr. I Nengah Wirata and Mrs. Ni Nyoman Beji Astini the writer's beloved parents, Ni Wayan Krishna Betania Wirata the writer's beloved sister, for their endless support and love to the writer.
11. Adi Putra, Aditya Permana, Weda Andika, Bagus Suriana, and other writer friends that cannot be mentioned one by one for supporting the writer and making the writer bad mood to be better mood.
12. All parties that cannot be mentioned one by one, who always give their support and help during the process of this undergraduate thesis.

The writer realizes that this undergraduate thesis is still not perfect, the writer expects criticism and suggestions to make this undergraduate thesis better so that it can be useful for many people.

Writer

I Made Gede Jiyestha Pramudya Wirata

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

ABSTRACT

Wirata, I Made Gede Jiyestha Pramudya. (2024). The Implementation of Green Marketing Mix to Increase Purchase Decision of Meeting Package by PCO at The Stones Legian Bali Autograph Collection Hotel. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali

This undergraduate thesis has been supervised and approved by Supervisor I: Dr. Drs. I Ketut Sutarna, MA, and Supervisor II: Elvira Septevany, S.S., M.Li.

Keywords : Green marketing mix, Purchase decisions, Professional Conference Organizers (PCOs), Sustainability, Meeting Package, MICE tourism sector

This research aimed to determine the effectiveness of implementing a green marketing mix in increasing the purchase decisions of meeting packages by Professional Conference Organizers (PCOs) at The Stones Legian Bali Autograph Collection Hotel. Conducted from Juni 2023 to June 2024, the study focused on green marketing mix dimensions, including green product, green price, green place, and green promotion, as independent variables, with purchase decisions as the dependent variable. Data were collected through surveys of 77 respondents, revealing a balanced gender distribution and a predominant age group of 26-30 years. Statistical analysis showed a strong positive correlation between the green marketing mix and purchase decisions, with a Pearson Correlation of 0.682 and significance values below 0.05. The regression model indicated that a 1% increase in the green marketing mix led to a 51.5% increase in purchase decisions. The coefficient of determination (R^2) of 0.465 suggested that 46.5% of the variation in purchase decisions could be explained by the green marketing mix. In conclusion, the study demonstrated that the implementation of a green marketing mix significantly enhances the purchase decisions of meeting packages, highlighting the importance of sustainability in the hospitality industry and providing a competitive edge in the MICE tourism sector.

ABSTRAK

Wirata, I Made Gede Jiyestha Pramudya. (2024). The Implementation of Green Marketing Mix to Increase Purchase Decision of Meeting Package by PCO at The Stones Legian Bali Autograph Collection Hotel. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dr. Drs. I Ketut Sutarna, MA, dan Pembimbing II: Elvira Septevany, S.S., M.Li.

Kata Kunci : Bauran Pemasaran Hijau, Keputusan pembelian, Penyelenggara Konferensi Profesional (PCO), Keberlanjutan, Paket Pertemuan, sektor pariwisata MICE

Penelitian ini bertujuan untuk mengetahui efektivitas penerapan bauran pemasaran hijau dalam meningkatkan keputusan pembelian paket pertemuan oleh Professional Conference Organizers (PCOs) di The Stones Legian Bali Autograph Collection Hotel. Dilakukan pada Juni 2023 hingga Juni 2024, penelitian ini berfokus pada dimensi bauran pemasaran hijau, termasuk produk hijau, harga hijau, tempat hijau, dan promosi hijau, sebagai variabel independen, dengan keputusan pembelian sebagai variabel dependen. Data dikumpulkan melalui survei terhadap 77 responden, mengungkapkan distribusi gender yang seimbang dan kelompok usia dominan 26-30 tahun. Analisis statistik menunjukkan korelasi positif yang kuat antara bauran pemasaran hijau dan keputusan pembelian, dengan Korelasi Pearson sebesar 0,682 dan nilai signifikansi di bawah 0,05. Model regresi menunjukkan bahwa peningkatan 1% dalam bauran pemasaran hijau menyebabkan peningkatan 51,5% dalam keputusan pembelian. Koefisien determinasi (R^2) sebesar 0,465 menunjukkan bahwa 46,5% variasi dalam keputusan pembelian dapat dijelaskan oleh bauran pemasaran hijau. Sebagai kesimpulan, studi ini menunjukkan bahwa penerapan bauran pemasaran hijau secara signifikan meningkatkan keputusan pembelian paket pertemuan, menyoroti pentingnya keberlanjutan dalam industri perhotelan dan memberikan keunggulan kompetitif di sektor pariwisata MICE.

TABLE OF CONTENTS

COVER	i
TITLE PAGE	ii
REQUIREMENT SHEET.....	iii
APPROVAL SHEET	iv
VALIDITY SHEET	v
STATEMENT LETTER	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
ABSTRAK	x
TABLE OF CONTENTS.....	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION.....	1
1.1 Background of Study.....	1
1.2 Research Questions.....	4
1.3 Research Objectives	4
1.4 Research Significance	4
1.5 Limitations and Scope of Problems.....	6
CHAPTER II LITERATURE REVIEW	7
2.1 Theoretical Basis.....	7
2.1.1 Hotel.....	7
2.1.2 MICE.....	10
2.1.3 Meeting	11
2.1.4 Meeting package	12
2.1.5 Professional conference organizer (PCO).....	13
2.1.6 Purchase decisions	15
2.1.7 Green marketing mix	16
2.2 Previous Research.....	20
2.3 Hypothesis	26
CHAPTER III RESEARCH METHODOLOGY	27
3.1 Research Location and Time	27
3.2 Research Object	28
3.3 Variable Identification	28
3.4 Definition of Operational Variable	29

3.5	Types and Data Sources	30
3.5.1	Types of data	31
3.5.2	Sources of data	31
3.6	Population and Sample	32
3.6.1	Population	32
3.6.2	Sample	33
3.7	Data Collection Method	34
3.8	Data Analysis Technique	36
3.8.1	Descriptive statistical analysis	36
3.8.2	Quantitative analysis	37
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION.....		44
4.1	Brief Summary of Research Settings	44
4.1.1	Name and address of The Stones Legian Bali Autograph Collection Hotel	44
4.1.2	A brief btory of The Stones Legian Bali Autograph Collection Hotel ...	45
4.1.3	Facilities of The Stones Legian Bali Autograph Collection Hotel	46
4.1.4	Organizational structure of The Stones Legian Bali Autograph Collection Hotel.....	51
4.2	Discussion and Research Results	56
4.2.1	The Implementation of Green Marketing Mix at The Stones Legian Bali Autograph Collection Hotel	56
4.2.2	The Impact of Implementing Green Marketing Mix in Increasing Purchase Decision of Meeting Package by PCO at The Stones Legian Bali Autograph Collection Hotel	62
CHAPTER V CONCLUSION AND SUGGESTION		75
5.1	Conclusion	75
5.2	Suggestion	76
REFERENCES.....		78
APPENDICES		82

LIST OF TABLES

Table 1. 1 The Number of Meeting Event at The Stones Legian Bali Autograph Collection Hotel	3
Table 2. 1 Summary of Empirical Review	24
Table 3. 1 Indicator of Green Marketing Mix	29
Table 3. 2 Indicator of Purchase Decision	30
Table 3. 3 The categorization of the average value	37
Table 4. 1 The categorization of the average value	57
Table 4. 2 The result of the analysis	57
Table 4. 3 Gender	62
Table 4. 4 Age	62
Table 4. 5 Nationality	63
Table 4. 6 Validity Test Variable X	64
Table 4. 7 Validity Test Variable Y	65
Table 4. 8 Reliability Test	66
Table 4. 9 Correlation Test	67
Table 4. 10 Linearity Test	69
Table 4. 11 Regression Analysis	71
Table 4. 12 Test Coefficient of Determination	72
Table 4. 13 t-Test	73

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF FIGURES

Figure 4. 1 The Stones Legian Bali Autograph Collection Hotel Logo.....	44
Figure 4. 2 Organizational structure of Food and Beverage Event Department of The Stones Legian Bali Autograph Collection Hotel	51
Figure 4. 3 Normality Test	68
Figure 4. 4 Heteroscedasticity Test	70



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF APPENDICES

Appendix 1 Questionnaire

Appendix 2 Data Tabulation of Green Marketing Mix

Appendix 3 Result of Respondent's Characteristics Analysis

Appendix 4 Result Validity of Green Marketing Mix

Appendix 5 Result Validity of Purchase Decision

Appendix 6 Result of Reliability Test

Appendix 7 Result of Correlation Testing

Appendix 8 Result of Linearity Test

Appendix 9 Result of Simple Linear Regression Test Modeling

Appendix 10 Result of Test Coefficient of Determination

Appendix 11 Result of Partial Test (t-test)

Appendix 12 Documentation of Filling Questionnaire by PCO



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER I

INTRODUCTION

1.1 Background of Study

Bali is one of the regions in Indonesia known for its tourism industry. Tourists come to Bali for various purposes, including vacation, business interests, and also MICE (Meetings, Incentives, Conferences, and Exhibitions) activities. In addition to its natural beauty, culture, and entertainment opportunities, many tourists are more familiar with Bali than Indonesia as a whole. One factor contributing to the increasing number of visitors to Bali is the MICE activities (Suryawardani et al., 2019).

The MICE industry involves various sectors such as transportation, accommodation, recreation, food and beverage, as well as information technology. Thus, MICE can be considered as an industry that engages multiple sectors in a multifaceted manner (Suryawardani et al., 2019). Generally, this involves a group of people gathering together and includes a series of activities such as meetings, incentive travel, conventions, congresses, conferences, and exhibitions (Kesrul, 2004). Recognizing the benefits of the MICE tourism trend in Bali, many hotels have provided meeting room facilities. This has resulted in increased competition among hotels to attract the MICE Tourist market. Therefore, competing hotels must implement strategies and tactics to win this competition. One tactic implemented is using a green marketing mix strategy. The green marketing mix is an approach that combines various marketing activities intending to create an optimal combination that provides maximum satisfaction for customers (Alma, 2007).

In the business tourism industry, event spaces or venues play a crucial role in meeting customer needs. Event venues should be equipped with meeting facilities and supporting services such as accommodation and restaurants. The Stones Legian Bali Autograph Collection Hotel, a 5-star hotel located on Jalan Raya Pantai Kuta, offers 6 large event spaces capable of accommodating 1800 people, as well as catering facilities, advanced audiovisual technology, and high-speed Wi-Fi. The hotel has become a popular choice for large events due to its comprehensive facilities, including a total event space area of 25,790 square feet, suitable for various activities such as meetings and concerts (The Stones, 2017).

A similar approach is taken by The Stones Legian Bali Autograph Collection Hotel, which implements a green marketing mix strategy to compete in the tourism sector. Furthermore, it is important thing for the hotel to manage each event to influence customer purchase decisions which will affect the sales volume of mice venue in hotel and avoid negative impacts on the hotel's occupancy rate in the future.

The Stones' ability to successfully host events can be a determining factor for these groups to choose to be returning guests. They will feel satisfied with the experience they have when hosting events at the hotel. The following table shows the number of meetings held at The Stones Legian Bali Autograph Collection Hotel from 2019 to 2023.

Table 1. 1 The Number of Meeting Event by PCO at The Stones Legian Bali Autograph Collection Hotel

Meeting	Year				
	2019	2020	2021	2022	2023
Government	14	3	10	24	34
Corporate	19	5	10	47	43
Association	18	3	10	19	18
Total	51	11	30	90	95
Target	50	25	50	75	100

Source: Food and Beverage Event Department (Data modified on February 2024)

Based on the data in Table 1.1, the hotel has experienced significant fluctuations in the number of meetings held by PCO (Professional Conference Organizer). In 2019, the hotel exceeded its target, but in 2020, there was a drastic decline due to the COVID-19 pandemic. Despite reducing its annual target by 50% from the previous year, the target remained unmet. In 2021, although the government began allowing offline meetings, the hotel still faced challenges in meeting its annual target, despite exceeding the previous year's target. However, in 2022, with a significant increase in early-year bookings, the hotel surpassed its target, even when the target was raised by 50% compared to the previous year. In 2023, although setting a higher target, the hotel nearly reached its annual target and had already exceeded the previous year's target. Therefore, an implementation of green marketing mix strategies needs to be considered to achieve targets and increase the number of meetings by PCO each year.

Referring to the previous explanation, the writer is interested in investigating the implementation of the green marketing mix to increase purchase decision of meeting package by PCO at The Stones Legian Bali Autograph Collection Hotel.

Therefore, the author intends to choose research with the title "The Implementation of Green Marketing Mix to Increase Purchase Decision of Meeting Package by PCO at The Stones Legian Bali Autograph Collection Hotel."

1.2 Research Questions

Based on the descriptions of the background above, the main problem in this research are as follows:

1. What is the implementation of Green Marketing Mix at The Stones Legian Bali Autograph Collection Hotel?
2. What is the impact of implementing green marketing mix in increasing purchase decision of meeting package by PCO at The Stones Legian Bali Autograph Collection Hotel?

1.3 Research Objectives

Based on the research problem above, the objectives of this study are:

1. To describe the implementation of green marketing mix at The Stones Legian Bali Autograph Collection Hotel
2. To analyze the impact of green marketing mix implementation in increasing purchase decision of meeting package by PCO at The Stones Legian Bali Autograph Collection Hotel

1.4 Research Significance

The benefits of the research consist of theoretical benefits and practical benefits with the following description:

1. Theoretical Benefit

Theoretically, this research is expected to provide benefits in enhancing insights and knowledge about the importance of implementing green marketing mix in enhancing the purchasing decisions of meeting packages, so that the results of this research can be used as a reference for further studies.

2. Practical Benefit

a. For Politeknik Negeri Bali

It is expected that the results of this research can be used as a learning tool related to the topic of effective green marketing mix strategies. Additionally, it can serve as a reference and consideration for students who intend to conduct similar research.

b. For the Company

It is hoped that the results of this research can enhance the implementation of green marketing mix to increasing purchase decision of meeting package by PCO, enabling competitiveness against numerous competitors.

c. For Researchers

The benefits obtained by the author from this research are to enhance knowledge and insights about green marketing mix and purchasing decisions, as well as to apply the knowledge and theories acquired during study.

1.5 Limitations and Scope of Problems

Based on the research topic about effective green marketing mix strategies, the content is quite extensive. Therefore, it is important to narrow down the issues and focus the research to have a specific scope, namely:

1. The variables in this research are related to green marketing mix and purchase decisions
2. The dimension variables in this study include Green Product, Green Price, Green Place, Green Promotion (4P), as well as Purchase Decisions.
3. This research samples from the Food and Beverage Event Department and Professional Conference Organizer (PCO) at The Stones Legian Bali Autograph Collection Hotel.



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of data analysis and discussion outlined in the previous chapter regarding the analysis of the impact of implementing green marketing mix in increasing purchase decision of meeting package by PCO at The Stones Legian Bali Autograph Collection Hotel, the following conclusions can be drawn:

The implementation of a green marketing mix at The Stones Legian Bali Autograph Collection Hotel has been comprehensive, involving green product, green price, green place, and green promotion strategies. These efforts have successfully aligned with the hotel's sustainability goals and enhanced its appeal to environmentally conscious consumers.

The impact of implementing the green marketing mix on increasing the purchase decisions of meeting packages by Professional Conference Organizers (PCOs) has been significant. The research findings indicate a strong positive correlation between the green marketing mix and purchase decisions, as evidenced by a Pearson Correlation of 0,682 and significant regression results. The adoption of these green strategies has led to a notable increase in purchase decisions, with the regression model showing that a 1% increase in the green marketing mix results in a 51,5% increase in purchase decisions. The coefficient of determination (R^2) of 0,465 further suggests that 46,5% of the variation in purchase decisions can be explained by the green marketing mix. This underscores the effectiveness of green marketing strategies in the hospitality industry, particularly in the competitive

MICE tourism sector, where they provide a distinct competitive edge and attract eco-conscious customers.

5.2 Suggestion

Based on the discussion and conclusions outlined, the following suggestion can be proposed:

In light of the compelling findings from the study on the effectiveness of a green marketing mix at The Stones Legian Bali Autograph Collection Hotel, several positive suggestions can be put forward for further enhancing their strategy. Firstly, expanding the scope of green initiatives beyond meeting packages to encompass other hotel services could amplify sustainability efforts across all guest interactions. Secondly, leveraging digital platforms and social media channels to transparently communicate these initiatives can enhance brand visibility and appeal to a broader audience of eco-conscious travelers. Additionally, continuously innovating green product offerings and integrating them seamlessly into the overall guest experience would reinforce the hotel's commitment to sustainability. Lastly, fostering partnerships with local communities and suppliers committed to eco-friendly practices could further strengthen the hotel's sustainable supply chain and contribute positively to the local economy. These suggestions aim to sustainably position The Stones Legian Bali as a leader in eco-friendly hospitality, attracting discerning travelers and setting new benchmarks in the MICE tourism sector.

For next researchers, it is hoped that they will be able to use this research as a reference in next research that has the same theme, namely Green Marketing Mix. In next research, it is hoped that other companies will be used as research objects,

so that they can find differences and similarities between this research and next research.



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

REFERENCES

- Akbar, M. E., & Rafiq, M. (2022). *Pengaruh Harga Dan Pelayanan Terhadap Keputusan Pembelian Di Hijrah Muslim Store Bandar Lampung*. Institut Informatika dan Bisnis Darmajaya.
- Alma, B. H. (2007). *Manajemen Pemasaran dan Pemasaran Jasa*. Rajawali Pers.
- Arisandi, N. N. N., Paramita, R., & Arjaya, K. (2022). Kualitas Pelayanan Meeting Package Terhadap Kepuasan Pelanggan Di Novotel Bali Ngurah Rai Airport. *Journal of Event and Convention Management*, 1(2). <https://doi.org/10.52352/jecom.v1i2.948>
- Aulia, A., & Hidayat, M. (2018). Pengaruh Green Marketing Mix Terhadap Keputusan Pembelian Rumah Pada PT Baruga Asrinusa Development Makassar. *Jurnal Economix*. <https://doi.org/10.17605/OSF.IO/T2FYP>
- Bowdin, G. A. J., McDonnell, I., Allen, J., Harris, R., Jago, L., & O'Toole, W. (2012). *Events Management* (Fourth). Routledge.
- Boztepe, A. (2016). Green Marketing and Its Impact on Consumer Buying Behavior. *European Journal of Economic and Political Studies*.
- Dahlstrom, R. (2011). *Green Marketing Management*. South-Western Cengage Learning.
- Dianti, N. R., & Paramita, E. L. (2021). Green Product dan Keputusan Pembelian Konsumen Muda. *Jurnal Samudra Ekonomi Dan Bisnis*, 12(1), 130–142. <https://doi.org/10.33059/jseb.v12i1.2301>
- Drummond, H., & Hodgson, J. (2011). *Escalation in Decision-Making Behavioural Economics in Business* (1st ed.). Gower Publishing.
- Fatimah, N. F. S., & 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. <https://doi.org/10.35313/irwns.v10i1.1469>
- Fenich, G. G. (2015). *Planning and Management of Meetings, Expositions, Events, and Conventions* (V. Anthony, Ed.). Pearson Education Limited.
- Figueiredo, J. N. de, & Guillen, M. F. (2011). *Green Product: Perspective on Innovation and Adoption* (1st ed.). Productivity Press.
- Geap, C. L. (2018). Green Marketing Mix on Purchase of Green Products in Malaysian Perspective. *Journal of Global Business and Social Entrepreneurship*, 4(12).
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 21 Update PLS Regresi* (7th ed.). Badan Penerbit Universitas Diponegoro.

- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif* (H. Abadi, Ed.; 1st ed.). CV. Pustaka Ilmu.
- Hawkins, D. I., & Motherbaugh, D. L. (2007). *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill.
- Hermawan, H., Brahmanto, E., & Hamzah, F. (2018). *Pengantar Manajemen Hospitality* (H. Asmarani, Ed.). Nasya Expanding Manajemen .
- Irsalina, N., & Susilowati, H. (2023). Pengaruh Green Marketing Mix Terhadap Keputusan Pembelian Produk Tupperware. *JURNAL MANAJEMEN SOSIAL EKONOMI [DINAMIKA]*, 3(1), 41–51. <http://journal.stiestekom.ac.id/index.php/dinamikapage41>
- Islam, D. (2018). *Tinjauan Penerapan Konsep Green Marketing Dalam Pelestarian Lingkungan*. 11(1), 10–18. <http://journal.trunojoyo.ac.id/pamator>
- Kemenparekraf. (1987). *Ketentuan Usaha Dan Penggolongan Hotel Menteri Pariwisata, Pos dan Telekomunikasi*. Menteri Pariwisata, Pos Dan Telekomunikasi.
- Kesrul, M. (2004). *Meeting Incentive Trip Conference Exhibition* (1st ed.). Graha Ilmu.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kustini, H. (2017). *General Hotel Management*. Deepublish.
- Kusuma, C. S. D. (2019). Mice-Masa Depan Bisnis Pariwisata Indonesia. *Jurnal Efisiensi - Kajian Ilmu Administrasi*, XVI(2), 52–62. <https://doi.org/10.21831/efisiensi.v16i2.27420>
- Mair, J. (2014). *Conferences and Conventions A Research Perspective* (First). Routledge.
- Mohajan, H. K. (2012). *Importance of Green Marketing at Present and Future* (E. Alexi, Ed.; 1st ed.). Lambert Academic Publishing.
- Peter, J. P., & Olson, J. C. (2010). *Consumer Behavior & Marketing Strategy* (9th ed.). The McGraw-Hill Companies.
- Pradiatiningtyas, D. (2017). Pengaruh Web Experience, Social Factor, Dan Ease Of Use Terhadap Penggunaan Reservasi Hotel Secara Online. *Jurnal Khasanah Ilmu*, 8(2). <https://doi.org/10.31294/khi.v8i2.2439>
- Puspitasari, D., Ikawati, D. S. E., & Fajrin, B. (2020). Pengembangan Sistem Rekomendasi Menu Paket Meeting Menggunakan Metode Fp-Growth (Studi Kasus Lotus Garden Hotel Kediri). *JIP (Jurnal Informatika Polinema)*. <https://doi.org/10.33795/jip.v6i3.307>

- Putri, M., & Rudatin, C. L. (2020). Peranan PCO dalam Bidding Konferensi Asosiasi: 2021 Asia Pacific Cities Summit. *Jurnal Bisnis Event*, 1(2), 52–57.
- Riadi, E. (2016). *Statistika penelitian (analisis manual dan IBM SPSS)* (1st ed.). Andi Publisher.
- Ridha, N. (2017). Proses Penelitian, Masalah, Variabel dan Paradigma Penelitian. *Jurnal Hikmah*, 14.
- Soviana, R., & Oktawirani, P. (2017). Spesifikasi Job Description Meeting Planner dalam Kegiatan MICE pada PT Hariyono Tour and Travel Cabang Malang. *Journal of Tourism and Creativity*.
- Suardani, A. A. P., Astawa, I. K., & Armoni, N. L. E. (2023). The implementation of green tourism in education and research at Bali State Polytechnic. *Technium Social Sciences Journal*. <https://doi.org/10.47577/tssj.v4i11.8550>
- Sugiyono. (2019). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif dan R&D)* (3rd ed.). Alfabeta.
- Suryawardani, I. G. A. O., Wiranatha, A. A. S., Pujaastawa, I. B. G., Yuliarsa, M. S., & Kencana, I. P. E. N. (2019). *Analisa Pasar Wisatawan MICE di Kota Denpasar*. Dinas Pariwisata Kota Denpasar. <http://pariwisata.denpasarkota.go.idwww.balidenpasartourism.com>
- The Stones. (2017). *Elevate your conference in our Grand Ballroom, the largest pillarless ballroom in Legian Bali*. The Stones Overview. <https://thestoneshotelbali.com/meetings-spaces/>
- Tjiptono, F. (2014). *Pemasaran Jasa*. CV. Andi Offset.
- Wachidyah, W. (2022, March 30). *Mengenal Klasifikasi Hotel Bintang*. <https://buletin.nscpolteksby.ac.id/mengenal-klasifikasi-hotel-bintang/>
- Wachyuni, S. S., Wiweka, K., Wahyuni, N., Teviningrum, S., & Suheryadi, H. (2023). The influence of youtube food content reviews on customer purchasing decisions: lesson from Jakarta local street food. *International Journal of Applied Sciences in Tourism and Events*, 7(2), 147–156. <https://doi.org/10.31940/ijaste.v7i2.147-156>
- Wirantari, K., Aryana, I. N. R., Sutama, I. K., Mudana, I. G., Ruki, M., & Mataram, I. G. A. B. (2022). The Implementation of Marketing Mix to Increase the Number of Meeting Event at Discovery Kartika Plaza Hotel, Bali. *International Journal of Travel, Hospitality and Events*. <https://doi.org/https://doi.org/10.56743/ijothe.v1i2.18>
- Wulandari, P., & Widodo, A. (2018). Pengaruh Green Marketing Mix Terhadap Keputusan Pembelian Dalam Memilih Produk Elektronik. *E-Proceeding of Management*, 5, 1033.
- Yuniati, N., Oktarini, K. R. D., & Trisnayoni, R. A. (2022). Shifting Trend on Management Event during the Pandemic. *International Journal of Applied*

Sciences in Tourism and Events, 6(1), 13–23.
<https://doi.org/10.31940/ijaste.v6i1.13-23>

Zaky, M. H., & Purnami, N. M. (2020). Green Marketing Mix Berpengaruh Terhadap Keputusan Pembelian Produk Big Tree Farms Di Lotus Food Services. *E-Jurnal Manajemen Universitas Udayana*, 9(2), 678.
<https://doi.org/10.24843/ejmunud.2020.v09.i02.p14>



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI