

The Impact of Green Price, Green Promotion, and Green Place on the Economy of Communities in Tourism Areas through Environmental Sustainability Entering the New Normal

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Abstract

This study aims to analyze and explain (1) determine the effect of Green Marketing on environmental sustainability in tourists; (2) To find out the effect of Green Marketing on the economy of the community in tourists; (3) To determine the effect of environmental sustainability on the economy of the community in tourist areas; (4) To determine the effect of Green Marketing (green price, green promotion and green place) on the economy of the community in tourist areas through environmental sustainability as an intervening variable. This study uses a data collection method with a questionnaire with a quantitative approach. The population that becomes the object of research is tourists who visit tourist areas in Malang Raya. Testing the analysis using SEM with the Smart PLS analysis tool. Green price does not directly affect the sustainability of the environment, while green promotion and green place directly affect environmental sustainability. Green prices, green promotions, and green places do not have a direct effect on the community economy, while environmental sustainability has a direct effect on the community economy. Green prices do not indirectly affect the community economy through environmental sustainability, while green promotion and green places indirectly affect the community. Community economy through environmental sustainability.

Keywords: Green Price, Green Promotion, Green Place, Community Economy, Sustainability Environment.

1. Introduction

Indonesia is a country that has natural potential and social diversity that can be used as a tourist destination (Sendari, 2019). The travel industry in Indonesia is growing and is the second largest supporter of foreign trade profits after oil and gas. The travel industry is one of the significant generators in the financial increase that firmly affects the aid of the Indonesian nation's government and unique destinations, particularly the region (Ananda, 2021).

However, assuming we see, the travel industry area is a corner that has generally been shaken since the Corona pandemic. Flights are restricted or even banned, many planes are laying off workers, lodging is abandoned, and holiday destinations are closed, which affects the territorial payments of the travel industry to drop dramatically. In addition, the guidelines for staying at home make the travel industry even more uncertain about it (S. Mustika, 2020). The travel industry is one area of the economy that the coronavirus pandemic has heavily impacted. The travel industry area is now entering another normal period with the opening of several tourist attractions followed by the implementation of an extraordinarily new special health convention; when this pandemic ends, what will happen are people who are tired at home and want to travel, of course, they hope to pay for their fatigue long enough at home.

However, in the reality of travel to date, we have found that the current progress of the travel industry is only focused on the payment side of the economy. The travel industry directors are overexploiting by ignoring limited assets, environmental protection, increasing personal satisfaction, culture, and government assistance from the network. Closest. There is still much destruction of nature, running out of assets, corruption of social quality, and strict commercialization of quality (Setiaji, 2014). Therefore, every business actor in the travel industry in this country must be encouraged to build and develop the potential of the environment to become a major tourist location to maintain assets, climate, and culture, so that the travel industry is complex and can increase the capacity to dynamic regional development. The other area (Setiaji, 2014). Issues and familiarity with asset conservation and climate should have options to encourage organizations to compete in the commercial hub. Ecological protection and

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maintenance issues should compel organizations to adapt their critical regulatory cycles to other financial needs. Biological contemplation is a related variable for achieving financial goals by promoting green in the travel industry business in a sustainable manner (Polonsky et al., 2010). Ecological carrying capacity is not just a matter of consistency to protect average assets. Achieving controlled progress over the next few years will require extreme changes in all creation and use in the industrial social fabric. Following the undeniable demand of businesses to understand the many advantages and open doors of business that can be obtained from eco-supportability and green advertising, the world shows evidence that many people are stressed because of the climate and the change in their buying behavior (Widyastuti, 2019).

Malang is a Regency / City in East Java, this area has millions of charms and amazing natural views, and many more are covered up, so there are still many people who are almost zero about the beauty and cool places in Malang. Malang has many cool tourist attractions, ranging from social places, authentic destinations, and contemporary photo spots to waterfalls that are very pleasing to the eye and must be explored immediately. Three regions in Malang, precisely Malang Regency, Malang City, and Batu City, have potential opportunities for business advancement in the travel industry. The travel industry area in Malang Rule is starting to prepare for a new type after three months of being silenced by the coronavirus pandemic. A Standard Work Strategy Strengthening (SOP) is being developed, which can later be implemented when public authorities formally return objections. Head of the Department of Tourism and Culture (Disparbud), Dr. Made Arya Wedhantara, said today his party held a gathering with the travel industry players to invite a new era of unprecedented progress after large-scale socialization was carried out. Restrictions (PSBB) ending on May 30, 2020 (Margianto, 2020).

In general, the advancement of the travel industry is done through very strong advertising. There are dire consequences of increasing travel industry objections through strong promotion, including the emergence of ecological, socio-social, and financial carrying capacity issues. The more tourists who visit without preparation in advance, both for residents around the object of tourists and guests, the double transaction of tourist cities will be more significant to maintain its carrying capacity. Thus, it is fully expected that such circumstances, in the long run, can damage the climate of the true traveler city (Libriyanto, 2017).

2. Literature Review

2.1. Green Price

Price is related to the value of a product. Green product pricing is a strategy that allows marketers to adjust the price structure in line with investment in green product development and company resilience in the future. Marketers in product pricing need to include environmental, waste, and other costs. Tourism is known as a combination of products and services/services will always be related to environmental damage; therefore, it needs to be priced more (Hasan, 2015)

2.2. Green Promotion

At the selection stage, customers are increasingly paying more attention to the criteria that guide the business. Business is understood to be moving in a caring direction and respecting social, environmental, and sustainability needs. For this reason, ethical business management will create greater returns than just a positive image. Increased attention to sustainable tourism. Investments in promotions are made to remove obstacles to consumer suspicion of environmental damage (Hasan, 2014)

2.3. Green Place

The green place distributes products using environmentally friendly transportation and energy, expands green open spaces, and ensures waste is safe for human health. Other organisms (Cahyanti & Iliyawati, 2018) (Triyuwono, 2000) argue that green distribution channels have the following characteristics: product packaging for transporting to the place of distribution should minimize waste and the use of raw materials. The transportation of products to the place of distribution should be aimed at reducing environmental damage, such as reducing energy consumption and reducing the population. Choosing where and when to make the product available significantly impacts attracting customers. The location must also match the image that the company wants to distinguish the company from its competitors

2.4. *Communication Economy*

Positive Impact of Tourism on the economy: (1) the tourism sector has caused the local community's economy to increase dramatically. The arrival of tourists to a tourist destination also causes the emergence of foreign business people or encourages someone to be self-employed in providing services and convenience for tourists while they are traveling, (2) creating jobs for the surrounding population, absorbing much labor in the tourism field (3) d The establishment of better facilities and infrastructure for the convenience and safety of tourists, this indirectly also carries out equitable development in the city. As crowded as it is, the faster the development in the region, (4) gaining foreign exchange through foreign tourists who come and exchange their currency for rupiah, (5) marginalizing indigenous Indonesian culture to the world. Now the intention of introducing indigenous Indonesian culture is that when visiting the tomb complex of King Mataram Kotagede in Jogja, tourists are required to wear jarik for men and kebaya for women. It is intended to honor the ancestors of our former ancestors and introduce the indigenous culture of Jogja to tourists who come.

2.5. *Sustainability Environment*

As for the concept of sustainability of the tourist village, it consists of three things, including; mutual-symbiosis means that the economic benefits derived from the business activities of the tourist village depend on the good health of the natural and social environment, the involvement and concern of the local community in the processing and development of the tourist village. Because local communities are a component of resources that have a close relationship with tourist destinations, and their existence can be the guardians of environmental sustainability or vice versa, they can damage the environment. Third, to further introduce an idea of a more responsible way to develop a sustainable tourism sector in line with preserving the social, cultural, and economic environment (Hasan, 2015)

2.6. *Previous Research*

According to Manongko, green marketing is “a product marketing strategy by producers aimed at consumers who are concerned for the environment” (Manongko, 2018). An empirical study in this study Setiaji with the title “The Influence of Green Marketing on Environmental Sustainability, Company Profitability, and Local Community Economy” “Green Marketing Strategic has a significant effect and can improve environmental quality, company profitability and economic growth of local communities” (Setiaji, 2014). The improvement and advancement of the travel industry require participation, coordination, and synchronization of activities, including environmental networks. The advancement of the travel industry should adhere to the following standards: Improvement strategy leaders should view the travel industry as a financial enhancement option comparable to other monetary exercises. The pertinent travel industry data is the reason to permit, dissect and observe the travel industry related to other monetary areas. The improvement of the travel industry must be completed in a manner that is by appropriate turn-of-event standards (Yoeti & Gunadi, 2013).

Cahyanti, with the title “The Effect of Green Marketing Mix on the Sustainability of Tourism Villages,” stated that: There is an important impact of green goods provided in tourist cities on tourist destinations to participate in support from tourist cities. There is a big impact of green development carried out by tourism city managers on tourist destinations to follow the carrying capacity of tourist cities, and there is a big impact of real evidence in tourist cities on tourist destinations to keep up with the management of tourist cities (Cahyanti & Iliyawati, 2018). Green Promoting affects tourist destinations to keep up with the state travel industry (Cahyanti & Menanti, 2019). Beramas, in his article entitled “Reasonable Examination of the Travel Industry in the Tanjung Setia Tourism Area of the West Coast Regime,” revealed that the implementation of supporting aspects of the travel industry in the tourist area of Tanjung Setia has not been carried out by these three points of view. That must be met, especially from an ecological, financial and social point of view. Culture. Based on the statements of witnesses, responsibilities around the Tanjung Setia tourist area are mostly claimed by outsiders on the West Coast and outside parties. Asset management has not been carried out well-maintained. It does not exclude local tourist attractions because the area has not been involved with the readiness of the travel industry improvement design. , and have not made observations and assessments of the plan to increase the travel industry in the Tanjung Setia tourist area, so the Tanjung Setia tourist area cannot be considered well-maintained (Beramas, 2019). Just like Mustika, who stated that the contribution of innovation from green marketing to sustainable development is in the form of reducing the level of waste that can pollute the environment and is contrary to sustainable development goals (D. D. Mustika et al., 2020). Purwanti says, “green

marketing able to encourage companies to prepare themselves faster and better; the definition of green marketing has changed over time according to the growing relevance of environmental sustainability” (Purwanti et al., 2019).

Kinoti, with the title “Green marketing Intervention Strategies and Sustainable Development: A Conceptual Paper,” states that “In this paper, it is suggested that marketing, like any other functional area of business, contributes to the environmental problems facing the world today. Therefore, marketing has a role in finding solutions to these environmental problems. This paper further demonstrates that green marketing and especially green marketing strategies overcome the challenges with positive results from improving organizational performance, a better physical environment will lead to sustainable development, which also becomes better” (Kinoti, 2011). Green promoting is a method towards the more extensive objective of earth-supportable turn of events. It addresses a medium and long-haul strategy procedure that comprehends and addresses the potential destitution hole and asset shortage; it gives valuable chances to advance option monetary, creation, and work models planned to safeguard improvement and development possibilities, as well as the effects of ecological corruption. The Way to the outcome of Green showcasing is believability. Never misrepresent natural cases or offer ridiculous and misleading expressions of assumptions, and convey just and through sources individuals trust (Teo & Yazdanifard, 2014).

Arseculeratne, with the title “How Green Marketing Can Create a Sustainable Competitive Advantage for a Business,” stated that marketing strategists have been aware of environmental problems affecting global society over the years. Some have considered responding to these concerns because most environmental problems are related to consumption (D Arseculeratne & Yasdanifard, 2014). Green marketing has started to be considered important as a result of companies finding ways and ways to accept environmental issues. The company has recognized the value of green marketing to meet customer needs and appreciates the importance of business growth and expansion. Green marketing involves building relationships between businesses and customers (D Arseculeratne & Yasdanifard, 2014). Green marketing strategies bring about a qualitative change in the relationship between the customer and the organization's business. The proactive approach in green marketing aims to gain a competitive advantage by strategically positioning products in customers' minds. In green marketing, the marketing mix must answer what is happening to environmental problems. Green marketing strategies impact businesses that can be leveraged to gain a competitive advantage. The company will obtain these benefits by reducing production costs, fostering a positive image of the brand and the business, and positioning the product in customers' minds will make it the most amazing product. Buyer compliance increases as buyers believe they can acquire quality goods at a reasonable cost to work with local government monetary assistance (D Arseculeratne & Yasdanifard, 2014; Dinuk Arseculeratne & Yazdanifard, 2013). Given the results of the review and reaction from the inspection and investigation of accessible assets, it is considered that there is no green display execution model that combines buyer behavior with the climate associated with the company's marketing system. This commitment can help the Automotive Business Association to enforce unofficial legislation and help create motivation for the elective vehicle market. These findings can be integrated into the organization's critical regulatory plans (Maravcikova et al., 2017).

Hasan, with the title “Green The travel industry,” stated that Green the travel industry is a well-maintained travel industry that takes into account the natural needs of environmental networks, organizations, and guests now and in the future. This idea is essential for every travel industry organization, large or small (Hasan, 2015). Entrepreneurs working in eco-friendly travel industry organizations are the ones who are effectively involved with efforts to reduce the social and pessimistic impact of their travel industry practice. Without “ecological” contemplation, this exercise can lead the organization to make false cases or deceive buyers into arriving at the market where the organization will eventually lose clients. The increasing number of entertainers working in surveillance and the rapid advancement of mechanical assistance have made the eco-friendly travel industry enter the world stage. As the world economy improves, the company continues to focus on meeting the needs of local tourists. and to survive and compete. Advertising executives must identify open doors and new market holes and collaboration with different players to attract and serve foreign tourists with attributes that match the green travel industry. Organizations that are successful in world markets are the ones that decide to focus on the important reasons for using innovation as a prop to reach the worldwide tourist market. Shipping can force providers to change their activities so that associations focus on climate, not only to make products that reduce their natural effects but also to act in a way that is less harmful to the ecosystem and in a prudent manner. By coordinating climate into the Way an organization behaves, it tends to be guaranteed that all industrial business practices (Hasan, 2014, 2015).

In his writings, Muposhi states that green marketing fails to achieve its goals of increasing economic sustainability and sustainable economic growth. Sustainability and social justice, as well as environmental sustainability and environmental justice. The paper notes that companies are increasingly using Green meeting tools for wealth generation, displacement, conflict, and an existing avenue for green laundering. A more integrated and holistic

analysis of green marketing practices is needed to prioritize environmental governance that fosters a sustainable environment as a struggle against profit-only companies (Muposhi, 2019). According to Brundtland in Saxena, “The so-called sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their needs” (Saxena & Khandelwal, 2010). Susan Ward states, “Paying attention to sustainable development is understandable when so many potential customers and clients actively seek more environmentally friendly products and services”. The industry must adopt an environmentally friendly business philosophy and incorporate environmental sustainability principles. Principles into action (Saxena & Khandelwal, 2010). Knowledge of the environment is a source of strength. The environment will be well cared for to expand and update their sources of knowledge about green marketing because green marketing problems require a multidisciplinary, interdisciplinary, and multifaceted approach to problem-solving before the results can be achieved (Iweama, 2014). With the presence of the Green Valley tourist area, the local area gets financial convenience because regardless of whether they understand it, the presence of the Green Valley travel industry can require many workers from the surrounding area. Greater profits are obtained by dealers, as well as transportation administration business visionaries and landowners around the Green Valley tourist attractions also feel the financial rewards (Badaruddin, 2017).

3. Research Method and Materials

The methodology in this exploration is clear quantitative methodology. This examination is an exploration that involves measurable examination and examination information as numbers by making sense of the general exploration results (Sugiyono, 2018). This approach is an experimental, evenhanded, quantifiable, sane, precise, and logical technique. As per the idea of the sort of information, this examination is remembered for experimental exploration (Exact Exploration), specific research on practical realities acquired because of perception or experience (Sugiyono, 2018). The location of this research is a tourist attraction belonging to the Jatim Park Group. The limited study time encourages researchers to limit the research location to only one tourist spot. The population in this study is tourist visitors. This study uses research (testing) to seek information, specifically non-probability checks, because the number of guests is doubtful. The testing strategy in this review is a purposive testing method and obtained 150 respondents. The data collection technique uses a questionnaire obtained through google forms and documentation. Rules for setting up a survey or poll with a Likert scale with a few elective responses have been given an evaluation weight (Sugiyono, 2017).

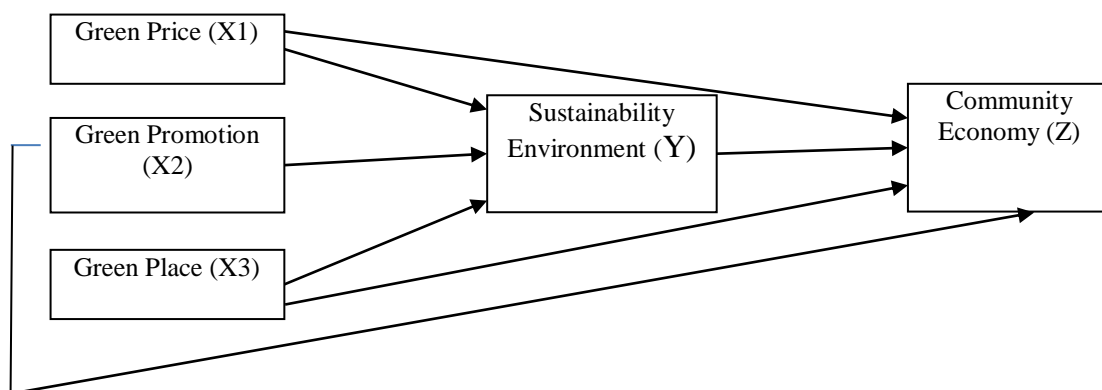


Figure 1. Theoretical Framework

Examination of the information in this study utilizing SEM (Primary Condition Demonstrating), utilizing the Shrewd PLS program. The motivation behind Halfway Least Square (PLS) examination is to assist scientists with getting dormant factors for expectation purposes (Ghozali & Latan, 2015).

Information Investigation Procedures on PLS with Savvy PLS programming (Ghozali & Latan, 2015) with the accompanying stages:

- a. External Model Investigation
- b. Inward Model Investigation
- c. Theory Testing.

Table 1. An example of a table. Times New Roman 10pt, before: 6pt, after: 6pt, Line spacing: single.

An example of a column heading (autofit window)	Column A (t)	Column B (T)
Times New Roman 10pt, single space	1	2
And another entry	3	4
And another entry	5	6

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4. Results and Discussion

Table 1 shows that the green cost variable has the least worth of 8 and the most elevated worth of 15, with a typical worth of 11.567 and a standard deviation of 1.622. The green advancement variable has the least worth of 15 and the most elevated worth of 30, with a typical worth of 22.960 and a standard deviation of 3.221. The green spot variable has the most minimal worth of 33 and the most elevated worth of 60, with a typical worth of 47.827 and a standard deviation of 6.005. The ecological manageability variable has the most minimal worth of 30 and the most elevated worth of 45, with a typical worth of 34.367 and a standard deviation of 4.968. The travel industry region monetary variable has the most reduced worth of 18 and the most significant worth of 30, with a typical worth of 23,527 and a standard deviation of 3,136.

Table 1. Descriptive Statistik

Variable	n	Minimum	Maximum	Mean	Std. Deviation
Green Price (X1)	150	8	15	11.567	1.622
Green Promotion (X2)	150	15	30	22.960	3.221
Green Place (X3)	150	33	60	47.827	6.005
Sustainability Environment (Y)	150	30	45	34.367	4.968
Community Economy (Z)	150	18	30	23,527	3.136

4.1. Validity and Reliability Test

In light of table 2, it very well may be seen that assuming these factors have a stacking factor > 0.07 , all markers can be proclaimed legitimate to gauge the development.

In light of table 3 shows that the Typical Difference Extricated (AVE) on every variable X1, X2, X3, Y, and Z > 0.50 implies that all builds are dependable. Accordingly, it tends to be expressed or finished up assuming that every variable has high discriminant legitimacy. In the meantime, it tends to be found in the table that the composite dependability worth of every variable shows the build esteem > 0.60 . These outcomes show that every variable has met the composite dependability, so it very well may be presumed that all factors have a high degree of unwavering quality.

Moreover, in the table above, it can be seen that the worth of Cronbach's alpha of every variable shows a building worth of > 0.70 . Consequently, the consequences of this study demonstrate that each exploration variable has met the prerequisites of Cronbach's alpha worth, so it very well may be reasoned that every one of the above factors has a deep level of unwavering quality. So it very well may be reasoned that the markers utilized in this study have high discriminant legitimacy in arranging their factors. The author uses SmartPLS Software to test the hypothesis by evaluating the inner model and t-test to answer the entire hypothesis. The following are the results of the hypothesis testing that has been carried out.

Table 2. Outer Loadings

	Green Price (X1)	Green Promotion (X2)	Green Place (X3)	Sustainability Environment (Y)	Community Economy (Z)
X1.1	0.747				
X1.2	0.849				
X1.3	0.842				
X2.3		0.737			
X2.4		0.766			
X2.5		0.865			
X2.6		0.796			
X3.1			0.755		
X3.10			0.795		
X3.11			0.842		
X3.12			0.810		
X3.5			0.727		
X3.6			0.796		
X3.7			0.804		
X3.9			0.821		
Y1				0.796	
Y2				0.828	
Y3				0.821	
Y4				0.816	
Y5				0.807	
Y6				0.868	
Y7				0.827	
Y8				0.729	
Z1.1					0.766
Z1.2					0.784
Z1.3					0.739
Z1.4					0.814
Z1.5					0.761
Z1.6					0.795

Table 3. Construct Reliability and Validity

Variable	Cronbach's Alpha'	Composite' Reliability	Average Variance Extracted (AVE)
Green Price (X1)	0.743	0.855	0.663
Green Promotion (X2)	0.802	0.871	0.628
Green Place (X3)	0.916	0.932	0.631
Sustainability Environment (Y)	0.926	0.939	0.660
Community Economy (Z)	0.868	0.901	0.603

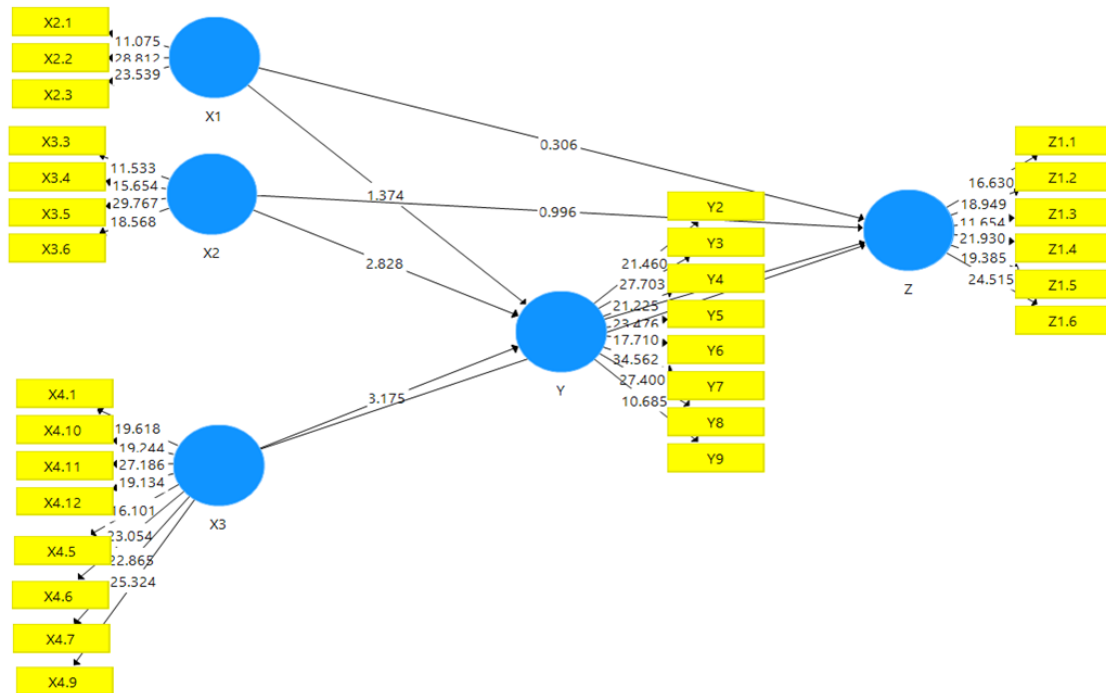


Figure 2. Inner Model

From the results of the evaluation of the inner model, the R Square value is obtained as follows:

Table 4. R Square Value

Variable	R Square
Sustainability Environment (Y)	0,494
Community Economy (Z)	0,621

Because of table 4 shows that the R Square incentive for the maintainability climate variable is 0.494. These outcomes make sense that the Supportability Climate level is 49.4%. That implies that the green cost, green advancement, and green spot factors influence the supportability of the climate by 49.4%, while different factors impact the excess by 50.6%. While the worth of R square for the Local area economy variable is 0.621, this shows that the level of the Local area economy is 62.1%.

That implies that the green cost, green advancement, green spot, and supportability climate factors influence the local area economy by 62.1%, while different factors impact the excess by 47.9%.

4.2. The integrity of Fit (GoF) Evaluation

The integrity of the fit trial of the model should be visible from the NFI esteem 0.662, pronounced fit. In light of the information handling that has been finished utilizing the SmartPLS programming, the model Fit values are acquired as follows:

Table 5. Model Fit

	Saturated Model'	Estimated' Model'
SRMR'	0.064	0.064
d_ ULS'	1.794	1.794
d_G	1.168	1.168
Chi-Square	898.264	898.264
NFI	0.728	0.728

The consequences of the Decency of Fit test for the Pls model in table 5 above show that the NFI esteem is 0.728, so the current factors have met the Integrity of Fit test. Hence, from these outcomes, it very well may be presumed that the model in this study has a high decency of fit and is reasonable for research speculations.

4.3. Hypothesis test

After the inward model is surveyed, the following thing is to assess the connection between idle builds as has been estimated in this review. Speculation testing in this review was completed by taking a gander at the T-Measurement's esteem and the P worth. The speculation is whether the T-Insights esteem > 1.96 and P-Worth < 0.05. Next are the consequences of the Way Coefficient of immediate and circuitous impacts.

Table 6. Path Coefficient (Direct Effect)

Direct Effect	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hasil
X1 -> Y	0.103	1.374	0.170	Rejected
X1 -> Z	0.083	0.306	0.759	Rejected
X2 -> Y	0.098	2.828	0.005	Received
X2 -> Z	0.086	0.996	0.320	Rejected
X3 -> Y	0.118	3.175	0.002	Received
X3 -> Z	0.100	1.686	0.092	Rejected
Y -> Z	0.081	7.647	0.000	Received

Based on table 6 shows that from the relationship that has a direct effect, there are 4 (four) relationships that are rejected, namely X1 -> Y, X1 -> Z, X2 -> Z, and X3 -> Z because T-Statistics < 1.96 and P-Value > 0.05. Meanwhile, the other 3 relationships were accepted because the T statistic value > 1.96 and P-Value < 0.05.

Table 7. Path Coefficient (Indirect Effect)

Indirect Effect	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hasil
X1 -> Y -> Z	0.066	1.335	0.183	Rejected
X2 -> Y -> Z	0.067	2.573	0.010	Received
X3 -> Y -> Z	0.076	3.058	0.002	Received

Source: Processed data (2022)

Based on table 7 shows the relationship that has a direct effect; there is 1 (one) relationship that is rejected, namely X1 -> Y -> Z because T-Statistics < 1.96 and P-Value > 0.05. Meanwhile, the other 3 relationships were accepted because the T statistic value > 1.96 and P-Value < 0.05.

5. Conclusion

Based on the description of the discussion above, it can be concluded that green price does not directly affect the sustainability of the environment. In contrast, green promotion and green places directly affect environmental sustainability. Green prices, promotions, and places do not directly affect the community economy, while environmental sustainability affects the community economy.

Green price does not indirectly affect the community economy through environmental sustainability, while green promotion and green place indirectly affect the community through environmental sustainability.

His advice for tourism managers is to improve environmental sustainability further because it is undeniable that tourist areas, especially areas with high natural tourism potential, depend on tourist arrivals to maintain the stability of the community's economy.

Acknowledgments

Thanks are conveyed to the research and community service institution (LPPM) of the Islamic University of Malang, which has provided the opportunity to be able to carry out the UNISMA INSTITUTIONAL HIBAH (Hi-ma) Research Clustering program in 2021-2022.

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