JURNAL VALUE : Jurnal Manajemen dan Akuntansi

Journal homepage: https://e-journal.umc.ac.id/index.php/VL

Enhancing Tourism Marketing Performance Through Green Marketing Strategy and Consumer-based Brand Equity

Lady Faerrosa[1],*
[1]Faculty of Economy and Business, Bumigora University, Indonesia
Email : ladyjosman@universitasbumigora.ac.id
Aryan Agus Pratama[2]
[2]Faculty of Economy and Business, Bumigora University, Indonesia
Email : aryan@universitasbumigora.ac.id
M. Gaza Algifani[3]
[3]Email: gazaalgifani@gmail.com

Abstrak

Salah satu faktor penentu penting kinerja pariwisata adalah keberlanjutan lingkungan. Sayangnya, belum semua destinasi wisata mengadopsi praktik pariwisata ramah lingkungan, sehingga penting untuk mengeksplorasi dan meneliti masalah ini. Penelitian ini bertujuan untuk menganalisis dampak *green marketing strategy* dan *Consumer-based Brand Equity* (CBBE) terhadap keberlanjutan kinerja pemasaran pariwisata di Pulau Lombok. Penelitian ini menggunakan pendekatan kualitatif dan kuantitatif. Peneliti melakukan wawancara terhadap 10 informan dari kalangan *stakeholders* pariwisata Lombok dan menyebarkan kuesioner kepada 350 wisatawan domestik. Data kualitatif dianalisis menggunakan *content analysis*, sedangkan data kuantitatif dianalisis menggunakan regresi linier berganda dengan bantuan SPSS 26. Hasil penelitian menunjukkan bahwa *green marketing strategy* dan CBBE memiliki dampak positif dan signifikan terhadap kinerja pemasaran pariwisata. Dikarenakan penelitian ini *menggunakan* pendekatan *mixed-method*, penelitian ini memberikan pemahaman yang lebih komprehensif tentang faktor-faktor utama yang dapat meningkatkan kinerja pemasaran pariwisata. Dengan demikian, temuan ini dapat menjadi dasar bagi para pemangku kepentingan dalam merumuskan kebijakan untuk konsep pemasaran yang berkelanjutan dan ramah lingkungan yang sejalan dengan tuntutan konsumen sasaran mereka.
Kata Kunci: *ekuitas merek, ekuitas merek berbasis konsumen, kinerja pemasaran, pemasaran hijau, strategi pemasaran.*

Abstract

One crucial determinant of tourism performance is environmental sustainability. Unfortunately, not all tourist destinations have adopted environmentally friendly tourism practices, making it important to explore and research this issue. This study aims to analyze the impact of green marketing strategy and consumer-based brand equity (CBBE) on the sustainability of tourism marketing performance in Lombok Island. The research employed both qualitative and quantitative approaches. The researchers conducted interviews with 10 informants from among Lombok's tourism stakeholders and distributed questionnaires to 350 domestic tourists. Qualitative data was analyzed using content analysis, while quantitative was analyzed using multiple linear regression with the aid of SPSS. The results indicate that both green marketing strategy and CBBE have a positive and significant impact on tourism marketing performance. As this study utilizes a mixed-method approach, it provides a more comprehensive understanding of the key factors that can enhance tourism marketing performance. Consequently, these findings can serve as a basis for stakeholders in formulating policies for sustainable and environmentally friendly marketing concepts that align with the demands of their target consumers.
Keywords: Brand Equity, Consumer-Based Brand Equity, Green Marketing, Marketing Performance, Marketing Strategy.

INTRODUCTION

The development of tourism on Lombok Island can currently be said to be quite rapid after the MotoGP circuit in Kuta Mandalika, Central Lombok started operating in 2021. In total nationally, MotoGP spectator's spending forms Indonesia's output of Rp747.44 billion, with 81.2% of the output formed in the province of West Nusa Tenggara as the venue for the MotoGP event. The remaining output, 18.8%, is spread to other provinces (Taupikurrahman & Suwandana, 2022). Hence, it is undeniable that on the one hand, tourism can improve the economy (Baloch et al., 2023; Jehan et al., 2022). However, tourism development can also have a negative impact on the life cycle of tourism products and the environment if it is not carried out with the right strategy (Baloch et al., 2023; Jehan et al., 2022). Thus, to maintain the competitiveness of a tourist destination, a sustainable marketing concept and high tourism performance are needed (Díaz & Espino-Rodríguez, 2016).

The development of tourism requires accurate data and a complete picture of the right marketing strategy to support sustainable tourism marketing performance so that it can improve the local economy and business around the tourist destinations (Jasrotia et al., 2023). One of the important determinants of sustainable tourism is tourist satisfaction, one of which is influenced by environmental sustainability (Jasrotia et al., 2023; Yang et al., 2023). Unfortunately, the implementation of marketing strategies that support environmental sustainability has not been widely implemented on Lombok Island. Therefore, this study aims to analyze the influence of green marketing strategy and Consumer-Based Brand Equity (CBBE) on the sustainability of tourism marketing performance on Lombok Island. However, tourism stakeholders need to get an overview of the best strategy, both to gain long-term benefits and to make a positive contribution to the surrounding environment (environment and society) (Jasrotia et al., 2023). One strategy for tourism to remain competitive must be based on the right marketing strategy and be oriented towards the market/consumer. Moreover, previous research found that market-oriented organizations (one of which is consumers-oriented) have an impact on marketing performance (Faerrosa et al., 2022).

This means that, in addition to paying attention to environmental sustainability, an approach from the consumer/tourist perspective in this research is also very necessary because the development of marketing strategies must be in accordance with insight into consumer consumption patterns (Naim, 2023). Moreover, currently, consumption patterns and tourist preferences for tourism products have also changed (Bafadhal, 2020). Therefore, companies need to implement marketing strategies that are based on insights into the ever-changing target consumers. Current trends show that consumer consumption patterns have moved towards a more environmentally friendly direction, so companies need to change their marketing strategies towards green marketing strategies that do not damage the environment and threaten the future of the next generation (Sohail, 2017).

In sustainability literature, green marketing strategy includes marketing practices, policies, and procedures that take into account environmental sustainability while generating revenue for the company (Eneizan et al., 2016). It is known that green marketing strategy also has a positive influence on marketing performance (Ahmad et al., 2020). This means that an organization that implements a green marketing strategy is projected to improve the financial and non-financial performance (a.k.a marketing performance) of the organization. Therefore, the proposed research has novelty by looking at the perspective of both stakeholders (green marketing strategy) and consumers/tourists (CBBE).

Several studies have been conducted related to tourism performance. One of them focuses on researching the main factors of sustainability and their relationship to tourism destination performance (Díaz & Espino-Rodríguez, 2016). The study found that primary resources and supply chains, alternative entertainment offered, and security as the main determinants of tourism performance. In this case, performance is measured through destination performance and consumer performance. However, the study has a weakness in that it only examines from the stakeholder perspective without looking at the evaluation or perspective of consumers. Therefore, this study has a novelty in terms of the existence of CBBE variables to complement the green marketing strategy variables in influencing tourism marketing performance. CBBE itself has been proven in previous studies to have an influence on marketing performance (Duh & Uford, 2019). In non-financial marketing performance, CBBE has been proven to be able to increase it in several ways, such as willingness to pay more, brand preference, purchase intention, and attitude towards the brand extension (Duh & Uford, 2019).

In addition, other studies on marketing performance are known to measure with different indicators. Some researchers measure marketing performance from a non-financial perspective such as consumer satisfaction, consumer loyalty, and new consumer acquisition (Khalayleh & Al-Hawary, 2022), and although not many, there are also researchers who combine financial marketing performance such as profitability and sales volume and non-financial, namely consumer satisfaction (Afriyie et al., 2019). However, these studies were not conducted in tourism destinations. Thus, this study is different and provides novelty in terms of the industry studied and the marketing performance measurement approach that combines financial and non-financial marketing performance more completely, namely profitability, sales volume (in this case interpreted as the number of tourist visits), consumer satisfaction, and consumer loyalty. In this study, the consumers referred to are tourists.

Thus, the novelty of the results of this study will provide a more comprehensive picture of improving marketing performance financially and non-financially through the implementation of green marketing strategy and CBBE. Ultimately, by providing a basis of knowledge and references for stakeholders in determining their policies and strategic directions using the green marketing strategy and consumer-based brand equity approach, it is hoped that Lombok Island tourism will be able to develop sustainable and competitive tourism with a high level of demand from consumers. Moreover, it has been proven that consumers are very concerned about environmental sustainability (Nekmahmud, 2020).

LITERATURE REVIEW & HYPOTHESES DEVELOPMENT

Stakeholder Theory Perspective and Service Marketing Theory

Every business seeks to create unique value for its consumers (Freudenreich et al., 2020). Based on the business model theory, this value creation leads to what kind of value and how to create it. While in the perspective of stakeholder theory, value creation emphasizes more on what and for whom, but is not only limited to consumers or suppliers but also all stakeholders involved in the creation of the value (Freudenreich et al., 2020). For example, society, environment, and employees. This means that it is impossible to create a business model without a good relationship between external and internal stakeholders.

Meanwhile, Service Marketing Theory is the basis of all theories that underlie market-based hypotheses (Munene, 2023). This theory states that to be successful in the market, companies engaged in the service sector, such as tourism, need to see and adjust to their consumers' preferences. The strategies built must be based on their consumers. Along with changes in the market and consumer desires, marketers and companies also need to find the right marketing strategy to satisfy their customers (Chinakidzwa & Phiri, 2020).

Marketing Performance, Consumer-Based Brand Equity, and Green Marketing Strategy

Marketing performance cannot be separated from a company's competitive advantage and can be measured in the same way that company performance is measured (Pisicchio & Toaldo, 2021). Marketing performance is a construct used to measure the impact of implemented marketing strategies (Bader et al., 2022; Erlangga, 2022). Every company continues to strive to measure the marketing performance of its products and companies amidst existing business competition and anything that could influence it (Mehralian, 2022). This means that the marketing strategy implemented by a company can be a determining factor in the company's marketing performance. Hence, the first hypothesis (H1) of this research is that CBBE has a positive and significant effect on tourism marketing performance. This means that CBBE can improve the marketing performance of companies and MSMEs (Asamoah, 2014; Mukonza & Swarts, 2020).
H1: CBBE has a positive and significant effect on tourism marketing performance

Brand equity is an important aspect in organizational branding because it can predict client loyalty and brand success (Chen & Qasim, 2021). Based on research, CBBE itself has been proven to be able to influence the performance of MSMEs and large companies (Asamoah, 2014; Mukonza & Swarts, 2020). As part of CBBE, customer loyalty to a brand or company is what can help achieve maximum company performance (Asamoah, 2014). In addition to CBBE, one of the marketing strategies that can be done is a green marketing strategy. According to the American Marketing Association, green

marketing includes a variety of activities, including product modifications, changes in production processes, or modifications in company advertising (Shah Thakkar, 2024). Green marketing strategy is considered as a company's strategy and commitment to develop environmentally friendly products and services, and based on research it has been proven to improve company performance (Mukonza & Swarts, 2020). This means that, in addition to being oriented towards consumer satisfaction and company profits, business people also emphasize environmentally friendly strategies, either in part or in their entire marketing strategy (Dangelico & Vocalelli, 2017). Hence, the second hypothesis (H2) of this research is that green marketing strategy has a positive and significant influence on tourism marketing performance.
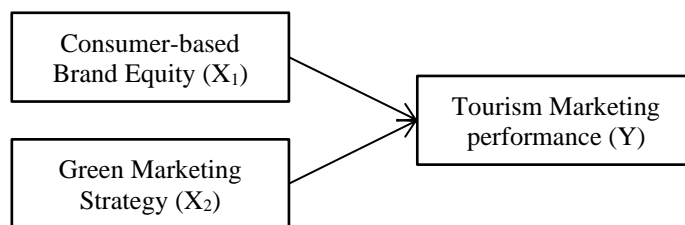
```
┌────────────────────┐
│  Consumer-based    │
│  Brand Equity (X₁) │──┐
└────────────────────┘  │    ┌────────────────────┐
                        ├───▶│  Tourism Marketing │
┌────────────────────┐  │    │  performance (Y)   │
│  Green Marketing   │──┘    └────────────────────┘
│  Strategy (X₂)     │
└────────────────────┘
```

Figure 1. Research Model

The framework of this research is depicted in Figure 1. Meanwhile, the indicators used to measure each variable are described in Table 1. These indicators are adjusted from the perspective of tourists.

Table 1. Indicators to Measure Variables

Variables	Indicators	Items of Questions/Statements
Marketing Performance	Tourist Satisfaction	4 statements
	Tourist Loyalty	3 statements
	Tourist Interest	4 statements
CBBE	Brand Awareness	3 statements
	Perceived Quality	3 statements
	Brand Image	3 statements
Green Marketing Strategy	Green Perceived Value	3 statements
	Green Products/Buildings	3 statements
	Environmental Concerns	3 statements

Source: Data Proces, 2024

METHOD

This study uses a mixed-method approach where researchers conduct qualitative analysis of the results of research observations and interviews, as well as quantitative analysis to examine the influence of CBBE and green marketing strategy on the performance of tourism marketing on Lombok Island. The researcher adopted the simultaneous triangulation method where the interaction between datasets from qualitative and quantitative data collection was limited but ultimately supported each other (Morse, 1991). Researchers conducted observations and interviews first to obtain an overview of green marketing strategy and CBBE as well as tourism marketing performance from the informant's perspective. The population of this study is domestic tourists and tourism stakeholders on Lombok Island. Both informants from stakeholders and respondents were selected using purposive sampling techniques. Informants were determined to be 10 people because generally information saturation is obtained on the 10th to 30th informants (Bengtsson, 2016). Informants were limited to stakeholders from among tourists (3 people), government (3 people), business actors in the tourism industry on Lombok Island (2 people), and 2 people from the community around tourist destinations on Lombok Island who understand the concept of green marketing strategy.

Meanwhile, the number of tourists who became respondents was determined to be 350 people with the criteria of having visited tourist destinations on Lombok Island and understanding the basic concept

of green marketing strategy. Researchers distributed questionnaires offline (printed) and online using Google Forms which were distributed through various social media and personal contacts of the research team. Responses were measured on a Likert scale of 1-5 with 1 interpreted as strongly disagreeing with the statement in the questionnaire and 5 interpreted as strongly agreeing. The results of the interviews in the form of recordings were then transcribed into written data. The researcher did not change the sentences or word choices used by each informant. Furthermore, the data analysis technique used in this study was content analysis which included several steps such as decontextualization, recontextualization, categorization, and compilation (Bengtsson, 2016).

RESULTS AND DISCUSSION

Results of Qualitative Study

The results of the qualitative study in this study indicate that both the local government, business actors, and tourists visiting tourist destinations on Lombok Island are very concerned about the environment. The government itself has relevant programs that can support increasing public awareness regarding more environmentally friendly tourism practices. In this analysis, the researcher extracted the answers given by the informants (units of meaning) and pulled them into units of meaning that are relevant to the theme of this study. The extraction results are presented in Table 2.

Based on the data analysis in this qualitative study, it was found that basically the government has tried to continue to emphasize the principle of environmentally friendly tourism in the development of tourism on Lombok Island. The government supports the development of natural attractions, but remains in line with the principles of quality tourism, one of which is the principle of green marketing. The government has provided various training on destination governance and waste management as part of the green marketing strategy. This training involves tourism village managers and village heads to expand knowledge about sustainability, which is expected to influence the community more widely.

Currently, there is even a plastic reduction policy in minimarkets that reflects the government's green marketing efforts. However, the impact has not been optimal because people's habits have not changed much, both local people in tourist destinations and local tourists who come to visit. Because currently, the community and business actors are still more focused on tourism performance on its economic impact. The focus on Regional Original Income (PAD) rather than environmental impact shows a conflict between economic goals and environmental sustainability in tourism management. This reflects the challenge in balancing economic interests with the need to maintain environmental sustainability. Moreover, it is acknowledged by the government that the direct impact of these environmentally friendly steps has not been seen in increasing the number of visits or income of tourist destinations (aka marketing performance). This is also supported by statements from business actors that they have not seen a significant contribution from the green marketing strategy they have set. This can be understood that the understanding of the community and business actors about green marketing strategy is still limited to waste management only. In addition, business actors themselves admitted that they have not conducted specific research or surveys to determine tourists' perceptions and satisfaction regarding the green marketing strategy practices they implement.

Regarding consumer orientation, although it is acknowledged that they are trying to adjust to consumer desires, this is not in line with the recognition of business actors and the government who stated that surveys of tourist desires, satisfaction, and feedback regarding the strategies developed have not been conducted. Local tourists themselves stated that they greatly appreciate destinations that prioritize environmentally friendly principles, although many tourist destinations on Lombok Island have not been seen to be optimal in their implementation. This is supported by the results of quantitative studies which prove that green marketing strategies have a positive and significant influence on marketing performance.

Table 2. Categories and Units of Meaning

Government:	
Quality Tourism	The government is working towards quality tourist destinations
Sustainable Tourism	Natural resources are not eternal, so we need a way to manage and regulate them so that they are used wisely.

Green Marketing	Environmentally friendly marketing practices are not yet optimal
Waste management	The government implements CHSE, provides training on waste management methods
Plastic Reduction Policy	The government has issued a policy prohibiting the use of plastic bags, especially in areas around tourist destinations, to reduce the negative impact on the environment.
Natural Attraction and Destination Development	The development of tourist villages is still based on natural attractions, so their sustainability must be maintained.
Survey and Interview	The government has not conducted research into consumer desires and needs regarding environmentally friendly tourist destinations.
Community Involvement	The surrounding community needs to be involved in every decision related to the development of tourist villages and training to change behavior that can have a negative impact on the environment around tourist destinations.
Economic Impact	The government ensures that tourism activities involve local communities and have an economic impact on the community.
Environmental Impact	The government is trying to reduce environmental impacts by issuing regulations and assessments based on environmental safety.
Environmental Awareness	Local communities and tourists are aware of the importance of protecting the environment, but this is not yet reflected in their actions.
Government programs and support	The government invites tourism managers to pay attention to infrastructure at tourist destinations and to carry out evaluations and coordination with tourism managers to ensure that practices at tourist destinations do not damage the environment.
Business Owners:	
Waste management	Waste management is still limited to sorting organic and inorganic waste, providing trash bins, and socialization.
Survey of tourists	Asking about tourist satisfaction only in general terms means that we do not yet know much about consumer perceptions of tourism activities in relation to being environmentally friendly.
Public awareness	Ensuring education and outreach regarding the wise use of water and electricity
Economic impact	Quite a lot of consumers are looking for local products to support the local economy.
Local Community	Employing local people and buying ingredients from local markets
Domestic Tourist:	
Environmental impact	More often choose to visit places that have complete facilities and have many trash bins/clean from trash. Tourists have not seen any concrete and significant steps from the management to be considered to be doing environmentally friendly practices.
Local community	

	Didn't pay much attention to that when making travel decisions
Communities Around Tourist Destinations:	
Economic impact	Feeling the economic benefits of tourism activities in their area, income has increased significantly
Environmental impact	More rubbish everywhere, some locations are no longer natural, even though they look nice
Consumer-oriented	Promotions are mostly done through social media which is widely used by the public, the prices are considered appropriate for prices in tourist areas.

Source: Processed data, 2024

Results of Quantitative Study

This study involved respondents from various backgrounds as shown in Table 3. 229 respondents were female and 121 were male. Most respondents (55.4%) were in the age range of 18-25 years followed by respondents in the age range of 26-35 years, which was 34%. In terms of educational background, 45.1% had a bachelor's degree and 36% had a high school education. Then in terms of employment, 40.6% of respondents were students and 21.4% were private employees. Thus, it can be said that most respondents are still relatively young.

Table 3. Respondent's Characteristic

Characteristics	Profiles of Respondents	Sum	Percentage (%)
Gender	Female	229	65.4
	Male	121	34.6
Range of Age	18-25 years old	194	55.4
	26-35 years old	119	34
	36-45 years old	23	6.6
	46-55 years old	9	2.6
	>55 years old	5	1.4
Educational Background	Junior High School	6	1.7
	Senior High School	126	36
	Diploma	30	8.6
	Bachelor	158	45.1
	Master's	30	8.6
Occupation	Students	142	40.6
	Entrepreneurs	19	5.4
	Civil Servant	21	6
	Police officers/Army	5	1.4
	Teacher/Lecturer	36	10.3
	Private Employee	75	21.4
	Others	37	10.6
	Unemployed	15	4.3
Total of Respondents involved		350	100
Visited Destinations		Sembalun, Gili Trawangan, Merese Hill, Kuta Mandalika, Senggigi Beach, Sesaot, Pandanan Beach, Mawun Beach, Pink Beach, Klui Beach, Kerandangan Beach, Rinjani Mountain, Gili Sudak, Gili Meno, Gili Air, Suranadi, Kembang Kuning, Benang Kelambu waterfall, Sendang Gile, Bilebante, Suranadi, Mayura Park, Gunung Jae, Anak Dara Hills, and many others.	

Validity and Reliability Test

Validity testing is carried out to see whether this research instrument can be used to measure what needs to be measured in this research (Taherdoost & Hamta, 2017), namely green marketing strategy, consumer-based brand equity, and tourism marketing performance. This means that this validity is related to whether a concept has been measured correctly in the quantitative research conducted (Heale & Twycross, 2015). The results of the validity test can be seen in Table 4. The r-table value for 350 respondents is 0.105, meaning that all calculated r values > r table, thus all items in this research instrument are said to be valid.

Table 4. Results of the Validity Test

Variable	Statement	Average	r-count	Conclusion
Consumer-based Brand Equity (X_1)	I often see promotions or advertisements from the tourist destination of Lombok Island	3.58	0.717	Valid
	I already knew about the tourist destination of Lombok Island before seeing the advertisement or promotion	4.08	0.781	Valid
	I feel familiar with the uniqueness of the tourist destinations on Lombok Island.	3.50	0.807	Valid
	I feel that the quality of service provided by the tourist destinations I visit is good	3.52	0.811	Valid
	I feel that the quality of service from the tourist destinations I visit increases every time I visit	3.65	0.823	Valid
	I have a pleasant experience related to the services provided by the tourist destination of Lombok Island	3.97	0.812	Valid
	I imagine a good and beautiful destination when I hear about the tourist destination of Lombok Island	3.92	0.699	Valid
	I have a positive perception of the reputation of the tourist destination of Lombok Island	4.18	0.672	Valid
	The tourist destination of Lombok Island has a good image for me	4.29	0.537	Valid
Average		3.85		
Green Marketing Strategy (X_2)	I feel that the tourist destinations on Lombok Island that I visited pay attention to environmental sustainability.	3.91	0.678	Valid
	I appreciate the efforts of tourist destinations on Lombok Island to preserve the environment.	3.79	0.583	Valid
	I feel that the price I pay for Lombok Island tourism services is commensurate with the efforts made by the management to protect the environment.	4.06	0.683	Valid
	I feel that Lombok Island tourism destinations provide environmentally friendly facilities such as environmentally friendly products and buildings.	3.60	0.806	Valid
	I choose certain tourist destinations on Lombok Island because they offer environmentally friendly products and buildings	3.67	0.820	Valid
		3.85	0.845	Valid

	I feel that environmentally friendly products or buildings at Lombok Island tourist destinations can enhance my travel experience	4.15	0.807	Valid
	I often consider the environmental impact before choosing a tourist destination to visit	4.07	0.842	Valid
	I am more likely to choose a tourist destination that has an environmentally friendly concept	4.11	0.857	Valid
	I feel that tourist destinations need to take steps to prevent negative impacts on the environment			
	Average	3.91		
Tourism Marketing Performance (Y)	I am satisfied with my travel experience on Lombok Island.	4.32	0.735	Valid
	I am satisfied with the facilities and services available at tourist destinations on Lombok Island.	3.72	0.681	Valid
		3.81	0.686	Valid
	I feel that the products and facilities at the Lombok Island tourist destination are very adequate.	3.64	0.661	Valid
	I am satisfied with the quality and service of human resources (employees, local people, business owners) at the tourist destinations on Lombok Island.	4.47	0.644	Valid
	I have visited the same tourist destinations on Lombok Island more than once.	4.46	0.775	Valid
	I will recommend the tourist destinations that I visited on Lombok Island to other people, friends, or my family	4.47	0.799	Valid
	I plan to revisit the tourist destinations on Lombok Island	4.19	0.699	Valid
	I am interested in visiting other tourist destinations that have a similar reputation to the tourist destinations on Lombok Island.	4.36	0.736	Valid
	I am interested in visiting other tourist destinations on Lombok Island that I have heard about or seen promotions for.			
	I am more interested in visiting tourist destinations that have interesting promotions or advertisements.	4.08	0.652	Valid
	I feel that the tourist destinations on Lombok Island offer a unique and different experience from other destinations that I have visited	4.10	0.749	Valid
	Average	4.15		

Source: Processed data, 2024

Meanwhile, reliability testing is carried out to see the consistency or similarity of answers from various respondents in various circumstances which are usually measured by Cronbach's Alpha (Heale & Twycross, 2015; Taherdoost & Hamta, 2017). The results of the reliability test are presented in Table 5. The test results show that all variables have a Cronbach's Alpha value > 0.70, so it is said that this research instrument is reliable and can be used in further tests.

Table 5. Results of Reliability Tests

Variable	Cronbach's Alpha
Consumer-based Brand Equity	0.898
Green Marketing Strategy	0.912
Tourism Marketing Performance	0.769

Source: Processed data, 2024

Normality Test

Normality test is conducted to ensure that all data are normally distributed. In this study, the normality test is conducted using p-p plot. The results of the normality test are shown in Figure 2. Since all points follow the diagonal line, the data can be said to be normally distributed (Khatun, 2021).
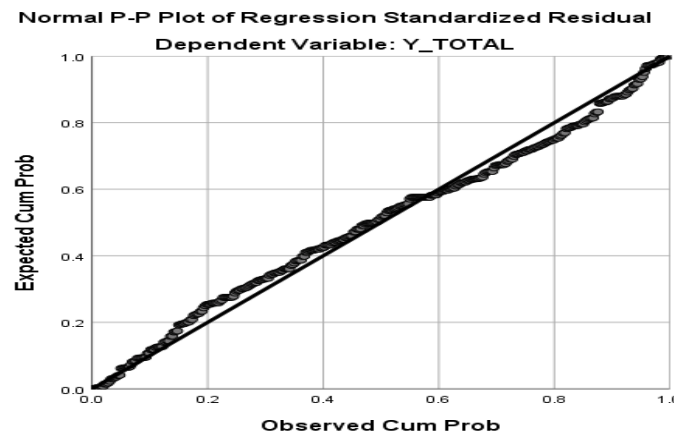

Figure 2. Results of the Normality Test

Multicollinearity Test

A multicollinearity test is conducted to ensure there is no correlation between each independent variable in the study. Multicollinearity can be seen through the VIF value. A VIF value smaller than 10 is said to be good and indicates that there is no multicollinearity problem in the research variables (Lavery et al., 2019). The results of the multicollinearity test in this study are shown in Table 6. Because in this study the VIF <10, the multicollinearity problem does not occur.

Table 6. Results of Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	15.552	1.315		11.823	.000		
	X1_TOTAL	.321	.059	.303	5.434	.000	.362	2.766
	X2_TOTAL	.538	.058	.517	9.280	.000	.362	2.766

a. Dependent Variable: Y_TOTAL

Source: Processed data, 2024

Heteroscedasticity Test

The heteroscedasticity test is conducted to see whether there is equality of variance from the residual observations with each other. This test is usually conducted with a scatterplot test. If the points are spread out and do not form a longitudinal pattern or a certain pattern, then it is said that the regression model is safe from heteroscedasticity problems (Saleh & Rosli, 2024). Thus, in this study there is no problem of heteroscedasticity.
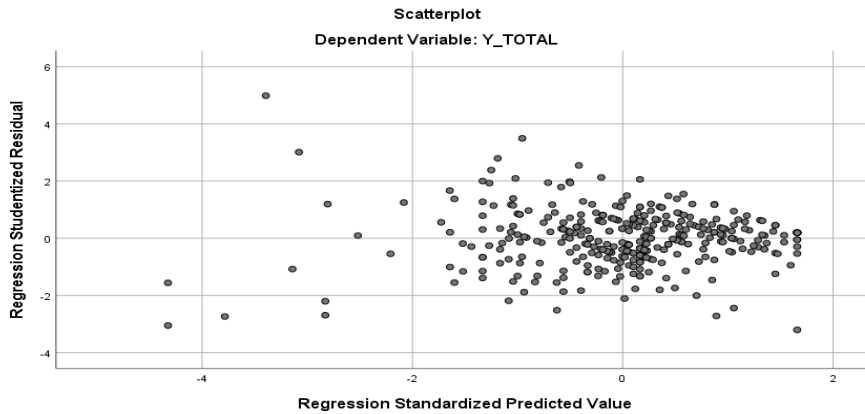
Figure 3. Results of the Heteroscedasticity Test

Hypothesis Test: R Square, T-Test, and F-Test
R Square
The R-squared value shows the ability of the independent variable to explain the dependent variable studied. The results of the R Square test of this study are presented in Table 7. The test results show a value of 0.608, which means that 60.8% of the tourism marketing performance can be explained by the green marketing strategy and consumer-based brand equity variables. With a value of 0.608, this is included in the moderate category.

Table 7. R Square

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781ᵃ	.610	.608	4.14511

a. Predictors: (Constant), X2_TOTAL, X1_TOTAL
b. Dependent Variable: Y_TOTAL
Source: Processed data, 2024

t-Test
The partial influence of each independent variable on the dependent variable can be seen through the t-test. The results of the t-test in this study are presented in Table 8. The results of the t-test show the contribution of each independent variable in explaining the variation of the dependent variable. If the calculated t value> t table or sig value <0.05, then it is said that a variable has a significant effect on its dependent variable. In this study, with a t value for df = 347 of 1.97, and each sig value is less than 0.05, it is concluded that statistically both CBBE and green marketing strategy have a positive and significant effect on tourism marketing performance.

Table 8. Results of T-Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15.552	1.315		11.823	.000
	X1_TOTAL	.321	.059	.303	5.434	.000
	X2_TOTAL	.538	.058	.517	9.280	.000

a. Dependent Variable: Y_TOTAL
Source: Processed data, 2024

The qualitative study found that green marketing is seen important to enhance marketing performance. This is supported by the results of quantitative studies which prove that green marketing strategies have a positive and significant influence on marketing performance. This is in line with previous research which found that marketing performance can be improved through the implementation of green marketing strategies (Ahmad et al., 2020; Mukonza & Swarts, 2020). This means that companies or tourist destinations whose marketing strategy orientation is environmentally friendly practices can improve their financial and non-financial performance. This is because consumers will become more loyal, visits will increase, consumers will have higher awareness of the brand of the tourist destination or company in the environment, and even recommend it to others.

In addition, this study also found that CBBE has a positive and significant influence on tourism marketing performance. This means that the higher the CBBE, the statistically higher the marketing performance. The results of this study are in line with previous studies which state that CBBE is able to improve marketing performance (Asamoah, 2014). This can be translated as increasing CBBE can increase sales volume or number of visits, number of tourists, and consumer loyalty which can be seen from repeat visits and their willingness to recommend tourist destinations to others.

Thus, this study strengthens the understanding of the relationship between green marketing strategy and CBBE with marketing performance, especially in the context of tourist destinations. The findings add empirical evidence on the benefits of green strategies and the importance of building brand equity to improve marketing performance. This study also provides additional insights into the positive impacts of green marketing and CBBE on tourist loyalty and visits. Meanwhile, for business actors and managers of tourist destinations, this study provides practical guidance that the implementation of green strategies and increasing CBBE can be key factors in improving marketing performance. Integrating green practices and focusing on developing brand equity can help attract more tourists, increase their loyalty, and support the financial and non-financial growth of the destination. Therefore, it is recommended that business actors and destination managers conduct surveys to better understand tourists' desires and feedback to improve the implementation of strategies that are relevant to market needs.

f-Test

In addition to the t-test, the F-test is needed to see whether all independent variables can simultaneously influence the dependent variable being studied. The f-table value for df = 347 is 3.02. By seeing that the f-value in Table 9 is greater than the f-table cut-off value, it is said that the CBBE and green marketing strategy variables simultaneously have a positive and significant effect on tourism marketing performance.

Table 9. Results of F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
			Anovaᵃ			
1	Regression	9324.771	2	4662.386	271.353	.000ᵇ
	Residual	5962.146	347	17.182		
	Total	15286.917	349			

a. Dependent Variable: Y_TOTAL

b. Predictors: (Constant), X2_TOTAL, X1_TOTAL

Source: Processed data, 2024

CONCLUSION

This study shows that although the government, business actors, and tourists in Lombok Island show high concern for the environment, the implementation of eco-friendly tourism principles still faces various challenges. The results show that the government has initiated various programs to support more sustainable tourism practices through training and plastic reduction policies, but the impact has not been optimal. Domestic tourists want more environmentally friendly tourist destinations (in this case free from trash), but have not contributed much to maintaining the cleanliness of the tourist destinations they visit. On the other hand, a greater focus on local economic income compared to environmental impacts indicates a conflict between economic goals and environmental sustainability in

tourism management. Both the government, business actors, and communities around tourist destinations agree on this. These findings underline the importance of integrating green marketing strategies and brand equity (CBBE) in improving the marketing performance of tourism destinations. The contribution of this study lies in strengthening the understanding of the relationship between green marketing strategies and CBBE on the marketing performance of tourism destinations. These findings add empirical evidence regarding the benefits of green strategies and the importance of building brand equity to improve marketing performance. In addition, the results of this study provide practical guidance for business actors and tourism destination managers that the implementation of green strategies and improving CBBE can be key factors in attracting more tourists, increasing their loyalty, and supporting the financial and non-financial growth of the destination.

SUGGESTIONS
Practical Suggestions
Businesses and destination managers are advised to broaden their understanding of green marketing strategies beyond waste management to include other aspects of sustainability such as carbon footprint reduction and biodiversity conservation. Further training and mentoring can help deepen this understanding and improve the overall implementation of these principles.

Theoretical Suggestions
Despite the contribution that this research can provide, this research also has several weaknesses. First, the tourists who were used as respondents in this study were only local tourists, so that understanding can only describe the perceptions of local tourists. So that in further research, researchers can conduct research with respondents from foreign tourists. In addition, researchers also suggest adding the number of informants for each informant's background to enrich the information and understanding obtained to deepen the knowledge in the field of marketing.

REFERENCES

Afriyie, S., Du, J., & Ibn Musah, A.-A. (2019). Innovation and Marketing Performance of SME in an Emerging Economy: The Moderating Effect of Transformational Leadership. *Journal of Global Entrepreneurship Research*, *9*(1). https://doi.org/10.1186/s40497-019-0165-3

Ahmad, R., Javed Ahmad, M., Farhan, M., & Arshad, M. A. (2020). The Relationship Within Green Marketing Strategies and Market Performance Of Pakistan SMEs. *Hamdard Islamicus*, *43*(3), 204–216. https://www.researchgate.net/publication/344429515

Asamoah, E. S. (2014). Customer based brand equity (CBBE) and the competitive performance of SMEs in Ghana. *Journal of Small Business and Enterprise Development*, *21*(1), 117–131. https://doi.org/10.1108/JSBED-10-2013-0154

Bader, D. M., Aityassine, F. L., Khalayleh, M. A., Al-Quran, A. Z., Mohammad, A., Al-Hawary, S. I., & Alkhawaldah, R. A. (2022). The Impact of E-marketing on Marketing Performance as Perceived by Customers in Jordan. *Information Sciences Letters*, *11*(6), 1897–1903. https://doi.org/10.18576/isl/110605

Bafadhal, A. S. (2020). *Pemasaran Pariwisata Pendekatan Perilaku WIisatawan* (Cetakan1 ed.). Media Nusa Creative (MNC Publishing).

Baloch, Q. B., Shah, S. N., Iqbal, N., Sheeraz, M., Asadullah, M., Mahar, S., & Khan, A. U. (2023). Impact of Tourism Development Upon Environmental Sustainability: A Suggested Framework for Sustainable Ecotourism. *Environmental Science and Pollution Research*, *30*(3), 5917–5930. https://doi.org/10.1007/s11356-022-22496-w

Bengtsson, M. (2016). How to Plan and Perform A Qualitative Study Using Content Analysis. *NursingPlus Open*, *2*, 8–14. https://doi.org/10.1016/j.npls.2016.01.001

Chen, X., & Qasim, H. (2021). Does E-Brand Experience Matter in The Consumer Market? Explaining The Impact of Social Media Marketing Activities on Consumer-Based Brand Equity and Love. *Journal of Consumer Behaviour*, *20*(5), 1065–1077. https://doi.org/10.1002/cb.1915

Chinakidzwa, M., & Phiri, M. (2020). Impact of Digital Marketing Capabilities on Market Performance of Small to Medium Enterprise Agro-processors in Harare, Zimbabwe. *Business: Theory and Practice*, *21*(2), 746–757. https://doi.org/10.3846/btp.2020.12149

Dangelico, R. M., & Vocalelli, D. (2017). "Green Marketing": An Analysis of Definitions, Strategy Steps, and Tools through A Systematic Review of The Literature. *Journal of Cleaner Production*, *165*, 1263–1279. https://doi.org/10.1016/j.jclepro.2017.07.184

Díaz, M. R., & Espino-Rodríguez, T. F. (2016). Determining the Sustainability Factors and Performance of A Tourism Destination from The Stakeholders' Perspective. *Sustainability (Switzerland)*, *8*(9). https://doi.org/10.3390/su8090951

Duh, H. I., & Uford, I. (2019). Examining Contributions of Customer-Based and Employee-Based Brand Equity to a Retail Bank's Market Performance Using Resource-Based Theory. *The Retail and Marketing Review:*, *15*(1), 27–38. https://www.researchgate.net/publication/335433002

Eneizan, B. M., Abd.Wahab, K., M.S, Z., & Obaid, T. F. (2016). Effects of Green Marketing Strategy on the Financial and Non-Financial Performance of Firms: A Conceptual Paper. *Arabian Journal of Business and Management Review*, *5*(12), 14–27. https://doi.org/10.2139/ssrn.3648651

Erlangga, H. (2022). The Effect of Product Promotion and Innovation Activities on Marketing Performance in Middle Small Micro Enterprises in Cianjur. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal*, *4*(1), 528–540. http://dx.doi.org/10.33258/birci.v4i1.1636

Faerrosa, Lady, Sudiartha Athar, H., & Widiana, H. (2022). Market Orientation and Product Innovation As an MSME Marketing Strategy. *Amwaluna: Jurnal Ekonomi Dan Keuangan Syariah*, *6*(2), 362–378. https://doi.org/10.29313/amwaluna.v6i1.10044

Freudenreich, B., Lüdeke-Freund, F., & Schaltegger, S. (2020). A Stakeholder Theory Perspective on Business Models: Value Creation for Sustainability. *Journal of Business Ethics*, *166*(1), 3–18. https://doi.org/10.1007/s10551-019-04112-z

Heale, R., & Twycross, A. (2015). Validity and Reliability in Quantitative Studies. *Evidence-Based Nursing*, *18*(3), 66–67. https://doi.org/10.1136/eb-2015-102129

Jasrotia, S. S., Kamila, M. K., & Patel, V. K. (2023). Impact of Sustainable Tourism on Tourist's Satisfaction: Evidence from India. *Business Perspectives and Research*, *11*(2), 173–189. https://doi.org/10.1177/22785337211043960

Jehan, Y., Batool, M., Hayat, N., & Hussain, D. (2022). Socio-Economic and Environmental Impacts of Tourism on Local Community in Gilgit Baltistan, Pakistan-a Local Community Prospective.pdf. *Journal of the Knowledge Economy*. 14(4), 1-20. https://doi.org/https://doi.org/10.1007/s13132-021-00885-9

Khalayleh, M. A., & Al-Hawary, S. I. S. (2022). The Impact of Digital Content of Marketing Mix on Marketing Performance: An Experimental Study at Five-Star Hotels in Jordan. *International Journal of Data and Network Science*, *6*(4), 1023–1032. https://doi.org/10.5267/j.ijdns.2022.8.008

Khatun, N. (2021). Applications of Normality Test in Statistical Analysis. *Open Journal of Statistics*, *11*(01), 113-122. http://dx.doi.org/10.4236/ojs.2021.111006

Lavery, M. R., Acharya, P., Sivo, S. A., & Xu, L. (2019). Number of predictors and multicollinearity: What are their effects on error and bias in regression? *Communications in Statistics: Simulation and Computation*, *48*(1), 27–38. https://doi.org/10.1080/03610918.2017.1371750

Mehralian, M. M. (2022). Effect of Internet of Things on Marketing Performance: The Mediating Role of Entrepreneurship Orientation. *SSRN Electronic Journal*. https://doi.org/10.2139/ssrn.4195987

Morse, J. M. (1991). Approaches to qualitative-quantitative methodological triangulation. *Nursing Research*, *40*(2), 120–123. https://doi.org/10.1097/00006199-199103000-00014

Mukonza, C., & Swarts, I. (2020). The Influence of Green Marketing Strategies on Business Performance and Corporate Image in The Retail Sector. *Business Strategy and the Environment*, *29*(3), 838–845. http://dx.doi.org/10.1002/bse.2401

Munene, C. (2023). *Marketing Strategies, Consumer-Based Brand Equity, Organizational Characteristics and Performance of Insurance Companies in Kenya*. University of Nairobi. Issue 5. https://ijecm.co.uk/wp-content/uploads/2022/05/10523.pdf

Naim, A. (2023). Consumer Behavior in Marketing Patterns, Types, Segmentation. *European Journal of Economics, Finance and Business Development*, *1*(1), 1–8. https://www.scribd.com/document/727878247/Naim-A-2023-Consumer-Behavior-In

Nekmahmud, M. (2020). Environmental marketing: Tourists' purchase behaviour response on green products. *Tourism Marketing in Bangladesh: An Introduction*, *April*, 273–295. https://doi.org/10.4324/9781003007241-26

Pisicchio, A. C., & Toaldo, A. M. M. (2021). Integrated Marketing Communication in Hospitality SMEs: Analyzing The Antecedent Role of Innovation Orientation and The Effect on Market Performance. *Journal of Marketing Communications*, *27*(1), 1–20. http://dx.doi.org/10.1080/13527266.2020.1759121

Saleh, N. S., & Rosli, M. S. (2024). Reliability Test , Homoscedasticity , and Heteroscedasticity Scatter Plot for Housemanship Instrument for Research Development. *Journal of Social Transformation and RRegional Development*, *6*(1), 49–55. http://dx.doi.org/10.30880/jstard.2024.06.01.006

Shah Thakkar, R. (2024). Green Marketing and Sustainable Development Challenges and Opportunities. *Global Journal of Social Sciences Green Marketing and Sustainable Development Challenges and Opportunities*, *May 2022*. https://www.researchgate.net/publication/360808759_GAP_GYAN_A_GLOBAL_JOURNAL_OF_SOCIAL_SCIENCES_GREEN_MARKETING_AND_SUSTAINABLE_DEVELOPMENT_CHALLENGES_AND_OPPORTUNITIES

Sohail, M. S. (2017). Green marketing strategies: how do they influence consumer-based brand equity? *J. for Global Business Advancement*, *10*(3), 229. https://doi.org/10.1504/jgba.2017.10005507

Taherdoost, H., & Hamta, G. (2017). Validity and Reliability of the Research Instrument ; How to Test the Validation of a Questionnaire / Survey in a Researchfile:///C:/Users/admin/Desktop/RISACHI REPORT 2021/reference B/2190-8050-1-PB-1 SOCIO.pdf. *International Journal of Sport, Exercise & Training Sciences*, *5*(3), 28–36. http://dx.doi.org/10.2139/ssrn.3205040

Taupikurrahman, T., & Suwandana, E. (2022). Analisis Sektor Pariwisata Provinsi Nusa Tenggara Barat dan Dampak MotoGP Mandalika. *Jurnal Kepariwisataan Indonesia: Jurnal Penelitian Dan Pengembangan Kepariwisataan Indonesia*, *16*(2), 163–185. https://doi.org/10.47608/jki.v16i22022.163-185

Yang, Y., Wani, G. A., Nagaraj, V., Haseeb, M., Sultan, S., Hossain, M. E., Kamal, M., & Shah, S. M. R. (2023). Progress in Sustainable Tourism Research: An Analysis of the Comprehensive Literature and Future Research Directions. *Sustainability (Switzerland)*, *15*(3), 1–15. https://doi.org/10.3390/su15032755