



## Optimizing Green Marketing Strategy on Marketing Performance by Implementing Green Tourism Advertising

Lady Faerrosa<sup>1\*</sup>

Baiq Nadia Nirwana<sup>2</sup>

Silviana Kholi Coniawati<sup>3</sup>

<sup>1</sup>Bumigora University, Mataram, Indonesia

Email : ladyjosman@universitasbumigora.ac.id

<sup>2</sup>Bumigora University, Mataram, Indonesia

Email : nadia@universitasbumigora.ac.id

<sup>3</sup>Bumigora University, Mataram, Indonesia

Email : silvianakholi@universitasbumigora.ac.id

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### Abstrak

*Green marketing strategy telah menjadi komponen penting dalam meningkatkan keberlanjutan kinerja pemasaran pariwisata. Namun, penerapan green marketing strategy terbukti belum optimal, sehingga masih banyak ruang untuk penelitian lebih lanjut. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi model periklanan pariwisata yang paling mampu mengoptimasi peran strategi pemasaran hijau dalam meningkatkan kinerja pemasaran pariwisata, sehingga mendukung konsep pariwisata berkelanjutan. Untuk menguji model penelitian ini, digunakan metode eksperimental. Para peneliti merancang dua jenis iklan pariwisata: satu iklan pariwisata umum yang diuji pada 100 sampel kontrol, dan yang lainnya, iklan pariwisata yang menekankan pesan ramah lingkungan (green tourism advertising), yang diuji pada 100 sampel lainnya. Hasil penelitian ini menunjukkan bahwa green marketing strategy memiliki pengaruh positif namun tidak signifikan terhadap kinerja pemasaran pariwisata. Namun, green tourism advertising dapat secara signifikan meningkatkan pengaruh green marketing strategy dalam meningkatkan kinerja pemasaran pariwisata. Karena penelitian ini didasarkan pada bukti empiris, hasilnya dapat memberikan dasar yang kuat untuk pembuatan kebijakan dan pengembangan konsep periklanan pariwisata yang lebih sejalan dengan agenda pemerintah untuk mempromosikan pariwisata berkelanjutan.*

**Kata kunci :** Green Marketing Strategy; Green Tourism Advertising; Iklan Pariwisata; Kinerja Pemasaran; Kinerja Pemasaran Pariwisata.

### Abstract

Green marketing strategies have become an essential component in enhancing the sustainability of tourism marketing performance. However, the implementation of green marketing strategies has proven to be suboptimal, leaving ample room for further research. Therefore, this study aims to identify the tourism advertising model that best moderates the role of green marketing strategies in enhancing tourism marketing performance, thereby supporting the concept of sustainable tourism. To test this research model, an experimental method was used. The researchers designed two types of tourism advertisements: one general tourism advertisement tested on 100 control samples, and the other, a tourism advertisement emphasizing environmentally friendly messages (green tourism advertisement), tested on 100 additional samples. The results of this study indicate that green marketing strategies have a positive but insignificant effect on tourism marketing performance. However, green tourism advertising can significantly enhance the influence of green marketing strategies in improving tourism marketing performance. Because this research is based on empirical evidence, the results can provide a strong basis for policymaking and developing tourism advertising concepts that are more in line with the government's agenda to promote sustainable tourism.

**Keywords :** Green Marketing Strategy; Green Tourism Advertising; Marketing Performance; Tourism Advertising; Tourism Marketing Performance.

## INTRODUCTION

Green marketing strategies are urgently needed to maintain sustainable tourism performance, particularly on Lombok Island. Green marketing strategies emphasize product or service promotion while taking environmental impacts and values into account (Kaur et al., 2022a). This strategy is important considering that the tourism sector is growing very rapidly and is a contributor to climate change (Scott, 2021). Meanwhile, tourism is also an important factor for the community's economy, by 2024 alone, the Ministry of Tourism and Creative Economy of Indonesia has claimed that the tourism sector contributed approximately 4% of Indonesia's GDP. Therefore, improving its marketing performance is also very crucial (Faerrosa et al., 2024a), and a method is needed to market tourism destinations that can support the government's agenda of promoting more environmentally friendly tourism. One way is through modified advertising (Shah Thakkar, 2024a).

Developing the right advertising concept is crucial, especially for tourism destinations (Salehi & Farahbakhsh, 2014). Advertising is needed to build consumer (tourist) awareness and modify the attitudes or actions taken by tourists (Shah et al., 2021). This means that, although advertising alone cannot be the spearhead of marketing, in many cases advertising is the most important form of marketing communication for the success of a marketing strategy (Hackley & Hackley, 2018). However, different advertising messages have different effects on each tourist (Uner et al., 2023). Thus, tourism advertising needs to be tailored to tourist preferences to achieve advertising objectives. As a green marketer, it's crucial to educate consumers, in this case tourists, about the importance of practicing environmentally friendly practices (Shah Thakkar, 2024a).

Academics have conducted extensive research on the importance of green marketing strategies. Some have even demonstrated their importance in improving marketing performance (Ahmad et al., 2020; Faerrosa et al., 2024a). However, the weakness of this study is that it only examined the influence of green marketing strategies on tourism marketing performance, ignoring the role of tourism advertising in its research model. Other studies have found that tourism advertising plays a role in influencing tourists' choice of tourism destinations (Mendes, LF., de Souza, J., Buhalis, 2020). However, this study only examined the role of tourism advertising in general, not green tourism advertising. On the other hand, a study on green tourism advertising was conducted but only analyzed the implementation of the messages within the advertisements, not their role in improving tourism marketing performance (Kamel, 2024a).

Thus, this study differs from previous studies in terms of its research model. Although examining the same topic, namely green marketing strategy, this study has the novelty of optimizing previous research models through the application of green tourism advertising. Furthermore, this study also differs in terms of its problem-solving approach, where in this study the researcher will use an experimental design. The novelty of the methods and approaches proposed in this study will provide more comprehensive and in-depth knowledge regarding tourism advertising strategies that are more appropriate for tourists and support the government's agenda to make tourism a sustainable and environmentally friendly industry. Although it has been proven that tourists and consumers in general have concern for the environment (Nekmahmud, 2020), marketers still need to provide education to increase tourists' awareness of the importance of protecting the environment when carrying out tourism activities (Shah Thakkar, 2024b). However, efforts to make tourism a sustainable industry are closely related to tourist behavior and need to be handled jointly by stakeholders, including the government, tourism marketers, and tourists themselves (Streimikiene et al., 2021).

Furthermore, although green marketing strategy (GMS) has been proven to influence tourism marketing performance (TMP), the effects are often weak or inconsistent. In this case, a moderating variable that can strengthen this influence would be highly beneficial. Therefore, this study aims to analyze the role of green tourism advertising in moderating the significance of green marketing strategy on tourism marketing performance. Green tourism advertising is designed to influence tourist behavior toward environmentally friendly and sustainable tourism practices (Kamel, 2024a; Ummar et al., 2023). Unfortunately, green tourism advertising is currently not widely implemented, particularly for tourism destinations on Lombok Island. Furthermore, given the limited empirical research on this topic, this study is crucial to identify the tourism advertising model that best moderates the role of green marketing strategies in improving tourism marketing performance, thereby supporting the concept of sustainable tourism. Through this experimental, empirical research, stakeholder policymaking can be more

accurate, data-driven, and minimize risk in relation to tourism marketing and advertising strategy development policies.

## LITERATURE REVIEW

### Theory of Stimulus-Organism-Response (S-OR)

One of the concepts proposed for use in this research is the Stimulus-Organism-Response (S-O-R) theory, which assumes that humans have an internal assessment that begins with a stimulus which will then influence their cognitive and affective assessment, which in the end will also influence their response to the stimulus (Jacoby, 2002). In marketing, this theory is relevant for studying how consumers respond to marketing activities. These responses can also be seen through marketing performance levels. Marketing performance is certainly a key focus for marketers (Pimenta de Gama, 2023). Therefore, both marketing managers and researchers have sought methods and concepts that can explain why and how marketing efforts succeed or fail, including in the tourism sector. Essentially, marketing performance is the result of marketing activities that can be measured financially and non-financially, using marketing output and input criteria, or using one-dimensional or multidimensional criteria (Jalaliyoon et al., 2024). One of the variables that can influence tourism marketing performance is green marketing strategy (Faerrosa et al., 2024b).

A green marketing strategy is a marketing strategy implemented by companies or tourism destinations that prioritizes environmentally friendly products/services, prioritizes environmental sustainability, and wisely manages their waste. As mentioned in previous research, a green marketing approach is used to increase competitiveness by exploiting emerging environmentally friendly opportunities in today's business world (Majeed et al., 2022). Furthermore, various studies have found that the concept of a green marketing strategy can increase consumers' green purchase intentions (Kaur et al., 2022b; Majeed et al., 2022). The study also showed that many consumers in the market are willing to pay higher prices for products and services that are labeled environmentally friendly.

The problem is that tourists are not always aware of the extent of a destination's environmentally friendly practices and commitments. Therefore, green tourism advertising can act as a bridge to convey this information or signal to potential tourists. Based on this thinking, the grand theory used in this study is signaling theory. This theory essentially focuses on the symmetry of information between the sender and receiver, so the sender must decide what information to send to the receiver. In marketing, signaling theory is explained as a company's way of branding through messages or information that are signals aimed at specific recipients (Nyagadza et al., 2021a). This message or story can be conveyed in the form of images, narration, audio, or video, whether distributed or available online or offline.

Thus, green tourism advertising can be a medium for conveying information about tourism destinations that is credible, attractive, and clear. Green tourism advertising refers to the concept of green advertising that promotes sustainability (Kamel, 2024b). Essentially, green tourism advertising focuses not only on the beauty and tourism potential of a destination but also on educating about the importance of environmentally friendly practices implemented by the destination. This means that the eco-friendly messages in green tourism advertising not only serve as a signal that a destination cares about environmental sustainability, but also as a form of education to encourage tourists to be aware of the importance of environmental protection in their tourism activities.

## HYPOTHESES DEVELOPMENT

### The Influence of Green Marketing Strategy on Tourism Marketing Performance

The conceptual framework of this research is shown in Figure 1. Based on existing literature, signaling theory explains that the actions of an organization, in this case, a tourism destination manager, will send signals to consumers, which are then interpreted by consumers before they make certain behaviors or decisions (Jacoby, 2002). In this research, GMS is an action taken by managers or business actors at tourist destinations which also functions as a signal for tourists. GMS have been shown in several cases to influence marketing performance, particularly non-financial performance (Eneizan et al., 2016; Faerrosa et al., 2024). One of the non-financial marketing performance measures is customer

satisfaction (Eneizan et al., 2016), which is one of the tourism marketing performance indicators used in this research model. Although the industry is different from this study, it has been proven that marketing performance, as seen in increased sales (which can be correlated with increased tourist visits), positive perceptions, and consumer loyalty, is positively correlated. Based on this line of thinking, the first hypothesis of this study is:

H1: Green marketing strategy has a positive and significant impact on tourism marketing performance.

### **The Influence of Green Marketing Strategy on Tourism Marketing Performance: Optimization by Green Tourism Advertising**

Based on the theory of Norm Activation Model (NAM) proposed by Schwartz in 1977 and Value-Belief-Norm (VBN) proposed by Stern et al. in 1999, it was stated and believed that individual norms, beliefs, and values can be triggered and that the said trigger can lead to the emergence of behavior that can provide benefits to others or the environment (Kim & Pennington-Gray, 2025). This means that advertisers and marketers can send any marketing signals (green signals or general information) to tourists in order to trigger their behavior into visiting the destination. For the purposes of this research, the researcher looked at the differences that might arise between general tourism advertisements and green tourism advertisements. Based on this, the second hypothesis of this study is:

H2: Green tourism advertising can significantly moderate the effect of green marketing strategy tourism marketing performance.

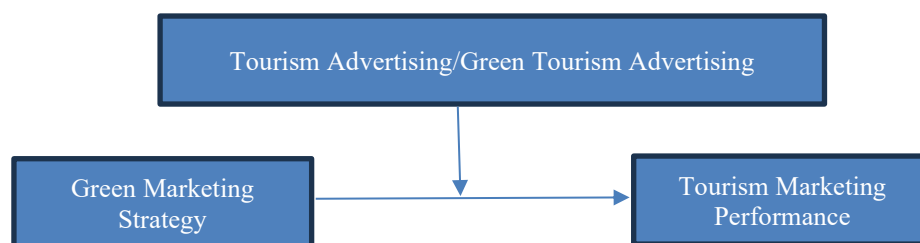


Figure 1. Conceptual Framework

## **METHOD**

This study uses an experimental design that involves simulating tourism advertising videos to be shown to respondents. The experiment was chosen to see the real influence of a tourism destination advertisement which was the object of research and was in accordance with the advertising criteria required in this research. Video advertising was chosen because it has proven highly effective in attracting the attention of potential tourists (Weng et al., 2021). This experimental design was used to analyze the differences in the role of tourism advertising in terms of the significance of green marketing strategies on tourism marketing performance. The sampling technique used in this study was purposive sampling, which involved people who had never visited the advertised tourist destination. The research team screened potential respondents through an online survey. These criteria were determined by referring to previous research with relevant research types, so that researchers could avoid the influence of previous visit experiences (Weng et al., 2021). As a control, the researchers asked the 200 respondents to rate their likelihood of visiting and recommending the advertised tourist destinations on Lombok Island in the next phase of the study. To reduce bias, these destinations were randomly assigned to other destinations on Lombok Island that were not featured in the advertising videos. At this stage, a Likert scale of 1-5 was used to measure each indicator.

Next, the researchers created two types of tourism advertising videos (Type 1 and Type 2). Type 1 focused on the beauty of the destination and its attractions, while Type 2 included messages about environmental preservation and sustainability. Video production began with observations and surveys of several tourist destinations on Lombok Island to serve as material for the videos. The research team then developed and validated a research questionnaire. The questionnaire related to tourism marketing performance was developed by adapting several previous studies (Afriyie et al., 2019; Faerrosa et al.,

2022; Khalayleh & Al-Hawary, 2022). Meanwhile, the questionnaire related to green marketing strategy was adopted from previous research conducted by the lead researcher with references from various other relevant studies (Faerrosa et al., 2024a; Qayyum et al., 2023; Sahioun et al., 2023). The adapted questionnaire was first translated into Indonesian according to the main language used by the respondents.

Researchers divided respondents into two groups: 100 respondents were exposed to Type 1 advertisements, which showcased the beauty of a tourist destination without emphasizing environmental friendliness, and 100 respondents were exposed to Type 2 advertisements, which were green tourism advertisements. Respondents were then asked to complete this research's questionnaire. Next, the researcher conducted an instrument analysis to ensure the validity and reliability of each question/statement in the questionnaire. After ensuring validity and reliability, the researcher conducted a descriptive statistical analysis to examine the distribution of the response criteria involved in the study. Next, the researcher conducted verification tests and hypothesis testing using the SEM-PLS method with the help of the SmartPLS 3.0 statistical tool.

## RESULTS

This study involved 200 respondents, with 100 respondents participating in the experiment using Type 1 video advertisements and 100 respondents participating in the experiment using Type 2 video advertisements. Both tourism advertisements were posted on the researcher's YouTube account for easy access by respondents from their personal devices. After watching the tourism advertisements in this study, respondents then completed the questionnaire prepared by the researchers. The characteristics of the respondents in this study are presented in Table 1.

**Table 1.** Characteristics of Respondents

Characteristic	Tourism Advertising		Green Tourism Advertising	
	Sum	Percentage	Sum	Percentage
<b>Gender</b>				
Female	74	74%	79	79%
Male	26	26%	21	21%
<b>Range of Age</b>				
18-25 years old	46	46%	51	51%
26-30 years old	17	17%	22	22%
31-35 years old	31	31%	15	15%
36-40 years old	4	4%	7	7%
41-45 years old	1	1%	5	5%
<b>Education</b>				
High School	32	32%	29	29%
Diploma	10	10%	19	19%
Bachelor	50	50%	36	36%
Master's	7	7%	13	13%
Doctoral	1	1%	3	3%
<b>Occupation</b>				
Unemployed	4	4%	8	8%
Civil Servants	20	20%	5	5%
Private Employee	25	25%	18	18%
Entrepreneurs	9	9%	7	7%
Lecturer/Teacher	8	8%	12	12%
Army/Police Officer	1	1%	12	12%
Students	33	33%	38	38%
<b>Income</b>				
<Rp 2.500.000	12	12%	51	51%
Rp2.500.000-Rp5.000.000	80	80%	21	21%
Rp5.100.000-Rp10.000.000	4	4%	17	17%
>Rp10.000.000	4	4%	12	12%

Source: (Primary data, 2025)

Based on the data in Table 1, it can be seen that the majority of respondents were women, with a bachelor's degree and a relatively young age, namely 18-25 years. Seeing that the average respondent's answers for both Green Marketing Strategy and Tourism Advertising/Green Tourism Advertising were in the very good category (see Table 3), this can be explained that the respondents' awareness and understanding of these variables were also very good, supported by the respondents' educational background, which can also be said to be very capable. The relatively young age and general familiarity with information also caused respondents to have sufficient understanding because respondents had been exposed to a lot of information about environmentally friendly practices in tourism activities.

### Interest in Visiting Before and After the Experiment

Table 2 shows the average interest of respondents in visiting tourist destinations on Lombok Island before and after viewing the tourism advertisements in this study. Destinations featured in the advertisements are italicized, while those not featured in the advertisements are printed in bold. The two are combined to avoid research bias.

**Table 2.** Respondents' Visit Intention

Destinations	Average Visit Intention (Tourism Advertising)			Average Visit Intention ( Green Tourism Advertising)		
	Before	After	$\Delta$ Visit Intention	Before	After	$\Delta$ Visit Intention
<i>Gili Trawangan</i>	4.2	4.2	-	4.5	4.6	+0.1
<i>Gili Meno</i>	4.1	4.1	-	4.2	4.2	-
<i>Gili Nanggu</i>	4.2	4.3	+0.1	4.3	4.5	+0.2
<i>Gili Kedis</i>	4.0	4.2	+0.2	4.2	4.4	+0.2
<i>Rinjani/Sembalun</i>	4.0	4.0	-	4.3	4.4	+0.1
<b>Selong Belanak</b>	4.1	4.1	-	4.1	4.1	-
<b>Senggigi</b>	4.0	4.0	-	3.9	3.9	-
<b>Pantai Pink</b>	3.9	3.9	-	4.2	4.2	-
<b>Lombok</b>						
<b>Kuta Mandalika</b>	4.3	4.3	-	4.1	4.1	-

Source: (Primary data, 2025)

In this study, visit intention was asked before the experiment to see changes in respondents' visit intention before and after participating in the experiment. Table 2 shows that the increase in intention from respondents to Type 1 advertisements only increased in two destinations, namely Gili Nanggu and Gili Kedis, with an average point increase of 0.1 and 0.2, respectively. Meanwhile, the increase in intention from respondents to Type 2 advertisements occurred in four destinations, namely Gili Trawangan, Gili Nanggu, Gili Kedis, and Mount Rinjani/Sembalun. Thus, it can be seen that in terms of intention, Type 2 advertisements tend to be more successful in modifying tourists' visit intention. This is certainly news that should be taken into account in future promotional advertising efforts, both by tourism marketers and related governments. Next, descriptive analysis was carried out to see the distribution categories of respondents' answers and the results can be seen in Table 3.

**Table 3.** Descriptive Analysis

Items	Mean	Category	Items	Mean	Category
<b>Green Marketing Strategy</b>			<b>Green Marketing Strategy</b>		
GMS1	4.5	Very Good	GMS1	4.4	Very Good
GMS2	4.5	Very Good	GMS2	4.4	Very Good
GMS3	4.4	Very Good	GMS3	4.3	Very Good
GMS4	4.5	Very Good	GMS4	4.5	Very Good
GMS5	4.4	Very Good	GMS5	4.5	Very Good
GMS6	4.6	Very Good	GMS6	4.5	Very Good
GMS7	4.4	Very Good	GMS7	4.3	Very Good
GMS8	4.3	Very Good	GMS8	4.3	Very Good
GMS9	4.4	Very Good	GMS9	4.2	Very Good
GMS10	4.5	Very Good	GMS10	4.4	Very Good



Tourism Advertising			Green Tourism Advertising		
TA1	4.5	Very Good	GTA1	4.3	Very Good
TA2	4.6	Very Good	GTA2	4.4	Very Good
TA3	4.7	Very Good	GTA3	4.5	Very Good
TA4	4.6	Very Good	GTA4	4.5	Very Good
TA5	4.5	Very Good	GTA5	4.4	Very Good
TA6	4.5	Very Good	GTA6	4.4	Very Good
			GTA7	4.3	Very Good
			GTA8	4.4	Very Good
			GTA9	4.4	Very Good
			GTA10	4.4	Very Good
Tourism Marketing Performance			Tourism Marketing Performance		
Y1.1	4.6	Very High	Y1.1	4.6	Very High
Y1.2	4.5	Very High	Y1.2	4.4	Very High
Y1.3	4.6	Very High	Y1.3	4.6	Very High
Y1.4	4.5	Very High	Y1.4	4.6	Very High
Y1.5	4.6	Very High	Y1.5	4.6	Very High
Y1.6	4.5	Very High	Y1.6	4.4	Very High
Y1.7	4.5	Very High	Y1.7	4.6	Very High
Y1.8	4.6	Very High	Y1.8	4.6	Very High
Y1.9	4.5	Very High	Y1.9	4.4	Very High

Source: (Primary data, 2025)

### Measurement Model

A measurement model was used to assess the validity and reliability of each indicator used to measure the research variables. After the instruments were confirmed to be valid and reliable, a measurement model test was conducted on the entire sample size: 100 respondents to type 1 advertisements and 100 respondents to type 2 advertisements. The results of the measurement model test are described in detail below.

### Validity Test: Outer Loading and Average Variance Extracted (AVE)

Convergent validity is conducted to examine the relationship between indicators of a construct. If an indicator has a strong correlation with the construct, then convergent validity is said to be met. The results of the convergent validity test, which examines the outer loading and AVE values, can be seen in Table 3, Figure 2, and Figure 3. Based on the data in Table 3, Figure 2 and Figure 3, it can be seen that the threshold for validity has been met. The AVE value was found to be greater than 0.5, while the outer loading value, which must be greater than 0.7, has also been met (Hair & Alamer, 2022).

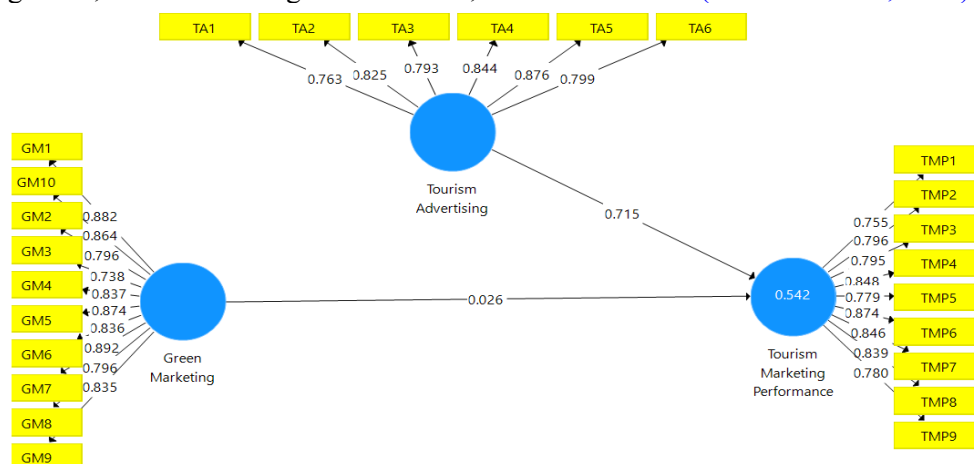


Figure 2. Outer Loadings of Type 1 Advertising

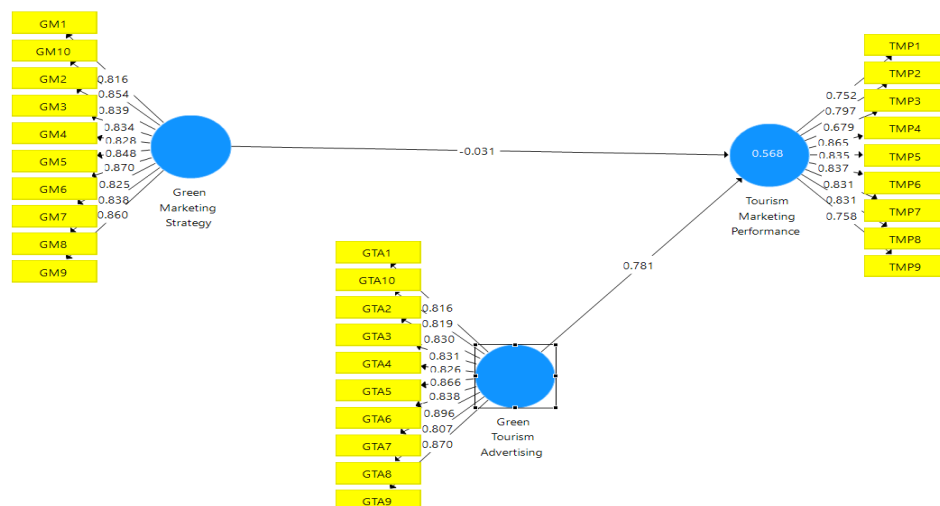


Figure 3. Outer Loadings of Type 2 Advertising

Table 3. Results of Validity Tests

Tourism Advertising				Green Tourism Advertising			
Item	Outer Loading	AVE	Conclusion	Item	Outer Loading	AVE	Conclusion
<b>GMS</b>		0.699	Valid	<b>GMS</b>		0.706	Valid
GMS1	0.882		Valid	GMS1	0.816		Valid
GMS2	0.796		Valid	GMS2	0.839		Valid
GMS3	0.738		Valid	GMS3	0.834		Valid
GMS4	0.837		Valid	GMS4	0.828		Valid
GMS5	0.874		Valid	GMS5	0.848		Valid
GMS6	0.836		Valid	GMS6	0.870		Valid
GMS7	0.892		Valid	GMS7	0.825		Valid
GMS8	0.796		Valid	GMS8	0.838		Valid
GMS9	0.835		Valid	GMS9	0.860		Valid
GMS10	0.864		Valid	GMS10	0.854		Valid
<b>TA</b>			Valid	<b>GTA</b>		0.718	Valid
TA1	0.763		Valid	GTA1	0.816		Valid
TA2	0.825		Valid	GTA2	0.830		Valid
TA3	0.793		Valid	GTA3	0.831		Valid
TA4	0.844	0.668	Valid	GTA4	0.826		Valid
TA5	0.876		Valid	GTA5	0.866		Valid
TA6	0.799		Valid	GTA6	0.838		Valid
				GTA7	0.896		Valid
				GTA8	0.807		Valid
				GTA9	0.870		Valid
				GTA10	0.819		Valid
<b>TMP</b>			Valid	<b>TMP</b>		0.626	Valid
Y1.1	0.755		Valid	Y1.1	0.752		Valid
Y1.2	0.796		Valid	Y1.2	0.797		Valid
Y1.3	0.795	0.661	Valid	Y1.3	0.679		Valid
Y1.4	0.848		Valid	Y1.4	0.865		Valid
Y1.5	0.779		Valid	Y1.5	0.835		Valid
Y1.6	0.874		Valid	Y1.6	0.837		Valid
Y1.7	0.846		Valid	Y1.7	0.831		Valid
Y1.8	0.839		Valid	Y1.8	0.831		Valid
Y1.9	0.780		Valid	Y1.9	0.758		Valid

Source: (Primary data, 2025)

### Reliability Test

After confirming the validity of the research instrument, the researchers conducted a reliability test (results shown in Table 3, Figure 4, and Figure 5). Reliability was assessed using Cronbach's Alpha,



Composite Reliability, and rho\_A values. The threshold value for reliability is 0.7 (Hair & Alamer, 2022; Izah et al., 2024). Thus, it can be concluded that this research instrument is reliable or consistent in measuring what should be measured.

**Table 3.** Results of Reliability Tests

Tourism Advertising				Green Tourism Advertising			
Item	Crobach's Alpha	rho_A	Composite Reliability	Item	Crobach's Alpha	rho_A	Composite Reliability
GMS	0.952	0.955	0.959	GMS	0.954	0.960	0.960
TA	0.900	0.902	0.923	GTA	0.956	0.959	0.962
TMP	0.936	0.938	0.946	TMP	0.924	0.927	0.927

#### Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...	Copy to Clipboard
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	
Green Marketing	0.952	0.955	0.959	0.699	
Moderating Effect 1	1.000	1.000	1.000	1.000	
Tourism Advertising	0.900	0.902	0.923	0.668	
Tourism Marketing Performance	0.936	0.938	0.946	0.661	

Figure 4. Results of Construct Reliability and Validity of Type 1 Advertising

#### Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Copy to Clipboard: E
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	
Green Marketing Strategy	0.954	0.960	0.960	0.706	
Green Tourism Advertising	0.956	0.959	0.962	0.718	
Moderating Effect 1	1.000	1.000	1.000	1.000	
Tourism Marketing Performance	0.924	0.927	0.937	0.626	

Figure 5. Results of Construct Reliability and Validity of Type 2 Advertising

#### Multicollinearity Test

Multicollinearity tests were conducted on both research models. Table 4 shows that in both models, only one item had a VIF value below 10, indicating that this study did not encounter multicollinearity issues (Lavery et al., 2019). Therefore, further tests can be conducted.

**Table 4.** Results of Multicollinearity Test

Tourism Advertising		Green Tourism Advertising	
Item	VIF	Item	VIF
GMS1	3.94	GMS1	2.77
GMS2	2.75	GMS2	3.02
GMS3	2.34	GMS3	3.22
GMS4	3.48	GMS4	3.39
GMS5	5.39	GMS5	3.36
GMS6	4.69	GMS6	3.62
GMS7	4.28	GMS7	3.13
GMS8	2.47	GMS8	2.97
GMS9	2.93	GMS9	3.17
GMS10	3.85	GMS10	3.93
TA1	2.56	GTA1	2.82
TA2	2.72	GTA2	3.49
TA3	2.50	GTA3	3.97
TA4	3.13	GTA4	2.83
TA5	3.33	GTA5	3.45
TA6	2.28	GTA6	3.54

Tourism Adertising		Green Tourism Advertising	
		GTA7	5.56
		GTA8	2.86
		GTA9	5.00
		GTA10	3.81
Y1.1	2.49	Y1.1	1.99
Y1.2	3.10	Y1.2	2.27
Y1.3	2.61	Y1.3	1.59
Y1.4	3.45	Y1.4	3.33
Y1.5	2.91	Y1.5	2.59
Y1.6	4.10	Y1.6	3.36
Y1.7	4.18	Y1.7	3.09
Y1.8	3.44	Y1.8	3.26
Y1.9	2.47	Y1.9	2.45

Source: Data processed (2025)

### Structural Model

#### R-Square (Coefficient of Determination)

R-square indicates how well the exogenous construct (independent variable) explains the dependent variable (endogenous variable). The results of the coefficient of determination test are presented in Table 5. Based on the data in Table 5, it can be seen that there is a difference in the coefficient of determination values in Type 1 (Tourism Advertising) and Type 2 (Green Tourism Advertising) advertisements. In Type 1 advertisements, the adjusted R-square value obtained is 0.529, which means this research model can explain the tourism marketing performance variable by 52.9% and the rest is explained by other variables not studied. Meanwhile, in Type 2 advertisements, the adjusted R-squared value obtained is 0.648, meaning the research model with Type 2 advertisements can explain the tourism marketing performance variable by 64.8%.

**Table 5.** Coefficient of Determination

Tourism Advertising		Green Tourism Advertising	
R-square	Adjusted R-Square	R-square	Adjusted R-Square
0.543	0.529	0.658	0.648

Source: Data processed (2025)

#### Model Fit (Standardized Root Mean Square Residual/SRMR)

The SRMR in SEM-PLS is used to demonstrate the suitability of the research model. In this study, the research model with Type 1 Advertisements showed an SRMR value of 0.068. This value is still below 0.08, so it can be said that this research model meets the criteria for being good and acceptable (Hair et al., 2022). Meanwhile, the research model with Type 2 Advertisements showed an SRMR value of 0.100, which is still within acceptable limits. This means that the research model with Type 2 Advertisements is still within the acceptable threshold, although it can still be optimized. This may be due to the greater number of advertising indicators used in Type 1 Advertisements compared to Type 1 Advertisements. Thus, the researchers suggest that in further research, the GTA indicator can be reduced if the same research model is used.

#### Significance of Influence

Furthermore, the researcher conducted a hypothesis test to see the significance of the influence of independent variables on the dependent variable in advertising type 1 and advertising type 2. The results of the type 1 advertising analysis test are presented in Figure 6. Based on Figure 6, it can be seen that green marketing has a positive but not significant effect on tourism marketing performance with a positive original sample value of 0.021 and a significance value of 0.858 (greater than 0.05), on the other hand, tourism advertising has a positive and significant effect on tourism marketing performance with a positive original sample value of 0.747 and a significance value of 0.000 (smaller than 0.05). The interesting finding is that tourism advertising has not been able to moderate the effect of green marketing strategy on tourism marketing performance with a positive original sample value of 0.023 and a significance value of 0.758 (greater than 0.05).

**Path Coefficients**

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Excel Format
	Original Sample...	Sample Mean ...	Standard De...	T Statistics ( O/STDEV )	P Values
Green Marketing -> Tourism Marketing Performance	0.021	0.039	0.117	0.180	<b>0.858</b>
Moderating Effect 1 -> Tourism Marketing Performance	0.023	0.021	0.074	0.308	<b>0.758</b>
Tourism Advertising -> Tourism Marketing Performance	0.747	0.740	0.148	5.052	<b>0.000</b>

Figure 6. Hypothesis test results on Type 1 advertisements

Meanwhile, the results of the Type 2 advertising analysis test are presented in Figure 7. Based on Figure 7, it can be seen that green marketing has a positive but insignificant effect on tourism marketing performance with a positive original sample value of 0.014 and a significance value of 0.932 (greater than 0.05), on the other hand, tourism advertising has a positive and significant effect on tourism marketing performance with a positive original sample value of 1.014 and a significance value of 0.000 (smaller than 0.05). The interesting finding is that green tourism advertising is able to moderate the influence of green marketing strategy on tourism marketing performance with a positive original sample value of 0.243 and a significance value of 0.000 (smaller than 0.05).

**Path Coefficients**





 Mean, STDEV, T-Values, P-...	 Confidence Intervals	 Confidence Intervals Bias ...	 Samples	Copy to Clipboard:	
	Original Sample (O)	Sample ...	Standard ...	T Statistic...	P Values
Green Marketing Strategy -> Tourism Mar...	0.014	0.021	0.160	0.085	0.932
Green Tourism Advertising -> Tourism Ma...	1.014	1.009	0.166	6.123	0.000
Moderating Effect 1 -> Tourism Marketin...	0.243	0.250	0.066	3.711	0.000

Figure 7. Hypothesis test results on Type 2 advertisements

**DISCUSSION**

The results of this study reveal several interesting points that can be used as references for future literature. First, the coefficient of determination in this study varies between the research model with Type 1 and Type 2 advertisements. Point-wise, the coefficient of determination in Type 2 advertisements containing environmental sustainability messages is 11.9% higher than in Type 1 advertisements that do not contain similar messages. Substantively, this indicates that tourism marketing performance is more readable by the research model when advertisements and green marketing strategies are aligned, not only advertising the potential of tourist destinations in terms of natural beauty or other advantages, but also the need to promote environmental sustainability in an attractive advertisement. Environmental sustainability messages in advertisements will be able to increase information processing engagement and advertising persuasion in the tourism context. This is also considered to emotionally and rationally strengthen tourists' desire to engage in environmentally friendly tourism activities (Liu & Zhai, 2025). This phenomenon will then resonate with tourism marketing performance.

The next finding concerns the influence of green marketing strategy variables on tourism marketing performance. For the main types of tourism advertisements tested in this research experiment, green marketing strategy had a positive but insignificant effect. This means that environmentally friendly marketing strategies cannot directly influence tourism marketing performance; other variables are needed to maximize their impact on marketing. This may occur because consumers' pro-environmental attitudes are not necessarily directly translated or reflected in concrete actions, such as visits (Margariti et al., 2024). Furthermore, the inability of GMS to increase TMP may be due to greenwashing signals perceived by tourists, resulting in the GMS being unable to influence visitor interest, satisfaction, or loyalty (Liao et al., 2020). Therefore, a method is needed to optimize the signal of green marketing strategy implementation so that it is more visible and impactful, in accordance with the concept of signaling theory (Nyagadza et al., 2021b). This means that even if an environmentally friendly

marketing strategy is implemented, it may still be too minimal or small, not well promoted, or not in line with tourist expectations, making it too weak to influence tourism marketing performance (Elizabeth et al., 2025). This means that the marketer's task can be more complex than simply implementing green marketing.

To optimize the green marketing strategy that has been implemented, it can be done with sufficient advertising. In this study, two types of advertisements were created: one without an environmentally friendly message and the other with an environmentally friendly message. Interestingly, the results of this study indicate that the first type of advertisement was unable to strengthen the influence of the green marketing strategy on tourism marketing performance, while the second type of advertisement was able to strengthen this influence. However, an environmentally friendly strategy needs to be strengthened with advertising strategies that can encourage tourist interest in visiting, as well as increase their satisfaction and loyalty to the destination. Type 2 advertisement content that emphasizes an environmentally friendly message has a stronger persuasiveness in activating the relevance of the values and credibility of the environmentally friendly implemented by the tourist destination. These results also reinforce the findings of previous research that stated that the right communication strategy can strengthen pro-environmental behaviors of a tourist (Kim & Pennington-Gray, 2025).

Theoretically, the results of this study are also in line with the Norm Activation Model (NAM) and Value-Belief-Norm (VBN) theories. The NAM theory proposed by Schwartz in 1977 states that if a person's individual norms are triggered, it will lead to the emergence of behavior that can provide benefits to others or the environment. Meanwhile, the VBN theory proposed by Stern et al. in 1999 emphasizes that an individual's egoistic, altruistic, and biospheric values can encourage them to make environmentally friendly decisions (Kim & Pennington-Gray, 2025). Therefore, marketers can trigger the behavior and personal norms carried by tourists by sending strong signals or information about environmentally friendly practices implemented at tourist destinations before they can be converted into results or performance. This explanation is in accordance with the signal theory that has been widely applied in the world of marketing.

Thus, this research contributes to providing a green marketing strategy flow or model that can work more optimally, namely by emphasizing it in the form of green tourism advertising. This green tourism advertising can enrich the signals and depth of elaboration of information to be conveyed regarding a destination's environmentally friendly practices, which can subsequently influence tourism marketing performance. Furthermore, this research also emphasizes that credible green tourism advertising is not only about communication, but also will strengthen the green marketing strategy mechanism so that it is converted into better tourism marketing performance.

## CONCLUSION

Based on the results of this study, it can be concluded that green marketing strategies has no significant impact on improving tourism marketing performance, both in the research model using general tourism advertising and the research model using green tourism advertising. In addition, it can also be concluded that the use of the experimental method in this research is appropriate and able to answer this research question. However, by using green tourism advertising as a moderating variable, this influence can be strengthened so that green marketing strategies can be more accepted by consumers and converted into visiting interest, satisfaction, and tourists' loyalty. Theoretically, the results of this study can strengthen existing theories, namely the Norm Activation Model (NAM), Stimulus-Organism-Response (SOR), Value-Belief-Norm (VBN), and signaling theory, which states that consumer behavior can be modified by providing information that can stimulate or trigger them to make certain decisions expected by marketers. Practically, marketers can use the results of this study to design green tourism advertising that can strengthen their publications related to the green marketing strategies they implement.

Despite its contributions, this study also has limitations. First, the experimental design used only two types of tourism advertisements, with formats that may not necessarily represent the full range of video advertising formats used in the tourism industry. Second, the data were obtained from respondents' perceptions within an experimental context and may not fully reflect actual tourist behavior. Therefore, there is scope for future researchers to test various forms of advertising, use other

approaches to measure actual tourist behavior, or add other moderating or mediating variables that could increase the robustness of the research model's estimates.

## SUGGESTIONS

### Practical Suggestions

Based on the findings that green marketing strategies cannot stand alone to improve tourism marketing performance, the researchers recommend that marketers or governments engaged in tourism promotion package their green marketing strategies in credible, attractive, and clear green tourism advertising. The green marketing strategy must be clearly stated visually and verbally in the advertisement. Compared with conventional tourism advertising, this type of green tourism advertising is more persuasive in converting green marketing strategies into increased interest in visiting, tourist satisfaction, and tourist loyalty.

### Theoretical Suggestions

Based on the results of this study, the researchers see opportunities for developing research related to this topic in the future. The researchers suggest comparing tourist destinations that have truly implemented green marketing strategies with destinations that generally have not implemented similar strategies in relation to the use of green tourism advertising to improve their tourism marketing performance.

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