

# Improving the Community's Economy Influenced by Green Marketing through Post-Pandemic Travel Decisions

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## ABSTRACT

**Purpose:** This study aims to examine how green marketing influences travel decisions, how green marketing influences the improvement of the community's economy, how the impact of the decision to travel on the progress of the community's economy, and how the effect of green marketing on the improvement of the community's economy through the decision To Travel in Malang Raya.

**Design/methodology/approach:** The approach in this research is quantitative by using the SmartPLS analysis tool. Respondents are tourists who have visited tourist areas, as many as 175 respondents.

**Findings:** The results of this study show that all independent variables have a positive and significant impact on dependent variables, and travel decision variables are proven to mediate the relationship between green marketing and improving the community's economy.

**Research limitations/implications:** Because it is carried out through the google form the results obtained are not optimal. For further research, it is hoped that it will be more specific in explaining the variables of green marketing and can also add other variables that have become a phenomenon in the economic revival of the community in tourist areas after the covid-19 pandemic.

**Practical implications:** Intensify efforts in the field of environmentally friendly tourism for economic improvement.

**Originality/value:** This Paper is Original.

**Paper type:** Research Paper

**Keywords:** Community Economy Improvement, Green Marketing, Travel Decisions.

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## I. INTRODUCTION

Indonesia has natural potential, and social diversity can be used as a tourist destination (Sendari, 2019). Indonesia's travel industry is growing and is the second largest foreign trade engine after oil and gas. The travel industry is one of the main drivers of economic expansion and has a significant impact on the support of the Indonesian government (Ananda, 2021). However, the travel industry space has generally declined since the corona virus pandemic. Many airlines have laid off staff, abandoned facilities, and closed vacation spots. The travel industry has drastically reduced its payments to states. In addition, stay-at-home guidelines have added uncertainty to the travel industry (Mustika, 2020). The travel industry is one of the hardest-hit sectors of the economy from the COVID-19 pandemic. The travel industry has now returned to normal with the opening of several tourist attractions followed by a new special health conference. When this pandemic is over, those who are tired and want to stay home and travel will throw off track. They hope to recover from exhaustion at home fully.

Malang is one of the metropolises in East Java Province, with the most natural event in farming, culinary, and holidaymaker permanent magnet. Developing the rural (culinary) process sector and the service industriousness is the leading sector in boosting the frugality in Malang. The expansion of Malang town's tiny and Medium Enterprises (MSMEs) sector shows rapid-fire development. Grounded on knowledge from the

Cooperatives, Small and Medium Enterprises workplace, the story reached 5.61 percent or higher than the expected profitable growth of East Java, which was 5.5 percent. In addition, Malang is an area that has many tourist attractions and amazing natural scenery, plus much more hidden, which makes the beauty and coolness of the city of Malang still inconspicuous. Malang has many excellent tourist attractions, such as social gatherings, authentic destinations, contemporary photo spots, waterfalls that spoil the eyes, and many more that are interesting to explore immediately. Three areas of Malang, namely Malang Regency, Malang City, and Batu City, offer potential opportunities for business development in the travel industry. Malang's travel industry is preparing for various classic and new tours after three months of silence due to the corona virus pandemic. Secretary of the Ministry of Tourism and Culture, Dr Made Arya Wedhantara said his party will today hold a meeting with stakeholders in the travel industry to discuss a new era of self-progress after the mass socialization of Restrictions Ends on May 30, 2020 (Margianto, 2020).

Many entrepreneurs have not done a good promotion due to lack of good experience in marketing, concern for the environment and social responsibility, competition among entrepreneurs, government regulations, and declining prices. These entrepreneurs to achieve competitive advantage by using a simple way of promotion by understanding the relationship between investors and stakeholders, social values, environmental values, branding and visionary business. (Ferenc et al., 2017). The emergence of an awareness of environmental problems in society today triggers the industrial world to present a marketing concept that prioritizes ecological issues, better known as green marketing (Panungkelan et al., 2018).

### **A. Study Theories**

Empirical studies in this study include:

1. Widiarsa declared that inexperienced selling could be a issue that influences buying choices in his article, "The Role of Competitive Advantage Mediates the Influence of inexperienced selling on buying Decisions" (Widiarsa & Sulistyowati, 2018), which is supported by research conducted by Mahmoud (2018); Panungkelan et al. (2018); Primandaru (2021).
2. In line with Widiarsa, Parlan's research entitled "The Effect of Green Marketing Mix on Purchase Decision and Customer Satisfaction" stated that green marketing significantly affects purchasing decisions. (Parlan et al., 2016), similar to the results of research from Kartawinat (2020); Kaur et al. (2022); Ramli et al. (2020).
3. Meanwhile, Manongko expressed that inexperienced promoting doesn't directly associate degree effect on buying decisions; this is often expressed in his analysis entitled, "The Influence of inexperienced promoting on call buying Organic product with Interests of shopping for as an Intervening Variable at Manado town, Indonesia" ich is supported by analysis conducted by Manongko (2018) this is supported by research by Hossain & Khan (2018).
4. Prihandono stated that green promotion is a significant determinant of purchasing decisions for a product. This enlightens the industrial sector to meet the wishes of its consumers (Prihandono et al., 2020).
5. Green Marketing is a tool to protect the environment and is a form of concern for future generations. Consumers like corporations that care regarding the surroundings, which supplies rise to inexperienced promoting, associated even customers are willing to pay a high worth so that inexperienced promoting isn't solely an environmental protection tool but additionally a promoting strategy (Yazdanifard & Mercy, 2011) in line with the results of the research from Syaekhoni (Kimani, 2015; Roy, 2013; Sharma, 2018; Syaekhoni et al., 2017)
6. Setiaji, in his research entitled "The Effect of Green Marketing on Environmental Sustainability, Company Profitability, and Local Community Economy," stated that green marketing significantly affects local communities' economic growth. (Iweama, 2014; Setiaji, 2014) this is in line with what Hinelo did in the thematic actual work lecture service program with the title "Green Marketing SMEs in Supporting the Community Economy of Bongo Village and Doulan Village, Bokat District, Buol Regency- Central Sulawesi" which was carried out because of the awareness of the green marketing phenomenon. It is hoped that after training on MSMEs, there will be an improvement in the economy of the people of the area (Hinelo & Niode, 2022).
7. Wuri stated that the level of tourist visits in tourist areas improves the welfare of the local community (Wuri et al., 2015). This is in line with the results of Aneldus' analysis entitled "The Influence of the business enterprise Sector on Regional Native financial gain and therefore the economic process Rate of Manggarai Regency" (Aneldus & Dewi, 2018), which is supported by analysis from Rusydi that states that the extent of visits incorporates a vital result on people's financial gain in traveller areas (Rusydi & Bahri, 2016).
8. Sarsito stated that tourist visits have a positive but not significant effect on improving the economy around the attraction (Sarsito et al., 2020), supported by research results from (Rulloh, 2017).
9. Unlike the case with the results of Purwanti's research, which states that tourist visits do not affect the original regional income because the number of tourist visits when conducting research is the lowest number of tourist visits, so it does not affect the increase in regional original income which of course does

- not also affect the economic improvement of the community around the tourist area (Adinugroho, 2017; Purwanti & Dewi, 2014; Tobing, 2021; Windayani & Budhi, 2016).
10. Suastika stated that the number of sightseer visits, the length of stay of excursionists, and the position of hostel residency have a positive and significant effect on the community's weal. At the same time, the original indigenous income doesn't affect the weal of the people in the regencies metropolises in Bali Province. Original income as an interceding variable in the relationship between the number of sightseer visits, the length of stay of excursionists, and the residency rate of hospices affects the weal of the community (Suastika & Yasa, 2017; I. B. A. B. Wijaya & Sudiana, 2016).
  11. Tolinggi stated that tourist visits to the community's welfare have a positive relationship but do not have a significant nature. The results of the analysis show that the variables of promotion of tourist attractions and tourist visits together (simultaneously) have a positive relationship but do not have a significant nature. This is evidenced by the increase in indicators of the promotion of tourist attractions. Increased tourist visits to Batu beach attractions and crocodiles will positively impact society's welfare (Tolinggi et al., 2021).
  12. Putri, in her article entitled "The Impact of the Covid-19 Pandemic on the Socio-Economic Activities of the People of the Songgoriti Tourism Area,". He said that the pandemic caused a low level of tourist visits due to social restriction policies, so people's income decreased (Putri et al., 2021; B. K. Wijaya & Mariani, 2021).

## **B. Green Marketing**

Green marketing is selling that uses environmental issues as the base for strategy in selling a product. Palwa is explicit that the dimension of inexperienced selling, and integration of the parcel of land into all aspects of promoting, is the development of recent products (green products) and communication (green communication) (Palwa, 2014). Green marketing aims to ameliorate the relationship between assiduity and the terrain, cover the impact of frugality, and respond to government regulations on the landscape.

Concern for the terrain is integrated into the association's strategies, programs, and processes. That leads to the influence of marketing conditioning on the natural landscape and encourages practices that exclude and minimize adverse goods. The gospel of sustainable development provides a fresh motivation for green marketing by emphasizing that environmental protection does not mean barring profitable well-being but rather encourages redefining how marketing relates to environmental protection.

The green tourism marketing model oriented towards economic, social, and environmental aspects must be integrated to meet all stakeholders' interests. Therefore a business should be meted out in 2 ways: initially, the event and management of selling activities should begin from the political can of the govt. Because the authority for the occurrence of inexperienced business enterprises is supported by community participation in gap businesses associated with business enterprises like hotels, diversion venues, souvenir and food outlets, restaurants and alternative services. The government has managerial and promotional authority, and the community supports it. Secondly, the combination of the framework for empowering all potential tourist destinations is knowledge-based to improve common welfare - commonwealth through (1) revitalization and conservation of the environment - resource base, (2) revitalization and conservation of history and culture - culture-based, and (3) community empowerment - social based (Hasan, 2014).

## **C. Travel Decisions**

According to Kotler, the acquisition call is that the consumer's action obtain to shop for } or to not buy the merchandise. Of the colourful factors impacting shoppers in copping a product or service, shoppers usually think about the standard, price, and merchandise erstwhile renowned the general public. Before shoppers plan to get, shoppers generally bear many stages 1st, videlicet, 1) downside recognition, (2) info hunt, (3) analysis of alternative, (4) shopping for call or not, (5) post-purchase (Kotler, 2002)

According to Dharmmesta and Handoko, it is argued that there are five places of individualities in a buying decision, videlicet. a. Initiative-taking (generator) individualities who have the action to buy certain goods or have requirements and solicitations but do not have the authority to do their own. b. Influencers' individualities impact the decision to buy either designedly or unintentionally. c. The existent who decides whether to buy or not, what to buy, how to buy it, and when and where to buy it. d. Buyer is the existent who made the accurate purchase. e. stoner, an existent who enjoys or uses a bought product or service (Dharmmesta & Handoko, 2012).

## **D. Community Economic Improvement**

A sightseer magnet exists in a particular area and is attractive so that people want to visit the place. A sightseer magnet is a place or natural state with sightseer coffers erected and developed to have an attraction for excursionists to visit. Tourist lodestones can be natural or structures similar to mountains, gutters, swell,

galleries, literal heritage spots, citadels, etc. Tourist lodestones are an essential factor in adding to the income of a country and region with the provision of services and development in the sightseer area.

The Positive Impact of touristy on prudence is:

1. The touristy sector causes the first community's prudence to extend drastically. the looks of excursionists to a destination conjointly causes the emergence of foreign business folks or encourages somebody to be tone-utilized in furnishing services and conveniences for excursionists throughout their trip.
2. Making jobs for the girding residents, riveting essential labor within the touristy field, for illustration obtaining a guide and being a driver to require or dock the space travelled by excursionists to the meant stint.
3. The development of higher installations and structures for the convenience and safety of excursionists laterally conjointly carries out indifferent development within the megacity, as jam-pawncked because it is, the brisk development within the region.
4. The development of higher installations and structures for the convenience and safety of excursionists laterally conjointly carries out indifferent development within the megacity, as jam-pawncked because it is, the brisk development within the region.
5. Introducing autochthonic Indonesian culture to the globe, well the intention of introducing autochthonic Indonesian culture like once visiting the grave advanced of King Mataram Kotagede in Jogja, excursionists square measure required to wear jarik for men and kebaya for girls. it's meant to acknowledge the ancestors of our former ancestors and introduce the autochthonic culture of Jogja to excursionists United Nations agency come back.

In addition to the positive impact of tourism, it turns out that tourism also has a negative effect. They are the negative impacts of tourism:

1. The large number of tourists visiting also increases the possibility of destruction or damage, and the main problem comes from trash. This is caused by the unavailability of many trash cans, the lack of attention from tourists regarding cleanliness and poor waste management from managers and officers at the tourist attractions themselves. This uncontrolled increase in the amount of waste causes tourist areas to become damaged and not as beautiful as before. It is a shame that the natural beauty of our nature has to be disturbed because tourist areas are filled with garbage. So, from now on, let's take care of natural wealth from now on and start from each other personally.
2. Openings for culprits to commit crimes against foreign and domestic excursionists reduces excursionists' interest in sightseer destinations. Exemplifications are thieveries of auberges where excursionists stay, pick pocketing, and other crimes. We should be more watchful about this and increase its safety so that excursionists feel safe when travelling.
3. There is a stigma in society that judges that everything that smells foreign is good, this is especially for tools related to modern technology. This is very unfavourable for domestic products which makes it difficult to develop, this is because domestic products are considered unable to compete with products originating from abroad. It is fitting that leaders or entrepreneurs, especially those engaged in the tourism sector, should be able to promote natural tourist destinations in Indonesia that are no less attractive than those abroad.

Based on the background and review literature that has been explained in the description above, the purpose of this study is

1. to analyze how green marketing affects post-pandemic travel decisions,
2. to analyze how green marketing affects people's economic improvement,
3. to analyze how travel decisions affect people's economic improvement
4. to find out whether travel decisions become intervening variables in the influence of green marketing on improving the community's economy.

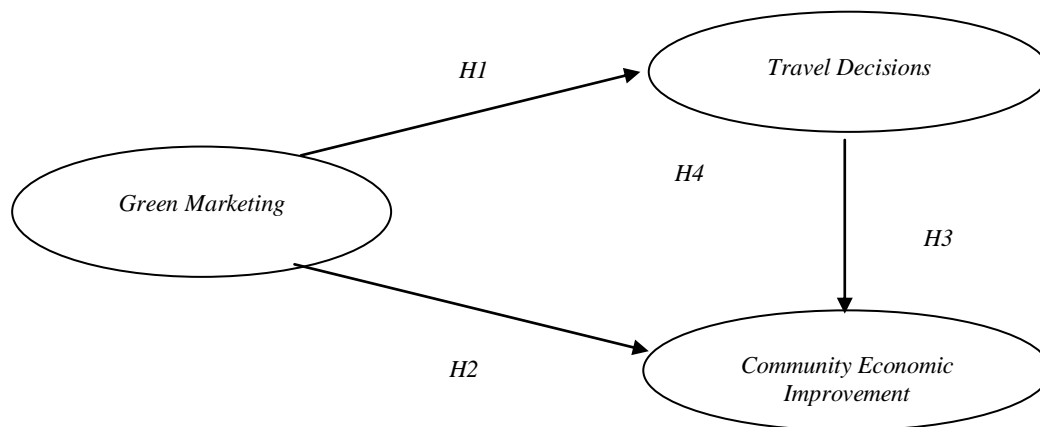


Figure 1. Conceptual Framework

### E. Research Hypothesis

Based on the framework above, the hypothesis in this study is:

H1: Green marketing influences travel decisions

H2: Green marketing affects the improvement of the community's economy

H3: Decisions affect improving the community's economy

H4: Green marketing affects the improvement of the community's economy, with travel decisions as an intervening variable.

## II. METHODS

### A. Method of Collecting Data

This type of hypotheses research and research are designed as surveys. These studies display causal relationships that can be used to predict and even control human behavior and natural symptoms. This research is a descriptive quantitative study. This process helps describe research results using descriptive statistical analysis, namely by analyzing and describing existing data by explaining the effects of available research (Sugiyono, 2018). In addition to obtaining data, researchers used preliminary observation techniques to determine how much tourists responded to the questionnaires distributed.

Then for the data collection techniques, researchers use questionnaires with Liker scale measurements on each item of the statement instrument (Sugiyono, 2017) Data collection media uses Google Forms as the data collection medium.

### B. Analysis Description

The data analysis uses the SEM (Structural Equation Modelling) analysis technique with the Smart PLS (Partial Least Square) program, which provides a clear picture of the relationship between research constructions (Ghozali & Latan, 2015). The population and research sample were tourists who had visited tourist destinations in Malang city and collected 175 people. To obtain sampling, researchers used a simple random sampling technique.

## III. RESULTS AND DISCUSSION

### A. Result

#### 1. Validity and Reliability Test

*Table 1. Convergent Validity Test results show:*

| <i>Green Marketing</i> |              | <i>Travel Decisions</i> |              | <i>Community's Economic Improvement</i> |              |
|------------------------|--------------|-------------------------|--------------|---|--------------|
| <i>X1.1</i>            | <i>0.740</i> | <i>M1.1</i>             | <i>0.787</i> | <i>Y1.1</i>                             | <i>0.752</i> |
| <i>X1.2</i>            | <i>0.793</i> | <i>M1.2</i>             | <i>0.790</i> | <i>Y1.2</i>                             | <i>0.821</i> |
| <i>X1.3</i>            | <i>0.832</i> | <i>M1.3</i>             | <i>0.830</i> | <i>Y1.3</i>                             | <i>0.827</i> |
| <i>X1.4</i>            | <i>0.848</i> | <i>M1.4</i>             | <i>0.849</i> | <i>Y1.4</i>                             | <i>0.777</i> |
| <i>X1.5</i>            | <i>0.829</i> | <i>M1.5</i>             | <i>0.837</i> | <i>Y1.5</i>                             | <i>0.777</i> |
| <i>X1.6</i>            | <i>0.827</i> | <i>M1.6</i>             | <i>0.824</i> | <i>Y1.6</i>                             | <i>0.789</i> |
| <i>X1.7</i>            | <i>0.811</i> |                         |              |   |              |

Source: Data Processed 2022

From the table above, it can be concluded that the model has an excellent convergent validity because it has a > value of 0.7, and the higher the loading factor value on each construct, indicating if the higher the contribution of the indicator to the construct.

After conducting a validity test, a reliability test will be carried out. The results of the reliability test are in the following table:

*Table 2. Reliability Test Results*

|                                       | <i>Composite Reliability</i> | <i>Cronbach's Alpha</i> | <i>Average Variance Extracted (AVE)</i> |
|---------------------------------------|------------------------------|-------------------------|---|
| <i>Green Marketing</i>                | <i>0.931</i>                 | <i>0.914</i>            | <i>0.659</i>                            |
| <i>Travel Decisions</i>               | <i>0.925</i>                 | <i>0.902</i>            | <i>0.672</i>                            |
| <i>Community Economic Improvement</i> | <i>0.909</i>                 | <i>0.880</i>            | <i>0.626</i>                            |

Source: Data Diolah 2022

A research model can be reliable if the composite reliability value is above 0.7. Table 2 shows that green marketing, travel decisions, and community economic improvement variables are 0.931, 0.925, and 0.909. The three variables have a composite reliability above 0.7. As the value of Cronbach's alpha is more than 0.6, it can be concluded that the model has good reliability.

Based on data from table 2 above shows that the average variance extracted (AVE) of each variable has a construct of > 0.5 which means that all constructs are reliable. Thus it can be stated if each variable has high discriminant validity.

Table 3. Model Fit

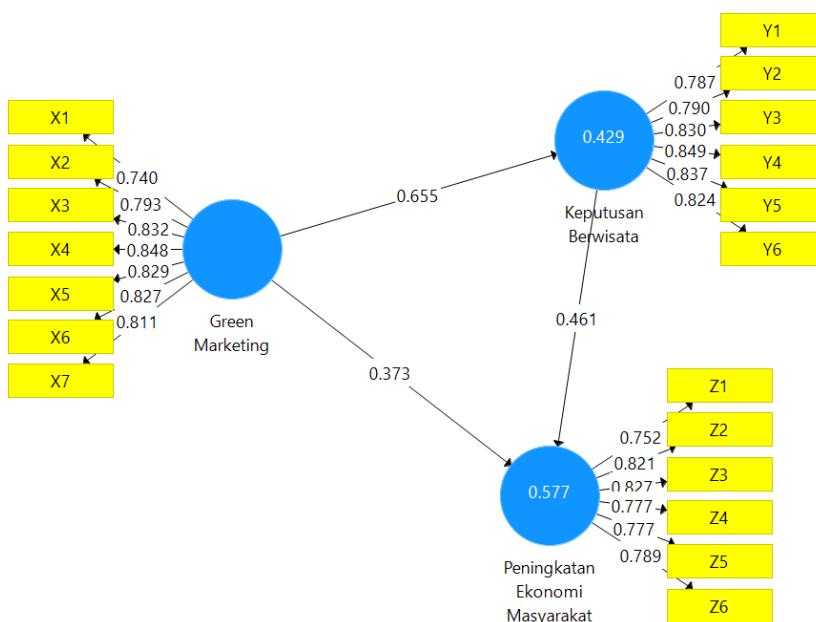
|            | Saturated Model | Estimated Model | Model |
|------------|-----------------|-----------------|-------|
| SRMR       | 0.062           | 0.062           | Fit   |
| d_ULS      | 0.740           | 0.740           | Fit   |
| d_G        | 0.410           | 0.410           | Fit   |
| Chi-Square | 399.349         | 399.349         | Fit   |
| NFI        | 0.830           | 0.830           | Fit   |

Source: Data processed 2022

The goodness of fit test of the model can be seen from the NFI value  $\geq 0.662$  declared fit. From Table 3, the NFI value of 0.830 indicates a suitable model. Therefore, from these results, it can be concluded that the model in this study has a relatively high degree of agreement, and it is good to use it to test exploratory hypotheses.

## 2. Hypothesis Test

To conduct hypothesis tests, I used SmartPLS software. The tests evaluate the inner model and a t-test to answer the four predetermined hypotheses. Here are the results of the hypothesis test through the evaluation of the inner model:



Source: SmartPLS Program Output Results 2022

Figure 2. Inner Model

From the results of the evaluation of the inner model, the R square value was obtained as follows:

*Table 4. Coefficient of Determination(R<sup>2</sup>)*

|                                       | <i>R Square</i> |
|---------------------------------------|-----------------|
| <i>Travel Decisions</i>               | <i>0.429</i>    |
| <i>Community Economic Improvement</i> | <i>0.577</i>    |

Source: Data Processed 2022

Table 4 shows that the R Square value for the travel decision variable is 0.429. The statement explains that the percentage of travel decisions is 42.9%, which means that the green marketing variable influences travel decisions by 42.9%, while the other variables influence 57.1%. For the community economic development variable, the R-squared value is 0.577. The claim explains that the percentage of the size of the economy increase in the community is 57.7%. This means that the green marketing and travel decision variable affects the economic growth of the community by 57.7% and other variables affect the remaining 42.3%.

*Table 5. Path Coefficients*

|   | <i>Original Sample (O)</i> | <i>T Statistics ( O/STDEV )</i> | <i>P Values</i> |
|---|----------------------------|---------------------------------|-----------------|
| <i>Direct Influence</i>   |                            |                                 |                 |
| <i>Green Marketing -&gt; Travel Decisions</i>                                       | <i>0,655</i>               | <i>12,146</i>                   | <i>0,000</i>    |
| <i>Green Marketing -&gt; Improving the Economy of Society</i>                       | <i>0,373</i>               | <i>3,904</i>                    | <i>0,000</i>    |
| <i>Travel Decisions -&gt; Improving the Economy of Society</i>                      | <i>0,461</i>               | <i>4,759</i>                    | <i>0,000</i>    |
| <i>Indirect Influence</i>   |                            |                                 |                 |
| <i>Green Marketing -&gt; Travel Decisions -&gt; Improving the Community Economy</i> | <i>0,302</i>               | <i>4,356</i>                    | <i>0,000</i>    |
| <i>Total Influence</i>  |                            |                                 |                 |
| <i>Green Marketing -&gt; Travel Decisions</i>                                       | <i>0,655</i>               | <i>12,146</i>                   | <i>0,000</i>    |
| <i>Green Marketing -&gt; Improving the Economy of Society</i>                       | <i>0,675</i>               | <i>12,787</i>                   | <i>0,000</i>    |
| <i>Travel Decisions -&gt; Improving the Community's Economy</i>                     | <i>0,461</i>               | <i>4,759</i>                    | <i>0,000</i>    |

Source: Data Processed 2022

Read from the results of the analysis in table 5, it shows that the parameter coefficient value is 0.665, the t-count value is 12.146 greater than the t-table 1.96 with a p-value of 0.000 which is less than 0.05. These results can be read if the decision to travel is directly influenced by green marketing with a positive and significant



level of influence. The relationship between green marketing and improving the community's economy shows the result that the parameter coefficient value is 0.373, the t-count value is 3.904 greater than the t-table 1.96 with a p-value of 0.000 less than 0.05. These results state that the variable of increasing the economy of the tourism area community is directly influenced by the green marketing variable with a significant and positive level of influence. Next is the efficiency value of the travel decision parameter for increasing the community's economy of 0.461, the t-count value of 4.759 is greater than the t-table value of 1.96 and the p-value of 0.000 is less than 0.05. These figures state that the community's economic improvement variable is also directly influenced by the travel decision variable in a positive and significant way.

As for the indirect effect of green marketing on improving the community's economy through travel decisions, it can be seen from the column that the indirect effect shows that the parameter coefficient value is 0.302, the t-count value is 4.357 greater than 1.96 and the p-value is 0.000 less than 0.05. From these results it can be explained that the increase in the economy of the community in tourist areas is influenced by green marketing variables through significant travel decisions. Then the total effect shows the results of the parameter coefficient value of 0.675 with a t count of 12.787 and a p-value of 0.000. This shows that the variable of increasing the community's economy is influenced by green marketing and this influence increases after going through the travel decision variable as an intervening variable.

## **B. Discussion**

The influence of green marketing on travel decisions has a parameter coefficient of 0.665 which means that green marketing positively influences travel decisions. The t-count value is 12.146, and the significance is 5% (t-table significance 5% = 1.96) because the t-count value of 12.146 is greater (>) than the t-table of 1.96 and the p-value of 0.000 < 0.05, green marketing has a significant effect on travel decisions. The effect of green marketing on improving the community's economy direct has a parameter coefficient of 0.373 which means that green marketing positively influences travel decisions. The t-count value is 3.904, and the significance is 5% (t-table significance 5% = 1.96) because the t-count value of 3.904 is greater (>) than the t-table 1.96 and the p-value of 0.000 < 0.05. Green marketing significantly improves the community's economy, supporting previous research (Mahmoud, 2018; Panungkelan et al., 2018; Parlan et al., 2016; Primandaru, 2021; Widiarsa & Sulistyowati, 2018). What states that Green Marketing has a significant effect on the purchase decisions made by consumers, in this case, is the travel decisions of tourists.

The effect of travel decisions on improving the community's economy has a parameter coefficient of 0.461 which means that there is a positive influence of travel decisions on improving the community's economy. The t-count value of 4,759 is greater (>) than the t-table of 1.96 and the p-value of 0.000 < 0.05, so the decision to travel significantly improves the community's economy. That supports previous research conducted by Wuri, which stated that the increasing level of tourist visits in a tourist area also increases the welfare of the local community. (Wuri et al., 2015) supported by other researchers Aneldus & Dewi (2018); Rusydi & Bahri (2016).

Based on the results of the analysis of the influence of green marketing on improving the community's economy, it has a parameter coefficient of 0.373 which means that green marketing has a positive influence on travel decisions. The t-calculated value of 3.904 is more excellent (>) than the t-table of 1.96 and the p-value of 0.000 < 0.05. The indirect influence of green marketing on improving the community's economy through travel decisions has a parameter coefficient of 0.302 greater (>) than the t-table of 1.96 and p-value of 0.000 < 0.05. From the total influence analysis results, green marketing influences improving the community's economy through travel decisions. Can be seen from the magnitude of the parameter coefficient value of 0.675, which means that there is a positive influence. The t-count value is 12.787 5% significance (t-table significance 5% = 1.96) because the t-count value is 12.787 greater (>) than the t-table 1.96 and p value 0.000 < 0.05, green marketing has a significant effect on improving the community's economy through travel decisions. The influence of green marketing on improving the community's economy through decisions as an intervening variable shows if the decision to travel adds to the increase in the community in tourist areas due to higher tourist visits. The community's economic activity will show an increase marked by the opening of several suggestions supporting tourism, including increased occupancy rates in lodging, culinary facilities, and souvenirs that have already started operating.

## **IV. CONCLUSION**

Based on the results of the research that has been carried out, conclusions can be drawn: (1) There is a positive and significant influence of green marketing on travel decisions; (2) There is a positive and significant influence of green marketing on improving the community's economy; (3) There is a positive and significant

influence of travel decisions on improving the community's economy; (4) There is a positive influence of green marketing on improving the economy of the community in tourist areas through travel decisions.

Around the community around the attraction, it is recommended to be more open and able to adapt to the outside world. When relations with outside communities are established, it'll open up community innovation to undertake to measure a much better life by increasing financial gain, therefore the want for consumption will increase. People must be competent to exist and re-explore opportunities so that it will impact increasing income. In other words, as people's income increases, the community's economy will also improve.

This research has been tried and carried out following scientific procedures, but there are still limitations because it is carried out through the google form the results obtained are not optimal. For further research, it is hoped that it will be more specific in explaining the variables of green marketing and can also add other variables that have become a phenomenon in the economic revival of the community in tourist areas after the covid-19 pandemic.

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