

DAFTAR PUSTAKA

- Adnyana, I. M. C. W. (2023). *Implementasi Green Marketing Mix dalam Meningkatkan Penjualan Kamar di Hotel Sheraton Senggigi Beach Resort*. Politeknik Negeri Bali.
- Atshan, N., Jamaludin, H., Tong, C. S., Al-Abrow, H., & Abbas, S. (2025). A conceptual framework for exploring the use of a *green marketing mix* and *brand* image to attract customers for green services while visiting a hotel: A step toward marketing sustainability. *Multidisciplinary Reviews*, 8(1). <https://doi.org/10.31893/multirev.2025019>
- Badan Pusat Statistik. (2024). *Statistik Lingkungan Hidup Indonesia 2024*.
- Berezan, O., Raab, C., Yoo, M., & Love, C. (2013). Sustainable hotel practices and nationality: The impact on guest satisfaction and guest intention to return. *International Journal of Hospitality Management*, 34(1), 227–233. <https://doi.org/10.1016/j.ijhm.2013.03.010>
- Booking.com. (2021). *Sustainable Travel Report 2021*.
- Braik, A., Saleh, Y., & Jaaron, A. A. M. (2024). *Green marketing* practices and organizational sustainable performance in developing countries context: an empirical study. *Journal of Foodservice Business Research*, 27(6), 769–809. <https://doi.org/10.1080/15378020.2023.2205337>
- Chen, M. F., & Tung, P. J. (2014). Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit *green hotels*. *International Journal of Hospitality Management*, 36, 221–230. <https://doi.org/10.1016/j.ijhm.2013.09.006>
- Chen, Y.-S. (2010). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Choudhary, A., & Gokarn, S. (2013). *Green marketing*: A means for sustainable development. *Journal of Arts, Science & Commerce*, 4(3), 3.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches* (Fifth Edition). SAGE Publications, Inc.
- Dahlstrom, R. (2010). *Green marketing Management*. South-Western Cengage Learning. <https://books.google.co.id/books?id=uQ0IAAAQBAJ>
- Dangelico, R. M., & Vocalelli, D. (2017). “*Green marketing*”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. In *Journal of Cleaner Production* (Vol. 165, pp. 1263–1279). Elsevier Ltd. <https://doi.org/10.1016/j.jclepro.2017.07.184>
- Font, X., & McCabe, S. (2017). Sustainability and marketing in tourism: its contexts, paradoxes, approaches, challenges and potential. In *Journal of*

- Sustainable Tourism* (Vol. 25, Issue 7, pp. 869–883). Routledge.
<https://doi.org/10.1080/09669582.2017.1301721>
- Gunawan, F. W. P., Sari, I. G. A. M. K. K., & Darlina, L. (2023). Analisis Penerapan *Green marketing* di Aruna Senggigi Resort & Convention. *Journal of Mandalika Review*, Vol. 2 No. 1. <https://doi.org/10.55701/mandalika>
- Hamilton, A. B., & Finley, E. P. (2020). Reprint of: Qualitative methods in implementation research: An introduction. *Psychiatry Research*, 283. <https://doi.org/10.1016/j.psychres.2019.112629>
- Han, H., Hsu, L. T. (Jane), & Sheu, C. (2010). Application of the Theory of Planned Behavior to *green hotel* choice: Testing the effect of environmental friendly activities. *Tourism Management*, 31(3), 325–334. <https://doi.org/10.1016/j.tourman.2009.03.013>
- Husain, A., Carballo-Penela, A. and Ruzo-Sanmartín, E. (2025), Antecedents to Implementing Green Practices in the Hotel Industry: The Role of Managers' Environmental Attitude, Perceived Organizational Environmental Support and Employees' Green Collaboration. *Bus Strat Dev*, 8: e70114. <https://doi.org/10.1002/bsd2.70114>
- International Tourism Highlights, 2019 Edition. (2019). In *International Tourism Highlights, 2019 Edition*. World Tourism Organization (UNWTO). <https://doi.org/10.18111/9789284421152>
- Iswara, A. M. Y., Budiarsa, M., & Ardika, I. W. (2020). Improving the Marketing Strategy into 7Ps+ for Sustainability: A Study of Bali Tourism, Indonesia: A STUDY OF BALI TOURISM, INDONESIA. *Russian Journal of Agricultural and Socio-Economic Sciences*, 104(8), 15–23. <https://doi.org/10.18551/rjoas.2020-08.02>
- Janah, L., Noor, T. D. F. S., & Rainanto, B. H. (2024). Tinjauan Atas *Green marketing* Pada Hotel Pesona Alam Resort & Spa. *Jurnal Aplikasi Bisnis Kesatuan*, 3(3). <https://doi.org/10.37641/jabkes.v3i3.1903>
- Kamala, A. (2018). *GREEN MARKETING AS STRATEGIC INITIATIVES IN A HOTEL INDUSTRY A JOURNAL Presented as Partial Fulfillment of the Requirements to Obtain the Bachelor Degree in Management Department DEPARTMENT OF MANAGEMENT INTERNATIONAL PROGRAM FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS ISLAM INDONESIA YOGYAKARTA* 2018. <https://dspace.uui.ac.id/handle/123456789/5717>
- Kilbourne, W. E. (1998). *Green marketing: A Theoretical Perspective*. *Journal of Marketing Management*, 14(6), 641–655. <https://doi.org/10.1362/026725798784867743>
- Kim, Y. J., Palakurthi, R., & Hancer, M. (2012). The Environmentally Friendly Programs in Hotels and Customers' Intention to Stay: An Online Survey

- Approach. *International Journal of Hospitality and Tourism Administration*, 13(3), 195–214. <https://doi.org/10.1080/15256480.2012.698169>
- Kruesi, M. A., & Remy, D. (2024). Green is the New Black in the Hotel Industry: Optimizing Revenue Through Promoting Sustainability. *Journal of Hospitality & Tourism Cases: An International Case Journal*, 13(3), 134–141. <https://doi.org/10.1177/21649987241270463>
- Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence and Planning*, 33(3), 330–347. <https://doi.org/10.1108/MIP-03-2014-0068>
- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18(6), 503–520. <https://doi.org/10.1108/EUM00000000006155>
- Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2013). “Greening” the marketing mix: do firms do it and does it pay off? *Journal of the Academy of Marketing Science*, 41(2), 151–170. <https://doi.org/10.1007/s11747-012-0317-2>
- Lyon, T. P., & Maxwell, J. W. (2011). Greenwash: Corporate Environmental Disclosure under Threat of Audit. *Journal of Economics & Management Strategy*, 20, 3–41. <http://www.corpwatch.org/article.php?id=3648>.
- Martínez, P., Pérez, A., & del Bosque, I. R. (2014). CSR influence on hotel brand image and loyalty. *Academia Revista Latinoamericana de Administracion*, 27(2), 267–283. <https://doi.org/10.1108/ARLA-12-2013-0190>
- Meeroff, D. E., Scarlatos, P. D., Bloetscher, F., & Sobel, L. (2020). Implementation of Sustainability Practices in the Hospitality Industry. *Journal of Service Science and Management*, 13(02), 189–208. <https://doi.org/10.4236/jssm.2020.132013>
- Miles, M. B., & Huberman, A. M. (2014). *Qualitative Data Analysis* (third editions). SAGE Publications.
- Millar, M., & Baloglu, S. (2011). Hotel Guests' Preferences For Green Guest Room Attributes. *Cornell Hospitality Quarterly*, 52(3), 302–311. <https://doi.org/10.1177/1938965511409031>
- Moise, M. S., Gil-Saura, I., & Ruiz-Molina, M. E. (2018). Effects of green practices on guest satisfaction and loyalty. In *European Journal of Tourism Research* (Vol. 20).
- Moliner, M. Á., Monferrer, D., Estrada, M., & Rodríguez, R. M. (2019). Environmental sustainability and the hospitality customer experience: A study in tourist accommodation. *Sustainability (Switzerland)*, 11(19). <https://doi.org/10.3390/su11195279>

- Ottman, J. A., Stauford, E. R., & Hartman, C. L. (2006). Avoiding *green marketing* myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment*, 48(5), 22–36. <https://doi.org/10.3200/ENV.48.5.22-36>
- Peattie, K., & Charter, M. (2003). *The Marketing Book*.
- Polonsky, M. J. (1994). An Introduction To *Green marketing*. *Electronic Green Journal*, 1(2). <https://doi.org/10.5070/g31210177>
- Prakash, A. (2002). *Green marketing*, public policy and managerial strategies. *Business Strategy and the Environment*, 11(5), 285–297. <https://doi.org/10.1002/bse.338>
- Prayoga, I. M. S., Giantari, I. G. A. K., Setiawan, P. Y., & Widagda K, I. G. N. J. A. (2024). Green Loyalty – Empirical Experience from a Systematic Literature Review. *Jurnal Ilmu Sosial Dan Humaniora*, 13(1), 153–165. <https://doi.org/10.23887/jish.v13i1.74845>
- Presiden Republik Indonesia. (2020). *Peraturan Presiden Republik Indonesia Nomor 18 Tahun 2020 tentang Rencana Pembangunan Jangka Menengah Nasional 2020-2024*.
- Rahbar, E., & Wahid, N. A. (2011). Investigation of *green marketing* tools' effect on consumers' purchase behavior. *Business Strategy Series*, 12(2), 73–83. <https://doi.org/10.1108/175156311111114877>
- Sadiq, M., Adil, M., & Paul, J. (2022). Eco-friendly hotel stay and environmental attitude: A value-attitude-behaviour perspective. *International Journal of Hospitality Management*, 100. <https://doi.org/10.1016/j.ijhm.2021.103094>
- Sekretariat Kemenparekraf. (2020). *Laporan Kinerja Sekretariat Kementerian/Sekretariat Utama Kementerian Pariwisata Dan Ekonomi Kreatif Tahun 2020*.
- Seo, J., Kim, C.-S., Kim, B.-S., & Park, S. (2024). Customers' Behavioral Intentions in Relation to Sustainable Green Marketing Activities in Hotels. *Sage Open*, 14(2). <https://doi.org/10.1177/21582440241247655> (Original work published 2024)
- Singh, A., & Verma, P. (2017). Factors influencing Indian consumers' actual buying behaviour towards organic food products. *Journal of Cleaner Production*, 167, 473–483. <https://doi.org/10.1016/j.jclepro.2017.08.106>
- Sugiyono. (2017). *METODE PENULISAN KUANTITATIF, KUALITATIF, DAN R&D*. Alfabeta.
- Sustainable Hospitality Alliance. (2020). *Business Case for Sustainable Hotels March 2020*. www.sustainablehospitalityalliance.org.
- Tiwari, J. (2014). *Green marketing* in India: An Overview. *IOSR Journal of Business and Management*, 2319–7668. www.iosrjournals.org

- Tiwari, S., Mani Tripathi, D., & Srivastava, U. (2011). *GREEN MARKETING-EMERGING DIMENSIONS*. 2(1), 18–23. <http://www.bioinfo.in/contents.php?id=54>
- Wahyuni, D. A. M., Lien, D., & Sagitarini, L. L. (2025). Implementasi *Green marketing Mix* Dalam Meningkatkan Hunian Kamar di Alam Ubud Villa. *INNOVATIVE: Journal Of Social Science Research*, 5, 2567–2577. <https://j-innovative.org/index.php/Innovative>
- Walsh, K. (2003). Qualitative Research: Advancing the Science and Practice of Hospitality. *Cornell Hotel and Restaurant Administration Quarterly*, 66–74.
- Wang, L., Zhang, Q., Ye, MJ. *et al.*, Green hotels visit intention among young adults: integrating the familiarity, novelty, trust, perceived risk, and theory of planned behaviour. *Humanit Soc Sci Commun* 11, 1390 (2024). <https://doi.org/10.1057/s41599-024-03935-0>
- Yasmina, A. W., Rahmanto, A., & Naini, A. M. I. (2022). Extreme *Green Marketing Communication Executive Planning Boutique Hotel in Developing Countries*. *International Journal of Multicultural and Multireligious Understanding*, 9(7), 295–308. <https://doi.org/10.18415/ijmmu.v9i7.3824>
- Yoon, D., Kim, Y. K., & Fu, R. J. C. (2020). How can hotels' green advertising be persuasive to consumers? An information processing perspective. *Journal of Hospitality and Tourism Management*, 45, 511–519. <https://doi.org/10.1016/j.jhtm.2020.10.014>