

The Influence of Green Marketing Factors On Consumers Decisions to Camp Hulu Cai Tourism Destination

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Green Marketing is an advertising method that promotes products and interacts with the environment to potential buyers. The marketing mix must be responsive to problem areas. The marketing mix is known to have 4P components such as Product, Price, Place, and Promotion. The number of respondents in this study amounted to 150 respondents drawn from the people of Bogor City. The research data were processed using SPSS 25. The method of analysis used was multiple regression analysis. The results of this study are as follows. Green Product variable has a positive and significant effect on Decisions at Camp Hulu Cai Tourism Destinations with a regression coefficient value of 0.541 and has a value of $0.000 < 0.05$. The Green Price variable has a positive and insignificant effect on the Decision at the Camp Hulu Cai Tourism Destination with a regression coefficient value of 0.094 and has a significance value of $0.333 > 0.05$. The Green Distribution Variable Decision to Start at Camp Hulu Cai Tourism Destinations with a regression coefficient value of 0.488 and a significance value of $0.000 < 0.05$. The Green Promotion variable has a positive and significant effect on the Decision at the Camp Hulu Cai Tourism Destination with a regression coefficient value of 0.118 and has a significance value of $0.045 < 0.05$. Green Product, Green Price, Green Distribution, and Green Promotion variables have a positive and significant impact on Start Decisions at Camp Hulu Cai Tourism Destinations with an F value calculated of the total variables is 18,777 while the F table is 2.43 which means $F \text{ count} > F \text{ table}$ so H_0 is rejected and H_5 is accepted. So it can be said that the higher the Eco-Friendly Products, Environmentally Friendly Prices, and Environmentally Friendly Promotions, the higher the Camp Hulu Cai Tourism Destination.

Keywords: Green Marketing (Green Product, Green Price, Green Distribution and Green Promotion) and Purchase Decision.

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