

The Influence of 4P Green Marketing on Tourists' Revisit Intention to Dusun

Semilir

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ABSTRACT

Implementing Green Marketing concepts in the tourism industry is a strategy used to support sustainable tourism development while enhancing the appeal of tourist destinations. This study aims to analyze the influence of Green Product, Green Price, Green Place, and Green Promotion on tourists' intention to revisit Dusun Semilir, Semarang. A quantitative approach utilizing a survey method was employed. Purposive sampling was used as the sampling technique. Following data screening of 100 responses—where three entries were identified as outliers—data from 97 respondents were analyzed. Data collection was conducted via questionnaires using a Likert scale. Data analysis was performed using IBM SPSS Statistics Version 25, encompassing validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, and the coefficient of determination. Descriptive results indicate that the implementation of Green Product, Green Price, Green Place, and Green Promotion falls into the "very good" category. However, partial test results reveal that none of the four variables significantly influence tourists' intention to revisit. The simultaneous test result indicates that H_5 is rejected. Furthermore, the R-square value of 0.040 demonstrates that the Green Marketing 4P model explains only 4% of the variation in tourists' intention to revisit, while 96% of the variation remains unexplained by the model. Thus, it can be concluded that while the implementation of Green Marketing at Dusun Semilir is perceived positively by tourists, it is not yet a primary factor influencing their intention to revisit. These findings are expected to provide insights for destination management in developing marketing strategies that are better integrated with improvements in the quality of the tourism experience and the destination's image.

Keywords: *Green Marketing 4P, Green Product, Green Price, Green Place, Green Promotion, Revisit Intention, Dusun Semilir.*