

DAFTAR PUSTAKA

- Ahmad fauzi, Baiatun Nisa, D. N., Fitri Abdillah, A A Gde Satia Utama, C. Z., Rini Nuraini, Dini Silvi Purnia, I. S., Tiolina Evi, S. D. H. P., & Sumartiningsih, M. S. (2022). *Metodologi Penelitian* (Cetakan pe). CV. Pena Persada. penapersada.com
- Alvianna, S., Hidayatullah, S., Windhyastiti, I., & Khouroh, U. (2022). The Role of Green Tourism Perception, Environmental Concern and Intention of Participation in Green Tourism on Environmentally Responsible Tourism Behavior. *Jurnal Manajemen Dan Kewirausahaan*, 10(1), 79–87. <https://doi.org/10.26905/jmdk.v10i1.8022>
- Baker, D. A., & Crompton, J. L. (2000). Quality, Satisfacion and Behavioral Intentions. *Annals of Tourism Research*, Vol. 27, N, 804.
- Chen, Y.-S., & Chang, C.-H. (2013). The Determinants of Green Product Development Performance: Green Dynamic Capabilities, Green Transformational Leadership, and Green Creativity. *Journal of Business Ethics*, 116(1), 107–119. <https://doi.org/10.1007/s10551-012-1452-x>
- Damanik, D. (2022). *Ekonomi Pariwisata: Konsep, Pemasaran dan Pembangunan* (J. Simarmata (Ed.)). Yayasan Kita Menulis.
- Dr. Zainuddin Iba, Dr (Cand), Aditya Wardhana, CHRMP., C., & CHRA., CPP., C. (2024). *Analisis Regresi dan Analisis Jalur untuk Riset Bisnis Menggunakan SPSS & SMART-PLS 29.0 4.0* (P. D. Mahir Pradana (Ed.)); p. 197). Dr. Zainuddin Iba, Dr (Cand). Aditya Wardhana,
- Dwiputra, R. (2013). Preferensi Wisatawan Terhadap Sarana Wisata di Kawasan Wisata Alam Erupsi Merapi. *Journal of Regional and City Planning*, 24(1), 35. <https://doi.org/10.5614/jpwk.2013.24.1.3>
- Font, X., & McCabe, S. (2017). Sustainability and marketing in tourism: its contexts, paradoxes, approaches, challenges and potential. *Journal of Sustainable Tourism*, 25(7), 869–883. <https://doi.org/10.1080/09669582.2017.1301721>
- Ghozali. (2006). *Aplikasi analisis multivariate dengan program SPSS*. Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2018). *Aplikasi Analisis Multivariate*. Yoga Pratama.
- Hildana, A. A., Maduwinarti, A., & Nasution, U. C. M. (2025). Pengaruh Promosi Online, Green Marketing, dan Daya Tarik Terhadap Kepuasan Pengunjung di Edu Wisata Lontar Sewu Gresik. *Dunia usaha harus yang dibangun dan dikembangkan dengan sumber daya pariwisata , mempuny*. 11(1), 1–9.
- Joseph F. Hair, William C. Black, Barry J. Babin, R. E. A. (2019). *Multivariate Data Analysis* (8th ed.). Cengage.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (A. Maulana & W. Hardani (Eds.); Edisi ke-1). Erlangga, 2009.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. pearson education.
- Kukuh Mulyanto, Akhmad Nurofi, Asepta Hendriyanto, & Waode Sitti Nurrohma . (2023). Green Marketing Strategy And Intention To Visit Eco-Friendly Tourist Attraction. *International Conference on Digital Advance Tourism, Management and Technology*, 1(2), 597–604.

<https://doi.org/10.56910/ictmt.v1i2.130>

- Kurniawan, A. E., Purwanto, H., & Asmike, M. (2022). Pengaruh Daya Tarik, Fasilitas, dan Kualitas, Pelayanan Terhadap Minat Berkunjung Kembali Wisatawan Pada Mojosemi Forest Park Kabupaten Magetan. *SEMINAR INOVASI MANAJEMEN BISNIS DAN AKUNTANSI 4*.
- Misbahhudin, & Sulistiono. (2021). Pengaruh Faktor-Faktor Green Marketing Terhadap Keputusan Konsumen Melakukan Destinasi Wisata Camp Hulu Cai. *Jurnal Ilmiah Pariwisata*, 2(Vol. Vol. 2 No. 2 (2021): JIPKES Edisi Juli 2021). <https://doi.org/https://doi.org/10.37641/jipkes.v2i2.868>
- Muliany, F., Saepuloh, C., Muhiban, A., & Kusuma, B. A. (2025). *Strategi Green Marketing Destinasi Ekowisata Kampung Gandrung*. 04(03), 355–361.
- Nandika, T. S., Sadat, A. M., & Febrilia, I. (2023). Pengaruh Digital Marketing, E-WOM, Destination Branding dan Green Marketing Terhadap Visit Intention Desa Wisata. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 4(1), 188–197. <https://doi.org/10.21009/jbmk.0401.14>
- Papadas, K.-K., Avlonitis, G. J., & Carrigan, M. (2017). Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research*, 80, 236–246. <https://doi.org/10.1016/j.jbusres.2017.05.024>
- Peattie, K. (1995). *Environmental Marketing Management: Meeting the Green Challenge*. Pitman, 1995. <https://books.google.co.id/books?id=HrUWAQAAMAAJ>
- Peattie, K., & Crane, A. (2005). Green marketing: legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, 8(4), 357–370. <https://doi.org/10.1108/13522750510619733>
- Philip Kotler • John T. Bowen • James C. Makens • Seyhmus Balogl. (2016). *Marketing for Hospitality and Tourism* (Lara Dimmick (Ed.); 6th ed.). Pearson.
- Polonsky, & Jay, M. (1994). An Introduction To Green Marketing. *Electronic Green Journal*, 1(2). <https://doi.org/https://doi.org/10.5070/G31210177>
- Prof. Dr. Sugiyono. (2013). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. (3rd ed.). ALFABETA, CV.
- Rahim, H. (2023). Keputusan Kunjungan Wisata Ngungun Saok Yang Dipengaruhi Oleh Green Marketing dan E-WOM. *Jurnal Ekonomika Dan Bisnis (JEBS)*, 3(1), 114–118. <https://doi.org/10.47233/jebbs.v3i1.565>
- Rahman, I., Park, J., & Chi, C. G. (2015). Consequences of “greenwashing.” *International Journal of Contemporary Hospitality Management*, 27(6), 1054–1081. <https://doi.org/10.1108/IJCHM-04-2014-0202>
- Rahmat, F. A., Kornita, G. W., & Endang, S. (2021). Pengaruh Fasilitas dan Lokasi Terhadap Kepuasan dan KERANGKA wisatawan Kembali Wisatawan Candi Muara Takus Kecamatan XIII Koto Kampar Kabupaten Kampar. *Jurnal Ekonomi Kiat*, 32(1), 40–47. [https://doi.org/10.25299/kiat.2021.vol32\(1\).7406](https://doi.org/10.25299/kiat.2021.vol32(1).7406)
- Sugiyono. (2021). Metode Penellitian Pendidikan (*Kuantitatif, Kualitatif, Kombinasi, R&D dan Penelitian Pendidikan*) (3rd ed.). ALFABETA, CV.
- Wahyuni, I. N., & Tamami, N. D. B. (2021). Preferensi Wisatawan Terhadap

- Destinasi Wisata Pantai Camplong Kabupaten Sampang. *Pamator Journal*, 14(1), 51–60. <https://doi.org/10.21107/pamator.v14i1.9536>
- Widhiarini, N. M. A. N., Anastasya, A., & Tirta, N. A. R. (2023). Green Marketing dan Pengaruhnya Terhadap Destinasi Wisata. *Jurnal Ekonomi Manajemen Akuntansi*, 8(2), 110–130.
- Wikaningtyas, R. (2026). *Analisis Konsep Green Marketing pada Pengembangan Pariwisata Pesisir yang Berkelanjutan*. 5(November 2025). <https://doi.org/https://doi.org/10.55606/jempper.v5i1.5891>