

The Green Marketing Management (GMM) become a Mediator for the Environmental Management System (EMS) and Pro-Environmental Behavior (PEB) in Realizing the Sustainable Industry Performance (SIP)

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Abstract

The growth in the number of tourist destinations encourages the number of tourists and other fields that support it. The increasing number of the hospitality industry in an area will have an impact on the environment, natural, social and economic. This study analyzes the influence of Green Marketing Management as a mediator of Environmental Management Systems and Pro-Environmental Behavior to achieve Sustainable Industry Performance in the hospitality industry. The study was conducted with 135 respondents with the position of manager or general manager. There are 17 hypotheses built based on indicators from 4 main parameters. The analysis uses Smart-PLS to see the relationship between the dimensions being tested. The results of this study are: Environmental Management System has a positive relationship to the Performance of Socially Sustainable Industries; Environmental Management System and Pro-Environmental Behavior have a positive relationship to the Green Marketing Mix; Green Marketing Mix has a positive relationship to the Performance of Sustainable Industries, including Environmental, Economic, and Social; Green Marketing Mix succeeded in being a mediator between Environmental Management System and Pro-Environmental Behavior for Economical Sustainable Industry Performance; Green Marketing Mix has succeeded in being a mediator between Pro-Environmental Behavior and Environmentally Sustainable Industry Performance; The Green Marketing Mix has succeeded in being a mediator between the Environmental Management System and Pro-Environmental Behavior for Socially Sustainable Industrial Performance. The results of this research can be utilized by policy makers in government and hoteliers.

Keywords: Green Marketing Management, Environmental Management System, Pro-Environmental Behaviour, Sustainable Industry Performance

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