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The Influence of Green Marketing and Service Quality on Loyalty through Intervening Variable of Divers Satisfaction

Evi Noviaty[1], Helena Louise Panggabean[2]
[1](/ Faculty of Economic and Business, Mohammad Husni Thamrin University, Indonesia)
[2]((/ Faculty of Economic and Business, Mohammad Husni Thamrin University, Indonesia)

ABSTRACT　: Indonesia has hugepotential to developdivingindustry to increase the country'sincome. But thisopportunityneeds to bemanagedproperly in order to carrying out the concept of green marketing for increasedivingcostumer'sloyalty.Thepurpose of thisresearchis to analyze The Influence of Green Marketing and Service Quality on LoyaltythroughIntervening Variable of Divers Satisfaction. Research Method usedis descriptive analysiswithresearchdesignusedisexplanatory design. The researchobjectis 12 dive centers are spread on three provinces, such as : DKI Jakarta, East Kalimantan, and north Sulawesi. Analysis unit are experienced and certified divers with total 200 respondents. Eachsamplefrom dive center ischosenproportionally. Technic Sampling isjudgment sampling. TechnicalAnalysisisusedStructural Equation Modeling analysiswillbeused, such as: Measurement Model, Correlation-Matrix, structural Model, hypothesis and intervening variable. The toolanalysisisused by SPSS and Lisrel.The researchresultdescribedthatpracticed of green marketing, service quality, customersatisfy and loyalty of divers in Indonesia have positive resultalthoughthere are stillindicatorsthat are low. Path Analysisisused to examines the direct or indirect effect of the Hypothesized variables using satisfaction as variable intervening.

KEYWORDS : *Green Marketing, Service Quality, Satisfaction, Loyalty, Intervening Variable. Dive Tourism, Indonesia*

I.　　INTRODUCTION

Indonesia is one of the countries with the longest coastline in the world. The length of the coast reaches 95,181 km which extends across 17,504 islands (Ministry of Maritime Affairs and Fisheries, 2011). It is not surprising that the biodiversity of fish resources in Indonesian waters is very high. It is estimated that there are 2,000 species of fish and 700 species of a total of 2,000 species of sponges that live in the coral reef ecosystems of Southeast Asia. More than one third of the species of whales and dolphins, as well as six of the seven types of turtles that live in the world can be found in Indonesian marine waters. This exoticism places Indonesia as one of the world's best dive sites. This is a great potential to attract tourists in developing Indonesian marine ecotourism, especially diving tourism.

The development of Indonesia's dive tourism industry has been significant in recent years. With 736 points of dive locations in 30 provinces spread from Sabang to Merauke (POSSI, 2016) it is a tremendous potential to attract foreign tourists. Indonesia has dive sites that have their own natural beauty, such as: Weh Island (Aceh), Bintan Island (Riau), Thousand Islands (DKI Jakarta), Derawan (East Kalimantan), Bunaken (North Sulawesi), Bali, Ambon, Lasolo, Bukori, and Wakatobi Islands (Southeast Sulawesi), and of course there are many more.

Today the development of marine tourism is directed at tourism activities that have an insight into resource and environmental sustainability or better known as Marine Ecotourism (marine ecotourism). Marine ecotourism is an environmentally sound concept of utilizing the attractiveness (aesthetics) of coastal and small island living resources. According to The International Ecotourism Society or TIES (2015) ecotourism is tourism travel to natural areas in order to conserve or save the environment and provide livelihoods for local residents. Based on this definition, it indicates that marine ecotourism activities are carried out by fulfilling the principles of environmental preservation.

The current development of Indonesian ecotourism is not comparable to the large natural tourism potential, considering that Indonesia's biodiversity is very rich, but has not been widely utilized both nationally and internationally.The declaration of 2003 as the Year of the Sea, opened up greater opportunities for developing marine ecotourism, which optimizes the balance of the use of sea areas for tourism while generating large foreign exchange.

One of the efforts to organize ecotourism is diving tourism, which is often called Scuba Diving. SCUBA diving (Self Contained Under Water Breathing Apparatus) is a diving activity using diving equipment complete with oxygen cylinders so that you can breathe freely while under water for a long time. Scuba Diving is generally for recreational diving and professional diving .

However, the development of the diving industry in Indonesia is still hampered by various problems. Among of them are low consumer satisfaction and low consumer loyalty in diving tourism.It is necessary to make strong efforts from the dive tourism business actors and all stakeholders to improve service quality,

1.1 Research Objectives

The purpose of this research is to analyze The Influence of Green Marketing and Service Quality on Loyalty through Intervening Variable of Divers Satisfaction. The four research variables built to form a conceptual research model. This research model is not a model in the form of model replication that refers to previous studies, but is built from phenomena in the field so that it is one of the characteristics (novelty) of this research. Several research results support and reject the existence of relationships between variables are as follow:
1. The influence of Green Marketing on Consumer Loyalty
2. Green Marketing affect on Customer Satisfaction
3. Service Quality affect on Customer Satisfaction
4. Service Quality affects Customer Loyalty
5. Costumer satisfaction affecst on Costumer Loyalty
6. Green Marketing affect on Loyalty through satisfaction intervening variable
7. Service Quality affects Customer Loyalty through satisfaction intervening variable

II. METHODOLOGY

For this research work, questionnaire method was selected for primary data collection for its fast and easy to analyze characteristics. The data collection was carried out in October 2020-Juni 2021.Using all possible social networks, 200 questionnaires were distributed to professional divers in different places in Seribu Island Jakarta, Derawan Island and Bunaken island. The analysis unit is experienced and certified divers. List of companies along with the number of participant diver as organizers of dive tours that are the object of this research. Referring to the research objectives, namely to test the hypothesis between the research variables including describing the data from these variables so that they are more meaningful for further study, this research is an explanatory study.

This type of research aims to obtain a description of the values of a variable based on the data that has been analyzed and to determine the relationships and influences between variables through a hypothesis testing. Also to Path Analysis is a method that examines the direct or indirect effect of the Hypothesized variables as a result of the effect of treatment on these variables. AcordingGhozali (2018), path analysis is the use of regression analysis to estimate causality between variables (casual mode) that have been previously determined based on theory. Intervening Variable (Y) According to Sugiyono (2019:39) intervening variable (connector) is a variable that theoretically affects the relationship between independent and dependent variables into an indirect relationship and cannot be observed and measured. Based on the results of the descriptive analysis, a discussion of the findings from the results of the analysis will be conducted to propose a solution. The sampling technique from each company was carried out by judgment sampling, submitting a questionnaire to the diver who had completed the dive tour. The data needed in this study are dominated by two primary data obtained through filling out questionnaires and interviews.1. The first data, in the form of a questionnaire filled out by some dive tourism participants in 12 dive centers spread across Indonesia. The questionnaire was arranged using a Likert scale. Primary data that was successfully collected through a questionnaire were then analyzed descriptively using SPSS software 25 and analyzed inferentially to determine and test the relationships or influences between variables using Lisrel software 8.0.

III. FINDING AND PRIMARY DATA ANALYSIS

Diving Tourism is now one of the mainstays of tourism in Indonesian marine tourism. This phenomenon arises and develops from one of the water sports activities. Then on the way the tourism business actors have changed the face of this marine sport into a new formula that combines sports and tourism with the emergence of the term "Dive Tourism" as its concrete form.

Seeing its huge potential, diving tourism, which turns out to have caught its fans, opens up opportunities for airlines, resort destinations and Travel Agencies (BPW) to participate in using it as a new commodity.

From the demographic table data, it is clear that the number of male divers is 65% and the number of female divers is 35%. The nationality data of the most diving participants were Indonesian citizens as much as 89.5%,

while foreigners were only 10.5%. For data on the types of work of the diving participants, the largest proportion is private employees at 54% and the smallest tangents are state agency employees as much as 4%.

Based on Table it is known that the largest sample of divers from ElangEkoWisata Dive Center is 41 respondents (28.5%) while the smallest sample of divers is from Crystal Clear Dive Dive Center, which is 2 respondents (1.0%).Based on Table above, it is known that the diving area most visited by the respondents was the Thousand Islands, namely 104 divers (52.0%) and the least visited was the Derawan Islands, namely 37 divers (37.0%). The type of membership in the diving organization, the most members of POSSI are 96 people (48.0%) and the least number of people in CMAS is 5 people (2.5%). The level of diving certification owned by the respondent is that the most Advance certification is 65 divers (32.5%) and the least is Instructor, namely 11 divers (5.5%).
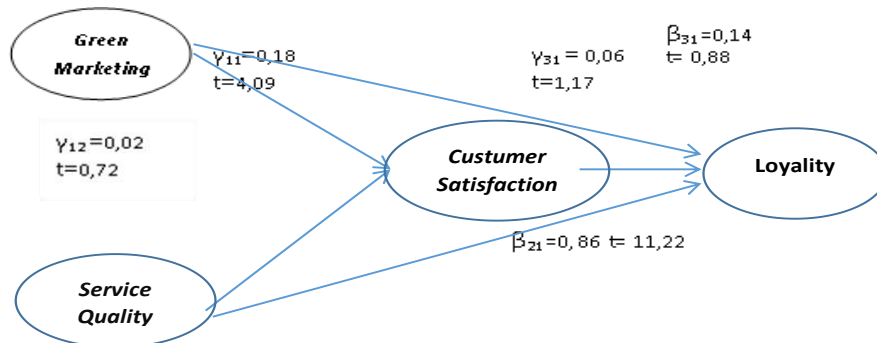
IV.   DISCUSSION OF SEM ANALYSIS RESULTS

The results of the causality study state that there are several hypothesis tests that are not significant. The following is a discussion of why this happened.

 1. Green Marketing has no effect on Consumer Loyalty

The statistical value t = 1.17 is smaller than the statistical t table = 1.96 .Companies must prepare everything that consumers need in order to make a purchase transaction. The main factors that need to be prepared in service companies are known as 7Ps of service marketing mix In addition, companies must also assess the attitudes and behavior of their consumers.

In the case of diving consumers, their attitudes and behavior are different from those of other consumers because they will seek new places that they have never tried diving before, likewise with another characteristic of loyalty, namely words of mouth (WOM), which informs other parties positive things about the dive location. This is done a little by consumers because they interact more with their community, while to friends and other close people they only share experiences without encouraging them to participate in enjoying it.

2. Green Marketing has an effect on Customer Satisfaction

The statistical value t = 4.09 is greater than the statistical t table = 1.96. That the green marketing strategy, namely marketing that is environmentally sound and preserving the location of dive tourism increases the satisfaction of dive tourism participants.

3. Service Quality has no effect on Customer Satisfaction

The statistical value t = 0.72 is smaller than the statistical t table = 1.96. The quality of service provided by the company is part of the consumer's right to be accepted. However, consumers will enjoy diving at the dive site more so that if the dive location is not good, that is, it is below their expectation; it will have more impact on disappointment.

4. Service Quality has effect on Customer Loyalty

 The statistical value t = 11,22 is smaller than the statistical t table = 1.96 The statistical value t = 11,22 is smaller than the statistical t table = 1.96 The statistical value t = 11,22 is bigger than the statistical t table = 1.96. The quality of service provided by the company is part of the consumer's right to be accepted. consumer loyalty is significantly affected by service quality because satisfaction or loyalty for diving tours prioritizes satisfaction service and good natural conditions around the dive.

5) Customer satisfaction has no effect on Consumer Loyalty.

The statistical value t = 1.11 is smaller than the statistical t table = 1.96 .Positive consumer satisfaction occurs when expectations are exceeded by the company's marketing performance But in this result that satis. In the case of this diving tour, it is known that the level of customer satisfaction is not high and of course the level of

loyalty is not high either, because divers will not be diving in the same location at any time. divers usually look for new dive destinations that have not been visited.

Path Analysis , Direct Influence, Indirect Influence, variable intervening, Total

No	(Path)	Variable Intervening	Direct influence	Indirect Influence	influence Total
1.	*Green Marketing* $\longrightarrow$ loyalty	Satisfaction	0,06	0,18x0,14 =0,0252	0,0852
2.	Service Quality $\longrightarrow$ Loyalty	Satisfaction	0,03	0,02x0,14 = 0,0028	0,0328

From the results of path analysis 1. The direct effect of green marketing on consumer loyalty for diving tourism is 0.06. This value is greater than the indirect effect of green marketing on consumer loyalty for diving tourism where customer satisfaction for diving tourism as an intervening variable is 0.0252. Thus, satisfaction as an intervening variable does not mediate the relationship between green marketing and loyalty

2. The direct effect of service quality on consumer loyalty for diving tourism is 0.03. This value is greater than the indirect effect of service quality on consumer loyalty for diving tourism where satisfaction is the intervening variable, which is 0.0028. Thus, satisfaction as an intervening variable does not mediate the relationship between service quality and loyalty.

V.   CONCLUSIONS

Based on the analysis of causality research, the direct effect between variables states that the research hypothesis is not proven because of the low level of significance.. The results of the descriptive study state that green marketing practices, service quality, customer satisfaction and consumer loyalty to dive centers have been positive even though there are indicators that score low. Path Analysis to examine indirect effect by using satisfaction intervening variable as an intervening variable does not mediate the relationship between green marketing and loyalty, also service quality and loyalty. Based on the results of the analysis, it is known that the performance of the Green Marketing by these findings are evidence that in high-risk diving activities, participant satisfaction is not an important indicator in increasing loyalty. Indicators marketing mix and especially the quality of service still needs to be improved because it will have an impact on consumer behavior, including increasing satisfaction and loyalty. Marketing strategy steps need to be evaluated, namely regarding the marketing mix and market strategies that focus on environmental conservation so that the dive site is well maintained for the sustainability of the Dive center business manager and the economic development of the community around the dive site. The need to increase the standard of dive tourism business for Dive Center businesses. Advice for the Ministry of Tourism and Creative Industries, Local Government. The central government, represented by the Department of Tourism and Creative Industries which handles the diving tourism sector, needs to issue regulations and policies related to the development of the diving tourism industry in collaboration with the Regional Government to socialize improving the Green Tourism tourism program by developing sustainable aspects (Sustainable Tourism

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