

Go Green Marketing Servicescape Innovation to Increase Toba Lake Destination Performance

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Abstract

This study aims to investigate the role of Green Marketing Servicescape Innovation (GMSI) as a mediator towards increasing the profit of tourism MSMEs and examine whether the GMSI mechanism can improve Tourism Performance. This study also analyzes the role of GMSI on Destination Image and New Venture Creation. Questionnaires were distributed to participants in training and workshops conducted by the Del Institute of Technology. Participants were actors and owners of tourism MSMEs in Toba and Humbanghasundutan Regencies, totaling 250. The questionnaire was constructed from indicators of five research variables with a total of 33 indicators. The data were processed using SEM AMOS, and the results showed that five variables were proven to influence the intended variables significantly. One variable was not proven to be significant. Thus, GMSI was proven to be able to mediate Destination Image and New Venture Creation towards Tourism Performance. The results of this study are a strong recommendation for the tourism industry, especially in the Lake Toba tourist destination.

Keywords: destination management, green marketing servicescape innovation, new venture creation, destination image, tourism performance