

**The Effect of Green Marketing Tools Toward Green Purchase in
CHSE Certified Hotels Consumer in Padang, West Sumatera**

THESIS

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ABSTRACT

The COVID-19 has been affected many sectors including hospitality. The Ministry of Tourism and Creativity Economy introduced CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) to ensure operational continuity and build consumer confidence. This study investigates and identifies the effect of eco labels, eco branding and environmental advertisements on green purchasing behavior. The data was gathered from a survey of 170 visitors at Whiz Prime Hotel, Grand Inna Hotel, and Santika Premiere Hotel in Padang. Research data processing was carried out using SPSS 26 through Multiple Regression Test, T Test, and Coefficient of Determination for hypothesis testing. The result of this study indicates that eco brand and eco label has a positive and significant effect on green purchasing behaviour. On the other hand, environmental advertisement has a positive and non-significantly impact green purchasing behaviour.



