

THE INFLUENCE OF GREEN ECONOMY-BASED TOURISM MARKET SEGMENTATION ON THE POPULARITY OF TOURISM MARKETS OF INSTAGRAM PLATFORM USERS

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ARTICLE INFORMATION

Received: 23 February 2026

Revised : 17 March 2026

Accepted: 27 April 2026

DOI:

KEYWORDS

Keywords: Tourism Market Segmentation, Green Economy, University Students, Pupils, Workers, Destination Popularity, Instagram

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ABSTRACT

Karamba Resto Lande is a tourist destination that has gained increasing popularity through social media, particularly Instagram, although it still faces the challenge of limited understanding among managers and visitors regarding the implementation of green economy principles. This condition leads to tourism practices that are not yet fully aligned with sustainability. The purpose of this study is to analyze the effect of green economy-based tourism market segmentation on the popularity of Karamba Resto Lande, focusing on three visitor groups: students, pupils, and workers. The research employed a descriptive quantitative method with 67 respondents determined through quota sampling. Data were obtained through questionnaires, interviews, and documentation, and then analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression. The results indicate that, partially, the student, pupil, and worker segments each have a significant effect on the popularity of Karamba Resto Lande. Simultaneously, these three segments also show a significant influence when tested together. The coefficient of determination further reveals that market segmentation explains most of the variation in popularity, while the remaining portion is influenced by factors outside the model. These findings highlight the importance of strengthening the application of green economy principles in destination management, so that segmentation-based marketing strategies can be directed not only at enhancing popularity but also at supporting sustainable tourism practices.

INTRODUCTION

Tourism marketing in Indonesia has great potential, as the country is one of the most popular tourist destinations in the world. According to (Satriawan 2021), Indonesia possesses cultural diversity, natural beauty, and historical heritage that attract visitors from around the globe. The natural landscapes, including beaches, mountains, and tropical forests, along with its rich cultural heritage, make Indonesia an appealing destination for both domestic and international tourists.

The utilization of effective marketing strategies is a key factor in enhancing the attractiveness of tourist destinations (Ballo et al., 2024). In this context, social media, particularly Instagram, has become a highly effective platform for promoting tourism destinations, enabling managers to reach a wider audience and build a positive image. Alongside the development and growth of the tourism sector, however, environmental challenges have emerged, especially in the context of marine tourism. Issues such as improper waste disposal—particularly non-biodegradable plastic waste—coral reef degradation, destructive fishing practices, and oil spills in marine tourism areas have become serious problems that threaten natural beauty and marine ecosystems. These issues not only impact the environment but also affect the tourist experience, especially for market segments oriented toward the green economy. Therefore, the implementation of green economy principles in tourism management is essential to create a balance between economic growth, environmental sustainability, and job creation, ultimately contributing to the welfare of local communities.

The phenomenon of green economy implementation is also evident in the efforts of the South Buton Regency Government, which actively plays a role in implementing green economy policies with a focus on developing environmentally friendly tourism destinations. The application of the green economy concept in managing marine tourism in South Buton, Southeast Sulawesi, faces significant challenges. This is primarily due to the lack of understanding and awareness among both tourists and managers, particularly at Karamba Resto Lande. These issues, ranging from general to more specific

concerns, have the potential to hinder the sustainability of the marine tourism sector, which in fact possesses extraordinary natural potential.

Findings from previous studies indicate a certain alignment. For instance, Setiawan et al. (2024) found that the market segmentation variable had a significant influence on tourists' visiting interest at Sea World Ancol. Furthermore, Surya (2024) showed that the role of government and policymakers is crucial in regulating green economy-based tourism. The research gap identified in this study differs from these previous works, as there is still a lack of studies examining market segmentation based on the green economy and the popularity of tourist destinations through digital platforms.

Based on the aforementioned phenomena and previous findings, this study aims to examine the extent to which green economy-based tourism market segmentation—specifically the sub-variables of student tourism market segmentation, school tourism market segmentation, and worker tourism market segmentation—influences the popularity of tourism markets among Instagram platform users, particularly at the Karamba Resto Lande destination. The novelty of this research lies in the simultaneous testing of these three segmentation strategies within the context of a rapidly developing regional tourism sector. The study seeks to provide both empirical insights and recommendations on the principles of green economy-based tourism market segmentation that emphasize environmental awareness in optimizing the popularity of tourist destinations.

METHODOLOGY

This study employed a quantitative approach with a descriptive research design aimed at examining the influence of green economy-based tourism market segmentation on the popularity of the Karamba Resto Lande tourism destination. Primary data were collected through observation, interviews, documentation, and questionnaires using a Likert scale (1–5), which was developed based on indicators of each research variable. The study population consisted of approximately 500 tourists per week. Based on the researcher's observations, the peak number of visitors occurs on Saturdays and Sundays, with around 200 tourists visiting Karamba Resto Lande in Sampolawa District, Baubau City. The sampling technique used was incidental and quota sampling, involving 90 respondents who met the following criteria: clothing business actors, participants in flash sales, offering free shipping promotions, aged 15–30 years and above, and tourists coming from various regions, including Baubau City, Buton, and South Buton. The research was conducted in August–September 2025, with the main instrument being the questionnaire. Data collected were analyzed using SPSS version 29 through validity and reliability tests, classical assumption tests (normality, heteroscedasticity, multicollinearity), and multiple linear regression analysis, which included t-test, F-test, and coefficient of determination (R^2). Research ethics were maintained by ensuring the confidentiality of respondents' identities and using the data solely for academic purposes.

RESULTS AND DISCUSSION

The discussion of research findings addresses each variable examined, consisting of the independent variable, namely green economy-based tourism market segmentation (X), which includes three sub-variables: student tourism market segmentation (X1), school tourism market segmentation (X2), and worker tourism market segmentation (X3). These were analyzed in relation to the dependent variable, namely the popularity of tourism markets among Instagram platform users (Y), as follows:

The results indicate that the green economy-based student tourism market segmentation has a significant effect on the popularity of tourism markets among Instagram users. Based on hypothesis testing with a significance level of $\alpha = 0.05$, the calculated t-value was 6.878, which is greater than the critical t-value of 1.998 at degrees of freedom (df) = 63. In addition, the significance value of 0.001 was $\leq \alpha = 0.05$, indicating that the hypothesis is accepted.

The findings also show that the green economy-based school tourism market segmentation significantly influences the popularity of tourism markets among Instagram users. With a significance level of $\alpha = 0.05$, the calculated t-value was 3.119, greater than the critical t-value of 1.998 at df = 63. The significance value of 0.003 was $\leq \alpha = 0.05$, confirming that the hypothesis is accepted.

Similarly, the results demonstrate that the green economy-based worker tourism market segmentation has a significant impact on the popularity of tourism markets among Instagram users. At $\alpha = 0.05$, the calculated t-value was 2.525, exceeding the critical t-value of 1.998 at df = 63. The obtained significance value of 0.028 was $\leq \alpha = 0.05$, meaning that the hypothesis is accepted.

Furthermore, the findings reveal that the student (X1), school (X2), and worker (X3) tourism market segmentations, when analyzed simultaneously, significantly affect the popularity of tourism markets among Instagram users (Y). Hypothesis testing at a significance level of $\alpha = 0.05$ produced an F-value of 25.777, which was greater than the critical F-value of 2.757 at $df = 3$ and 63. The significance value obtained was 0.000, which is less than 0.05, thus the fourth hypothesis is accepted.

These results collectively demonstrate that green economy-based tourism market segmentation—including student, school, and worker segments—simultaneously exerts a positive and significant influence on the popularity of tourism markets among Instagram platform users at the Karamba Resto Lande destination.

Table 4.1 Results of Multiple Linear Regression Test

Model		Unstandardized coefficients		Beta	T	Sig
		B	Std. Error			
Contans		14,914	7952		1,876	0,65
X1	Segmentasi Mahasiswa	121	0,018	0,602	6,878	0,001
X2	Segmentasi pelajar	347	0,111	0,728	3,119	0,003
X3	Segmentasi pekerja	227	0,123	0,196	2,252	0,028

Source: Data processed using SPSS Version 27

The constant value of 14.914 indicates the pure value of the student tourism market segmentation variable without the influence of other independent variables. The regression coefficient value for the student tourism market segmentation indicator (X1) is 0.121, which means that this indicator has a positive effect on the popularity of tourism markets among Instagram platform users.

The constant value of 14.914 indicates the pure value of the school tourism market segmentation variable without the influence of other independent variables. The regression coefficient value for the school tourism market segmentation indicator (X2) is 0.347, which means that this indicator has a positive effect on the popularity of tourism markets among Instagram platform users.

The constant value of 14.914 indicates the pure value of the worker tourism market segmentation variable without the influence of other independent variables. The regression coefficient value for the worker tourism market segmentation indicator (X3) is 0.227, which means that this indicator has a positive effect on the popularity of tourism markets among Instagram platform users.

Table 4.2 Results of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,742	0,551	0,530	1,228

Source: Data processed using SPSS Version 27

Based on the results, Figure 4.2 shows a coefficient of determination (R^2) value of 0.551. This indicates that 55.1% of the variation in the dependent variable (the popularity of tourism markets among Instagram users) can be explained by the independent variable (green economy-based tourism market segmentation). Meanwhile, the remaining 44.9% is influenced by other factors not examined in this study.

Table 4.3 Results of Partial Test (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	121	0,018		1,876	0,65
1 Segmentasi Mahasiswa	347	0,111	0,602	6,878	0,001
Segmentasi pelajar	227	0,123	0,728	3,119	0,003
Segmentasi pekerja	121	0,018	0,196	2,252	0,028

Source: Data processed using SPSS Version 27

The hypothesis test of student tourism market segmentation (X1) on the popularity of tourism markets among Instagram users (Y) shows that the calculated t-value is 6.878, while the critical t-value is 1.998 ($t\text{-table} = n - k - 1 = 67 - 3 - 1 = 63$) with a significance level of 0.05 and a p-value of $0.001 \leq 0.05$. This indicates that Hypothesis I is accepted.

The hypothesis test of school tourism market segmentation (X2) on the popularity of tourism markets among Instagram users (Y) shows that the calculated t-value is 3.119, while the critical t-value is 1.998 ($t\text{-table} = n - k - 1 = 67 - 3 - 1 = 63$) with a significance level of 0.05 and a p-value of $0.003 \leq 0.05$. This indicates that Hypothesis II is accepted.

The hypothesis test of worker tourism market segmentation (X3) on the popularity of tourism markets among Instagram users (Y) shows that the calculated t-value is 2.252, while the critical t-value is 1.998 ($t\text{-table} = n - k - 1 = 67 - 3 - 1 = 63$) with a significance level of 0.05 and a p-value of $0.028 \leq 0.05$. This indicates that Hypothesis III is accepted.

Table 4.4 Results of Simultaneous Test (F-test)

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	116.529	3	38.843	25.777	.000 ^b
	Residual	94.934	63	1.507		
	Total	211.463	66			

Source: Data processed using SPSS Version 27

Based on Figure 4.4, the results of the F-test show that the calculated F-value is 25.777, which is greater than the critical F-value of 2.757, with a significance value of $0.000 < 0.05$. This indicates that the regression model can be used to explain the influence of green economy-based tourism market segmentation, consisting of three sub-variables—student tourism market segmentation, school tourism market segmentation, and worker tourism market segmentation—on the popularity of tourism markets among Instagram users. In other words, green economy-based tourism market segmentation has a simultaneous and overall significant effect on the popularity of tourism markets among Instagram users.

CONCLUSION

Based on the findings and discussion of the study entitled 'The Influence of Green Economy-Based Tourism Market Segmentation on the Popularity of Tourism Markets Among Instagram Users at the Karamba Resto Lande Destination,' the conclusions drawn from the research are as follows:

Student tourism market segmentation has a significant effect on the popularity of tourism destinations among Instagram users. This is evidenced by the calculated t-value (6.878) being greater than the critical t-value (1.998), with a significance value of $0.001 < 0.05$.

School tourism market segmentation has a significant effect on the popularity of tourism destinations among Instagram users. This is evidenced by the calculated t-value (3.119) being greater than the critical t-value (1.998), with a significance value of $0.003 < 0.05$.

Worker tourism market segmentation has a significant effect on the popularity of tourism destinations among Instagram users. This is evidenced by the calculated t-value (2.252) being greater than the critical t-value (1.998), with a significance value of $0.028 < 0.05$.

The results of this study show that student (X1), school (X2), and worker (X3) tourism market segmentations, when tested simultaneously, have a significant effect on the popularity of tourism markets among Instagram users (Y). Based on hypothesis testing with a significance level of $\alpha = 0.05$, the calculated F-value was 25.777, which is greater than the critical F-value of 2.757 at degrees of freedom (df) 3 and 63. Furthermore, the obtained significance value was 0.000, which is smaller than 0.05.

ACKNOWLEDGMENT

The completion of this research was made possible through the support and assistance of many parties. Therefore, on this occasion, the researcher would like to express sincere gratitude to Mrs. Dra. Poniasih Lelawatty, M.Si as the first supervisor, and Mrs. Resfika Aswira, SE., M.M as the second supervisor, who have patiently dedicated their time to provide valuable guidance for the completion of this research. The researcher also extends heartfelt thanks to her beloved parents, father and mother, for their continuous encouragement, support, care, love, and sincere prayers. In addition, the researcher is grateful to the management of Karamba Resto Lande for granting permission and support during the research process. Appreciation is also conveyed to all respondents who willingly took the time to participate in filling out the questionnaires, enabling this research to be successfully completed.

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