



INFLUENCE GREEN MARKETING, SOCIO-CULTURAL SUSTAINABILITY, AND CULTURAL VALUES ON CONSUMER SATISFACTION OF BALINESE WOVEN FABRICS IN SUSTAINABLE TOURISM

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ABSTRACT

Sustainable tourism in Bali is not only supported by natural beauty, but also by the strength of local culture that becomes the identity of the community, one of which is Balinese Weaving. This traditional product is not only economically valuable, but also rich in cultural values that strengthen the appeal of tourism based on local wisdom. As consumer awareness of environmental and sustainability issues increases, the implementation of green marketing and support for socio-cultural sustainability become important factors in maintaining the competitiveness of cultural products in the context of sustainable tourism. The cultural values inherent in Balinese Weaving have a strategic role in creating an authentic tourism experience while increasing consumer satisfaction. This study aims to analyze the influence of green marketing, socio-cultural sustainability, and cultural values on consumer satisfaction of Balinese Weaving in sustainable tourism. The study was conducted using a quantitative approach by distributing questionnaires to consumers of Balinese Weaving involved in tourism activities. Data analysis used the Structural Equation Modeling (SEM) method to test the relationship between research variables. The results of the study indicate that green marketing has a positive and significant effect on consumer satisfaction, because it is able to increase consumer perceptions of environmental concerns and sustainable business practices. Socio-cultural sustainability has also been shown to play a role in increasing consumer satisfaction through awareness of cultural preservation and social sustainability. In addition, the cultural value of Balinese Weaving strengthens local identity, creates authentic experiences, and makes a significant contribution to consumer satisfaction in the context of sustainable tourism in Bali.

Keywords: green marketing, consumer satisfaction, culture values, sustainable tourism, socio-cultural sustainability, Balinese weaving

1. Introduction

Bali is one of Indonesia's premier tourism destinations, boasting global appeal. The island is widely known internationally for its natural beauty and rich cultural heritage. The Balinese people and government have made tourism a leading sector capable of boosting the regional economy. Bali has earned the nickname "The Island of the Gods" because its cultural identity and spirituality remain intact amidst globalization. Tourists come to Bali not only to enjoy the beaches, mountains, and panoramic views of terraced rice fields, but also to witness the traditions, arts, and crafts that have become part of everyday life.

Tourism in Bali faces significant challenges due to the rapid growth in tourist arrivals. While tourism growth provides economic benefits to the community, it also poses risks to environmental and cultural sustainability. Increased infrastructure development and tourist demand have the potential to lead to the exploitation of natural resources and the commercialization of culture. This situation necessitates the implementation of sustainable tourism concepts to ensure that economic growth does not compromise local ecology and cultural identity.

One of the cultural heritages that has become Bali's identity is Balinese Weaving. Balinese Weaving functions as a traditional textile product rich in symbolic, spiritual, and philosophical values. Balinese

people use Weaving in various traditional and religious ceremonies, thus its existence has an important position in socio-cultural life. The motifs and patterns in Balinese Weaving reflect the Balinese Hindu community's outlook on life, which is based on harmony, purity, and cosmological balance. Balinese Weaving has also developed as an economic commodity produced by local artisans to be sold to consumers, both Balinese themselves and domestic and international tourists.

Bali's creative industry utilizes woven fabrics for fashion, accessories, and decoration. Product diversification efforts have made Balinese woven fabrics increasingly well-known in national and international markets. These products have significant potential to compete with modern, globally oriented textile products. However, the development of the modern textile industry poses challenges to the sustainability of Balinese woven fabrics. The community faces a decline in interest among younger generations in becoming artisans due to perceived lack of profitability. Competition with modern products further undermines Balinese woven fabrics unless supported by innovative and sustainable marketing strategies.

Changes in global consumer behavior are demonstrating a new trend toward greater concern for environmental issues, sustainability, and cultural authenticity. Modern consumers desire products that are not only functional but also ethical and emotional. This situation demands that Balinese creative industry players adopt marketing strategies that align with global trends. One relevant strategy is green marketing. Green marketing emphasizes environmentally friendly aspects in all business activities, from raw material use and production processes to promotion. Green marketing can be implemented in Balinese woven fabrics through the use of natural dyes, waste management, and marketing campaigns that emphasize a commitment to environmental preservation. This strategy has the potential to enhance the positive image of Balinese woven fabrics and attract consumers who support a sustainable lifestyle.

In addition to environmental aspects, socio-cultural sustainability also plays a crucial role. Balinese weaving is not only an economic commodity but also a symbol of cultural identity that represents the community's traditions. Efforts to maintain socio-cultural sustainability mean ensuring the continuation of the weaving tradition through the involvement of the younger generation, empowering artisan communities, and respecting the cultural values inherent in Balinese weaving. Consumer involvement in supporting cultural sustainability is also crucial, as consumers who recognize the socio-cultural value of a product tend to experience higher levels of satisfaction.

The cultural values inherent in Balinese weaving give it a unique character. Consumers experience an authentic experience when purchasing products with symbolic and philosophical meaning. Products with a strong cultural identity can provide emotional satisfaction that cannot be replaced by modern textiles. Tourists who purchase Balinese weaving receive the dual benefit of owning a functional product while supporting the preservation of local culture. This demonstrates that the cultural values of Balinese weaving contribute to consumer satisfaction within the context of sustainable tourism.

Despite its immense potential, Balinese weaving faces several major challenges. Balinese weaving's marketing strategy has not fully embraced green marketing. Artisans face challenges in using environmentally friendly raw materials and sustainable production technologies. Socio-cultural sustainability is also threatened by the dwindling number of traditional artisans and the low interest of the younger generation. Furthermore, consumers often lack an understanding of the philosophical values inherent in Balinese weaving. This situation leads them to view Balinese weaving solely as a fashion product without understanding the cultural significance behind it. If this situation persists, consumer satisfaction could potentially decline due to the loss of authenticity, the primary appeal of Balinese weaving.

A literature review reveals a research gap. Previous research on consumer satisfaction in tourism has focused more on service quality, tourist destinations, or environmental aspects. Studies linking green marketing, socio-cultural sustainability, and cultural values to consumer satisfaction with local cultural products are still limited. Studies on green marketing generally highlight its impact on corporate image and consumer loyalty, rather than on cultural products. Studies on socio-cultural sustainability focus

more on preserving traditions, rather than on consumer satisfaction. Research on cultural values generally emphasizes symbolic identity, rather than modern marketing strategies. This situation demonstrates the need for research that comprehensively analyzes the relationship between these three aspects and consumer satisfaction with Balinese woven fabrics.

Based on the description, this study has the main objective to analyze the influence of green marketing, socio-cultural sustainability, and cultural values on the satisfaction of Balinese Tenun consumers. Specifically, this study aims to: (1) analyze the influence of green marketing on the satisfaction of Balinese Tenun consumers, (2) analyze the influence of socio-cultural sustainability on the satisfaction of Balinese Tenun consumers, (3) analyze the influence of cultural values on the satisfaction of Balinese Tenun consumers, and (4) integrate these three variables within the framework of sustainable tourism development in Bali. This study is expected to provide theoretical contributions to the development of tourism management and marketing science, as well as practical contributions for artisans, creative industry players, and local governments in formulating policies that support cultural preservation while increasing the competitiveness of local products in the global market.

2. Literature Review

2.1. Green Marketing

Green marketing involves promoting products that are environmentally friendly and socially responsible. In the context of Balinese woven fabrics, this can include the use of natural dyes, sustainable materials, and eco-friendly production. Research shows that green marketing positively affects consumer perceptions and satisfaction.

2.2. Socio-Cultural Sustainability

Socio-cultural sustainability emphasizes preserving local traditions and community well-being. Balinese woven fabrics are cultural symbols, and supporting their production contributes to both tourism and local heritage (Cohen, 2012; Richards, 2018). Consumers appreciate products that uphold local culture, which enhances satisfaction.

2.3. Cultural Values

Cultural values reflect shared beliefs and practices that define a community. Authentic products that represent Balinese traditions increase emotional attachment and consumer satisfaction.

2.4. Consumer Satisfaction in Sustainable Tourism

Consumer satisfaction is influenced by product quality, authenticity, and alignment with environmental and cultural values. Studies indicate that integrating green marketing, socio-cultural sustainability, and cultural values enhances satisfaction and promotes sustainable consumption.

3. Research Methods

This research method uses a quantitative approach with an associative research type that aims to analyze the influence of green marketing, socio-cultural sustainability, and cultural values on consumer satisfaction of Balinese Tenun in sustainable tourism. The study was conducted in Bali Province with respondents from Balinese Tenun consumers, both domestic tourists, foreign tourists, and local communities who have purchased or used Balinese Tenun in the last two years. The research population, whose exact number is unknown, was sampled using a purposive sampling technique based on certain criteria, resulting in a total of 100 respondents. The data used consists of primary data obtained through the distribution of questionnaires based on a Likert scale of 1–5 and secondary data in the form of literature, journals, and publications related to sustainable tourism and Balinese Tenun. Data collection was carried out by distributing questionnaires directly at craft centers, galleries, and souvenir shops, as well as online through social media platforms that market Balinese Tenun products, and supplemented by short interviews with craftsmen and business actors. The research variables include green marketing which includes environmentally friendly practices in materials, production, and promotion; socio-cultural sustainability which includes community involvement, regeneration of craftsmen, and preservation of traditions; cultural values which include symbolic meaning and local identity; and consumer satisfaction, including satisfaction with quality, authentic experiences, and contributions to

sustainability. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) through the stages of validity and reliability testing, measurement model analysis (outer model), structural model analysis (inner model), and hypothesis testing. The entire research process was carried out with due regard for social research ethics, namely ensuring the confidentiality of respondent data, obtaining consent for participation, and ensuring that the data is used only for academic purposes.

4. Research Findings and Discussion

4.1. Outer Model

The results of the outer loading test indicate that all indicators in the research variables have values above 0.6. The Customer Satisfaction (CS) indicator ranges from 0.694 – 0.839, where the highest value is in item CS3 (0.839) and the lowest value is in CS5 (0.694). This indicates that all statements reflecting customer satisfaction with Balinese weaving can still be declared valid, although there are differences in the strength of contributions between items. The Cultural Values (CV) indicator shows a very good loading value, namely 0.720 – 0.867, so that all can be considered to have adequate convergent validity. Furthermore, the Green Marketing (GM) indicator has a range of 0.683 – 0.798, which also meets the minimum criteria for construct validity. Likewise, the Social Cultural Sustainability (SCS) indicator showed very good performance with a range of 0.731 – 0.919, where items SCS1 (0.915) and SCS2 (0.919) provided the greatest contribution in reflecting this construct.

Table 1. Outer Loading

	Cultural Values	Customer Satisfaction	Green Marketing	Social Cultural Sustainability
CS1		0.819		
CS2		0.832		
CS3		0.839		
CS4		0.824		
CS5		0.694		
CV1	0.720			
CV2	0.867			
CV3	0.862			
GM1			0.784	
GM2			0.683	
GM3			0.798	
GM4			0.795	
SCS1				0.915
SCS2				0.919
SCS3				0.731
SCS4				0.748

Source: SEM-PLS3

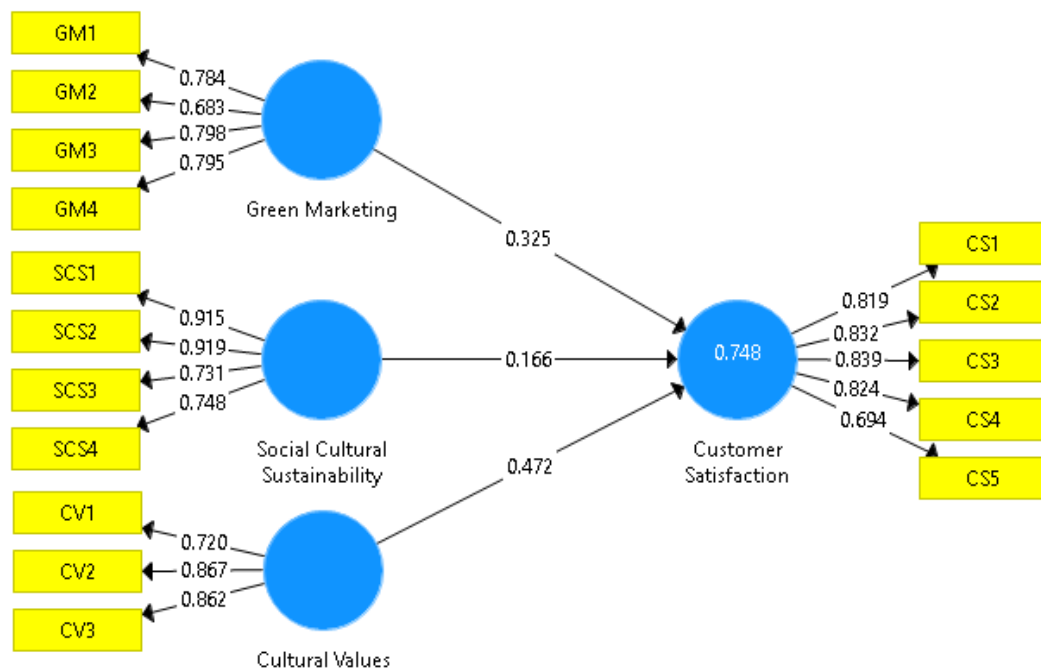


Figure 1. Outer Loading

According to Ferdinand (2014) in his book *Management Research Methods: Research Guidelines for Writing Theses, Dissertations, and Theses in Management Science*, an indicator is said to meet the requirements for convergent validity if the loading factor value is ≥ 0.50 . Thus, the results of this test confirm that all questionnaire items in the study have met the criteria for convergent validity, because all are above the minimum value of 0.6. This finding shows that the instrument used is quite appropriate to measure the constructs of Green Marketing, Socio-Cultural Sustainability, Cultural Values, and Customer Satisfaction in the context of sustainable tourism.

Average Variance Extracted (AVE) is a measure used to assess the convergent validity of a construct in a measurement model. According to Imam Ghozali (2018), an AVE value ≥ 0.50 indicates that the instrument has good convergent validity, while a value below this limit indicates the construct's weak ability to reflect latent variables. Based on the test results in Table 2, all research variables have met these criteria. The Cultural Values variable obtained an AVE value of 0.671, which indicates that the indicator's ability to explain the construct is strong. Furthermore, Customer Satisfaction has an AVE of 0.645, which indicates that more than 64% of the indicator's variance can be explained by the customer satisfaction construct. The Green Marketing variable with an AVE value of 0.588 is also declared valid, although its contribution is relatively lower than other variables, but it remains above the 0.50 threshold. Meanwhile, Social Cultural Sustainability produced the highest AVE, namely 0.694, which means that the indicators in this variable are the best at representing the construct.

Thus, it can be concluded that the four constructs of this study have good convergent validity, because all AVE values exceed the minimum standards set by experts. This confirms that the questionnaire instrument used is statistically feasible to reflect the theoretical concepts in research on Green Marketing, Socio-Cultural Sustainability, Cultural Values, and Customer Satisfaction in the context of sustainable tourism.

Table 2. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Cultural Values	0.753	0.771	0.859	0.671
Customer Satisfaction	0.861	0.862	0.901	0.645
Green Marketing	0.770	0.792	0.850	0.588
Social Cultural Sustainability	0.852	0.897	0.900	0.694

Source: SEM-PLS3

In the Partial Least Squares (PLS) approach, construct reliability can be seen from Cronbach's Alpha and Composite Reliability (CR). According to Ghazali & Latan (2015) in their book *Partial Least Squares: Concepts, Techniques and Applications* using the SmartPLS 3.0 Program, a research instrument is considered reliable if the Cronbach's Alpha and Composite Reliability values are ≥ 0.70 . This value indicates that the indicators used have good internal consistency in measuring the latent construct. However, in the early stages of model development, values between 0.60–0.70 are still acceptable.

The test results show that all research variables have reliability values above the minimum limit. The Cultural Values variable obtained a Cronbach's Alpha of 0.753 and a CR of 0.859, which means the indicator is able to consistently reflect cultural values. The Customer Satisfaction variable has a Cronbach's Alpha of 0.861 and a CR of 0.901, so it can be categorized as highly reliable. The Green Marketing variable shows a Cronbach's Alpha of 0.770 and a CR of 0.850, which also indicates strong internal consistency. Meanwhile, the Social-Cultural Sustainability variable has a Cronbach's Alpha of 0.852 and a CR of 0.900, which confirms very good construct reliability. This indicates that the instruments used to measure Green Marketing, Social-Cultural Sustainability, Cultural Values, and Customer Satisfaction in the context of sustainable tourism have a consistency that can be trusted for further research.

4.2. Inner Model

The analysis results show that the Customer Satisfaction variable has an R Square value of 0.748 and an Adjusted R Square of 0.740. This value means that the independent variables in the research model, namely Green Marketing, Socio-Cultural Sustainability, and Cultural Values, are able to explain variations in the Customer Satisfaction variable by 74.8%, while the remaining 25.2% is influenced by other factors outside the model. An R Square value above 0.70 can be categorized as very strong, as explained by Hair et al. (2021) that an R^2 of 0.75 is considered substantial, 0.50 is classified as moderate, and 0.25 is considered weak in PLS-SEM-based research.

Table 3. R-Square

	R Square	R Square Adjusted
Customer Satisfaction	0.748	0.740

Source: SEM-PLS3

This research model demonstrates high explanatory power, with exogenous variables playing a dominant role in influencing customer satisfaction with Balinese weaving in the context of sustainable tourism. This confirms that the research instrument used has strong empirical relevance and can be relied upon to describe the relationships between the variables studied.

The findings from the structural testing revealed a direct influence between the variables, with all relationships being significant.

Table 4. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T (O/STDEV)	Statistics P Values
Cultural Values -> Customer Satisfaction	0.472	0.475	0.072	6,564	0.000
Green Marketing -> Customer Satisfaction	0.325	0.324	0.071	4,604	0.000
Social Cultural Sustainability -> Customer Satisfaction	0.166	0.168	0.085	1,964	0.050

Source: SEM-PLS3

The results of the inter-variable relationship test indicate that Cultural Values have a positive and significant effect on Customer Satisfaction with an original sample (O) value of 0.472, a t-statistic of 6.564, and a p-value of 0.000. This relatively high coefficient value indicates that the stronger the cultural values inherent in Balinese woven products, the higher the customer satisfaction. This is in line with the view that cultural values can strengthen the identity of local products and provide a more meaningful emotional experience for consumers.

Furthermore, Green Marketing also has a positive and significant effect on Customer Satisfaction with an original sample of 0.325, a t-statistic of 4.604, and a p-value of 0.000. This means that the better the green marketing practices implemented, such as the use of environmentally friendly materials and sustainability-oriented promotions, the greater the satisfaction felt by consumers. Although the value of its influence is lower than Cultural Values, the green marketing factor still has a substantial contribution in increasing consumer satisfaction.

The Social Cultural Sustainability variable has a positive but marginally significant effect on Customer Satisfaction, with an original sample value of 0.166, a t-statistic of 1.964, and a p-value of 0.050. These results indicate that socio-cultural sustainability, such as the preservation of weaving traditions and local community participation, contributes to increasing customer satisfaction, although its influence is relatively smaller compared to the previous two variables. This confirms that consumers do consider aspects of cultural sustainability, but the impact is still limited if it is not followed by strengthening cultural values and appropriate marketing strategies. Overall, the results of the analysis show that the three variables Cultural Values, Green Marketing, and Social Cultural Sustainability all contribute to increasing customer satisfaction, with Cultural Values as the dominant factor, followed by Green Marketing, and Social Cultural Sustainability.

4.3. Discussion

The results of this study indicate that Cultural Values have a positive and significant effect on Customer Satisfaction with a coefficient of 0.472 ($t = 6.564$; $p < 0.001$). This confirms that the stronger the cultural values inherent in Balinese woven products, the higher the level of consumer satisfaction. These findings demonstrate that consumption of cultural products is not only based on functional benefits, but also on symbolic and emotional meanings passed down through cultural identity. The most dominant indicator, namely long-term orientation, confirms that consumers gain additional satisfaction when purchasing decisions are perceived as contributing to cross-generational cultural preservation. In line with these results, research by Tian et al. (2020) found that cultural identity enhances perceptions of authenticity, which in turn strengthens tourist satisfaction and loyalty. Another study by Dai et al. (2021) also confirmed that the alignment between cultural conservation and tourism encourages perceptions of authenticity, which positively influences satisfaction. In the context of heritage-based product development, Zhu et al. (2023) emphasized that transforming cultural artifacts into souvenirs that respect traditional values can strengthen consumer emotional attachment and increase satisfaction. Similar results were also seen in the study by Domínguez-Quintero et al. (2022), which stated that authentic experiences at cultural heritage destinations play a significant role in shaping satisfaction and revisit intentions. The results of this study are consistent with recent literature that places cultural values

as a crucial determinant of consumer satisfaction in the context of cultural tourism. Balinese weaving, steeped in symbolic meaning and intergenerational continuity, is not merely a textile product but also a medium for cultural preservation. When consumers believe their purchases contribute to cultural sustainability, their satisfaction deepens, as it touches on emotional, moral, and cultural identity dimensions.

The path coefficient of Green Marketing on Customer Satisfaction of 0.325 ($t = 4.604$; $p < 0.001$) indicates a moderate but statistically significant positive effect. The better the green marketing practices perceived by customers, including environmentally friendly distribution policies and fair pricing strategies, the greater their level of satisfaction with Balinese woven products. Conceptually, distribution and pricing aspects are very concrete and easily recognized by consumers; product availability in the right channels and the perception that prices reflect quality and sustainability contributions (fair prices) strengthen buyers' perceived value and lower transaction barriers, thereby increasing satisfaction. Empirical studies support this mechanism. Park et al. (2020) showed that consumers will only derive emotional benefits from green practices when they are visible and relevant to their experience; in other words, easily recognized green aspects (e.g., local products, transparent distribution) are more likely to influence satisfaction. Furthermore, research in the B2B context found that price elements and corporate image are among the most important factors explaining customer satisfaction in green marketing strategies, indicating that appropriate pricing plays a crucial role in the relationship between green initiatives and perceived satisfaction. As more specific evidence on green products for small and medium enterprises, Adam, Suardi, and Lahay (2023) reported that pricing strategies and distribution channels have a significant influence on satisfaction and purchasing decisions for environmentally friendly products, findings that are in line with that the Green Distribution & Pricing indicator can be the main driver of the effect of green marketing on satisfaction in this study.

Practically, these findings suggest that Balinese weaving businesses should not only claim to be environmentally friendly but also ensure visible implementation at the distribution and pricing levels, facilitate easy purchasing access (for example, selling through channels familiar to tourists), implement transparent pricing policies proportionate to sustainability values, and communicate how product margins or prices support conservation practices. Such an approach would increase the noticeability of green initiatives and maximize the contribution of green marketing to customer satisfaction.

The path coefficient of Social Cultural Sustainability on Customer Satisfaction of 0.166 ($t = 1.964$; $p = 0.050$) indicates a positive but relatively weak influence and is on the border of statistical significance. Practically, this finding indicates that the stronger the respondents' perception of socio-cultural sustainability aspects such as community involvement, preservation of traditions, and especially support for MSMEs/local craftsmen, the higher the customer satisfaction, but the influence is not as strong as the influence of cultural values or green marketing practices. In other words, socio-cultural support appears to play a role as a supporting factor that adds value to the experience, but its direct effect on customer satisfaction is still limited when compared to more personal or easily identified factors (such as strong cultural values or tangible green marketing attributes).

The theoretical explanation for this pattern can be attributed to two mechanisms. First, socio-cultural aspects (e.g., support for local MSMEs) typically generate collective benefits and long-term value that may be more ethically valuable to consumers, but these benefits are not always immediately tangible at the point of transaction, thus moderating their effect on satisfaction. Second, consumer perceptions of contributions to local communities need to be clearly articulated and communicated to be tangible. Without concrete narratives and evidence (e.g., labels, proof of income for artisans, empowerment programs), the effects of local support tend to be less visible and therefore less likely to directly influence satisfaction evaluations. These results align with the findings of recent studies. Basak et al. (2021) reported that the socio-cultural dimensions of homestay/CBT practices contribute to tourist satisfaction, but their influence depends on how clearly and effectively cultural interactions are conveyed within the tourism experience (Basak et al., 2021). Tiwari (2021) also found that socio-cultural development positively contributes to satisfaction in a destination context, but the role of economic factors is often more dominant, suggesting that socio-cultural impacts can be complementary

rather than the primary determinant (Tiwari, 2021). Thipsingh (2022) emphasized that socio-cultural sustainability practices and community engagement enrich the visitor experience, but the effect on satisfaction is stronger when these practices are integrated with service quality and the value directly perceived by tourists (Thipsingh, 2022). All these studies support the interpretation that supporting local MSMEs does increase customer perceived value, but to increase the direct impact on satisfaction, concrete evidence and effective communication of how purchases support the community are needed, such as pro-MSME labels, transparency in the use of sales proceeds, storytelling about artisans, or measurable empowerment programs.

The practical implications are clear: for support for local MSMEs to become a stronger driver of satisfaction, MSMEs and tourism stakeholders must make these contributions more visible and measurable to consumers. Concrete strategies include: including product origin information and artisan stories on tags/labels, displaying data on how a portion of profits are used for conservation or training programs, and providing direct interaction between buyers and artisans (e.g., weaving demonstrations). Such efforts will transform socio-cultural support from an abstract value into a more readily identifiable benefit for buyers, which in turn can strengthen this variable's contribution to customer satisfaction.

5. Conclusion

This study confirms that cultural values, green marketing, and socio-cultural sustainability contribute to increased customer satisfaction with Balinese woven fabrics in the context of sustainable tourism, albeit to varying degrees. Cultural values are shown to be the most dominant factor, as consumers view purchasing woven fabrics as a way of participating in preserving the tradition for future generations. Green marketing also exerts a significant influence, particularly through environmentally friendly distribution strategies and fair pricing, thus strengthening consumers' positive perceptions of the product. Meanwhile, socio-cultural sustainability, particularly in the form of support for local MSMEs, has a positive but relatively weaker effect.

This suggests that consumers value the social contribution of products, but this influence will only be felt strongly if the benefits to local communities are clearly and communicatively demonstrated. Overall, these findings emphasize the importance of synergy between cultural, environmental, and social dimensions in creating sustainable customer satisfaction. By combining the preservation of traditional values, environmentally friendly marketing practices, and empowerment of local communities, Balinese woven fabric MSMEs have the potential not only to increase product competitiveness but also to strengthen the sustainability of cultural tourism in Bali.

Future research is recommended to expand the sample size to other cultural tourism destinations outside Bali, allowing for broader generalization. Furthermore, using a longitudinal method would help assess how consumer perceptions of cultural, environmental, and social aspects change over time. Research could also include other variables such as perceived value, brand trust, or customer loyalty as mediators or moderators to understand the mechanisms that shape consumer satisfaction with cultural heritage-based products more comprehensively.

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