Jurnal MEBIS Manajemen dan Bisnis
ISSN 2528-2433 (print)
ISSN 2599-283X (online)
Volume 9, Number 1
July 2024, pp. 74-86

IMPLEMENTATION OF GREEN MARKETING STRATEGIES IN DEPOK MUSLIM CULINARY MSMEs

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Article Info

Article History:
Received 28 Feb, 2024
Accepted 10 Jun, 2024

Keywords:
Green Product
Green Price
Green Place
Green Promotion
Culinary MSMEs

ABSTRACT

This research discusses the implementation of green marketing strategies in Muslim culinary MSMEs in Depok. The problem identified is the lack of awareness and implementation of environmentally friendly practices in the MSME culinary business which has an impact on environmental sustainability and the attraction of consumers who care about the environment. Green marketing is measured by the factors of green product, green price, green place, and green promotion. The purpose of this study is to analyze the factors of green product, green price, green place, and green promotion that can influence Muslim culinary MSMEs in the Depok area. This type of research with a quantitative descriptive research approach with primary data sources and data collection techniques by distributing questionnaires to culinary MSME players who live in Depok City. Data analysis using factor analysis. The results showed that in the green marketing factors that influence Muslim culinary MSMEs in Depok, a total of four factors were created: factors 1, 2, 3, and 4. Green product, green price, green place, and green promotion tools make up each of these factors. There are only 2 factors that are considered to represent the four factors formed, namely factor 1 and factor 2.

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INTRODUCTION

The development of MSMEs (micro, small, and medium enterprises) in Indonesia is often used to measure the growth of the economic sector, which is a factor in the progress of a country. According to the Coordinating Ministry for Economic Affairs, one of the key pillars supporting the Indonesian economy is MSMEs. Currently, the number of MSMEs in Indonesia is 64.2 million, with a Gross Domestic Product (GDP) contribution of 61.07% or 8,573.89 trillion rupiah. In addition to the role of MSMEs in the Indonesian economy, MSMEs contribute to the absorption of its workforce by 97% (ekon.go.id, 2021). Based on this significant contribution, it should be able to minimize the unemployment rate. Therefore, the impact of MSMEs on economic growth has very

important foundations in the economic dynamics of a country. More specifically, MSMEs have a significant role as a foundation in economic development at the local level. The following is information on the number of culinary MSMEs in the Depok area (Jabar BPS, 2022):

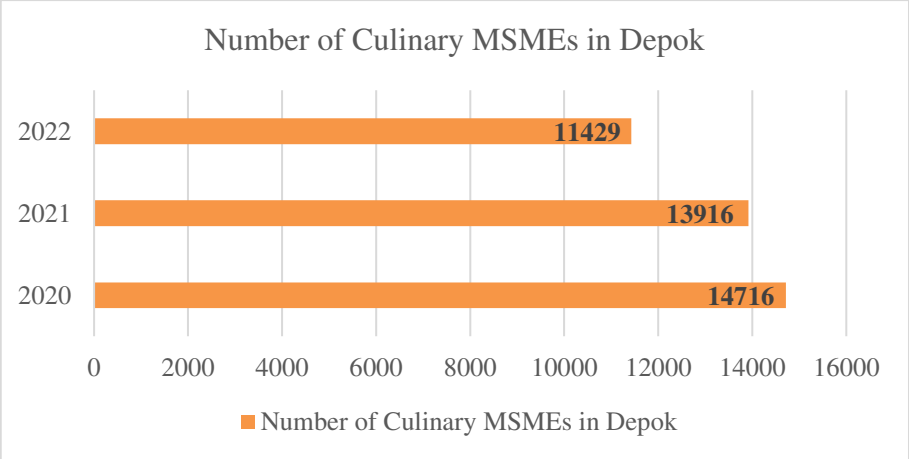

Figure 1. Number of Culinary MSMEs in Depok

MSMEs are expected to dominate the increasingly tight domestic market; these demands require MSMEs to innovate and adapt to changes in order to survive in local, national and international markets. The main challenge for MSME players is adaptation to changes in consumer behavior that consider environmental factors as a new force in order to prevent environmental damage. One of the environmental problems that is of concern to the world today is the problem of waste. The facts show that there are still many MSME actors who are produced using raw materials that are difficult to decompose and in disposable packaging, the impact is that product waste accumulates and pollutes the environment (Aqesya & DW, 2023).

Green maketing is a strategic step taken by companies in order to improve global environment-based human welfare. To achieve this, companies collaborate economic, social and environmental aspects (Choudhary & Gokarm, 2019)Green marketing, or environmentally friendly marketing, is a process of product and service development and promotion that aims to satisfy consumers in terms of product quality, performance, affordable costs, and convenience but does not adversely impact the environment.

The implementation of green maketing is expected to be carried out by large companies and all MSME players in running a business by creating environmentally friendly products. Research conducted by Amalia, Sugiati, & Faisal (2021) and Rais & Hadi (2021) stated that green maketing has not been fully implemented by business actors due to a lack of knowledge about the concepts and benefits of green maketing, besides that green maketing requires relatively large costs. Green maketing can improve the company's image, add value to the business and respond to consumer demands for environmentally friendly products. MSME actors can benefit by implementing green maketing, reducing waste, saving costs, increasing employee commitment, improving products and relationships with the community and increasing comparative advantage.

Referring to the context of the problems described and described in the background, the formulation of the problem in this study is, in the end, to ascertain the elements of green

product, green price, green place, and green promotion that affect Muslim culinary MSMEs in the Depok area.

Based on the background and problem formulation described, the primary goal of this research is to comprehend and empirical evidence of the green marketing factors that influence Muslim culinary MSMEs in the Depok area.

LITERATURE REVIEW

The number of MSMEs in Indonesia is now estimated to be 64.2 million with a contribution from GDP of 61.07% or 8,573.89 trillion rupiah. In addition to the role of MSMEs in the Indonesian economy, MSMEs also contribute to the absorption of labor by 97% (ekon.go.id, 2021). Based on this contribution, it should be able to minimize the unemployment rate. The impact of MSMEs on economic growth has important foundations in the economic dynamics of a country.

Green Maketing is an application of marketing that focuses on environmental and social values (Maziriri, 2020). Green maketing is considered an innovation that emerges as more and more environmental damage due to company production activities so that it is considered important for companies to have responsibility for environmental sustainability (Ajizah & Suharyono, 2017).

Other terms are used to describe green marketing, such as ecological, environmental, and green marketing. According to the American Marketing Association (AMA), green marketing is the idea of promoting environmentally sustainable products. According to Grant (2008), there are three phases of green marketing: green, greener, and greenest. Green product, green price, green place, and green promotion are the components of green marketing that need to be established.

The definition of green product according to Kotler & Keller (2016) is what can be offered in the market to get attention, demand, consumption, which can meet needs, which include physical, services, places, organizations and ideas. Green Price is a marketing mix that generates revenue and costs (Kotler & Keller, 2016)Green placement means placing products in the right market where consumers are aware of the environment. Green promotion can provide information to consumers, directly or indirectly, which can develop consumer feelings and assessments of products that affect consumer attitudes.

Based on research by Fataron (2022) with the title Elaboration of Green Maketing and Islamic Maketing Ethics (Case Study of MSMEs in Indonesia). According to the study's findings, Islamic marketing ethics ideals can be applied to green marketing. There are parallels between this concept and value-based marketing based on environmental concerns and social responsibility.

Then research by Hamid, Maksar, & Swastika (2023) with the title Analysis of the Effect of Green Maketing on the Behavior of MSMEs in Kendari City. The impact of green marketing on MSMEs behavior in Kendary City is examined in this study. The findings demonstrated that while green promotion had a positive and substantial impact on MSMEs behavior, green product, green price, and green place had no positive or substanstial impact on MSMEs behavior. The dimensions of MSME behavior which include cognitive, affective and conative aspects play an important role in implementing green maketing.

Research conducted by Thoibah, Arif, & Harahap (2022) entitled Implementation of Green Maketing in MSMEs Efforts to Enter the International Market (Case Study on Creabrush Indonesia). The study's outcome is the application of green marketing, which is ecologically friendly in terms of production, promotion, distribution, and pricing activities, in Creabrush MSMEs. The implementation of green marketing in Creabrush MSMEs is influenced by a number of reasons, including waste management cost savings, government laws, competition in related industries, and awareness of environmental responsibility. Furthermore, research conducted by Aulia & Hidayat (2018) to determine respondents' responses based on the concept of Green Maketing Mix regarding house purchase decisions at P.T. Bukit Baruga Asrinusa Development Makassar.

Research conducted by Fatimah & Chrismardani (2022) entitled The Effect of Green Maketing on Sephora Product Purchasing Decisions (Study on Students of the Faculty of Economics and Business, Trunojoyo Universitas Madura). The goal of this research is to determine how factors such as product, price, place, and promotion affect consumers decisions to buy Sephora items between 2017 and 2020 (study on Trunojoyo Universitas Madura Students)

RESEARCH METHODS

Type of Research

This research uses a quantitative descriptive approach, which focuses on collecting and analyzing numerical data to understand certain phenomena.

Object of Research

The object of this research is Muslim Culinary MSME players in Depok.

Population and Sample

In this study, the population refers to Muslim Culinary MSMEs in the Depok area. Since the population of Muslim culinary MSMEs in the Depok area is unknown, the population is considered infinite. The population in this study is infinite so that the sample can be obtained using the Bernoulli formula:

$$n \geq \frac{(Z\frac{a}{2})^2 \, p.q}{e^2}$$

Description:
Z = the value obtained with a probability of α/2 from the standard normal table
p = the likelihood that the population will not be sampled
q = the likelihood that it will be sampled (1 - p)
α = accuracy level
e = level of deviation
With a value of Z = 1.96 and an accuracy level of 5% and a confidence level of 95%. The value of p and q using the appropriate approach is 0.5, and the deviation rate is 10%. So the number of samples was obtained using the following formula:

$$n \geq \frac{(1{,}96)^2 0{,}5.0{,}5}{0{,}01}$$

$$n \geq 96{,}04$$

Based on the results of calculating the number of samples above, the results were 96.04 but rounded to 100 to simplify the calculation. Therefore, it can be concluded that the

number of samples used in this study was 100 respondents of Muslim culinary MSMEs in the Depok area.

Data Analysis Techniques

In this study, the data collection technique used an instrument in the form of a questionnaire as a data collection tool. A questionnaire is a data collection technique that involves giving a series of statements to other individuals who act as respondents, with the aim that they can provide answers to the questions asked by the researcher (Veronica et al., 2022).

Data Collection Techniques

This study uses factor analysis as a test technique. Factor analysis tests conceptual hypotheses by combining the total score of each dimension or factor into the total score of the items associated with that dimension. The initial scores of each dimension are converted into an interval data format. This process involves several steps, including determining the correlation matrix, number of factors, factor rotation, and determining the score for each factor (Suarmawan, Suharsono, & Suwena, 2015). According to Lestiani (2018), factor analysis aims to explain the relationship between a number of variables in the form of several factors. During the process, factor analysis seeks to identify correlations between various variables.

RESULTS AND DISCUSSION

Validity Test

The validity test is used to determine the validity of questionnaire. The instrument is deemed legitimate upon completion of the validity test provided that r count exceeds r table (Gunawan, 2019). The r table value used in the validity test below is 0.1509 (df = 120 - 2) with a tolerance level of 5%. Below are the results of the validity test that has been carried out:

Table 1. Validity Test Results

	Instrument	r Pearson	Sig.
X1	Depok Muslim culinary MSMEs produce culinary using materials that do not damage human health	0,488	0,000
X2	Culinary from Depok Muslim culinary MSMEs is packaged using recyclable materials	0,412	0,000
X3	Culinary from Depok Muslim culinary MSMEs does not cause waste	0,271	0,003
X4	Depok Muslim culinary MSMEs offer higher prices because they use materials that are guaranteed to be environmentally friendly	0,281	0,002
X5	Depok Muslim culinary MSMEs offer prices in accordance with the purchasing power of the community	0,.254	0,005
X6	Depok Muslim culinary MSMEs offer prices that can compete with other culinary MSMEs	0,263	0,004
X7	Depok Muslim culinary MSMEs conduct online promotions	0,430	0,000
X8	Green marketing advertisements for halal-certified Depok Muslim culinary MSMEs on social media are easily found by the public	0,428	0,000
X9	Depok Muslim culinary MSMEs call for environmental issues	0,376	0,000
X10	The location of Depok Muslim culinary MSMEs is easily accessible from where people live	0,299	0,001
X11	The location of Depok Muslim culinary MSMEs is in a healthy environment	0,368	0,000
X12	The location of Depok Muslim culinary MSMEs is in a place that has a business license	0,360	0,000
X13	Depok Muslim culinary MSMEs impose decent working hours for each employee	0,404	0,000
X14	Depok Muslim culinary MSMEs impose rest, prayer, and meal hours for each employee	0,444	0,000
X15	In offering culinary delights, Depok Muslim culinary MSMEs never exaggerate culinary advantages with the intention of deceiving	0,316	0,000
X16	Depok Muslim culinary MSMEs never conduct fake consumer testimonials to attract consumers	0,259	0,004
X17	Depok Muslim culinary MSMEs treat every consumer equally	0,376	0,000
X18	Depok Muslim culinary MSMEs always pay attention to the quantity and quality of culinary carefully before selling to consumers	0,392	0,000
X19	Depok Muslim culinary MSMEs always provide detailed information in offering culinary to consumers	0,186	0,042
X20	Depok Muslim culinary MSMEs always keep promises to consumers if they order culinary delights	0,335	0,000

Table 1 shows that all instruments have a calculated r value > 0.1509 and a significance value < 5%, this indicates that all instruments are declared valid and can be included in further analysis.

Reliability Test

The reliability test describes the stability and consistency of respondents' answers to the questionnaire. Reliability is determined using Cronbach alpha with the provision that if Cronbach alpha > 0.6, it means that the questionnaire can be considered reliable (Verdian, 2019).

Table 2. Reliability Test Result

Cronbach's Alpha	N of Items
0,602	20

Table 2 shows that the Cronbach alpha value obtained by all instruments has a value of more than 0.6. This shows that the instruments in this research questionnaire are reliable.

Factor Analysis

Factor analysis in this study was carried out to determine the factors that exist in implementing green marketing strategies in Depok Muslim culinary MSMEs. The following are the steps and results of the factor analysis that has been carried out:

1. Variable Determination

This study was analyzed using two variables with 20 instruments that had passed the validity and reliability tests in the previous analysis. Furthermore, the factor analysis test will be carried out on 20 of these instruments.

2. Variable Feasibility Testing

Table 3. KMO Value and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0,849**
Bartlett's Test of Sphericity	Approx. Chi-Square	1091,650
	df	190
	Sig.	0,000

Table 3 states that the KMO value is 0.849, meaning that the variables and samples used in this study can be analyzed further. The Bartlett's Test results with a significance of 0.000 also indicate a correlation between the statements used in this study and are suitable for use in factor analysis.

Table 4. Anti Image Correlation Test

Instrument	MSA
X1	0,896
X2	0,803
X3	0,911
X4	0,608
X5	0,582
X6	0,444
X7	0,827
X8	0,855
X9	0,809
X10	0,909
X11	0,768
X12	0,493
X13	0,901
X14	0,890
X15	0,880
X16	0,809
X17	0,900
X18	0,919
X19	0,401
X20	0,912

Table 4 shows the anti-image correlation test of a total of 20 existing instruments, if there is an MSA value of less than 0.5, the instrument cannot be analyzed further. Of the total 20 instruments, the lowest MSA value is that Depok Muslim culinary MSMEs offer prices that can compete with other culinary MSMEs (X6) with an MSA value of 0.444, the location of Depok Muslim culinary MSMEs is in a place that has business license (X12) with an MSA value of 0.493, and Depok Muslim culinary MSMEs always provide detailed information in offering culinary to consumers (X19) with an MSA value of 0.401. As a result, the instrument must be removed from the factor because it has an MSA value <0.5.

After the instrument with an MSA value <0.5 is excluded, the next step is to retest the remaining 17 instruments. This can be seen from the KMO and Bartlett's Test values and the anti-image correlation test.

Table 5. KMO Value and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0,883**
Bartlett's Test of Sphericity	Approx. Chi-Square	1001,960
	df	136
	Sig.	0,000

It can be seen in table 5, there is an increase in the KMO value and Bartlett's Test from 0.849 to 0.883 with a fixed significance level of 0.000. This is due to the removal of instruments with MSA values <0.5 so that the MSA value increases.

Table 6. *Anti Image Correlation Test*

Instrumen	MSA
X1	0,896
X2	0,803
X3	0,911
X4	0,608
X5	0,582
X6	0,444
X7	0,827
X8	0,855
X9	0,809
X10	0,909
X11	0,768
X12	0,493
X13	0,901
X14	0,890
X15	0,880
X16	0,809
X17	0,900
X18	0,919
X19	0,401
X20	0,912

Table 6 shows the anti-image correlation test with a total of 17 instruments retested, and the MSA value of all instruments is more than 0.5, so further analysis can be carried out.

3. Factoring

Table 7. Communality

	Initial	Extraction
X1	1,000	0,551
X2	1,000	0,781
X3	1,000	0,523
X4	1,000	0,624
X5	1,000	0,574
X7	1,000	0,616
X8	1,000	0,779
X9	1,000	0,787
X10	1,000	0,579
X11	1,000	0,616
X13	1,000	0,622
X14	1,000	0,689
X15	1,000	0,581

	Initial	Extraction
X16	1,000	0,713
X17	1,000	0,745
X18	1,000	0,591
X20	1,000	0,728

Table 7 shows that the communality value of the 20 instruments has a value of more than 0.5, this states that the diversity of the original statement can be explained by the factors formed at least 50%.

Table 8. Formed Factor

Factor	*Eigen Value*	*% of Variance*	*% Cummulative of Variance*
1	6,491	38,181	38,181
2	2,258	13,285	51,466
3	1,321	7,769	59,236
4	1,028	6,045	65,281

Table 8 explains the diversity of data from the original statement that can be explained by the factors formed in percentage form. Using the eigenvalue >= 1 criterion, there are only four factors that meet the criteria. A total of 65% of the total diversity of the original statement can be explained cumulatively by these four factors.

Table 9. Component Matrix

	Component			
	1	2	3	4
X1	0,594	0,440	-0,031	0,060
X2	-0,633	0,571	-0,233	0,028
X3	-0,618	0,369	0,000	-0,065
X4	-0,206	0,317	0,660	-0,212
X5	0,109	0,268	-0,685	-0,145
X7	-0,517	0,559	0,083	0,173
X8	-0,645	0,569	0,026	0,197
X9	-0,730	0,493	-0,105	-0,014
X10	0,722	0,154	-0,124	-0,137
X11	0,291	0,329	0,425	-0,492
X13	0,719	0,280	-0,158	-0,042
X14	0,734	0,319	0,009	-0,219
X15	0,619	0,176	0,265	0,311
X16	0,446	0,121	0,206	0,676
X17	0,813	0,249	-0,072	0,126
X18	0,700	0,308	-0,056	-0,052
X20	0,832	0,186	-0,023	-0,007

After knowing that four factors are the most optimal number, table 9 shows the total distribution of 17 instruments on the four factors formed. The number in the component

matrix table is called factor loading, which states the correlation value between one statement and factor 1, factor 2, factor 3, and factor 4. The step to determine which statement will go to which factor is done by comparing the correlation value in each row.

Table 10. *Rotated Component Matrix*

	Component			
	1	2	3	4
X1	0,715	0,017	0,199	0,023
X2	-0,126	0,848	-0,191	-0,102
X3	-0,258	0,640	-0,188	0,105
X4	-0,062	0,266	0,033	0,740
X5	0,385	0,198	-0,359	-0,507
X7	-0,121	0,761	0,088	0,120
X8	-0,209	0,854	0,058	0,063
X9	-0,263	0,822	-0,204	0,016
X10	0,696	-0,305	0,006	-0,039
X11	0,418	-0,033	-0,191	0,635
X13	0,758	-0,185	0,082	-0,083
X14	0,790	-0,209	-0,006	0,145
X15	0,489	-0,196	0,533	0,138
X16	0,276	-0,074	0,791	-0,068
X17	0,772	-0,246	0,286	-0,079
X18	0,743	-0,164	0,110	0,018
X20	0,762	-0,334	0,188	0,005

The rotated component matrix in table 10 shows the division of instruments more clearly and clearly. In order to determine the content of each factor, it can be seen from the size of the most correlation between the statement and the factor formed. The greater the correlation size, the closer the relationship of the statement to the factor formed. Thus the 17 initial instruments have been reduced to only four factors, namely:

1. Factor 1, which consists of Depok Muslim culinary MSMEs producing culinary using ingredients that do not damage human health (X1), Depok Muslim culinary MSMEs offer prices according to people's purchasing power (X5), The location of Depok Muslim culinary MSMEs is easily accessible from where people live (X10), The location of Depok Muslim culinary MSMEs is in a healthy environment (X11), The location of Depok Muslim culinary MSMEs is in a place that has a business license (X12), Depok Muslim culinary MSMEs apply decent working hours for each employee (X13), Depok Muslim culinary MSMEs apply rest, prayer, and meal hours for each employee (X14), Depok Muslim culinary MSMEs treat every consumer equally (X17), Depok Muslim culinary MSMEs always pay attention to the quantity and quality of culinary carefully before selling to consumers (X18), and Depok Muslim culinary MSMEs always keep promises to consumers if they order culinary (X20).

2. Factor 2, which consists of Culinary from Depok Muslim culinary MSMEs is packaged using recyclable materials (X2), Culinary from Depok Muslim culinary MSMEs does not cause waste (X3), Depok Muslim culinary MSMEs conduct online promotions (X7), green marketing advertisements for halal-certified Depok Muslim culinary MSMEs on social media are easily found by the public (X8), and green marketing advertisements for halal-certified Depok Muslim culinary MSMEs on social media are easily found by the public (X9).
3. Factor 3, which consists of In offering culinary, Depok Muslim culinary MSMEs never exaggerate culinary advantages with the intention of deceiving (X15), and Depok Muslim culinary MSMEs never make fake consumer testimonials to attract consumers (X16).
4. Factor 4, which consists of Depok Muslim culinary MSMEs offering higher prices because they use ingredients that are guaranteed to be environmentally friendly (X4).

Table 11. Component Transformation Matrix

	Component			
	1	2	3	4
1	0,780	-0,580	0,235	-0,015
2	0,579	0,792	0,042	0,190
3	-0,178	-0,105	0,389	0,897
4	-0,155	0,162	0,890	-0,398

The component transformation matrix in Table 11 shows the size of the correlation between the factors formed. Stronger connections can be reflected in the size of the high correlation on the diagonal line, which states that the correlation between the factors formed and the factors of implementing green marketing strategies in Depok Muslim MSMEs is getting closer. The table above states that only two factors are worth more than 0.5, namely factor 1 with a value of 0.780 and factor 2 with a value of 0.792. These two factors are considered to represent the four factors formed.

CONCLUSION

The results of the study state that there are four factors regarding green marketing factors that influence Muslim culinary MSMEs in the Depok area. The four factors each contain several statements related to green product, green price, green place, and green promotion. Of the four factors formed, there are 2 factors that are considered to represent the four factors formed, namely factor 1 and factor 2.

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