

The Influence of Green Products and Green Marketing on Consumer Purchase Decisions in Medan Tembung Culinary MSMEs

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ABSTRACT

This study aims to analyze the influence of green products and green marketing on consumer purchase decisions in culinary MSMEs in the Medan Tembung District. The background of the research is based on the low understanding among MSME actors regarding the importance of implementing environmentally sound strategies in attracting consumers. The research method used a descriptive quantitative approach by distributing questionnaires to 305 respondents using an incidental sampling technique. The data were analyzed using validity and reliability tests, as well as multiple linear regression test with the help of SPSS 25. The results of the study show that green products and green marketing have a positive and significant effect, both partially and simultaneously, on consumer purchase decisions. This finding emphasizes that the success of culinary MSMEs is not only determined by the quality of taste and price, but also by a commitment to sustainability practices. The practical implication of this study is that MSMEs need to strengthen green product strategies through the use of local raw materials, environmentally friendly packaging, and emphasizing green marketing with effective communication on social media to increase competitiveness and consumer loyalty.

Keywords: Culinary, Green Product, Green Marketing, MSMEs, Purchase Decision

INTRODUCTION

Global transformation in the modern era has brought a significant shift in the paradigm of production and consumption, where the issue of sustainability and environmental protection is a major concern in the international arena. In an increasingly globalized world, consumers are starting to realize that their choice of products has a real impact on the environment, thus increasing the demand for eco-friendly products (Mohd Amir, 2025). Interestingly, in the Philippines, Gen Z consumers are willing to purchase sustainably packaged products as long as they perceive the brand as having a sense of morality and believe they have the financial means to pay for it (Frias *et al.*, 2025). Recent global surveys show that 96.7% of consumers are willing to modify their consumption to reduce environmental impact (Siaran Pers, 2022), and 60% of Gen Z and millennials are willing to pay more for eco-friendly products (Ridwan, 2025). The global green product market is also projected to grow by 22.39% annually until 2032 (Fortune Business Insights, 2025). These developments indicate that sustainability has become an essential attribute in shaping consumer purchase decisions.

Public awareness of environmental issues is increasing, encouraging consumers to choose environmentally friendly products in purchasing decisions (Siatama *et al.*, 2023).

Along with increasing global awareness of environmental issues, the concept of green products emerged as a solution to reduce the negative impact of industry on nature. Products designed with environmentally friendly principles not only prioritize quality and innovation but also prioritize recycling, the use of renewable materials, and the reduction of emissions (Rame & Crisnaningtyas, 2021).

In Indonesia, a similar shift has occurred. According to Gusmiarti (2024), 70% of Indonesian consumers now consider sustainability aspects before making a purchase, and 54% believe that environmentally friendly packaging affects their buying decisions (Shorr Packaging Corp, 2025). However, Indonesia still generates 7.8 million metric tons of plastic waste annually, with the food and beverage sector contributing nearly 65% of this amount (Ministry of Environment and Forestry Republic of Indonesia, 2020; Taufik, 2024). The culinary industry, therefore, holds a strategic role in promoting environmental sustainability through the implementation of green product initiatives.

Micro, Small, and Medium Enterprises (MSMEs) are a few of the tangible manifestations of entrepreneurial practices. Entrepreneurship has a vital role in the economic development of a country. The emergence of small business units to large businesses began through the entrepreneurial spirit of the community. The development of new businesses through productive activities slowly stimulates output growth and expands transactions of goods and services in a region. In other words, entrepreneurship is the driving force of the economy (Afriзал, 2024). MSMEs have an important role in the global economy, contributing to economic growth, creating jobs, and increasing income (Afriзал *et al.*, 2024).

MSMEs play a critical role in Indonesia's economy, contributing 61,9% of national GDP, with culinary MSMEs being among the most dominant sectors (Otoritas Jasa Keuangan, 2025). In urban markets, 90% of consumers prefer culinary businesses using eco-friendly packaging (Shorr Packaging Corp, 2025). However, only 12% of MSMEs in Indonesia consistently implement green product practices (Shofihawa, 2025), indicating a significant gap between consumer expectations and MSME adoption capabilities. This issue is further complicated by resource limitations, higher production costs, and difficulty accessing environmentally friendly materials

Culinary MSMEs in Indonesia are an important part of national economic growth, not only by creating jobs, but also by adopting sustainable innovations such as green products and digital marketing. However, limitations in resources and access to technology are often obstacles for MSMEs to develop green products and green marketing optimally. In the context of Medan City, MSME growth continues to increase from year to year. Medan is one of the fastest-growing culinary MSME hubs in Indonesia (Absah *et al.*, 2023). Yet, culinary MSMEs in Medan still rely on single-use plastic packaging due to cost considerations, even though 65% of consumers prefer businesses that reduce plastic waste (Business Indonesia, 2024). This indicates a strong market opportunity for businesses that implement sustainable practices

Of the number of MSMEs per sub-district in Medan City in 2025, there are 6,997 units in Medan Tembung District, with a percentage of 7.75 percent. To provide a clearer picture of the distribution of the number of MSMEs, here are the numbers of MSMEs based on the business sector in Medan Tembung District.

Table 1. *Number of MSMEs in Medan Tembung District (2025)*

Yes	Key Sectors	Amount (units)	Percentage (%)
1	Trade MSMEs	2.669	38,15
2	Culinary MSMEs	1.283	18,34
3	Creative Industry MSMEs	1.647	23,54
4	MSME Services	1.398	19,97
Total		6.997	100

Source: Dinas Koperasi dan UMKM, 2025

Table 1 above shows that the most common type of business is trading, which accounts for 2,669 units (38.15 percent), while culinary comprises 18.34 percent. This study focuses on MSMEs engaged in the culinary sector, comprising a total of 1,283 MSMEs in Medan Tembung District, which represent a significant proportion of local economic activity.

Medan Tembung District was chosen as the research location because it has 1,283 units that show great potential for representative studies. The high economic activity and culinary diversity typical of the city of Medan provide an opportunity to understand business strategies and local culture. Supported by adequate infrastructure, this region also has the potential to become a pilot in the development of MSME empowerment policies more broadly.

Culinary MSME actors in Medan Tembung understand green products as the application of natural materials and environmentally friendly packaging, although some still equate it with certified organic products and have replaced single-use plastics with paper or banana leaves, and utilize organic local raw materials, even though they increase production costs. The main obstacle lies in the higher price of eco-friendly packaging and the difficulty of finding organic suppliers, but these measures have succeeded in improving the image of the business, creating unique selling points, and providing differentiation in the market, while green marketing strategies rely on social media as the main channel and display the "eco-friendly" badge on online platforms.

Another critical issue is consumer skepticism about the authenticity of green product claims. Studies show that 39% of Indonesian consumers doubt the truthfulness of environmental claims due to increasing cases of greenwashing (Putro, 2022). This underscores the importance of green marketing, which plays a strategic role in educating consumers, building credibility, and reinforcing the environmental value of products. As 64% of Indonesian MSMEs already use social media for marketing, but fewer than 5% effectively communicate sustainability values (BAPPENAS, 2025; Wibawa *et al.*, 2022), there is a clear need for more effective green communication strategies.

Previous research supports the importance of green products and green marketing in influencing consumer purchasing decisions. A number of consumers still feel confused about the authenticity of the green product claims offered, and also do not have awareness of protecting the environment, which can unknowingly cause environmental pollution (Panggi & Krisnadi, 2022). Information about long-term benefits such as health impacts, energy savings, and environmental preservation is often unclear, making it difficult for potential buyers to see how the green product is relevant to their needs and lifestyle. Previous research conducted by Panggi & Krisnadi (2022) shows that Green Products have a significant influence on purchasing decisions at Starbucks Coffee Food Center North Jakarta. Previous research conducted by Kamboj *et al.* (2023) also shows

that green products, functional value of quality, social norms, and consumer innovation have a significant influence on consumer purchase decisions.

Consumers often view green products as products that have a premium price, even though the sustainability benefits are not considered significant enough to justify the price increase (Loo, 2021). A green product is a product that is designed and processed in a way to reduce effects that can pollute the environment, both in production, distribution, and consumption (Tri Handayani, 2012). According to Maryati and Khoiri (2021), a purchase decision is a decision-making process carried out by consumers to use a good or service that involves a process of consideration, such as what product or service to purchase, its quality, how much, and how to buy the goods or services.

Green marketing plays an important role in communicating the advantages of green products to consumers. Green marketing activities are the concept of product marketing strategies by manufacturers aimed at consumers who care about the environment (Yuliana & Pantawis, 2022). Understanding these dynamics is critical for businesses and policymakers to predict consumer behavior and appropriately adjust strategies in green marketing (Gultom *et al.*, 2024). Research conducted by Gede *et al.* (2025) shows that green marketing, consumption value, and brand image simultaneously have a significant influence on the purchase decision of traditional Balinese fusion foods. Research conducted by Widjaya *et al.* (2024) shows that green marketing and social influence affect purchasing decisions at Fore Coffee. Research conducted by Nainggolan *et al.* (2025) also shows that green marketing, perceived value, and brand image affect consumer purchasing decisions on Kopi Kenangan products in Medan City. Product marketing by prioritizing environmental interests is the best breakthrough in marketing activities, where this green marketing activity directly has a considerable influence on the sustainability of the environment (Yuliana & Pantawis, 2022).

This study seeks to uncover in depth how green products and green marketing affect consumer purchasing decisions. Medan Tembung Culinary MSMEs have a great opportunity to compete by adopting green products and green marketing as part of their innovations. Product innovation plays a crucial role in a company's success by enabling it to introduce new solutions, break the market, and create value for customers (Afrizal *et al.*, 2023). Through this study, it is hoped that obstacles and opportunities can be identified in the implementation of green products and green marketing, so that recommendations that are applicable to culinary MSMEs can be formulated to increase product attractiveness and consumer satisfaction in the increasingly sustainability-oriented digital era.

LITERATURE REVIEW

MSMEs

MSMEs are business activities carried out by individuals or individuals, households, or small-scale business entities. Usually, MSME businesses are classified by revenue per year, number of employees, and assets owned (Sudrartono *et al.*, 2022; Afrizal *et al.*, 2024). MSMEs are business activities carried out by individuals or individuals, households, or small-scale business entities. MSMEs are the most important part of the country in terms of economic growth (Atmojo & Kusumo, 2022). In summary, MSMEs are independently owned and operated businesses characterized by limited scale in employees, capital, and revenue, which primarily serve local or niche markets and contribute significantly to employment, income generation, and economic resilience. MSMEs are a form of productive economic business carried out by individuals or individual business entities that meet the criteria of MSMEs (Widjaja *et al.*, 2020).

Based on Government Regulation No. 7 of 2021, this Government Regulation is a derivative of the Job Creation Law and updates the criteria for MSMEs by taking into account economic dynamics (Indonesia, 2021). The criteria for MSMEs according to this PP are:

1. Micro Enterprises: maximum operating capital of IDR 1 billion and maximum annual turnover of IDR 2 billion
2. Small Businesses: operating capital of IDR 1–5 billion and annual turnover of IDR 2–15 billion
3. Medium Enterprises: operating capital of IDR 5–10 billion and annual turnover of IDR 15–50 billion

Purchase Decision

Purchase decisions are the results taken by consumers in choosing products with various alternatives available (Nurhasanah *et al.*, 2019). Purchasing decisions are consumer behaviors that, in every consumption action, apply environmentally friendly insights (Yuliana & Pantawis, 2022). According to Maryati and Khoiri (2021), a purchase decision is a decision-making process carried out by consumers to use a good or service that involves a process of consideration, such as what product or service to purchase, its quality, how much, and how to buy the goods or services. Thus, the purchase decision is the concluding step in the buyer's process, where an individual or organization selects a specific product or service. According to Puspita & Hendrayati (2020) Purchase decision indicators are problem introduction, searching information, alternative evaluation, purchase decision making, and post-purchase behavior.

Green Product

A green product is a product that is designed and processed in a way that reduces effects that can pollute the environment, both in production, distribution, and consumption (Tri Handayani, 2012; Panggih & Krisnadi, 2022). A green product is a product that is friendly or harmless to the environment, either during the production process or when consuming it (Hanifah *et al.*, 2019). Green products are sustainable products that are produced and sold with attention to the impact on the environment (Rosyada & Dwijayanti, 2023). Overall, green product is an eco-friendly option designed to cut waste and energy use, extend sustainability across their life, and offer a lower-impact substitute for conventional goods. According to Lotfi *et al* (2018), Green Product indicators are that they have usefulness for the environment, efficiency in energy use, are made from or can be recycled products, and can minimize environmental pollution.

Green Marketing

Green marketing is a phenomenon that has developed in importance in the modern market (Hussain *et al.*, 2020). Green marketing is not just about offering environmentally friendly products to consumers but about the production and distribution processes of these products (Mustikasari & Rahmawati, 2023). Green marketing activities are the concept of product marketing strategies by manufacturers aimed at consumers who care about the environment (Yuliana & Pantawis, 2022). Hence, green marketing refers to the strategic communication and business practices that position products, services, or corporate activities as environmentally responsible. According to Amier & Pradana (2022), the indicators of green marketing are environmentally friendly and recyclable, similar product prices, and environmentally friendly and motivating consumer promotions.

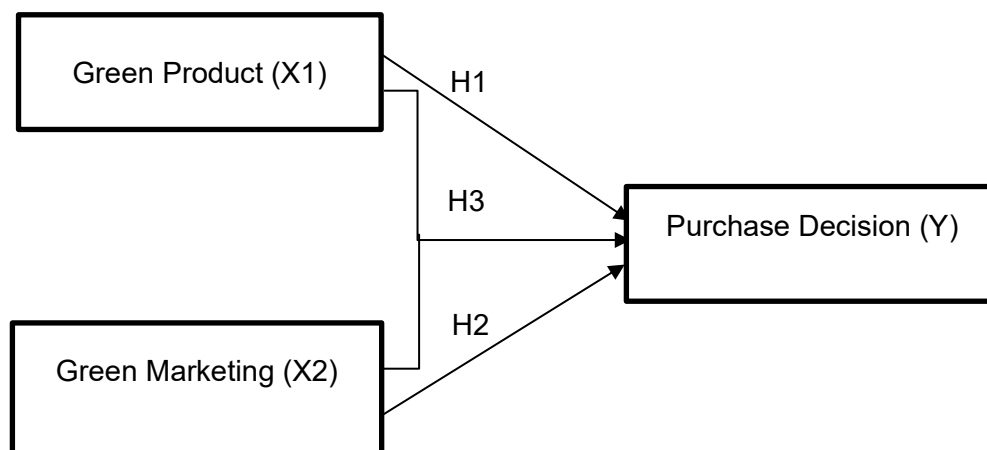


Figure 1. Theoretical Framework

The hypothesis in this study is:

H1: There is an influence Green Product towards Purchase Decision

H2: There is an influence Green Marketing towards Purchase Decision

H3: There is an influence Green Product and Green Marketing towards Purchase Decision

RESEARCH METHOD

This research was conducted on MSMEs Culinary located in Medan Tembung District, Medan City, Indonesia. The research period starts from June 2025 to August 2025. This research using descriptive quantitative methods and this research was carried out by making questionnaire statements and disseminating them to Culinary MSMEs in Medan Tembung District and processing data using SPSS (Statistical Product and Service Solutions) application software with version 25. The population in this study is MSMEs Culinary located in Medan Tembung District. The population in this study is 1,283 Culinary MSMEs in Medan Tembung District in 2025. Using the slovin formula, the total sample was 305 respondents. The sampling technique used is incidental sampling. According to Sugiyono (2022), incidental sampling is a technique for determining samples based on chance, that is, anyone who happens to meet a researcher can be used as a sample, if it is seen that the person who happens to be met is suitable as a data source.

RESULTS

Validity Test

The results of the validity test for the green product variable (X1) showed that each rcount value > rtable 0.3610, so it can be concluded that the 8 questionnaire statement items for the X1 variable were declared valid. For the green marketing variable (X2), it is shown that each rcount value > rtable 0.3610, so it can be concluded that the 6 items of the questionnaire statement for the X2 variable are declared valid. The results of the validity test for variable (Y) of the purchase decision show that each rcount value > rtable 0.3610, so it can be concluded that the 10 items of the questionnaire statement for variable Y are valid.

Reliability Test

Table 2. Reliability test

Variable	Cronbach's Alpha Grades	Conclusion
Green Product	0.874	Reliable
Green Marketing	0.793	Reliable
Purchase Decision	0.798	Reliable

The reliability test table above shows that Cronbach's Alpha values of green product, green marketing, and purchase decisions are all greater than 0.60, so according to the standard, it can be concluded that all of these variables are reliable.

Normality Test

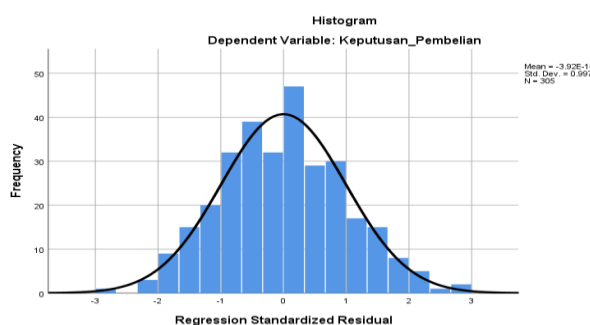


Figure 2. Normality Test Results
 Source: Data processed,2025

The results of the histogram normality test showed that the research data were distributed normally, indicated by the direction of the data line that followed the histogram line in the histogram normality test.

Heteroscedasticity Test

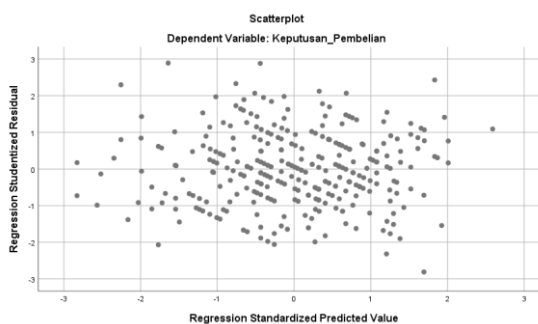


Figure 3. Scatterplot
 Source: Data processed,2025

Based on the scatterplot graph presented, it can be seen that the dots are scattered randomly and do not form a clear pattern, and are spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on inputs from independent variables.

Multicollinearity Test

Table 3. Multicollinearity Test

Variable	Tolerance	VIVID
Green Product (X1)	.877	1.140
Green Marketing (X2)	.877	1.140

Source of Processed Data 2025

As presented in Table 3, it can be seen that the correlation values for the Green Product and Green Marketing variables have a tolerance value (0.877) > 0.1 and a VIF value (1.140) < 10, so that it can be concluded that the Green Product and Green Marketing variables do not have multicollinearity.

Multiple Linear Regression Analysis

The following values of the beta coefficient and the correlation coefficient of the independent variable can be seen in the following table:

Table 4. Multiple Linear Regression Test

Coefficient				
Type		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	11.556	1.433	
	Green_Product	.444	.047	.410
	Green_Marketing	.585	.058	.443

Source of Processed Data 2025

As shown in table 4 the purchase Results = 11.556 + 0.444 Green Product + 0.585 Green Marketing + e . Based on this equation, it can be concluded that the constant of 11.556 statistically means that if the Green Product and Green Marketing have a value of 0, then the Purchase Decision remains at 11.556. The regression coefficient of the Green Product variable (X1) of 0.444 shows that every increase in the Green Product variable of 1 unit, then the Purchase Decision will increase by 0.444 units, and the coefficient is positive, so it can be concluded that the Green Product has a positive effect on the Purchase Decision. The regression coefficient of the Green Marketing variable (X2) of 0.585 shows that for every increase in the Green Marketing variable by 1 unit, the Purchase Decision will increase by 0.585 units, and the coefficient is positive, so that it can be concluded that Green Marketing has a positive effect on the Purchase Decision.

Partial Hypothesis Test (t-test)

Table 5. Bi-variate Analysis

Variable	t	Sig
Green Product	9.357	.000
Green Marketing	10.127	.000

Source of Processed Data 2025

In Table 5 above, it can be seen that the Green Product (X1) shows that the count value (9.357) > table (1.97) with a significant level (0.000) < 0.05, so that it can be concluded that the Green Product has a partial and significant positive influence on the Purchase Decision. Meanwhile, Green Marketing (X2) shows that the value of tcal (10.127) > ttable (1.97) with a significant level (0.000) < 0.05, so that it can be concluded that Green Marketing has a partial and significant positive influence on the Purchase Decision.

Simultaneous Hypothesis Test (F Test)

Table 6. *Test F*

Type	Sum of Squares	Df	Mean Square	F	Si g.
Regression	3331.867	2	1665.934	146.139	.000b
Residual	3442.703	302	11.400		
Total	6774.570	304			

Source of Processed Data 2025

In Table 6 above, it can be seen that the value of Fcount (146.139) > F table (3.00) with a significant level (0.000) < 0.05, so it can be concluded that Green Product and Green Marketing have a simultaneous effect on Purchase Decisions.

Coefficient of Determination

Table 7. *Coefficient of Determination*

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701a	.492	.488	3.376

Source of Processed Data 2025

Based on the table 7 above, it shows that the R Square value obtained is 0.492. The results of this test showed that 49.2% of Purchase Decisions were influenced by Green Product and Green Marketing variables, while the remaining 50.8% were influenced by other variables that were not studied in this study.

DISCUSSION

The Influence of Green Products on Consumer Purchasing Decisions of Medan Tembung Culinary MSMEs

This study recorded a Green Product regression coefficient of 0.444 with a value of $t = 9.357$, which confirms the positive and significant influence of Green Products on consumer purchasing decisions. The results of this study are in line with the research conducted by Stuart & Stuart (2022), where the results show that there is a positive influence of green products on the purchase decision of Starbucks Sunter North Jakarta merchandise. Research conducted by Kamboj *et al.* (2023) is also in line with this research, where there is an influence of green products and social norms to strengthen consumer purchase intent on organic products, so that culinary MSMEs need to highlight the aspect of recycling and the use of renewable materials in each menu to increase the attractiveness of environmentally friendly products.

The Influence of Green Marketing on Consumer Purchasing Decisions of Medan Tembung Culinary MSMEs

Green Marketing has the strongest influence with a coefficient of 0.585, confirming the importance of green communication in shaping consumer perception and purchasing decisions. The results of this study are in line with the research conducted by Wijaya & Dewi (2025), where the results show that green marketing and green brand image simultaneously improve the purchase of traditional Balinese food. In the study of Widjaya *et al.* (2024) It shows that green marketing and social influence or brand image contribute to purchase decisions and repurchase intentions.

The Influence of Green Products and Green Marketing on the Purchasing Decisions of Culinary MSME Consumers in Medan Tembung

Simultaneously, Green Product and Green Marketing explain 49.2% variance in consumer purchasing decisions, showing the synergy between product attributes and green communication strategies. The results of this study are in line with the research conducted by Ahmed *et al.* (2023), where the results show that green products and green marketing together encourage green purchase intention in the United States market.

CONCLUSION

The results of this study show that green products and green marketing have a positive and significant effect, both partially and simultaneously, on consumer purchasing decisions in culinary MSMEs in Medan Tembung District. Partially, green products increase consumer attractiveness through the use of local raw materials, environmentally friendly packaging, and product innovations that support sustainability. This indicates that environmental considerations have become an integral factor in consumer purchasing decisions. Green marketing, on the other hand, has been proven to strengthen business image through environmental education-based promotion and the use of digital media as the main means of communication. Simultaneously, these two factors explain almost half of the variability of purchasing decisions, indicating that the synergy between green product quality and green marketing strategies is an important foundation for the competitiveness of MSMEs. From the aspect of sustainability, this study emphasizes that environmentally friendly practices are not just a momentary trend, but a strategic need in responding to the demands of modern consumers who are increasingly concerned about environmental issues. Practically oriented recommendations for culinary MSMEs in Medan Tembung should focus on operationalizing green product attributes and green marketing strategies for purchase decisions. MSMEs should be more consistent in implementing green product innovation and utilizing digital communication strategies as a promotional tool as well as consumer

education. From the theoretical side, this study adds empirical support to sustainability-oriented consumer behavior studies and extends the application of green marketing in local culinary MSME contexts. Thus, this research not only provides a practical contribution for business actors but also becomes an academic reference for the development of sustainable business models in the MSME sector.

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