



How is Implementation of Green Marketing with Halal Product Certification for MSMEs in Kediri City?

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ABSTRAK

Permasalahan bagi pelaku UMKM untuk bisa bertahan dengan perkembangan usahanya adalah membutuhkan penyesuaian atas penerapan ekonomi hijau. Keterbatasan sumber daya manusia dan permodalan sebagai factor yang mendominasi menghambat pelaku UMKM untuk mendukung kebijakan ekonomi hijau. Bentuk dukungan pelaku UMKM untuk ekonomi hijau adalah dengan menjaga kualitas produk dan kehalalan produk. Jaminan produk halal telah diatur dalam Undang-Undang Nomor 33 Tahun 2014, bahwa demi menjaga kenyamanan dan ketenangan konsumen dalam berkonsumsi. Standardisasi untuk produk UMKM, adalah Produk Net (net weight), P-IRT, expired, label halal dan izin sertifikasi halal. Green Marketing dijalankan pelaku UMKM, yaitu dengan kualitas produk yang mendukung sustainable atau go green, yaitu hasil produksi khususnya dalam pengemasan produk yang ramah lingkungan.

Kata Kunci: Sertifikasi halal; Green Marketing; Sustainable.

ABSTRACT

The problem for MSME actors to be able to survive with their business development is that it requires adjustments to the implementation of the green economy. Limited human resources and capital as dominating factors hinder MSME players from supporting green economy policies. The form of support for MSME actors for the green economy is to maintain product quality and product halal. The guarantee of halal products has been regulated in Law Number 33 of 2014, that in order to maintain the comfort and tranquility of consumers in consuming. Standardization for MSME products, namely Net Products (net weight), P-IRT, expired, halal labels and halal certification permits. Green Marketing is carried out by MSME actors, namely with product quality that supports sustainable or go green, namely production results, especially in environmentally friendly product packaging.

Keywords: Halal certification; Green Marketing; Sustainable.

Article History:

Submitted : 2 September 2023; Accepted: 26 Januari 2024; Published: 31 Januari 2024

How to Cite:

Rofik Efendi, Sri Anugrah Natalina, Yuliani. 2022. How is Implementation of Green Marketing with Halal Product Certification for MSMEs in Kediri City?. *Istithmar : Jurnal Studi Ekonomi Syariah* 6 (2): 79-90. <http://doi.org/10.30762/istithmar.v6i1.33>.

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INTRODUCTION

The guarantee of halal products has been regulated in Law Number 33 of 2014, that in order to maintain consumers for comfort and peace in consumption. Article 4 states that products must be halal-certified. Halal certification in Indonesia is still under understanding for products produced by large companies, and those produced by MSMEs do not yet need halal certification. (Halal, 2014) Indonesia is one of the largest Muslim countries in the world, in its development shows that understanding and knowledge of halal products has increased. Indonesian people began to pay attention to the composition, production process and maintained halal. (Chairunnisyah et al., 2020). Recognition of assurance of halal products or not by submitting halal product certification. There are several conditions that must be met by producers in applying for halal certification, if all the requirements are met, then halal product certification is obtained. Products that are halal certified will include a halal label on their products. Consumers assess the existence of the halal label as information on halal products. (Ramadhani, 2022); (Rismananda et al., 2021).

According to Kridayanti (2018) stated that with the guarantee of halal product certification, it will provide safety, comfort and certainty for consumers in consuming a product. The existence of a halal label can be used for the concept of product promotion by manufacturers. (Firmansyah et al., 2022) In early 2023,

the Halal Product Assurance Organizing Agency (BPJPH) held a free “Sehati” or Halal Certification program, and will end on October 17, 2024 with a ‘selfdeclare’ mechanism or a statement from business actors. (kemenag.go.id) This program is here to make it easier for all business actors, both MSMEs or large companies, to immediately register their products to obtain halal product certification. Based on this program, there are sanctions that will be given by business actors if after October 17, 2024 they have not been halal certified for the products produced.

In Law Number 20 of 2008 states that Micro, Small and Medium Enterprises (MSMEs) have a function to expand job opportunities in various concepts of economic services for the community, as well as support economic equality and community income, increase community income, play a role in economic growth, and function to realize national life, namely Micro, Small and Medium Enterprises or better known as MSMEs. The national Gross Domestic Product (GDP) shows the role of MSMEs is very important in Indonesia’s economic recovery. (Research Center of the Expertise Agency of the General Secretariat of the DPR RI, 2022). The regulation issued to support the development of MSMEs in terms of convenience and protection is Law Number 11 of 2020 which outlines job creation.

Various central government programs in encouraging the empowerment of MSMEs are the National Economic

Recovery Program (PEN). The budget allocation disbursed is 96.21 trillion rupiah for MSMEs in 2021. The budget is divided into classifications of loan interest subsidies, placement of funds at partner commercial banks, MSME working capital financing, Micro Business Productive Banpres. In addition, for MSME actors, there is a minimum account exemption, load fees, and electricity amendments.

Kediri City is one of the cities in the East Java region, with various achievements it has obtained. Obtained the BB title for the Government Agency Performance Accountability System (SAKIP), and maintained 7 times the Unqualified Fair Opinion (WTP). Kediri City as a smart city also received awards as smart branding, a city towards smart, a city with a smart economy and a city with a smart society.

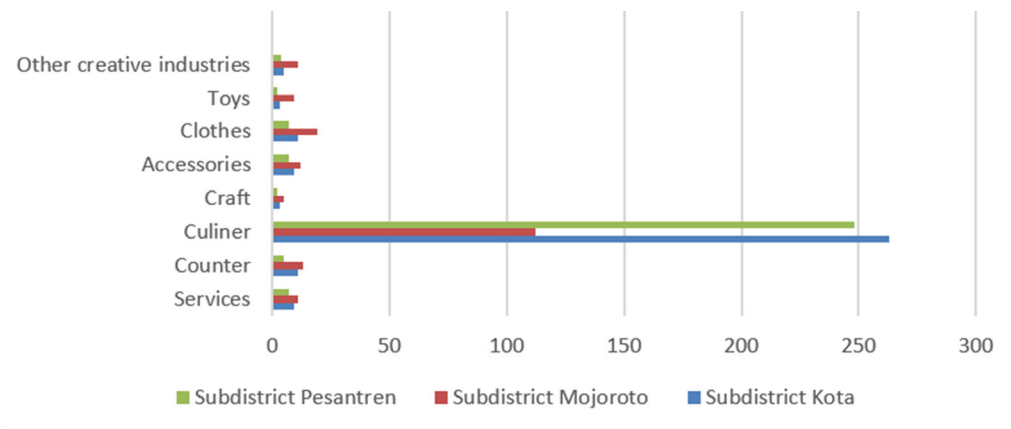
Kediri City with Vision: ‘Kediri City Superior and Prosperous in Harmony’, one of the missions to achieve this vision has a mission to improve the regional economy

based on regional superior potential and the development of an equitable creative economy. The target to be achieved is by developing the creative economy by increasing the quantity and quality of creative economy businesses and increasing the market share of the creative economy.

The problem that now arises for MSME players is adjustment to green economy policies that have begun to be implemented internationally. Limited human resources and capital that hinder MSME actors find it difficult to participate in encouraging and being part of the success of a green economy or sustainable economy. As a contributor to sources of income and potential for alternative jobs, MSMEs are important in developing countries. (Dyt & Halabi, 2007).

MSMEs in Kediri City show development, and the following is data on the classification of MSME business types in Kediri City which are located in three sub-districts in Kediri City:

Tabel 1
Figure 1. Classification of Business Types in Kediri City



Source Kediri City Trade and Industry Office, 2021

MSMEs as a popular business, then their existence is used as a tool to reduce poverty. (Santos Huerta & Guzmán Anaya, 2017). Kediri City for the development of creative industries and MSMEs, PUSAKA was formed, which is an acronym for original MSME products from Kediri City.

Digitally, its existence can be accessed on the @pusakaumkm.id Instagram account and Web, various kinds of original products from Kediri City are offered, and there are approximately 228 products incorporated and located in the PUSAKA digital stall. Towards product quality that supports sustainable or go green, efforts are needed to increase production results, especially in environmentally friendly product packaging. Product packaging is the first display seen by consumers, so an attractive appearance is needed, PUSAKA products are aesthetically very good, however, not all of these products are halal certified and package their products with environmentally friendly packaging (ecofriendly packaging). Product packaging can be product branding and media for promotion, so a sustainable business strategy must be implemented immediately in order to survive the business.

The policy of switching to a digital platform for MSME promotion media in Kediri City is only 20%, then to increase the existence of MSMEs, the expansion is carried out by forming PUSAKA (Original Products from Kediri City). Collaboration between large businesses and MSMEs is regulated in Kediri Mayor Regulation Number 28 of 2021 concerning guidelines for modern store partnerships with MSMEs. Here is the data from PUSAKA's partnership with modern stores;

Standardization that applies to date for MSME products in Kediri City, among others: Net (net weight) products, P-IRT, expiration date, halal label and halal certification permit. PUSAKA MSME products that have been halal certified with the self-declare program still have 20 products, thus showing the need for encouragement and assistance in order to achieve halal product certification for all PUSAKA MSME products. (<https://www.kedirikota.go.id/>)

Table 2.
Modern Store Partnership and PUSAKA MSMEs in Kediri City

No	Friend	Number of PUSAKA Products
1	Indomaret and Alfamart	23 products
2	Borobudur Swalayan	9 products
3	Golden Swalayan	30 products
4	Samudra Supermarket	22 products
5	Ace Hardware and Informa	Scheduled alternately each month

Source: <https://diskominfo.kedirikota.go.id/>

LITERATUR REVIEW

Greenwashing

In the macroeconomic structure, it shows the existence of mutually influencing relationships between companies, governments and consumers / society. Economic stability can be created if there is a harmonious relationship between the company and the community as consumers, that consumers need the products produced by the company, then the company will produce products needed by consumers. The problem that arises is the relationship between the company and the community / consumers is that the company does not protect the surrounding environment so that it causes environmental pollution, and the products produced use many materials that cannot be decomposed. Legitimacy from the community is needed to survive so that it can be trusted by the surrounding community. Gray et.al (1995), described that society has a big role for companies, namely as a determinant of the allocation of financial and economic resources. According to Deegan, et al, (2004) community legitimacy is considered successful when measured from the company can coexist with the community and the value system and norms of society are not disturbed.

In public companies, the concept of legitimacy is not only from the community as consumers but also from stakeholders. Dowling and Pfeffer (1975), show the role of stakeholders by providing an assessment of the company's operations, as well as the company's behavior with its environment.

The theory of legitimacy according to Donovan (2002), there is the potential to survive well with the benefits of the resources owned. The international world in the aim of protecting the earth, has an impact on making regulations about environmentally friendly for business people. The aspect of compliance from the company to be able to implement regulations from the government, causes an effort to trick into getting a good predicate. The act of such practice is known as greenwashing. The increasing practice of greenwashing causes confusion among the community or stakeholders, with the title of environmentally friendly but not in accordance with its benefits. Pomeroy & Johnson, 2009) Public confusion is more caused by the dissynchronization of existing information related to the company's performance in its sustainability program. (Turnbull et.al, 2000) According to Lyon & Maxwell (2011) states companies that implement sustainability which turns out only to pursue a good name or only as a company promotion strategy.

Asymmetric information or that is raised makes it difficult for people to distinguish right from wrong, resulting in a lot of confusion in making product purchase decisions at the company. (Langer et al, .2008); (Chen & Chang, 2013). The risk of people's decision-making to buy products produced by companies that provide information that is not in accordance with reality. (Peter & Ryan, 1976) The increase in greenwashing practices has an impact on increasing green risks.

(Slaughter,2008); (Chen & Chang,2013) halal certification product hygiene is more

Halal Product Certification

MSME players with halal certification using the Mann Whitney test show that there is a significant difference in their performance measures when compared to before being halal certified. (Giyanti & Indriastiningsih, 2019). By taking care of halal certification for MSMEs in Gresik, sales turnover increases. (Fun, et.al, 2023). According to Abdul, et al (2013), produced research that people who already know about halal certification have a significant relationship to carry out the halal certification process. The community or MSME actors really need education about the importance of halal product certification for the products produced to gain the trust of the community. Training and assistance in halal product certification have a positive impact on MSME actors, namely changing complicated and difficult perceptions in obtaining halal certification can be minimized. (Trismiyanto, 2022) The total income of MSMEs by having halal product certification in Bogor shows a positive and significant influence with indicators of capital, length of business, promotion and working hours. (Kharirunnisa, 2020)

Since there is a law that regulates the obligation of halal certification of products, the impact on the existence of halal certification will be the forefront that will protect consumers. (Salindal et al., 2018). Halal certification is no longer a need for Muslims only, but also all consumers because with

guaranteed as well as maintained health. (Viverita & Kusumastuti, 2017). Consumer confidence, expanding marketing areas, increasing sales are the impacts felt by MSME players after having a halal certificate. (Yunos et al., 2014). In addition, it also has an impact on the value added of the products produced so that the tool to retain consumers, becomes different from other products from competing products. (Salindal et al., 2018). Consumers are more active in checking the presence of halal labels on a product to be purchased, so halal labels have a positive impact on the profits obtained by the company. (Prime et al., 2018)

Eco Friendly Packaging

Plastic material is a tool that helps business actors in carrying out buying and selling practices, namely as product packaging packaging. This results in not being environmentally friendly, because plastic is a material that cannot be decomposed in the soil. Substitutes for environmentally friendly product packaging are needed, without incurring high costs resulting in expensive selling prices. The implementation of eco-friendly packaging is recommended to be the choice of business actors. This supports the achievement of Sustainable Development Goals (SDGs) at point 12.5 with the goal that by 2030 there will be a substantial reduction in waste generation. The steps taken are to reduce the amount of waste and recycling. According to LIPI (2020), showing the results of

the health crisis and digital transformation or online shopping caused 96% of package packaging to be dominated by plastic materials. In Indonesia, consumer knowledge and awareness to recycle waste is still low, only 1.2%. (BPS, 2018) According to Forbes (2019), companies that apply the green concept show an increase in profits and reputation. Some consumers have understood and understood the importance of using environmentally friendly materials.

It takes a balance of economic performance and environmental performance to be able to support public awareness in recycling waste. In Jessica's research (2021) presents data on 11 companies in Indonesia that have implemented green concepts, including: IKEA, Apple, Adidas, Panasonic, Unilever, PT Sinar Sosro, The Body Shop, Nike, PT Indocement Tunggul Prakarsa, and Dell. Starbucks is replacing plastic packaging with eco-friendly plastic and paper. (Putra and Prasetyawati, 2021) ; (Auliandri et. al., 2018).

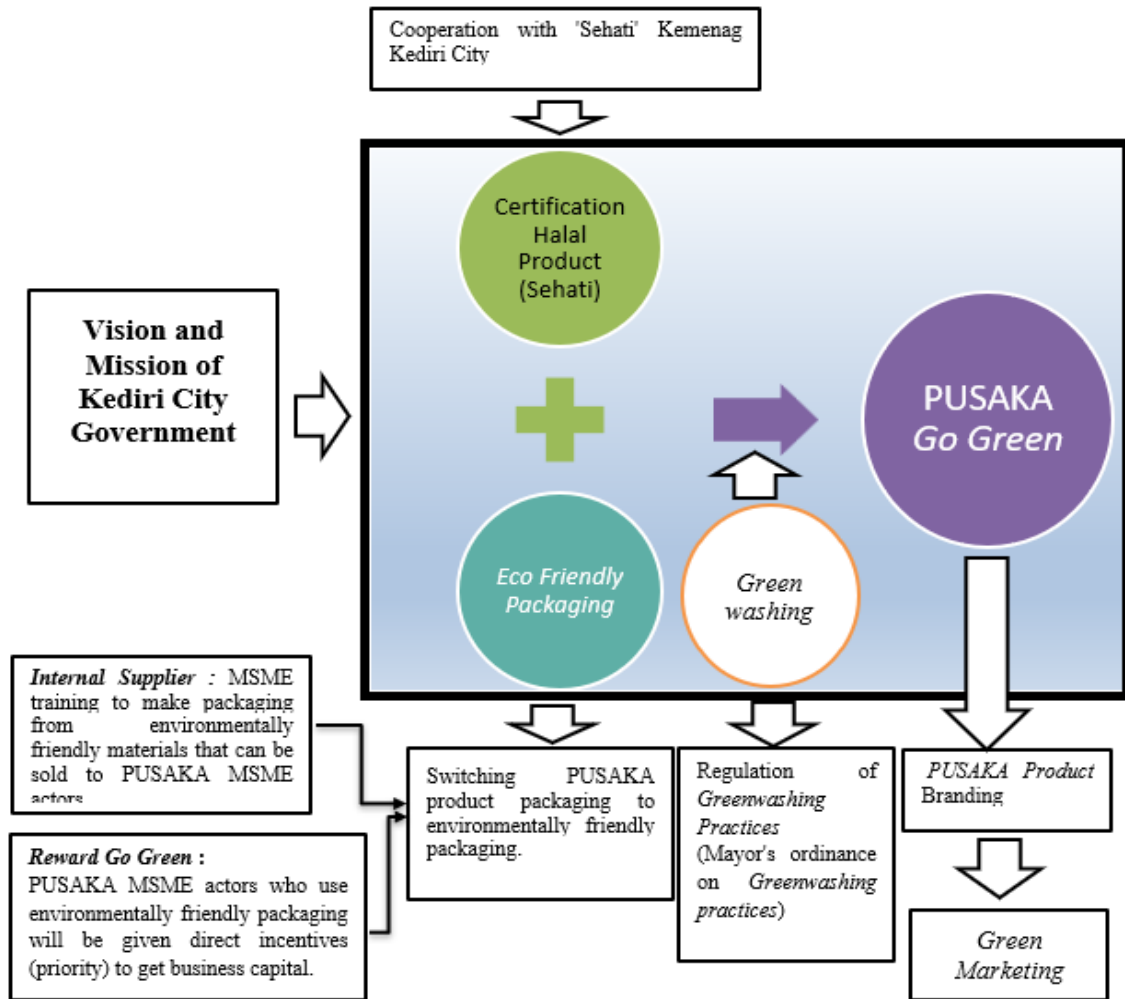
Go Green and Green Marketing

Go Green is a term intended for an environmentally friendly movement and activities. By Going Green, it requires business actors to pay attention to the environmental impact of all their activities. According to Taspirin (2019) mentioned that Go Green is in other words environmentalism. Environmentalism is an activity that can be in the form of environmental preservation, restoration, and preservation of nature. Here are some recommended Go Green practices:

- a. Harnessing renewable energy;
- b. Reduce air, water, and soil pollution;
- c. Carry out greening;
- d. Reduce consumption of plastic waste and other polluting products;
- e. Familiarize the application of organic and inorganic waste recycling.

The industrial era has an impact that carbon emissions can increase sharply, thus triggering global warming. The problem of global warming and climate change began to emerge in the late 20th century. The National Oceanic and Atmospheric Administration (NOAA) reports that 2021 was the 6th warmest period ever on earth. The Go Green movement is a community focused on preventing an environmental crisis.

Green Marketing is how environmental issues are used as a tool to become the main marketing strategy. (Eneizan, 2016:46) In its implementation, green marketing covers all company operations ranging from raw materials, production processes, product results. (Gopalakrishnan, et al, 2014) Competitive advantage in a company's product can survive if the company is long-term oriented. (Lisboa & Simao, 2016) The company will always maintain its good name or goodwill, so that the products produced gain public trust as consumers. The concept of branding can be done by companies in various ways, one of which is keeping the company running legitimacy. Legitimacy can come from the government or society, the company will maintain the image or branding of the company by implementing gov-



ernment rules and maintaining a negative public view of environmental performance. (Rodriguez, 2016). Green marketing strategy is currently a strategy in winning the market for products and services.

Kediri City Government with Vision: 'Kediri City is Superior and Prosperous in Harmony' with one of the missions used to achieve this vision, namely 'Strengthening the regional economy based on the superior potential of equitable creative economy development regions', it is necessary to create MSME development. The concept of development carried out is towards PUSAKA Go Green which aims to become an icon of Kediri City as a Green

City and the creation of a green ecosystem. PUSAKA Go Green is to guarantee that all its products are halal certified and use environmentally friendly packaging. This study also wants to prove the research of Yunos et.al. (2014) which shows that the halal industry can develop well because it is supported by demographic aspects.

RESEARCH METHODS

The approach of this study uses descriptive. This research is a conceptual paper. This research adopts the concept of a case study from Yin (1998: 140), namely by using pattern matchmaking analysis techniques, which are based on empirical data

in the form of secondary data from BPS, Kediri City Government, and previous research sources. As for the structural analysis used in this study refers to (Yin, 2003: 169) using a linear structure, namely with the findings of the data collected and then analyzed. The next analytical structure used is a comparative structure, which shows facts that are in accordance with empirical data.

RESULTS AND DISCUSSION

The concept of Go Green has been around for quite a long time, especially in the East Java region which is devoted to MSME players, namely how to produce environmentally friendly products. The development of Go Green has become a necessity and lifestyle, to stay afloat, the introduction of these attributes is commonly known as green marketing. The problem that arises along with the company's consistency to do green marketing is the prejudice and trust in the community that the application is only for imaging or just a tool to achieve high profits. (Polonsky, 1994)

Internationally, the mandatory use of environmentally friendly packaging has been mandatory to apply. Many company practices try to trick to be judged as a company that obeys the rules by showing that it has implemented an environmentally friendly company. This practice is known as greenwashing, this definition was adopted from the Encyclopedia of Corporate Social Responsibility, that the company's performance in the environment but the practice is not appropriate. Greenwashing

according to the UI Environment Department (2020) defines it as a company marketing strategy in creating an environmentally friendly company image, but without being carried out properly. The term greenwashing was first mentioned by an environmental activist Jay Westerveld (1986) through his essay. Westerveld found that greenwashing practices in hospitality companies, namely by reusing towels is an environmentally friendly strategy, but actually only a way to save operating costs.

According to Kalafatis and Pollard, (1999) that many companies make environmentally friendly claims with exaggerated or misleading information. This information can be called false information that undermines consumer confidence (Singh & Sirdeshmukh, 2000) ;(Ramus & Montiel, 2005) ;(Harridge, 2006) Greenwashing activities will increase will result in consumers considering possible risks, thereby reducing trust in the company. In the development of the green economy, only companies must support and implement sustainability activities, but also the community also increasingly understands and understands the green concept. Green society / consumers are defined as a group of people who have environmental awareness and the action taken is to buy products from environmentally friendly companies. (Tjahja, 2014:187)

The government plays a role in policy makers who can encourage the implementation of sustainable and green economy. With this regulation, it can later be used

to mitigate the potential for greenwashing practices in companies. Kediri City as a city with a myriad of achievements, it should be one of the cities that has been at the forefront of implementing the green economy, especially for its assisted MSMEs with certified halal products and eco-friendly packaging which then becomes MSMEs go green.

Consumers in buying as many as 70% of respondents indicated influenced by environmental messages and label attributes, but in contrast to environmental claims, companies are not trusted by consumers. (Chase & Smith, 1992) According to Dagnoli (Dagnoli, 1991) that consumers prefer to buy safe and environmentally friendly products, while the company's environmental claims are only believed by 15% of respondents. Different results are shown by Schwartz and Miller (1991) that consumers tend to companies have no responsibility to the environment and also consumers do not trust the marketing or advertising claimed by the company.

Kediri City with a composition of high HDI value number 6 in East Java, the number of productive age population of 200,219 people, and the 4th highest investment realization in East Java with an investment value of 1.6 trillion (9.0%), will show results that support the research. Indonesia as one of the G20 countries that is bound to commit to sustainable development (SDGs) and sustainable consumption and production activities, Kediri City must also support the government's policy. Positive laws that regulate

the importance of Anti-Greenwashing that already exist in Indonesia are as follows:

1. Law Number 32 of 2009 which regulates environmental protection, management, requires business actors to provide appropriate and accurate information in article 68;
2. Minister of Environment Regulation No.2 of 2014 which requires the inclusion of an ecolabel logo. This logo provides product information and production processes as well as the rest of environmentally friendly products;
3. Law No.8 of 1999 on Consumer Protection, in article 4 point 3 indicates the fundamental right of consumers to true and honest information on the guarantee of goods and services. While in article 8, there is a prohibition on business actors to mislead consumers in accordance with the label, etiquette or information of these goods and services;
4. Another regulation, in article 62 of the Consumer Protection Law, has a maximum prison penalty of 5 years while the maximum fine applied is IDR 2 billion;

In its development, there has been no derivative of the policy, especially related to public protection with the practice of greenwashing. This, maybe one of the causes is the unpopularity of the term greenwashing in the community, or people do not realize that there are companies that are carrying out greenwashing practices and / or public sensitivity is still lacking. References and policy recommendations that can be used as examples for making

regulations on greenwashing practices are consumer protection laws in Australia. Through the Australian Consumer Law (ACL) Australia can regulate the promotion and claims of packaging and labelling in all media. It also regulates the requirements for business actors for reporting their environmentally friendly activities with scientific evidence and testing. In addition, there is an institution formed to demand legal action against MSME actors or entrepreneurs if claims for environmental friendliness are not in accordance with the ACL, the institution is known as the Australian Competition and Consumer Protection (ACCC).

Education to the community and MSME actors needs to be held, to grow each other's concepts of sellers and buyers, so that environmentally friendly awareness can be created with the same standards. The same understanding, can minimize the practice of greenwashing, so compliance will be created. There needs to be a green campaign (green marketing) to socialize the same concept of awareness and knowledge about environmental friendliness. Halal product certification and the use of eco-friendly packaging are the basis that can be used to create a green ecosystem, and also the responsibility of MSME actors or entrepreneurs as evidence of environmentally friendly implementation

CONCLUSION

According to Chen (2010) companies when carrying out strategies in the form of green marketing concepts have an impact on the value then felt by consumers

when consuming products, besides that it can also show reduced risk results for the use of environmentally friendly products so that they can then be used for competitive advantage in these products. Proven in 2023, according to UI Green City Metric 2023, Kediri City has been ranked I Most Sustainable City in Access and Mobility.

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