

Implementation Of Environmentally Friendly Marketing For Smes Featured Products To Strengthen Competitive Advantages

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Abstract: SMEs are required to apply environmentally friendly marketing to the products produced and have a high consistency of environmental values including aspects of product development, production, energy and waste management, consumer protection and even social policies and environment. SMEs who are able to implement environmentally friendly marketing strategies will have a competitive advantage. The research objective is to determine the application of environmentally friendly marketing to SMEs, environmentally friendly marketing strategies in increasing competitive advantage and testing the effect of the application of environmentally friendly companies on competitive advantage. The research method uses descriptive and verification analysis. The sample uses a saturated sample technique consisting of 43 craft UKM and 38 culinary UKM. The data analysis technique used is multiple linear regression analysis, correlation coefficient and determination coefficient. In addition, classical assumptions were tested which included: normality test, autocorrelation test, multicollinearity test, and heteroskedasticity test, F test and t test. The results of testing the hypothesis show that all proposed hypotheses are accepted. Product, Price, Distribution Channel and Green Promotion simultaneously and partially have a positive effect on competitive advantage. By implementing environmentally friendly marketing, the company will gain competitiveness compared to other companies, because the company benefits in the form of exclusive access to limited resources, namely raw materials, consumers and locations. Things that businesses need to pay attention to are finding alternative environmentally friendly raw materials, adopting environmentally friendly technologies, shops or distribution channels that are environmentally friendly and strengthening promotion of environmentally friendly.

Index term: environmentally friendly marketing, green products, green pricing, green placing, green promotion, competitive advantage

I. INTRODUCTION

Most of the SMEs in conducting their business apparently have not made environmentally friendly criteria as a matter of concern, even though the implementation of environmentally friendly marketing is part of Green practices that can be done by SMEs start from small things, adjusted to certain characteristics possessed by SMEs. (Abdul Samad, 2017) As for the problems faced in developing the SME green industry, namely: (a) lack of knowledge about environmental sustainability, (b) weak management aspects, (c) technical aspects that have not been supported, and (d) limited availability of funding sources oriented to environmentally friendly aspects. Green Marketing is an environmentally friendly product consisting of various processes, changes packaging and also changes to promotions. Green aims to communicate that the company cares about the environment, as environmentally friendly marketing, combines several activities such as modifying products, changing production processes, packaging, advertising strategies and increasing marketing compliance awareness in the industry. There are five factors if SMEs implement environmentally friendly Marketing, namely 1) economic benefits, 2) financial incentives, requests stakeholder, 4) Laws, 5) resources and motivation and knowledge. Furthermore, the economic benefits obtained by SMEs in applying the concept of green marketing are reducing waste, saving costs, increasing customer satisfaction, increasing employee commitment, increasing products and ultimately increasing competitiveness. (Andrian, et al 2012)

Promotions that recognize the importance of the environment will play a role for companies in their marketing. Sales and advertising are part of the marketing mix, such as products (goods and services), places (location and distribution) and prices. Marketing environmentally friendly (Green Marketing) or on going marketing as the company's efforts to design products, set prices and distribute products in a way to promote the environment. The uniqueness of environmentally friendly marketing lies in how the ability of marketers in the process of finding, identifying, responding and anticipating consumers by combining marketing mix messages to encourage consumers to make purchases by presenting unique product appeal to meet customer demand and satisfaction that is superior to competitors. The number of SMEs in Bogor recorded as many as 23,706 spread in 68 villages. The majority of SME types of business are trading by 35% followed by food and beverage businesses by 28%. The diversity of products and creativity has given rise to several products that have the advantage and the best quality, which distinguishes it from other products. A superior product is an item or service that is owned by an SME that has economic value and high competitiveness and can absorb labor. Bogor besides known as the City of Rain offers a variety of interesting attractions typical of the mountains. This rainy city also holds a myriad of superior products that are characteristic of Bogor. No wonder there are many tourists who stop by Bogor and return to bring something interesting to be used as souvenirs. The SME sector based on the local specialties of Bogor needs serious attention from the government. The potential of local resources has an important meaning and has the opportunity to be developed because it will have an impact on the development of other sectors such as tourism. The tourism sector and the existence of SMEs are like two sides of a coin that cannot be separated. The progress of the tourism sector is automatically able to encourage the

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growth of the SME sector. The tourism sector is synonymous with souvenirs (souvenirs) so that it can supply the needs of SMEs. Usually Bogor's superior products are food (culinary) and handicraft (handicraft). Some of Bogor's superior products produced by SMEs include handicrafts such as Frame Puppets, Gong Home, Imitation Bags, Sandal Shoes, Batik, Sitting Puppets, Uncal, etc., then for famous foods and drinks including Karuhun Flakes, Fresh Lemon Drinks, Chocolate Noodles, and so on. The SME sector based on the local specialties of Bogor needs serious attention from the government. The potential of local resources is very large and very likely to be developed because it will have an impact on the development of other sectors such as tourism. The tourism sector and the presence of SMEs are as important as two sides of a coin that cannot be separated. The advanced tourism sector will automatically encourage the growth of the SME sector. With the increasing population growth and large enough tourists in the future potentially increasing will be able to improve the economic sector going forward. The number of SMEs in the city of Bogor is certainly a concern for the government to work together with SMEs to promote environmentally friendly products as an alternative product choice, and to help save the community's environment. One of the efforts issued by the government in terms of saving the environment is by issuing Bogor City Regulation No. 1 of 2014 concerning Environmental Protection and Management, and Bogor Mayor Regulation number 61 of 2018 concerning Reducing the Use of Plastic Bags, which is a ban on the use of bags plastic in the commercial business world. The Bogor City Government's effort to issue a plastic pay policy is one of the activities of environmentally friendly marketing. Awareness from the government and SMEs towards the concept of environmentally friendly marketing is expected to minimize the potential for environmental damage, as well as to improve the competitiveness of superior product-based SME businesses. As the government promotes promotion in the implementation of paid plastic policies, it is necessary to conduct research that can support the implementation of the policy, because a policy has an important role in supporting and encouraging the realization of environmentally friendly behavior. Bogor City Government's policy in implementing the implementation of environmentally friendly marketing is still limited to retail business actors that have not touched other business actors such as SMEs in terms of environmentally friendly products (green products) to environmentally friendly promotions (green promotion), but it is expected that in the long run, businesses will also implement these policies to improve the competitiveness of their products. By implementing environmentally friendly marketing, the product will have a high selling value so that it has a competitive advantage compared to companies that do not or have not implemented it. To find out 1) the application of environmentally friendly marketing to SMEs 2) environmentally friendly marketing strategies in increasing competitive advantage and 3) the effect of applying environmentally friendly companies to competitive advantage. With this research, it is expected to contribute to SMEs to innovate in producing environmentally friendly products that have potential markets so as to ensure the survival of SMEs. For local governments, being able to

educate the importance of using environmentally friendly products so as to increase PAD and provide recommendations for sustainable development of an environment based economy.

II. LITERATURE REVIEW

Environmentally Friendly Marketing

Implementation of Environmentally Friendly Marketing strategies does not escape the marketing mix. As according to Haryadi (2009: 34) concluded the marketing strategy and marketing mix strategy (marketing mix) has an inseparable relationship. The marketing mix with the vision of environmentally friendly marketing (Green Marketing) with the creation of goods and services that apply environmentally friendly issues both for raw materials for production and in the marketing mix. The marketing mix consists of four main variables, namely product, price, distribution, and promotion. By combining the four variables, the company is expected to be able to identify consumer needs related to environmental stewardship. Research on environmentally friendly products is interesting to study because a number of studies show mixed results so this confirms an interesting research gap to be studied more deeply (Ali and Ahmad, 2012; Fisher, et al., 2012; Shabani, et al., 2013; Suki, 2013; Kumar and Sharma, 2015; Lorek, 2015; Yasin, et al., 2015; Biswas, 2016; Devipriya and Nandhini, 2016; Pillai and Junare, 2016; Suganya and Kavitha, 2017; Suntornpithug and Indiana, 2017) . Several cases related to environmentally friendly products conclude that there are diverse perceptions, such as aspects of price, product quality and the potential for post-consumption recycling. In addition, there are also studies of how the production process of environmentally friendly products, including marketing aspects of environmentally friendly products, especially from environmentally friendly marketing models (Yasin, et al, 2015 and Suntornpithug and Indiana, 2017). The description of environmentally friendly products is not only from the marketing aspect but also production and distribution so that it becomes a consideration by consumers in deciding to consume environmentally friendly products (Chockalingam and Isreal, 2016; Devipriya and Nandhini, 2016; Suganya and Kavitha, 2017; Suntornpithug and Indiana, 2017 ; Mahmoud, 2018). What's interesting about research on environmentally friendly products is the approach through marketing mix that is 4P (Bhalerao and Deshmukh, 2015; Solaiman, et al., 2015; Chockalingam and Isreal, 2016; Mahmoud, 2018). The underlying argument is the interrelation of all elements in the marketing mix to address the attractiveness of consuming environmentally friendly products, especially in an effort to meet the needs and desires of consumers. Therefore, environmentally friendly products are now not only competing with fellow environmentally friendly products but also with their substitute and complementary products, besides of course competing with products that are not environmentally friendly. This illustrates that identification of the attractiveness of environmentally friendly products is not only from the marketing aspect but also production and distribution so that it becomes a consideration by consumers in deciding to consume environmentally friendly products (Chockalingam and Isreal, 2016; Devipriya and

Nandhini, 2016; Suganya and Kavitha, 2017; Sontornpithug and Indiana, 2017; Mahmoud, 2018).

Competitive Advantage Competitive

advantage (competitive advantages) is a company formulation strategy designed to achieve opportunities that cannot be imitated by competitors to maximize profits and profit (Pakaya, 2011). Competitive advantage is the key to success for organizations or companies that are in an environment that is continuously experiencing rapid changes in a competitive environment and in an increasingly short period of time (Main, 2010). So this competitive advantage can be achieved by utilizing the resources in the company. According to Porter (1990) competitive advantage is the heart of marketing performance in the face of competition. The findings from Li (2000) found a positive influence between competitive advantage and performance measured through sales volume, profitability, market share, and return on investment. Competitive advantage is obtained from company's ability to manage and utilize resources and capital owned. Companies that are able to create competitive advantage will surely have the strength to compete with other companies because their products are in demand by customers. Some researchers describe indicators of the business performance of SMEs such as Miles et. al (1998) uses a growth approach because small companies generally have financial reports that are not transparent and are difficult to interpret. Krauss (2006) states that performance measures are seen from labor growth, sales growth, and evaluation of external success. Next Lee and Badri (2007) classify business performance with financial effectiveness and non financial effectiveness. According to research results Stamp et. al (2008) measures business performance with dimensions of sales growth, labor growth, market share, gross profit, net profit margin, innovation and service, supervision costs and customer satisfaction.

III. METHODOLOGY

The research design is qualitative and quantitative research that is used to examine the natural conditions of objects. The research method used is descriptive and verification. Descriptive research to explain the variables studied and see the relationship and dependence of sub-variables. While verification is a study conducted on a particular population or sample with the aim of testing a predetermined hypothesis. This study uses primary data on an ordinal scale. Measurement of research variable dimensions using a Likert Scale 1-5. One shows the lowest category, 5 is the highest. The research population was 81 UKM UKM Bogor City. Based on data in the Bogor City Cooperative and SME Office, there are 81 SMEs belonging to Bogor's flagship SME product category. Sampling was used as a saturated sample, which means that the existing data was used as a sample of respondents consisting of 43 handicraft SMEs and 38 culinary SMEs in food and beverage. The data analysis technique uses descriptive statistics so that it produces the frequency value of each indicator. For quantitative statistical calculations in this study the SPSS program was used. The data analysis technique used is multiple linear regression analysis, the correlation coefficient and the coefficient of determination.

In addition, classical assumptions were tested which included: normality test, autocorrelation test, multicollinearity test, and heteroscedasticity test, F test and t test. The validity test is addressed by the question points of the questionnaire. Said to be valid if r count is greater than r table. The validity test results show that all items are declared valid because the r count statement is greater than r table (0.3). For the reliability test used technique Cronbach Alpha, if an instrument is said to be reliable (reliable) if it has a reliability coefficient or alpha of 0.6 or more. And of all the proposed indicators stated all statements show reliable because more than 0.6. Then the classic assumption test is also performed. According to (Gujarati, 2006) used the classical assumption that the regression model is not biased or that the regression model BLUE (Best Linear Unbiased Estimator), the classic assumption test using normality test, test multicollinearity and heteroscedasticity test. Based on the classical assumption test results obtained that the results of normality testing of all data expressed distribution normal, does not occur multicollinearity and for heteroscedasticity test in this regression using scatter plots and the results state the points scattered randomly, thus giving a sign of not occurring heteroscedasticity. In this study the Green Marketing variable consists of Green Products (11 indicators), Green Prices (4 indicators), Green Distribution (4 indicators) and Green Promotions (4 indicators) adopted from previous studies (Triwari, et al., 2011: 3 in Dicky, et al 2016) then adjusted by the authors, whereas for competitive advantage is measured using 7 indicators that refer to previous research (Tambunan, 2008)

IV. RESULT AND DISCUSSION

Characteristics of respondents in this study represent the profiles of 81 respondents from SMEs who have participated in filling out this questionnaire.

Table 1. Identifikasi Respondents

Identification	Description	Total
Gender	Male	69%
Age	41-55 years	57%
Marital Status	Married	96%
Education	College	55%
of Business Lama	0-5 years	56%
of Total Assets	<50 million	70%
Total	turnover>300 million	94%
Total Workers	<4 people	74%
Initial Capital	<5 million	76%
Source of Capital	Personal	96%
Source of Raw Materials	Local	90%

Source: Primary Data, processed 2019

Table 1. shows that the majority of female business operators are 69%, this is that women are more dominant in entrepreneurship. Aged 41-55 years as much as 57%, indicating that business actors are still productive able to run a business and have the responsibility in achieving maximum results. The majority of business operators, 96% are married, show that the burden of living needs is increasing, so that the business actors are serious about running a business to earn income to meet family needs. There is a unique thing related to the education level of business actors, namely the majority of tertiary education by 55%, this shows that with higher education, business actors tend to have high creativity and innovation so that

they can be competitive. The duration of running a business as much as 56% is run for 0 - 5 years, so it still requires more experience in entrepreneurship. The total assets owned by the majority of assets are less than 50 million, as much as 70%, this shows that micro-scale business actors are characterized by total assets of \leq Rp 50 million. Based on the number of turnover owned has a turnover of less than 300 million as much as 94%, thus that micro-scale business actors with a characteristic turnover of \leq 300 million, with the number of workers owned by less than 4 people as much as 74%, because it belongs to the category of small businesses then initial capital of less than 5 million, as much as 76%. Based on the capital source, it is obtained that most business actors use their own capital as much as 96%, thus the business actors still optimize their own capital compared to loans. Using your own capital will not be burdened with repayment of loans, interest or other burdensome provisions. Business actors still use local raw materials as much as 90%. This shows that SMEs are more likely to use local raw materials than imported (imported) raw materials. This shows that local raw materials are no less good than imported (imported) raw materials, because usually superior regional products empower more local wisdom that reflects regional characteristics.

Regression Analysis Results

Based on a summary of the results of calculations using multiple regression the value of R is 0.692 which is in the strong category. Showed that the relationship between variables of green products, green prices, green distribution and green promotion with a competitive advantage variable had a strong relationship. Positive correlation shows that environmentally friendly products, environmentally friendly prices, environmentally friendly distribution and environmentally friendly promotion is getting better it will increase competitive advantage. That R^2 is used to explain 47.90 percent of variables. the dependent Whereas the percentage of contribution of factors influencing the factors of environmentally friendly products, environmentally friendly prices, environmentally friendly distribution and environmentally friendly promotion of competitive advantage. Overall this is significant at the 95 percent confidence level. While the remaining 42.10 percent is influenced by other variables not included in the model.

Effect of Simultaneous Partial Marketing and Sustainable Competitive Advantage Against

F-count is greater than F-table ($17.467 > 2.70$) concluded that H_0 is rejected and H_a accepted meaning with 95 percent variable environmentally friendly products, eco-friendly prices, green distribution and green promotion positive and significant effect simultaneously on competitive advantage. The results of the study have relatively the same results as some previous studies relating to the application of green marketing, which is simultaneously environmentally friendly marketing has a positive and significant impact on competitive advantage. (Suryalena. 2016). The final results of this study show results that are in line with research conducted by (Miftah, et al, 2016) where this study uses the same marketing mix indicators as researchers and produces the same conclusions showing that companies have implemented green marketing well. This is also

reinforced by other research that the aim of companies in implementing green marketing strategies is to improve performance through increasing consumer confidence in the latest innovation products. (White, DW (2010) The calculation of $t_{count} > t_{table}$ ($3,044 > 1,665$) then H_0 is rejected and H_a accepted which means that factors environmental friendly products has a positive effect partial significant competitive advantage proved to be. It can be seen from the regression coefficient is marked positive of 0.631 and has a probability value of $0.03 < 0.05$. This is corroborated by Hart, SL (1995) research, which explains that by implementing green products the company will gain competitiveness in advance (competitive preemption) compared to other companies. This is because the company benefits in the form of exclusive access to limited resources, namely raw materials, consumers, location and production capacity. The result of the calculation of $t_{count} > t_{table}$ ($2.106 > 1.655$) then H_0 is accepted and H_a is rejected, which means environmentally friendly price factor positive and significant effect partially to competitive advantage. In most cases the price of a green product is higher than a regular product, which means there is a premium price. So the price strategy in a green marketing strategy is to balance and combine consumer price sensitivity and environmental conciseness. Consumers usually will not pay the premium price and only choose green products when they know the same price, but the quality and conditions are different from ordinary products. (Queensland Government. 2006) Value $t_{count} > t_{table}$ ($2.017 > 1.665$) then H_0 is rejected and H_a accepted, which means environmentally friendly distribution factor positive and significant impact on competitive advantage. The attractiveness of environmentally friendly products is not only from the marketing aspect but also production and distribution so that it becomes a consideration by consumers in deciding to consume environmentally friendly products. (Chockalingam, SN and Isreal, DJ 2016). There is a strong influence of environmentally friendly distribution with competitive advantage. (Devipriya. B. and Nandhini, M. 2016) Then the results of the study (Suganya, D and Kavitha, S. 2017) states that sellers who want to achieve success in selling environmentally friendly products must position their products widely in the market so they can be more recognized. According to (Mahmoud, TO 2018) states that companies that use environmentally friendly distribution channels will differentiate from competitors so they can have a competitive advantage. $t_{count} > t_{table}$ ($2.449 > 1.665$) then H_0 is rejected and H_a accepted, which means environmentally friendly promotional factor positive and significant impact on competitive advantage. Regarding promotional activities that are environmentally friendly, marketers must place their products as widely as possible because most consumers will not look for green products just for that purpose but need these products to be displayed in front of them. (Chen, C., Ph. D., & Lin, L. (2011). Increasingly competitive competition requires SMEs to aggressively seek the right strategy to win the competition. To be able to compete in a competitive business environment is demanded to have advantages, uniqueness or differences that can not be owned by competitors, the uniqueness or difference can be done by creating competitive advantage and one of the marketing strategies to realize competitive advantage is by implementing green marketing strategies. According to

Chen, CS, & Lin, LY (2011) Green marketing strategies not only carry out social responsibility, but are proven to be able to increase competitive advantage. Green consumers become more careful in choosing or consuming a product because they feel worried that it will have an impact on increasing environmental damage. Green Consumer Behavior is consumer behavior in every act of consumption. Applying environmentally friendly insights. One environmentally friendly consumer behavior is known as 3R (Reduce, Reuse, Recycle). Companies that have implemented green management indirectly have a competitive advantage, because the company continues to innovate, explore the potential of its resources to do things differently and cannot be done by competitors. (Kuncoro, M. 2006). By innovating, companies find new products that are environmentally friendly that have differences so there is no need to compete directly with similar products. (Ali, A. and Ahmad, I. 2012) Some fundamental reasons for environmentally friendly marketing must be applied by companies and marketers. First; an opportunity to get a competitive advantage, because the element of green (green) is the product differentiation and the change in market behavior and consumers become green consumers make green products as a new business opportunity. Second; participate in carrying out social responsibility (Corporate social responsibilities (CSR)). It is a commitment of businesses that behave ethically and contribute to economic prosperity and improve the quality of workers, families and the surrounding environment such as local communities and society at large. Third: pressure from the government through legislation explicitly instructing companies to take part in protecting the environment and strict sanctions for companies that violate them, the fourth is the issue of costs and profits, companies that produce green products hope to get greater profits compared to producing conventional products. Whereas the fifth fundamental reason is the pressure from increasingly competitive business competition, an increase in business encourages companies to be able to innovate in order to compete with competing companies. will be one of the weapons to be able to compete and be able to win the competition. According to (Biswas, A. 2016) Marketing environmentally friendly is not just to implement environmental responsibility, but it is useful also to create a positive image of the company, seeking new markets or opportunities, gain a competitive advantage (competitive advantage), and increase the value of your product or service. Another opinion states that green innovation (green innovation) and green process (green process) can increase the company's competitive advantage (Y.-S. Chen, Lai, & Wen, 2006). Based on the theory of Nature Resources Theory (NBRT) it is explained that companies that implement environmental awareness and environmental sustainability (go green) will be able to achieve competitive advantage. One strategy used to increase competitive advantage is to manage product (product stewardship). The company that manages the product will get various benefits which can be out of the business that is harmful and dangerous, can redesign the existing product system to reduce liability and can develop new products with more cost-efficient recycling. The environmentally friendly marketing activities include, product development, use, and disposal do not

cause harmful impacts on the environment, develop products with a positive impact on the environment and the proceeds from the sale of these products are used for the benefit of organizations or events related to the environment. (Hawkins, et al 2013) In other words, marketing environmentally friendly marketing is a strategic process that involves evaluation stakeholder in creating long-term relationships with customers while maintaining, supporting, and preserving the natural environment in running the company. (Hult, et al. (2012) The thing that companies need to do in supporting green marketing is in developing technology to realize environmentally friendly products. Various ways can be done during the production process, in order to produce an environmentally friendly product. Apply the concept of sustainable green products; the use of recyclable raw materials, environmentally friendly packaging materials, energy saving, and safe waste for the environment. The minimization aims to encourage all parties to participate in the development of technology to realize environmentally friendly products. Various ways can be done during the production process, in order to produce an environmentally friendly product. One method used is to apply the concept of sustainable green products; the use of recyclable raw materials, environmentally friendly packaging materials, energy saving, and environmentally safe waste. In general, there are four ways to optimize a green product, namely Reuse, Repair, Reconditioning / Remanufacturing and Recycling. Reuse is the use of a product that has been used for cleaning or sterilizing. (Ottman, J. 2011) While Repair is repairing things or components that suffered minor damage, malfunctioning or underperforming, returning to normal. Meanwhile Reconditioning / Remanufacturing is overhauling or replacing a certain component. Finally, Recycling is an activity to recycle a product for the purpose of being used as raw material for other products.

VI. CONCLUSION

The concept of environmentally friendly marketing is almost the same as conventional marketing mix, namely by referring to the satisfaction of the needs, desires, and desires of customers in relation to the preservation and preservation of the environment. Consumer interest in environmental care creates opportunities for companies to implement environmentally friendly marketing so they can have a competitive advantage. Based on the results of the study, SMEs still find it difficult to use recycled raw materials which are still very limited to obtain them. Then the business actors who have implemented environmentally friendly marketing turned out to offer relatively higher prices because it is related to the technology used, they also have difficulty marketing products to shops or distributors who also implement environmentally friendly strategies and related to green promotion there are still many actors businesses that have not used environmentally friendly product labels. However, based on the research results both simultaneously and partially have a positive and significant effect on competitive advantage. Companies in this case SMEs must improve the quality of environmentally friendly marketing so that competitive advantage can increase. It also must continue to innovate in carrying out environmentally friendly marketing, so that competitive advantage is maintained. Competitive advantage can not

only be achieved by implementing green marketing strategies, therefore companies and marketers must look for other strategies as well, in order to win the competition.

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