

## The Effect of Green Marketing and Brand Image on Consumer Buying Interest in MSMEs in Palu City (Case Study in Chicken Bim)

Pengaruh Green Marketing dan Brand Image Terhadap Minat Beli Konsumen pada UMKM di Kota Palu (Studi Kasus di Chicken Bim)

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### Abstract

The development of environmental issues and consumer awareness of sustainability encourages MSMEs to adopt green marketing practices to attract buying interest. In Palu City, MSMEs such as Chicken Bim are starting to implement environmentally friendly strategies, such as the use of organic materials or biodegradable packaging, which can form a positive brand image. However, the extent to which green marketing and brand image affect consumer buying interest still needs to be further studied. This study aims to find out and analyze both simultaneously and partially the influence of green marketing and brand image on consumer buying interest in MSMEs in Palu City, especially in Chicken Bim. This research is a survey research type, whose samples are taken through purposive sampling techniques. Meanwhile, the respondents were Chicken Bim consumers who made takeaway or take-away purchases as many as 97 respondents. The method used is quantitative research using multiple linear regression analysis. The results of the study show that simultaneously there is a significant influence of green marketing and brand image on consumer buying interest in MSMEs in Palu City. Partially, there is a significant influence of green marketing on consumer buying interest in MSMEs in Palu City. Partially, there is a significant influence of brand image on consumer buying interest in MSMEs in Palu City.

**Keywords:** Green Marketing, Brand Image, Buying Interest, MSMEs, Chicken Bim

### Abstrak

Perkembangan isu lingkungan dan kesadaran konsumen akan keberlanjutan mendorong UMKM untuk mengadopsi praktik green marketing guna menarik minat beli. Di Kota Palu, UMKM seperti Chicken Bim mulai menerapkan strategi ramah lingkungan, seperti penggunaan bahan organik atau kemasan biodegradable, yang dapat membentuk brand image positif. Namun, sejauh mana green marketing dan brand image berpengaruh terhadap minat beli konsumen masih perlu dikaji lebih lanjut. Penelitian ini bertujuan untuk mengetahui serta melakukan analisis baik secara simultan maupun parsial pengaruh green marketing dan brand image terhadap minat beli konsumen pada UMKM di Kota Palu khususnya di Chicken Bim. Penelitian ini berjenis penelitian survei, yang sampelnya diambil melalui teknik purposive sampling. Sementara respondennya yaitu konsumen Chicken Bim yang melakukan pembelian secara take away atau dibawa pulang sebanyak 97 responden. Metode yang dipakai adalah penelitian kuantitatif memakai analisis regresi linear berganda. Hasil penelitian memperlihatkan bahwasanya secara simultan terdapat pengaruh yang signifikan dari green marketing dan brand image terhadap minat beli konsumen pada UMKM di Kota Palu. Secara parsial terdapat pengaruh yang signifikan dari green marketing terhadap minat beli konsumen pada UMKM di Kota Palu. Secara parsial terdapat pengaruh yang signifikan dari brand image terhadap minat beli konsumen pada UMKM di Kota Palu.

**Kata Kunci:** Green Marketing, Brand Image, Minat Beli, UMKM, Chicken Bim

## INTRODUCTION

According to Kotler et al (2021) In 2015, United Nations (UN) member states introduced the "2030 Agenda" and committed to a set of 17 comprehensive goals known as Sustainable Development Goals (SDGs) or Sustainable Development Goals. It serves as a shared vision and as a standard model to guide stakeholders in dealing with various social and environmental challenges. Simply put, companies can look at the SDGs from two broader perspectives: humanity and the environment (Yaputra et al., 2023).

Sustainable development is an effort to create harmony and justice in the implementation of development between the economic, social, environmental, and governance pillars. This concept is the basis for the development of green innovation with the Concept of MSME Empowerment in Indonesia. Environmentally friendly innovation is the use of new production methods, processes or management to reduce environmental hazards and pollution, as well as other negative impacts on resources, including energy consumption. It is important to know that the concept and context of MSME empowerment in Indonesia is one of the pillars of the country's economic development (Primary 2023).

MSMEs have recently started to take initiatives for environmentally friendly innovation or known as Green Innovation presented by (Walker et al., 2008) in (Primary 2023), however, they face difficulties when competing with the market and adopting new innovations. Difficulties in innovation are caused by time and resource limitations. In addition, difficulties arise because MSMEs tend to show low levels of involvement in environmental protection activities, especially in developing countries and still use conventional methods. As stated by (Gadenne et al., 2009) in (Primary 2023), MSMEs are seen as drivers of

macroeconomic growth, but they are also key players in environmental exploitation activities.

According to (Peattie et al., 2005) in (Primary 2023), one of the success factors in facing the difficulties faced by MSMEs to win market competition is the concept of green marketing orientation/Green Marketing Orientation (GMO) which has been developed since 1980, moving from product concept to sales concept then to marketing concept continuing to marketing/Marketing Furthermore, the social concept, the concept of green marketing or Green Marketing. In the American Marketing Association, Green marketing is a series of activities related to product variation, production and packaging changes, and advertising creativity to meet customer needs. In addition, it supports organizational growth by minimizing losses due to environmental impacts (Primary 2023).

Eco-marketing policies encourage marketing strategies that use a marketing mix. Product design, pricing, packaging, promotion and sales strategy should clearly emphasize the idea of sustainable eco-friendliness. A sustainable marketing strategy remains essential in achieving community and brand engagement as products increase brand trust among environmentally conscious customers. Choundhary and Gokarn (2013) in (Amoako) et al., 2022) proposes that sustainable marketing policies should be reflected in product development, packaging and promotion that aim to preserve nature for example according to Priati (2012), sustainable advertising requires advertising messages that not only promote products but also project community ideals for social interests that have implications for nature, economy and society, especially for sustainable lifestyles (Amoako) et al., 2022).

According to data from the Ministry of Cooperatives and SMEs in 2023 (Indonesian Chamber of Commerce 2025), the contribution

of MSMEs reaches 61% of Indonesia's total Gross Domestic Income (GDP) and absorbs more than 97% of the national workforce. However, there are still many MSMEs that have not optimized their strategies Green Marketing and reinforcement Brand image in increasing their competitiveness.

In modern times, public awareness of environmental issues is increasing, including in the city of Palu. This phenomenon encourages changes in consumer behavior to pay more attention to ecological aspects in their purchasing decisions. For MSMEs like Chicken Bim, this situation creates challenges and opportunities to develop marketing strategies geared towards environmental sustainability. This research is also important because there is still a lack of research that examines the application of green marketing to MSMEs in Palu City, especially in the culinary industry. The results of this research are expected to provide practical contributions to the development of marketing strategies for Chicken Bim MSMEs and the like, as well as theoretical contributions to the development of marketing science in the local context.

## RESEARCH METHODS

The type of research used by the researcher is explanatory research with a quantitative approach. The variables studied were green marketing, brand image, and consumer buying interest. The purpose of this study is to explain a number of variables and units related to the phenomenon being tested. This study used questionnaires to ask respondents various questions or written statements to collect data. The population taken in this study is Chicken Bim consumers who make takeaway purchases or allow customers to order food to take home.

The sampling technique in this study uses purposive sampling, which is a sample determination technique based on certain considerations with the aim of obtaining sampling units that have the desired

characteristics. The sample in this study refers to the slovin formula. To find out the sample of the population whose number is known, use the following formula:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n: Sample

N: Population

E: Error tolerance 10%

1: Constant

The data analysis method was carried out quantitatively, descriptively, and verifiably using SPSS for Windows version 30.0. Instrument testing techniques: a. Validity Test: the instrument can be used to measure b. Reliability Test: knowing the extent to which a measuring instrument is reliable. Classical assumption test: a. Normality test: to determine the normality of the data from each variable b. Multicollinearity test: to test whether there is a correlation between independent variables in the regression model c. Heterokedasticity test: To test the similarity of error variance.

## Data analysis techniques

Multiple Linear Regression Analysis with the formula:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:

Y = Dependent Variable

X = Independent Variable

a = Constant Value

b = Value of Regulatory Coefficient

e = Error (Epsilon)

- Regression Determination Coefficient Test (R<sup>2</sup>): to find out how much the contribution of independent variables in simultaneously exerting influence on dependent variables.

## Hypothesis Test

Test F: To see the simultaneous influence of independent variables on dependent variables.

t-test: To see the partial effect of each independent variable on the dependent variable

Significance is determined by alpha 5%. If the tcount > 0.05 then H1 is accepted and so on.

## RESULTS AND DISCUSSION

### Instrument Test Results

#### Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire can be said to be valid if the correlation coefficient between the scores of an indicator and the total score of all indicators is positive and less than 0.3 ( $r \geq 0.3$ ). The results of the validity test for the statement items of each variable can be explained as follows:

#### Green Marketing

**Table 1** Validity Test Results Green Marketing

Statement Items	r-Count	r-Critical	Information
1	0,557	0,3	Valid
2	0,665	0,3	Valid
3	0,643	0,3	Valid
4	0,697	0,3	Valid
5	0,503	0,3	Valid
6	0,598	0,3	Valid
7	0,594	0,3	Valid
8	0,627	0,3	Valid
9	0,701	0,3	Valid
10	0,608	0,3	Valid
11	0,311	0,3	Valid
12	0,711	0,3	Valid

Source: Researcher-processed data (2025)

Based on the results of the validity test above, it can be concluded that the twelve instruments are suitable for inclusion in the next test, because the correlation coefficient

(r-calculated) of all the statement items obtained is greater than 0.3 or greater than the value (r-critical).

#### Brand Image

**Table 2** Validity Test Results Brand Image

Statement Items	r-Count	r-Critical	Information
1	0,763	0,3	Valid
2	0,811	0,3	Valid
3	0,786	0,3	Valid

Source: Researcher-processed data (2025)

Based on the results of the validity test above, it can be concluded that the three

instruments are worthy of being included in the next test, because the correlation

coefficient (r-calculated) of all the statement items obtained is greater than 0.3 or greater than the value (r-critical

### Buying Interest

**Table 3** Purchase Interest Validity Test Results

Statement Items	r-Count	r-Critical	Information
1	0,715	0,3	Valid
2	0,716	0,3	Valid
3	0,716	0,3	Valid
4	0,827	0,3	Valid
5	0,837	0,3	Valid
6	0,693	0,3	Valid
7	0,706	0,3	Valid
8	0,669	0,3	Valid
9	0,620	0,3	Valid
10	0,688	0,3	Valid
11	0,755	0,3	Valid
12	0,792	0,3	Valid

Source: Researcher-processed data (2025)

Based on the results of the validity test above, it can be concluded that the twelve instruments are suitable for inclusion in the next test, because the correlation coefficient

(r-calculated) of all the statement items obtained is greater than 0.3 or greater than the value (r-critical).

### Reliability Test

**Table 4** Reliability Test Results

No.	Variable	Cronbach's Alpha	r- Critical	Information
1	Green Marketing	0,839	0,60	Reliable
2	Brand Image	0,692	0,60	Reliable
3	Buying Interest	0,919	0,60	Reliable

Source: Researcher-processed data (2025)

Based on the results of the reliability test on the variables used in this study, it was obtained that the Cronbach's alpha value of each of the green marketing, brand image and buying interest variables had a Cronbach's alpha > value of 0.60.

Based on the results of the normality test above, it shows that the data spreads around the diagonal line and follows the direction of the diagonal line or histogram graph. This shows that the pattern is normally distributed, so the regression model has met the assumption of normality.

## Multicollinearity Test

**Table 5** Multicollinearity Test Results

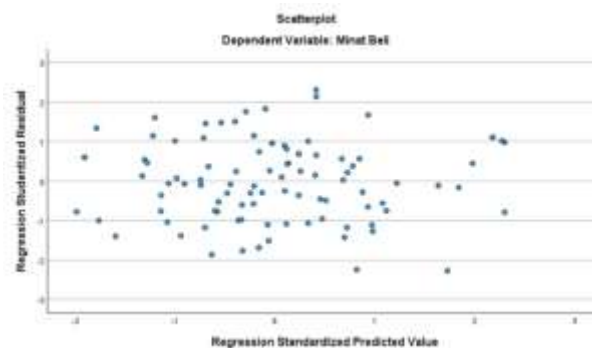
Variable	Collynearity Statistic		Information
	Tolerance	VIVID	
Green Marketing (X1)	0,600	1,666	Multicollinearity-free
Brand Image (X2)	0,600	1,666	Multicollinearity-free

Source: Researcher-processed data (2025)

Based on the table above, it can be seen that the tolerance value of all independent variables is greater than 0.1 which means that there is no correlation between independent variables. Meanwhile, the results of the

calculation of the Variance Infalution Factor (VIF) value also show the same thing, which is less than 10. Therefore, it can be concluded that there is no multicollinearity between independent variables in the regression model.

## Heteroscedasticity Test



**Figure 2**  
**Scatterplot Heteroscedasticity Test**

Source: SPSS Output Results Data (2025)

Based on the scatterplot graph, it shows that the values of the distribution of the research data are scattered randomly, do not

form a definite pattern, scattered both above and below the number 0 on the Y axis.

## Multiple Linear Regression Analysis

**Table 6** Multiple Linear Regression Analysis Results

No.	Independent Variables	Regression Coefficients	t <sub>Count</sub>	Sig.
1	Green Marketing (X1)	0,707	6,203	0,001
2	Brand Image (X2)	0,752	2,135	0,035

Constant = 2097,771 Multiple-R = 0.717	FHcount = 49,781 R Square = 0.514 Adj. R Square = 0.504	Sig. F: 0.001 $\alpha$ : 0,05
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Source: Researcher-processed data (2025)

Based on the results of data processing in the table above, the regression model equation obtained is as follows:

$$Y = 2097.771 + 0.707X_1 + 0.752X_2 + e$$

The above equation illustrates the magnitude of the influence of independent variables on dependent variables. Green marketing (X1) and brand image (X2) are positively marked indicating that the influence of one direction between independent variables and dependent variables.

The constant value ( $\alpha$ ) of 2097.771 shows that the variables of green marketing (X1) and brand image (X2) are in a fixed state, unchanged (with a value of zero), so the resulting consumer buying interest is worth 2097.771.

The regression coefficient for green marketing (X1) is 0.707 and has a positive value. This shows that every one unit change in the green marketing variable assuming the other variables are fixed, then consumer buying interest changes by 0.707.

The regression coefficient for the brand image (X2) is 0.752 and has a positive value. This shows that every one unit change in the brand image variable assuming that the other variables are fixed, then consumer buying interest changes by 0.752.

The multiple-R value in this study was 0.717 or 71.7% which means the correlation relationship between independent variables Green Marketing (X1) and Brand image (X2) for the dependent variable, namely buying interest (Y) is 0.717 or 71.7%. Based on the correlation coefficient interpretation guidelines (Sigh, 2019), it can be concluded that the tightness of Green Marketing (X1) and Brand image (X2) against the buying interest (Y) is strong,

### Coefficient of Determination (R<sup>2</sup>)

The determination coefficient (R<sup>2</sup>) aims to determine the degree or degree of closeness of the relationship between all independent variables. The value of the detremation coefficient (R<sup>2</sup>) in this study was 0.514 or 51.4% in table 6 which means the correlation relationship between the independent variable of green marketing (X1) and brand image (X2), to the dependent variable, namely buying interest (Y) was 0.514 or 51.4%, while the rest (100% - 51.4% = 48.6%) was influenced by other variables that were not studied in this study.

### Hypothesis Testing Results

#### Test F

The F test was used to determine whether all independent variables (X) simultaneously had a significant effect on the dependent variable (Y) based on the results of the ANOVA (Analysis of Variance) test or the F test obtained a value of  $F_{\text{calculated}}$  as  $49.781 > F_{\text{table}} 3.09$  and a significance level smaller than the 5% confidence level ( $0.001 < 0.05$ ). These results show that simultaneously variable X (green marketing and brand image) has a significant effect on variable Y (buying interest). Thus, the first hypothesis (H1) which states that green marketing and brand image simultaneously affect consumer buying interest is **accepted**.

#### T test

The partial test (t-test) is used to show how far an independent variable (green marketing and brand image) is influential in explaining the dependent variable (buying

interest). Based on the results of the calculation of the t-calculated value and its significance, it was obtained as follows:

Variable green marketing (X1) obtained a tcal value of  $6.203 > t_{table}$  of 1.98472 with a significance level smaller than the 5% confidence level, which is below  $0.001 < 0.05$ , meaning that this value shows that partially the green marketing variable has a significant effect on consumer buying interest. Thus, the second hypothesis (H2) which states that green marketing partially affects consumer buying interest **Accepted**.

The brand image variable (X2) obtained a calculated value of  $2.135 > t_{table}$  of 1.98472 with a significance level smaller than the 5% confidence level, which is  $0.035 < 0.05$ , meaning that this value shows that partially the brand image variable has a significant effect on consumer buying interest. Thus, the third hypothesis (H3) which states that brand image partially affects consumer buying interest is **accepted**.

## DISCUSSION

### The Influence of Green Marketing and Brand Image on Consumer Buying Interest in MSMEs in Palu City

Based on the first hypothesis test, it shows that green marketing and brand image simultaneously have a positive and significant effect on consumer buying interest in MSMEs in Palu City, especially in Chicken Bim. These results mean that the first hypothesis in this study that states that green marketing and brand image simultaneously (together) have a positive and significant effect on consumer buying interest is acceptable.

Interaction between Green Marketing and Brand image creating synergies that strengthen consumer confidence in business sustainability and credibility, ultimately driving increased buying interest. These findings are in line with research conducted by (Sukma P et al., 2021) and (Rachmawaty

et al., 2020) which states Green Marketing and Brand image Together, it has a significant effect on consumer buying interest.

### The Influence of Green Marketing on Consumer Buying Interest in MSMEs in Palu City

Based on the second hypothesis test, it shows that green marketing partially has a significant effect on consumer buying interest in MSMEs in Palu City, especially in Chicken Bim. These results mean that the second hypothesis in this study which states that green marketing partially has a positive and significant effect on buying interest is acceptable.

These findings are also reinforced by respondents' responses, where consumers stated that they prefer Chicken Bim because of its commitment to environmentally friendly business practices. In addition, some consumers claim to feel more satisfied when they contribute to businesses that have a positive impact on nature. These findings are in line with research (Lukman et al., 2021) and (2025) which states that Green Marketing partially has a positive and significant effect on consumer buying interest

### The Influence of Brand Image on Consumer Buying Interest in MSMEs in Palu City

Based on the third hypothesis test, it shows that brand image partially has a significant effect on consumer buying interest in MSMEs in Palu City, especially in Chicken Bim. These results mean that the third hypothesis in this study which states that brand image partially has a positive and significant effect on buying interest is acceptable.

Brand image has created a sense of trust and safety for consumers when consuming the product Chicken Bim which in turn increases their buying interest. The



dimensions of brand trust and brand impressions in this study have been proven to have a significant contribution to the formation of consumer buying interest. These findings are in line with research (Susilawati et al., 2024) and (Nikmah et al., 2025) which states that Brand image partially has a positive and significant effect on consumer buying interest.

## CONCLUSION

Green marketing and brand image simultaneously have a significant effect on consumer buying interest in MSMEs in Palu City, especially in Chicken Bim. These results show that there is a one-way influence between green marketing and brand image on consumer buying interest. Green marketing practices implemented by Chicken Bim, such as the use of environmentally friendly materials, recycled packaging, or sustainable promotional strategies, also increase consumers' positive perception of the brand. Meanwhile, a strong brand image, built through a quality product image, satisfactory service, and a good reputation, also contributes to encouraging consumers' desire to buy.

Green marketing partially has a significant effect on consumer buying interest in MSMEs in Palu City, especially Chicken Bim. This is due to the implementation of green marketing strategies carried out by Chicken Bim through the use of environmentally friendly packaging and production processes that pay attention to sustainability aspects have succeeded in attracting the attention of consumers who are increasingly aware of the importance of environmentally friendly products. The use of recyclable packaging and natural ingredients in Chicken Bim products has received a positive response from consumers, which is reflected in their increased buying interest in the product.

Brand image partially has a significant effect on consumer buying interest in MSMEs in Palu City, especially Chicken Bim. This happens because a good brand image has created a sense of trust and safety for consumers when consuming Chicken Bim products which in turn increases their buying interest. The dimensions of brand trust and brand impressions in this study have been proven to have a significant contribution to the formation of consumer buying interest.

## SUGGESTION

For Chicken Bim, it is necessary to strengthen its brand image through consistency of product quality, excellent customer service, and a more targeted marketing campaign to build a positive association with the brand in the minds of consumers. It is recommended to continue to innovate in developing products that are more environmentally friendly, for example by using local and organic raw materials or reducing production waste, which can be an added value in green marketing strategies.

The next research can explore other variables that may affect consumers' buying interest in MSMEs, such as service quality, price, or socio-cultural factors.

Researchers can then replace the indicators with different indicators in this study and adjust them to the respondents to be studied so that the research is more generalized and better.

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