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## THE IMPACT OF GREEN BUSINESS, PACKAGING QUALITY AND PRICE ON CONSUMER PURCHASE INTEREST OF MIXUE MSMEs



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### Abstract

The high level of competition among retail MSMEs in selling contemporary beverages necessitates innovation and creativity among business owners in developing their sales strategies. The purpose of this study was to determine the influence of green business practices, packaging quality, and price on consumer purchasing interest of Mixue MSMEs in Bogor Regency. This study used a quantitative method with an associative approach, a type of research that aims to explain systematically, factually, and precisely the facts and characteristics of a particular object or population. The sampling technique in this study was non-probability sampling with a purposive sampling technique, which is a sampling technique based on specific considerations. The participating respondents were 45 people with the criteria of having purchased Mixue products more than 4 times, being at least 17 years old, following the @mixueindonesia Instagram account, and residing in Bogor Regency. The test tools used included data quality testing, classical assumption testing, influence testing, and hypothesis testing using SPSS 26 software. The test results show that the green business and quality variables partially influence the purchasing interest of Mixue MSME consumers in Bogor Regency. However, there is no reason to state that the price variable influences the repurchase interest of Mixue MSME consumers. The results also show that the green business, packaging quality, and price variables simultaneously influence the purchasing interest of Mixue MSME consumers in Bogor Regency.

**Keywords:** Green Business, Price, Packaging Quality, Retail Management, MSME Mixue

## INTRODUCTION

The number of food and beverage providers in Indonesia in 2023 will be approximately 4.85 million, compared to 4.01 million in 2016, representing an increase of approximately 21.13 percent. Divided by business group, restaurants and food stalls account for 24.75 percent, mobile food and beverage providers account for 14.55 percent, and catering services comprise 3.48 percent. This represents a significant increase of 20.48 percent compared to 8.13 million employed in 2016. The sales value of food and beverage providers will reach 998.37 trillion rupiah in 2023, a 48.04 percent increase from the sales value of the same businesses in 2016, which only reached 674.38 trillion rupiah (BPS, 2024). However, it is currently suspected that business activities are experiencing quite serious economic shocks, including the Mixue MSME business. To save the Indonesian economy, the MSME sector is receiving special attention from the government. This is because MSMEs are quite resilient in facing economic shocks. MSMEs are currently experiencing increasing growth and are able to create new jobs at a time when many large companies are going bankrupt and laying off employees.

**Figure 1.**  
**Development of MSMEs in West Java**

**Jumlah Usaha Mikro dan Kecil menurut Kabupaten Kota dan Bentuk Badan Usaha/Badan Hukum/Perijinan (Unit), 2020-2022**  
**Number of Micro and Small Enterprises by Regency City and Form of Business Entity/Legal Entity/Licensing (Unit), 2020-2022**

Kabupaten/Kota Regency/Municipality	Jumlah Usaha Mikro dan Kecil Number of Micro and Small Enterprises				
	2018	2019	2020	2021	2022
PT	11	65	49	-	43
CV	312	213	411	809	251
Firma Firm	312	-	-	-	-
Koperasi Cooperative	751	-	-	-	-
Yayasan Foundation	-	-	685	-	6
Tidak Berbadan Hukum/Usaha Not a Legal Entity/Business	28.934	52.362	51.707	44.204	42.838
<b>Jumlah Total</b>	<b>30.008</b>	<b>52.640</b>	<b>52.852</b>	<b>-</b>	<b>43.138</b>

Sumber/Source : BPS Provinsi Jawa Barat/BPS-Statistics Jawa Barat Province

Source: Central Bureau of Statistics (Badan Pusat Statistik), 2022

Based on Figure 1, the current number of MSMEs in West Java Province is 43,138 units, of which approximately 42,838 units do not have a legal entity/business entity in 2022 (data from the West Java Statistics Agency). This presents a challenge for the government in encouraging MSMEs to move up a class. In 2020, the Mixue Company first entered Indonesia, opening its first outlet in Bandung, namely Cihampelas Walk (Ciwalk). Under the auspices of PT Zisheng Pacific Trading, this Chinese company is present in Indonesia and offers contemporary ice cream and beverage products at very affordable prices for lower-class people. Mixue's increasing popularity is due to its viral popularity on social media with its affordable prices for lower-class consumers, resulting in many outlets popping up in several cities in Indonesia, including Bogor Regency.

Mixue is a franchise company, resulting in many local MSMEs collaborating to establish Mixue outlets. As time goes by, competition in the trendy beverage business has become increasingly fierce, resulting in a decline in consumer interest in Mixue MSMEs in Bogor Regency. Therefore, sound business strategies and management are needed to remain viable in the trendy beverage business. These strategies primarily involve attracting consumers through green economy-based marketing, the use of attractive packaging, and competitive pricing. Therefore, researchers felt the need to conduct research on Mixue MSME consumers in Bogor Regency regarding green business, packaging quality, and pricing.

Previous research has shown significant differences in results related to green business, packaging quality, and price. Research conducted by (Wibowo & Sabardini, 2024) concluded that green business has a positive and significant effect on purchasing decisions. Similarly, research conducted by (Nuraisyah & Nuzil, 2023) found that green business has a significant influence on purchasing decisions. This contrasts with research (Manongko, 2017), which states that green business does not have a direct and significant influence on purchasing decisions. Furthermore, research (Larasati, 2023) states that price and product quality partially have a positive and significant influence on Mixue consumer purchasing decisions. This contrasts with research (Tiara Kasih et al., 2023), which concluded that packaging and price do not have a positive and significant influence on Mixue consumer purchasing intention. This is supported by research (Sulasih, 2017), which states that price and packaging variables have no influence on consumer purchase intention. This is in line with research (Rafikasari & Fauzy, 2021), which found that partially the price variable and packaging variable do not significantly influence purchasing interest.

This background is what motivated the author to conduct a study entitled "The Impact of Green Business, Packaging Quality, and Price on Consumer Purchase Intention of Mixue MSMEs in Bogor Regency." This study also aimed to determine the extent of the influence of green business, packaging quality, and price on consumer purchase intention of Mixue MSMEs in Bogor Regency. In addition, it aims to develop retail MSMEs that encourage economic development by prioritizing environmental preservation.

## **REVIEW OF LITERATURE**

### **Green Business**

Green business is a business activity that processes inputs into outputs while prioritizing a balance between financial, social, and environmental benefits (Utomo & Pratiwi, 2021). Green business is a strategy for companies to implement a marketing mix consisting of product, price, place, and promotion (Nuraisyah & Nuzil, 2023). The concept of green business is increasingly being promoted in several cities in Indonesia. This is due to the increasing amount of waste, including waste from trade. In addition to the quantity, the types of waste are also increasingly diverse and increasingly difficult to decompose naturally. Green business is a strategy implemented by companies to promote their products or services by highlighting the environmental benefits they produce (Noor et al., 2024). The implementation of green business, from marketing strategy planning to product development, is believed to influence consumer purchasing decisions. Similarly, digital marketing through social media, enhancing brand image can foster consumer loyalty, and increasing knowledge

regarding green marketing contribute to the sustainability of environmentally sustainable MSME businesses (Hasanudin et al., 2025).

### **Packaging Quality**

Packaging is a company's effort to present information to consumers about the product (Wijayanti, 2012) in (Hazrah et al., 2024). Packaging is also an important factor influencing consumer purchasing intention (Kurniasari et al., 2023). The technical strategy of using packaging provides added competitive value and is part of a lifestyle. Packaging plays a crucial role in maintaining product quality throughout storage, distribution, and consumption. Good packaging not only protects product quality but also significantly increases revenue. Consumers generally tend to choose products based on attractive packaging, compared to products with plain, unattractive packaging (Pratama & Fitra, 2020).

### **Price**

Price is the value a person pays to obtain and use a product or service, while for customers, price is a key consideration when making purchasing decisions (Budiasni & Puspa Sari, 2023). Price is a flexible element of the marketing mix that can be easily changed according to time and place (Darmawan & Arifin, 2020). Price also often indicates whether a product is of good quality. A high price is usually associated with good product quality. This contrasts with a low price when accompanied by poor product quality. Therefore, price becomes a stimulus for consumers in making purchasing decisions.

### **Consumer Purchasing**

Consumer purchasing interest is a consumer's willingness to choose and purchase a product, based on their experience of choosing, consuming, or using a product, according to Kotler & Keller (2016) in (Gunanjaya, 2021). Purchasing interest is a thought that arises from a sense of interest and desire to own a desired product or service. In everyday life, consumer purchasing interest is usually driven by the need, awareness, and desire to own a product or service, based on the ability to obtain it.

## **RESEARCH METHOD**

This research uses a quantitative method with an associative approach, which is a type of research that aims to explain systematically, factually and precisely the facts and characteristics of a particular object or population (Hasanudin, 2023) with the aim of describing precisely, systematically and factually the facts and characteristics of a predetermined object or population

The population in this study were customers of Mixue MSMEs in Bogor Regency. The sampling technique used non-probability sampling with purposive sampling technique, namely the technique of taking samples based on special considerations. The criteria used in determining respondents consisted of (1) Having purchased Mixue products more than 4 times (2) being at least 17 years old (3) following the Instagram account @mixueindonesia (4) domiciled in Bogor Regency. According to Calvin & Tyra in (Hasanudin, 2023) the number of samples that are suitable for a study is between 30 samples and 500. The respondents in this study were 45 people

Primary data was obtained through the distribution of questionnaires in the field containing statements with predetermined answer choices. To analyze the respondents' responses in this study, a Likert scale was used (Citrawati et al., 2024). Data analysis included

validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, coefficient of determination, partial tests (t-tests), and simultaneous tests (F-tests).

## RESULTS AND DISCUSSION

### 1. Respondent Demographic Data

Researchers obtained the data approximately two weeks after data collection. The data was then processed based on the characteristics and completeness of the questions (Kosasih et al., 2025).

**Table 1.**  
**Demographic Data of Respondents**

Demographic Profile		Frekuensi	Percentage
Gender	Man	21	47%
	Woman	24	53%
Age	17 – 25 years old	33	73%
	26 – 34 years old	7	16%
	35 – 43 years old	3	7%
	> 44 years old	2	4%
Work	Students	30	67%
	Self-employed	4	9%
	Private sector employee	8	18%
	Government employees	3	6%
Income	< Rp.3000.000	32	71%
	Rp 3.000.001 – Rp 5.000.000	8	18%
	Rp 5.000.001 – Rp 7.000.000	3	7%
	Rp 7.000.001 – Rp 9.000.000	2	4%

Source: Data processed by the author, 2025

Based on table 1, the results show that the characteristics of the number of respondents based on gender, the majority of respondents were female with a ratio of 53% and male at 47%. The largest number of respondents came from the 17-25 age group at 73%. The lowest percentage came from the age group > 44 years and 35 - 43 years, with 2% and 3% respectively. The remaining 7% came from respondents aged 26-34 years. As for occupation, 67% of respondents were students, 18% were private employees, 9% were self-employed, and 6% were government employees. In terms of income, the majority of respondents earned less than Rp 3,000,000, which was 71%. A total of 18% of respondents earned between Rp 3,000,001-5,000,000. A total of 7% of respondents earned between Rp 5,000,001-7,000,000. Lastly, only 4% of respondents earned between Rp. 7,000,001-9,000,000.

### 2. Validity and Reliability Test Results

**Table 2.**  
**Validity Test Results**

Variabele	Item	r-count	r-table	Interpretation
Green Bisnis	X1.1	0,824	0,304	Valid
	X1.2	0,786		
	X1.3	0,783		

	X1.4	0,720		
	X1.5	0,770		
Packaging Quality	X2.1	0,807		
	X2.2	0,735		
	X2.3	0,739	0,304	Valid
	X2.4	0,757		
	X2.5	0,741		
Price	X3.1	0,851		
	X3.2	0,817		
	X3.3	0,792	0,304	Valid
	X3.4	0,727		
	X3.5	0,890		
Consumer Purchase Interest	Y1	0,710		
	Y2	0,739		
	Y2	0,782	0,304	Valid
	Y4	0,836		
	Y5	0,736		

Source: Data processed by the author, 2025

Based on Table 2, the results show that the correlation coefficient r-count for each statement on the independent variable green business (X1), packaging quality (X2), price (X3), and the dependent variable consumer buying interest can be stated that all the calculated r-count coefficient values are greater than the r-table of 0.304. So it can be stated that each statement on the green business variable (X1), packaging quality (X2), price (X3), and the consumer buying interest variable (Y) is valid.

**Table 3.**  
**Reliability Test**

Variable	Cronbach's Alpha	Critical Numbers	Conclusion
Green Bisnis	0,817	0,600	Reliabel
Packaging Quality	0,798	0,600	Reliabel
Price	0,867	0,600	Reliabel
Consumer Purchase Interest	0,815	0,600	Reliabel

Source: Data processed by the author, 2025

Based on table 3, the results show that the Cronbach's alpha value for the green business variable (X1) is 0.817, the packaging quality variable (X2) has a Cronbach's alpha value of 0.798, and the price variable (X3) is 0.867. Finally, the consumer purchasing interest variable (Y) has a Cronbach's alpha value of 0.815. So, it can be stated that all variables in this study can be stated that the results are reliable

### 3. Results of the Classical Assumption Test.

**Table 4.**  
**Kolmogorov-Smirnov Test**  
One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual	
N	45	
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.62266962

Most Extreme Differences	Absolute	.094
	Positive	.094
	Negative	-.090
Test Statistic		.094
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Source: Data processed by the author, 2025

Based on table 4, the results obtained show that the normality test using the Kolmogorov-Smirnov method is determined by comparing the Asymp. Sig. (2-tailed) number. The normality assumption is met if the Asymp. Sig. (2-tailed) value is  $> 0.05$ . Conversely, the normality assumption is not met if the Asymp. Sig. (2-tailed) value is  $< 0.05$ . Table 3 shows that the significant value of the Kolmogorov-Smirnov method using the Asymp. Sig. (2-tailed) approach is  $0.200 > 0.05$ . Therefore, it can be concluded that the research data is normally distributed.

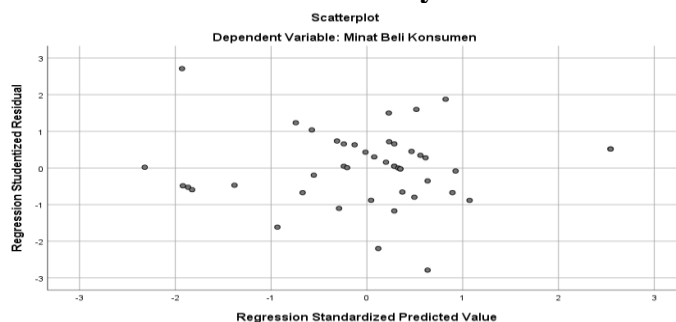
**Table 5.**  
**Multicollinearity Test**

Model	Collinearity Statistics	
	Tolerance	VIF
Green Bisnis	.514	1.945
Packaging Quality	.598	1.674
Price	.624	1.603

Source: Data processed by the author, 2025

Based on Table 5, the results of the multicollinearity test indicate that the tolerance values of the three independent variables are greater than 0.1. These three variables also show VIF values less than 10.00. Therefore, based on these results, the research data does not exhibit symptoms of multicollinearity.

**Figure 2.**  
**Heteroscedasticity Test**



Source: Data processed by the author, 2025

Based on Figure 2, the results of the Heteroscedasticity test with Scatterplot show that the points are spread randomly and do not show a pattern above or below the number 0 on the Y axis. So it can be said that these results explain that the data in this research does not have heteroscedasticity.

**4. Results of Partial Tests and Simultaneous Tests**

**Table 6.**  
**Partial Effect**

Model	Unstandardized Coefficients		Standardized	T	Sig.
	B	Std. Error	Coefficients Beta		
(Constant)	2.769	2.363		1.172	.248
<i>Green Bisnis</i>	.500	.148	.478	3.376	.002
Packaging Quality	.318	.124	.336	2.558	.014
Price	.040	.119	.043	.337	.738

Source: Data processed by the author, 2025

**Table 7.**

**Simultaneous Effects**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	158.723	3	52.908	18.724	.000
Residual	115.854	41	2.826		
Total	274.578	44			

Source: Data processed by the author, 2025

a) The influence of green business on consumer purchasing interest

Based on Table 6, the results show that the sig value of green business is positive and smaller than 0.05 ( $0.002 < 0.05$ ). Likewise, the t-value of green business is positive and greater than the t-table ( $3.376 > 1.683$ ); meaning that the green business variable has a positive and significant effect on MSME consumer purchasing interest. Green business or green marketing carried out by MSME entrepreneurs Mixue in Bogor Regency has a significant positive influence on consumer purchasing interest. This occurs because most people in Bogor Regency have understood the importance of environmental sustainability. In addition, green business activities carried out by MSME entrepreneurs Mixue have had a direct impact and the benefits are felt by Bogor Regency residents such as a clean environment free from waste, so that the community as consumers automatically feels they have benefited from these green business activities. In line with other studies that show that green business has a positive and significant effect on purchasing decisions (Wibowo & Sabardini, 2024); (Nuraisyah & Nuzil, 2023).

**b) The Influence of Packaging Quality on Consumer Purchase Interest**

Based on table 6, the results show that the sig value of packaging quality is positive and smaller than 0.05 ( $0.014 < 0.05$ ) with a calculated t-value greater than the t-table ( $2.558 > 1.683$ ); it can be interpreted that product quality has a positive and significant effect on MSME consumer purchasing interest. The quality of packaging used by Mixue MSME entrepreneurs has a positive and significant effect on consumer purchasing interest. The good and creative quality of Mixue MSME product packaging will be preferred by consumers so that consumers will purchase Mixue products. MSME entrepreneurs who understand the strategic value of packaging in attracting product appeal and awareness of important attributes such as brands, colors, image shapes and labels in product packaging can increase sales and create consumer loyalty, thereby increasing turnover and increasing job opportunities while maintaining environmental sustainability (Robiani et al., 2024); (Darmawan & Arifin, 2020).

**c) The Influence of Price on Consumer Purchasing Interest**

Based on table 6, the results show that the price sig value is greater than 0.05 ( $0.738 > 0.05$ ) and the calculated t-value is smaller than the t-table ( $0.337 < 1.683$ ), meaning there

is no reason to state that price influences the purchasing interest of Mixue MSME consumers. The price set for the products sold by Mixue MSMEs does not influence consumer purchasing interest, because consumers have already received satisfaction from the Mixue MSME products, so they do not take the price into account anymore. In this research, the price paid by consumers to obtain the Mixue product is appropriate, so there is no reason to state that price influences the purchasing interest of Mixue MSME consumers. This is in line with the results of research conducted by (Giri et al., 2025); (Tiara Kasih et al., 2023); (Rafikasari & Fauzy, 2021); (Sulasih, 2017).

#### **d) The Simultaneous Influence of Green Business, Packaging Quality and Price on Business Sustainability**

Based on table 7, the results show that the F-count value is 18.724 with a sig. value of 0.000, so the F-count value is greater than the F-table ( $18.724 > 2.820$ ) and a significant value of  $0.000 < 0.05$ . Therefore, it can be explained that simultaneously the variables of green business, quality of impression, and price have a positive and significant effect on the variable of consumer purchasing interest of MSMEs Mixue. This study has provided evidence of a relationship between the independent variables of green business, packaging quality, and price with the dependent variable of consumer purchasing interest of MSMEs. This condition can be seen through the fact that in general, consumers when making their choice of goods to be purchased, they pay more attention to products that have attractive packaging based on the green economy at an affordable price. The existence of green marketing with increased creativity of attractive packaging is an important factor in consumer purchasing decisions on a product, (Mahry et al., 2023); (Wibowo & Sabardini, 2024).

### **5. Results of the Determination Coefficient Test**

**Table 8.**  
**Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 <sup>a</sup>	.578	.547	1.681

Source: Data processed by the author, 2025

Based on Table 8, the results show the coefficient of determination, which shows the extent of influence of green business, packaging quality, and price on consumer purchasing interest in Mixue MSMEs. This test resulted in a coefficient of determination of consumer purchasing interest in Mixue MSMEs of 0.578. This means that all independent variables in this study provide more than half of the information needed to predict variations in the dependent variable. The adjusted R-square value is 0.547, which means that 54.7% of consumer purchasing interest is influenced by the independent variables consisting of green business, packaging quality, and price. Meanwhile, the remaining 45.3% is influenced by other variables outside this study.

### **CONCLUSION**

Based on the analysis and results processed using SPSS version 26, this study provides the following conclusions: green business has a positive and significant influence on the purchasing interest of Mixue MSME consumers. Furthermore, the second hypothesis tested in this study was also accepted, namely that packaging quality has a positive and significant influence on the purchasing interest of Mixue MSME consumers. Meanwhile, the third hypothesis was not accepted because there was no reason to state that the price variable had

an influence on the purchasing interest of Mixue MSME consumers. This is proven by the calculated t value of the price variable being smaller than the t table value and the significance value being greater than the alpha value. However, simultaneously, green business, packaging quality, and price had a positive and significant influence on the purchasing interest of Mixue MSME consumers in Bogor Regency. This proves that 54.7% of consumer purchase intention is influenced by independent variables, consisting of green business, packaging quality, and price. Meanwhile, the remaining 45.3% is influenced by other variables outside this study. It is recommended that future research explore other variables besides green business, packaging quality, and price as predictors of consumer purchase intention. This can provide deeper and more detailed insight into the factors influencing consumer purchase intention.

#### **Thank-you note**

We would like to express our gratitude to the Medika Bahagia Foundation for providing funding and the LPPM of Medika Suherman University for assisting in the implementation of this research activity, so that this research can proceed according to plan and be beneficial for science and the development of Retail MSMEs.

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