

## Green Place Implementation on Raja Kacang Hijau Home Industry in Tebing Tinggi City

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### Abstract

*This study aims to analyze the green place implementation on Raja Kacang Hijau home industry. This research is a qualitative descriptive study. The type of data used is primary data. The data were obtained through field observations and interviews conducted with the business owner of Raja Kacang Hijau. Data analysis techniques include data reduction, data presentation and drawing conclusions. In this study, a gap analysis will also be carried out to see the suitability of green place implementation in Raja Kacang Hijau. The results of the analysis show that the green place concept has been applied to the business of Raja Kacang Hijau. The implementation has not been maximized so that improvements are needed in the future. Business owners have a high awareness of the importance of preserving the environment and providing quality products, namely green products for consumers. Raja Kacang Hijau already has green marketing SOPs, in this case green places, implemented according to SOPs, but not consistent and incomplete documentation. This shows that Raja Kacang Hijau implements sales, marketing and distribution of products that prioritize environmental elements (green distribution) and energy saving (green store).*

### Keywords

green marketing; green place; gap analysis



## I. Introduction

Green business has become an interesting hot topic to study recently. Issues of environmental damage, air pollution, flooding and the shortage of clean water have made people aware of the importance of healthy living and the need for environmentally friendly products and services. Hoque et al., (2018) suggest that unsustainable industrial practices (for example, tanneries, pulp and paper, fertilizers, textiles, and cement) have a major impact on human health and the natural environment, resulting in socio-ecological problems. This phenomenon encourages the emergence of the concept of Green Business which is a new paradigm in the business world. This concept prioritizes a balance between economic, social and environmental values.

Companies with a Green Business concept will implement environmental-based management practices, one of which is green marketing. Green marketing manipulates the four elements of the marketing mix (marketing mix) in 4P, namely: product, price, place and promotion to sell the products and services offered by using the advantages of protecting the

environment formed from waste management, energy efficiency, and emphasizing emission releases toxic (Putripeni et al., 2014). The green marketing mix approach is believed to be able to increase the integration of environmental issues in all aspects of company activities, starting from strategy formulation, planning, preparation, to production and distribution or distribution with customers so as to influence purchasing decisions (Dahlstrom, 2011).

Green marketing is known to have a positive impact on company performance. Green marketing can improve brand image and brand loyalty (Kartono & Warmika, 2018) increase purchase intention (Kurniadin et al., 2021) and significantly influence consumer purchasing decisions (Izzani, 2021).

Green marketing has several indicators, namely green product, green price, green place and green promotion. Green product is a product that is produced using environmentally friendly materials that have been certified by an authorized organization (Kumar & Ghodeswar, 2015). Green price includes the price determined for green products (green product). Green place relates to the distribution and marketing of products. The green place concept requires that the product distribution gate must be good, clear and placed in an environmentally friendly place. And green promotion refers to providing true information about products in a way that does not damage the materialistic and moral values of consumers (Hashem & Al-Rifai, 2011).

Green place is an indicator of green marketing that has a direct relationship with the environment. Green place regulates logistics to reduce energy consumption and emissions which aim to reduce carbon footprints that can cause air pollution (Shil, 2012). In the green marketing distribution system, what is referred to as a green place is a distribution gate that facilitates product delivery and to secure procedures carried out in accordance with terms and conditions related to the environment.

The concept of a green place is not limited to distribution channels, but also concerns the location of the store where the product is sold. Store location must be strategic. Strategic here implies that the existence of a shop does not cause disturbance to the environment, either in the form of pollution, or disturbance to the comfort of the surrounding community.

If the green place concept is really implemented by the company, then this should have a positive impact on the company itself. The results of the study Genoveva & Berliana (2021) show that green places significantly affect brand image. That is, a green place can enhance the company's positive image in the eyes of consumers. With a good image, consumer buying interest will grow and in the end, consumers will buy the product. The results of the study Zaky & Purnami (2020) show that green places have a positive and significant effect on purchasing decisions.

Although the green place concept provides many advantages for companies, this concept is still often ignored. This is mainly done by companies with a small scale. Sharma & Vredenburg (1998) suggested that small businesses do not focus on environmental strategy research due to their lack of interest in meeting compliance requirements. The high cost factor of switching to a green business is also another reason. The results of research Čekanavičius et al. (2014) conducted in Ireland and Lithuania show that the two countries are reluctant to enter the "green" path generally due to doubts that such a move is too expensive. This becomes a problem, considering that the existence of small businesses has a considerable impact on environmental damage. Redmond & Walker (2009) argues that small businesses have a considerable impact on the environment in terms of waste disposal. Meanwhile, Hillary (2000) states that small businesses produce around 70% of total global pollution, 60% of total carbon emissions and the total environmental impact by small businesses exceeds the environmental impact caused by the combined effects of large

companies. Therefore, it is reasonable that small businesses should be encouraged to adopt green business strategies.

Small business is one of the main pillars of the economy for the people of Indonesia. Therefore, the number of small businesses is quite large and spread across various regions in Indonesia. One of them is in the city of Tebing Tinggi. Small businesses such as home industry can be found easily in this city. One of them is Raja Kacang Hijau. Raja Kacang Hijau produces peanut cakes, one of Tebing Tinggi's signature souvenirs. According to the researchers' observations, Raja Kacang Hijau's business has implemented practices related to the concept of green places. Some of these practices include sanitation in shops and the implementation of an energy-saving culture. These practices are carried out on the basis of business actors' awareness of the importance of preserving the environment, even though business owners admit that they do not know the theories and concepts related to green places. The fact that the owner of the Raja Kacang Hijau business implements several green place practices into his business without having in-depth knowledge of the concept makes this topic interesting to study. This research will analyze the extent to which green place practices have been applied to the business of Raja Kacang Hijau. The results of this research will provide a bit of an overview of the concerns of home industry players for the environment through the practices and strategies they apply in their businesses.

## **II. Review of Literature**

### **2.1 Green Marketing Mix**

#### **a. Definition of Green Marketing**

According to Ottman (2017), green marketing is the consistency of all activities that design services and facilities for the satisfaction of human needs and desires, without causing an impact on the natural environment. Meanwhile, according to Kotler & Keller (2012), green marketing is the marketing of products that have been assumed to be safe for the environment. Green marketing is an innovative strategy to win business competition, considering that currently global issues lead to environmental impact and sustainability.

#### **b. Green Marketing Goals**

Important achievements that will be realized through the green marketing strategy are the development of products that are safer and more environmentally friendly, minimize waste of raw materials and energy, and reduce liability for environmental issues. According to Grant (2012) green marketing goals are divided into 3 stages, namely:

- 1) Green, aiming towards communicating that the brand or company cares about the environment. This stage is the initial stage for companies implementing green marketing concepts.
- 2) Greener, in addition to commercialization as the company's main goal, but also to achieve goals that affect the environment. The company tries to change the style of consumers consuming/using the product. For example saving paper, using waste paper or recycled paper.
- 3) Greenest, the company is trying to change consumer culture towards being more concerned about the environment. The expected consumer culture is concern for the environment in all activities without being affected by the company's products offered.

#### **c. Green Place**

Green place is a concept that regulates logistics to reduce energy consumption and emissions that aim to reduce carbon footprints that can cause air pollution (Shil, 2012). Place can be a location where the product can be purchased both in a physical and virtual sense.

The distribution system is what strengthens the relationship between companies and consumers. In the green marketing distribution system, what is referred to as a green place is a distribution gate that facilitates product delivery and to secure procedures carried out in accordance with terms and conditions related to the environment (Al-Bakri & Al-Nouri, 2007).

The green place concept contains two categories, namely:

a) Green Distribution

Indicates channel selection in a way that minimizes damage to the environment. Most of the environmental damage occurs during the transportation of goods. Therefore, companies must implement safety precautions on product shipments. Retailers and distributors serve their interests by strengthening relationships with their clients. A two-way distribution system based on a green marketing philosophy ensures the relevance and culture of this relationship.

b) Green Stores

A green store is not a green store, nor is it a store that only sells major vegetables that are partially green. Green store is a marketing concept that supports environmentally friendly activities, where stores or places that sell green products are also aware of and have insight into environmental friendliness. Anything related to green stores such as reducing energy consumption and achieving eco-efficiency are priorities for all stores.

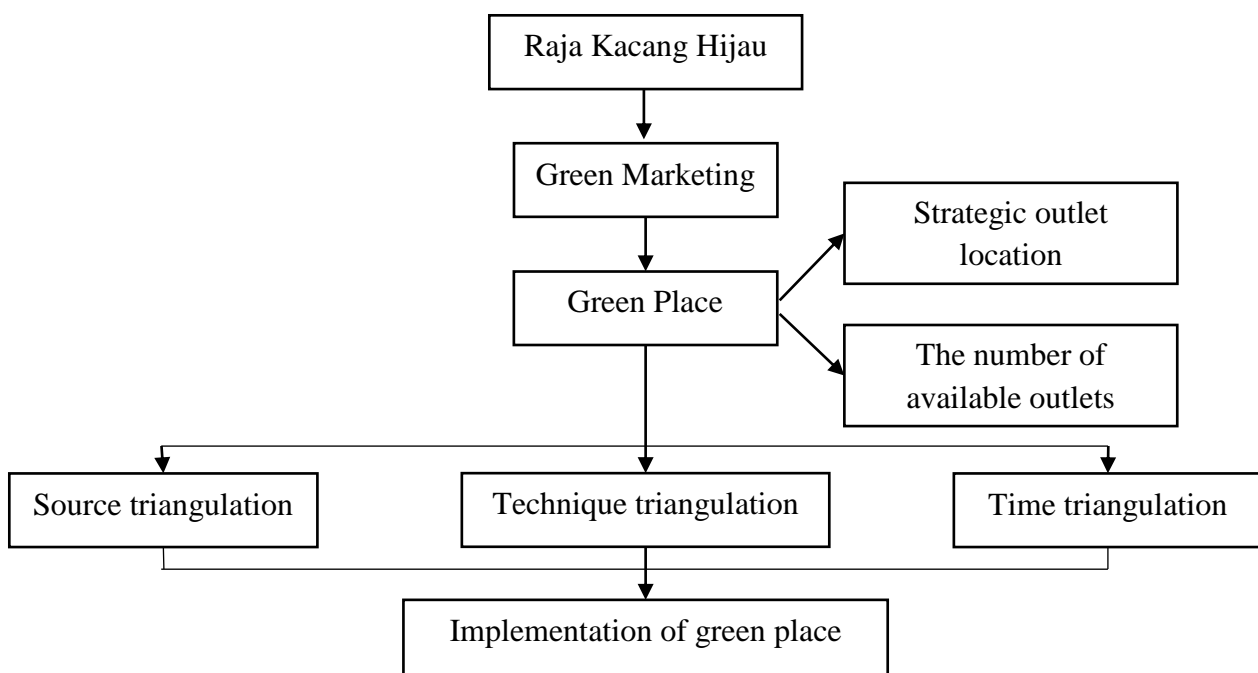
To measure the application of green places, there are several indicators that must be considered as stated by Rahman et al. (2017), namely as follows:

a) Strategic outlet location

b) The number of available outlets

## 2.2 Conceptual Framework

This study aims to analyze the application of green place in the Raja Kacang Hijau home industry. The green place indicators are the strategic location or distance of outlets and the number of available outlets. The conceptual framework can be described as follows:



*Figure 1. Conceptual Framework*

### III. Research Method

This research is a qualitative descriptive study. Azwar in Siregar (2020), descriptive research analyzes only at the level of description, namely analyzing and presenting facts systematically so that they are easier to understand and conclude. Based on the explanation Moleong in Amrizal (2018) qualitative research is research that intends to understand the phenomenon of what is experienced by the subject of research such as behavior, perception, motivation, action, etc., holistically, and by way of description in the form of words and language, in a special context that is natural and by utilizing various natural methods. The research was conducted on the Raja Kacang Hijau home industry located in Tebing Tinggi city. This study uses primary data obtained through field observations and interviews with business owners of Raja Kacang Hijau. The data obtained was then tested for its validity through data triangulation. Triangulation in testing credibility is defined as checking data from various sources in various ways, and at various times. The data triangulation carried out included triangulation of sources, triangulation of data collection techniques, and time.

Data analysis techniques in this study include data reduction, data presentation and conclusion/verification. In this research, a gap analysis will also be carried out. Gap analysis is a tool used to find out the actual conditions that occur in the company. Gap analysis was carried out to see the suitability of implementing green place in Raja Kacang Hijau.

Gap analysis begins with making a gap analysis checklist which functions to identify gaps between written procedures and procedures performed. This checklist is made based on the requirements in the green place. Each criterion will be given a value or points described as follows:

**Table 1.** Percentage of Green Marketing Implementation Research Assessment

Identify Gaps
Answer Each Gap Analysis Question with a Weight Score of 1-5
Score Weight:
Score 1: If the company does not understand what is needed or does not understand it
Score 2: If the company does not have an SOP but understands the importance of these activities, there is no implementation yet, so an SOP needs to be made.
Score 3: The company understands the activity, there is no written SOP, it has not been consistent in its implementation.
Score 4: The company understands the activity, SOP already exists, has been implemented consistently, but has not been documented.
Score 5: The company understands activities both in documents and implementation, SOPs are in place, SOPs have been implemented consistently according to SOPs, and documented.

Source: Vincent in (Sudjoko, 2019)

**Table 2.** Rating Percentage Range

The range of the total weights is as follows:
81% -100% : There are oral and written SOPs for green marketing, implemented according to SOP, consistent and documented.
61% -80% : The company already has green marketing SOPs, implemented according to SOPs, not consistent and incomplete documentation.
41% -60%: The company has carried out green marketing activities but does not have a complete SOP.

21% -40%: The company has carried out green marketing activities but it is not optimal because there is no SOP in the company.
6% -20%: Companies need to make SOPs related to the implementation of green marketing.
0%-5%: There are no documents or activities regarding green marketing

Source: Admaja in (Sudjoko, 2019)

The formula for calculating the range of assessment percentages is obtained by the following formula:

$$\frac{\sum \text{Score Each Question}}{\sum \text{Max Score}} \times 100\%$$

The checklist form contains parameters that will be scored by direct observation of the implementation of Green Place. The results of the assessment of the checklist formulation are then analyzed to see how much Green Place is implemented and to formulate follow-up recommendations to improve implementation. Scores and percentage values as well as information from the checklist form are as follows:

- a. Score 5: Percentage value of 100% (Satisfied)
- b. Score 4: Percentage value >75% (Quite Satisfying)
- c. Score 3: Percentage value of 50-75% (Underfulfilling)
- d. Score 2: Percentage Value 25-50% (Very Inadequate)
- e. Score 1: Percentage Value 1-25% (Not Fulfilled)

## IV. Discussion

### 4.1 Green Place Implementation at Raja Kacang Hijau

Raja Kacang Hijau has a good awareness of environmental sustainability. Likewise with the importance of serving quality products to consumers, the business owner of Raja Kacang Hijau is very aware. Based on this awareness, Raja Kacang Hijau has implemented good practices that reflect the "green" concept in its business. This study focuses on analyzing the implementation of green place concept at Raja Kacang Hijau. Research by Solvalier (2010) and Eneizan et al. (2016) divide green places into two categories, namely: 1) green distribution which shows channel selection in a way that minimizes environmental damage, 2) green store is a marketing concept that supports environmentally friendly activities, where shops selling green products are aware of and have insight into environmental friendliness. Matters related to green stores include reducing energy consumption, environmental sanitation and achieving eco-efficiency.

Green distribution can be assessed through several parameters (Eneizan et al., 2016; Solvalier, 2010; Syahbandi, 2012) as follows:

- a. Packaging of distribution containers is carried out in a practical and efficient manner
- b. The use of this type of transportation with a minimum of emissions
- c. Use of distribution and transportation equipment according to procedures

Meanwhile, an assessment of the implementation of green stores can be carried out using the following parameters (Eneizan et al., 2016; Solvalier, 2010; Syahbandi, 2012):

- a. Store energy efficiency
- b. Use of energy-efficient shops according to procedures
- c. Store sanitation according to procedures

## 4.2 Green Distribution

The practice of green distribution has been implemented by Raja Kacang Hijau even though it is not optimal. Raja Kacang Hijau serves orders from customers and is willing to deliver to places for orders in the City of Tebing Tinggi and in large quantities. For orders outside the city, Raja Kacang Hijau distributes these orders through trusted goods distribution services such as JNE. The qualifications that must be met regarding the distribution of goods according to the green place concept are that the packaging of distribution containers must be carried out practically and efficiently. The goal is that the products distributed are safe and free from contamination that negatively impacts the health of consumers.

From the results of interviews conducted with informants, it is known that the packaging of distribution containers at Raja Kacang Hijau business is still done manually, namely by hand. The company has not used high-tech machines whose results guarantee more product safety until it reaches its destination. The practice carried out by Raja Kacang Hijau has not fully ensured that the product is sterile and safe until it reaches its destination.

Furthermore, the use of this type of transportation is also a measure of the implementation of green distribution. The means of transportation used must be minimal emission transport. Emissions are exhaust gases from motorized vehicles which are one of the contributors to pollution. These emissions will be even higher produced by vehicles if vehicle maintenance is not carried out regularly. Raja Kacang Hijau has operational vehicles that are used to distribute goods to customers. According to the results of interviews with informants, the operational vehicles used are always serviced and oil changes regularly. This has become the Standard Operating Procedure (SOP) that has been established in Raja Kacang Hijau business. This SOP has not been documented in writing, however, business owners always convey it verbally to employees

### a. Green Store

Green store practices have also been implemented by Raja Kacang Hijau. The culture of saving energy is something that the business owner always emphasizes to the employees of Raja Kacang Hijau. Green store relates to the efficiency of energy use in stores, the existence of procedures related to the use of energy saving in stores and their application, and the existence of sanitation procedures in stores and their application.

Energy-saving behavior has been implemented at Raja Kacang Hijau business. Every employee is required to always avoid wasting electricity. This is stated in SOPs regarding energy use in factories and shops. In practice, employees are always reminded to turn off electronic equipment that is not in use. For example, turning off lights, fans and production machines whenever not in use. This is done continuously and is a concern for every employee and business owner. Until now, energy-efficient usage practices in shops have always been in accordance with existing procedures.

Sanitation at Raja Kacang Hijau has been carried out. Maintaining the cleanliness of the factory and shop environment is the main concern of the owners and employees of Raja Kacang Hijau. This is motivated by everyone's awareness of the importance of providing hygienic and quality products to consumers. Awareness of product hygiene and health is one form of the green place concept. According to the results of the interviews and observations of the researchers, it is known that the sanitation that has been carried out so far has started with cleaning the shop before and after the operation. Routine activities are carried out starting from sweeping, mopping, cleaning shop windows, cleaning production equipment after use, including providing hand washing facilities at the factory to prevent transmission of the Covid-19 virus. This has not been documented in writing, but has become an SOP that is delivered verbally to employees. Employees are also always obedient in carrying out these activities regularly and continuously.

Based on the explanation above, it can be seen that the green place concept has been applied to the business of Raja kacang Hijau. The implementation has not been maximized so it needs improvement in the future. Business owners have a high awareness of the importance of preserving the environment and providing quality products, namely green products for consumers.

The improvement that really needs to be done by Raja Kacang Hijau in the future is the preparation of written SOPs regarding green place practices. The goal is that SOPs are well documented and implemented consistently and continuously. The application of green places to businesses provides excellent benefits for businesses, consumers and the earth. The business will continue to run without harming the surrounding environment and consumers.

### b. Green Place Suitability Analysis

Green place is the company's ability to provide environmentally friendly services and facilities such as distribution, environmentally friendly transportation, using sufficient energy, not wasteful of resources, has a low emission impact on the environment, and provides shops or places that are environmentally friendly with low energy consumption. Data on the suitability of green place implementation at Raja Kacang Hijau based on the results of interviews and observations that researchers conducted are presented in Table 3 below:

**Table 3.** Results of the Green Place Checklist Scoring

Parameter	Score				
	1	2	3	4	5
1. Packaging of distribution containers is carried out in a practical and efficient manner			√		
2. The use of this type of transportation with a minimum of emissions				√	
3. Use of distribution and transportation equipment according to procedures			√		
4. Store energy efficiency					√
5. Use of energy-efficient shops according to procedures					√
6. Store sanitation according to procedures				√	
<b>Parameter Total Score</b>	<b>(24/30)×100%= 80%</b>				

The results of the scoring checklist show that the green place parameter which emphasizes the placement and layout aspects of environmentally sound product sales and distribution locations obtains a conformity percentage of 80%. Referring to the percentage rating range from the Scoring Checklist, this conformity percentage is in the range of 61% - 80% which indicates that Raja Kacang Hijau already has SOP green marketing, in this case green place, implemented according to SOP, but not consistent and incomplete documentation. This shows that Raja Kacang Hijau implements sales, marketing and distribution of products that prioritize environmental elements (green distribution) and energy saving (green store).

**Tabel 4.** Range Scoring Checklist

The range of the total weights is as follows:
81% -100% : There are oral and written SOPs for green marketing, implemented according to SOP, consistent and documented.
61% -80% : The company already has green marketing SOPs, implemented according to SOPs, not consistent and incomplete documentation.
41% -60% : The company has carried out green marketing activities but does not have a



complete SOP.
21% -40% : The company has carried out green marketing activities but it is not optimal because there is no SOP in the company.
6% -20%: Companies need to make SOPs related to the implementation of green marketing.
0%-5%: There are no documents or activities regarding green marketing

Source: Admaja in (Sudjoko, 2019)

## V. Conclusion

The green place concept has been applied to Raja Kacang Hijau. The implementation has not been maximized so it needs improvement in the future. Business owners have a high awareness of the importance of preserving the environment and providing quality products, namely green products for consumers. Raja Kacang Hijau already has green marketing SOPs, in this case green places, implemented according to SOPs, but not consistent and incomplete documentation. This shows that Raja Kacang Hijau implements sales, marketing and distribution of products that prioritize environmental elements (green distribution) and energy saving (green store).

This study provides practical implications regarding the description of good practices in implementing the green place concept in home industry businesses through an analysis of its application to the Raja kacang Hijau business. The results of this study provide an overview for Raja Kacang Hijau to what extent they have applied the green place concept and what things need to be improved. While theoretically this research has implications for adding references that some home industry players have implemented green marketing practices, especially green places as a form of their awareness of the importance of environmental sustainability and sustainability.

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