

# The Influence of Green Marketing on Increasing Micro, Small Medium Enterprise (MSMEs) Income in Jatiagung Gumukmas Hamlet

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**Abstract:** The increasing trend of environmental awareness among consumers encourages Micro, Small Medium Enterprise (MSMEs) to adopt environmentally friendly practices in their business activities. This study aims to identify the effect of green marketing on increasing MSME income in Jatiagung Hamlet. This study uses a quantitative approach, data collection through a questionnaire with a 5-point Likert scale given to the entire population of 47 respondents. Statistical data processing uses SPSS to test validity, reliability, normality, and heteroscedasticity, as well as conducting hypothesis testing and simple linear regression. The results of the study indicate a significant effect of green marketing on increasing income ( $R^2 = 0.210$ )—with elements such as environmentally friendly products, easily accessible prices and locations, recyclable packaging, and sustainability-based promotions proven to increase consumer appeal and expand the market. These findings provide recommendations for MSMEs in Jatiagung Hamlet to continue optimizing the implementation of green marketing to improve their financial performance and business competitiveness.

**Keywords:** Green Marketing, Increased Income

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## 1. INTRODUCTION

In the era of global warming or global warming, this is a phenomenon with the occurrence of high temperatures on earth due to the greenhouse effect which can have a negative impact on the environment (Kusuma et al., 2017). The negative impact of environmental pollution from plastic waste which is piling up day by day is not only damaging to human health, but can kill various protected animals, but also damage the environment systematically (Yanti et al., 2023). If not managed seriously, this type of waste pollution will be very dangerous for the continuation of planet earth. Therefore, in realizing the goal of being environmentally aware, the term go green has begun to emerge where people must change their lifestyles to be more environmentally friendly, on the other hand, global warming at this time has also become an issue which is also a topic of discussion, one of which is in marketers (Yanti et al., 2023). Companies are trying to participate in saving the earth by innovating in directing green marketing strategies that have the concept of developing safer, more environmentally friendly products, and minimizing raw material waste, reducing environmental problems and increasing cost effectiveness in complying with environmental regulations in order to be known as a good company (Yanti et al., 2023).

By encouraging consumers to choose environmentally friendly goods, this policy tool can help reduce the negative consequences of production processes on the environment (Wahidah, 2022). In green marketing, there are factors in determining which influence the use or purchase of environmentally friendly products, namely in the research of Liobikienė, Mandravickaitė and Bernatoniene (2016) it is explained that the most important factors in influencing the purchase of green products are concern for the environment, knowledge, attitudes, values, awareness, and effectiveness of consumer perception (Utami, 2020).

Green product or green products in addition to circulating in large companies using green marketing strategies have begun to spread to micro, small, and medium enterprises. One of them is the Jatiagung hamlet, Gumukmas sub-district, where every grocery store and restaurant has begun to implement green marketing by using green products such as bamboo placemats, kitchen ingredients, and so on by reprocessing unused goods into crafts that are certainly healthy and clean for the environment which are directly made by the people of the hamlet itself, in addition to increasing income, it can also be a bridge to increase creativity between the residents of the hamlet.

Eco-friendly products are products that have a longer durability than products that are not made from eco-friendly materials, these products are designed to minimize negative impacts starting from raw materials, production and packaging that are more environmentally friendly. Green Products or environmentally friendly green products are products that are safe for consumers to use because starting from the production process and in its use using environmentally friendly materials. (Suryawan et al., 2022). Green Products have an attraction. According to Pankaj and Vishal, green products provide products that use organic materials, use energy efficiently, eliminate toxic products, and reduce pollution and waste. (Wahidah, 2022). Pankaj and Vishal explained 3 indicators of green products, namely, Green Products are beneficial to the environment, According to consumer expectations, and Safe raw materials. Meanwhile, according to Rath referring to the opinion of Elkington et al, (1993), green products can be interpreted as industrial products where the production process is environmentally friendly, and does not cause harm to the surrounding environment. Rath also explained four indicators of green products, namely, eco labels, raw materials, product packaging, and product hazard levels. (Islam, 2018).

The term green marketing or commonly known as environmentally friendly marketing strategy has become a commonly used term. The development of green marketing strategy began when The American Marketing Association (AMA) in 1975 held the first workshop on "ecological marketing". AMA defines green marketing as a process of marketing products that are assumed to be safe for the environment, which involves product modification, changes in environmentally friendly production processes, and also product packaging in this case environmentally friendly product packaging. (Kusuma et al., 2017).

Green marketing is growing rapidly in line with consumer attention to health and environmental issues. The term "green marketing" refers to the design, development and promotion of products or services to satisfy consumer needs in terms of quality, results, prices and accessible services, without causing negative impacts on the environment, regarding the use of raw materials and energy consumption, etc. (Islam, 2018). The reason why companies use green marketing as one of the opportunities that can be used to achieve the goals of the company, one of which is the effort of promotional techniques to make changes that show the fulfillment of hierarchical and individual goals to maintain, secure, and regulate the actual climate. Islam is a religion that is very concerned about environmental sustainability (Amir, 2021). This can be seen in the holy book of Islam, namely the Koran, which contains many guidelines regarding human treatment of the earth and all of God's creation. (Kusumaningtyas et al., 2023). One of the proofs related to how much Islam cares about environmental preservation is that it has been firmly stated by Allah SWT in QS Al-A'raf: 85 about not causing damage, which means:

*"And to the people of Madyan, We (sent) Shuaib, their own brother. He said, O my people! Worship Allah. There is no god (worship) for you but Him. Verily, a clear proof has come to you from your Lord. Perfect the measures and scales, and do not harm anyone in the slightest. Do not do any harm on the earth after it was (created) well. That is better for you if you are believers. (QS Al-A'raf: 85)."*

From this one verse, it can be interpreted that the issue related to environmental preservation in Islam is a command, which means it is an obligation that must be carried out by a Muslim so that it can be concluded that preserving the environment is part of the manifestation of one's faith. In addition, this obligation is binding on all activities carried out by a Muslim, so this also includes when a Muslim runs a business. (Kusumaningtyas et al., 2023). From an Islamic perspective, economic and business activities must pay attention to *maslahah* (obtaining benefits and preventing harm). We know that Islam is a religion of

rahmatan lil alamin, a religion that is compassionate towards fellow human beings and is against violence and aggressiveness towards fellow humans and the universe.(Kusumaningtyas et al., 2023).

The people of Jatiagung hamlet are starting to care about the environment, one of which is the use of green products in their daily activities, because the needs and interests of the community in green products are increasing, so the UMKM actors of Jating hamlet also provide environmentally friendly green products in their grocery stores. Even starting to spread not only in grocery stores, green products are also spread in nearby restaurants as table mats. Therefore, the village government provides a production site, environmentally friendly products with the use of recycling carried out by the Jatiagung hamlet community itself to be traded. Seeing this, the UMKM actors of Jatiagung hamlet began to carry out a green marketing strategy by marketing green products to each consumer face to face or through a platform.

This study aims to determine the effect of green marketing on increasing the income of MSMEs in Jatiagung Hamlet, Gumukmas. Environmentally friendly products are expected to increase the attractiveness of MSME products in the market which ultimately has an impact on increasing income. This study discusses green marketing with consumer understanding of environmentally friendly products to identify its impact on the profitability of local MSMEs. With increasing consumer awareness of green products, the use of the green marketing concept will be a driving factor in increasing customer loyalty and the competitiveness of small and medium enterprises in rural areas.(Baskara et al., 2025). In Jatiagung Hamlet, green marketing is able to change consumer preferences towards more environmentally friendly local products, thus having a direct impact on increasing MSME income.

Overall, green products and green marketing have been proven to have a positive impact on increasing MSME revenues. Through green product development, appropriate pricing, strategic distribution, and effective promotion, MSMEs can increase their competitiveness in the market while meeting consumer demands for more environmentally responsible products. A study in Mojokerto found that the green economy concept has a direct positive effect on MSME sales.(Ilyas et al., 2025). This shows that when MSMEs adopt environmentally friendly practices, it can lead to increased sales which automatically increases the income of the MSMEs.

## 2. LITERATURE REVIEW

### Green Marketing

Green marketing is part of the overall corporate strategy because it must implement a conventional marketing mix consisting of product, price, place or distribution channel, and promotion.(Islam, 2018). Suwarwan et al. (2012:235) classify environmentally friendly products as products that use environmentally safe materials, efficient energy, and use materials from renewable resources. The production process is carried out in a way to reduce the negative impact on environmental pollution, starting from production, distribution channels and up to the time of consumption.(Islam, 2018).

Green marketing is a marketing strategy that focuses on promoting environmentally friendly products or services.(Yandi et al., 2023). According to Peattie and Crane, green marketing encompasses all marketing activities related to products and services designed to minimize negative impacts on the environment. This includes sustainable product development, packaging, distribution, and communication. Since its first introduction in the 1970s, green marketing has undergone significant development. Initially, it focused only on certain products, but has now expanded to various sectors, including energy, food, and fashion. In a global context, awareness of environmental issues has increased, encouraging companies to adopt more sustainable marketing practices (Kotler & Keller, 2016).

Several companies that have successfully implemented green marketing, such as Unilever and Patagonia, have shown that integrating sustainability values into business strategies can lead to sustainable growth. This study shows how a green marketing approach can boost sales and strengthen customer relationships. Green marketing is not just a trend,

but an essential approach in the modern business world. With the increasing awareness of the importance of sustainability, companies are expected to further integrate environmentally friendly practices into their marketing strategies. Further research is needed to explore the effectiveness and long-term impact of green marketing in a broader context. There are several prominent figures who have explained about green marketing, one of which is according to Dangelico and Vocalelli (2017), he said that the indicators of green marketing include:(Hamid et al., 2023):

1. Eco-Friendly Product Development: Research and development to create products that are less damaging to the environment.
2. Sustainable Packaging: Use of recyclable or environmentally friendly packaging materials.
3. Communication and Promotion: Providing transparent information to consumers about the environmental advantages of the product.

Meanwhile, there are several indicators that can describe green marketing according to Syahbandi, namely as follows:(Setiagraha et al., 2023):

1. Green Product: The raw material components used in the product are safe for consumers.
2. Green Price: Setting prices that are in accordance with the quality of the products offered by the company to consumers.
3. Green Place: Product distribution that makes it easier for consumers to obtain products.
4. Green Promotion: Using promotional media as a tool to change public perception to be more environmentally conscious.

### **Increase in Revenue**

Income increase can be defined as an effort to improve the standard of living of individuals or groups through increasing purchasing power and financial capacity. This includes efforts to increase the quantity and quality of income received, both through business activities and community empowerment programs. According to Jhingan, income is income in the form of money during a certain period.(Burano & Siska, 2019). Therefore, income can be interpreted as all income or causing an increase in a person's ability, both used for consumption and for savings. With this income used for living expenses and to achieve satisfaction. In addition, according to Riyanto, an increase in income is the company's ability to maximize capital to generate maximum profit during a certain period.(SARI, 2023). Income increase is the most important indicator to assess the success of a program for a micro or macro entrepreneur. According to (Suryana, 2017:69), indicators of income increase include:(SARI, 2023):

1. The quality of human resources is the value of a person's behavior in being responsible for all his actions both in his personal life and in his social and national life.
2. Mastery of technology access is the ability to understand and use information technology tools, especially computers. (synonym). which refers to a person's expertise in a field.
3. Capital access is a digital platform created with the aim of accommodating the needs of SMEs, namely the need to access SME business capital and the need to participate in training.
4. Infrastructure support is the provision of SME facilities which is also provided through the development of facilities and infrastructure to support socio-economic activities

### **3. METHODS**

This study uses an associative strategy. The type of research method used is a quantitative approach. According to Sugiyono (2019) Quantitative research methods can be

used as research methods based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses instruments, quantitative/statistical data with the aim of testing the established hypothesis (Murtadho, 2021). In this case, the researcher wants to know the relationship between variable X (green marketing) and variable Y (income increase).

According to Sugiyono (2019), population is a generalization of an area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions are drawn (Suriani & Jailani, 2023). The population in this study is the UMKM actors in Jatiagung hamlet. While the sample is part of the number and characteristics of the population. If the population is large, and the researcher cannot study everything in the population, for example due to limited funds, manpower and time, then the researcher can use a sample taken from that population. Therefore, the sample taken from the population must be truly representative or represent (Murtadho, 2021). The sampling technique in this study is Non Probability Sampling using Saturated Sampling, where all populations in this study are used as samples (Suriani & Jailani, 2023). In this study, the population and saturated samples taken were all UMKM actors in Jatiagung Hamlet, with a population of 47 people who would be used as saturated samples in this study.

In this study, researchers collected data by distributing questionnaires. A questionnaire is a data collection method that is carried out by providing a series of questions or statements to respondents to answer. In this questionnaire, there are several questions related to the problem in the study and the questions answered are the meaning of hypothesis testing using a Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. The data collection method uses a Likert scale with five (5) values. The use of a scale of 1-5 for respondent answers is divided into 5 (five) categories (Murtadho, 2021).

#### 4. RESULTS

##### Description of Respondent Characteristics

Presentation of research results based on data collected from respondents. Primary data was obtained from the results of respondents' answers to the distributed research questionnaire. The questionnaire was formed in a google form that can be accessed via a link and QR code to facilitate the distribution and acquisition of data from respondents. The questionnaire was distributed online via the Whatsapp application or directly to respondents of 47 MSME actors in Jatiagung Hamlet. Determination of respondents using Non Probability Sampling using saturated Sampling or sample determination with the entire population as respondents. Based on the questionnaires that have been collected from 47 respondents, a description of the characteristics of respondents grouped by gender, age, and length of service is displayed in the following table:

**Table 1.** Respondent Characteristics Table

Respondent Characteristics	Information	Frequency	Presentation
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<b>Gender</b>	Man	11	11%
	Woman	89	89%
	Total	100	100%
<b>Respondent Age</b>	20 to 30 years	-	-
	31 to 40 years old	32	32%
	41 to 50 years old	62	62%
	51 to 60 years old	6	6%
	> 60 Years	-	-
	Total	100	100%
<b>Level of education</b>	SD	-	-
	JUNIOR HIGH SCHOOL	13	13%
	SENIOR HIGH SCHOOL	81	81%
	S1	6	6%
	S2	-	-
	S3	-	-
	Total	100	100%
<b>Respondents' Income</b>	< 500,000	4	4%
	1,000,000 - 2,000,000	87	87%
	3,000,000 - 4,000,000	9	9%
	4,000,000 - 5,000,000	-	-
	> 5,000,000	-	-
	Total	100	100%

Source: Processed data (2025)

The results of the characteristic analysis obtained from 47 MSME actors in Jatiagung Hamlet, it can be concluded that the characteristics of the respondents are very diverse, reflecting a broad market with various backgrounds. In terms of gender, the majority of respondents are women, reaching 89%, while men are only 11%. This indicates that MSME actors in Jatiagung Hamlet are mostly more interested in women, especially housewives who work part-time by opening a grocery store business at home, while the majority of men work in the fields as farmers or farm laborers, some others prefer to work abroad..

Based on the age of the respondents, most are in the age range of 41 to 50 years (62%). In addition, there are also respondents aged 31 to 40 years amounting to 32%, and respondents in the 51 to 60 age group (6%) indicate that although the older age segment is not as large as the younger one, they are still enthusiastic about buying and selling.

Based on education level, the majority of respondents are high school graduates, reaching 81%. This shows that UMKM actors in Jatiagung hamlet have sufficient education. Meanwhile, respondents with junior high school education amounted to 13%. There are also respondents with undergraduate education, namely S1 as many as 6%.

Based on income, most respondents have a monthly income between 1,000,000 to 2,000,000 Rupiah, reaching 87%. As many as 4% of respondents have incomes below 500,000 Rupiah, which may indicate that they are less in promoting or marketing environmentally

friendly products. The group with an income of 3,000,000 to 4,000,000 Rupiah covers 9% of respondents, showing a significant variation in income. Overall, this respondent profile provides in-depth insight into the target of MSME actors in marketing environmentally friendly products through green marketing strategies to further increase their creativity in order to obtain higher turnover

### Data Analysis Results

#### Validity Test

If  $r \text{ count} > r \text{ table}$  or  $\text{sig} < 0.5$ , then the statement is valid

If  $r \text{ count} < r \text{ table}$  or  $\text{sig} < 0.6$ , then the statement is invalid.

**Table 2.** Validity test results

Variables	Indicator	r Count	r Table	Significant	a	Information
<i>Green Marketing</i>	<b>X.1</b>	0.695	0.288	0,000	0.5	Valid
	<b>X.2</b>	0.567	0.288	0,000	0.5	Valid
	<b>X.3</b>	0.518	0.288	0,000	0.5	Valid
	<b>X.4</b>	0.354	0.288	0.015	0.5	Valid
	<b>X.5</b>	0.654	0.288	0,000	0.5	Valid
	<b>X.6</b>	0.689	0.288	0,000	0.5	Valid
	<b>X.7</b>	0.658	0.288	0,000	0.5	Valid
	<b>X.8</b>	0.435	0.288	0.002	0.5	Valid
<b>Increase in Revenue</b>	<b>Y.1</b>	0.634	0.288	0,000	0.5	Valid
	<b>Y.2</b>	0.616	0.288	0,000	0.5	Valid
	<b>Y.3</b>	0.58	0.288	0,000	0.5	Valid
	<b>Y.4</b>	0.511	0.288	0,000	0.5	Valid
	<b>Y.5</b>	0.574	0.288	0,000	0.5	Valid
	<b>Y.6</b>	0.692	0.288	0,000	0.5	Valid
	<b>Y.7</b>	0.694	0.288	0,000	0.5	Valid

Source: Data processed by SPSS (2025)

The results of the validity test show that all statement items have a calculated  $r$  value  $< r \text{ table}$  or  $\text{sig} > 0.5$ , so it can be concluded that all statement items are valid.

#### Cronbach's Alpha Reliability Test

Reliability testing aims to see whether the questionnaire has consistency when it is carried out repeatedly. According to Wiratna Sujerweni (2014), a questionnaire is said to be reliable if the cronbach's alpha value is  $> 0.6$ .

**Table 3.** Results of Cronbach's Alpha Reliability Test

Variables	Cronbach's Alpha	Standard	Information
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<i>Green Marketing(x)</i>	0.712	0.60	Reliable
Increase in Revenue (y)	0.716	0.60	Reliable

Source: Data processed by SPSS (2025)

The results of the reliability test show that all variables have a Cronbach's alpha value  $> 0.6$ , so it can be concluded that all variables are reliable.

### Classic Test

#### Normality Test

Normality Test in the regression model is used to test whether the Residual value generated from the regression is normally distributed or not. A good regression model is when the data is normally distributed. Guidelines for making decisions for residual normality tests:

1. If the 2-tailed Asymp Sig value  $> 0.05$ , then the residual data value is normally distributed.
2. If the 2-tailed Asymp Sig value is  $< 0.05$ , then the residual data value is not normally distributed.

**Table 4.** Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		47
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1.97519632
Most Extreme Differences	Absolute	,088
	Positive	,088
	Negative	-,074
Test Statistics		,088
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed primary data (2025)

Based on the table above, it can be explained that the Asymp.Sig value (2-tailed) in the One-Sample Kolmogorov-Smirnov test is  $0.200 > 0.05$ , meaning that the data used in this study is normally distributed.

#### Linearity Test

Linearity Test is used to see whether two variables have a significant linear relationship or not. A good regression model if the data has a significant linear relationship between variables X and Y. Guidelines for making decisions on linearity tests

1. If the Deviation from Linearity Sig value  $> 0.05$ , then there is a significant linear relationship between Variable X and Variable Y.
2. If the Deviation from Linearity Sig value is  $< 0.05$ , then there is no significant linear relationship between Variable X and Variable Y.



**Table 5.** Linearity Test Results

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
Increased Income * Green Marketing	Between Groups	(Combined)	86,523	10	8,652	2,216	,040
		Linearity	47,642	1	47,642	12,200	,001
		Deviation from Linearity	38,881	9	4,320	1,106	,383
	Within Groups		140,583	36	3,905		
	Total		227,106	46			

Source: Data processed by SPSS (2025)

Based on the table below, the Deviation from Linearity value is  $0.383 > 0.05$ , so it can be concluded that there is a significant linear relationship between the two variables.

#### Heteroscedasticity Test

Heteroscedasticity Test is a residual variance that is not the same for each variable in the regression model. A good regression model is one where there are no symptoms of heteroscedasticity. Guidelines for Decision Making Heteroscedasticity Test with Glejser Test:

1. If the significance value (Sig)  $> 0.05$  then there are no symptoms of heteroscedasticity.
2. If the significance value (Sig)  $< 0.05$  then there is a symptom of heteroscedasticity.

**Table 6.** Results of Heteroscedasticity Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,510	2,090		-,722	,474
	Green Marketing	,091	,060	,219	1,504	,140

a. Dependent Variable: ABS\_RES

Source: Data processed by SPSS (2025)

Based on the table above, the Sig value is  $> 0.140$ , so it can be concluded that there is no heteroscedasticity symptom.

#### Simple Linear Regression Test

This study did not use time series data so that in this study the classical assumption test was not carried out on the autocorrelation test. Based on the results of the classical assumption test that has been carried out, it was found that the research data was normally distributed and there was a significant linear relationship between variables X and Y and there was no Heteroscedasticity symptom, so it could continue to the simple linear regression test.

**Table 7.** Simple Linear Regression Test Results

Variables Entered/Removed
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Model	Variables Entered	Variables Removed	Method
1	Green Marketing	.	Enter
a. Dependent Variable: Increase in Income			
b. All requested variables entered.			

Source: Data processed by SPSS (2025)

First Output Result:

**First part output (Variables Entered/Removed):** The table above explains the variables entered and the methods used. In this case, the variables entered are the Online Learning Media variable as the Independent variable, and Learning Outcomes as the dependent variable and the method used is the Enter Method.

**Table 8.** Simple Linear Regression Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,458a	,210	,192	1.99702
a. Predictors: (Constant), Green Marketing				

Source: Data processed by SPSS (2025)

Second Output Result:

**Output of the second part (Model Summary):** The table above explains the magnitude of the Correlation/Relationship (R) value, which is 0.458. From the output, the determination coefficient (R square) is 0.210. which means that the influence of the independent variable (green marketing) on the dependent variable (income increase) is 21%.

**Table 9.** Simple Linear Regression Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47,642	1	47,642	11,946	,001b
	Residual	179,464	45	3,988		
	Total	227,106	46			
a. Dependent Variable: Increase in Income						
b. Predictors: (Constant), Green Marketing						

Source: Data processed by SPSS (2025)

Third Output Result:

**Output of the third part (Anova):** Anova is generally used for multiple linear regression but it is okay if it is also interpreted in simple linear regression. From the output it is known that the calculated F value is 11.946 with a significance level of 0.001 < 0.05. then the

regression model can be used to predict the outcome variable or in other words there is an influence of the green marketing variable (X) on the income increase variable (Y).

**Table 10.** Simple Linear Regression Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,103	3,853		4,439	,000
	Green Marketing	,385	,111	,458	3,456	,001
a. Dependent Variable: Increase in Income						

Source: Data processed by SPSS (2025)

Fourth Output Result:

**Final output (Coefficients):** It is known that the Constant (a) value is 17.103. While the green marketing value is 0.385. So the regression equation can be written:

$$Y = a + bX$$

$$Y = 17.103 + 0.385X$$

The equation can be translated:

1. The constant of 17.103 means that the consistent value of the green marketing variable is 17.103.
2. The regression coefficient of X is 0.385, stating that every 1% increase in the value of green marketing, the value of the increase in income increases by 0.385. The regression coefficient is positive, so it can be said that the direction of the influence of variable X on variable Y is positive.

**Table 11.** Basis for Decision Making (Hypothesis Testing)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,103	3,853		4,439	,000
	Green Marketing	,385	,111	,458	3,456	,001
a. Dependent Variable: Increase in Income						

1. Based on the significance value: from the Coefficients table, a significant value of  $0.001 < 0.05$  was obtained, so it can be concluded that variable X has an effect on variable Y.
2. Based on the t value: the calculated t value is known to be  $3.456 > t \text{ table } 0.288$ , so it can be concluded that the green marketing variable (X) has an effect on the income increase variable (Y).

## 5. DISCUSSION

The results of simple linear regression obtained the regression equation  $Y = 17.103 + 0.385$  that every 1% increase in green marketing value, the value of the increase in income increased by 0.385. Based on the results of the determination test, the R Square value was obtained at 0.210 or 21%, meaning that the independent variable used, namely green marketing, was able to influence the dependent variable, namely an increase in income by 21%. While the rest is influenced by other factors outside the variables studied, such as product quality, brand image, etc.

Based on the results of the hypothesis test, the results of the  $t$  count value  $> t$  table ( $3.456 > -0.288$ ) with a significance value of  $0.001 < 0.05$ , so green marketing has a significant effect on increasing income ( $H_a$  Accepted). This confirms that the effect of Green Marketing on Income Increase is not a coincidence, but there is a real relationship between the two variables. The high  $t$  count value also shows that there is a significant difference between the average effect of the Green Marketing variable on Income Increase. The significance value of  $0.001 (< 0.05)$  further strengthens this finding, because it is below the significance threshold of 0.05. This means that there is sufficient evidence to reject the null hypothesis ( $H_0$ ) which states that Green Marketing has no effect on Income Increase. Conversely, the alternative hypothesis ( $H_a$ ) is accepted, which shows that Green Marketing does have a significant effect on Income Increase of Jatiagung Hamlet MSMEs. Overall, these findings indicate that environmentally friendly products are able to effectively meet and continue to increase the income of MSME actors, and the green marketing strategy carried out has a significant impact on increasing the income of MSMEs in Jatiagung hamlet. This shows the importance of the role of green products in green marketing strategies that focus on increasing the income of MSMEs in Jatiagung hamlet. MSME actors in Jatiagung hamlet continue to optimize the distribution of environmentally friendly products to maintain and increase their sales, especially in increasing sales revenue. The results of this study are supported by research conducted by (SHELEMO, 2023) which states that price influences purchasing decisions. However, this result contradicts the research conducted by Maknunah and Apriliyaningsih (2020) which states that price does not influence purchasing decisions.

## 6. CONCLUSION

Based on the results of the study, it can be concluded that Based on the results of the determination test, the R Square value of 0.210 or 21% means that the independent variable used, namely green marketing, is able to influence the dependent variable, namely an increase in income by 21%. Based on the results of the hypothesis test, the results of the calculated  $t$  value  $> t$  table ( $3.456 > -0.288$ ) with a significance value of  $0.001 < 0.05$ , so green marketing has a significant effect on increasing income ( $H_a$  Accepted). Green marketing which includes green products, green prices, green places, and green promotions has been proven statistically to have a significant effect on increasing the income of Jatiagung hamlet MSMEs. These results are supported by previous studies explaining that green marketing has a positive and significant effect on increasing income. The contribution of this study is theoretical and practical, because this study broadens further understanding of how strategies can be applied by MSME actors that have an impact on business performance.

Based on the results of the study, it is recommended that business actors continue to develop a consistent and efficient marketing approach so that it becomes more widespread. Future research should develop variables such as consumer awareness of the environment, brand image, as well as the use of mix methods.

## LIMITATION

This study has several limitations that may affect the interpretation of the findings. First, the scope of the study is limited to one area, namely Jatiagung Hamlet, so that the results obtained cannot necessarily be generalized to other areas or MSME contexts that have different social, economic, or cultural characteristics. Second, the approach used is cross-sectional or carried out in a certain time, so it has not been able to capture the dynamics or changes in income in the long term due to the implementation of green

marketing strategies. Third, this study only focuses on green marketing as the only independent variable.

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