

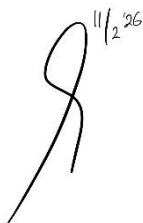
PENGARUH *GREEN MARKETING MIX* TERHADAP *BUSINESS PERFORMANCE UMKM FOOD & BEVERAGE* DI DAERAH ISTIMEWA YOGYAKARTA DENGAN *GREEN AWARENESS* SEBAGAI VARIABEL MODERAT

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Abstrak

Penelitian ini mengkaji pengaruh *green marketing mix* terhadap *business performance*, dengan *green awareness* sebagai variabel moderat. Penelitian menggunakan pendekatan kuantitatif dengan melibatkan 116 Usaha Mikro, Kecil, dan Menengah (UMKM) sektor *food & beverage* di Provinsi Daerah Istimewa Yogyakarta. Data dikumpulkan menggunakan teknik *snowball sampling* dan dianalisis melalui regresi berganda dan regresi moderasi menggunakan SPSS 27. Hasil penelitian menunjukkan bahwa *green product*, *green place*, dan *green price* memiliki pengaruh positif dan signifikan terhadap *business performance*. Sementara itu, *green promotion* tidak memiliki pengaruh terhadap *business performance*. Secara keseluruhan, *green marketing mix* memiliki dampak positif terhadap *business performance*. Selain itu, *green awareness* memperkuat pengaruh *green marketing mix* terhadap *business performance*, yang menunjukkan bahwa tingkat *green awareness* yang lebih tinggi meningkatkan efektivitas strategi *green marketing mix*. Studi ini berkontribusi pada literatur *green marketing mix* dengan menyediakan bukti empiris tentang peran moderasi *green awareness* dalam konteks UMKM. Secara praktis, temuan ini menyarankan bahwa UMKM dapat meningkatkan *business performance* dengan mengintegrasikan praktik *green awareness* ke dalam strategi *marketing* mereka, sambil meningkatkan *green awareness* di kalangan pemilik usaha dan konsumen.

Kata Kunci: *Green Marketing Mix, Green Awareness, Business Performance*

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**THE EFFECT OF GREEN MARKETING MIX ON BUSINESS
PERFORMANCE OF MSMEs IN THE FOOD & BEVERAGE SECTORS IN
YOGYAKARTA REGION WITH GREEN AWARENESS AS A
MODERATING VARIABLE**

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Abstract

This study investigates the impact of the green marketing mix on business performance, with green awareness serving as a moderating variable. A quantitative research design was employed to survey 116 micro, small, and medium enterprises (MSMEs) in the food and beverage sector in Yogyakarta region, Indonesia. Data were collected using a snowball sampling technique and analysed using multiple regression and moderated regression analyses in SPSS 27. The results reveal that green product, green place, and green price have a positive and significant influence on business performance. Conversely, green promotion has no significant impact. Collectively, the green marketing mix positively influences overall business performance. Furthermore, green awareness strengthens the relationship between the green marketing mix and business performance, suggesting that greater environmental awareness enhances the effectiveness of green marketing strategies. This study contributes to the green marketing literature by providing empirical evidence on the moderating role of green awareness within the MSME context. Practically, the findings suggest that MSMEs can improve performance by integrating environmentally responsible practices into their marketing strategies while fostering green awareness among both business owners and consumers.

Keywords: *Green Marketing Mix, Green Awareness, Business Performance*