

The Influence of Green Marketing and Halal Products on Decision Purchasing of HNI(Halal Network International) Products in Baubau City

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Abstract

This study aims to analyze the influence of green marketing and halal product perception on purchasing decisions of HNI (Halal Network International) products in Baubau City. The growing concern for environmental sustainability and halal assurance has shifted consumer preferences toward products that align with ethical and religious values. This research adopts a quantitative approach with a survey method, involving respondents who are active HNI consumers in Baubau City. Data were collected using questionnaires and analyzed through validity tests, reliability tests, and simple linear regression to measure the influence of the independent variables on the dependent variable. The results show that both green marketing and halal product perception have a significant and positive effect on consumer purchasing decisions. Green marketing practices such as eco-friendly packaging, product safety, and ethical promotion strengthen consumer trust and intention to buy. Meanwhile, the perception of halal assurance, both in product content and certification, further enhances consumer confidence in choosing HNI products. The findings suggest that integrating environmental awareness with halal principles can be a strategic advantage in the halal product market.

Keywords: Green_Marketing; Halal_Product; Purchasing_Decision

1. Introduction

In recent years, consumer awareness of environmental sustainability and halal assurance has increased significantly, particularly in Muslim-majority countries such as Indonesia. Consumers today are not only concerned with price and quality but also with the ethical, environmental, and religious aspects of the products they purchase. The concept of green marketing, which emphasizes environmentally friendly production, eco-packaging, and sustainable business ethics, has become one of the key marketing strategies in responding to modern consumer demands. At the same time, the demand for halal-certified products continues to grow, aligning with the increasing global Muslim population and the higher expectations for product transparency and integrity [1].

Indonesia, as one of the largest Muslim-majority countries, has a vast potential for the development of the halal product market. Based on data from Global Religious Futures, in 2010, approximately 87% of Indonesia's population identified as Muslim, and this proportion continues to increase [2]. This demographic dominance creates an opportunity for businesses that integrate Islamic values into their marketing strategies. The halal product industry in Indonesia not only reflects religious compliance but also symbolizes product quality, safety, and trust. Therefore, the combination of halal values and green marketing has become a relevant and strategic approach to meet consumer expectations while supporting environmental sustainability. Proceedings homepage: <https://icbens.umpalopo.ac.id/>

Previous research has emphasized the positive relationship between green marketing and consumer purchasing behavior. According to [3]. Environmentally friendly marketing activities significantly influence consumer attitudes and purchase intentions, particularly among consumers with high environmental concern. Similarly, Kumar found that consumers are increasingly motivated to purchase products that align with their ecological values, as

these products represent a personal contribution to environmental protection [4]. In the Indonesian context, green marketing practices have begun to be adopted by various industries, including food, cosmetics, and household products, which align with consumer expectations for sustainable and halal-based lifestyles.

Parallel to the development of green marketing, the concept of halal products also plays a vital role in influencing purchasing decisions. Studies by Aziz and Chok (2019) and Septiani and Ridlwan (2020) revealed that halal certification, product labeling, and brand reputation significantly affect Muslim consumers' trust and purchase intention. Halal assurance represents not only compliance with Sharia law but also the guarantee of product hygiene, safety, and ethical production. As a result, halal labeling serves as a crucial determinant for consumers when choosing between competing brands, especially in sectors such as food, pharmaceuticals, and cosmetics where trust is paramount [5], [6].

Despite the growing literature on green marketing and halal product perception, there remains a gap in understanding their combined influence on consumer purchasing decisions, particularly in smaller urban areas such as Baubau City. Most studies focus on major cities like Jakarta, Surabaya, and Bandung, where consumers tend to have higher awareness of environmental and halal issues. However, in developing cities, consumer behavior may be influenced by different social, cultural, and economic dynamics. Therefore, exploring this relationship in the context of Baubau City provides valuable insights into how regional consumers perceive and respond to environmentally and religiously aligned marketing strategies.

Halal Network International (HNI) is one of the leading companies in Indonesia that integrates green marketing principles with halal-based product development. HNI promotes environmentally conscious products—such as herbal supplements and personal care goods—while maintaining strict halal compliance through official certification. This dual focus enables HNI to position itself as a trusted brand among Muslim consumers who seek both ethical and sustainable consumption choices. However, empirical evidence regarding how green marketing and halal perception jointly influence consumer decision-making toward HNI products remains limited, particularly in regional contexts such as Baubau.

Based on the above discussion, this research aims to analyze the influence of green marketing and halal product perception on purchasing decisions for HNI products in Baubau City. Specifically, the study seeks to determine whether eco-friendly marketing practices and halal assurance significantly affect consumer purchasing behavior. The results of this study are expected to provide both theoretical and practical contributions. Theoretically, it enriches the literature on consumer behavior, marketing ethics, and halal studies. Practically, it provides strategic implications for companies and small enterprises to strengthen consumer trust by integrating green and halal marketing strategies that align with both sustainability goals and religious values.

2. Methodology

This study employs a quantitative research design with a survey approach to examine the influence of green marketing and halal product perception on consumer purchasing decisions for HNI (Halal Network International) products in Baubau City. This method was selected because it allows the researcher to measure relationships between variables

objectively using numerical data that can be analyzed statistically. The overall sequence of the research method follows the logic of quantitative analysis—from variable identification, data collection, and data processing to statistical testing—ensuring that the process can be replicated by future researchers.

Total population in this study of 1236 includes all active consumers of HNI products in Baubau City. The sampling technique used is non-probability purposive sampling, in which respondents are selected based on specific criteria, including being registered HNI members or regular customers who have purchased HNI products at least twice. The total sample size was determined using the Slovin formula with an error tolerance of 10%, resulting in a representative number of respondents suitable is 93 consumer for regression analysis. This sampling procedure ensures the validity of statistical conclusions while maintaining feasibility within the research context.

Data were collected using a structured questionnaire developed based on validated indicators from previous studies. The questionnaire was divided into three main sections: Green Marketing (X_1): Measured through indicators of green product, green price, green promotion, green place [7]. Halal Product (X_2): Measured through indicators of halal security, religious values, health [2]; Purchasing Decision (Y): Stability of an item and service, Habits in purchasing goods and services., Recommend to others, Make a repeat purchase [5], Each item was measured using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Prior to distribution, the questionnaire was validated through expert judgment to ensure content validity.

The data collection process involved distributing questionnaires directly to HNI consumers across several outlets in Baubau City. Respondents were briefed regarding the study's purpose and confidentiality of their responses. The data collection period lasted for three weeks to ensure a sufficient response rate. The researcher verified completed questionnaires to prevent missing data and ensure consistency before entering them into the analysis phase.

Data analysis was performed using several statistical procedures to ensure reliability and validity. First, the validity test was conducted using the Pearson Product-Moment correlation, and the reliability test employed Cronbach's Alpha with a threshold of ≥ 0.70 . Second, classical assumption tests—covering normality, linearity, and heteroscedasticity—were carried out to ensure that regression analysis assumptions were met. Finally, multiple linear regression analyses were used to test the influence of Green Marketing and Halal Product variables on Purchasing Decision. All analyses were conducted using SPSS 26.0 software. This methodological framework ensures that the research process is transparent, systematic, and replicable. The logic sequence between variables, data collection, and analytical procedures aligns with standard quantitative research practices. The study's innovation lies in integrating green marketing and halal perception—two distinct yet complementary concepts—to explain consumer decision-making in the halal product industry.

3. Result and Discussion

3.1. Result

Table 1. Validity Test

Variabel	Item Pernyataan	r -hitung	r-tabel (df=91, $\alpha=0.05$)	Sig. (2-tailed)	Keterangan
Green Marketing (X1)	X1.1	0.531	0.203	0.000	Valid
	X1.2	0.495	0.203	0.000	Valid
	X1.3	0.604	0.203	0.000	Valid
	X1.4	0.642	0.203	0.000	Valid
	X1.5	0.793	0.203	0.000	Valid
	X1.6	0.794	0.203	0.000	Valid
	X1.7	0.753	0.203	0.000	Valid
	X1.8	0.795	0.203	0.000	Valid
Halal Product (X2)	X2.1	0.644	0.203	0.000	Valid
	X2.2	0.591	0.203	0.000	Valid
	X2.3	0.705	0.203	0.000	Valid
	X2.4	0.713	0.203	0.000	Valid
	X2.5	0.584	0.203	0.000	Valid
Purchase Decision (Y)	Y1	0.482	0.203	0.000	Valid
	Y2	0.469	0.203	0.000	Valid
	Y3	0.577	0.203	0.000	Valid
	Y4	0.792	0.203	0.000	Valid
	Y5	0.751	0.203	0.000	Valid
	Y6	0.753	0.203	0.000	Valid
	Y7	0.792	0.203	0.000	Valid
	Y8	0.575	0.203	0.000	Valid

. The validity test aims to determine the extent to which each statement item in the questionnaire accurately measures the intended variable. The test was conducted using the Pearson correlation coefficient (r-calculated) between each item and the total score of its corresponding variable. The criteria used indicate that if the r-calculated value is greater than the r-table value (0.203) at a significance level of $\alpha = 0.05$, the item is considered valid. Additionally, if the Sig. (2-tailed) value is less than 0.05, the correlation between the item and the total score is statistically significant, which also confirms good validity. Based on the correlation results, all statement items for the variables Green Marketing (X1), Halal Product (X2), and Purchase Decision (Y) obtained r-calculated values greater than 0.203 and significance levels below 0.05, indicating that all items are valid and can be used in further analysis.

Table 2. Reliability Test

Variabel	Jumlah Item	Cronbach's Alpha	Kriteria	Keterangan
Green Marketing (X1)	8	0.835	> 0.70	Reliabel
Halal Product (X2)	6	0.736	> 0.70	Reliabel
Purchase Decision (Y)	8	0.798	> 0.70	Reliabel

The reliability test aims to determine the consistency of the questionnaire in measuring each research variable. The analysis used the Cronbach's Alpha coefficient, where a value above 0.70 indicates that the instrument is reliable and has internal consistency. Based on the test results, the Cronbach's Alpha values for Green Marketing (X1), Halal Product (X2), and Purchase Decision (Y) were 0.835, 0.736, and 0.798 respectively. Since all values exceed the

threshold of 0.70, it can be concluded that all variables in this study are reliable. Therefore, the measurement items used are consistent and can be trusted to represent the intended constructs for further statistical analysis.

Table 3. Coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	0.572	0.563	2.36449

a. Predictors: (Constant), Halal Products, Green Marketing

The Model Summary table shows that the correlation coefficient (R) between the independent variables (Halal Products and Green Marketing) and the dependent variable (Purchase Decision) is 0.756, indicating a strong and positive relationship. The coefficient of determination (R Square) is 0.572, meaning that 57.2% of the variation in consumer purchasing decisions can be explained by the variables Halal Products and Green Marketing. The remaining 42.8% is influenced by other factors not included in this model, such as brand image, price perception, or consumer satisfaction. The Adjusted R Square value of 0.563 confirms that after adjusting for the number of predictors and sample size, the model still explains 56.3% of the variance in purchasing decisions. The Standard Error of the Estimate (2.364) indicates the average deviation between the predicted and actual values, suggesting that the regression model has a relatively good level of accuracy

Table 4. coefficient

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.064	2.894		1.405	0.164
	Green Marketing	0.254	0.078	0.256	3.264	0.002
	Halal Products	0.862	0.113	0.599	7.632	0.000

a. Dependent Variable: Purchase Decisions

$$Y = 4.064 + 0.254X_1 + 0.862X_2$$

Based on the regression equation, it can be interpreted that when both Green Marketing (X_1) and Halal Products (X_2) are zero, the baseline value of Purchase Decision (Y) is 4.064. The coefficient of 0.254 for Green Marketing means that every one-unit increase in green marketing efforts—such as eco-friendly packaging and sustainable promotion—will increase consumers' purchasing decisions by 0.254 units. Meanwhile, the coefficient of 0.862 for Halal Products indicates that a one-unit improvement in halal assurance, certification, and producer credibility will raise purchase decisions by 0.862 units. This shows that both variables positively influence consumer purchasing decisions,

with Halal Products having a stronger impact than Green Marketing on HNI consumers in Baubau City.

Table 5. Partial Significance test
 Coefficients^a

Model	t	Sig.
1 (Constant)	1.405	0.164
Green Marketing	3.264	0.002
Halal Products	7.632	0.000

a. Dependent Variable: Purchase Decisions

The results of the partial significance test (t-test) show that the Green Marketing and Halal Products variables each have a significant effect on Purchase Decisions. The t-value for Green Marketing is 3.264 with a significance level of $0.002 < 0.05$, indicating that Green Marketing has a positive and significant influence on consumer purchasing decisions. This means that better implementation of environmentally friendly marketing strategies will lead to higher consumer interest in purchasing HNI products. Similarly, the Halal Products variable has a t-value of 7.632 and a significance value of $0.000 < 0.05$, which shows that the perception of halal products significantly affects purchasing decisions. The stronger the consumer's trust in halal certification, product purity, and producer credibility, the greater their likelihood to purchase. Meanwhile, the constant value ($t = 1.405$; $\text{Sig.} = 0.164$) is not significant, meaning that without the influence of Green Marketing and Halal Products, the model does not significantly predict purchase decisions. Overall, these results confirm that both Green Marketing and Halal Products have a statistically significant and positive partial effect on consumers' purchasing decisions for HNI products in Baubau City

table 6. Simultaneous Significance Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	673.105	2	336.553	60.197	.000 ^b
	Residual	503.174	90	5.591		
	Total	1176.280	92			

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Halal Products, Green Marketing

The significance value (0.000) is less than 0.05, indicating that the regression model is simultaneously significant. This means that the variables Green Marketing and Halal Products jointly have a significant effect on Purchase Decisions of HNI products in Baubau City. Thus, the model used is appropriate to explain the variation in consumer purchasing decisions. This result also reinforces that the combination of environmentally friendly marketing strategies

and halal assurance is an important factor influencing Muslim consumers' purchasing decisions.

3.2. Discussion

The results of this study reveal that both Green Marketing and Halal Products have a positive and significant influence on Purchase Decisions for HNI products in Baubau City. This indicates that consumers' purchasing behavior is not only shaped by product quality or price but also by ethical and religious considerations that align with environmental sustainability and halal assurance.

The finding that Green Marketing significantly affects purchasing decisions supports the research of [3], who stated that environmentally friendly marketing activities influence consumer attitudes and purchase intentions toward eco-friendly products. Similarly [4] emphasized that consumers increasingly value products reflecting ecological awareness as part of their contribution to environmental preservation. This study reinforces those findings by demonstrating that HNI's implementation of eco-conscious strategies—such as sustainable packaging, safe product ingredients, and ethical promotions—successfully enhances consumer trust and purchasing intention.

Moreover, Halal Products were found to have a stronger influence on purchasing decisions compared to Green Marketing. This supports the studies of [5] and [6], who found that halal awareness, certification, and labeling significantly affect Muslim consumers' trust and purchase intention. The strong effect of halal perception in this study confirms that halal assurance is not only a matter of religious compliance but also represents product safety, hygiene, and ethical integrity. Consumers in Baubau view halal certification as a symbol of credibility, which greatly strengthens their confidence in choosing HNI products.

The simultaneous effect of both variables, as shown by the significant F-test result ($\text{Sig.} = 0.000 < 0.05$), indicates that environmental and religious factors are complementary in shaping consumer decision-making. This is consistent with [7], who found that integrating halal labeling with green marketing strategies increases repeat purchase intentions. Therefore, combining sustainability and religious values provides a strategic advantage for businesses aiming to build long-term consumer loyalty.

In a broader context, these results contribute to the understanding of consumer behavior in regional areas like Baubau City, where awareness of both environmental and halal issues is growing. The findings highlight the importance of integrating moral, ecological, and religious values into marketing strategies to meet evolving consumer expectations. This study thus enriches the theoretical discourse on ethical consumption and provides practical implications for marketers seeking to enhance brand trust and competitiveness in the halal product industry.

4. Conclusion

This study concludes that both Green Marketing and Halal Products significantly and positively influence Purchase Decisions for HNI products in Baubau City. The findings indicate that consumers' purchasing behavior is shaped not only by product features but also by ethical and religious considerations. Specifically, Green Marketing contributes to higher consumer trust and interest through environmentally responsible practices such as eco-friendly packaging, safe product composition, and transparent promotion. Meanwhile, Halal Products exert a stronger effect, as halal assurance, certification, and producer credibility enhance consumers' confidence and loyalty. The simultaneous significance of both variables demonstrates that environmental sustainability and halal assurance are complementary factors

that strengthen consumer decision-making. This synergy reflects a growing trend among Muslim consumers who value products that fulfill both religious and ethical expectations. Theoretically, this research enriches the literature on consumer behavior by integrating two distinct yet interrelated concepts—green marketing and halal perception—within the context of a developing city. Practically, the findings provide valuable insights for businesses, particularly in the halal industry, to design marketing strategies that align sustainability values with Islamic principles to build trust and brand loyalty. Future research is encouraged to include additional variables such as brand image, consumer satisfaction, or trust, and to expand the study to other regions or industries to provide a more comprehensive understanding of the determinants influencing consumer purchasing behavior in the halal market.

5. Acknowledgement

The authors would like to express their sincere gratitude to the University of Muhammadiyah Buton for providing institutional support and facilities throughout the research process. Appreciation is also extended to the respondents and HNI consumers in Baubau City who generously participated in the survey and contributed valuable insights..

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