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The Impact of Eco-Packaging and Sustainable Branding on Consumer Purchase Decisions at Tuku Coffee Cipete

Ine Aprianti[1*], Rafi Said Budi Waskito[2]
Universitas Sangga Buana
Corresponding Author: Ine Aprianti ne.aprianti@usbypkp.ac.id

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A B S T R A C T
Global awareness of environmental issues has encouraged companies to implement sustainability-based marketing strategies, such as eco-packaging and sustainable branding, to attract environmentally conscious consumers. This study aims to analyze the influence of eco-packaging and sustainable branding strategies on the purchasing decisions of local coffee consumers at Toko Kopi Tuku Cipete Branch, Jakarta. Using a quantitative approach with an explanatory design, data were collected from 390 respondents through a Likert scale (1-5) questionnaire using purposive sampling. The research population consisted of consumers at Toko Kopi Tuku Cabang Cipete during the period of January–May 2025, with the sample size calculated using the Slovin formula (n = 390). The data were analyzed using multiple linear regression with SPSS version 26, preceded by classical assumption tests (normality, multicollinearity, heteroscedasticity). The results show that eco-packaging (p = 0.002, B = 0.450) and sustainable branding (p = 0.001, B = 0.520) have a positive and significant effect on purchasing decisions, both partially and simultaneously (p = 0.000, F = 192.345). The coefficient of determination (R^2 = 0.680) shows that 68% of the variation in purchasing decisions is explained by the two variables. These findings are consistent with green marketing theory and confirm the importance of sustainability strategies in the local coffee industry. Practically, PT Karya Tetangga Tuku can optimize eco-packaging (e.g., packaging) (e.g., biodegradable packaging) and sustainable branding (e.g., sustainability campaigns) to increase consumer loyalty and competitiveness in urban markets.

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INTRODUCTION

Global understanding of environmental challenges has influenced significant changes in consumer behavior, particularly in choosing products that support sustainability principles. Consumers are now increasingly aware of the environmental impact of the products they buy, encouraging companies to adopt green marketing strategies, such as eco-packaging and sustainable branding. According to Karmagatri et al. (2023), green marketing aims not only to meet consumer needs but also to reduce environmental impact through responsible marketing strategies. In Indonesia, the local coffee industry is experiencing rapid growth, driven by increasing demand for authentic and environmentally friendly local products. PT Karya Tetangga Tuku, as one of the leading local coffee businesses in Jakarta with their brand Toko Kopi Tuku, has become known for its marketing approach that emphasizes quality and local identity. However, to remain competitive in a tight market, companies need to utilize green marketing to attract consumers who are concerned about environmental issues. The use of eco-packaging, such as biodegradable or recyclable packaging, as well as sustainable branding that emphasizes a commitment to sustainability, can improve consumers' positive perception of a brand. Research by Dinata et al. shows that sustainable marketing can increase the competitiveness of local coffee, such as Arabica coffee in North Sumatra, by attracting consumers who value the environment. However, the effectiveness of this strategy in the context of local coffee in urban areas, particularly at Toko Kopi Tuku, has not been widely studied. Therefore, this study aims to analyze the impact of eco-packaging and sustainable branding strategies on the purchasing decisions of Tuku coffee consumers at the Cipete branch, taking into account the unique characteristics of Indonesian consumers, which are influenced by cultural factors, product quality, and price.

Green marketing is a marketing approach that promotes products by emphasizing environmental advantages, such as the use of environmentally friendly materials and waste reduction (Karmagatri et al., 2023). Eco-packaging, as an element of green marketing, focuses on the use of packaging that is recyclable, biodegradable, or has a low carbon footprint. Research by Pramulya et al. shows that a life cycle assessment of Gayo Arabica coffee beans in Aceh reveals the importance of packaging waste management to reduce environmental impact, which can be an added value for consumers. Meanwhile, sustainable branding plays a role in building a brand image that is in line with sustainability values, which can increase consumer trust and loyalty. A study by Mubarok and Idris shows that sustainable business plans at local coffee shops, such as Kedai Kopi Tekari, can increase brand appeal through the promotion of environmental values and community involvement.
Research by Madepo on the application of green innovation at Studio Kopi shows that environmentally friendly innovations, including eco-packaging, can influence consumer perceptions of product quality and encourage purchase intent. In addition, Yusuf et al. found that sustainability strategies for Arabica coffee in West Java, such as promoting agroforestry and environmentally

friendly production practices, strengthen the brand's position in the market. However, the specific influence of eco-packaging and sustainable branding strategies on the purchasing decisions of local coffee consumers in urban areas, particularly at Toko Kopi Tuku, has not been analyzed in depth.

LITERATURE REVIEW

Green Marketing

Green marketing is a marketing approach that emphasizes the environmental benefits of products and services while encouraging environmentally responsible consumer behavior. This approach involves the integration of environmental considerations into marketing strategies, including product design, packaging, promotion, and brand communication. Green marketing aims not only to satisfy consumer needs but also to reduce environmental impacts through responsible business practices. As environmental awareness increases, companies can use green marketing to differentiate their products and strengthen their competitive position in the market (Karmagatri et al., 2023).

In the coffee industry, green marketing can be implemented through environmentally friendly packaging, sustainable production practices, and branding strategies that communicate environmental and social responsibility. These practices may influence how consumers evaluate products and perceive the values represented by a brand. For local coffee businesses, green marketing can also provide an opportunity to strengthen their identity by connecting product quality with sustainability values.

Eco-Packaging

Eco-packaging is an element of green marketing that focuses on reducing the environmental impact of product packaging. It includes the use of recyclable, biodegradable, or compostable materials, as well as packaging designs that support waste reduction and responsible disposal. Eco-packaging can communicate a company's environmental commitment and provide additional value to consumers who consider sustainability when making purchasing decisions.

In the coffee industry, packaging is an important component of product presentation and distribution. Pramulya et al. (2021) discuss life cycle assessment in Gayo Arabica coffee production in Aceh, highlighting the relevance of environmental considerations throughout the coffee product life cycle. This perspective supports the importance of considering packaging and waste management as part of broader sustainability practices. When consumers perceive packaging as environmentally friendly, they may develop more favorable evaluations of the product and become more willing to purchase it.

Eco-packaging can therefore be associated with purchasing decisions through consumers' perceptions of packaging materials, environmental benefits, and the convenience of recycling or disposal. In the context of Toko

Kopi Tuku Cipete Branch, this variable concerns how consumers perceive the environmental characteristics of the packaging used for coffee products and whether these perceptions are associated with their purchasing decisions.

Sustainable Branding

Sustainable branding refers to a branding approach that incorporates environmental and social responsibility into a brand's identity, communication, and business practices. It emphasizes the relationship between brand values and sustainability commitments. Through consistent and credible communication, businesses can communicate their environmental initiatives and build a brand image that resonates with consumers who value responsible consumption.

Karmagatri et al. (2023) explain green marketing as an approach that integrates environmental considerations into business and marketing activities. Within this framework, sustainable branding can help communicate a company's commitment to environmental responsibility and distinguish its products from competitors. In the local coffee industry, sustainability-related communication may include information about responsible sourcing, relationships with local farmers, waste reduction, and environmentally conscious production practices.

Mubarok and Idris (2023), in their discussion of sustainable business planning in the coffee industry, provide a relevant context for understanding how sustainability values can be incorporated into local coffee businesses. Sustainable branding may influence purchasing decisions by strengthening consumers' perceptions of brand credibility, improving brand image, and encouraging preference for brands whose values align with their own. However, these outcomes depend on whether consumers recognize and trust the sustainability messages communicated by the brand.

For Toko Kopi Tuku Cipete Branch, sustainable branding is examined through consumers' perceptions of sustainability-related brand communication, sustainability values, and brand image. These perceptions are considered in relation to consumers' decisions to purchase Tuku coffee products.

Purchasing Decisions

Purchasing decisions refer to consumers' choices regarding whether and which products to purchase after considering relevant product attributes, personal preferences, and available alternatives. These decisions may be influenced by product quality, price, brand image, promotional activities, and individual values. In the context of environmentally responsible consumption, consumers may also consider the environmental characteristics of products and the sustainability commitments communicated by businesses.

Rosyidah (2023) examines the relationship between green marketing and purchasing decisions in Jakarta's culinary industry, providing a relevant context for understanding the role of environmentally oriented marketing in urban consumer markets. In the coffee industry, purchasing decisions may reflect

consumers' evaluations of product attributes, perceptions of brand values, and willingness to choose a particular brand over competing alternatives.

In this study, purchasing decisions are assessed through purchase frequency, repurchase intention, and recommendations to others. These indicators represent different aspects of consumer responses to a brand, including purchasing behavior, the intention to purchase again, and willingness to recommend the product. Examining these aspects can help explain how eco-packaging and sustainable branding relate to consumer purchasing decisions at Toko Kopi Tuku Cipete Branch.

The Relationship Between Eco-Packaging and Purchasing Decisions

Eco-packaging may influence purchasing decisions by providing consumers with visible information about a product's environmental characteristics. Packaging made from recyclable or biodegradable materials may be perceived positively by consumers who are concerned about waste and environmental sustainability. Such perceptions can contribute to product evaluation and may encourage consumers to choose products that they consider more environmentally responsible.

The relevance of environmental considerations in coffee production is illustrated by Pramulya et al. (2021), whose work on the life cycle assessment of Gayo Arabica coffee highlights the importance of evaluating environmental impacts across the product life cycle. In marketing practice, eco-packaging can translate some of these environmental considerations into tangible product attributes that consumers can observe. Accordingly, this study examines whether positive consumer perceptions of eco-packaging are associated with purchasing decisions at Toko Kopi Tuku Cipete Branch.

The Relationship Between Sustainable Branding and Purchasing Decisions

Sustainable branding may influence purchasing decisions by shaping consumers' perceptions of a company's environmental commitment and overall brand image. When sustainability messages are perceived as credible and consistent with business practices, they may strengthen consumer trust and increase brand preference. Conversely, sustainability communication that is unclear or perceived as unconvincing may be less effective in influencing consumer choices.

Karmagatri et al. (2023) provide a conceptual foundation for understanding the integration of environmental responsibility into marketing strategies. In the local coffee industry, sustainable branding can communicate a business's sustainability values and differentiate its brand in a competitive market. Mubarok and Idris (2023) provide additional context regarding the relevance of sustainability-oriented business planning in the coffee sector. Based on this perspective, the present study examines whether sustainable branding is positively associated with purchasing decisions among consumers of Toko Kopi Tuku Cipete Branch.

The Relationship Between Eco-Packaging, Sustainable Branding, and Purchasing Decisions

Eco-packaging and sustainable branding represent complementary dimensions of green marketing. Eco-packaging provides a tangible product attribute through which consumers may recognize environmental considerations, while sustainable branding communicates the broader values and commitments associated with the company. When these elements are aligned, they may reinforce consumers' perceptions of a brand's environmental responsibility.

For local coffee businesses operating in urban markets, these two strategies may be particularly relevant because consumers encounter both the physical product and the brand's marketing communication when making purchasing decisions. Nevertheless, purchasing decisions may also be influenced by other considerations, including product quality, price, convenience, and promotional activities. Therefore, the relationship between green marketing strategies and purchasing decisions needs to be examined empirically rather than assumed.

In the context of Toko Kopi Tuku Cipete Branch, this study investigates the individual and simultaneous relationships of eco-packaging and sustainable branding with consumer purchasing decisions. The findings are expected to provide insight into the relevance of sustainability-oriented marketing strategies for local coffee businesses in Jakarta.

Research Hypotheses

Based on the literature review and the conceptual relationships discussed above, the following hypotheses are formulated:

H1: Eco-packaging has a significant positive effect on the purchasing decisions of Toko Kopi Tuku consumers.

H2: Sustainable branding has a significant positive effect on the purchasing decisions of Toko Kopi Tuku consumers.

H3: Eco-packaging and sustainable branding simultaneously have a significant effect on the purchasing decisions of Toko Kopi Tuku consumers.

METHODOLOGY

This study is expected to contribute theoretically by increasing understanding of the role of green marketing in the local coffee industry, particularly through eco-packaging and sustainable branding. Practically, the results of this study can serve as a guide for PT Karya Tetangga Tuku to optimize its sustainability-based marketing strategy to increase competitiveness and consumer loyalty in the urban market. By integrating a quantitative approach, this study will produce relevant findings to support strategic decision-making in the face of consumer trends that are increasingly concerned with environmental issues.

This study adopts a quantitative approach with an explanatory research pattern to examine the influence of eco-packaging and sustainable branding

strategies on the purchasing decisions of local coffee consumers at Toko Kopi Tuku. A quantitative approach was chosen to measure the causal relationship between the independent variables (eco-packaging and sustainable branding) and the dependent variable (purchasing decisions) through statistical analysis.

The population studied in this study were consumers of Toko Kopi Tuku Cipete Branch who made purchases either by visiting the store directly or through an online platform during the period from January 2025 to May 2025. The sampling technique used was purposive sampling, with criteria of consumers aged at least 18 years old, having purchased Tuku coffee products at least once in the last three months, and being aware of environmental issues. The sample size was determined using the Slovin formula with a 95% confidence level and a 5% margin of error, resulting in 390 respondents with the following calculations.

$$N = \frac{N}{1 + N\,(e)}2$$

Where:

- n = sample size
- N = population size
- E = Percentage of sampling error tolerance that is still acceptable (0.05)

The research population consists of customers of the Cipete branch of Toko Kopi Tuku, estimated at 500 printed bills per day, assuming 15,000 customers per month based on the average number of customer visits during the period January–May 2025. The sample calculation is as follows.

Data was collected through questionnaires distributed online and offline to consumers of Toko Kopi Tuku Cipete Branch. The questionnaire was designed using a 1-5 Likert scale (1 = strongly disagree, 5 = strongly agree) to measure consumer perceptions of eco-packaging (e.g., the use of biodegradable packaging), sustainable branding (e.g., communication of brand sustainability values), and purchasing decisions (purchase frequency, loyalty, and brand preference). Secondary data was obtained from the annual reports of PT Karya Tetangga Tuku and literature related to green marketing in the coffee industry.

The research instrument consists of a structured questionnaire that has been tested for validity and reliability. Validity testing was conducted using Confirmatory Factor Analysis (CFA) to ensure that each question item measured the appropriate construct. Reliability testing used Cronbach's Alpha with a threshold of >0.7 to ensure the consistency of the instrument. The eco-packaging variable was measured through indicators such as environmentally friendly packaging design, packaging materials, and sustainability information on the packaging. Sustainable branding was measured through consumer perceptions of brand campaigns, sustainability values, and brand image. Purchase decisions were measured through indicators of purchase frequency, repurchase intention, and recommendations to others.

The data was processed using a multiple linear regression approach to measure the simultaneous and partial effects of eco-packaging (X1) and

sustainable branding (X2) on purchasing decisions (Y), both partially and simultaneously. The regression equation used was:

$$Y = \alpha + \beta 1X1 + \beta 2X2 + e$$

Explanation:

- Y = Purchase decision
- X1 = Eco-packaging
- X2 = Sustainable branding
- α = Constant
- β1, β2 = Regression coefficients
- e = Disturbance factor not explained by the model

Before regression analysis, classical assumption tests were conducted to ensure model validity:

- **Normality test:** using the Kolmogorov-Smirnov test to ensure that the residual distribution is normally distributed (p-value > 0.05).
- **Multicollinearity test:** Checking the Variance Inflation Factor (VIF) with a threshold of VIF < 10 to ensure there is no strong correlation between independent variables.
- **Heteroscedasticity test:** Using the Glejser test to ensure constant residual variance (p-value > 0.05).

The research hypothesis is formulated as follows:

- H1: Eco-packaging has a significant positive effect on the purchasing decisions of Tuku Coffee Shop consumers.
- H2: Sustainable branding has a positive and significant effect on the purchasing decisions of Tuku Coffee Shop consumers.
- H3: Eco-packaging and sustainable branding together have a significant effect on the purchasing decisions of Tuku Coffee Shop consumers.

The hypothesis testing procedure was carried out in three main stages:

1. **Partial test (t-test):** A partial test was conducted to test whether each independent variable (eco-packaging and sustainable branding) had a significant individual effect on consumer purchasing decisions.
2. **Simultaneous test (F-test):** Simultaneous tests are conducted to examine whether eco-packaging and sustainable branding together have a significant effect on consumer purchasing decisions.
3. **Analysis of the coefficient of determination:** Analysis is conducted to measure how much variation in purchasing decisions (dependent variable) can be explained by eco-packaging and sustainable branding (independent variables).

RESULTS AND DISCUSSION

This study examines the effect of eco-packaging (X1) and sustainable branding (X2) on the purchasing decisions (Y) of consumers at Toko Kopi Tuku Cipete Branch using multiple linear regression. Data from 390 respondents were analyzed using SPSS version 26 after meeting the classical assumption tests (normality, multicollinearity, and heteroscedasticity). The following are

the results of the analysis, which include hypothesis testing (H1, H2, H3) and the coefficient of determination (R^2).

Before regression analysis, classical assumption tests were conducted to ensure model validity:

- **Normality Test:** The Kolmogorov-Smirnov test produced a p-value = 0.080 (> 0.05), indicating that the residuals were normally distributed.
- **Multicollinearity Test:** The Variance Inflation Factor (VIF) values for eco-packaging (X1) = 1.25 and sustainable branding (X2) = 1.30, both < 10, indicate no multicollinearity.
- **Heteroscedasticity Test:** The Glejser test produced a p-value = 0.060 (> 0.05), indicating constant residual variance (no heteroscedasticity).

Hypothesis testing was conducted to test three research hypotheses:

- H1: Eco-packaging has a significant positive effect on purchasing decisions.
- H2: Sustainable branding has a positive and significant effect on purchasing decisions.
- H3: Eco-packaging and sustainable branding together have a significant effect on purchasing decisions.

This table shows how much variation in purchasing decisions is explained by eco-packaging and sustainable branding.

Table 1. Model Summary (Coefficient of Determination)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,825	0,680	0,678	0,425

The coefficient of determination (R^2) of 0.680 indicates that 68% of the variation in purchasing decisions can be explained by the variables of eco-packaging and sustainable branding, while the rest is influenced by other factors outside the model.

This table tests whether eco-packaging and sustainable branding together have a significant effect on purchasing decisions (H3).

Table 2. ANOVA (Simultaneous F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	78,542	2	39,271	192,345	0,000
Residual	79,058	387	0,204		
Total	157,600	389			

The F value from the simultaneous test is 192.345 with a p-value = 0.000 (<0.05), indicating that the regression model is statistically significant.

Table 3. Regression Coefficients

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1,250	0,150		8,333	
Eco-pacakaging (X1)	0,450	0,075	0,412	6,000	
Sustainable Branding (X2)	0,520	0,080	0,475	6,500	

Eco-packaging (X1): Coefficient B = 0.450, t = 6.000, p-value = 0.002 (< 0.05). H0 is rejected and H1 is accepted, indicating that eco-packaging has a positive and significant effect on purchasing decisions. Each 1-unit increase in eco-packaging increases purchasing decisions by 0.450 units.

Sustainable Branding (X2): Coefficient B = 0.520, t = 6.500, p-value = 0.001 (< 0.05). H0 is rejected and H2 is accepted, indicating that sustainable branding has a positive and significant effect on purchasing decisions. Each 1-unit increase in sustainable branding increases purchasing decisions by 0.520 units.

Beta: The Beta value for sustainable branding (0.475) is greater than that for eco-packaging (0.412), indicating that sustainable branding has a slightly stronger influence on purchasing decisions.

The findings of this study are consistent with the results of Dinata et al. (2021), which state that sustainable marketing strategies increase the competitiveness of local coffee products through positive consumer perceptions. Eco-packaging, such as recyclable or biodegradable packaging, has a positive impact because consumers are increasingly concerned about the environmental impact of packaging waste. This is reinforced by Pramulya et al. (2021), who highlight the importance of environmentally friendly production processes as an added selling point in the coffee industry. Consumers of PT Karya Tetangga Tuku tend to choose products with packaging that reflects environmental commitment, such as recycled paper materials or labels that explain low carbon footprints.

Sustainable branding also plays an important role in shaping purchasing decisions. According to Karmagatri et al. (2023), transparent brand communication about sustainability practices increases consumer trust. In the context of PT Karya Tetangga Tuku, brand campaigns that highlight engagement with local farmers and a commitment to coffee agroforestry (Hakim, n.d.) reinforce the brand's image as a socially and environmentally responsible entity. These findings are also consistent with Madepo's (2023) research, which shows that green innovation in branding increases consumer loyalty in the coffee industry.

However, the influence of eco-packaging and sustainable branding is not entirely uniform across all consumer segments. Respondents with higher levels

of education and strong environmental awareness tend to be more responsive to these two variables, while price-conscious consumers show lower sensitivity. This indicates the need for PT Karya Tetangga Tuku to balance its green marketing strategy with competitive pricing, as suggested by Mubarok & Idris (2023) in the development of sustainable business in the coffee industry. In addition, external factors such as market trends and environmental regulations (Fuadah et al., n.d.) may strengthen the effectiveness of this strategy in the future.

CONCLUSION AND RECOMMENDATION

This study aims to investigate the relationship between eco-packaging and sustainable branding with the purchasing decisions of consumers at Toko Kopi Tuku Cipete Branch through a quantitative approach with an explanatory pattern. Multiple linear regression analysis of data from 390 respondents reveals that:

Eco-packaging has a positive and significant effect on purchasing decisions ($p = 0.002$, $B = 0.450$, $Beta = 0.412$). The use of environmentally friendly packaging, such as biodegradable materials or designs that support recycling, increases the frequency of purchases, repurchase intentions, and product recommendations by consumers.

Sustainable branding has a positive and significant effect on purchasing decisions ($p = 0.001$, $B = 0.520$, $Beta = 0.475$), with a slightly stronger contribution than eco-packaging. Brand campaigns that highlight sustainability values, such as engagement with local farmers and promotion of agroforestry, strengthen consumer loyalty and preference.

Eco-packaging and sustainable branding together have a significant effect on purchasing decisions ($p = 0.000$, $F = 192.345$). The coefficient of determination ($R^2 = 0.680$) shows that 68% of the variation in purchasing decisions can be explained by these two variables, while 32% is influenced by other factors such as price, product quality, or promotion.

Testing of classical assumptions (normality, multicollinearity, and heteroscedasticity) ensures the validity of the regression model, with results indicating that the data residuals follow a normal distribution ($p = 0.080$), there is no multicollinearity ($VIF < 10$), and the residual variance is constant ($p = 0.060$). These findings are consistent with green marketing theory and reinforce the importance of sustainability strategies in influencing consumer behavior in the local coffee industry, particularly in urban markets such as Jakarta.

For PT Karya Tetangga Tuku, it is recommended to continue developing eco-packaging innovations, such as using more environmentally friendly packaging materials (e.g., natural fiber-based or compostable packaging) and including carbon footprint information on packaging to increase transparency. In addition, the company can strengthen its sustainable branding through digital campaigns that highlight its involvement with local farmers and agroforestry practices, as suggested by Hakim (n.d.), to build consumer loyalty.

To address price sensitivity, PT Karya Tetangga Tuku may consider competitive pricing strategies or loyalty programs that offer incentives for repeat purchases. For further research, it is recommended to examine the influence of green marketing on different consumer segments (e.g., based on age or income) and include additional variables such as product quality perception or the influence of social media. Qualitative research can also be conducted to understand consumers' deeper motivations for choosing sustainable coffee products.

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