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The Role of Green Products on Buying Interest in the Culinary MSME Sector in Makassar

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ABSTRACT

Increasing public awareness of environmental issues has affected consumer preferences, especially in choosing sustainable products. In the culinary MSME sector in Makassar, the adoption of eco-friendly products such as eco-friendly packaging and natural ingredients is still limited due to a lack of awareness, promotion, and higher cost perception. This gap highlights the importance of investigating how the attributes of eco-friendly products affect consumer purchase intent. This study aims to analyze consumer perception of green products in culinary MSMEs in the city of Makassar, consumer purchase intention of green products in culinary MSMEs in the city of Makassar, and the role *of* green products on consumer purchase intention in culinary MSMEs in Makassar. This study uses a quantitative approach applied with a descriptive and associative approach. Data were collected through questionnaires and interviews with 100 respondents selected by purposive sampling. Data were analyzed using SPSS 30, including validity and reliability tests, normality tests, simple linear regression, t-tests, and determination coefficients. The findings show that consumer perception of environmentally friendly products is relatively high, especially related to raw materials and production processes. Consumers' purchase intentions for environmentally friendly culinary products are also included in the high category. Furthermore, regression analysis confirms that eco-friendly products significantly affect purchase intent. These results show that the implementation of environmentally friendly product practices can strengthen consumer loyalty and support the sustainability of MSMEs in the culinary sector.

Keywords : Green Products, Buying Interest

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1. INTRODUCTION

Increasing concerns about the environment have significantly changed consumer purchasing behavior, particularly in the food and beverage industry, where consumers are increasingly choosing environmentally friendly products. In addition, public awareness of environmental issues is increasing, affecting consumer behavior, including choices helps preserve the environment but also adds value to businesses by building a positive image in the eyes of consumers.

The culinary MSME sector in Makassar City is an important part of the local economy. According to the Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia, the culinary sector makes a significant contribution to the MSME economy in Indonesia, but the adoption of sustainable packaging practices is still relatively limited. In addition, culinary MSMEs also face challenges in implementing the concept of green products. Some culinary MSMEs, such as yellow rice sellers, are still limited in the use of environmentally friendly packaging and sustainability-based promotions. The unstable price of environmentally friendly raw materials, such as the use of banana leaves as packaging, is also often an obstacle. On the other hand, some consumers consider green products to be more expensive and have not fully understood the benefits, so purchase interest is still low. Therefore, a better understanding and effective marketing strategy are needed so that the application of environmentally friendly concepts can be widely accepted by consumers and have a positive impact on MSMEs."

Green products are one of the factors that influence consumer purchasing decisions in the modern era. According to Indriyani et al. (2022) stated that "green products are a marketing strategy that prioritizes environmentally friendly aspects, such as the use of natural materials, efficient production processes, and biodegradable packaging." According to Rahman & Nasir (2022) states that "Positive perceptions of green products have a significant influence on purchasing decisions in the culinary sector." In line with Manongko (2018) who stated that " green products are environmentally friendly products that can be used sustainably without damaging the ecosystem." Buying interest is the psychological tendency of consumers to buy a product after going through the process of evaluating benefits and quality. Lestari (2020) said "Buying interest is influenced by the perception of the quality and value of the products offered, including environmentally friendly factors." Kotler & Keller (2018: 241) defines that "Buying interest is the stage of a person's tendency to make a decision to buy a product based on experience, information, and preferences.

Furthermore, the development of the concept of green products internationally shows that environmental awareness has become an important factor in consumer purchasing decisions in various countries. Products with high sustainability values, environmentally friendly packaging, and efficient production processes are now considered to be able to improve brand image and consumer trust. Several global studies also confirm that green marketing strategies, such as the use of biodegradable packaging and environmental value-based communication, can strengthen consumer buying intent by fostering a positive perception of corporate social responsibility.

Similar findings have been revealed by various other international publications, showing that green products not only increase business competitiveness but also drive consumer loyalty and repurchase intent in the global market.

Similar results are shown by Rahman & Nasir (2022), who studied the culinary sector in Jakarta, where consumers' positive perception of green products has been shown to significantly increase purchase intention. However, Damayanti & Nuvriasari (2021) found that green packaging does not have a significant role in purchasing decisions.

Based on the description above, the researcher is interested in conducting a research entitled "The Role of Green Products on Customer Buying Interest in the Culinary MSME Sector in Makassar City". Based on this background, the research problems are formulated as follows: (1) what is the perception of consumers of green products in culinary MSMEs in Makassar City? (2) what is the interest of consumers in buying green products in culinary MSMEs in Makassar City? (3) How do green products affect consumer buying interest in culinary MSMEs in Makassar City? This study aims to examine the role of green products on consumer purchase intentions in Culinary MSMEs in Makassar City.

2. RESEARCH METHODS

This research was conducted in the MSME culinary sector in Makassar, Makassar City, South Sulawesi. Data collection will be carried out from July to August 2025. The population in this study is not known for sure. Therefore, the sample in this study amounted to 100 respondents determined by purposive sampling technique. The determination of sample size refers to the theory of Hair et al. (2019), which is the minimum number of samples of 5–10 times the number of research indicators. The data collection technique was carried out through questionnaires and interviews. The questionnaire was compiled and distributed offline and online through Google Form. Meanwhile, data collection through interviews was carried out to support the results of the questionnaire by interviewing two consumers who regularly consumed Nasi Kuning Jinggo for the past three months.

The questionnaire item for the green product variable was developed based on Rath's (2016) operational definition with four indicators, namely packaging, raw materials, production process, and product safety level. Meanwhile, the questionnaire item for the consumer purchase intention variable was developed based on the operational definition of Priansa (2017) with four indicators, namely transactional buying intention, referential buying intention, preferential buying intention, and exploratory buying intention.

This study uses a quantitative approach with descriptive and associative methods. Data analysis used SPSS version 30 for instrument testing, descriptive statistics, and inferential analysis. Each statement item has four answer options using the Likert scale.

Table 1. Likert Scale

Categories	Score
Strongly agree	4
Agree	3
Disagree	2
Strongly disagree	1

Sugiyono, 2021

Based on the above indicators, the conceptual framework of the research is shown in the following figure.

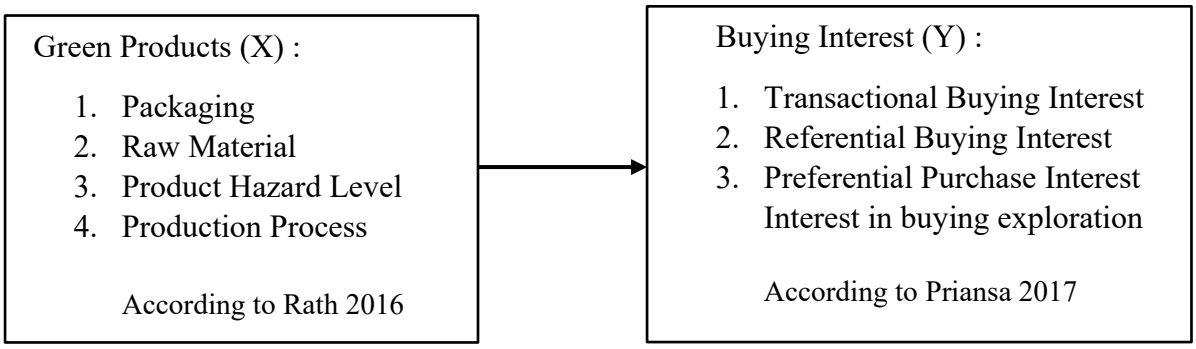


Figure 1. Conceptual Framework

3. RESULTS AND DISCUSSION

3.1 Results

3.1.1 Characteristics of Respondents

Respondent characteristics are used to provide an overview of the profile of respondents participating in the study and ensure that respondents meet criteria relevant to the research objectives.

Table 2. Characteristics of Respondents by Age

No	Age	Frequency	Percentage
1	18 - 20	28	28
2	21 - 25	68	68
3	26 - 30	2	2

4	> 55	1	1
	Quantity	100	100

Source: Primary Data Processed, 2025

The characteristics of respondents based on the age of 100 respondents were divided into respondents aged 18–20 years (28%), ages 21 to 25 years as many as 68 people (68%), ages 26 to 30 years old as many as 2 people (2%), and over 55 years old as many as 1 person (1%). Based on these age characteristics, the majority of respondents in this study were aged 21 to 25 years old who were more dominant in consuming Jinggo Yellow Rice.

Respondents aged 21–25 tend to be more active and interested in practical and contemporary food products such as Nasi Kuning Jinggo. In addition, this age group is also more concerned about environmental issues and more open to innovation, including in choosing products with environmentally friendly packaging.

Table 3. Characteristics of Respondents Based on Occupation

Yes	Work	Frequency	Percentage
1	Finance Admin	1	1
2	State Civil Servants	1	1
3	Customer Service	1	1
4	Engineer	1	1
5	Private Employees	5	5
6	Cashier	1	1
7	Students	76	76
8	Automotive Activist	1	1
9	Executive Staff of Perum Bulog	1	1
10	Technical Staff	1	1
11	Not working	8	8
12	Welder	1	1
13	Entrepreneur	2	2
	Quantity	100	100

Source: Primary Data Processed, 2025

The characteristics of respondents based on work as many as 100 respondents were divided into financial administration as many as 1 (1%) respondents, State Civil Servants as many as 1 (1%) respondents, customer service as many as 1 (1%) respondents, Engineers as many as 1 (1%) respondents, private employees as many as 5 (5%) respondents, cashier as many as 1 (1%) respondents, students as many as 76 (76%) respondents, automotive activists as many as 1 (1%) respondents, Bulog implementing staff as many as 1 (1%) respondents, Technical staff as many as 1 (1%) respondents, not working as many as 1 (1%) respondents, welders as many as 1 (1%) respondents, entrepreneurs as many as 1 (1%) respondents.

3.1.2 Instrument Test Results

a) Validity Test

Validity testing aims to measure the validity of the questionnaire. The questionnaire is declared valid if the calculated r value is greater than the table r value (0.196) and the significance level is <0.05.

Table 4. Green Product Variable Validity Test

Indicator	Item	R Count	Table R	Significant Value	Information
g	X1	0.539	0.196	0.001	Applicable
Packaging	X2	0.670	0.196	0.001	Applicable
	X3	0.685	0.196	0.001	Applicable
	X4	0.758	0.196	0.001	Applicable
Raw Material	X5	0.715	0.196	0.001	Applicable
	X6	0.617	0.196	0.001	Applicable
Product Hazard Level	X7	0.632	0.196	0.001	Applicable
	X8	0.492	0.196	0.001	Applicable
	X9	0.731	0.196	0.001	Applicable
	X10	0.667	0.196	0.001	Applicable
Production process	X11	0.694	0.196	0.001	Applicable
	X12	0.601	0.196	0.001	Applicable

Source: SPSS Processed Data 30, 2025

The results of the validity test that have been carried out on the buying interest variable with 4 indicators, namely statement items Y1 to Y12, show that each item has a calculated r value greater than the r of the table (0.196) and a significance value of less than 0.05, so it is declared valid. Based on this description, it can be concluded that all questionnaire items on the purchase interest variable are declared valid

b. Reliability Test

Reliability testing is carried out to assess whether the measurement instrument remains consistent when re-measured is performed. The instrument is declared reliable if the value of Cronbach's Alpha coefficient is greater than 0.6.

Table 5. Reliability Test Results

Variable	Alpha Cronbach	Information
Green Products	0.873	Reliable
Purchase Interest	0.833	Reliable

Source: Processed Data from SPSS 30, 2025

The results of the reliability test showed that the value of Cronbach's Alpha for the green product variable (X) was 0.873 and the purchase intention variable (Y) was 0.833. The Cronbach's Alpha value of the two variables is greater than 0.6, so it can be concluded that the variables of green products and purchase intentions in this study are reliable. These results show that the instruments used are consistent.

3.1.3 Results of Descriptive Statistical Analysis

Descriptive statistical analysis was used to describe respondents' responses to green product variables and consumer purchase intention variables. The results of this analysis provide an overview of the extent to which respondents assess green products and consumer purchase intentions based on predetermined categories.

Table 6. Summary of Respondents' Answers for All Indicators

No	Variable	Indicator	Average
1	Green Products	Packaging	3.35
		Raw Material	3.47
		Product Hazard Level	3.37
		Production process	3.47
		Transactional	3.33

		References	3.46
2	Purchase Interest	Preferential	3.35
		Exploration	3.38

Source: Primary Data Processed, 2025

The respondents' recapitulation of the green product variable showed that the indicators of packaging, raw materials, product hazard levels, and production processes were in the very good category with a value range of 3.26–4.00. The raw material and production process indicators each have a value of 3.41 and are in the very good category. Meanwhile, consumer buying intention variables show that transactional, referential, preferential, and exploratory indicators are in the very good category with a value range of 3.26–4.00. The referential indicator has a value of 3.46 and is also in the very good category.

3.1.4 Inferential Statistical Analysis Results

a) Classical Normality Assumption Test

The classical assumption of normality tests is used to determine whether data is distributed normally. The single-sample Kolmogorov test shows a normal distribution if the sig value > 0.05, and conversely, if the sig value < 0.05, the data is not distributed normally.

Table 7. Normality Test Results

Kolmogorov-Smirnov Test One Sample		
		Non-Standard Residue
N		100
Normal Parameters	Means	,0000000
	Standard Deviation	3.7121203
The Most Extreme Differences	Absolute	,086
	Positive	,086
	Negatives	-0.039
Test Statistics		,086
Asymp. Sig (2 berikor)		,063
Monte Carlo Sig, (Tail 2)	Sig.	0.61

	99% Confidence Interval	Lower Limit	,055
		Upper Limit	,068

a. Test distribution is Normal

b. Calculated from data

c. Correction of Significance of Liliefors

d. This is the lower limit of true significance.

Source: SPSS Processed Data 30, 2025

The results of the normality test showed a significance value of 0.63 > 0.05. This means that the residual data is distributed normally.

b) Determination Coefficient (R^2)

Green products are factors such as raw materials, packaging, and production processes that contribute to explaining the variation in consumer buying interest.

Table 8 Results of Determination Coefficient Analysis

Model [b Summary]				
Model Summary	R	R Square	Customized R Box	Forecast Standard Errors
1	.510 [A]	.260	.253	3.73101

Source: SPSS Processed Data, 30, 2025

The result of the coefficient of determination (R Square) is 0.260. This figure shows that the Green Products (X) affects the buying interest (Y) of 26.0% on the purchase interest, while the rest (100% - 26.0% = 74.0%) is influenced by other variables.

b) T-test

The t-test is used to test the hypothesis of the role of the green product variable (X) on buying interest (Y). This test aims to determine whether a hypothesis is accepted or rejected by comparing the values of t-calculated and t-tables. The hypothesis is accepted if the value of t is greater than t of the table and the significance value is less than 0.05.

Table 9. T-Test Results

Coefficients						
	Models	Non-Standard Coefficients		Standard Coefficient of Beta	t	Signs
		B	Std. Error	Beta version		
1	(Constant)	20,118	3,366		5,978	.000
	Green Products	.480	.082	.510	5,872	.000

Source: SPSS Processed Data 30, 2025

The results of the t-test showed that the t count was larger than the t table, which was 5.872 > 1.661, and the significance value was < 0.000 < 0.05. Thus, H0 is rejected and H1 is accepted. This shows that the variable of green products has a significant effect on the buying interest in culinary MSMEs in Makassar (Nasi Kuning Jinggo).

3.2 Discussion

3.2.1 Green Products in Culinary MSMEs in Makassar Sector (Nasi Kuning Jinggo)

Nasi Kuning Jinggo is rated very well as an environmentally friendly product with an average score of 3.41, where consumers respond positively to all Green Product Indicator. The production process and the product hazard level received the highest score, which was 3.47, because it was considered hygienic, chemical-free, and safe for consumption. Meanwhile, natural raw materials such as liquid turmeric are considered fresh, safe, and beneficial to health, although not all consumers are fully aware of this. Banana leaf packaging is also considered unique, natural, and environmentally friendly with a score of 3.35, although it has the disadvantage of being easily damaged. Overall, the implementation of green products in Nasi Kuning Jinggo has been very good and has received a positive response, but further education is still needed so that consumers increasingly understand the advantages of natural ingredients and environmentally friendly packaging.

3.2.2 Consumer Buying Interest in Culinary MSMEs in Makassar (Nasi Kuning Jinggo)

Nasi Kuning Jinggo attracts the attention of consumers because of its distinctive taste and unique presentation with banana leaf packaging that gives a traditional and natural impression. Consumer buying interest in this product is classified as very high with an average score of 3.38, where the highest indicator is referential interest with a value of 3.46 which indicates the tendency of consumers to recommend the product to others, while the lowest indicator is exploratory interest with a value of 3.33 even though it remains in the very high category. Consumer enthusiasm is reflected in the desire to buy, retry, recommend, and seek information about the product, although

the exploration drive still needs to be improved. The results of the interview also confirmed that banana leaf packaging increases trust and attractiveness because it is considered healthier, safer, and reflects the quality of the product. Overall, all indicators of buying interest like. transactional, referential, preferential, and exploratory were in the very high category, indicating that Nasi Kuning Jinggo has succeeded in building consumer interest, curiosity, and loyalty.

3.2.3 The role *of green products* on the purchasing interest of culinary MSME consumers in Makassar

Based on the results of simple linear regression analysis, the green product variable has a positive and significant influence on consumer buying interest with a coefficient value of 0.480. This means that the higher the application of green products, the higher the consumer buying interest. The results of the determination coefficient test showed that 26% of the variation in buying interest could be explained by green products, while 74% were influenced by other factors outside the study. The hypothesis test also proved that t count (5.872) was greater than t table (1.661), so H0 was rejected and H1 was accepted, which confirms the significant influence of green products on consumer buying interest in culinary MSMEs in Makassar

The results of this study are in line with previous research conducted by Rahman, S. & Nasir, N. (2022) entitled The Relationship between Green Products and Consumer Purchasing Decisions in the Culinary Sector in Jakarta. The results of the study show that consumers' positive perception of environmentally friendly products has a significant influence on buying interest. Another study conducted by Rivatul Riho (2020) entitled The Role of Green Products and Green Prices on Consumer Purchase Interest in Tupperware Products (Case Study of Management Students, Faculty of Economics UNISLA) uses a quantitative approach with a conclusive research design. The number of samples in this study was 100 respondents with a non-probability sampling technique, namely purposive sampling. The results of the study show that the variables of green products and green prices in Tupperware products simultaneously have a positive and significant effect on consumer buying interest (Case Study of Management Students, Faculty of Economics, Lamongan Islamic University).

4. Conclusion

This study aims to determine the role of the application of the green product concept to consumer buying interest in Nasi Kuning Jinggo MSMEs in Makassar. The results of the study show that the implementation of green products in MSMEs is in the very good category, which is shown through the use of natural raw materials, banana leaf packaging, hygienic production processes, and low product hazard levels. Consumers' buying interest is also very high, as evidenced by their willingness to seek information, try, and even make repurchases because of the distinctive taste, consistent quality, and cultural value contained in it. Statistical analysis shows that green products have a significant role in consumer buying interest. Therefore, the better the implementation of the

environmentally friendly concept, the higher the consumer buying interest, which can ultimately strengthen the image of MSMEs and support the sustainability of culinary businesses in Makassar.

Based on these findings, several recommendations can be given to culinary MSMEs to ensure that their business continues to grow and be able to compete. The management of Nasi Kuning Jinggo, in particular, is advised to continue to increase the use of environmentally friendly packaging and maintain product quality to remain safe for health and the environment. These efforts are considered to be able to strengthen a positive image among consumers while increasing buying interest. Culinary MSMEs are also advised to maintain and improve the application of the concept of green products, especially in the use of natural raw materials, environmentally friendly packaging, and environmentally friendly production processes. In addition, business actors need to consistently educate consumers about the benefits of environmentally friendly products to increase awareness and loyalty.

Consumers are expected to be more active in seeking information about environmentally friendly products and making sustainability the main consideration in purchasing decisions, not just based on price or taste. Consumer support for products that use natural ingredients, environmentally friendly packaging, and clean production processes can encourage MSMEs to continue to improve sustainable business practices. Meanwhile, the government is advised to support the application of green products in culinary MSMEs through training, counseling, and assistance programs for environmentally friendly business practices so that MSMEs can optimally implement the concept.
From a practical perspective, this research is beneficial for MSMEs because it shows that the application of green products can help attract consumer buying interest and increase trust in businesses. Meanwhile, from a theoretical perspective, this study adds insight into the role of green products to consumer buying interest, so that it can be a reference for future research.

For further research, it is recommended to add other variables such as price, service quality, or brand image to obtain more comprehensive results. Future research is also recommended to expand the number and area of respondents and involve more MSMEs so that the research results are more representative of actual conditions. In addition, further research can use other, more in-depth methods to understand consumer behavior towards eco-friendly products

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