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Examining The Effects of Green Advertising and Eco-Friendly Packaging on Green Purchase Intention For Sustainable Smes Products In Kerinci Regency

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ABSTRACT
The drastic decline in SMEs units in Kerinci Regency from 12,400 to 7,468 within a single year signals a structural crisis requiring immediate evidence-based interventions. This study examines the effects of green advertising and eco-friendly packaging on green purchase intention for sustainable SME products in Kerinci Regency. Using an explanatory quantitative design with 130 respondents selected through purposive sampling, data were analyzed using multiple linear regression. The results reveal that green advertising and eco-friendly packaging each have a positive and significant partial effect on green purchase intention. Simultaneously, both variables significantly influence green purchase intention, though they explain only a limited portion of the variation. Notably, eco-friendly packaging demonstrates a stronger influence compared to green advertising, indicating that Kerinci consumers respond more to tangible physical evidence than abstract persuasive messages. These findings provide practical guidance for SMEs and policymakers in allocating limited resources toward green marketing strategies, emphasizing the prioritization of innovative and informative eco-friendly packaging development to enhance consumer purchase intentions. This research contributes to the green marketing literature by contextualizing consumer behavior theory within rural SME ecosystems undergoing structural pressure and economic contraction.

Keywords: Green Advertising, Eco-Friendly Packaging, Green Purchase Intention, Sustainable SMEs, Kerinci Regency, Consumer Behavior

INTRODUCTION

The issue of environmental sustainability has become a primary global development agenda as economic sectors face increasing pressure to transform toward eco-friendly practices. Indonesia's Micro, Small, and Medium Enterprises (MSMEs), which absorb more than 97% of the national workforce, ironically contribute significantly to plastic packaging waste and carbon emissions due to their minimal adoption of green technologies. Global trends show that Millennial and Gen Z consumers are becoming increasingly selective in their product choices, with a strong preference for sustainable products yet the attitude-behavior gap continues to widen. At the national level, the Indonesian government has launched various incentives to encourage green SMEs, but the effectiveness of these policies remains hampered by low environmental literacy among both business owners and consumers.

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This phenomenon creates an urgency to understand the psychological and marketing determinants that truly trigger green purchase intention, not merely superficial positive attitudes. Therefore, research on how external stimuli such as green advertising and eco-friendly packaging influence purchasing decisions becomes highly relevant to supporting the acceleration of the green economy at the grassroots level. Kerinci Regency, known as an agropolitan area with great potential for nature-based products such as Arabica coffee and forest honey, faces contradictory dynamics in developing sustainable SMEs. Below is the data on SMEs in Kerinci Regency:



Sources:BPS, 2026

Figure 1. SMEs in Kerinci Regency

According to official data, the number of SMEs units in Kerinci dropped dramatically from 12,400 units in 2022 to only 7,468 units in 2023 a phenomenon indicating a structural shock or a failure to adapt to the demands of the modern market. Even more concerning, the composition of SMEs is dominated by micro and small enterprises. In 2023, only 646 small enterprises and 69 medium-sized enterprises were recorded out of a total of 7,468 units, meaning that more than 90% of SMEs are micro-enterprises highly vulnerable to shifts in consumer preferences. The main problem lies in the suboptimal implementation of green marketing strategies, particularly advertising that effectively communicates ecological values, and packaging that is not only functional but also communicative about product sustainability. This challenge is exacerbated by a lack of empirical data on how local consumers and tourists respond to green stimuli in inland regions like Kerinci, whose socio-economic characteristics differ greatly from urban markets. As a result, the potential of sustainable flagship products remains untapped, and the decline in SMEs units from 12,400 to 7,468 within a single year serves as a serious alarm for the need for evidence-based interventions.

Research on the influence of green advertising on green purchase intention has grown rapidly, but most studies have been conducted in the context of large brands or modern retail in developed countries. Li (2025) found that green advertising significantly influences purchase intention through the mediation of environmental knowledge, but the study's sample was dominated by urban consumers with unlimited access to information. Rafiq & Xinru (2025) revealed that green advertising mediates the relationship between personal values and ethical self-identity on green purchase intention, yet this study took place in an environment with mature digital marketing infrastructure. Li & Shan (2025) examined the mechanism of green advertising's influence on organic food and found that green trust serves as a key mediator, but the context was limited to modern retail with clear certification labels. All of these studies overlook the reality of rural SMEs in developing countries, which have very limited promotional budgets and audiences with low exposure to green advertising. Thus,

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generalizing findings from urban studies to regions like Kerinci is invalid without adjustments to the unique local context.

Meanwhile, research on eco-friendly packaging has also yielded mixed results that are highly dependent on product type and consumer profiles. Jie et al (2025) concluded that factors such as eco-labels and packaging materials positively influence purchase intention, but their study focused on modern retail products with controlled packaging standards. Ollitervo et al (2025) found that paper-based packaging is more effective than recycled plastic in evoking purchase intention, but their experiments only involved European consumers who have had high environmental awareness from an early age. Siuda & Grębosz-Krawczyk (2025) examined the role of pro-ecological packaging in the food sector and concluded that its impact on purchase intention strongly depends on an already well-established brand image. The fundamental weakness of these studies is the lack of analysis of how eco-friendly packaging functions in regions with poor recycling infrastructure and high logistics costs, such as many areas in central Indonesia. As a result, policy recommendations from previous research are often inapplicable to SMEs in Kerinci Regency, which are currently struggling to survive amid a drastic decline in the number of business units.

Identifying the gaps in previous research leads to three main gaps that have not been adequately addressed in the green marketing literature. First, nearly all existing studies use samples of urban consumers or consumers from developed countries, thereby ignoring rural and semi-rural contexts where the level of exposure to green advertising and the availability of eco-friendly packaging are very low as is the case in Kerinci. Second, no research has simultaneously examined the combined influence of green advertising and eco-friendly packaging on green purchase intention for sustainable SMEs products in a region that has experienced a decline in the number of business units from 12,400 to 7,468 within a single year. Third, the variable of business structure where more than 90% of SMEs in Kerinci are micro-enterprises with limited innovation capacity has never been used as a contextual factor or moderator in previous research models. Thus, there is a significant research gap regarding how green marketing determinants work specifically within rural SMES ecosystems that are undergoing contraction and an adaptation crisis. This research aims to fill that void by contextualizing green consumer behavior theory into the harsh reality of Kerinci's SMEs following the drastic decline in the number of business units.

This research will provide a novel contribution by integrating the concepts of green advertising and eco-friendly packaging into a single predictive model specifically designed for sustainability-based SMEs in regions experiencing structural pressure. Unlike the separate studies by Li (2025) and Li & Shan (2025), this research examines the interactive and simultaneous effects of both determinants on green purchase intention, thereby offering a more holistic and relevant perspective for crisis situations. Furthermore, this research introduces SMES ownership structure (dominated by micro-enterprises) as a contextual variable moderating the causal relationship an aspect overlooked by Ollitervo et al. (2025) and Siuda & Grębosz-Krawczyk (2025). By using actual data from Kerinci Regency showing the contraction in the number of SMES units, this research provides external validation of green purchase intention theory that has previously only been tested in stable modern markets. The findings will enrich the green marketing literature by demonstrating that the effectiveness of advertising and packaging depends heavily on the level of infrastructure readiness, the ecological literacy of local consumers, and the structural resilience of the SMEs themselves. Thus, this research not only replicates but also expands the boundaries of existing knowledge by presenting the perspective of a region in crisis.

Based on the background description above, the main objective of this quantitative research is to analyze the influence of green advertising and eco-friendly packaging, both partially and simultaneously, on green purchase intention for sustainable SMEs products in

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Kerinci Regency. More specifically, this research aims to measure how much each determinant contributes to shaping green purchase intention amid the drastic decline in the number of SMEs units from 12,400 to 7,468. This research also aims to identify which factor has the strongest influence between green advertising and eco-friendly packaging, given the limited promotional budgets characteristic of micro- SMEs in Kerinci. Additionally, this research aims to test whether there are differences in green purchase intention responses between local residents and tourists visiting Kerinci. Thus, the results of this research are expected to provide a clear roadmap for SMEs in allocating their limited resources toward green marketing strategies.

Theoretically, this research is expected to enrich the development of marketing management science, particularly in the branches of green marketing and consumer behavior in developing countries. The findings will serve as a critical test of the Theory of Planned Behavior (TPB) by incorporating green contextual variables that have rarely been explored in rural Indonesian regions experiencing economic contraction. Moreover, this research provides an alternative model that can be replicated by other researchers in regions with similar SMEs characteristics, thereby contributing to the generalization of green marketing theory in a more inclusive manner that is not biased toward urban contexts. The quantitative analysis results can also serve as a reference for future meta-analyses on the relative effectiveness of green advertising versus eco-friendly packaging in developing countries. This research indirectly also tests the robustness of consumer behavior theory when faced with the reality of imperfect markets and limited infrastructure.

Practically, this research provides direct benefits to three main sectors interested in the development of sustainable SMEs in Kerinci Regency. For SMEs owners, the research results can serve as a guide for allocating limited promotional budgets: whether it is more effective to invest in green advertising that reaches a broad audience or in eco-friendly packaging that provides a tangible impression and reduces waste. For the local government and the Kerinci Cooperative & SMEs Office, this research provides empirical evidence to design targeted subsidy programs, green marketing training, or technical packaging assistance, given that the drastic decline in the number of SMEs units requires well-targeted interventions. Finally, for academics and marketing practitioners, this study offers best practices on how to adapt green strategies to the real conditions of SMEs in regions facing infrastructure challenges, limited environmental literacy, and structural pressure due to the contraction in the number of businesses. Thus, this research not only addresses academic needs but also the real-world problems threatening the survival of thousands of SMEs in Kerinci.

Green Advertising

Green advertising is a marketing communication strategy that highlights the environmentally friendly attributes of a product, with the primary objective of influencing consumer awareness and behavior toward sustainable products (Li, 2025; Rafiq & Xinru, 2025). Within the framework of variable relationships, green advertising serves as an external stimulus that does not directly drive green purchase intention, but rather operates through a series of internal psychological processes of consumers. Based on the Stimulus-Organism-Response (SOR) theory, green advertising as a stimulus activates the consumer's organism which includes value perception, trust, and attitude toward green brands before ultimately eliciting a response in the form of purchase intention (Meathawiroon & Kliangsa-Art, 2023; Sun et al., 2025). We argue that the effectiveness of green advertising in shaping purchase intention is largely determined by how strongly consumers perceive the added value of the product, whether functional (product quality), social (self-image in the eyes of others), or emotional (inner satisfaction from contributing to environmental preservation). These three dimensions of value do not emerge spontaneously; rather, they must be built through credible, informative, and consistent advertising messages that align with the actual attributes of the

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product. If green advertising only contains ambiguous or exaggerated claims without clear evidence, consumers will trigger perceptions of greenwashing, which ultimately damages trust and reduces purchase intention (Li et al., 2026; Saputra et al., 2026). Therefore, the relationship between green advertising and purchase intention is not a simple correlation, but rather a relationship mediated by internal variables such as green perceived value and green trust.

Based on this relational framework, we develop the hypothesis that green advertising has a positive effect on green purchase intention through a mediation mechanism. We argue that effective green advertising must first be able to enhance green perceived value, which is the extent to which consumers perceive green products as having advantages over conventional products, both in terms of environmental benefits and personal value (Li & Shan, 2025; Zhang et al., 2025). When consumers feel this added value, trust (green trust) in the brand emerges, because the advertising is considered to convey honest and relevant information that meets their needs. This trust then becomes an important bridge toward purchase intention, as consumers will only buy a product if they are confident that the green claims advertised can be accounted for (Rafiq & Xinru, 2025; Zhang et al., 2024). Furthermore, we also observe that effective green advertising is able to strengthen green brand image in the minds of consumers, making the product feel more exclusive and socially valuable a factor highly relevant to young consumers who are increasingly concerned about environmental issues (Dwi & Adialita, 2025; Lova et al., 2026). Accordingly, we conclude that the relationship between variables in this study is indirect, wherein green perceived value and green brand image serve as mediating variables that explain why and how green advertising can drive green purchase intention. Operationally, the proposed hypothesis is that there is a significant positive effect of green advertising on green purchase intention, as reinforced by findings that consistently integrated green marketing elements have been proven to increase sustainable purchasing decisions (Saputra et al., 2026; Sun et al., 2025). Therefore, the research hypothesis is formulated as follows:

H1. Green advertising has a positive and significant effect on green purchase intention.

Eco-friendly packaging

Eco-friendly packaging is defined as packaging design that utilizes sustainable materials, is recyclable, or has a minimal carbon footprint, while also reflecting a brand's commitment to environmental sustainability (Jie et al., 2025; Ollitervo et al., 2025). In the context of green purchase intention, packaging plays a role far beyond that of a mere physical container for the product; it serves as the first visual communication element that shapes consumer perceptions of product quality and the brand's social responsibility. We argue that today's consumers, particularly the younger generation, are increasingly critical of packaging aspects because they consider them as tangible indicators of a company's environmental commitment. When a consumer sees packaging made from recycled materials, minimalist in design, or labeled as environmentally friendly, they do not merely assess its practical function, but also interpret it as a signal of the brand's moral and ethical values. However, we emphasize that the influence of eco-friendly packaging on purchase intention is not automatic; its effectiveness heavily depends on the extent to which consumers trust the green claims displayed on the packaging. If consumers doubt the authenticity of the label or feel that the packaging is merely a marketing tactic (greenwashing), then a green perceived risk will emerge, which hinders purchase intention (Kusumawati & Tiarawati, 2022; Khoiriah & Imaningsih, 2025). Therefore, the relationship between eco-friendly packaging and green purchase intention must be understood as a psychological process mediated by consumer trust in the brand's integrity and the value they perceive from the packaging.

Based on these considerations, we develop the hypothesis that eco-friendly packaging has a positive effect on green purchase intention through increased value perception and strengthened green brand image. We argue that environmentally friendly packaging, when

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designed with visual appeal and clear information, is able to create sensory and emotional experiences that make the product feel more valuable in the eyes of consumers (Deng et al., 2026; Siuda & Grębosz-Krawczyk, 2025). Furthermore, we observe that consumers do not only consider the environmental aspects of packaging, but also social and normative factors they tend to purchase products with green packaging because they want to express their identity as environmentally conscious individuals, especially when subjective norms from their social environment support such behavior (Kim & Yoh, 2025; Febriandari & Suryati, 2025). We also argue that eco-friendly packaging combined with educational information about the benefits of recycling or waste reduction can enhance green trust, which in turn encourages repeat purchase intention. However, it should be noted that the strength of this influence may vary depending on the type of product and consumer segments, as consumers with strong ethical identity tend to be more responsive to green packaging compared to consumers who are less concerned about environmental issues (Kim & Yoh, 2025; Jie et al., 2025). Accordingly, we conclude that the relationship between eco-friendly packaging and green purchase intention is positive and significant, with green perceived value, green trust, and brand image serving as important mediators in the mechanism of this influence. Based on the entire explanation above, the research hypothesis is formulated as follows:

H2. Eco-friendly packaging has a positive and significant effect on green purchase intention.

Green Purchase Intention

Green purchase intention is defined as the tendency or readiness of consumers to purchase products that have environmentally friendly attributes, such as recyclable packaging, sustainable raw materials, or low-carbon emission production processes (Li, 2025; Rafiq & Xinru, 2025). We view that green purchase intention is not merely a momentary desire, but rather the result of a complex cognitive and affective evaluation process, in which consumers consider environmental benefits, personal values, and social consequences of their purchasing decisions. Within the framework of the Theory of Planned Behavior, green purchase intention is influenced by consumer attitudes toward green behavior, subjective norms from the social environment, and perceived behavioral control (Kim & Yoh, 2025; Khoiriah & Imaningsih, 2025). We argue that today's consumers no longer view purchasing green products as a sacrifice, but rather as a value investment both for themselves (health and inner satisfaction) and for the environment (contribution to sustainability). However, we emphasize that green purchase intention is dynamic and highly susceptible to external information, including green advertising messages they receive and packaging designs they see on store shelves. Consumers with high environmental awareness tend to form green purchase intentions more easily, but this awareness must be continuously reinforced through credible and consistent marketing stimuli to prevent it from turning into skepticism or distrust (Dwi & Adialita, 2025; Sun et al., 2025). Thus, green purchase intention serves as a key dependent variable that represents the final stage of the consumer decision-making process before actual purchase, and serves as an indicator of the success of a company's green marketing strategy.

Based on this understanding, we develop a hypothesis regarding the simultaneous effects of green advertising and eco-friendly packaging on green purchase intention. We argue that these two independent variables do not work separately, but rather complement and reinforce each other in shaping consumer green purchase intention. When consumers are exposed to informative green advertising and simultaneously see packaging that is genuinely environmentally friendly, a synergistic effect occurs that is far stronger than if only one factor is present (Febriandari & Suryati, 2025; Saputra et al., 2026). Green advertising functions as an awareness trigger that explains the environmental benefits and moral values of a product, while eco-friendly packaging acts as physical evidence that confirms the advertising claims (Li & Shan, 2025; Ollitervo et al., 2025). We emphasize that consumers need consistency between what is promised in the advertisement and what they see directly on the packaging; if these two

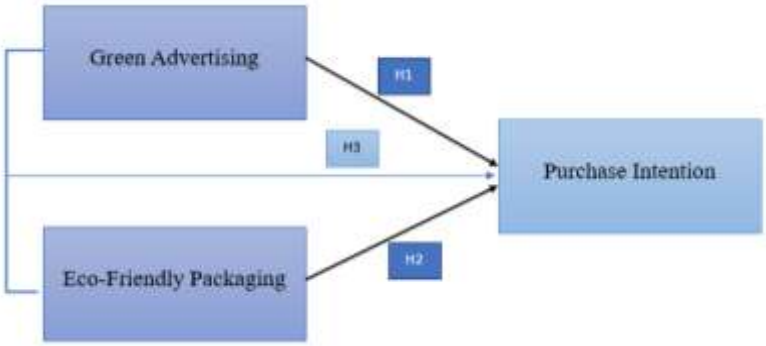
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elements are aligned, consumer trust in the brand will increase significantly, ultimately driving purchase intention (Jie et al., 2025; Siuda & Gręboszc-Krawczyk, 2025). Conversely, if there is a discrepancy for example, the advertisement claims environmental friendliness but the packaging still uses single-use plastic consumers will experience confusion and even disappointment, which can trigger perceptions of greenwashing and reduce purchase intention (Kusumawati & Tiarawati, 2022; Khoiriah & Imaningsih, 2025). Therefore, we conclude that green advertising and eco-friendly packaging together have a greater influence on green purchase intention compared to their individual partial effects, as both form an integrated communication system that strengthens the credibility and appeal of green products in the eyes of consumers. Based on the entire explanation above, the simultaneous hypothesis of this research is formulated as follows:

H3. Green advertising and eco-friendly packaging simultaneously have a positive and significant effect on green purchase intention.

The conceptual framework

Figure 2. The conceptual framework



Hypotesis

H1: Green advertising has a significant effect on green purchase intention of SMEs products in Kerinci Regency.

H2: eco-friendly packaging has a significant effect on green purchase intention of SMEs products in Kerinci Regency.

H3: Green advertising and eco-friendly packaging simultaneously have a significant effect on green purchase intention of SMEs products in Kerinci Regency

METHOD

This study is positioned within marketing management, specifically green marketing and consumer behavior, examining the effects of the advertising and eco-friendly packaging on green purchase intention for sustainability-based SMEs products in Kerinci Regency. The research object comprises consumers of environmentally friendly SMEs products in the processed food, agriculture, and household product sectors, with individual consumers as the unit of analysis. An explanatory quantitative design is applied to test causal relationships among variables through hypothesis testing, following Sekaran and Bougie (2020), and employing multivariate analysis as recommended by Hair et al (2019) to examine both partial and simultaneous effects among constructs

The study was conducted in Kerinci Regency, Jambi Province, during Januari–Juni 2026. The population consists of all consumers of sustainability-based SMEs products, with purposive sampling applied based on residency or activity in Kerinci Regency, prior purchase of green SME products, and age ≥17 years. The sample size was set at 130 respondents, based on Hair et al. (2018), who recommend 5–10 respondents per indicator in multivariate regression (13 × 10 = 130). Primary data were collected using structured questionnaires with a five-point Likert

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scale, supported by secondary data from reputable scientific journals, official government reports, and relevant literature.

Variables were operationalized as green purchase intention (Kusumawati & Tiarawati, 2022), green advertising (Dwi & Adialita, 2025), eco-friendly packaging (Kusumawati & Tiarawati, 2022) Data analysis followed sequential stages of descriptive analysis, validity and reliability testing, classical assumption tests (normality, multicollinearity, heteroscedasticity), and multiple linear regression to test partial (t-test) and simultaneous (F-test) effects, with KD (R^2) assessing explanatory.

FINDING AND DISCUSSION

FINDING

Instrument Test

Prior to the main data collection, this study conducted a preliminary instrument feasibility test through validity and reliability assessments involving 30 pilot respondents who were not included in the primary sample. Validity testing employed item-total correlation with degrees of freedom df = 28 at a 0.05 significance level, yielding an r-table value of 0.361, where an item was considered valid if its calculated correlation coefficient (r-calculated) exceeded 0.361. Reliability testing was then performed using Cronbach's Alpha coefficient with a minimum threshold of 0.60, and the instrument was deemed reliable when the Alpha value surpassed this cutoff, indicating measurement stability and internal consistency. Having satisfied both validity and reliability criteria, the questionnaire was confirmed to be appropriate for use as the primary data collection instrument, with the test results presented as follows.

Table 1. Instrument Test

Validity Test	R-Calculated	R-Table Value	Description
Item Indicators			
Green Advertising (X1)			
GA1. Advertising of Kerinci SME products is able to present clear information regarding the environmentally friendly attributes of the product	0.747	0.361	Valid
GA2. Advertising of Kerinci SME products is able to promote an environmentally friendly lifestyle	0.731	0.361	Valid
GA3. Advertising of Kerinci SME products is able to present a positive corporate image of environmental responsibility	0.844	0.361	Valid
GA4. Advertising of Kerinci SME products is able to convince me of the positive benefits of the product for the environment	0.849	0.361	Valid
GA5. Advertising of Kerinci SME products is able to increase my awareness to protect the environment	0.802	0.361	Valid
Eco-Friendly Packaging (X2)			
EFP1.The packaging of Kerinci SME products is made from recycled materials	0.818	0.361	Valid
EFP2. The packaging of Kerinci SME products can be reused (reusable)	0.765	0.361	Valid
EFP3. The packaging of Kerinci SME products does not use materials that are harmful to the environment	0.749	0.361	Valid

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EFP4. The packaging design of Kerinci SME products utilizes call-to-action messages to contribute to saving the environment	0.795	0.361	Valid
Green Purchase Intention (Y)			
GPI1. Kerinci SME products have more environmental concern than other products, so I intend to buy them	0.622	0.361	Valid
GPI2. Kerinci SME products do not cause environmental pollution, so I intend to buy them	0.613	0.361	Valid
GPI3. Health reasons make me consider switching to environmentally friendly GPI4. Kerinci SME products	0.750	0.361	Valid
GPI4. I will definitely buy Kerinci SME green products in the near future	0.754	0.361	Valid

Reliability Test	Cronbach's Alpha Value	Minimum Cronbach's Alpha Standard	Descriptionn
Variable			
Green Advertising (X1)	0.867	0.60	Reliabel
Eco-Friendly Packaging (X2)	0.847	0.60	Reliabel
Green Purchase Intention (Y)	0.860	0.60	Reliabel

The validity and reliability test results confirm that all instrument items are valid and reliable for measuring their respective constructs. For the Green Advertising variable (X1), the r-calculated values for all five items ranged from 0.731 to 0.849, all exceeding the r-table value of 0.361, while the Cronbach's Alpha reached 0.867, well above the 0.60 threshold. Similarly, the Eco-Friendly Packaging variable (X2) showed r-calculated values between 0.749 and 0.818, with a Cronbach's Alpha of 0.847, and the Green Purchase Intention variable (Y) displayed r-calculated values from 0.613 to 0.754, with a Cronbach's Alpha of 0.860. These results collectively demonstrate that all questionnaire items strongly correlate with their total scores and exhibit high internal consistency, thereby confirming that the instrument is both valid and reliable for primary data collection

Classical Assumption Test

The classical assumption test was conducted to ensure the feasibility of the regression model, so that the analysis results remain unbiased and validly interpretable. This testing encompassed a normality test to verify that the residuals follow a normal distribution, a multicollinearity test to detect correlations among independent variables, and a heteroscedasticity test to assess the homogeneity of residual variances. The fulfillment of all these assumptions confirms that the regression model meets the required statistical prerequisites and is therefore appropriate for hypothesis testing.

1) Normality Test

The normality test was employed to assess whether the residuals follow a normal distribution. This test was performed using the Kolmogorov–Smirnov Test, where the data are considered normally distributed if the significance value exceeds 0.05. The fulfillment of this criterion indicates that the regression model satisfies the normality assumption and is therefore feasible for further analysis.

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Table 2 Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		130
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.42103613
Most Extreme Differences	Absolute	.086
	Positive	.086
	Negative	-.079
Test Statistic		.161
Asymp. Sig. (2-tailed)		.174[c]

The normality test was conducted using the One-Sample Kolmogorov-Smirnov Test on the unstandardized residuals from the regression model, based on a sample size of 130 (N=130). The results show a mean residual of 0.0000000 and a standard deviation of 1.42103613, with the most extreme absolute difference recorded at 0.086. The test statistic obtained was 0.161, with an asymptotic significance (2-tailed) value of 0.174. Since this p-value (0.174) is greater than the significance threshold of 0.05, the null hypothesis that the residuals are normally distributed cannot be rejected. This confirms that the residuals follow a normal distribution, thereby satisfying the normality assumption and indicating that the regression model is appropriate for further hypothesis testing.

2) Multicollinearity Test

The multicollinearity test was conducted to detect correlations among independent variables. The model is considered free from multicollinearity when Tolerance values exceed 0.10 and Variance Inflation Factor (VIF) values are below 10, indicating that each variable can optimally explain its effect without distortion from intercorrelations. The results of the multicollinearity test are presented as follows:

Table 3. Multicollinearity Test

Model		Collinearity Statistics		
		Tolerance	VIF	Description
1	(Constant)			
	Green Advertising	.969	1.032	No Multicollinearity
	Eco-Friendly Packaging	.969	1.032	No Multicollinearity

a. Dependent Variable: Green Purchase Decision

The multicollinearity test was conducted to detect the presence of high correlations among the independent variables, namely Green Advertising and Eco-Friendly Packaging, with Green Purchase Decision as the dependent variable. The results show that both independent variables have a Tolerance value of 0.969 and a Variance Inflation Factor (VIF) of 1.032. Since the Tolerance values are well above 0.10 and the VIF values are far below 10, it can be concluded that there is no multicollinearity among the independent variables. This indicates that the regression model is free from multicollinearity issues, ensuring that the coefficient estimates remain stable and reliable for further analysis.

3) Heteroscedasticity Test

The heteroscedasticity test was conducted to assess the homogeneity of residual variances in the regression model. The Glejser method was applied by regressing the absolute residual values against the independent variables. The model is considered free

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from heteroscedasticity when the significance values of all variables exceed 0.05, indicating unbiased and efficient regression estimates. The results of the heteroscedasticity test are presented as follows:

Table 4. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.878	.827		1.061	.291
	Green Advertising	.058	.039	.135	1.513	.133
	Eco-Friendly Packaging	-.045	.033	-.123	-1.385	.169

a. Dependent Variable: ABS_RES

The heteroscedasticity test was conducted using the Glejser method, which regresses the absolute residual values (ABS_RES) against the independent variables to detect whether the residual variances are constant across observations. As presented in Table 4, the significance values for Green Advertising (0.133) and Eco-Friendly Packaging (0.169) are both greater than the threshold of 0.05. Since neither independent variable shows a statistically significant relationship with the absolute residuals, it can be concluded that there is no evidence of heteroscedasticity in the regression model. This confirms that the residual variances are homogeneous, thereby satisfying the heteroscedasticity assumption and ensuring that the regression model remains unbiased and reliable for hypothesis testing.

Hypothesis Testing

Hypothesis testing was conducted using multiple linear regression analysis to examine the influence of Green Advertising (X1) and Eco-Friendly Packaging (X2) on Green Purchase Intention (Y). The t-test and F-test were employed to assess partial and simultaneous effects, respectively, while the coefficient of determination (R^2) was used to evaluate the model's ability to explain the variation in Green Purchase Intention.

1) Multiple Linear Regression Equation

Based on the data obtained from the calculation results using SPSS version 23, the following regression equation was derived to illustrate the influence of Green Advertising (X1) and Eco-Friendly Packaging (X2) on Green Purchase Intention (Y):

Tabel 5. Multiple Linear Regression Equation

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	11.646	1.560		7.467	.000
	Green Advertising	.148	.073	.173	2.031	.044
	Eco-Friendly Packaging	.180	.062	.250	2.935	.004

a. Dependent Variable: Green Purchase Intention

The multiple linear regression equation is formulated as follows:

$$\mathbf{Y = a + b_1X_1 + b_2X_2 + e}$$

Based on the coefficients presented in Table 5, the regression equation can be written as:

$$\mathbf{Y = 11.646 + 0.148X_1 + 0.180X_2 + e}$$

The constant value (a) of 11.646 indicates that if both Green Advertising (X_1) and Eco-Friendly Packaging (X_2) are held constant or equal to zero, the Green Purchase Intention (Y) would remain at a level of 11.646. The interpretation of each regression coefficient is as follows:

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1. The coefficient $b_1 = 0.148$ is positive, indicating that Green Advertising (X_1) has a positive influence on Green Purchase Intention (Y). This means that for every one-unit increase in Green Advertising, Green Purchase Intention increases by 0.148, assuming other variables are held constant.
2. The coefficient $b_2 = 0.180$ is positive, indicating that Eco-Friendly Packaging (X_2) has a positive influence on Green Purchase Intention (Y). This means that for every one-unit increase in Eco-Friendly Packaging, Green Purchase Intention increases by 0.180, assuming other variables are held constant.

The error term (e) represents other factors or variables outside the model that may also influence Green Purchase Intention but were not examined in this study.

2) Coefficient of Determination (R^2)

The coefficient of determination was used to measure the extent to which the independent variables, namely Green Advertising and Eco-Friendly Packaging, are able to explain the variation in the dependent variable, Green Purchase Intention. The results of the coefficient of determination are presented as follows:

Tabel 6. Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.328[a]	.108	.094	1.531	.108	7.658	2	127	.001

a. Predictors: (Constant), Eco-Friendly Packaging, Green Advertising

Based on the Model Summary table, the correlation coefficient (R) is 0.328. The R Square (R^2) value is 0.108, which means that 10.8% of the variation in Green Purchase Intention can be explained by the independent variables, namely Green Advertising and Eco-Friendly Packaging. The Adjusted R Square value of 0.094 accounts for the number of predictors in the model, indicating a slightly more conservative estimate of the explained variance. Meanwhile, the remaining 89.2% (100% - 10.8%) is influenced by other factors outside the research model that were not examined in this study, which are represented by the error term. The F Change value of 7.658 with a significance level of 0.001 ($p < 0.05$) further confirms that the model's explanatory power is statistically significant.

3) Uji Parsial (T Test)

The t-test was employed to examine the partial influence of each independent variable on Green Purchase Intention. The degrees of freedom were determined using the formula $df = n - k - 1$, where $n = 130$ and $k = 2$ (the number of independent variables), resulting in $df = 127$. At a significance level of $\alpha = 0.05$, the t-table value is 1.979. The decision-making process was conducted by comparing both the significance value with $\alpha = 0.05$ and the calculated t-value with the t-table value to determine the acceptance or rejection of each partial hypothesis.

Teble 7. Partial Test (T-Test)

Variable	t-Calculated	t-Table	P-Value	Significance Level	Description
Green Advertising → Green Purchase Intention	2.031	1.979	.044	0.05	Significant Effect
Eco-Friendly Packaging → Green Purchase Intention	2.935	1.979	.004	0.05	Significant Effect

H1. The Effect of Green Advertising on Green Purchase Intention

The hypothesis test results indicate that Green Advertising has a significant effect on Green Purchase Intention. Based on the calculation, the t-calculated value was 2.031, which is

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greater than the t-table value of 1.979, and the p-value of 0.044 is smaller than the significance level of 0.05. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted, meaning that the better the implementation of Green Advertising, the higher the consumer's Green Purchase Intention. This result demonstrates that advertising messages highlighting environmentally friendly product attributes play an important role in encouraging consumers to make green purchasing decisions.

H2. The Effect of Eco-Friendly Packaging on Green Purchase Intention

The hypothesis test results show that Eco-Friendly Packaging has a significant effect on Green Purchase Intention. The t-calculated value of 2.935 is greater than the t-table value of 1.979, with a p-value of 0.004 which is smaller than 0.05. Based on these results, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_2) is accepted, indicating that the application of environmentally friendly packaging significantly increases Green Purchase Intention. This finding confirms that packaging made from recycled materials, reusable design, and non-harmful materials positively influence consumers' intention to purchase green products.

1) Simultaneous Test (F-Test)

The simultaneous test (F-test) was conducted to determine whether Green Advertising and Eco-Friendly Packaging collectively have a significant influence on Green Purchase Intention. This test aims to assess the overall feasibility of the regression model. The results of the ANOVA analysis are presented as follows:

Table 8. Simultaneous F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.884	2	17.942	7.658	.001[b]
	Residual	297.539	127	2.343		
	Total	333.423	129			

a. Dependent Variable: Green Purchase Intention

b. Predictors: (Constant), Eco-Friendly Packaging, Green Advertising

H3. Green Advertising and Eco-Friendly Packaging Simultaneously Influence Green Purchase Intention

Based on the results of the simultaneous test (F-test) presented in the ANOVA table, the calculated F-value is 7.658, which is greater than the F-table value of 3.07 (df1 = 2, df2 = 127, $\alpha = 0.05$), with a significance value of 0.001, which is smaller than $\alpha = 0.05$. This indicates that Green Advertising and Eco-Friendly Packaging simultaneously have a significant effect on Green Purchase Intention. Therefore, the regression model used in this study is declared feasible and significant in explaining the relationship between the independent variables and the dependent variable.

DISCUSSION OF HYPOTHESES

H1. The Effect of Green Advertising on Green Purchase Intention

The hypothesis testing results show that Green Advertising has a positive and significant effect on Green Purchase Intention for sustainable SME products in Kerinci Regency. The t-calculated value of 2.031 > t-table 1.979 with a significance level of 0.044 < 0.05 indicates that the better the implementation of green advertising, the higher the consumer's green purchase intention. This finding strengthens our argument that green advertising functions as an effective external stimulus in shaping consumer awareness and perceptions of environmentally friendly products. We argue that the advantage of green advertising lies in its ability to communicate environmental values persuasively, so that consumers not only view the product as a consumption good, but also as a tangible contribution to environmental sustainability. In the context of Kerinci SMEs that promote sustainable products, green advertising serves as an

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important bridge to introduce environmentally friendly attributes that may not yet be fully recognized by local consumers. However, the relatively small regression coefficient (β = 0.173) indicates that the influence of green advertising remains limited, which we believe is caused by the low environmental literacy among Kerinci consumers or the still limited reach of green advertising itself. This aligns with the findings of Li (2025) stating that the effectiveness of green advertising highly depends on the level of consumer environmental knowledge, where consumers with high environmental awareness tend to be more responsive to green advertising messages compared to consumers with low awareness. Furthermore, Rafiq & Xinru (2025) also affirm that green advertising serves as a mediator connecting consumers' personal values with green purchase intention, meaning that the effectiveness of green advertising cannot be separated from the internal characteristics of consumers themselves. This finding is consistent with the research of Sun et al. (2025) which proves that green advertising information on social media significantly influences green purchasing behavior, especially when advertising messages are delivered credibly and relevantly to consumer needs. Thus, although the effect of green advertising is statistically proven to be significant, its relatively moderate contribution suggests that Kerinci SMEs need to strengthen their green communication strategies with more personal and contextual approaches so that advertising messages can be better absorbed and optimally drive purchase intentions.

H2. The Effect of Eco-Friendly Packaging on Green Purchase Intention

The hypothesis testing results show that Eco-Friendly Packaging has a positive and significant effect on Green Purchase Intention for Kerinci SMEs products. The t-calculated value of 2.935 > t-table 1.979 with a significance level of 0.004 < 0.05 indicates that the application of environmentally friendly packaging significantly increases green purchase intention. This finding supports our argument that packaging serves as the first visual communication element that shapes consumer perceptions of product quality and the brand's social responsibility. We argue that the larger regression coefficient on the packaging variable (β = 0.250) compared to green advertising (β = 0.173) indicates that Kerinci SMEs consumers are more responsive to tangible physical evidence (packaging) than persuasive messages (advertising). This is highly reasonable considering the characteristics of consumers in areas like Kerinci who may be more pragmatic and prioritize direct visual experience over abstract advertising claims. We observe that environmentally friendly packaging is able to create perceived added value directly through touch, sight, and other physical experiences, so that consumers feel more confident about the producer's environmental commitment. This finding aligns with the research of Jie et al. (2025) which proves that environmentally friendly packaging is an important factor influencing consumer purchase intention, especially when consumers have high environmental awareness. However, we also note that the contribution of environmentally friendly packaging to purchase intention is still relatively moderate, which we believe is caused by the still low availability of environmentally friendly packaging in the local Kerinci market or the still limited consumer understanding of the ecological benefits of such packaging. This is reinforced by Ollitervo et al. (2025) who state that the effect of eco-labels and packaging materials on purchase intention highly depends on the extent to which consumers trust the claims displayed on the packaging, where skeptical consumers will actually reduce their purchase intention due to fear of being trapped in greenwashing practices. Additionally, Siuda & Grębosz-Krawczyk (2025) also found that pro-ecological packaging plays a role in shaping brand image and purchase intention, but its effectiveness increases when consumers have adequate environmental knowledge. Thus, we conclude that although environmentally friendly packaging is proven to effectively drive purchase intention, Kerinci SMEs need to accompany it with consumer education efforts so that the added value of green packaging can be optimally appreciated and produce a more significant impact on purchasing decisions.

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H3. The Simultaneous Effect of Green Advertising and Eco-Friendly Packaging on Green Purchase Intention

The hypothesis testing results show that Green Advertising and Eco-Friendly Packaging simultaneously have a positive and significant effect on Green Purchase Intention. The F-calculated value of 7.658 > F-table 3.07 with a significance level of 0.001 < 0.05 indicates that both independent variables collectively are able to explain the variation in consumer green purchase intention for Kerinci SMEs products. This finding strengthens our argument that green advertising and environmentally friendly packaging do not work separately, but rather complement and reinforce each other in shaping consumer green purchase intention. We argue that this synergistic effect occurs because green advertising functions as an initial awareness trigger that explains the environmental benefits of a product, while environmentally friendly packaging acts as physical evidence that confirms the advertising claims. When these two elements are aligned and consistent, consumer trust in the brand increases significantly, ultimately driving purchase intention. This is reinforced by Febriandari & Suryati (2025) who found that green products and green advertising together influence purchase intention for environmentally friendly packaging, with green lifestyle and environmental awareness serving as important mediators. However, we also note that the R Square value of 0.108 (10.8%) indicates that there remains 89.2% of the variation in green purchase intention explained by other factors outside the research model. In our view, these factors may include product price, product quality, product availability in the market, peer influence, cultural factors, as well as demographic factors such as income and education level of consumers in Kerinci Regency. This aligns with the view of Saputra et al. (2026) stating that green purchase intention of young consumers in Indonesia is influenced by various factors beyond green advertising and packaging, such as eco-labels, packaging, and overall environmental awareness. Thus, we conclude that although green advertising and environmentally friendly packaging are proven to simultaneously influence green purchase intention, their relative contribution remains limited, indicating that Kerinci SMEs need to pay attention to various other factors that also influence consumer purchasing decisions. A holistic and integrated green marketing strategy that considers all elements of the green marketing mix will produce a more optimal impact compared to relying solely on advertising and packaging.

CONCLUSION

Based on the research results and discussion that have been presented, it can be concluded that Green Advertising and Eco-Friendly Packaging partially and simultaneously have a positive and significant effect on Green Purchase Intention for sustainable SME products in Kerinci Regency. These findings convincingly prove that the green marketing strategies implemented by Kerinci SMEs, although still in the development stage, have been able to provide a measurable impact on consumer purchase intentions. We conclude that consumers in Kerinci are beginning to show positive responses to products that carry environmental values, as reflected in their intention to purchase products with environmentally friendly attributes. However, the relative contribution of both independent variables to green purchase intention remains moderate, indicating that environmental awareness among Kerinci consumers is not yet fully mature and still requires reinforcement through various more intensive educational and communication efforts. This presents both a challenge and an opportunity for SMEs actors in Kerinci to continue developing more creative and contextual green marketing strategies, so that they can reach a wider consumer segment and encourage the creation of truly sustainable purchasing behavior.

We also conclude that there is a significant difference in the strength of influence between the two independent variables on green purchase intention, where Eco-Friendly Packaging is proven to have a greater influence compared to Green Advertising. This phenomenon is very

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interesting because it shows that consumers in Kerinci are more easily influenced by physical evidence that they can see and feel directly than by persuasive messages that are abstract in nature. We argue that the characteristics of consumers in areas like Kerinci, who are more pragmatic, have strong ties to local traditions, and may still have limited access to modern information, make them rely more on direct sensory experience in evaluating products. Environmentally friendly packaging made from recycled materials, reusable, and non-harmful to the environment provides a strong and credible visual signal about the producer's commitment to environmental sustainability. Meanwhile, green advertising that only relies on verbal or visual claims without supporting physical evidence tends to be less effective in building consumer trust. Therefore, we recommend that Kerinci SMEs prioritize investment in developing innovative and informative environmentally friendly packaging, and make it the main communication medium to convey the green values of their products to consumers.

This research has successfully confirmed that the application of green marketing elements, particularly green advertising and environmentally friendly packaging, is an appropriate and effective strategy to increase consumer purchase intentions for sustainable SME products in Kerinci Regency. However, we realize that there remains 89.2% of the variation in green purchase intention that cannot be explained by the two variables in this research model, indicating that consumer behavior is influenced by various other complex factors such as price, product quality, product availability, social influence, local culture, as well as demographic and psychographic factors of consumers. We conclude that to achieve more optimal impact, Kerinci SMEs need to adopt a holistic and integrated green marketing approach, not only limited to advertising and packaging, but also encompassing all other marketing mix elements including product, price, distribution channels, and promotion that are aligned with sustainability principles. Going forward, we recommend further research that examines the role of mediating variables such as green perceived value, green trust, and green brand image, as well as moderating variables such as environmental knowledge and green lifestyle, to gain a more comprehensive understanding of the mechanism of green purchase intention formation among Kerinci SMEs consumers. Thus, this research is expected to provide practical contributions for the development of sustainable SMEs in Kerinci while enriching the green marketing literature in Indonesia.

SUGGESTIONS AND LIMITATIONS

Theoretical Implications and Suggestions

From a theoretical perspective, this research has successfully confirmed the applicability of the Stimulus-Organism-Response (SOR) framework and the Theory of Planned Behavior in the context of green marketing for SMEs products in rural areas like Kerinci. We suggest that future researchers develop a more comprehensive theoretical model by incorporating mediating variables such as green perceived value, green trust, and green brand image, as well as moderating variables including environmental knowledge, green lifestyle, and cultural values that are unique to local communities. Furthermore, we recommend exploring the role of consumer skepticism and greenwashing perceptions as potential barriers that could weaken the influence of green advertising and eco-friendly packaging on purchase intention, given the relatively moderate contribution found in this study.

Practical and Policy Recommendations

For practitioners and policymakers, we recommend that Kerinci SMEs prioritize investment in developing innovative and informative eco-friendly packaging as their primary marketing tool, since this variable demonstrated a stronger influence on purchase intention compared to green advertising. We also suggest that local government and business associations provide technical assistance and financial incentives to support SMEs in transitioning to sustainable packaging materials, while simultaneously organizing

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environmental education programs to enhance consumer literacy about the benefits of green products. Marketing strategies should be designed holistically by integrating all elements of the green marketing mix, including competitive pricing, strategic distribution channels, and promotional activities that emphasize tangible environmental benefits rather than abstract claims.

Methodological Suggestions and Research Limitations

Methodologically, this study has several limitations that should be addressed in future research. The R^2 value of only 10.8% indicates that the model has limited explanatory power, suggesting that future studies should include additional independent variables such as price sensitivity, product quality perception, brand image, social influence, and demographic factors to better explain the variation in green purchase intention. The cross-sectional design employed in this research also limits our ability to capture changes in consumer behavior over time; therefore, we recommend longitudinal studies to observe the dynamic nature of green purchase intention formation. Additionally, this study focused exclusively on SMEs consumers in Kerinci Regency, which restricts the generalizability of findings to other regions or consumer segments, so we encourage comparative studies across different geographic areas, product categories, and consumer demographics to validate and extend our findings. Future researchers are also advised to employ mixed-method approaches, combining quantitative surveys with qualitative interviews or focus group discussions, to gain deeper insights into the underlying motivations and barriers that shape consumer decisions regarding sustainable products in rural Indonesian contexts.

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