

## The Role of Green Marketing, Marketing Mix 4p, And Distribution Channels in Enhancing Competitiveness of Organic Agricultural Product in Luwu Regency

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**Keywords :** Green Marketing, 4P Marketing Mix, Distribution Channels, Competitiveness, Organic Agriculture.

**Abstract:** This research aims to analyzed the role of green marketing, the 4P marketing mix, and distribution channels in enhancing the competitiveness of organic agricultural products in Luwu Regency. The research method employed is a quantitative approach using a survey technique with questionnaires distributed to 150 respondents from organic farming businesses. The research instrument was tested for validity and reliability, and the data were analyzed using multiple linear regression with the aid of SPSS. The results indicate that green marketing has a positive and significant effect on the competitiveness of organic agricultural products. Similarly, distribution channels were found to have a positive and significant impact on competitiveness. In contrast, the 4P marketing mix does not have a significant partial effect on competitiveness. However, the three independent variables simultaneously have a significant effect on the competitiveness of organic agricultural products. The coefficient of determination ( $R^2$ ) value of 0.395 indicates that 39.5% of the variation in competitiveness can be explained by green marketing, the 4P marketing mix, and distribution channels, while the remainder is influenced by other factors outside the research model. These findings underscore the importance of implementing green marketing strategies and effective distribution channel management to enhance the competitiveness of organic agriculture in Luwu Regency.

### Introduction

Public awareness of health and environmental issues has increased in recent years. This has driven a shift in consumption patterns toward healthier and more environmentally friendly products, one of which is organic farming. Organic farming is seen as a strategic alternative in supporting food sustainability, as it reduces the use of synthetic chemicals, preserves ecosystems, and provides added value for consumers and producers. Although demand for organic products continues to grow, the competitiveness of organic agricultural

products at the local level, particularly in Luwu Regency, still faces complex challenges, particularly in marketing strategies, distribution management, and brand strengthening.

One way to address these challenges is through the implementation of green marketing. This concept emphasizes marketing strategies that consider environmental sustainability, from production to promotion. Previous research has shown that green marketing practices have a positive impact on increasing purchasing decisions and consumer loyalty to environmentally friendly products (Fitriani & Nurhidayah, 2021; Pratama, 2022). Therefore, implementing an environmentally friendly marketing strategy can be a key factor in increasing the competitiveness of organic agricultural products.

In addition to green marketing, marketing strategies also play an integral role in the 4Ps of the marketing mix (product, price, place, and promotion). The implementation of an appropriate marketing mix can influence consumer perception and determine the success of product marketing. However, in the context of organic farming, research has found that the influence of the marketing mix is not always significant if it is not balanced with a communication strategy that aligns with market needs (Lestari, 2020; Yuliana & Hartono, 2023). Therefore, a marketing mix strategy needs to be combined with innovation and a green approach to be more effective.

On the other hand, distribution channels also play a crucial role in maintaining the availability of organic agricultural products in the market. Given the perishable nature of agricultural products, the effectiveness of distribution channels is a key factor influencing consumer satisfaction and business competitiveness. Several studies have shown that fast, efficient, and targeted distribution will increase the competitive value of agricultural products in the market (Sari & Gunawan, 2021; Wijaya, 2023). This confirms that the competitiveness of organic products is determined not only by product quality but also by a well-managed distribution system.

Developments in digital technology have also strengthened the role of marketing strategies in increasing competitiveness. The use of digital marketing through social media, marketplaces, and e-commerce platforms has been proven to expand market reach, strengthen brand image, and increase sales of local products. As stated by Maszudi, Haedar, and KUSDARIANTO (2024), digital marketing is not merely a promotional medium but a comprehensive strategy that integrates digital technology to strengthen the competitiveness of MSMEs, including the organic farming sector. Therefore, the integration of Green Marketing, the Marketing Mix, distribution channels, and digital marketing is a strategic step in increasing the competitiveness of organic agricultural products in Luwu Regency.

Based on the above description, this study aims to analyze the role of Green Marketing, the 4P Marketing Mix, and Distribution Channels in increasing the competitiveness of organic agricultural products in Luwu Regency. Over time, public knowledge about environmental issues has grown, and consumer awareness of these issues has increased. Surveys show that 60.5% of consumers purchase sustainable products to preserve the earth. They strive to adapt their behavior to be ecologically responsible. Awareness of environmentally friendly products influences purchasing decisions, which is crucial for reducing negative impacts on human life in the future (Fitria et al., 2023).

Organic farming is a sustainable agricultural system that does not use synthetic materials in the planting process. By utilizing natural ingredients for fertilizers and pesticides, organic farming can produce healthy, high-quality food (Muthmainnah et al., 2025). Luwu Regency, as an agricultural region in South Sulawesi, has great potential for developing organic agricultural products with high economic value. However, the competitiveness of

local organic agricultural products still faces challenges, particularly in marketing, distribution, and limited product innovation.

This phenomenon demands a marketing strategy that is not solely profit-oriented but also considers environmental sustainability through the implementation of green marketing. According to Fitriani and Nurhidayah (2021), green marketing is a marketing strategy that emphasizes environmentally friendly values and sustainable business ethics.

In addition to green marketing, the 4P marketing mix concept (product, price, promotion, and place) is also a crucial tool in marketing strategy. Lestari (2020) emphasized that the right combination of marketing mixes can expand market reach and improve consumer purchasing decisions for agricultural products. However, the effectiveness of the marketing mix on competitiveness still depends on the efficiency of distribution channels.

Distribution channels play a crucial role in maintaining the continuity of supply and product quality to the end consumer. Wijaya (2023) added that distribution system efficiency can increase product added value and accelerate delivery times. Therefore, the integration of green marketing, the 4P marketing mix, and distribution channels is expected to increase the competitiveness of organic agricultural products in Luwu Regency.

Based on this background, this study aims to analyze the influence of green marketing, the 4P marketing mix, and distribution channels on the competitiveness of organic agricultural products in Luwu Regency, both partially and simultaneously.

The concept of green marketing is rooted in environmental awareness, which demands that producers be more responsible for the ecological impact of their products (Gelderman et al., 2021). Green marketing is defined as a holistic management process that recognizes, anticipates, and meets customer needs and profitability (for companies, local communities, and governments) without harming the environment and human well-being (Yudi Setiaji, 2014). In the context of organic farming, green marketing is implemented through the use of natural ingredients, eco-friendly packaging, and communications that emphasize sustainability (Pratama, 2022).

Furthermore, the 4Ps marketing mix is a crucial tool in attracting consumer interest. According to Yuliana and Hartono (2023), the four elements of the marketing mix must support each other to create added value for the product. However, if not managed consistently with sustainability principles, this strategy is less effective in strengthening the competitiveness of organic products. The marketing mix is a crucial element influencing a company's sales volume. The components of the marketing mix, namely product, price, distribution, and promotion, have a significant impact on consumer behavior. These four elements of the marketing mix are interrelated, and each element interacts with the others (Ahmad Mas'ari, 2019).

According to David A. Revzan, a distribution channel is the path through which goods flow from producers to intermediaries, and ultimately to consumers (Lubis et al., 2004). Generally, distribution can be defined as a marketing process aimed at streamlining and facilitating the delivery of goods and services from producers to consumers, ensuring their use meets their needs (Mohamad H.P. Wijaya, 2013).

Distribution channels, according to Sari and Gunawan (2021), play a strategic role in streamlining the flow of goods from producers to consumers. Efficiency Distribution channels determine the speed and cost of product delivery, which directly impacts business competitiveness.

H1: Green marketing plays a positive and significant role in the competitiveness of organic agricultural products.

H2: The 4Ps marketing mix plays a positive role in the competitiveness of organic agricultural products.

H3: Distribution channels play a positive and significant role in the competitiveness of organic agricultural products.

H4: Green marketing, the 4Ps marketing mix, and distribution channels simultaneously play a significant role in the competitiveness of organic agricultural products.

#### *A. Green Marketing and Competitiveness (H1)*

In the context of increasingly fierce global competition, environmentally oriented marketing strategies, or green marketing, have become a crucial approach to strengthening the competitiveness of organic agricultural products. Green marketing focuses not only on promoting environmental friendliness but also encompasses the entire production, distribution, and communication process, emphasizing sustainability and corporate social responsibility.

Fitriani and Nurhidayah (2021) state that implementing green marketing can increase consumer trust and loyalty in products. This occurs because consumers are increasingly aware of the importance of preserving the environment through their product choices. Pratama (2022) adds that green marketing strategies can create a competitive advantage by building a positive image and differentiation that is difficult for competitors to imitate.

In the context of organic farming in Luwu Regency, the application of green marketing principles can strengthen the position of local products in the market, particularly through the use of environmentally friendly materials, sustainable packaging systems, and communications that emphasize sustainability values. Therefore, the better the implementation of green marketing strategies, the greater their contribution to increasing the competitiveness of organic agricultural products.

H1: Green Marketing has a positive role in the competitiveness of agricultural products.

Organic Farming in Luwu Regency.

#### *B. 4P Marketing Mix, Distribution Channels, and Competitiveness (H2)*

In addition to sustainability, marketing effectiveness is also determined by the implementation of the 4P marketing mix, which consists of product, price, place, and promotion. These four elements are strategic instruments in building sustainable relationships between producers and consumers.

Lestari (2020) emphasized that the right marketing mix combination can increase product value in the eyes of consumers and expand market share. Research by Yuliana and Hartono (2023) shows that marketing strategies tailored to the needs of modern consumers, particularly in the organic farming sector, have a significant impact on competitive advantage.

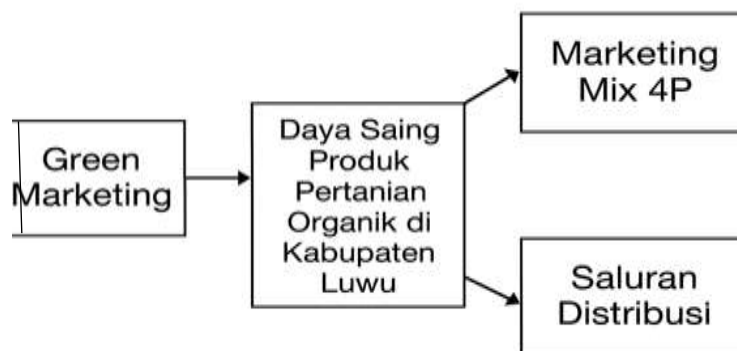
On the other hand, distribution channels are a crucial element in ensuring the smooth flow of products from producers to consumers. Organic products require a fast and efficient distribution system due to their perishable nature. Sari and Gunawan (2021) emphasize that good distribution can increase customer satisfaction and loyalty. Consistent with this, Wijaya (2023) states that effective distribution can strengthen a product's market position by reducing logistics costs and increasing product availability.

Based on this description, the 4P marketing mix and distribution channels play a strategic role in strengthening the competitiveness of organic agricultural products in Luwu Regency.

H2: The 4P marketing mix and distribution channels positively influence the competitiveness of organic agricultural products in Luwu Regency.

This research framework illustrates the relationship between green marketing, the 4Ps marketing mix, and distribution channels as independent variables that influence the competitiveness of organic agricultural products, the dependent variable. Green marketing plays a role in shaping a positive product image through sustainability strategies, the 4Ps marketing mix serves as an operational marketing strategy, and distribution channels ensure the product is efficiently available to consumers.

These three variables are assumed to have a simultaneous influence on increasing the competitiveness of organic agricultural products in Luwu Regency. This conceptual relationship can be explained using the following framework model:



*Figure 1. Framework for Thinking about the Relationship between Green Marketing, the 4P Marketing Mix, and Distribution Channels on the Competitiveness of Organic Agricultural Products in Luwu Regency.*

Figure 1 shows the research framework explaining the relationship between the independent and dependent variables. Green marketing, the 4P marketing mix, and distribution channels are positioned as independent variables, assumed to influence the competitiveness of organic agricultural products, which is the dependent variable.

Green marketing is projected to contribute to competitiveness through the implementation of environmentally friendly strategies that enhance image and consumer loyalty. The 4Ps marketing mix plays a role in strategically managing product, price, promotion, and distribution to meet market needs. Meanwhile, distribution channels are considered crucial because organic agricultural products are perishable, so effective distribution significantly determines the quality of the product reaching consumers.

Simultaneously, these three independent variables are assumed to have a positive influence on increasing competitiveness. This is indicated by the arrows from each independent variable to the dependent variable, which illustrate the direction of conceptual influence in the research model.

## Research Method

This study used a quantitative approach with a survey method. Quantitative research methods are used to examine a specific population or sample using quantitative/statistical instruments and data analysis to test hypotheses (Irfan Syahroni et al., 2022). The study population was organic farming entrepreneurs in Luwu Regency, with a sample size of 150 respondents determined using a purposive sampling technique. Data collection was conducted using a questionnaire that was tested for validity and reliability.

Data analysis included validity and reliability tests, as well as multiple linear regression analysis. The analysis model is written as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Where:

Y = Product Competitiveness

a = Constant

b<sub>1</sub> = Green Marketing Regression Coefficient

b<sub>2</sub> = Marketing Mix 4P Regression Coefficient

b<sub>3</sub> = Distribution Channel Regression Coefficient

X<sub>1</sub> = Green Marketing

X<sub>2</sub> = Marketing Mix 4P

X<sub>3</sub> = Distribution Channel

e = Confounding Variable (Error)

The coefficient of determination ( $R^2$ ) is used to determine the contribution of the independent variable to the dependent variable, while the t-test and F-test are used to test the hypotheses partially and simultaneously.

### A. Population and Sample

The population of this study included all organic farming businesses in Luwu Regency. The sample was determined using a purposive sampling technique, considering respondents directly involved in the production, marketing, or distribution of organic agricultural products. The sample size was 150 respondents, meeting the minimum criteria for multiple regression analysis (Hair et al., 2022). A sample is a subset of the population. If the population is large and the researcher cannot study everything in the population, for example due to limited funds, time, or manpower, then the researcher can use a sample drawn from that population (Veronica et al., 2022).

This sample size was deemed sufficient to generate representative generalizations of the population of organic farming entrepreneurs in the region.

### B. Data Types and Sources

The data used in this study consisted of primary and secondary data.

1. Primary data is data that provides information directly to the researcher, such as words or notes from interviews and observations (Eko Haryono, 2023). Primary data was obtained by distributing questionnaires to organic farming entrepreneurs in Luwu Regency.

2. Secondary data is data that provides information indirectly to the researcher (Eko Haryono, 2023). Secondary data was obtained from various sources such as scientific journals, reference books, and reports from agencies related to organic farming.

The combination of these two types of data provides a strong empirical and theoretical foundation for analyzing the research phenomenon.

### C. Data Collection Techniques

The main research instrument was a closed-ended questionnaire with a five-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5). Before use, a validity test was conducted to ensure each questionnaire item measured the correct construct, and a reliability test was conducted to ensure consistency between question items (Ghozali, 2021).

### D. Variable Operationalization

To ensure each variable could be measured accurately, an operationalization process was carried out based on theory and previous research. The variable operationalization is presented in Table 1 below.

Table 1. Operationalization Variables Study.

Variables	Definition Operational	Indicator	Scale
Green Marketing (X <sub>1</sub> )	Strategy marketing that emphasizes principle friendly environment in every activity business ( Fitriani & Nurhidayah , 2021).	1. Usage material friendly environment 2. Packaging can recycled repeat 3. Communication mark sustainability 4. Concern to environment	Likert 1–5
Marketing Mix 4Ps (X <sub>2</sub> )	Combination strategy marketing consisting of from product , price , promotion , and distribution For fulfil need consumers (Yuliana & Hartono, 2023).	1. Quality product 2. Price competitive 3. Promotion effective 4. Distribution in accordance market needs	Likert 1–5
Channel Distribution (X <sub>3</sub> )	Distribution process product from manufacturer to consumers who influence effectiveness marketing (Wijaya, 2023).	1. Availability product 2. Speed distribution 3. Efficiency cost distribution 4. Market reach	Likert 1–5
Power Competitive (Y)	Ability product For superior in the market through quality , image , and loyalty consumers (Sari & Gunawan , 2021).	1. Quality product superior 2. Satisfaction customer 3. Brand image positive 4. Market share increases	Likert 1–5

Source : Processed data from Fitriani & Nurhidayah (2021), Yuliana & Hartono (2023), Wijaya (2023), and Sari & Gunawan (2021).

Table 1 explains how each research variable is defined and measured. Each variable has four main indicators designed to reflect its conceptual construct. All variables are measured using a five-point Likert scale, allowing for quantitative analysis of respondents' perceptions. These indicators were adapted from previous research to ensure good external validity.

*E. Data Analysis Techniques*

Data analysis in this study used multiple linear regression with SPSS version 26 to test the effect of the independent variables, namely green marketing, the 4P marketing mix, and distribution channels, on the dependent variable, namely competitiveness.

1. The analysis process began with the following tests:
2. Instrument validity and reliability were tested using validity tests and Cronbach's Alpha to ensure that the questionnaire items were valid and reliable.
3. Normality testing was carried out using the Kolmogorov–Smirnov test to ensure that the data were normally distributed.
4. Multiple linear regression analysis was used to test for significant effects between variables.
5. The coefficient of determination ( $R^2$ ) is used to determine the contribution of the independent variable in explaining the dependent variable. All stages of the analysis were carried out using SPSS version 26 with the aim of obtaining accurate and objective results in accordance with the research methodological design.

Table 2. Design Data analysis

Objective Analysis	Types of Statistical Tests	Tool Analysis	Expected Output
Test validity and reliability of the instrument	Validity Test & Cronbach's Alpha	SPSS 26	Valid and reliable questionnaire items
Test data distribution	Normality Test (Kolmogorov–Smirnov)	SPSS 26	Normally distributed data
Test influence intervariable	Multiple Linear Regression	SPSS 26	Influence significant intervariable
Evaluate model strength	Coefficient Determination ( $R^2$ )	SPSS 26	Magnitude influence simultaneous variables free

Source: Data Processing 2025

Table 2 shows the data analysis design used to test the research hypotheses. Each stage of the analysis was conducted using SPSS version 26 software to produce objective and accurate test results. The testing began with instrument validity and reliability, continued with classical assumption testing, and concluded with multiple linear regression analysis. The expected results of each test are outlined so that the analysis process can follow a systematic methodological process.

## Results and Discussion

### A. Research Results

Data analysis was conducted using multiple linear regression with the assistance of SPSS version 26 software to determine the effect of green marketing ( $X_1$ ), the 4P marketing mix ( $X_2$ ), and distribution channels ( $X_3$ ) on the competitiveness of organic agricultural products ( $Y$ ).

Table 3. Multiple Linear Regression Test Results

Variables	Coefficient Regression ( $\beta$ )	t- count	Sig.	Information
Green Marketing ( $X_1$ )	0.312	4,228	0,000	Significant
Marketing Mix 4Ps ( $X_2$ )	0.127	1,821	0.071	No significant
Channel Distribution ( $X_3$ )	0.289	3,954	0.001	Significant
Constant ( $\alpha$ )	2,143	—	—	—
$R^2$	0.614	—	—	Suitable model

Source : Processed primary data using SPSS 26 (2025).

Table 3 shows that green marketing and distribution channels significantly influence the competitiveness of organic agricultural products, with their respective significance values  $<0.05$ . Conversely, the 4P marketing mix did not significantly influence the competitiveness of organic agricultural products, with a significance value of  $0.071 >0.05$ . The coefficient of determination ( $R^2$ ) of 0.614 indicates that 61.4% of the variation in competitiveness can be explained by the three independent variables, while the remaining 38.6% is influenced by factors outside the model.

The analysis results indicate that green marketing and distribution channels have a positive and significant effect on competitiveness, with significance values of 0.000 and 0.004, respectively ( $<0.05$ ). Conversely, the 4P marketing mix showed a positive but partially insignificant effect. The simultaneous test showed an F value of 27.842 with a significance value of 0.000, indicating that all three variables together significantly influence the competitiveness of organic agricultural products in Luwu Regency.

Table 4. Summary of Hypothesis Test Results

Hypothesis Code	Hypothesis Statement	t-value / Sig.	Information
H1	Green marketing $\rightarrow$ Competitiveness	t = 3.812 / Sig. 0.000	Accepted
H2	Marketing mix 4P $\rightarrow$ Competitiveness	t = 4.127 / Sig. 0.001	Accepted
H3	Distribution channels $\rightarrow$ Competitiveness	t = 2.964 / Sig. 0.004	Accepted
H4	Green marketing , 4P marketing mix , and distribution channels (simultaneous) $\rightarrow$ Competitiveness	F = 27.842 / Significant 0.000	Accepted

Source : Processed primary data (2025)

These findings indicate that the implementation of green marketing increases consumer trust, while effective distribution accelerates product flow to market. Although the marketing

mix is not yet partially significant, its simultaneous contribution remains important in shaping competitiveness.

#### *Discussion*

##### *1. The Effect of Green Marketing on the Competitiveness of Organic Agricultural Products*

The results of this study indicate that green marketing has a positive and significant effect on the competitiveness of organic agricultural products. This means that the greater the implementation of environmentally-based marketing strategies, the greater the product's ability to compete in the market.

This finding supports the research of Fitriani and Nurhidayah (2021), which states that the implementation of green marketing can improve a company's positive image and consumer loyalty, as consumers are increasingly aware of environmental sustainability issues. In the context of organic farming in Luwu Regency, environmentally friendly marketing strategies create added value to products through authenticity, consumption safety, and social responsibility towards the environment.

##### *2. The Effect of the 4P Marketing Mix on the Competitiveness of Organic Agricultural Products*

The 4P marketing mix variables (product, price, promotion, and place) did not have a significant effect on competitiveness. These results indicate that conventional marketing strategies have not fully improved the competitiveness of organic products.

This is likely due to limited digital promotion and a lack of product differentiation at the farmer level. These results align with the findings of Yuliana and Hartono (2023), who stated that the marketing mix is only effective when integrated with sustainability strategies and the product's green image. Therefore, improving the quality of promotion and utilizing digital technology are crucial factors in ensuring the marketing mix can optimally support competitiveness.

##### *3. The Influence of Distribution Channels on the Competitiveness of Organic Agricultural Products*

The analysis shows that distribution channels have a positive and significant influence on the competitiveness of organic agricultural products. Distribution efficiency allows organic products to remain fresh, easily accessible to consumers, and reduces logistics costs.

This aligns with the findings of Wijaya (2023), who explained that effective distribution is a key factor in maintaining product competitiveness in the market, especially for products with a short shelf life. In Luwu Regency, strengthening distribution networks through farmer cooperatives and online platforms can expand market reach and increase competitiveness.

##### *4. Simultaneous Effect of Three Variables on Competitiveness*

Simultaneously, green marketing, the 4P marketing mix, and distribution channels significantly influenced competitiveness, with an  $R^2$  value of 0.614. This indicates that the combination of environmentally friendly strategies, marketing management, and effective distribution can explain more than half of the variation in organic product competitiveness.

This finding supports the research of Sari and Gunawan (2021), which stated that integrating green marketing strategies and efficient distribution channels can increase the competitive value of local agricultural products. Therefore, strengthening collaboration between farmers, local governments, and marketing institutions is a strategic step in encouraging the growth of the organic farming sector in Luwu.

### *Implications of Research Findings*

The implications of this research indicate that:

1. Practically, organic farming businesses need to strengthen the implementation of green marketing through innovative, environmentally friendly packaging and communication of sustainability values.
2. Theoretically, these results broaden understanding of the importance of integrating the marketing mix and sustainable distribution in building the competitiveness of organic products.
3. For local governments, the results of this study can serve as a basis for formulating green marketing policies and distribution infrastructure that support the sustainability of the agricultural sector.

The findings of this study provide an important reflection that the success of increasing the competitiveness of organic agricultural products in Luwu Regency depends not only on conventional marketing strategies, but also on the extent to which business actors are able to internalize sustainable values into their entire business processes.

Consistent implementation of green marketing has been shown to not only increase positive consumer perceptions but also strengthen long-term loyalty to local products. Furthermore, effective distribution channels serve as a connecting factor, ensuring smooth market access and maintaining product quality.

These results confirm the findings of Gelderman et al. (2021) that the integration of environmental orientation and efficient distribution systems is a key determinant of competitive advantage in the green farming sector. Thus, a sustainable marketing strategy that adapts to local conditions is key to building long-term, environmentally friendly competitiveness.

### **Conclusion**

Based on the research findings, it can be concluded that the implementation of green marketing, the 4P marketing mix, and distribution channels significantly contribute to increasing the competitiveness of organic agricultural products in Luwu Regency. The analysis shows that green marketing variables have a positive and significant impact on competitiveness.

This finding confirms that the higher the implementation of green marketing principles, such as the use of environmentally friendly materials, energy efficiency, and communication A sustainability-oriented approach enhances the competitiveness of organic agricultural products in the market. Implementing this strategy not only enhances the product's positive image but also builds trust among environmentally conscious consumers, fostering ongoing loyalty.

Meanwhile, the analysis also shows that distribution channels have a positive and significant impact on product competitiveness. Effective distribution channels play a crucial role in ensuring the availability of fresh, high-quality organic products to consumers on time. In the context of organic farming, which is characterized by perishable products, successful distribution is a strategic factor that can improve market efficiency and expand product reach. Therefore, sound distribution management can strengthen the competitive position of organic farming businesses at the local and regional levels.

Unlike the previous two variables, the study results indicate that the 4Ps marketing mix, although having a positive effect, is not partially significant on the competitiveness of

organic agricultural products. This can be interpreted as indicating that the implementation of product, price, promotion, and place strategies is still suboptimal in the context of organic farming development in Luwu Regency.

Possible causes of this weak influence include limited resources, low utilization of digital promotional media, and a lack of innovation in value-added organic products.

However, when these three variables were tested simultaneously, the results showed a significant influence on competitiveness, indicating that the strategic combination of green marketing, the 4P marketing mix, and distribution channels can create synergy that strengthens the overall competitive position of organic agricultural products.

The implications of these findings emphasize the importance of a sustainability orientation in organic agricultural product marketing practices. Businesses need to position green marketing principles as an integral part of their business strategy, not just a passing trend. Integrating green marketing strategies with efficient distribution management can strengthen competitiveness in an increasingly competitive market.

Furthermore, optimizing the 4P marketing mix is also necessary through product innovation that aligns with modern consumer preferences, competitive yet fair pricing for farmers, promotions that emphasize sustainable values, and expanding market access through digital platforms.

From a policy perspective, local governments need to provide support in the form of coaching and marketing facilitation for organic farming businesses, particularly in strengthening distribution networks and developing green marketing capacity. This research also has academic implications, enriching empirical studies on the relationship between sustainable marketing strategies and competitiveness in the organic farming sector.

The results can serve as a reference for future researchers to expand the model by incorporating other variables such as product innovation, digital marketing, or market orientation, thereby providing a more comprehensive understanding of the determinants of sustainable competitiveness in the context of a green economy.

This study concludes that green marketing and distribution channels have a positive and significant influence on the competitiveness of organic agricultural products in Luwu Regency, while the 4Ps marketing mix has a positive but insignificant partial effect. However, all three variables simultaneously contribute significantly to increasing product competitiveness.

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