
MIX: Jurnal Ilmiah Manajemen

Management Scientific Journal

ISSN (Online): 2460-5328, ISSN (Print): 2088-1231

https://publikasi.mercubuana.ac.id/index.php/jurnal_Mix

Green Marketing Mix and Halal Ethics: Integrating Sustainable Management in Indonesia's Logistics Sector

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ABSTRACT

Objectives: This study examines how halal-certified logistics companies in Indonesia integrate sustainability principles through the green marketing mix framework. It aims to analyze the implementation of green product, green price, green place, and green promotion strategies and their implications for sustainable management within halal logistics.

Methodology: A qualitative descriptive method was employed to obtain in-depth insights from PT. Yudhistira Perkasa Abadi, a halal-certified logistics service provider in Surabaya, Indonesia. Data were collected through semi-structured interviews, direct observation, and document analysis, and analyzed using the Miles, Huberman, and Saldaña interactive model.

Finding: Results reveal that the company implements eco-friendly fleets, optimized routing, green warehouses, and digital documentation to reduce environmental impact while maintaining halal integrity. Value-based pricing, strategic distribution networks, and ethical promotional practices further strengthen customer trust and corporate sustainability performance.

Conclusion: The integration of green management and halal assurance demonstrates that environmental stewardship and Islamic business ethics are complementary. The study proposes the green halal logistics paradigm as a sustainable model for Indonesia's logistics sector.

Keywords: Green Management; Green Marketing Mix Strategy; Sustainable Logistics Services.

Submitted: 15-10-2025

Revised: 05-04-2026

Accepted: 06-04-2026

Article Doi:

http://dx.doi.org/10.22441/jurnal_mix.2026.v16i1.018

INTRODUCTION

The pursuit of sustainability has become a central concern in global business strategy, influencing how organizations design, produce, and deliver their products and services (Chabowski et al., 2025). The intensifying environmental crisis and rising consumer awareness have accelerated the transition toward green management systems that integrate ecological and ethical considerations into corporate decision-making (Lopes et al., 2024). At the same time, the halal industry rooted in Islamic ethical principles of purity, safety, and integrity has become a rapidly expanding sector of the global economy (Dashti et al., 2024; Rahman et al., 2024). According to the State of the Global Islamic Economy (SGIE) Report 2023/2024, Muslim expenditure across halal food, pharmaceuticals, cosmetics, fashion, travel, and media reached an estimated USD 2.4 trillion and continues to grow annually. This trend underscores the convergence between two global priorities: sustainable management and ethical consumption.

Indonesia, the world's largest Muslim-majority nation, plays a pivotal role in this transformation. Ranked third globally in the SGIE Index after Malaysia and Saudi Arabia, Indonesia demonstrates significant progress in developing a strong halal ecosystem through regulatory support, digitalization, and certification programs. The Indonesian government recognizes that halal certification is not limited to products but extends to logistics, ensuring that goods remain uncontaminated by non-halal substances throughout storage and distribution (Hanifasari et al., 2024). Integrating sustainability into halal logistics therefore represents both a regulatory necessity and a strategic opportunity to enhance competitiveness in the international market (Hassan & Fernando, 2025; Islam, 2025b).

The logistics sector is particularly crucial in maintaining the integrity of halal products from origin to consumption (Ellahi et al., 2025). However, the environmental footprint of logistics characterized by high energy consumption, greenhouse gas emissions, and waste generation poses a challenge to sustainable development goals (W. Chen et al., 2024; Magazzino et al., 2025). As such, halal logistics companies must not only guarantee religious compliance but also adopt environmentally responsible practices (Jaiyeoba et al., 2025). The combination of halal assurance and sustainability principles reflects a growing managerial paradigm often termed the green halal business model, which aligns ecological stewardship with ethical and religious obligations.

Despite the growing scholarly and practical attention to sustainability, the implementation of green management within halal-certified logistics services remains limited and underexamined. Prior research emphasizes that green innovation and environmental responsibility have become essential sources of corporate competitiveness (Hayat & Qingyu, 2024; Le et al., 2024; Owusu et al., 2024; Yi et al., 2024). Yet, empirical studies rarely address how halal logistics companies particularly in emerging markets translate sustainability principles into operational and marketing strategies. This absence of systematic inquiry forms a critical research problem: how can halal-certified logistics firms integrate green management practices effectively through marketing mechanisms that enhance both sustainability performance and market competitiveness?

This study responds to that question by focusing on the green marketing mix a strategic framework that adapts the traditional 4Ps (product, price, place, and promotion) to environmentally responsible business contexts. Understanding how these dimensions operate in halal logistics is crucial, since the marketing mix remains a core managerial tool for communicating value, differentiating brands, and influencing customer behavior. A

comprehensive green marketing mix not only reduces environmental impact but also strengthens consumer confidence in halal integrity and corporate ethics.

PT. Yudhistira Perkasa Abadi, a logistics service provider in Indonesia, offers an illustrative case of this dual commitment to sustainability and halal assurance. Halal certification in green logistics companies serves as an integrative mechanism that bridges Sharia compliance with sustainability principles. The logistics system not only ensures the halalness of products but also promotes environmental efficiency and social responsibility. The company obtained halal certification in 2024 and has since implemented several green initiatives, including the use of energy-efficient fleets, route optimization through transport management systems, green warehousing with LED lighting and waste management, and digital documentation to minimize paper consumption. These initiatives align with the concept of a green product in the marketing mix, reflecting environmental innovation in logistics processes.

Such initiatives resonate with previous findings that sustainable logistics practices such as eco-efficient fleets, energy-saving operations, and digitalization enhance corporate image and reduce operational costs (Arimany Serrat et al., 2025; Cerchione et al., 2025). However, implementing green pricing and promotion strategies remains complex. Consumers often perceive environmentally friendly logistics as costly, and price sensitivity can hinder market adoption (Rahma et al., 2025; Tan et al., 2025). Therefore, exploring how halal-certified companies design their pricing and promotional strategies to communicate both halal integrity and environmental value becomes essential for understanding consumer acceptance and business viability.

Existing scholarship has extensively discussed either green marketing or halal logistics, but the intersection of these two domains remains theoretically and empirically underdeveloped. Green marketing studies predominantly emphasize eco-friendly consumer goods or manufacturing industries (Chernev et al., 2025; Eyadat et al., 2024; Vuong et al., 2024), while halal logistics literature primarily focuses on certification processes, operational standards, and supply chain governance (Che Hassan & Osman, 2025; Mustapha et al., 2024). Very few studies have analyzed how the green marketing mix can serve as an integrative framework to operationalize sustainable management in halal logistics companies. Furthermore, there is insufficient understanding of how green management practices influence brand trust, customer satisfaction, and long-term business sustainability in the halal context. The lack of such insights limits both theoretical development and managerial application. Addressing this research gap is critical not only for advancing sustainable business theory but also for providing practical guidance for firms operating at the intersection of Islamic and environmental values.

The primary purpose of this study is to investigate how halal-certified logistics companies in Indonesia integrate green management principles into their marketing mix strategies. Focusing on the case of PT. Yudhistira Perkasa Abadi, the research analyzes the firm's application of four interrelated dimensions of the green marketing mix, namely Green Product, Green Price, Green Place, and Green Promotion. Green Product refers to the design and operation of environmentally responsible logistics systems that comply with halal standards, including the use of eco-efficient fleets, energy-saving warehouses, and digitized documentation workflows. Green Price involves pricing mechanisms that balance operational efficiency with consumer willingness to pay for services that are both environmentally and ethically sustainable. Green Place emphasizes the selection and management of distribution networks that optimize accessibility, reduce carbon emissions, and preserve product sanctity,

while Green Promotion focuses on transparent and ethical communication aligned with Islamic marketing principles that highlight honesty, sustainability, and social responsibility.

These constructs, derived from established marketing theories and extended through sustainability perspectives, form the analytical foundation for evaluating green management performance in halal logistics. To achieve these objectives, the study adopts a qualitative descriptive approach designed to capture rich contextual insights through interviews, observations, and document analysis, thereby providing a comprehensive understanding of managerial practices and stakeholder perceptions within the emerging domain of sustainable halal logistics in Indonesia.

This research contributes to filling the empirical void in the literature by contextualizing the green marketing mix within halal logistics, offering a multidimensional understanding of how sustainability principles can be localized in emerging markets. Theoretically, it advances the discourse on sustainable marketing by integrating ethical, religious, and environmental dimensions into a cohesive framework. Practically, it provides managerial insights for logistics firms seeking to strengthen their competitive positioning through sustainable and halal-compliant operations. The remainder of this paper is organized as follows. The next section details the materials and methods, including data collection and analysis procedures. The subsequent section presents and discusses the empirical findings concerning each dimension of the green marketing mix. The paper concludes with theoretical implications, managerial recommendations, and suggestions for future research, particularly the need for quantitative validation and cross-regional comparative studies on sustainable halal logistics.

LITERATURE REVIEW

The concept of green marketing emerged from the broader discourse on sustainable development, emphasizing the responsibility of organizations to integrate environmental and ethical considerations into business practices. (Chernev et al., 2025) described green marketing as an approach that not only meets customer needs but also minimizes negative environmental impacts. This perspective aligns with the principles of sustainable management theory, which promotes the balance between economic growth, environmental preservation, and social responsibility. Within this framework, the marketing mix theory traditionally consisting of product, price, place, and promotion (Batat, 2024) has been reformulated to include ecological and ethical dimensions, resulting in what scholars term the green marketing mix (Alzghoul et al., 2024; Mahmoud et al., 2024a; Yu et al., 2024).

The green marketing mix serves as a strategic instrument for implementing environmental management across corporate operations. It enables firms to redesign products, set sustainable pricing mechanisms, optimize eco-efficient distribution networks, and communicate ethical values through responsible promotion. Within the context of halal logistics, this model becomes even more complex, as firms must adhere to Islamic marketing ethics which emphasize honesty, fairness, and purity (Qadri, 2024) while simultaneously addressing environmental sustainability. Thus, halal-certified logistics companies operate under a dual framework of compliance: maintaining religious integrity and promoting green performance.

Recent scholarship highlights the increasing relevance of green marketing within emerging economies. (Hayat & Qingyu, 2024) found that companies adopting green innovation strategies not only achieve higher environmental performance but also gain competitive advantage. Similarly, (Yu et al., 2024) demonstrated that green marketing programs significantly enhance corporate environmental ethics and overall firm performance. However,

most studies concentrate on manufacturing or consumer goods industries, leaving logistics and service sectors relatively underexplored (Kudakwashe & Poee, 2024).

In parallel, the halal industry has experienced rapid global expansion, supported by rising consumer awareness and government regulation. Yet, research on halal logistics remains limited to certification systems and supply chain assurance (Ellahi et al., 2025; Islam, 2025a). The intersection between halal logistics and sustainability what may be termed green halal logistics represents a nascent but promising research domain. Only a few empirical studies have examined how halal-certified logistics firms operationalize sustainable management principles within marketing strategies. This gap presents an opportunity to explore how the green marketing mix can act as an integrative framework that unites sustainability with Islamic business ethics.

A green product is defined as a product or service designed to minimize environmental damage during its lifecycle (J. Chen et al., 2024; L. Wang et al., 2024; M. Wang et al., 2024). In logistics, this includes the use of low-emission fleets, renewable energy, eco-friendly packaging, and digital management systems. (Bataineh et al., 2024) emphasized that green product innovation enhances both environmental and economic performance, serving as a differentiator in competitive markets. In the halal context, product design also involves ensuring that storage, transportation, and handling processes prevent contamination with non-halal materials (Ellahi et al., 2025). Hence, the integration of green and halal attributes forms a hybrid model of value creation grounded in environmental stewardship and religious ethics.

The green price dimension addresses how pricing reflects the cost of sustainability and consumers' willingness to pay for ethical and eco-friendly products. Research by (Alenazi, 2025; Szaban et al., 2025; Zhan et al., 2025) revealed that consumers are willing to pay premium prices when they perceive high ecological and ethical value. However, price sensitivity remains a barrier, particularly in developing economies. Within halal logistics, green pricing involves determining service rates that account for halal certification costs and eco-friendly operational investments while maintaining market competitiveness. Transparent pricing strategies that communicate environmental and halal value are crucial to building consumer trust (Bachtiar et al., 2025; Susiang et al., 2024).

The green place construct refers to the physical and digital distribution strategies that reduce carbon emissions and optimize accessibility (Das et al., 2024; Jalil et al., 2024; Mahmoud et al., 2024b). Environmentally responsible logistics networks prioritize proximity, route optimization, and the use of energy-efficient warehouses. For halal logistics, this also includes the segregation of halal and non-halal storage facilities to prevent cross-contamination. Studies by (Becerra et al., 2025; Żywiołek et al., 2025) emphasize that strategic location and transportation management significantly contribute to sustainable supply chain performance. Hence, green place becomes a core determinant of both environmental and halal integrity.

The green promotion element involves communicating a company's environmental and ethical commitment transparently to stakeholders. It emphasizes accurate, non-deceptive, and educational messaging (Nygaard, 2024). (Allayarova et al., 2024) adds that in Islamic marketing, promotion must be based on truthfulness, modesty, and the avoidance of exaggeration or manipulation. This principle aligns with green promotion, which seeks to inform consumers about the firm's sustainability initiatives through credible and ethical channels, including social media, websites, and direct engagement. Effective communication thus enhances corporate reputation and strengthens customer loyalty in both environmental and halal dimensions. The theoretical foundation of this research integrates three main theories:

Sustainable Management Theory, Marketing Mix Theory, and Islamic Marketing Ethics Theory.

METHOD

1. Research Design

This study employs a qualitative descriptive research design to explore how halal-certified logistics companies in Indonesia apply green management principles through the marketing mix framework. A qualitative approach was deemed most suitable because it allows for an in-depth understanding of social realities, managerial practices, and organizational values associated with sustainability and halal assurance. As stated by (John W. Creswell, 2018), qualitative research enables scholars to interpret phenomena based on the meanings people attribute to them, thereby uncovering the lived experiences, perceptions, and motivations underlying managerial decision-making. The qualitative descriptive design provides flexibility in presenting a comprehensive picture of the phenomena under study while maintaining factual accuracy. It does not aim to test hypotheses quantitatively but rather to describe, interpret, and analyze the integration of green product, green price, green place, and green promotion within the operational context of halal logistics. This approach is particularly relevant for exploring “how” and “why” organizations adopt sustainability practices, as it captures the nuances of contextual factors influencing management behavior.

2. Research Participants and Sampling

The participants in this study were selected through purposive sampling, which allows researchers to identify and engage individuals who possess direct knowledge or experience relevant to the research objectives.

- a. One Human Resource and Operations Manager, responsible for implementing green and halal compliance policies;
- b. Three employees from logistics and warehouse divisions, directly involved in operational processes; and
- c. Two customers who had used the company’s halal-certified logistics services.

These participants were chosen because of their strategic roles and experiences in managing or interacting with halal and green operations. The relatively small yet diverse sample size was appropriate for qualitative inquiry, as the goal was to achieve data saturation where additional interviews would yield no new insights (Guest, Namey, & Chen, 2020).

3. Data Collection Procedures

Data collection was carried out between January and April 2025 through three primary techniques: in-depth interviews, participant observation, and document analysis.

In-depth Interviews: Semi-structured interviews were conducted with managers, employees, and customers to capture their perspectives on the company’s green management practices. The interview questions explored participants’ understanding of sustainability, challenges in implementing the green marketing mix, perceptions of consumer responses, and the integration of halal principles into logistics operations. Each interview lasted approximately 45–60 minutes and was audio-recorded with participants’ consent.

Participant Observation: Direct observations were made at the company’s main office, fleet facilities, and warehouse sites to record environmental management practices, including

fleet maintenance, digital systems, and waste handling. Field notes were used to document behavioral patterns, routines, and physical evidence related to green operations.

Document Analysis: To ensure data triangulation, the researchers reviewed company reports, certification documents, standard operating procedures, and relevant regulatory materials from the Halal Product Assurance Agency (BPJPH). These documents provided secondary evidence supporting interview and observational findings.

All collected data were coded using participant pseudonyms to maintain confidentiality and ethical compliance according to the research code of conduct at Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung.

4. Data Analysis

Data were analyzed using the interactive model of Miles, Huberman, and Saldaña (2014), which includes three iterative stages: data reduction, data display, and conclusion drawing/verification.

Data Reduction: All interview transcripts, observation notes, and documents were systematically organized and coded. Irrelevant or repetitive information was excluded, while key phrases and patterns related to the green marketing mix constructs were highlighted.

Data Display: The reduced data were presented in the form of narrative summaries and thematic matrices to visualize relationships between variables such as green product, green price, green place, and green promotion.

Conclusion Drawing and Verification: Interpretations were derived from recurring themes and cross-validated through triangulation between data sources. The process ensured that findings were empirically grounded and consistent with participants' lived experiences. This iterative analysis process enabled the researchers to construct a conceptual understanding of how green management principles are operationalized in halal-certified logistics firms.

To ensure methodological rigor, this study applied key criteria of trustworthiness, including credibility, dependability, and confirmability. Credibility was enhanced through data triangulation across interviews, observations, and document analysis, as well as prolonged engagement in the field and member checking with selected participants to validate interpretations. Dependability was ensured by maintaining a clear audit trail of research procedures, data collection processes, and coding decisions, allowing the study to be consistently reviewed and replicated. Confirmability was strengthened by minimizing researcher bias through systematic data coding, reflexive notes, and the use of NVivo 14 to support transparent data analysis, ensuring that the findings are grounded in empirical evidence rather than subjective assumptions.

5. Research Tools and Materials

The primary research tools included a semi-structured interview guide, field observation checklist, digital voice recorder, and coding templates for qualitative analysis. Supporting materials consisted of company documentation, certification manuals, and secondary data on green logistics practices from academic databases and policy reports. Data management and coding were performed manually and supported by NVivo 14 software to enhance data organization and theme identification.

RESULTS AND DISCUSSION

Results

The qualitative findings of this study were derived from in-depth interviews, direct observations, and document analysis conducted at PT. Yudhistira Perkasa Abadi, a halal-certified logistics service company in Surabaya, Indonesia. The analysis was guided by the four primary constructs of the green marketing mix framework Green Product, Green Price, Green Place, and Green Promotion. Each sub-theme reflects the company’s actual practices, managerial perspectives, and customer perceptions regarding the integration of sustainability and halal principles into logistics operations.

Table 1. Marketing Mix (4P) Findings and Insights

Category (4P)	Subcategory	Respondent Quotes / Findings	Insight
Price	Price Challenges	“Additional costs can become a barrier if customers do not perceive the added value.”	Price sensitivity: Communication strategies are needed to highlight added value and reduce resistance.
Place (Distribution / Placement)	Location Determination	“Our warehouses are spread across Sumatra, Kalimantan, Java, Nusa Tenggara, Papua, and Sulawesi based on readiness surveys, accessibility, and security.”	Strategic placement: Optimize distance, delivery time, and vehicle emissions.
	Distribution Efficiency	“Proper placement helps speed up delivery and increases customer satisfaction.”	Operational efficiency: Environmentally friendly distribution has a direct impact on service quality.
Promotion (Communication)	Personal Approach	“The marketing team conducts direct visits (door to door) to customers to understand their needs.”	Personal communication: Builds close relationships and customer trust.
	Digital Approach	“We use Instagram and YPACConnect to showcase professionalism and service transparency.”	Digital promotion: Increases awareness and professional image.
	Promotion Ethics	“Promotions are conducted honestly and transparently, without hiding flaws or delivering false information, in accordance with Islamic principles.”	Ethical marketing: Enhances trust and company reputation.

1. Green Product

The findings reveal that PT. Yudhistira Perkasa Abadi has implemented a series of environmentally responsible initiatives aimed at reducing its ecological footprint while maintaining halal integrity. These initiatives include:

- a. The use of energy-efficient transportation fleets that undergo regular maintenance to minimize carbon emissions;
- b. The application of green routing systems through a Transportation Management System (TMS) to optimize mileage and fuel consumption;
- c. The establishment of green warehouses that utilize LED lighting, natural ventilation, and structured waste management systems; and
- d. Digital documentation practices, such as e-invoicing, e-tracking, and e-receipts to reduce paper usage.

From the managerial perspective, these practices were driven by both regulatory compliance and voluntary commitment to sustainability. The company's operational manager explained that the digitalization of logistics documents not only reduces paper waste but also accelerates administrative efficiency and transparency in customer transactions.

Table 2. Implementation of Green Product Practices

Component	Implementation Strategy	Impact
Eco-friendly fleet	Regular maintenance, low-emission vehicles	Reduced CO ₂ emissions
Green routing	Transportation Management System (TMS)	Optimized mileage and fuel usage
Green warehouse	LED lighting, natural ventilation	Energy efficiency, reduced waste
Digital documentation	E-invoice, e-tracking	Paperless workflow, efficiency

2. Green Price

The research found that the company adopts a halal and green delivery pricing system, where costs are adjusted according to the nature of goods transported, particularly those requiring halal handling such as food and beverages. Although halal logistics services incur slightly higher costs due to certification and quality assurance requirements, customers demonstrated a willingness to pay more because they perceived higher reliability, cleanliness, and compliance with both environmental and Islamic standards. Interviews revealed that customers view price premiums as acceptable when transparency and service quality are evident. For instance, one respondent stated, "We don't mind paying a little more if it ensures our products are handled cleanly and safely according to halal standards." This indicates that value-based pricing, which communicates the ethical and environmental benefits of halal logistics, effectively strengthens customer trust and satisfaction.

3. Green Place

The study found that PT. Yudhistira Perkasa Abadi applies strategic green location and distribution planning by situating its warehouses and service points based on ease of access, security, and environmental readiness. The company operates across several key islands in Indonesia Java, Sumatra, Kalimantan, Nusa Tenggara, Sulawesi, and Papua ensuring broad market coverage while optimizing delivery efficiency. Observational data confirmed that warehouse operations incorporate eco-friendly practices such as natural lighting and efficient layout planning to minimize energy use. Furthermore, the company conducts regular surveys before opening new branches to ensure that infrastructure and regulatory conditions support sustainable logistics. The results suggest that green place strategies not only enhance

environmental performance but also improve service reliability and customer satisfaction through faster delivery times and reduced operational risks.

4. Green Promotion

Promotion strategies at PT. Yudhistira Perkasa Abadi emphasize ethical communication and transparency consistent with Islamic marketing principles. The company uses both direct and digital channels to communicate its sustainability initiatives, including personalized visits by marketing teams and updates via social media platforms such as Instagram and the YPACONnect website. Promotional content avoids exaggeration and misleading claims, focusing instead on factual descriptions of the company's environmental practices and halal certification process. Employees reported that this ethical promotional approach builds long-term trust and brand credibility, aligning with the principle of *sidq* (truthfulness) in Islamic marketing ethics.

Discussion

The findings of this study reveal that PT. Yudhistira Perkasa Abadi successfully integrates green management principles into its halal logistics operations through the application of the green marketing mix framework. Each element product, price, place, and promotion contributes uniquely to the company's sustainable performance and ethical positioning in the market.

The implementation of eco-friendly fleets, green routing, and digital documentation demonstrates how halal logistics firms can align operational efficiency with environmental goals. These findings support (J. Chen et al., 2024; Liu & Cao, 2024), who argued that green innovation enhances both competitiveness and sustainability performance. Moreover, the firm's emphasis on maintaining halal compliance throughout logistics operations illustrates the synergy between environmental stewardship and Islamic ethical responsibility. This confirms (Yulianti et al., 2024) assertion that Islamic business ethics inherently support environmental consciousness as part of the moral obligation to preserve creation (*khalifah fil ard*).

The willingness of customers to pay a slight premium for halal-certified and environmentally friendly services reflects the evolution of consumer values toward ethical consumption. This result is consistent with (Alenazi, 2025; Szaban et al., 2025; Zhan et al., 2025) who found that green pricing programs increase consumer loyalty when supported by transparency and perceived quality. The combination of halal assurance and sustainability messaging enhances perceived value, showing that ethical branding can mitigate price sensitivity in developing markets.

The company's strategic distribution network and location decisions confirm that spatial efficiency is central to sustainable logistics. By integrating green warehouses and optimizing transportation routes, PT. Yudhistira Perkasa Abadi minimizes carbon emissions while maintaining halal product segregation. This aligns with (Das et al., 2024; Jalil et al., 2024; Mahmoud et al., 2024b), who emphasized that green place strategies improve both service quality and environmental performance. It also supports (Becerra et al., 2025; Żywiołek et al., 2025), who found that logistics location optimization contributes significantly to firm competitiveness and environmental responsibility.

The study demonstrates that ethical, transparent promotion rooted in Islamic values strengthens brand image and consumer confidence. Unlike conventional marketing approaches that emphasize persuasion, PT. Yudhistira Perkasa Abadi's promotional strategy relies on honesty and education principles consistent with the *maqasid al-shariah* objective of promoting

social welfare. (Nygaard, 2024) similarly argued that ethical green communication is crucial for developing responsible consumption behavior.

Theoretically, this study expands the discourse on sustainable marketing by integrating green management theory and Islamic marketing ethics into a unified framework applicable to logistics services. It demonstrates that the green marketing mix can serve as a managerial model for achieving the triple bottom line economic viability, environmental protection, and social (ethical) responsibility in halal business contexts. Practically, the findings provide actionable insights for logistics firms seeking to balance halal compliance with sustainability goals. Managers should consider investing in digital and eco-friendly technologies to optimize efficiency, implement transparent pricing strategies that reflect ethical value, and design promotion campaigns based on factual communication rather than persuasive exaggeration.

This study contributes a new understanding of the “green halal logistics” paradigm, highlighting that sustainability and religious compliance are not competing priorities but mutually reinforcing dimensions of ethical business management. The case of PT. Yudhistira Perkasa Abadi illustrates that when companies internalize both frameworks, they achieve enhanced consumer trust, improved operational efficiency, and stronger market differentiation.

CONCLUSION

This research investigates how halal-certified logistics firms in Indonesia embed green management principles within the structure of the green marketing mix. It focuses on the central challenge of reconciling sustainability goals with Islamic ethical values to achieve both environmental accountability and business competitiveness. Employing a qualitative descriptive approach, the study centers on PT. Yudhistira Perkasa Abadi, one of Indonesia’s leading halal-certified logistics companies, and evaluates its application of the four strategic dimensions of the green marketing mix: green product, green price, green place, and green promotion.

The study finds that PT. Yudhistira Perkasa Abadi has effectively implemented a range of environmentally responsible and ethically grounded initiatives that demonstrate the compatibility between sustainable management and halal assurance. Its green product efforts such as using low-emission fleets, route optimization, eco-efficient warehouses, and paperless documentation reflect a tangible commitment to reducing ecological impact. Green price strategies highlight transparent and value-oriented pricing, where customers willingly pay modest premiums for environmentally sound and halal-compliant services. Through green place initiatives, the company maintains efficient logistics and responsible location management across Indonesia. Meanwhile, green promotion emphasizes truthful, transparent communication aligned with Islamic marketing ethics. Collectively, these initiatives show that integrating green management with halal principles can foster a holistic and sustainable logistics model that strengthens both corporate integrity and customer confidence.

The study’s implications are twofold. Theoretically, it enriches the understanding of sustainable management by merging green marketing theory with Islamic business ethics, demonstrating that environmental care and religious compliance are complementary foundations of ethical enterprise. It introduces the concept of a green halal logistics paradigm, an emerging intersection between sustainability studies and Islamic economics. Practically, the findings offer strategic insights for logistics managers and policymakers seeking to design integrated frameworks that balance profitability with environmental and moral accountability. Adopting digital systems, clean technologies, and ethical communication can help firms

achieve operational efficiency while meeting sustainability goals. Policymakers are encouraged to establish regulatory instruments such as fiscal incentives, green financing, and certification integration to motivate halal-certified firms to pursue green innovation.

The study is limited by its focus on a single case, PT. Yudhistira Perkasa Abadi, which restricts the generalizability of the findings, as well as by the absence of quantitative measurement of environmental and economic impacts. This underscores the need for future research employing broader samples, mixed-method approaches, and data-driven performance indicators such as ESG metrics and carbon footprint analysis. Nevertheless, the findings indicate that the halal logistics industry in Indonesia holds significant long-term strategic potential to become a global leader through the integration of sustainability and Sharia compliance. The adoption of green halal logistics can enhance competitiveness through increased trust, regulatory alignment, and ESG-based value creation, while fostering standardization, digital innovation, and supportive policy frameworks for a more sustainable industry.

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