International Journal of Management Science and Information Technology
IJMSIT

E-ISSN: 2774-5694 P-ISSN: 2776-7388 OPEN ACCESS

Volume 6 (2), July-December 2026, 3143-3148
DOI: https://doi.org/10.35870/ijmsit.v6i2.7971

Green Marketing Orientation and Environmental Performance as Predictors of Sharia-Compliant Msme Performance: The Mediating Role of Islamic Sustainability and Superior Customer Value Among Msmes in Aceh

Syarifah Maihani [1*], Musrizal [2], Ikhwani [3], Syarifah Nasywa Syalaisha [4]
[1*] Retail Management Study Program, Faculty of Economics, Universitas Almuslim, Bireuen Regency, Aceh Province, Indonesia
[2] Development Economics Study Program, Faculty of Economics, Universitas Almuslim, Bireuen Regency, Aceh Province, Indonesia
[3] Midwifery Study Program, Faculty of Health, Universitas Almuslim, Bireuen Regency, Aceh Province, Indonesia
[4] Master of Information Technology Study Program, Faculty of Engineering, Universitas Almuslim, Bireuen Regency, Aceh Province, Indonesia

Email: syarifahlangsa78@gmail.com [1*], musrizalyusuf@gmail.com [2], ikhwaniaron80@gmail.com [3], syarifahnasywa7336@gmail.com [4]

Article history:
Received July 12, 2026
Revised September 21, 2026
Accepted November 10, 2026

Abstract

The growth of sharia-compliant Micro, Small, and Medium Enterprises (MSMEs) in Aceh Province faces a dual challenge: market demands for environmentally friendly business practices alongside consistency with sharia principles in business management. This article aims to develop a conceptual framework on the role of green marketing orientation and environmental performance as predictors of sharia-compliant MSME performance, with Islamic sustainability and superior customer value positioned as mediating variables. The study was developed through a conceptual literature review of recent publications in the fields of green marketing, sharia economics, and MSME performance management, which were then synthesized into a set of theoretical propositions. The findings indicate that green marketing orientation and environmental performance have the potential to directly improve sharia-compliant MSME performance, although this effect is expected to be stronger when mediated by the internalization of Islamic sustainability values and the firm's ability to create superior customer value relative to competitors. The resulting conceptual framework affirms that the sustainability of sharia-compliant MSMEs does not rest solely on ecological aspects, but also on the alignment of spiritual values and market orientation. These findings provide a foundation for further empirical research based on surveys and SEM-PLS analysis of sharia-compliant MSMEs in Aceh, while also serving as a practical reference for business actors and policymakers in designing green marketing strategies aligned with sharia values.

Keywords:
Green Marketing Orientation; Environmental Performance; Islamic Sustainability; Superior Customer Value; Sharia-Compliant MSME Performance.

1. INTRODUCTION

The Micro, Small, and Medium Enterprise (MSME) sector plays a strategic role in the economy of Aceh Province, not only as a contributor to employment but also as a representation of value-based economic practices deeply embedded in the Acehnese community as a region that formally implements Islamic sharia. Amid growing global awareness of environmental issues, sharia-compliant MSMEs in Aceh face a dual demand: meeting the expectations of consumers who are increasingly concerned about environmental

sustainability, while maintaining operational consistency with sharia principles. This condition underscores the importance of examining how green marketing orientation and environmental performance can act as predictors of business performance, taking into account the dimensions of Islamic sustainability and superior customer value as mechanisms that bridge this relationship.

Research on green marketing orientation has developed rapidly over the past decade, particularly in the context of small and medium enterprises. Negi et al. (2023) demonstrated that the strategic, tactical, and internal dimensions of green marketing orientation influence green innovation, which in turn affects organizational performance, although its direct effect on performance is not always consistent across dimensions. Similar findings were reported by Nuryakin and Maryati (2022), who confirmed that green innovation and green competitive advantage serve as important mediators in explaining how green marketing orientation enhances the green marketing performance of MSMEs. In the Indonesian context, Putri and Riyanto (2023) as well as Qomariyah and Nuvriasari (2025) further confirmed that marketing capability and green innovation constitute important pathways linking green market orientation to the marketing performance achievements of green MSMEs in Indonesia. These findings collectively indicate that the relationship between green marketing orientation and business performance is rarely fully direct, but tends to be mediated by a range of internal and external organizational factors.

On the other hand, research on Islamic value-based sustainability (Islamic sustainability) in the context of MSMEs remains relatively limited compared to conventional sustainability literature. Yusmazida et al. (2025) developed an Islamic structural capital model for MSMEs and found that the internalization of sharia values into organizational structures contributes to long-term business resilience. In line with this, Humed and Djalaluddin (2026) integrated the Resource-Based View perspective with Islamic entrepreneurial ethics and concluded that the resilience of sharia-compliant MSMEs is strongly influenced by the extent to which business resources are managed based on the principles of justice, transparency, and sustainability embedded in maqasid sharia. Suraiya (2022) further added that the implementation of sharia-based financial management also drives MSME expansion in Indonesia by building stakeholder trust. These three streams of research reinforce the argument that Islamic sustainability is not merely a matter of normative compliance, but a strategic resource that has the potential to mediate the effect of market orientation on business performance.

The concept of superior customer value has long been one of the main pillars of strategic marketing theory. Woodruff (1997) defined customer value as consumers' preferences and evaluations of product attributes and their use-related consequences in achieving their goals, while Slater and Narver (1994) asserted that market orientation focused on creating customer value is a primary source of superior firm performance. More recent research by Yospi et al. (2026) on MSMEs in the fashion sector showed that customer value mediates the effect of service performance and brand image on marketing performance, thereby reinforcing the position of superior customer value as a linking variable between a firm's internal capabilities and its market performance achievements. These two seminal works are retained here, despite predating the ten-year window otherwise applied in this review, because they remain the most widely cited definitional foundations for the customer-value construct and are still routinely referenced by contemporary empirical studies such as Yospi et al. (2026). In the context of sharia-compliant MSMEs, the creation of superior customer value becomes increasingly relevant because consumers evaluate not only the functional benefits of a product, but also its conformity with the ethical and sharia values upheld by the business.

Although the three streams of literature above — green marketing orientation, Islamic sustainability, and superior customer value — have developed separately, studies that simultaneously integrate all three to explain sharia-compliant MSME performance remain limited, particularly in regions with formal implementation of Islamic sharia such as Aceh. Previous research in the context of Acehnese MSMEs, including Maihani's (2022) study on fried shallot agribusiness marketing strategy in Bireuen Regency and Nadia et al.'s (2025) study on the digital transformation strategy of traditional retail in facing the digital economy, has focused more on conventional marketing strategy aspects and has not explicitly addressed environmental dimensions or Islamic sustainability as mechanisms mediating business performance. This gap underlies the formulation of the research question: how do green marketing orientation and environmental performance affect sharia-compliant MSME performance, and to what extent do Islamic sustainability and superior customer value act as mediators in this relationship?

Based on this problem, this article aims to: (1) conceptually examine the relationship between green marketing orientation, environmental performance, and sharia-compliant MSME performance; (2) formulate the mediating role of Islamic sustainability in this relationship; and (3) formulate the mediating role of superior customer value in this relationship. This study is expected to provide a theoretical contribution by extending Green Marketing Orientation Theory to incorporate the dimension of Islamic sustainability, which has thus far received little attention in mainstream green marketing literature. Practically, the resulting conceptual framework can serve as a reference for sharia-compliant MSME actors in Aceh and for policymakers in designing marketing strategies aligned with both green market demands and sharia values.

This article is organized into four main sections. The second section explains the literature review method used to construct the conceptual framework. The third section presents the results of the literature synthesis in the form of theoretical propositions concerning the relationships between variables, along with their discussion.

The fourth section concludes the article with conclusions, implications, limitations, and directions for further research.

2. RESEARCH METHOD

This article was prepared using a conceptual literature review approach, a method aimed at synthesizing findings from prior research to construct a new conceptual framework along with theoretical propositions, rather than to statistically test hypotheses. This approach is commonly used in marketing management research at the early stages of model development, prior to further empirical testing.

Literature searches were conducted on nationally and internationally indexed journal articles published primarily between 1994 and 2026, using keywords including "green marketing orientation", "environmental performance", "Islamic sustainability", "superior customer value", and "sharia-compliant MSME performance". The databases searched included Google Scholar, Crossref, and SINTA-accredited national journal portals, with emphasis on articles addressing the context of MSMEs in Indonesia and the sharia economy. The inclusion criteria covered articles that explicitly discussed at least one of the four main constructs (green marketing orientation, environmental performance, Islamic sustainability, or superior customer value) in relation to small and medium enterprise performance. In line with the reviewers' observations, priority in the search was given to publications from approximately the last ten years; the two classical works retained in this review (Woodruff, 1997; Slater & Narver, 1994) were kept solely because they remain the foundational definitional sources for the customer-value construct and continue to be actively cited by recent empirical studies (e.g., Yospi et al., 2026).

The selected articles were then thematically analyzed to identify patterns of relationships between constructs that had been tested in previous contexts. The results of this identification were synthesized into a conceptual framework positioning green marketing orientation and environmental performance as predictor variables, Islamic sustainability and superior customer value as mediating variables, and sharia-compliant MSME performance as the dependent variable. A summary of the operational definitions of each construct, along with its main references, is presented in Table 1.

Table 1. Main Constructs in the Conceptual Framework

Construct	Brief Operational Definition	Main References
Green Marketing Orientation	The degree of a firm's strategic, tactical, and internal commitment to integrating environmental considerations into its marketing policies.	Negi et al. (2023); Nuryakin & Maryati (2022)
Environmental Performance	A firm's achievement in reducing environmental impact through resource efficiency, waste management, and the use of environmentally friendly materials.	Negi et al. (2023); Putri & Riyanto (2023)
Islamic Sustainability	The internalization of maqasid sharia principles — justice, balance, and responsibility — into a firm's sustainability practices.	Yusmazida et al. (2025); Humed & Djalaluddin (2026); Suraiya (2022)
Superior Customer Value	Customers' perception of the net benefit received from a product/service compared to competitors' offerings.	Woodruff (1997); Slater & Narver (1994); Yospi et al. (2026)
Sharia-Compliant MSME Performance	Business achievements (sales growth, market expansion, customer loyalty) attained in a manner consistent with sharia compliance.	Maihani (2022); Nadia et al. (2025)

As a follow-up to this conceptual framework, further empirical research is recommended using a quantitative survey approach targeting sharia-compliant MSME actors in Aceh Province, employing purposive sampling of MSMEs that have obtained halal certification or explicitly apply sharia principles in their operations. The research instrument can be developed as a five-point Likert-scale questionnaire measuring the indicators of each construct, with data analysis using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) to test the significance of both direct paths and mediation effects, as has been applied in similar studies (Negi et al., 2023; Nuryakin & Maryati, 2022).

3. RESULTS AND DISCUSSION

Based on the literature synthesis in the previous section, this study produces a conceptual framework depicting the relationships among the five main constructs summarized in Table 1. The following discussion is organized according to the pathways of relationship among constructs, along with the propositions put forward.

3.1. Green Marketing Orientation, Environmental Performance, and Sharia-Compliant MSME Performance

The literature synthesis indicates that MSMEs that consistently apply a green marketing orientation tend to achieve better environmental performance, as this orientation encourages efficient use of raw materials, more responsible waste management, and marketing communication that highlights environmentally friendly attributes (Negi et al., 2023; Nuryakin & Maryati, 2022). In the context of Indonesian MSMEs, this capability has also been shown to contribute to marketing performance when accompanied by green product innovation (Putri & Riyanto, 2023; Qomariyah & Nuvriasari, 2025). Nevertheless, the direct empirical effect of green marketing orientation and environmental performance on business performance is often found to be weaker than their indirect effect through mediating variables, as shown by the pattern of results in the study by Negi et al. (2023). This condition is relevant for sharia-compliant MSMEs in Aceh, which operate in a market where consumer preferences are shaped not only by environmental considerations but also by sharia compliance. Accordingly, the following proposition is put forward:

P1: Green marketing orientation and environmental performance have a positive effect on sharia-compliant MSME performance; however, this effect is expected to be stronger when mediated by variables reflecting the firm's internal values.

3.2. The Mediating Role of Islamic Sustainability

Islamic sustainability is positioned as a mediator because the values of maqasid sharia — justice (al-'adl), balance (al-mizan), and responsibility (al-mas'uliyyah) — provide an ethical framework that strengthens environmental commitment into a more institutionalized business practice. Yusmazida et al. (2025) showed that structural capital built upon Islamic values enhances MSMEs' capacity to translate strategic orientation into tangible performance. Humed and Djalaluddin (2026) reinforce this argument by showing that the resilience of sharia-compliant MSMEs depends on the extent to which business resources, including environmental commitment, are managed fairly and transparently in accordance with sharia principles. In addition, Suraiya (2022) found that the implementation of sharia-based management builds stakeholder trust, which in turn strengthens the relationship between a firm's strategic orientation and its performance outcomes. Accordingly, Islamic sustainability is proposed to serve as a bridge that transforms environmental orientation into performance advantages that are both sustainable and sharia-legitimate:

P2: Islamic sustainability mediates the effect of green marketing orientation and environmental performance on sharia-compliant MSME performance.

3.3. The Mediating Role of Superior Customer Value

In addition to the internal-value pathway, this conceptual framework also positions superior customer value as a second mediator. Woodruff (1997) explains that customer value is formed from a consumer's overall evaluation of the benefits obtained relative to the sacrifices incurred, while Slater and Narver (1994) assert that the creation of superior customer value is a consequence of strong market orientation. When applied to sharia-compliant MSMEs, a strong green marketing orientation and good environmental performance have the potential to enhance consumer perceptions of a product's quality and ethical superiority, thereby creating superior customer value relative to competitors that do not emphasize green or sharia attributes. Yospi et al. (2026) empirically confirm this pattern among MSMEs in the fashion sector, where customer value mediates the effect of a firm's internal capabilities on marketing performance. Based on this synthesis, the following proposition is put forward:

P3: Superior customer value mediates the effect of green marketing orientation and environmental performance on sharia-compliant MSME performance.

3.4. Integrated Conceptual Model

The three propositions above are synthesized into a single integrated conceptual model, as presented in Figure 1. This model illustrates that green marketing orientation and environmental performance can affect sharia-compliant MSME performance both directly and indirectly through two mediating pathways, namely Islamic sustainability and superior customer value. These two mediating pathways are complementary: the Islamic sustainability pathway emphasizes internal value legitimacy and sustainability, while the superior customer value pathway emphasizes external market perception and preference. The integration of these two pathways constitutes the main contribution of this article to the development of Green Marketing Orientation Theory in the context of businesses operating within a sharia economic framework.

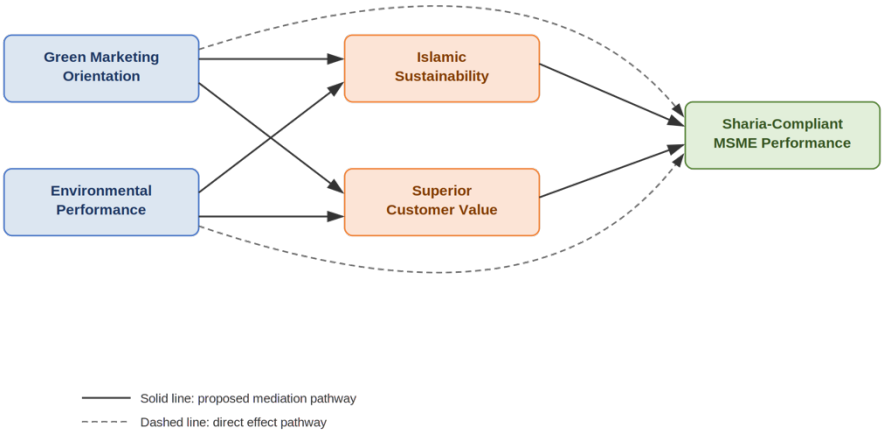


Figure 1. Integrated Conceptual Model of Green Marketing Orientation, Environmental Performance, Islamic Sustainability, Superior Customer Value, and Sharia-Compliant MSME Performance

Overall, this model shows that the sustainability of sharia-compliant MSMEs cannot be understood solely from an ecological perspective or a conventional market perspective, but requires alignment among three dimensions: environmental, spiritual, and customer value. The implication is that green marketing strategies designed without considering a sharia value base risk being less effectively received by consumer segments that uphold sharia compliance, consistent with patterns identified in previous studies of sharia-compliant MSMEs (Humed & Djalaluddin, 2026; Suraiya, 2022).

4. CONCLUSION

This article aims to develop a conceptual framework on the role of green marketing orientation and environmental performance as predictors of sharia-compliant MSME performance, with Islamic sustainability and superior customer value as mediating variables. Through a conceptual literature review, this study produces three main propositions asserting that the effect of environmental orientation on sharia-compliant MSME performance tends to be stronger when channeled through the internalization of Islamic sustainability values and the creation of superior customer value.

Theoretically, this study extends Green Marketing Orientation Theory by integrating the dimension of Islamic value-based sustainability, which has thus far received insufficient attention in mainstream green marketing literature, while also bridging classical customer value literature (Woodruff, 1997; Slater & Narver, 1994) with the contemporary context of sharia-compliant MSMEs. Practically, this conceptual framework can serve as a reference for sharia-compliant MSME actors in Aceh in formulating marketing strategies that are oriented not only toward environmental efficiency but also toward strengthening sharia legitimacy and creating customer value. For policymakers, these findings can serve as a basis for designing MSME development programs that integrate environmental sustainability with the strengthening of sharia economic literacy.

This study has limitations in that it is conceptual in nature and has not been empirically tested; therefore, the proposed relationships between constructs remain theoretical propositions rather than statistical findings. In addition, the literature synthesis was focused on openly accessible publications in Indonesian and English, meaning it may not cover all relevant literature. Further research is recommended to empirically test this conceptual framework through quantitative surveys with SEM-PLS analysis on populations of sharia-compliant MSMEs in Aceh, while also considering additional contextual variables such as business scale, industry sector, and business actors' level of digital literacy. The authors will also continue to monitor and incorporate newly published empirical studies on green marketing orientation and Islamic sustainability as they become available, so that the conceptual framework proposed here remains grounded in the most current literature ahead of its future empirical validation.

ACKNOWLEDGEMENTS

The authors would like to thank the Institute for Research and Community Service (LPPM) of Universitas Almuslim for its funding support through the 2026 Internal Basic Research Grant Scheme, which made the preparation of this conceptual study possible.

REFERENCES

Humed, M. I., & Djalaluddin, A. (2026). Integrating resource-based view theory with Islamic entrepreneurship ethics: A sharia perspective on MSME resilience. IQTISHOD: Jurnal Pemikiran dan Hukum Ekonomi Syariah, 5(1), 91–100. https://doi.org/10.69768/ji.v5i1.220

Maihani, S. (2022). Strategi pemasaran agribisnis bawang goreng dalam meningkatkan volume penjualan di Kabupaten Bireuen. Jurnal Sains Pertanian, 6(3), 126–136. https://doi.org/10.51179/jsp.v6i3.1767

Nadia, R., Azura, I., Jannati, J., & Maihani, S. (2025). Strategi transformasi digital ritel tradisional dalam adaptasi terhadap ekonomi digital. JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi), 11(5), 3327–3334. https://doi.org/10.35870/jemsi.v11i5.4566

Negi, R., Gupta, A. K., & Gaur, V. (2023). Effect of green marketing orientation dimensions on green innovation and organizational performance: A mediation-moderation analysis. Business Strategy and the Environment, 32(8), 5435–5458. https://doi.org/10.1002/bse.3429

Nuryakin, N., & Maryati, T. (2022). Do green innovation and green competitive advantage mediate the effect of green marketing orientation on SMEs' green marketing performance? Cogent Business & Management, 9(1), Article 2065948. https://doi.org/10.1080/23311975.2022.2065948

Putri, V. P., & Riyanto, D. W. U. (2023). Green innovation and green competitive advantage mediate the influence of green marketing orientation on green marketing performance in SME Indonesia. International Journal of Economics, Business and Accounting Research (IJEBAR), 7(4). https://doi.org/10.29040/ijebar.v7i4.11614

Qomariyah, D. R. N., & Nuvriasari, A. (2025). The Influence of Green Innovation, Green Market Orientation, and Marketing Capabilities on The Marketing Performance of Green MSMEs. JURNAL ILMU MANAJEMEN, 22(1), 29–44. https://doi.org/10.21831/jim.v22i1.80587

Slater, S. F., & Narver, J. C. (1994). Market orientation, customer value, and superior performance. Business Horizons, 37(2), 22–28. https://doi.org/10.1016/0007-6813(94)90029-9

Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. Journal of the Academy of Marketing Science, 25(2), 139–153. https://doi.org/10.1007/BF02894350

Yospi, I., Hiong, L., & Siam, S. (2026). Customer value as a mediator of service performance, brand image, and marketing performance. Journal of Business and Economics Research (JBE), 7(2), 293–301. https://doi.org/10.47065/jbe.v7i2.9720

Yusmazida, M. Y., Omar, M. K., Yusliza, M. Y., Samad, S., & Abdul Mokmin, K. (2025). Developing an Islamic structural capital model: Perspectives from SMEs. Journal of Islamic Marketing, 16(11), 3413–3455. https://doi.org/10.1108/JIMA-06-2024-0238