



## Sustainable Marketing Orientation, Consumer Trust, and Sustainability Performance: Empirical Evidence from the Organic Vegetable Market

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### ABSTRACT

This study aims to examine the impact of sustainable marketing orientation on sustainable performance among organic vegetable producers in Ambon City, focusing on consumer trust as a variable that acts as a partial mediator. A total of 175 respondents were selected using purposive sampling to become the sample in this study. To analyze the data, the SEM-PLS technique was used through the ADANCO application to test the relationship between variables. The results of this study indicate that a sustainable marketing orientation has a significant positive effect on sustainable performance and consumer trust. Consumer trust acts as a partial mediator, strengthening the relationship between sustainable marketing orientation and sustainable performance. This finding underscores the importance of implementing sustainability-focused marketing strategies in creating long-term value for companies, while building closer and more sustainable relationships with consumers.

## **INTRODUCTION**

In recent decades, organic farming has experienced significant growth as public awareness of health, food safety, and environmental sustainability issues has increased (Aertsens et al., 2009; Willer et al., 2023). Organic vegetable products are increasingly in demand because they are perceived as safer for health and produced through environmentally friendly practices. This trend is also beginning to be seen in various regions of Indonesia, including Ambon City, where organic farming is developing as part of efforts to strengthen local food security and preserve natural resources. However, organic vegetable producers in Ambon City still face various challenges, such as limited business scale, high production costs, suboptimal distribution, and difficulties in building consumer trust in organic claims and product sustainability.

In this context, the performance of organic vegetable producers can no longer be assessed solely on the basis of short-term economic indicators, such as increased sales or profits alone. The concept of sustainable performance requires a balance between economic performance, social responsibility, and environmental preservation as formulated in the triple bottom line framework (Elkington, 1998). For organic vegetable producers in Ambon City, sustainable performance reflects the ability of businesses to survive and grow economically, provide social benefits to local communities, and maintain the sustainability of agricultural ecosystems in the long term. Therefore, a strategic approach is needed that can integrate market orientation with sustainability principles.

One relevant strategic approach to address these challenges is sustainable marketing orientation, which is a marketing approach that integrates market orientation with economic, social, and environmental objectives (Cuevas-Vargas et al., 2022; Mitchell et al., 2010). This concept is an extension of marketing orientation theory, which emphasizes understanding customer needs and responding to market dynamics, but is expanded to include environmental and social sustainability dimensions in corporate marketing activities. Sustainable marketing orientation encourages producers to create long-term value for customers while considering the economic, social, and environmental impacts of every marketing decision. Empirical research shows that sustainable marketing orientation has a positive effect on the sustainability performance of small and medium-sized enterprises, including increased efficiency, business reputation, and environmental and social performance (Shaukat & Ming, 2022; Wan Mustapa et al., 2022).

In the context of organic agribusiness, the application of sustainable marketing orientation is becoming increasingly important due to the characteristics of organic products, which are highly dependent on consumer perceptions and beliefs. A recent meta-analysis study shows that various forms of sustainability-oriented approaches, such as green market orientation and green entrepreneurial orientation, consistently have a positive relationship with corporate sustainability performance (Öztürk et al., 2024).

These findings indicate that marketing strategies that integrate sustainability values can be a source of sustainable competitive advantage,

including for small-scale organic vegetable producers in developing regions such as Ambon City.

However, the success of sustainable marketing orientation is not only determined by the internal strategies of producers, but also by how consumers respond to and trust these sustainability practices. In the organic product market, consumer trust is a key factor because organic products fall into the category of credence goods, where consumers find it difficult to verify quality and production processes directly (Aertsens et al., 2011; Chiu & Karni, 2021; Padel & Foster, 2005; Tabelessy, 2025). As a result, consumers rely heavily on information, reputation, and signals communicated by producers regarding their commitment to organic and sustainability practices. Perceived authenticity plays an important role in building this trust, as consumers tend to trust products that are considered authentic in their commitment to sustainability. Furthermore, (Surijadi & Tabelessy, 2025) also show that this perceived authenticity can influence consumers' decisions to choose products that are considered more environmentally friendly and sustainable.

Consumer trust has long been recognized as an important element in relationship marketing because of its role in reducing uncertainty and perceived risk for consumers in the decision-making process (Morgan M & Hunt D, 1994; Wang et al., 2023). In the context of organic products, recent research shows that consumer trust in organic producers and retailers has a significant effect on perceptions of products and organic purchasing decisions (Duong et al., 2024). This finding is reinforced by cross-country studies revealing that trust in organic certification and labeling systems is a key determinant in shaping positive attitudes and purchase intentions toward organic products (Saini et al., 2025). Similarly, in the context of halal products, halal certification has been shown to increase consumer trust in product quality and ethics, which in turn impacts consumer loyalty, especially in countries with a Muslim majority such as Indonesia (Tabelessy, 2023). In addition, research in developing countries shows that social influence, sustainable communication practices, and greenwashing issues also shape the level of consumer trust in purchasing organic products (Abdul Latip et al., 2025; Martínez et al., 2025). These findings confirm that consumer trust is an important prerequisite for the successful marketing of organic products.

Furthermore, the signaling theory perspective explains that a sustainable marketing orientation can serve as a credible signal sent by producers to consumers regarding their commitment to ethical values, quality, and sustainability (Connelly et al., 2011; Spence, 1973). When these signals are received and trusted by consumers, a stronger relationship of trust is formed between consumers and producers.

This trust relationship has the potential to further enhance sustainable performance through consumer loyalty, demand stability, and support for producers' sustainability practices. In the context of organic products, recent research confirms that consumer trust in sustainability claims and organic production practices is an important mechanism underpinning the sustainability

of the organic market as a whole (Steffen & Doppler, 2018; Syed et al., 2024) demand, and support for producers' sustainable practices. In the context of organic products, recent research confirms that consumer trust in sustainability claims and organic production practices is a key mechanism underpinning the overall sustainability of the organic market (Steffen & Doppler, 2018; Syed et al., 2024)

Although various studies have discussed sustainable marketing orientation, consumer trust, and company performance, most studies still examine these variables separately or focus only on consumer behavior such as purchase intention and loyalty. Research that simultaneously integrates sustainable marketing orientation, consumer trust, and sustainable performance into a comprehensive conceptual framework is still relatively limited, especially in the context of small-scale organic vegetable producers. In addition, most of the existing empirical evidence is still dominated by studies in developed countries, while the context of developing countries and island regions has received less attention. Perceptions of product authenticity and levels of consumer trust have been shown to play an important role in sustainable product purchasing decisions (Monfort et al., 2025; Surijadi & Tabelessy, 2025; Vironika & Maulida, 2025), making them relevant areas for further research, particularly in the organic agriculture sector.

Based on these gaps, this study offers several key novelties in a concise format. First, this study integrates sustainable marketing orientation and consumer trust into a single empirical framework to explain the sustainable performance of organic vegetable producers. Second, this study positions consumer trust as a key mediator that bridges the influence of sustainable marketing orientation on sustainable performance. Third, this study presents new empirical evidence in the context of developing cities. and the island region of Ambon City, which has been minimally explored in the literature on sustainable marketing.

In line with the above description, this study has a single, focused objective, namely to explain the mechanism of the influence of sustainable marketing orientation on the sustainable performance of organic vegetable producers in Ambon City through the mediating role of consumer trust.

## **LITERATURE REVIEW**

### **Sustainable Marketing Orientation and Sustainable Performance**

Based on the triple bottom line framework (Elkington, 1998) and the development of the concept of sustainable marketing orientation, sustainable marketing orientation is understood as the ability of producers to simultaneously integrate market needs with economic, social, and environmental objectives. Unlike the background literature that emphasizes conceptual definitions, at this stage of hypothesis development, the focus is directed at empirical evidence linking sustainable marketing orientation with company performance. Recent empirical studies show that sustainable marketing orientation contributes significantly to improved sustainable performance, particularly through operational efficiency, business reputation, and long-term value creation (Awan

et al., 2023; Cuevas-Vargas et al., 2023; Hermundsdottir & Aspelund, 2022). These findings indicate that the integration of sustainability into marketing strategies is an important determinant of the sustainable performance of producers.

H1: Sustainable marketing orientation has a positive effect on the sustainable performance of organic vegetable producers.

### **Sustainable Marketing Orientation and Consumer Trust**

In developing this hypothesis, sustainable marketing orientation is positioned as a source of strategic signals that influence the formation of consumer trust. Based on signaling theory (Spence, 1973), consistent and sustainability-oriented marketing practices can reduce information asymmetry between producers and consumers. Empirical studies in the context of sustainable marketing orientation show that marketing strategies emphasizing environmental and social commitment have a significant effect on the formation of consumer and stakeholder trust (Dellyana & Aldianto, 2024; Palisetty et al., 2025; Rastogi et al., 2024). Thus, sustainable marketing orientation is expected to be an important determinant in increasing consumer trust.

H2: A sustainable marketing orientation has a positive effect on consumer trust.

### **Consumer Trust and Sustainable Performance**

Consumer trust is a relational asset that plays an important role in explaining long-term company performance. Based on relationship marketing theory (Morgan M & Hunt D, 1994), trust enables the establishment of stable and sustainable relationships between producers and consumers, which in turn has an impact on company performance. Empirical evidence from previous studies shows that consumer trust has a positive effect on company performance through increased loyalty, demand stability, and market reputation, including in the context of sustainability-oriented products (Y. Chen & Chang, 2013; Dellyana & Aldianto, 2024; Rahman et al., 2020). Therefore, consumer trust is seen as an important determinant of sustainable performance.

H3: Consumer trust has a positive effect on the sustainable performance of organic vegetable producers.

### **The Role of Consumer Trust Mediation**

Within the integrative framework of sustainable marketing, consumer trust is positioned as a relational mechanism that bridges the influence of sustainable marketing orientation on sustainable performance. Unlike the background section, which emphasizes the urgency of the phenomenon, the development of this hypothesis is based on empirical evidence that has used trust as a mediating variable. Research (de Sio et al., 2022) shows that green trust mediates the relationship between skepticism toward green advertising, environmental knowledge, and the intention to purchase green food. Similar findings are also reported by (Krasodomska et al., 2025; Nyilasy et al., 2014), which confirm that trust functions as an explanatory mechanism in the effectiveness of sustainability signals. In an organizational context, (Rathobei et al., 2024; Sulemana et al., 2025)

provide evidence that stakeholder trust strengthens the relationship between sustainability strategies and company performance. Thus, consumer trust is considered relevant as a mediating variable in explaining how sustainable marketing orientation translates into the sustainable performance of organic vegetable producers.

H4: Consumer trust mediates the relationship between sustainable marketing orientation and the sustainable performance of organic vegetable producers.

Figure 1 shows the research model framework illustrating the relationship between sustainable marketing orientation, consumer trust and sustainable performance in the context of organic vegetable producers, based on findings in the literature review.

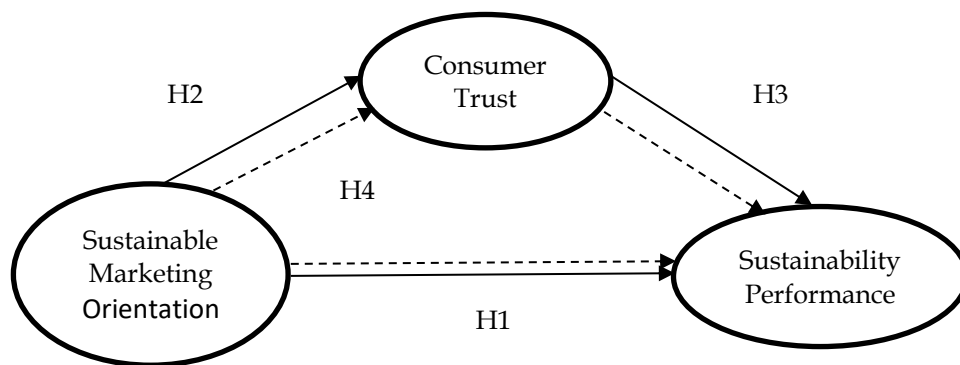


Figure 1: Research Conceptual Framework

## METHODOLOGY

### Research Design

This study uses a quantitative approach with a cross-sectional survey design. This design was chosen because the purpose of the study is to examine the structural relationship between latent constructs based on consumer perceptions at a specific point in time. The cross-sectional survey approach is widely used in marketing and sustainable marketing research because it is effective in capturing consumer attitudes, evaluations, and assessments of company marketing practices (Boozary et al., 2025; Sekaran, U.; Bougie, 2020).

### Object and Unit of Analysis

The object of this study is green products with a focus on organic vegetables. The unit of analysis is individual consumers who have experience purchasing and consuming organic vegetables within the last three to six months. The selection of consumers as the unit of analysis is based on the stakeholder perspective, which places consumers as important external actors in assessing the credibility of sustainability claims, building trust, and evaluating the sustainability performance of producers (Blind & Heß, 2023; Delmas, 2011).

### Sampling Techniques and Sample Size

This study used purposive sampling to select respondents who were consumers of organic products, which was considered relevant because they had direct experience with the products being studied. This technique was chosen because the respondents involved were expected to provide valid information about sustainable marketing orientation and consumer trust. The sample size was calculated through statistical power analysis using G\*Power 3.1 software

(Erdfelder et al., 2009), with a significance level of 0.05, a minimum test power of 0.80, and a moderate effect size ( $f^2 = 0.15$ ). The analysis results show that the minimum sample size required is 150 respondents, so the sample size used in this study has met and exceeded the recommended minimum limit.

A total of 200 questionnaires were distributed to respondents who met the criteria, and 175 questionnaires were returned complete and suitable for analysis, resulting in a response rate of 87.5%. This response rate indicates high-quality and representative data for research in the field of marketing and consumer behavior. With purposive sampling and a sample of 175 respondents, this study meets the requirements for PLS-based SEM analysis and is supported by G\*Power analysis, which ensures adequate test power. An explanation of respondent characteristics, such as age, education, and experience using organic products, will clarify the representativeness of the sample to the population under study.

### **Data Collection Techniques**

Primary data was collected through structured questionnaires administered directly to respondents. The instruments used were developed based on indicators that had been tested in previous studies on sustainable marketing, then adapted to the context of organic vegetable products. Each item in the questionnaire was formulated as a closed-ended statement and measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

### **Development of Variable Measurement**

All constructs in this study were measured reflectively and based on consumer perceptions. The measurement development process was carried out through an adaptation and replication approach to instruments that had been validated and published in reputable international journals.

This approach aims to maintain conceptual consistency, measurement reliability, and comparability of research results with previous studies.

Sustainable marketing orientation is operationalized as a one-dimensional reflective construct that represents the extent to which companies integrate sustainability principles into their marketing activities. The development and operationalization of this construct conceptually refers to the sustainability marketing orientation framework introduced by (Papadas et al., 2017), as well as the development of green and sustainable marketing orientation proposed by (Leonidou et al., 2013). In this study, sustainable marketing orientation is measured using seven indicators. A single construct approach is considered appropriate because various dimensions of sustainability are simultaneously reflected in consumer perceptions and form a single, complete latent representation. This is in line with the principle of reflective measurement, in which indicators are seen as reflections of the underlying latent construct (Guenther et al., 2025; Jarvis et al., 2003).

Consumer trust is operationalized as consumer confidence in the credibility, honesty, and responsibility of producers in fulfilling claims of organic

and sustainable products. This construct is measured using five indicators adapted from research (Y.-S. Chen, 2010) and (Konuk, 2018).

Sustainable performance is measured based on consumer perceptions of producers' ability to achieve a balance between economic, environmental, and social performance. This construct is measured using five indicators that reflect the triple bottom line perspective, as proposed by (Elkington, 1998) and further developed by (Neri et al., 2021).

**Data Analysis Techniques**

Data analysis was performed using Partial Least Squares-based Structural Equation Modeling (PLS-SEM) with the help of ADANCO software. ADANCO was selected based on its ability to reliably estimate variance-based SEM models, particularly for reflective models with medium sample sizes and predictive and confirmatory research objectives (Schuberth et al., 2023).

**RESEARCH RESULTS**

The characteristics of the respondents in this study consisted of 175 consumers of organic products aged 18-35 years (65%), with 65% having a bachelor's degree or higher, reflecting a high level of awareness of sustainability and health. Most respondents (75%) had experience using organic products regularly or occasionally, indicating a relevant understanding of the research Topic. Respondents' income is mostly in the range of IDR 3,000,000 - IDR 5,000,000, which allows them to purchase organic products.

These characteristics describe a representative sample of organic product consumers, which is relevant to the research objectives focusing on sustainable marketing orientation and consumer trust.

This section presents the results of SEM-PLS analysis, which are organized systematically and follow the evaluation sequence recommended in the latest methodological literature (Sarstedt et al., 2022). The presentation focuses on essential information needed to assess the quality of the measurement model and structural model, so that the interpretation of results can be carried out consistently, transparently, and methodologically accountable.

**Table 1. Global Model Fit**

Index	Value	Evaluation Criteria	Decision
SRMR	0,0365	≤ 0,08	Model matches the data

Table 1 shows a standardized root mean square residual (SRMR) value of 0.0365, which is below the maximum allowable limit of 0.08. This indicates that the model used is appropriate for the data analyzed. This low SRMR value is a stable indicator for measuring model fit in PLS-based SEM analysis, in accordance with the guidelines widely referenced in the methodological literature (Sarstedt et al., 2022). Therefore, this model is suitable for proceeding to the next stage, namely measurement and structural model evaluation.

**Table 2. Internal Reliability and Convergent Construct Validity**

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE	Evaluation
SMO	0,9302	0,9364	0,9324	0,6651	Fulfilling
CT	0,9554	0,9558	0,9553	0,8101	Fulfilling
SP	0,9423	0,9426	0,9423	0,7656	Fulfilling

Table 2 shows that all constructs have excellent internal reliability because the Cronbach's alpha, rho\_A, and composite reliability values exceed the minimum threshold of 0.70 recommended for confirmatory research. In addition, the average variance extracted (AVE) value of each construct is above the threshold of 0.50, indicating that convergent validity is met. This cut-off has become the standard in SEM-PLS measurement model evaluation (Sarstedt et al., 2022).

**Table 3. Discriminant Validity (HTMT2)**

Construct	SMO	CT	SP
SMO			
CT	0,8316		
SP	0,8810	0,8143	

Table 3 shows that the HTMT2 values are within a good range, indicating that each construct in this study is distinct and does not overlap. The HTMT2 values obtained meet the recommended cut-off value, which is less than 0.90, confirming that the discriminant validity of the model is quite strong (Sarstedt et al., 2022). The HTMT2 method was chosen because it is considered more appropriate for evaluating differences between constructs in measurement models such as the one used in this study (Roemer & Schubert, 2021).

**Table 4. Path Coefficients and Statistical Significance**

Structural Relationships	Koefisien ( $\beta$ )	p-value	Evaluation	Conclusion
SMO $\rightarrow$ CT	0,8233	0,0000	Significant	Accepted
SMO $\rightarrow$ SP	0,6477	0,0000	Significant	Accepted
CT $\rightarrow$ SP	0,2817	0,0058	Significant	Accepted

Table 4 presents the estimated path coefficients and their statistical significance. All structural relationships are positive and significant at the 5% significance level ( $p < 0.05$ ), which indicates strong empirical support for the direct effects proposed in the model. Specifically, sustainable marketing orientation (SMO) has a positive and significant effect on consumer trust (CT) and on sustainable performance (SP). In addition, consumer trust also has a positive and significant effect on sustainable performance. Thus, the three direct hypotheses (H1-H3) are accepted. The use of p-values and bootstrap confidence intervals follows the latest recommendations in drawing causal inferences in PLS-SEM (Sarstedt et al., 2022).

**Table 5. Coefficient of Determination (R<sup>2</sup>)**

Endogenous Construct	R <sup>2</sup>	Evaluation
CT	0,6778	Substantial
SP	0,7993	Substantial

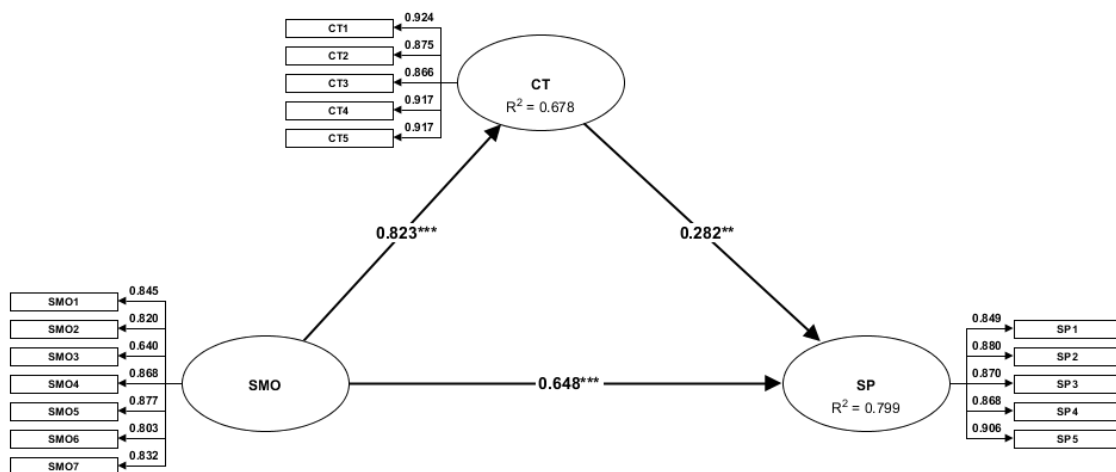
Table 5 presents R<sup>2</sup> values of 0.6778 and 0.7993, indicating high model explanatory power. In the context of SEM-PLS, an R<sup>2</sup> value of 0.75 is categorized as high, 0.50 as moderate, and 0.25 as low. This classification is used to assess the substantive significance of structural models (Sarstedt et al., 2022).

**Table 6. Indirect Effects (Mediation)**

Mediation Pathway	Indirect Effects	p-value	Conclusion
SMO → CT → SP	0,2319	0,0093	Partial mediation

Table 6 summarizes the estimated indirect effects. The indirect effect of SMO on SP through CT is positive and statistically significant. At the same time, the direct path from SMO to SP remains significant, indicating a pattern of partial mediation. These findings are consistent with the modern mediation perspective that emphasizes the significance of indirect effects over the traditional dichotomy of full versus partial mediation (Sarstedt et al., 2022; Zhao et al., 2010). Based on these results, the mediation hypothesis (H4) is accepted. Overall, all four hypotheses proposed, namely three direct paths and one mediation path, are empirically supported.

The structural model of the PLS-SEM estimation results using ADANCO is shown in Figure 2. The figure shows the path coefficients and R<sup>2</sup> values that describe the strength of the influence and the model's ability to explain sustainable performance.



**Figure 2. Results of the ADANCO PLS-SEM Structural Model**

## DISCUSSION

### The Effect of Sustainable Marketing Orientation on Sustainable Performance

The results of the structural model testing show that sustainable marketing orientation has a positive and highly significant effect on sustainable performance ( $\beta = 0.6477$ ;  $p < 0.000$ ) with a high R<sup>2</sup> value (0.7993). Substantively, the magnitude of this coefficient indicates that sustainable marketing orientation is not merely a supporting factor, but rather the main driver of the sustainable

performance of organic vegetable producers. This finding confirms that the ability of producers to simultaneously integrate market orientation with economic, social, and environmental commitments is a prerequisite for the creation of stable sustainable performance. Within the triple bottom line framework used in this study (Elkington, 1998), sustainable marketing orientation functions as a strategic mechanism that aligns market demands with sustainability values, so that marketing activities not only generate short-term economic value but also social legitimacy and environmental sustainability.

Empirically, these findings reinforce and expand on the results of (Mitchell et al., 2010), (Leonidou et al., 2013), and (Papadas et al., 2017), which show that a sustainable marketing orientation contributes to organizational performance. However, unlike the context of large companies or the manufacturing sector examined in those studies, this research shows that in the context of small-scale organic agricultural producers, sustainable marketing orientation has a much more dominant influence. This indicates that when physical and financial resources are limited, a sustainability-based strategic orientation becomes a key source of competitive advantage in maintaining business sustainability, as also indicated by (Cuevas-Vargas et al., 2022) and (Hermundsdottir & Aspelund, 2022).

#### **The Effect of Sustainable Marketing Orientation on Consumer Trust**

The analysis results show that sustainable marketing orientation has a very strong effect on consumer trust ( $\beta = 0.8233$ ;  $p < 0.000$ ), with an R2 value of 0.6778. This finding indicates that consumer trust in organic products is mainly shaped by perceptions of the consistency and commitment of producers in implementing sustainability principles. In the context of organic products as credence goods, consumers do not have the ability to directly verify the production process and sustainability claims, so they are highly dependent on the signals emitted by producers through sustainable marketing orientation and practices that are carried out continuously and consistently.

In line with signaling theory (Spence, 1973), sustainable marketing orientation serves as a strategic signal that can reduce information asymmetry between producers and consumers. This orientation is

institutional and long-term, so it has a higher level of credibility than short-term marketing messages, and serves as a reputational foundation in building consumer trust. These findings are consistent with research by Dellyana & Aldianto (2024), Rastogi et al. (2024), and Palisetty et al. (2025), which confirms that a sustainable marketing orientation is an important determinant in the formation and maintenance of consumer trust.

#### **The Effect of Consumer Trust on Sustainable Performance**

The results of hypothesis testing show that consumer trust has a positive and significant effect on sustainable performance ( $\beta = 0.2817$ ;  $p = 0.0058$ ). Although the magnitude of this influence is smaller than that of sustainable marketing orientation, its significance indicates that consumer trust is an important relational mechanism in explaining the sustainable performance of producers. Trust enables the formation of stable long-term relationships, reduces

demand uncertainty, and encourages sustainable market loyalty and support. This finding is in line with (Morgan M & Hunt D, 1994), which places trust as the main foundation of marketing relationships, and reinforces the results of (Y. Chen & Chang, 2013) and (Rahman et al., 2020), which show that consumer trust contributes to company performance.

The main contribution of this study lies in expanding the role of consumer trust from merely a predictor of individual behavior to a determinant of sustainable performance that encompasses economic, social, and environmental dimensions, as also indicated by (Wang et al., 2023) in the context of sustainability.

### **The Role of Consumer Trust Mediation in the Relationship between Sustainable Marketing Orientation and Sustainable Performance**

The mediation analysis results show that sustainable marketing orientation has a positive and significant direct effect on sustainable performance through consumer trust ( $\beta$  indirect = 0.2319;  $p = 0.0093$ ), while the direct effect remains significant. This pattern indicates partial mediation, which conceptually shows that consumer trust is not the only channel of influence of sustainable marketing orientation on sustainable performance, but functions as a relational mechanism that strengthens and accelerates the conversion of this strategic orientation into tangible performance outcomes. Sustainable marketing orientation provides a framework of values, practices, and behavioral consistency for producers, while consumer trust determines the extent to which this framework is translated into sustainable market support.

### **These findings expand on the research of Nyilasy et al. (2014)**

and (de Sio et al., 2022) who place trust as a mediator in the context of sustainability practices, showing that in the context of small-scale organic agricultural producers, sustainable marketing orientation still has a strong direct influence on sustainability performance. Thus, the partial mediation found reflects the existence of two simultaneously running influence paths, namely the structural path through sustainable marketing orientation and the relational path through consumer trust. This finding has important theoretical implications by confirming that the success of sustainable marketing strategies depends not only on the formation of trust, but also on the ability of producers to internalize sustainability as a consistent and long-term strategic orientation.

## **CONCLUSION AND RECOMMENDATIONS**

This study shows that sustainable marketing orientation significantly affects the sustainable performance of organic vegetable producers in Ambon City. These findings confirm that a marketing orientation focused on sustainability can increase consumer trust, which in turn strengthens the relationship between producers and consumers. Consumer trust has been proven to be an important mediator in improving sustainable performance, indicating that sustainability in marketing not only impacts economic performance but also the social and environmental sustainability of the company. Thus, a properly implemented sustainable marketing orientation can strengthen the company's long-term competitiveness and create more stable relationships with consumers.

Based on these findings, it is recommended that organic vegetable producers strengthen their sustainable marketing orientation by paying attention to transparency in sustainability claims and ensuring consistency in communication with consumers. Producers need to provide clear and verifiable evidence to increase consumer confidence, which will strengthen loyalty and market stability. Additionally, to support sustainable performance, producers must focus not only on financial gains but also on the social and environmental impacts of their products. Building long-term, mutually beneficial relationships with consumers through sustainable marketing can be the key to long-term success.

### **FURTHER RESEARCH**

This study has limitations in terms of its geographical scope, which is restricted to organic vegetable producers in Ambon City. Therefore, further research should involve a broader and more diverse sample, covering various regions and other sectors in the agricultural industry organic. This is important in order to obtain a more comprehensive picture of the implementation of sustainable marketing orientation at a broader and different level. Further research could also explore external factors that may influence marketing sustainability, such as government policy, international market access, and the increasingly relevant impact of climate change on the agricultural sector.

In addition, a more in-depth study of the role of digital technology in accelerating the implementation of sustainable marketing orientation is very important. Technology can support greater transparency and communication between producers and consumers, as well as strengthen sustainability efforts in marketing. Long-term research examining the long-term sustainability impact of sustainable marketing on company performance, as well as changes in consumer perceptions and market behavior, is also highly recommended to provide further insight into the sustainability and effectiveness of sustainable marketing strategies.

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