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The Influence Of The Green Economy And Food Self-Sufficiency On Healthy Consumption Literacy Among The Community In Sayum Sabah Village

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ABSTRACT

The transition toward sustainable development has increased the importance of integrating environmental sustainability, food self-sufficiency, and healthy consumption within rural communities. The green economy encourages environmentally responsible economic activities, while food self-sufficiency strengthens the capacity of communities to utilize and manage local food resources. However, the extent to which these factors contribute to healthy consumption literacy at the village level remains relatively underexplored. This study aims to examine the influence of the green economy and food self-sufficiency on healthy consumption literacy among the community in Sayum Sabah Village. This research employed a quantitative approach with an associative research design. Data were collected through questionnaires using a five-point Likert scale from 100 respondents selected through purposive sampling. The data were analyzed using multiple linear regression with the assistance of IBM SPSS Statistics 27. The research instrument was tested for validity using Pearson Product Moment and reliability using Cronbach's Alpha. Classical assumption tests included the Kolmogorov-Smirnov normality test, multicollinearity test, and Glejser heteroscedasticity test. The results indicate that the green economy has a positive and significant effect on healthy consumption literacy, with a regression coefficient of 0.463, t-value of 5.646, and significance value of 0.000. Food self-sufficiency also has a positive and significant effect, with a

regression coefficient of 0.371, t-value of 4.314, and significance value of 0.000. Furthermore, the simultaneous test demonstrates that the green economy and food self-sufficiency significantly influence healthy consumption literacy, with an F-value of 72.318 and significance value of 0.000. The coefficient of determination (R^2) of 0.599 indicates that the two independent variables jointly explain 59.9% of the variation in healthy consumption literacy. These findings demonstrate that strengthening environmentally sustainable economic practices and local food self-sufficiency can contribute substantially to improving healthy consumption literacy in rural communities. The study highlights the importance of integrating environmental, food, and health dimensions into sustainable village development policies.

INTRODUCTION

Changes in people's consumption patterns, environmental degradation, and the increasing need for safe and nutritious food are important issues in sustainable development (Effendi & Shunhaji, 2021). Economic development today is no longer only oriented towards increasing income and production, but is also required to be able to maintain a balance between economic interests, environmental sustainability and community welfare (LUBIS, SIREGAR, et al., 2026). In this context, the concept of a green economy is a strategic approach because it encourages economic activities that are more efficient in the use of resources, reduces negative impacts on the environment, and improves the quality of people's lives (LUBIS, WIJAYA, et al., 2026). The implementation of a green economy at the rural community level is becoming increasingly important because most of the community's economic activities are still closely related to the use of natural resources, agriculture, food and the surrounding environment (Siagian et al., 2026). Sayum Sabah Village as a rural area has the potential for local resources that can be developed to support economic development based on the environment and local food (Syahvira et al., 2024) (Segara et al., 2023).

Community activities related to agriculture, land use, natural resource management, and meeting household food needs are an important part of the community's economic life (Lubis, Mahyundari, et al., 2025). However, the existence of local food resources does not automatically indicate that the community has sustainable production and consumption patterns (Sihaloho et al., 2025). Utilization of local resources without knowledge of environmental sustainability can lead to waste of resources, increased waste, and decreased environmental quality (Pasaribu et al., 2025). Therefore, the application of green economic principles at the village level needs to be linked to the community's ability to choose and consume food healthily (Putra et al., 2024).

Another relevant phenomenon is the issue of community food self-sufficiency. Food self-sufficiency is not only related to the availability of sufficient food, but also to a community's ability to produce, access, manage, and utilize local food sources sustainably. Communities with diverse local food sources have a greater opportunity to meet household food needs without relying entirely on supplies from outside the region (Lubis, Effendi, et al., 2023). However, food availability is not necessarily followed by the community's ability to choose healthy food (Mayzira et al., 2026). Food that is readily available and easily obtained may have low nutritional content or be consumed without considering nutritional balance, food safety, hygiene, and individual health needs (Effendi et al., 2023). This condition shows the importance of healthy consumption literacy in people's lives (Lubis, Effendi, Sembiring, et al., 2025).

Healthy consumption literacy refers to an individual's ability to obtain, understand, evaluate, and use information related to food and health in making consumption decisions (Silva, 2023). Literacy is not only related to knowledge about nutritious food, but also the ability to

understand food information, recognize food quality and safety, choose food that suits the body's needs, and apply this knowledge in everyday life. Low levels of healthy consumption literacy can cause people to more easily choose food based on price, taste, ease of obtaining, or consumption habits rather than based on nutritional value and food safety (De Ridder et al., 2017).

In the context of Sayum Village, Sabah, there is an interesting phenomenon to study, namely the potential for local food sources and community economic activities related to the environment, but it cannot be ascertained to what extent these conditions have encouraged the formation of healthy consumption literacy (Segara et al., 2024). People can have access to locally produced food, but consumption decisions can still be influenced by habits, preferences, prices, available information, and the level of understanding of food content and benefits (Lubis, Muliono, et al., 2025). Similarly, economic practices that utilize local resources do not necessarily directly shape public awareness of healthy and sustainable food choices. This phenomenon provides an important basis for examining the relationship between the green economy, food independence, and healthy consumption literacy.

The relationship between the green economy and healthy consumption literacy can be explained through changes in people's behavior in utilizing resources and choosing the products they consume (Nasib et al., 2023). As sustainability principles begin to be applied in economic activities, it is hoped that people will become more aware of the impacts of production and consumption on the environment and health. This awareness can encourage people to choose safer, higher-quality, local, and environmentally friendly food (Mutahajjid et al., 2024). Thus, a green economy not only has environmental and economic dimensions but can also have implications for people's consumption behavior. Furthermore, food independence can create an environment that is more supportive of healthy consumption literacy. The availability and diversity of local foods provide opportunities for people to learn about food sources, understand their characteristics, and make food choices that meet their health needs (Lubis, Effendi, Rosalina, et al., 2025). Communities directly involved in food production and utilization also have the potential to have better knowledge about the origins, quality, safety, and benefits of food. Thus, food self-sufficiency can be viewed not only as the ability to meet food needs but also as a factor that has the potential to shape healthier consumption behavior (Lubis, Apriliya, et al., 2023).

However, the relationship between the green economy, food independence, and healthy consumption literacy still requires empirical testing, especially in the context of rural communities. Many studies on the green economy emphasize aspects of sustainable economic growth, resource efficiency, clean energy, and environmental protection (Dzwigol et al., 2023) (Kasztelan, 2017). Meanwhile, research on food independence generally discusses food availability, agricultural production, household food security and access to food (Silvestri et al., 2015). Studies specifically linking these two aspects to healthy consumption literacy at the village level are still relatively limited. This situation opens up research opportunities to gain a more comprehensive understanding of the factors that can shape communities' ability to make healthy food consumption decisions.

Based on this gap, this study positions the green economy and food self-sufficiency as two factors suspected of influencing healthy consumption literacy in the community. This approach provides a different perspective because healthy consumption literacy is not only viewed as a matter of individual knowledge, but also as part of the economic environment and the community's food system. By testing these two variables simultaneously, this study is expected to provide empirical evidence regarding the extent to which environmentally oriented economic development and the community's ability to meet food needs can contribute to increasing healthy consumption literacy. Research in Sayum Village, Sabah, is important because the characteristics of rural communities provide a relevant context for examining the relationship between local resources, economic activities, food systems, and consumption behavior.

The results of the study are expected to not only provide academic contributions to the development of studies on the green economy, food self-sufficiency, and healthy consumption behavior, but also provide practical information for the village government and stakeholders in designing community empowerment programs that integrate environmental, food, and health aspects.

LITERATURE REVIEW

Green Economy

The green economy has emerged as an important paradigm for promoting economic development while maintaining environmental sustainability and improving social well-being (Adamowicz, 2022). The concept emphasizes the integration of economic activities with environmental protection, efficient resource utilization, and inclusive development. Rather than focusing solely on economic growth, a green economy seeks to ensure that economic activities generate value without causing excessive environmental degradation or depletion of natural resources (Mayzira et al., 2026). The United Nations Environment Programme (UNEP) defines the green economy as an economy that improves human well-being and social equity while significantly reducing environmental risks and ecological scarcities. This perspective positions environmental sustainability as an integral component of economic development.At the community level, the implementation of a green economy can be reflected in the efficient use of natural resources, environmentally friendly production, waste reduction, utilization of renewable resources, and development of local economic activities that preserve the surrounding ecosystem. In rural communities, these practices are particularly relevant because household livelihoods are often closely connected to agriculture, natural resources, and local food systems. Consequently, the transition toward environmentally sustainable economic practices may influence not only environmental quality but also the availability and quality of resources used to meet household consumption needs.The green economy is also closely related to sustainable food systems. Environmentally responsible agricultural practices, local resource utilization, reduced dependence on environmentally harmful inputs, and minimization of food waste can contribute to more sustainable patterns of food production and consumption (Izzah & Lubis, 2025). From this perspective, the green economy provides an enabling environment for communities to develop greater awareness of the relationship between environmental sustainability, food quality, and human well-being.For rural communities, green economic practices may therefore contribute to the development of knowledge and awareness concerning healthy consumption. When communities become more familiar with environmentally friendly production and local food resources, they may become more attentive to the origin, quality, safety, nutritional value, and environmental implications of the food they consume. Thus, green economy practices can potentially strengthen healthy consumption literacy by connecting environmental awareness with everyday consumption decisions.

Food Self-Sufficiency

Food self-sufficiency refers to the capacity of individuals, households, or communities to meet their food requirements through their own production and the utilization of locally available food resources (Novotny et al., 2021). Food self-sufficiency is an important component of sustainable rural development because it can reduce excessive dependence on external food supplies while strengthening local food systems. In rural areas, food self-sufficiency may be supported through household farming, utilization of local agricultural products, diversification of food sources, and community-based food production. Food self-sufficiency should not merely be understood as the ability to produce sufficient quantities of food. It also involves the ability of communities to manage food resources effectively and sustainably. A self-sufficient food system should provide adequate, accessible, diverse, safe, and nutritious food while maintaining the

productive capacity of local resources (Çakmakç\i et al., 2023). Therefore, food self-sufficiency has both economic and social dimensions that may influence household food choices and consumption patterns.The relationship between food self-sufficiency and healthy consumption can be particularly important in rural communities. Greater access to locally produced food may provide households with opportunities to consume fresher and more diverse food products. Furthermore, direct involvement in food production can increase people's understanding of food sources, production processes, nutritional characteristics, and food safety. Such experiences may contribute to the development of knowledge and skills that are essential for making informed food consumption decisions. Food self-sufficiency can also strengthen community awareness of local food resources. Communities that understand the availability and nutritional potential of local agricultural products may be more capable of selecting healthy food alternatives (Noort et al., 2022). Accordingly, food self-sufficiency is not only an indicator of the capacity to meet food needs but may also serve as a mechanism for improving food-related knowledge, awareness, and decision-making.

Healthy Consumption Literacy

Healthy consumption literacy refers to an individual's or community's ability to obtain, understand, evaluate, and apply information related to healthy food consumption (Perry et al., 2017). It encompasses more than basic nutritional knowledge because it involves the ability to translate information into appropriate consumption decisions (Sormin et al., 2026). Healthy consumption literacy may include knowledge of nutritional content, food safety, food quality, healthy dietary choices, food labels, and the potential health consequences of consuming particular foods.The development of healthy consumption literacy is increasingly important because consumers face a wide range of food choices and information sources. Food products available in the market may differ considerably in nutritional composition, processing methods, safety, and health implications. Consumers therefore require sufficient knowledge and evaluative skills to distinguish between healthy and less healthy alternatives. In this context, literacy becomes an important foundation for responsible and health-oriented consumption behavior. Healthy consumption literacy can also be influenced by the social and environmental context in which individuals live (Manna et al., 2024). Communities with strong access to local food resources and greater awareness of sustainable production practices may have more opportunities to develop practical knowledge about healthy food. Consequently, food literacy should be understood not only as an individual cognitive capacity but also as a community-level capability shaped by food environments and local resource systems.In the context of Sayum Sabah Village, healthy consumption literacy is particularly relevant because local communities may rely significantly on agricultural and natural resources. The ability to recognize healthy local food products, understand their nutritional value, assess food safety, and make appropriate consumption decisions can contribute to improved household well-being. Therefore, examining the determinants of healthy consumption literacy provides an important basis for understanding how sustainable economic and food practices can contribute to healthier communities.

Green Economy and Healthy Consumption Literacy

The green economy emphasizes environmentally responsible production and consumption, efficient resource utilization, and sustainable management of natural resources (Siagian et al., 2026). These principles may influence the way communities perceive and evaluate food products. When environmentally sustainable practices become part of local economic activities, communities may develop greater awareness of the relationship between production methods, environmental quality, food safety, and human health.Green economic practices can encourage consumers to pay greater attention to the environmental and health characteristics of products (Hasanah et al., 2026). For example, the use of environmentally friendly agricultural practices, reduction of chemical inputs, waste minimization, and utilization of local resources can

provide communities with practical knowledge concerning the quality and sustainability of food. This knowledge may subsequently strengthen their ability to make healthier consumption choices.Based on this argument, the implementation of green economy principles is expected to contribute positively to healthy consumption literacy. Communities that are more exposed to sustainable economic practices may possess greater awareness of food quality, environmental impacts, nutritional considerations, and responsible consumption. Therefore, the following hypothesis is proposed:

H1: Green economy has a positive and significant influence on healthy consumption literacy among the community in Sayum Sabah Village.

Food Self-Sufficiency and Healthy Consumption Literacy

Food self-sufficiency can provide communities with greater control over the availability, source, and quality of their food (Bingham et al., 2022). Households that participate directly in food production may acquire practical knowledge regarding cultivation, harvesting, processing, storage, and preparation. Such knowledge can increase awareness of food quality and safety and support more informed consumption decisions.Furthermore, food self-sufficiency can increase the availability of diverse local food products. Access to diverse food sources may enable households to select foods according to nutritional needs rather than relying predominantly on externally supplied processed products (Qureshi et al., 2015). The experience of producing and consuming local food may also strengthen people's understanding of the nutritional and health benefits of particular food products.Therefore, food self-sufficiency is expected to have a positive relationship with healthy consumption literacy. Communities with stronger food self-sufficiency may possess greater practical knowledge and awareness regarding food sources, nutritional quality, safety, and healthy consumption practices.

Based on this reasoning, the second hypothesis is formulated as follows:

H2: Food self-sufficiency has a positive and significant influence on healthy consumption literacy among the community in Sayum Sabah Village.

Green Economy, Food Self-Sufficiency, and Healthy Consumption Literacy

The relationship between green economy, food self-sufficiency, and healthy consumption literacy can be understood through the perspective of sustainable community development. A green economy promotes environmentally responsible economic activities, while food self-sufficiency strengthens local food systems and the capacity of communities to meet their food needs (Wronka-Pośpiech & Twaróg, 2025). Together, these two dimensions can create an environment that supports the development of food-related knowledge and healthier consumption decisions.The interaction between environmental sustainability and food self-sufficiency is particularly relevant in rural communities. Sustainable production practices can protect the natural resources required for local food production, while food self-sufficiency can reduce excessive dependence on external food systems. When communities simultaneously develop environmentally responsible economic practices and strengthen local food production, they may become more knowledgeable about the origin, quality, safety, and nutritional characteristics of food.Consequently, green economy and food self-sufficiency can jointly contribute to healthy consumption literacy. The combination of environmental awareness, sustainable resource management, local food production, and food-related knowledge may encourage communities to make more informed and health-oriented consumption decisions.

Therefore, the following hypothesis is proposed:

H3: Green economy and food self-sufficiency simultaneously have a positive and significant influence on healthy consumption literacy among the community in Sayum Sabah Village.

Conceptual Framework

Based on the preceding theoretical arguments, this study proposes that green economy and food self-sufficiency function as independent variables that influence healthy consumption literacy as the dependent variable.The conceptual framework can be represented as follows:Green Economy (X1) → Healthy Consumption Literacy (Y)Food Self-Sufficiency (X2) → Healthy Consumption Literacy (Y)Thus, the empirical model examines both the partial and simultaneous effects of green economy and food self-sufficiency on healthy consumption literacy among the community in Sayum Sabah Village.

METHODS

Research Methods

This study uses a quantitative approach with an associative research type to analyze the influence of Green Economy (X1) and Food Independence (X2) on Healthy Consumption Literacy (Y) in the Sayum Sabah Village community. The research sample consisted of 100 respondents selected using purposive sampling based on the criteria of minimum age 18 years, domiciled in the research area, and experienced in determining household food consumption. Data were collected through a questionnaire with a Likert scale of 1–5 and analyzed using multiple linear regression with the help of IBM SPSS Statistics 27. The instrument was tested through validity and reliability tests, then continued with classical assumption tests including normality, multicollinearity, and heteroscedasticity. The analysis was used to ensure the feasibility of the model and determine the magnitude of the influence of Green Economy and Food Independence on Healthy Consumption Literacy.

RESULTS

Validity Test Results

The validity test was conducted to determine whether each questionnaire item was able to measure the intended research construct. The validity test employed the Pearson Product Moment correlation. With a total of 100 respondents and a significance level of 5%, the critical value of the correlation coefficient was determined based on the sample size. An item was considered valid when the calculated correlation coefficient (r-count) was greater than the critical value (r-table) and the significance value was below 0.05.The validity test was performed for all indicators measuring Green Economy (X1), Food Self-Sufficiency (X2), and Healthy Consumption Literacy (Y). Based on the test results, all questionnaire items demonstrated correlation coefficients above the required threshold and significance values below 0.05. Therefore, all items were declared valid and suitable for further statistical analysis.

Table 1. Validity Test Results

Variable	Number of Items	Valid Items	Decision
Green Economy (X1)	10	10	Valid
Food Self-Sufficiency (X2)	10	10	Valid
Healthy Consumption Literacy (Y)	10	10	Valid

The results indicate that the questionnaire items adequately represent the dimensions of each research variable. Consequently, the instrument can be used to analyze the influence of Green Economy and Food Self-Sufficiency on Healthy Consumption Literacy.

Reliability Test Results

The reliability test was conducted using Cronbach's Alpha to assess the internal consistency of the questionnaire. An instrument is generally considered reliable when the Cronbach's Alpha coefficient exceeds 0.70.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Decision
Green Economy (X1)	0.891	> 0.70	Reliable
Food Self-Sufficiency (X2)	0.876	> 0.70	Reliable
Healthy Consumption Literacy (Y)	0.905	> 0.70	Reliable

As presented in Table 2, all variables obtained Cronbach's Alpha values above 0.70. The highest reliability coefficient was obtained by Healthy Consumption Literacy (Y), with a Cronbach's Alpha value of 0.905, followed by Green Economy (X1) at 0.891 and Food Self-Sufficiency (X2) at 0.876. These results indicate that the research instrument has good internal consistency and can be considered reliable for further analysis.

Classical Assumption Tests

Classical assumption tests were conducted before estimating the multiple linear regression model. The tests included the normality test, multicollinearity test, and heteroscedasticity test.

Normality Test

The normality test was performed using the Kolmogorov-Smirnov test. The purpose of this test was to determine whether the residuals of the regression model followed a normal distribution.

Table 3. Kolmogorov-Smirnov Normality Test

Test	Asymp. Sig. (2-tailed)	Standard	Decision
Kolmogorov-Smirnov	0.200	> 0.05	Normal

Based on Table 3, the significance value of the Kolmogorov-Smirnov test was 0.200, which is greater than 0.05. Therefore, the residual data were normally distributed. This result indicates that the normality assumption required for multiple linear regression was fulfilled.

Multicollinearity Test

The multicollinearity test was conducted using Tolerance and Variance Inflation Factor (VIF) values. A regression model is considered free from multicollinearity when the tolerance value is greater than 0.10 and the VIF value is less than 10.

Table 4. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Decision
Green Economy (X1)	0.684	1.462	No multicollinearity
Food Self-Sufficiency (X2)	0.684	1.462	No multicollinearity

The results show that both independent variables have tolerance values greater than 0.10 and VIF values below 10. Thus, there is no indication of multicollinearity between Green Economy and Food Self-Sufficiency. The two independent variables can therefore be simultaneously included in the multiple linear regression model.

Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser test. The purpose was to determine whether the regression residuals had unequal variances. A significance value greater than 0.05 indicates that the model does not suffer from heteroscedasticity.

Table 5. Glejser Heteroscedasticity Test

Independent Variable	Sig.	Standard	Decision
Green Economy (X1)	0.428	> 0.05	No heteroscedasticity
Food Self-Sufficiency (X2)	0.617	> 0.05	No heteroscedasticity

The results indicate that the significance values for both Green Economy and Food Self-Sufficiency are greater than 0.05. Therefore, the regression model does not exhibit heteroscedasticity. This indicates that the residual variance is relatively constant across the observations.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the effect of Green Economy (X1) and Food Self-Sufficiency (X2) on Healthy Consumption Literacy (Y).

Table 6. Multiple Linear Regression Results

Variable	B	Std. Error	t-value	Sig
Constant	5.214	2.184	2.387	0.019
Green Economy (X1)	0.463	0.082	5.646	0.000
Food Self-Sufficiency (X2)	0.371	0.086	4.314	0.000

Based on Table 6, the multiple linear regression equation can be formulated as follows:

$$Y = 5.214 + 0.463X1 + 0.371X2 + \varepsilon$$

The equation indicates that the coefficient of Green Economy is 0.463. This means that a one-unit increase in Green Economy is associated with an increase of 0.463 units in Healthy Consumption Literacy, assuming Food Self-Sufficiency remains constant.Meanwhile, the coefficient of Food Self-Sufficiency is 0.371. This indicates that a one-unit increase in Food Self-Sufficiency is associated with an increase of 0.371 units in Healthy Consumption Literacy, assuming Green Economy remains constant.The positive regression coefficients indicate that both Green Economy and Food Self-Sufficiency have a positive relationship with Healthy Consumption Literacy.

Partial Test (t-Test)

The t-test was conducted to examine the partial effect of each independent variable on Healthy Consumption Literacy.

Table 7. Partial Test Results

Hypothesis	Variable	t-value	Sig.	Decision
H1	Green Economy → Healthy Consumption Literacy	5.646	0.000	Supported
Green Economy (X1)	Food Self-Sufficiency → Healthy Consumption Literacy	4.314	0.000	Supported

The results show that Green Economy has a positive and significant effect on Healthy Consumption Literacy, with a significance value of 0.000 < 0.05. Therefore, H1 is supported.Food Self-Sufficiency also has a positive and significant effect on Healthy Consumption Literacy, as indicated by a significance value of 0.000 < 0.05. Therefore, H2 is supported.Among the two independent variables, Green Economy has a relatively larger regression coefficient and t-value. This suggests that Green Economy may have a stronger partial contribution to Healthy Consumption Literacy than Food Self-Sufficiency.

Simultaneous Test (F-Test)

The F-test was conducted to determine whether Green Economy and Food Self-Sufficiency simultaneously influence Healthy Consumption Literacy.

Table 8. Simultaneous F-Test

Model	F-value	Sig.	Decision
Regression	72.318	0.000	Significant

The results show that the F-test produces a significance value of 0.000, which is below 0.05. Therefore, Green Economy and Food Self-Sufficiency simultaneously have a significant effect on Healthy Consumption Literacy. Thus, H3 is supported.This finding indicates that the combination of environmentally sustainable economic practices and community food self-sufficiency contributes significantly to differences in healthy consumption literacy among the community in Sayum Sabah Village

Coefficient of Determination (R^2)

The coefficient of determination was used to determine the extent to which Green Economy and Food Self-Sufficiency explain the variation in Healthy Consumption Literacy.

Table 9. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.774	0.599	0.591	3.214

The results indicate an R Square value of 0.599. This means that Green Economy and Food Self-Sufficiency jointly explain approximately 59.9% of the variation in Healthy Consumption Literacy. The remaining 40.1% is explained by other factors that are not included in the present research model.The relatively high R^2 value suggests that the two independent variables provide a substantial contribution to explaining differences in Healthy Consumption Literacy among the community in Sayum Sabah Village.

Interpretation of Findings

The findings demonstrate that both Green Economy and Food Self-Sufficiency have significant positive effects on Healthy Consumption Literacy. The results suggest that the development of environmentally sustainable economic practices can contribute to strengthening people's understanding and ability to make healthy consumption decisions.The significant influence of Green Economy on Healthy Consumption Literacy indicates that environmental sustainability is not only relevant to ecological conditions but may also influence people's perceptions and decisions concerning food consumption. Sustainable utilization of local resources, reduction of environmental pollution, responsible production practices, and waste reduction can encourage communities to pay greater attention to the quality, safety, origin, and sustainability of the food they consume.

The positive effect of Food Self-Sufficiency indicates that communities with greater capacity to produce and manage their own food resources tend to have better healthy consumption literacy. Participation in local food production may provide practical knowledge about food sources, production processes, food quality, nutritional value, and food safety. Such knowledge can strengthen the ability of community members to evaluate food alternatives and make healthier consumption decisions.The simultaneous significance of Green Economy and Food Self-Sufficiency further indicates that healthy consumption literacy cannot be viewed solely as an individual matter. It is also influenced by the broader economic, environmental, and food systems within which communities operate. A sustainable local economy combined with stronger food self-sufficiency can create a supportive environment for developing healthier and more informed consumption practices.

The findings are particularly relevant to rural communities such as Sayum Sabah Village, where economic activities and household livelihoods may be closely connected to natural resources and local food production. Strengthening environmentally sustainable economic practices and local food systems may therefore provide not only environmental and economic benefits but also contribute to improving community knowledge and awareness concerning healthy food consumption. Overall, the findings support the proposed conceptual model and demonstrate that Green Economy (X1) and Food Self-Sufficiency (X2) are important determinants of Healthy Consumption Literacy (Y). The model explains a substantial proportion of the variation in the dependent variable, indicating that both variables should be considered in efforts to develop sustainable and health-oriented rural communities.

DISCUSSION

The Influence of Green Economy on Healthy Consumption Literacy

The findings demonstrate that the Green Economy has a positive and significant influence on Healthy Consumption Literacy among the community in Sayum Sabah Village. The regression coefficient of 0.463, supported by a t-value of 5.646 and a significance value of 0.000, indicates that improvements in green economic practices are associated with higher levels of healthy consumption literacy. The result supports H1 and confirms that environmental sustainability is not exclusively an ecological or economic issue but is also related to the development of community knowledge and awareness concerning food consumption. This finding can be explained from the perspective of the green economy, which emphasizes efficient resource utilization, environmental protection, sustainable production, waste reduction, and the integration of environmental considerations into economic activities.

When these principles become part of community economic practices, individuals are more likely to recognize the relationship between environmental quality, food production, food safety, and human health (Lubis, Effendi, Rosalina, et al., 2025). In rural communities, where household economic activities are frequently connected to agriculture and natural resources, the relationship between environmental sustainability and food consumption may become

particularly visible.The positive effect of Green Economy suggests that environmentally responsible practices may encourage individuals to become more selective and informed consumers. For example, awareness of the consequences of excessive chemical use, environmental pollution, improper waste disposal, and unsustainable resource exploitation can increase community attention to the quality and origin of food products. Such awareness can subsequently strengthen the ability to evaluate food choices based not only on price and availability but also on health, safety, quality, and environmental considerations.The finding is consistent with the broader sustainable consumption perspective, which emphasizes that consumption decisions are increasingly connected to environmental and social considerations (Pasaribu et al., 2025).

Consumers with greater awareness of sustainability may be more likely to consider the environmental consequences of products and their production processes. In the context of Sayum Sabah Village, this relationship indicates that environmental awareness developed through green economic activities can become an important foundation for improving healthy consumption literacy.Furthermore, the finding provides an important theoretical implication. Healthy consumption literacy should not be viewed solely as the result of individual nutritional knowledge. It can also develop through the broader environmental and economic context in which individuals live. A community that practices sustainable resource management and environmentally responsible economic activities may create a social environment that supports greater awareness of food quality, safety, and responsible consumption.Therefore, the significant influence of Green Economy indicates that strengthening green economic practices at the village level may generate benefits beyond environmental conservation. It can also contribute to the development of more informed and health-oriented consumption behavior among community members.

The Influence of Food Self-Sufficiency on Healthy Consumption Literacy

The results also demonstrate that Food Self-Sufficiency has a positive and significant influence on Healthy Consumption Literacy. The regression coefficient of 0.371, with a t-value of 4.314 and a significance value of 0.000, confirms that greater food self-sufficiency is associated with higher levels of healthy consumption literacy. Thus, H2 is supported.This finding suggests that the ability of households and communities to produce, access, manage, and utilize their own food resources can contribute to the development of food-related knowledge and awareness. Food self-sufficiency provides communities with greater proximity to food production processes, from cultivation and harvesting to processing, storage, preparation, and consumption. Direct exposure to these processes may provide practical learning experiences that cannot necessarily be obtained solely from external food markets.The relationship between Food Self-Sufficiency and Healthy Consumption Literacy can also be understood through the concept of food literacy. Food literacy involves the knowledge, skills, and abilities required to obtain, understand, evaluate, and use food appropriately to support health and well-being.

Communities with greater involvement in local food production may develop a better understanding of where their food comes from, how it is produced, what factors affect its quality, and how it should be processed and consumed.In Sayum Sabah Village, food self-sufficiency may therefore serve as a social and practical learning mechanism. When community members participate in agricultural activities or utilize locally available food resources, they gain direct experience regarding food quality, freshness, nutritional characteristics, and food safety. This experience can increase their ability to distinguish between healthier and less healthy food alternatives.The finding also indicates that local food systems can play an important role in strengthening healthy consumption literacy. Food self-sufficiency does not simply refer to producing sufficient quantities of food; it can also contribute to food diversification, local food utilization, and greater control over food sources. When communities have greater control over their food resources, they may have more opportunities to make consumption decisions based

on nutritional value, safety, and quality (Lubis et al., 2024). This finding is particularly important in rural development because strengthening local food production can simultaneously address economic, food, and health-related objectives (Amoak et al., 2022).

Programs designed to increase food self-sufficiency should therefore not focus exclusively on production quantity. They should also incorporate education concerning nutrition, food safety, sustainable production, food processing, and healthy consumption practices.The positive and significant effect of Food Self-Sufficiency consequently demonstrates that strengthening local food capacity may contribute to the cognitive and behavioral dimensions of healthy consumption. This provides evidence that food self-sufficiency can function not only as an economic or food-security strategy but also as a potential mechanism for improving community food knowledge and consumption literacy.

The Relative Contribution of Green Economy and Food Self-Sufficiency

The regression results show that Green Economy has a larger standardized contribution to Healthy Consumption Literacy than Food Self-Sufficiency, as reflected in its higher regression coefficient and t-value. The coefficient of Green Economy is 0.463 compared with 0.371 for Food Self-Sufficiency, while the corresponding t-values are 5.646 and 4.314, respectively.This result suggests that although both variables are important, environmental and economic sustainability practices may have a relatively stronger relationship with healthy consumption literacy in the context of Sayum Sabah Village. One possible explanation is that green economic practices influence a broader range of community activities, including production, resource utilization, waste management, environmental awareness, and consumption patterns.

Consequently, their influence may extend beyond food production and directly shape people's perceptions regarding sustainable and healthy consumption. Nevertheless, the difference between the two coefficients should not be interpreted as indicating that Food Self-Sufficiency is unimportant. The significant coefficient of 0.371 demonstrates that local food capacity remains a substantial factor in explaining healthy consumption literacy. Rather, the findings indicate that healthy consumption literacy may be strengthened most effectively when environmental sustainability and local food capacity are developed together.

The absence of multicollinearity, as indicated by a VIF value of 1.462 for both independent variables, further strengthens this interpretation. Green Economy and Food Self-Sufficiency represent related but empirically distinguishable dimensions (Gauly et al., 2025). This suggests that the two variables provide complementary information in explaining Healthy Consumption Literacy rather than measuring the same underlying construct.

The Simultaneous Influence of Green Economy and Food Self-Sufficiency on Healthy Consumption Literacy

The F-test results indicate that Green Economy and Food Self-Sufficiency simultaneously have a significant influence on Healthy Consumption Literacy, with an F-value of 72.318 and a significance value of 0.000. Therefore, H3 is supported.The simultaneous significance of the two independent variables provides evidence that healthy consumption literacy is influenced by a combination of environmental-economic practices and the strength of the local food system. This finding is theoretically important because it demonstrates that healthy consumption literacy should not be understood solely as an individual characteristic. Instead, it is embedded within a broader community system involving economic activities, environmental conditions, food availability, production practices, and local knowledge.

A community may possess nutritional knowledge, but the practical application of that knowledge can be constrained if healthy and safe food alternatives are not readily available. Similarly, a community may have abundant local food resources, but the benefits for health may be limited if community members lack sufficient knowledge to evaluate nutritional value, food safety, and appropriate consumption practices. The combination of green economic practices

and food self-sufficiency can therefore create a more supportive environment for translating knowledge into healthier consumption decisions.The finding is also relevant to the sustainable development perspective because it connects three dimensions of community development: environmental sustainability, food resilience, and human well-being. Green economic practices support the sustainability of natural resources, food self-sufficiency strengthens the resilience of local food systems, and healthy consumption literacy strengthens the capacity of individuals to make informed decisions concerning their health (Dushkova & Ivlieva, 2024).Thus, village-level development programs should avoid treating environmental programs, food programs, and health education as completely separate interventions. An integrated approach may generate greater benefits because improvements in one dimension can reinforce improvements in the others.

Explanatory Power of the Research Model

The coefficient of determination provides further evidence concerning the explanatory capacity of the proposed model. The R^2 value of 0.599 indicates that Green Economy and Food Self-Sufficiency jointly explain 59.9% of the variation in Healthy Consumption Literacy. The remaining 40.1% is attributable to other factors that are not included in the present research model.An R^2 value of 59.9% indicates substantial explanatory power for a behavioral and social research model. The result demonstrates that environmental-economic practices and local food capacity constitute important dimensions in understanding differences in healthy consumption literacy among the community. However, the unexplained 40.1% also indicates that healthy consumption literacy is multidimensional.

Other factors may include formal education, household income, nutritional knowledge, health awareness, access to health information, family influence, cultural food practices, exposure to digital information, food prices, accessibility of healthy food, and individual attitudes toward health.This finding provides an important direction for future research. Subsequent studies could incorporate additional variables related to nutritional knowledge, health awareness, digital food literacy, socioeconomic characteristics, or food accessibility (Mancone et al., 2024). Such an approach could provide a more comprehensive explanation of the determinants of healthy consumption literacy.

Theoretical Implications

The findings contribute to the literature by demonstrating that healthy consumption literacy can be examined from a broader sustainable community development perspective. Existing discussions of consumption literacy frequently emphasize individual knowledge, nutritional awareness, and consumer decision-making. The present study extends this perspective by demonstrating that community-level environmental and food-system conditions are also associated with healthy consumption literacy.

The significant effects of Green Economy and Food Self-Sufficiency suggest that the development of healthy consumption literacy involves both cognitive capacity and contextual support. Individuals need sufficient knowledge to make healthy decisions, but the surrounding economic, environmental, and food systems can facilitate or constrain the application of that knowledge.

The study therefore contributes to the integration of the green economy perspective with food literacy and sustainable consumption research. The empirical model indicates that environmentally sustainable economic practices and food self-sufficiency can be considered important antecedents of healthy consumption literacy in a rural community context.

CONCLUSION

This study concludes that Green Economy and Food Self-Sufficiency have positive and significant effects on Healthy Consumption Literacy among the community in Sayum Sabah Village. The validity and reliability tests demonstrate that the research instruments are valid and reliable, while the classical assumption tests confirm that the multiple linear regression model satisfies the required statistical assumptions.The results of the partial hypothesis testing indicate that Green Economy has a positive and significant effect on Healthy Consumption Literacy, as demonstrated by a regression coefficient of 0.463, a t-value of 5.646, and a significance value of 0.000. This finding indicates that stronger implementation of environmentally responsible economic practices is associated with higher levels of community literacy concerning healthy food consumption. Sustainable resource utilization, environmental protection, waste reduction, and environmentally responsible production practices can encourage community members to pay greater attention to food quality, safety, origin, and health implications.

Food Self-Sufficiency also has a positive and significant effect on Healthy Consumption Literacy, with a regression coefficient of 0.371, a t-value of 4.314, and a significance value of 0.000. This result demonstrates that communities with greater capacity to produce, access, manage, and utilize local food resources tend to have better knowledge and awareness regarding healthy food consumption. Food self-sufficiency therefore represents not only an important dimension of food resilience but also a potential mechanism for strengthening community food knowledge and informed consumption decisions.The simultaneous test further confirms that Green Economy and Food Self-Sufficiency jointly have a significant influence on Healthy Consumption Literacy, with an F-value of 72.318 and a significance value of 0.000. The coefficient of determination (R^2) of 0.599 indicates that the two independent variables jointly explain 59.9% of the variation in Healthy Consumption Literacy, while the remaining 40.1% may be explained by other factors not included in the present model. These findings demonstrate that the proposed model has substantial explanatory power in understanding healthy consumption literacy within the rural community context.

The findings also indicate that Green Economy has a relatively stronger partial contribution than Food Self-Sufficiency, as reflected in its higher regression coefficient and t-value. Nevertheless, both variables make significant and complementary contributions. This suggests that improving healthy consumption literacy requires not only individual knowledge and awareness but also a supportive economic, environmental, and food-system context.From a practical perspective, the findings suggest that village development policies should integrate green economic practices, food self-sufficiency programs, and healthy consumption education. Efforts to strengthen local food production should be accompanied by nutrition education, food safety awareness, sustainable agricultural practices, food diversification, waste reduction, and responsible resource management. Such an integrated approach can strengthen the capacity of rural communities to make healthier and more informed consumption decisions while simultaneously supporting environmental sustainability and local food resilience.

Theoretically, this study contributes to the literature by positioning Healthy Consumption Literacy within a broader sustainable community development framework. Rather than viewing consumption literacy solely as an individual cognitive outcome, the findings demonstrate that environmental-economic practices and local food-system capacity are important contextual factors associated with the development of healthy consumption literacy.Despite its contributions, this study is limited to 100 respondents in Sayum Sabah Village and focuses only on Green Economy and Food Self-Sufficiency as explanatory variables. The remaining 40.1% of unexplained variation indicates the possibility of other determinants, such as nutritional knowledge, education, household income, health awareness, food accessibility, digital literacy, cultural food practices, and consumer attitudes. Future research is therefore encouraged to incorporate these variables and examine the proposed relationships using larger samples and

broader geographical settings. Future studies may also employ mediation or moderation models to provide a more comprehensive understanding of the mechanisms through which sustainable economic and food-system factors influence healthy consumption literacy.Overall, the study demonstrates that strengthening the green economy and food self-sufficiency simultaneously can contribute substantially to the development of healthier, more informed, and more sustainable rural communities. The integration of environmental sustainability, local food resilience, and health-oriented consumption should therefore become an important component of community empowerment and sustainable rural development..

SUGGESTION

This study provides empirical evidence regarding the influence of Green Economy and Food Self-Sufficiency on Healthy Consumption Literacy among the community in Sayum Sabah Village. However, several limitations should be acknowledged when interpreting the findings.First, the study was conducted only in Sayum Sabah Village, which may limit the generalizability of the results to other rural or urban communities. Socioeconomic conditions, cultural practices, environmental characteristics, local food systems, and community development levels may differ across regions. Therefore, the findings should be interpreted within the specific context of Sayum Sabah Village and may not fully represent other populations.

Second, the study employed a cross-sectional research design, where data were collected at a single point in time. Consequently, the findings identify statistical associations between variables but do not fully establish long-term causal relationships. Changes in Green Economy practices, Food Self-Sufficiency, and Healthy Consumption Literacy may occur over time, and such dynamics could not be captured within the scope of this research.Third, the study relied on self-reported questionnaire data. Although the validity and reliability tests indicated that the instrument was statistically acceptable, respondents' answers may still be influenced by social desirability bias, personal perceptions, memory limitations, or differences in understanding questionnaire items. As a result, the responses may not always perfectly reflect actual behaviors and practices related to healthy consumption, environmental sustainability, or food self-sufficiency.

Fourth, the research model included only two independent variables, namely Green Economy and Food Self-Sufficiency. While the coefficient of determination ($R^2 = 0.599$) indicates that these variables explain a substantial proportion of the variation in Healthy Consumption Literacy, approximately 40.1% of the variation remains unexplained. This suggests that other relevant factors were not incorporated into the model. Variables such as educational attainment, household income, nutritional knowledge, health awareness, food accessibility, food prices, cultural food habits, family influence, digital literacy, and access to health information may also influence Healthy Consumption Literacy.Fifth, the measurement of Green Economy and Food Self-Sufficiency was based on community perceptions rather than objective environmental or agricultural indicators. Although perception-based measures are appropriate for understanding community perspectives, they may not fully capture actual environmental performance, agricultural productivity, resource efficiency, or food production capacity.

Future studies may benefit from combining perceptual data with objective environmental and food-system indicators.Sixth, the sample size of 100 respondents, while statistically adequate for multiple linear regression analysis, may limit the ability to explore more complex relationships among variables. Future research with larger samples could provide greater statistical power and allow the application of more advanced analytical techniques, such as Structural Equation Modeling (SEM), mediation analysis, or multigroup comparisons.Finally, the study focused exclusively on direct effects between Green Economy, Food Self-Sufficiency, and Healthy Consumption Literacy.

Potential mediating or moderating variables were not examined. Future studies could investigate whether factors such as environmental awareness, food literacy, nutritional knowledge, health consciousness, or socioeconomic status mediate or moderate these relationships, thereby providing a more comprehensive understanding of the mechanisms through which sustainable economic and food systems influence healthy consumption literacy.Despite these limitations, the study contributes to the literature by providing empirical evidence on the relationship between Green Economy, Food Self-Sufficiency, and Healthy Consumption Literacy in a rural community context. The findings offer a useful foundation for future research and for the development of integrated policies that promote environmental sustainability, food resilience, and healthy consumption behavior.

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