



## Examining the antecedent of green entrepreneurship intention in business university students case of Indonesia

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### ABSTRACT

With the demands of the Paris Declaration and the national agenda of pursuing carbon neutrality by 2050, Green Entrepreneurship is the right way to accelerate this agenda into reality. This study was made to examine what are the drivers of green entrepreneurship intentions in Indonesia, especially among business students. This research is based on the phenomenon that there are many students majoring in business or economics who have an entrepreneurial interest and also have a tendency to run an environmentally friendly business. This study applied a quantitative approach with a questionnaire as a measurement instrument, a total of 126 respondents were obtained from snowball sampling who were active students majoring in business, accounting, business, and economics. The finding in this study is that educational support and conceptual support influence and encourage students' self-efficacy which leads to the birth of green entrepreneurial intentions. The contribution of this research is that education and sustainability awareness are the driving factors for these young entrepreneurs to go green. Furthermore, the research found that the state's efforts to support these green entrepreneurs are at a low level, causing many students to be pessimistic and lack confidence in the progress of green industries.

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## INTRODUCTION

Indonesia is a country that has a very large economy. Based on the headlines delivered by the Deputy Minister of Finance, Indonesia's economic growth in the second quarter of the year 22 grew quite impressively. The value is presently at 5.4%, which is balanced by the relatively stable rupiah exchange rate. When compared to G20 countries and ASEAN countries, the composite stock price index is likewise growing rapidly (Ministry of Finance of the Republic of Indonesia, 2022). This economic growth is influenced by the increasing interest of the younger generation in entrepreneurship or owning their own business. A great deal of current research has established and verified the importance of entrepreneurship in the advancement of society (Dean & McMullen, 2007). Interestingly, there is a paradox in that the same entrepreneurship has been linked to negative societal repercussions from economic operations that have begun to harm the environment.

Researchers have referred to such unsustainable corporate strategies as "business as usual" (Demirel et al., 2019; Mrkajic et al., 2019). As a result, numerous organizations such as the United Nations launched a number of education and training programs at various levels to raise public knowledge of environmental sustainability challenges in corporate management (Pacheco et al., 2010). An Entrepreneur comes up with a contemporary idea and turns it into a profitable business by creating an organisation. He must have high imagination, flexibility and creativity to invest in the business. An individual is likely to become an entrepreneur when the expectation from entrepreneurship is a significant change about his life goals. For example, he takes risks and works hard to gain higher income opportunities while at the same time he has the freedom to work. Entrepreneurs create organisations that contribute to society and the economy in various ways. Most developing countries are continuously initiating policies in different sectors to kick-start entrepreneurship. The entrepreneurship movement creates business opportunities as well as employment opportunities that have a positive impact on the country's economy.

As such, recognising sustainability and diversity management among entrepreneurs; The inclusion of the global economic landscape is a vital aspect in contemporary academia. O'Neill & Gibbs (2016) have proposed that prior economically unsustainable practices have impeded the worldwide endeavor to establish a low-carbon economy, and have subsequently undermined the ecological sustainability of our planet. Entrepreneurs who are unable to effectively implement green entrepreneurship within the confines of their businesses can be said to be lacking in the foresight to identify opportunities for environmental sustainability. Dean & McMullen (2007) found that green entrepreneurs leverage the market inefficiencies of conventional business practices, and address an unmet demand for environmentally-friendly products and services within the rapidly expanding green market. "Additionally," when entrepreneurs explore possibilities in this area, it is critical to identify potential problems in the process of turning green (Esty & Winston, 2009). Consequently, the surge in environmentally conscious business ventures has taken place. Green entrepreneurship places emphasis on various market advantages such as efficiency, innovation, market acceptability, revenue growth, adaptability, risk management, and effective networking (Porter & Van der Linde, 1995).

The majority of the young generation's entrepreneurial interest comes from the student sector. This is due to the existence of courses that provide entrepreneurial insights. Moreover, there is a government programme, namely Kampus Merdeka, which includes the Merdeka Entrepreneurship programme. Wirausaha Merdeka constitutes a critical component of the MBKM initiative under the purview of the Directorate General of Higher Education, Research, and Technology within the Ministry of Education, Culture, Research, and Technology. Wirausaha Merdeka aims to provide opportunities for students to learn and develop themselves into future entrepreneurs with various activities outside the classroom. Various programmes launched by the government and campus have encouraged students' interest in starting entrepreneurship. Rachmawati & Subroto (2022) did a study that revealed the impact of entrepreneurial knowledge and motivation on students' willingness in carrying out entrepreneurship autonomously in the Economics Education Study Program. A study of students at Telkom University's Faculty of Communication and Business showed similar results. (Aini & Oktafani, 2020). From these two results, it strongly confirms that knowledge related to entrepreneurship is very influential on entrepreneurial interest, especially students who take related majors such as business, management, accounting, economics, marketing, and other similar programmes.

Green entrepreneurship can be explained in terms of automation used for production in any part of the economy or in terms of parts of the economy where firms are effective. In the case of this study, the investigation was confirmed on the parts of the economy or in terms of the parts of the economy where effective firms produce certain types of output. Green entrepreneurs apply green technologies, which are environmentally friendly and protect natural resources. Green technology introduces unlimited green business opportunities. In addition, green technologies can be a driver

to accelerate national economies and support sustainable development. Entrepreneurs working in the green sector can integrate economic, social and environmental benefits into the business (Himel et al., 2016). The knowledge and insights provided are not enough to create a sustainable business. In recent years, there have been many problems in the business sector such as poor waste handling, the use of plastic packaging that pollutes the environment, ineffective energy use and pollution, and the threat of several business sectors because they are not environmentally friendly. It is important to have an insight into entrepreneurship that is more sustainable and in favour of nature, especially among young people. The purpose of this study is to measure student interest in entrepreneurship while also considering the environmental effect. This study will also address the variables driving interest in green entrepreneurship.

There is no comprehensive and rigorous theoretical model to examine the genesis of GEI in the current studies. The Theory of Planned Behaviour (TPB) develops as a popular theoretical paradigm for studying business intentions. Based on the TPB's features of coherence, parsimony, high generalizability, and resilience as a theoretical framework for comprehending and predicting behavior, intention models are built to explain behavioral actions (Krueger Jr et al., 2000). The proposed theoretical framework comprises three cognitive components that serve to assess an individual's intention, including attitude towards the behavior, subjective norm, and perceived behavioral control. Ajzen (1991) provides a theoretical framework that elucidates the connection existing between intention and behavior, positing that it represents an indicator of the level of determination individuals possess to undertake a particular behavior, as well as the extent to which they plan to devote their energy towards its fulfillment; when influenced by "motivational factors." The same degree of performance is likely to arise from a higher intention to engage in a behavior.

In their study, Ardianingsih & Meliana (2022) discuss the impact of a strong knowledge of the idea of green entrepreneurship on interest in green entrepreneurship. This was proven through their research, which used an educational method with counselling for groups of mothers and teenagers in Bandengan Village, North Pekalongan. When asked about their interest in doing green entrepreneurship, 80% of the participants expressed interest and the remaining 20% were still hesitant. Furthermore, (Himel et al., 2016) contends that the global economic sector is increasingly focusing on environmental sustainability. Unfortunately, many entrepreneurs are engaged in green entrepreneurship where they should be able to make a major contribution to the socio-environmental development of society is still unclear about their contribution. Because enterprises in the field of green entrepreneurship are recognized as pro-environment, ecologically friendly, or responsible, the focus should shift to investing in businesses that meet the demands of nature conservation. However, experts feel that not much is known about the features of green entrepreneurship in terms of the processes involved in market penetration and the development of new ventures, as this is a brand new topic of study even in the study of this green entrepreneurial orientation. It is imperative to acknowledge the fact that green entrepreneurship yields advantages that transcend the confines of mere business operations. By doing so, it broadens the scope of fulfilled corporate aspirations to encompass peripheral benefits that are not necessarily encapsulated in organizational objectives, yet possess a critical significance for the wider society. The aforementioned incidental advantages may pertain to the reduction of refuse originating from corporate activities prior to its discharge into the ecosystem, guaranteeing an unpolluted milieu for inhabitants to reap the benefits of ecologically mindful enterprises.

Green entrepreneurs possess the capacity to have a substantial impact in the overarching transition towards a more environmentally sound commercial framework. Given their significant impact on the operations of fellow enterprises, green entrepreneurs hold a pivotal position in promoting the widespread adoption of eco-friendly business practices within a market-driven economy. There are opportunities for young people to be part of the growing green businesses in the economy, where renewable energy, organic culture, green manufacturing, and wildlife tourism and services have great potential. For example, in Far Eastern countries (Thailand, Malaysia,

Vietnam, Indonesia and Myanmar), various types of sustainable business opportunities are growing due to the low interest in the green sector and the small number of green entrepreneurs, especially in developing countries.

The discussion regarding green entrepreneurship has highlighted several reasons and benefits, which are congruent with the findings of (Arulrajah et al., 2015). The authors suggest that the adoption of green business practices by start-ups should be facilitated through the enactment of agreements, policies, and regulations that mandate environmentally responsible behavior. Additionally, their study emphasizes the encouragement of individuals to proactively pursue sustainable practices. This green enterprise has the potential to reduce negative consequences on society and nature. Therefore, it is accurate to state that although start-up enterprises that initiate green programs may encounter certain initial obstacles, the returns on investment will ultimately be significantly greater. Consequently, entrepreneurs possess the potential to either implement environmental sustainability measures within their current business operations or embark on green entrepreneurship by formulating an exclusively eco-friendly enterprise. Ultimately, the primary objective should be to cultivate a more welcoming and superior ecosystem for humanity at large. As such, academic establishments should endeavor to join forces with corporate entities, governmental bodies, and non-governmental entities to advance eco-friendly initiatives.

## RESEARCH METHOD

### Sample and Data collection

The research's gathering of data method is quantitative, with a questionnaire working as the measuring instrument. The questionnaire used in this study is exploratory in nature with the condition that the scale used is stable because it refers to research previously conducted by (Sun & Xing, 2022). A total of 126 questionnaire respondents with a composition of 58% female respondents and 42% male respondents were obtained through snowball sampling techniques with the criteria that respondents were active students majoring in business, accounting, business and economics, in Indonesia. The data collection technique in this study uses online form media, namely the google form platform in a span of five months from August 2022 to December 2022. The software used to process questionnaire data is SmartPLS. There are 27 questions asked in this research questionnaire then each question is related to the variables that have been determined and then measured using a Likert scale, where (scale 1 = strongly disagree and 5 = strongly agree).

### Variable

#### Green Entrepreneurial Intention

According to (Ranasinghe & Ajward, 2019), Green Entrepreneurial Intention pertains to a cognitive disposition that influences an entrepreneur's decision-making process in establishing a new business venture or engaging in green entrepreneurial pursuits. The determinants that impact green entrepreneurial intention coincide with those that influence entrepreneurial intention across all sectors. (Akinsemolu & Akinsemolu, 2020) identified three motivational factors, including attitudes, subjective norms, and perceived behavioral control, that play a role in entrepreneurial intention. (Polas et al., 2022) and (Ranasinghe & Ajward, 2019) also acknowledge these three factors.

#### Conceptual Support for Developing Entrepreneurship (CSDE)

Entrepreneurship is defined as the capacity to produce something fresh and unique (Drucker, 2014). Green entrepreneurship is a socio-economic perspective that is expected to encourage environmental and economic modernisation so that it can help improve the quality of life (Fithriyana & Fahmy, 2022). Simply put, the concept of green entrepreneurship is to endeavour to bring together environmental and social benefits for businesses in order to create a competitive advantage that is good for both the present and the future (Lotfi et al., 2018). A good understanding of the concept of green entrepreneurship can support a person's interest in doing green entrepreneurship

(Ardianingsih & Meliana, 2022). Furthermore, according to Farmar-Bowers (2010), entrepreneurs who understand the concept of green economy will carry out business activities by paying attention to social and environmental issues and not ignoring concern for the environment and the business community. Based on the opinions that have been explained, a research hypothesis can be formulated as follows:

**Hipotesis 1.** Conceptual Support for Developing Entrepreneurship (CSDE) has a positive effect on entrepreneurial self-efficacy (ESE) positively on Country Support for Entrepreneurship (CSFE)

#### **Country Support for Entrepreneurship (CSFE)**

The CSFE variable is an attempt by a country's government initiative to revive collaboration and grow entrepreneurship numbers. Fichter & Tiemann (2018) explain that this variable measures how much effort a country makes to encourage businesses to enter more environmentally friendly business lines and support ecological benefits that lead to national goals or agendas that seek Widjatmaka & Praptiwi (2022) to reduce carbon emissions. In some other papers, this variable is measured by how seriously a country designs business loans in the form of green bonds and carbon credit transfers between industries.

**Hipotesis 2.** Country Support for Entrepreneurship (CSFE) has a positive effect on Green Entrepreneurial Intention (GEI)

#### **Educational Support for Developing Entrepreneurship (ESDE)**

Education is a three-dimensional process that encompasses the person, society or the individual's national community, and the complete substance of reality, both material and spiritual, all of which play a part in shaping the character, fate, and shape of individuals and society (Nurkholis, 2013). Therefore, Indonesia is always trying to make development and improvements in the field of education in order to produce skilled human resources. One of the Indonesian government's efforts in building the quality of education is by designing a new curriculum with the concept of "Merdeka Belajar". As the name implies, in this curriculum, students are given many facilities in order to explore the potential of students, one of which is the ability to engage in entrepreneurship. In accordance with Permendikbud No.3 of 2020 which states that "Entrepreneurial Activities are one of the Independent Campus Learning Policy Programmes (MBKM)" which is currently being promoted by the Ministry of Education and Culture. According to Scarborough, (2011), one of the reasons driving a country's entrepreneurial growth is the role of universities in implementing entrepreneurship education. Seeing the urgency of the government in inserting entrepreneurship programmes in the education curriculum, which makes a new regeneration in designing a new course in several educational institutions. Based on this, a hypothesis can be formulated:

**Hipotesis 3.** Educational Support for Developing Entrepreneurship (ESDE) has a positive effect on Entrepreneurial Self-Efficacy (ESE)

#### *Entrepreneurial Self-Efficacy (ESE)*

Self-efficacy, according to Bandura (Feist et al., 2010) is a person's conviction in his capacity to exert some influence over his own functions and events in the environment. This means that by having self-efficacy, a person has the motivation to achieve the goals they want to achieve. Likewise, with the implementation of self-efficacy in building a green entrepreneurial spirit. It is further confirmed by (Apriyanti, 2020) in measuring the effectiveness of an entrepreneurial learning and motivational seminar on the intention to do entrepreneurship, it turns out to show a positive effect in increasing

the entrepreneurial spirit and intention to become an entrepreneur. Based on this, a hypothesis can be formulated:

(Ashari et al., 2017)

**Hypotesis 4.** Entrepreneurial Self-Efficacy (ESE) has a positive influence on Green Entrepreneurial Intention (GEI).

## RESULTS AND DISCUSSIONS

### a) Responden Profile

**Table 1.** Demographic data of respondents

Attribute	Demographic	Frequency	Percentage
Gender	Female	73/126	58%
	Male	53/126	42%
Study Programmes	Digital Business	29/126	23%
	Management	40/126	31,7%
	Accounting	31/126	24,6%
	Economic	21/126	16,7%
	Public Administration	5/126	4%
Residence	Java	86/126	68,8%
	Bali	24/126	19,2%
	Sumatera	6/126	4,8%
	Maluku	3/126	2,4%
	Sulawesi	6/126	4,8%

Based on table 2. Respondents involved in this study came from among students with a presentation composition of 58% female and 42% male. While based on the data, most students come from a management study programme background as much as 31.7% with the city of respondents who dominate are those who live on the island of Java as much as 68.8%.

### b) Data Analysis

This study uses SmartPLS version 3 statistical software which is used to construct models on the research data so that analysis can be carried out. Data analysis was carried out using descriptive analysis methods, namely descriptive methods used to describe or describe the collected data without intending to make conclusions that apply to the public or generalisation Ashari et al (2017). The present investigation endeavors to examine the causal relationship between indicators and latent variables through the interpretation of the reliability and validity of the outer model utilizing the Partial Least Square-Structural Equation Modelling (PLS-SEM) technique. In accordance with Carrasco (2010) scholarly publication, Structural Equation Model (SEM) is an advanced multivariate statistical procedure that combines factor analysis and regression analysis. It is implemented with the objective of scrutinizing the interrelationships among variables within a model, be it between indicators and constructs, or amongst constructs. Outer models, also known as (outer relations or measurement models) in the author's journal Trenggonowati & Kulsum (2018), specify how each indicator block connects to its latent variable to be utilized in analyzing the model's validity and reliability.

The reliability assessment serves the purpose of determining the consistency of the measuring instrument, as well as ascertaining its dependability and sustained constancy

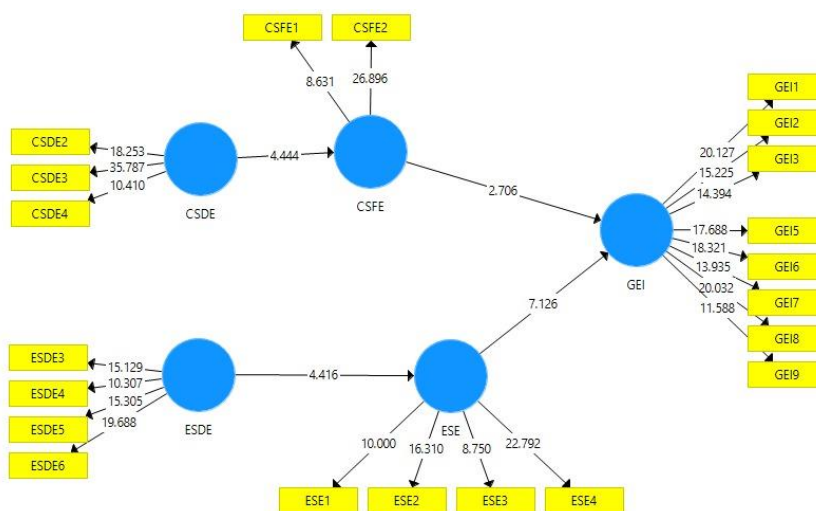
across consecutive measurements. There exists a range of reliability evaluation approaches, encompassing the retest method, Flanagan formula, Cronbach's Alpha, KR method employing the Kuder-Richardson formula (KR-20), KR-21, as well as the Hoyt's Anova method. The investigation will employ the Cronbach's Alpha technique, as described by Chan & Idris (2017) research. The validation examination is intended to evaluate the proficiency of the survey utilized as a mechanism of research to establish its authenticity. Ghozali (2006) suggests that the legitimacy of a questionnaire is contingent upon the degree to which the questions posed therein have the capacity to uncover and assess the phenomena that the questionnaire intends to measure. Results

a. Reability Test

In this study, reliability analysis is used to make decisions based on Cronbach's alpha value. Constructs or variables are said to be reliable if they provide a Cronbach's Alpha value > 0.70 (Nunnally, 1994). Table 2.1 below presents the reliability test results of the four variables in the model.

**Table 2.** Reliability test on data sample of 126 people

Construction	Code	N of Item	Cronbach Alpha
Conceptual Support for Developing Entrepreneurship	CSDE	126	0.826
Educational Support for Developing Entrepreneurship	ESDE	126	0.709
Entrepreneurial Sef-Eficacy	ESE	126	0.773
Green Entrepreneurial Intention	GEI	126	0.901



**Figure 1.** Illustration of reliability test model

The analysis results from the presentation of tables and figures show that Cronbach alpha, which has the smallest range of 0.770 to the largest range of 0.896, has exceeded the test value requirement of > 0.70. Therefore, it can be concluded that the model built has a reliable relationship between the observed variables and the total model variables.

b. Hypotesist Testing and Model Analysis

The t statistical test serves as a means of determining the extent to which a single independent variable can effectively account for variance in the dependent variable. Using a significance level of 5% and degrees of freedom (df) equal to n-K-1, the t-value from the t-table is ascertained and subsequently compared with the t-count value obtained. This analytic procedure is commonly employed in academic research to test hypotheses and determine statistical significance. By means of a comparative analysis of the two t values, the resultant effect can be ascertained, specifically pertaining to the confirmation or negation of the hypothesis under consideration. The criterion for testing entails a comparison between the t count and the t table values, or determining a significance level greater than 0. 05 The null hypothesis (Ho) has been rejected while the alternative hypothesis (Ha) has been accepted, indicating a statistically significant impact of the independent variable on the dependent variable. The value of t must exceed the critical value provided in the t-table or be less than the significance level of 0. 05 According to (Ghozali, 2006), the null hypothesis (Ho) has been accepted, while the alternative hypothesis (Ha) has been rejected, indicating that the independent variable does not exert a statistically significant impact on the dependent variable.

**Table 3.** Hypothesis test on 126-person data sample

Causality	Original Sample	T Value	p	Hypotesis Test
CSDE → CFSE	0,386	4,444	0.000	Accepted
CFSE → GEI	0,200	2,706	0.007	Accepted
CSDE → CSE	0,406	4,416	0.000	Accepted
CSE → GEI	0,597	7,126	0.000	Accepted

c) Discussion

This research is an empirical study aimed at seeing whether there is an influence between educational support and conceptual support to encourage student self-efficacy which leads to the birth of green entrepreneurial intentions. This research was conducted using the PLS-SEM approach by building a model construct between the exogenous variable of entrepreneurial self-efficacy with three other endogenous variables (CSDE, CSFE, ESE, & ESDE). This research was conducted on 126 student respondents from the study programmes of Business / Digital Business Management, Accounting, Economics, Public Administration. Based on this research, conclusions can be drawn, namely:

- 1) A study conducted by Tien et al (2020) in Vietnam revealed that the implementation of the Comprehensive Sexuality Education (CSDE) program had a positive impact on the Comprehensive Sexuality and Family Education (CSFE). He further explained that the green entrepreneurship education programme will be a game changer because it is empirically proven to make a real contribut (Tien et al., 2020) ion to government programmes that pursue the Sustainbale Development Goals. In a study conducted by Le et al (2022) Conceptual support provides an overview for students to build social responsibility by establishing social enterprises, and making students as promoters of green urban life to the community.

- 2) The provision of conceptual backing for the establishment of green entrepreneurship is associated with a favorable impact on entrepreneurial self-efficacy. This is in line with what is stated by (Farmar-Bowers, 2010) that entrepreneurs who understand the concept of green economy will carry out business activities by paying attention to social and environmental issues and not neglecting concern for the environment and the business community. Looking back, entrepreneurship is the capacity to create something fresh and unique. (Drucker, 2014). Meanwhile, green entrepreneurship is a socio-economic perspective that is expected to encourage environmental and economic modernisation so that it can help improve the quality of life (Fithriyana & Fahmy, 2022). From this it can be concluded that entrepreneurship is the process of making a renewal with the provision of understanding of a context in order to produce a new perspective.
- 3) Providing educational resources and support for the development of entrepreneurship yields a beneficial impact on individuals' levels of self-efficacy regarding entrepreneurship. The present observation aligns with the statement posited by Scarborough (2011) which states that the involvement of universities in the implementation of entrepreneurship education is one of the variables that stimulates entrepreneurial development within a nation. The facilitation of an educational resource by the government, in the form of the Entrepreneurship programme incorporated within the Merdeka Belajar initiative, provides students with enhanced opportunities to foster their inclinations towards entrepreneurship. The foregoing statement aligns with Akhyar (2018) study, which posits that incorporating educational media in teaching methods engenders a noteworthy increase in students' motivation for learning. The utilization of instructional media can effectively captivate students' attention towards the learning process while simultaneously intensifying their enthusiasm for knowledge acquisition. Furthermore, discovered that the utilization of learning media increases students' motivation in learning.
- 4) The positive impact of green entrepreneurial aspirations is, in fact, influenced by entrepreneurial self-efficacy. As posited by Bandura (as Feist et al., 2010), self-efficacy refers to an individual's belief in their ability to effectively exert control over their own cognitive and behavioral processes as well as external events within their surroundings. Moreover, in the contemporary epoch of education, numerous entrepreneurial learning establishments exist within the realm (Chan & Idris, 2017) of academia. Furthermore, it has been explained by Apriyanti (2020) in measuring the effectiveness of an entrepreneurial learning and motivational seminar on the intention to do entrepreneurship, it turns out to show a positive effect in increasing the entrepreneurial spirit and intention to become an entrepreneur. This finding is also in line with the study of Hussain et al (2021) which explains that entrepreneurial self-efficacy has a mediating effect that encourages entrepreneurs to move towards the intention of opening an environmentally friendly business.

d) Limitation and Development of Research

Although this research followed scientific logic in its implementation, it cannot be denied that there are still many shortcomings that occur in this research, including:

- 1) Variable limitations that only target respondents with student education levels with limited study programmes. In the future, it is very possible to conduct research with broader sample criteria both from the level of education and study programme.
- 2) Sample data only comes from various regions in Indonesia, so there may still be many irregularities in the data that affect the results of the analysis. So it is hoped that the next research can be developed by taking data samples covering all provinces in Indonesia.

## CONCLUSION

In summary, it is noteworthy that entrepreneurs who prioritize environmentally sustainable practices are well-positioned to make substantial contributions towards a comprehensive shift towards more sustainable business models. Green entrepreneurs occupy a significant position in facilitating the uptake of sustainable business practices among the broader business landscape in a market-oriented economy. This is attributable to the pivotal role they play in showcasing exemplary performance to other enterprises. Gaining input from business and associated major students has become critical in distinguishing green entrepreneurship attractiveness. 126 university students majoring in business, accounting, management, economics, and public administration participated in this quantitative study. Based on the empirical findings of this study, it can be inferred that Conceptual Support for Developing Entrepreneurship (CSDE) exerts a favorable impact on Country Support for Entrepreneurship (CSFE). Conceptual aid provides students with a comprehensive outlook on acquiring social responsibility via the avenue of social entrepreneurship. Additionally, providing conceptual assistance for the advancement of green entrepreneurship exhibits a favorable impact on an individual's entrepreneurial self-efficacy within an academic context. Entrepreneurship involves the generation of novel perspectives and the dissemination of knowledge in order to establish a new framework. The contribution of this research is that education and sustainability awareness are the driving factors for these young entrepreneurs to go green. Furthermore, the research found that the state's efforts to support these green entrepreneurs are at a low level, causing many students to be pessimistic and lack confidence in the progress of green industries. The provision of educational assistance towards the enhancement of entrepreneurship is associated with a constructive impact on one's entrepreneurial self-efficacy. The role of colleges in implementing entrepreneurship education is one of the variables driving a country's entrepreneurial growth. Finally, entrepreneurial self-efficacy influences green entrepreneurial goals positively. Motivation will arise in everyone who has high self-efficacy. Furthermore, there are numerous entrepreneurial learning facilities in the field of education in the present day. The researchers hope that this study can be developed in the future by considering the factor of internship experience in industries initiated by the Ministry of Education and Culture of the Republic of Indonesia, and can be pursued with qualitative methods such as grounded theory and ethnography to get a socio-cultural picture that explains the growth of interest in green entrepreneurship.

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