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INVESTIGATING UNIVERSITY STUDENTS' GREEN ENTREPRENEURIAL INTENTION: A PATHWAY TOWARDS GREEN ECONOMY

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Abstract: *Environmental degradation is an urgency that all countries must overcome, and active participation is crucial for sustainable development. Indonesia is among the top ten contributors to global emissions, but green literacy is poorly known in developing countries. The Indonesian government has initiated to transform the economy towards green, sustainable, and circular. Small and medium-sized enterprises (SMEs) are fundamental pillars of Indonesia's economy, with entrepreneurs accounting for 61% of the overall value. Green entrepreneurs play a significant role in addressing environmental degradation and social issues while also facilitating the transition towards a sustainable green economy. Therefore, green entrepreneurs have a massive role in solving environmental damage and paving the path to green economic growth. Since youth represent the prospective entrepreneurs of the future, it is essential to foster their green entrepreneurship capabilities, to improve the economy's sustainability. This research adopted a quantitative methodology, wherein the data gathered through surveys was subjected to statistical analysis using the SmartPLS software. The present study employed the purposive non-probability sampling method to collect a sample of 235 Indonesian business management students as the objects. This study's findings suggest a positive and significant relationship between social responsibility, green cognition, and green entrepreneurial self-efficacy toward green entrepreneurial intention. In addition, the results show that green entrepreneurial self-efficacy partially mediates the relationship between social responsibility and green cognition variables toward students' green entrepreneurial intention. Previous study about entrepreneurship has been widely researched, however, green entrepreneurship is an emerging topic that has not been explored yet. The findings of this study show personality traits can influence students to engage in green entrepreneurship, respond to climate change, and contribute to a sustainable future. This research will provide valuable insights for policymakers and universities in designing effective strategies to foster individuals' green entrepreneurial traits. Suggestions for future research are also provided.*

Keywords: *Social Responsibility, Green Cognition, Green Entrepreneurial Self-Efficacy, Green Entrepreneurial Intention, Green Economy*

Abstrak: : Degradasi lingkungan merupakan suatu hal mendesak yang harus diatasi oleh semua negara, dan partisipasi aktif sangatlah penting bagi pembangunan berkelanjutan. Indonesia termasuk di antara sepuluh besar penyumbang emisi global, namun literasi ramah lingkungan masih kurang dikenal di negara-negara berkembang. Pemerintah Indonesia telah memulai transformasi perekonomian menuju ramah lingkungan, berkelanjutan, dan sirkular. Usaha kecil dan menengah (UKM) merupakan pilar fundamental perekonomian Indonesia, dengan jumlah wirausaha sebesar 61% dari total nilai keseluruhan. Pengusaha ramah lingkungan memainkan peran penting dalam mengatasi degradasi lingkungan dan masalah sosial sekaligus memfasilitasi transisi menuju ekonomi ramah lingkungan yang berkelanjutan. Oleh karena itu, wirausahawan ramah lingkungan mempunyai peran yang sangat besar dalam mengatasi kerusakan lingkungan dan membuka jalan menuju pertumbuhan ekonomi ramah lingkungan. Karena generasi muda mewakili calon wirausahawan masa depan, maka penting untuk mengembangkan kemampuan kewirausahaan ramah lingkungan mereka, guna meningkatkan

keberlanjutan perekonomian. Penelitian ini menggunakan metodologi kuantitatif, dimana data yang dikumpulkan melalui survei dianalisis secara statistik menggunakan perangkat lunak SmartPLS. Penelitian ini menggunakan metode purposive non-probability sampling untuk mengumpulkan sampel sebanyak 235 mahasiswa manajemen bisnis Indonesia sebagai objek. Temuan penelitian ini menunjukkan adanya hubungan yang positif dan signifikan antara tanggung jawab sosial, kognisi hijau, dan efikasi diri wirausaha hijau terhadap niat berwirausaha ramah lingkungan. Selain itu, hasil penelitian menunjukkan bahwa efikasi diri wirausaha hijau secara parsial memediasi hubungan antara variabel tanggung jawab sosial dan kognisi hijau terhadap niat berwirausaha hijau siswa. Penelitian sebelumnya tentang kewirausahaan telah banyak diteliti, namun kewirausahaan hijau masih merupakan topik baru yang belum dieksplorasi. Temuan penelitian ini menunjukkan ciri-ciri kepribadian dapat mempengaruhi siswa untuk terlibat dalam kewirausahaan ramah lingkungan, merespons perubahan iklim, dan berkontribusi terhadap masa depan yang berkelanjutan. Penelitian ini akan memberikan wawasan berharga bagi para pengambil kebijakan dan universitas dalam merancang strategi efektif untuk menumbuhkan sifat kewirausahaan hijau individu. Saran untuk penelitian selanjutnya juga diberikan.

Kata kunci: Tanggung Jawab Sosial, Kognisi Ramah Lingkungan, Efikasi Diri Wirausaha Ramah Lingkungan, Niat Wirausaha Ramah Lingkungan, Ekonomi Ramah Lingkungan

INTRODUCTION

The current global environment is characterised by an increasing array of environmental challenges, encompassing issues such as pollution, climate change, waste production, and the depletion of biodiversity (OECD, 2019). These challenges have emerged as a pressing international priority, necessitating a collaborative, proactive response. The green transition represents a paradigm shift towards a new model prioritising environmental sustainability and fair societies (IPCC, 2022), which has emerged as an urgent goal and a global priority for all nations to address the significant challenges of climate change and environmental degradation. Indonesia has been identified as a significant contributor to global Greenhouse Gas (GHG) emissions, ranking among the top ten emitters worldwide. The country's contribution to global emissions is estimated to be 2.03%, with the primary drivers being the conversion of carbon-rich peatlands and deforestation (World Resources Institutes, 2023). Therefore, Indonesia's pivotal role in the global effort to mitigate climate change is made apparent by its position as one of the top ten emitters responsible for more than two-thirds of global greenhouse gas (GHG) emissions. During G-20 2021 submit in Italy, Indonesia’s president, Joko Widodo, emphasised the crucial role of empowerment of micro, small, and medium enterprises (MSMEs) in Indonesia's green policy. The pivotal role of Small and Medium Enterprises (SMEs) in Indonesia's economy emphasises the significance of their decarbonisation in the country's renewable energy transition. According to the Ministry of Cooperatives and SMEs in 2021, Indonesia's current count of micro, small, and medium enterprises (MSMEs) stands at 64.2 million. MSMEs contribute 61.07% to the country's gross domestic product (GDP), which conveys a monetary value of 8,573.89 trillion rupiahs. Therefore, Indonesian entrepreneurs significantly influence the transition of Indonesia's economy towards greater sustainability, circularity, and environmental friendliness.

The present study highlights the emergence of the term "green entrepreneurship" as a distinct subcategory of entrepreneurship. This particular subset of entrepreneurship is characterised by its emphasis on developing and implementing strategies to address environmental challenges and promote societal transformation that protects the environment (Saari & Joensuu-Salo, 2019). However, global support for green entrepreneurship, particularly in developing nations, has been found to be inadequate (Tien et al., 2020). In 2020, the Centre for Strategic and International Studies conducted a survey revealing that a significant proportion of the youth population in Indonesia, exceeding 70%, expressed a desire to pursue entrepreneurship as a career path. Despite this high intention, most individuals lack familiarity with the concept of green entrepreneurship. A survey by Katadata Insight Center (KIC) was held in March 2022, with 3,105 respondents with age criteria of 17 and above. The survey indicates that a significant proportion of the participants were not familiar with the concepts of "green economy," "green finance," "green banking," or "sustainable finance.".

However, a limited number of participants, ranging from 24% to 43%, have demonstrated familiarity with these terms (KataData, 2022). This indicates that most young adults lack an inadequate understanding of the concept of the "Green Economy," despite the fact that green entrepreneurs are recognised as a key catalyst for developing the green economy (Polas et al., 2020). The concept of green entrepreneurial intention pertains to the individual's inclination to pursue entrepreneurship with an environmentally conscious approach. Krueger & Carsrud (1993) defines "entrepreneurial intention as an individual's dedication to initiating or managing a business. Green entrepreneurship refers to providing products and services that are environmentally sustainable and contribute to economic and environmental benefits (Demirel et al., 2019; Jabarzadeh et al., 2018). Muo & Azeez (2019) proposed that the concept of green entrepreneurship remains relatively obscure. Scholars and practitioners are engaged in examining emerging trends in sustainable business ventures, aiming to gain a deeper understanding of the advantages associated with green entrepreneurship. The present investigation has identified several unresolved research inquiries that engender a disparity in the results of prior studies. Furthermore, despite the pressing need for further investigations, the extent of research on green entrepreneurship remains limited. Santika et al., (2022) mentioned several research gaps regarding green entrepreneurial intention in the scope of the theory of planned behaviour. The relationship between attitudes toward behaviours with green entrepreneurial intention is significant in several research (Nordin, 2020; H. Peng et al., 2021; Thelken & de Jong, 2020; Vuorio et al., 2018; Yasir et al., 2021), but insignificant at other research (Hamzah et al., 2016; Sargani et al., 2020). The same goes for the relationship between subjective norms with green entrepreneurial intention (Londono et al., 2020; Nordin, 2020; H. Peng et al., 2021; Ranasinghe & Ajward, 2019; Sargani et al., 2020; Thelken & de Jong, 2020; Yasir et al., 2021) and the relationship between perceived behavioural control and green entrepreneurial intention (Jiang et al., 2020; Nordin, 2020; H. Peng et al., 2021; Qazi et al., 2020; Sargani et al., 2020; Soomro et al., 2020; Thelken & de Jong, 2020). Both research findings were contradicted since several results stated that the relationship is significant, and several results stated that the relationship is not significant.

This research paper is structured to examine the impact of internal factors, namely social responsibility and green cognition, on individuals' green entrepreneurial intentions, in light of the primary concerns outlined above. The present study will exclusively examine four variables, namely social responsibility and green cognition as the independent variables, green entrepreneurial self-efficacy as the mediator, and green entrepreneurial intention as the dependent variable. The research will be conducted on university students as the research participants. Obschonka et al., (2019) stated that college students encounter challenges regarding their financial risk-taking capacity and psychological accountability to surmount obstacles. Furthermore, the concept of green cognition can serve as a driving force for entrepreneurs to optimise the ecological advantages and mitigate the environmental drawbacks by comprehensively understanding the potential of green business and incorporating the environmental impact of green choices into their decision-making process. Research by Purwandani & Michaud (2021) stated that the primary determinant for small and medium-sized enterprise (SME) entrepreneurs to engage in green entrepreneurship was internal motivation. A survey conducted by Ernst & Young in 2021 revealed that the younger generation perceives climate change as an existential threat. The survey results indicated that 81% of the respondents agreed that climate change is a medium or significant problem. 55% of the surveyed population expressed a profound interest in environmental concerns, while 61% desired to engage in further actions to safeguard the environment.

As a researcher, it is imperative to recognise the significance of cultivating green skills and awareness among the upcoming generation of entrepreneurs to enable them to fight environmental issues effectively. The sample will be specified as Indonesian university students in business management majors. The Ministry of Education, Culture, Research, and Technology has set entrepreneurship as the core value university must teach in the independent learning campus program (Kebudayaan, 2020). In this policy, the Ministry of Education, Culture, Research and Technology also organises entrepreneurship programs at the university level, namely the Indonesian Student Entrepreneurship Program, which consists of Indonesian Student Entrepreneurship Activities, Accelerated Indonesian Student Start-ups, and Indonesian Student Entrepreneurship Mentoring (Ghufronudin et al., 2022). Moreover, individuals enrolled in higher education are situated at a crucial juncture where they must decide their desired career path. Thus, providing adequate knowledge, support, and resources may facilitate the selection of green entrepreneurship as a viable career option. This present study introduces a conceptual framework that amalgamates the notions of entrepreneurs and green entrepreneurial intention to

facilitate the transition towards a green economy. The proposed framework provides a holistic comprehension of these two domains' interrelationships and possible synergies. The present investigation is expected to yield significant contributions to the field of sustainability by providing valuable insights to various stakeholders, including policymakers, universities, entrepreneurs, and sustainability advocates. The insights gained from this study will aid in developing effective strategies and policies that can facilitate the growth of green entrepreneurship and accelerate progress towards a sustainable future.

LITERATURE REVIEW

Theoretical Background

Theory of Planned Behavior (TPB) was introduced by Ajzen (1991) as the development of The Theory of Reasoned Action. Ajzen (1991) points out that an individual's level of interest in a particular behavior is a key determinant of their subsequent engagement in that behavior. Ajzen (1991) mentioned that intention refers to the degree of effort and exertion that individuals are willing to invest in order to execute a particular behavior, which is influenced by motivational factors. It is plausible to suggest that heightened motivation towards a given behaviour is likely to yield commensurate levels of performance. According to the TPB, behavioural intention formation is influenced by three conceptually independent antecedents. The first factor in the theory of planned behavior is the attitude towards behavior, which is characterised by two dimensions, namely, an instrumental attitude and an affective attitude (Botsaris & Vamvaka, 2016). The second factor is perceived behaviour control, comprising two distinct components, namely perceived controllability and self-efficacy (Chien-Chi et al., 2020; Kraft et al., 2015; Vamvaka et al., 2020). The third factor is subjective norms, which have components of normative beliefs and motivation to comply with (Siu & Lo, 2013). The theory of Planned Behavior has emerged as a pragmatic framework that offers valuable assistance and facilitation in examining entrepreneurial intentions and behaviour (Carr & Sequeira, 2007; Krueger & Carsrud, 1993; Lortie & Castogiovanni, 2015).

Relationships Between Variables and Hypothesis Development

Social Responsibility

Social responsibility refers to cultivating personal attributes and communal self-regulation within particular historical and societal contexts (Wang et al., 2021). Individuals who possess such qualities are motivated to assume accountability and discharge their duties towards enhancing the welfare of the community (M. Peng, 2003). The impact of social responsibility on the quality of life within a community is a crucial aspect of achieving economic, environmental, and social sustainability. The present inquiry pertains to the facilitation of a socially stable milieu, in addition to the conduct and demeanour of model citizens. The involvement of individuals in addressing societal issues is crucial as it promotes the development of social responsibility (Liu et al., 2020; Peric, 2012). Social responsibility is a fundamental element that serves as a cornerstone for advancing, expanding, and maturing communal existence (Rossi, 2001). College students exhibit a keen interest in the field of business however, their level of self-awareness appears to be limited, with their focus primarily centred on utilising this knowledge as a tool for competitive advantage. The present study highlights the utilitarian nature of entrepreneurial psychology among college students, which is often accompanied by a lack of responsibility and fear of difficulties. This psychological phenomenon has been identified as a problematic issue that warrants further investigation (Sang & Lin, 2019). Business owners who exhibit social responsibility are inclined to remain committed to their goals and demonstrate persistence in the face of obstacles. The present study posits that green entrepreneurship necessitates a heightened level of social responsibility compared to conventional entrepreneurship. This is due to the fact that green entrepreneurship entails not only economic considerations but also the imperative to address social and environmental responsibilities (Aghelie, 2017). Previous research conducted by Wang et al., (2021) indicated that social responsibility plays a significant role in shaping the green entrepreneurial intention of college students. Thus, based on prior studies' findings, the

researcher suggests that individuals with higher social responsibility are more likely to have green entrepreneurial intentions. Hence, the following hypothesis is formed:

H1. Social responsibility has a significant impact on green entrepreneurial intention.

Green Cognition

Green cognition pertains to a distinct type of cognitive processing that involves the capacity of an individual to recognise and explore the prospective advantages of green entrepreneurship (Noh, 2010). Jiang et al., (2020) defined green cognition as the cognitive process through which individuals understand the green concept and engage in the psychological experience of addressing environmental challenges by integrating their green knowledge and accumulated skills. Individuals possessing strong green cognition have the capacity to recognise and pursue green entrepreneurial opportunities, as well as to address the challenges inherent in a green economy effectively (Jiang et al., 2020). A positive correlation exists between an entrepreneur's level of green cognition and their propensity to exhibit green entrepreneurial behaviours and intentions. Entrepreneurs who show elevated levels of green awareness demonstrate superior environmental consciousness compared to ordinary entrepreneur (Cai et al., 2022). Previous research conducted by Cai et al., (2022) and Jiang et al., (2020) have indicated that green cognition significantly impacts the green entrepreneurial intention of college students. Thus, based on the findings of prior studies, the researcher suggests that individuals with higher green cognition are more likely to have green entrepreneurial intentions. Hence, the following hypothesis is formed:

H2. Green cognition has a significant impact on green entrepreneurial intention.

Green Entrepreneurial Self-Efficacy

Green entrepreneurial self-efficacy (GESE) construct pertains to an individual's conviction in their capacity and competence to execute tasks primarily associated with entrepreneurial conduct and innovation (Nasip et al., 2017) and also signifies that individuals possess the fortitude, assurance, and aptitude to address environmental predicaments and obstacles (Chu et al., 2021; Guo, 2022). Green entrepreneurship self-efficacy refers to an individual's conviction in their ability to identify and implement effective solutions to environmental challenges. This construct indicates a high confidence level in one's capacity to preserve the environment (Wang et al., 2021). Ding & Ding, (2011) revealed a significant relationship between entrepreneurial self-efficacy and the chances of entrepreneurial intention. The green entrepreneurship realm presents unique challenges compared to traditional entrepreneurship, particularly in the context of investment and the promotion of sustainable technology. The likelihood of serious intent for green entrepreneurship among entrepreneurs is positively associated with their levels of self-efficacy and confidence in their abilities. Self-efficacy refers to an individual's belief in their capability to accomplish a job or specific tasks (Bandura, 1977). Krueger Jr & Dickson (1994) postulate that a positive correlation exists between elevated levels of self-efficacy and the propensity to engage in strategic risk-taking. Individuals with high levels of self-efficacy are inclined to demonstrate greater inherent proclivities towards entrepreneurial behaviours and activities. Individuals who possess a strong sense of self-efficacy as entrepreneurs are more inclined to exhibit heightened levels of exertion over a prolonged duration, persevere through obstacles, and formulate superior plans and strategies for the given task (Shane et al., 2003). In addition, social responsibility and green cognition variables are proposed to increase an individual's green entrepreneurial self-efficacy. Hence, the following hypothesis is formed:

H3. Social responsibility has a significant impact on green entrepreneurial self-efficacy.

H4. Green Cognition has a significant impact on green entrepreneurial self-efficacy.

H5. Green entrepreneurial self-efficacy has a significant impact on green entrepreneurial intention.

Green Entrepreneurial Intention

Green entrepreneurial intention refers to an individual's inclination and preparedness to establish and manage a business that operates in an environmentally sustainable manner. In contrast to conventional commercial entrepreneurship, green entrepreneurship prioritises economic gains, ecological considerations, and sustainable progress (Newbery et al., 2018). According to Yi (2021), green entrepreneurship is a deliberate and strategic action involving intricate stages and processes. The present study concerns a business entity that endeavours to adopt a sustainable business model by amalgamating entrepreneurial action with environmental consciousness. This phenomenon has been previously explored by Gibbs & O'Neill, (2014) and Schaper (2002). Previous research conducted by Alvarez-Risco et al., (2021) stated that green entrepreneurial self-efficacy influences college students' green entrepreneurial intention. Thus, based on the findings of prior studies, the researcher suggests that individuals with higher green entrepreneurial self-efficacy are more likely to have green entrepreneurial intentions. Hence, the following hypothesis is formed:

H6. Green entrepreneurial self-efficacy moderates the relationship between social responsibility and green entrepreneurial intention.

H7. Green entrepreneurial self-efficacy moderates the relationship between green cognition and green entrepreneurial intention.

Conceptual Framework

As expounded upon in the preceding section of this research, current scholarship has demonstrated that an individual's inclination towards green entrepreneurship is subject to the impact of social responsibility, green cognition, and the moderating influence of green entrepreneurial self-efficacy. Upon thoroughly examining the gathered data, theoretical framework, and analysis presented in Figure 1, the analyst has arrived at a succinct summary of the analysis model.

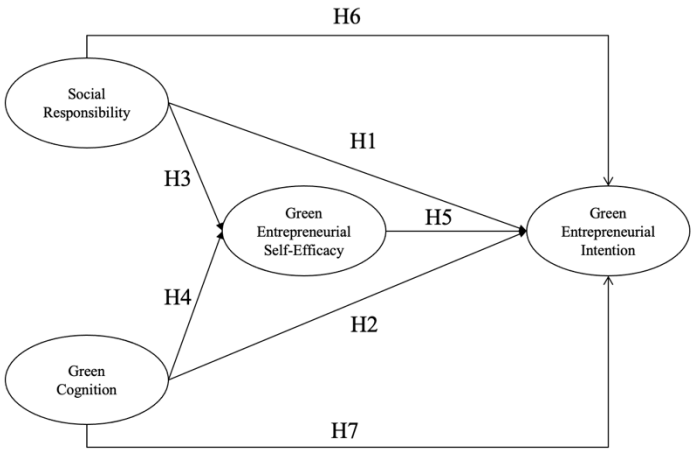

Figure 1. Conceptual Framework

RESEARCH METHODOLOGY

This study employs a quantitative research design, utilising a questionnaire distribution method with a purposive non-sampling probability technique for data collection. The present investigation will use online questionnaires as the primary data collection instrument. The questionnaires will be distributed via Google Forms as the platform for respondents to provide their responses. The present study employs a Likert scale consisting of five points, ranging from Strongly Disagree (marked as one) to Strongly Agree (marked as five), as the primary instrument for measurement. Social responsibility has 5 indicators with 13 items adapted from

Ramos & Armentia, (2007) in Yfarraguerri Villarreal (2014), while the green cognition has 3 indicators with 8 items adapted from Kalsi & Singh (2019). Additionally, green entrepreneurial self-efficacy has 5 indicators with 6 items adapted from Yunikawati et al., (2022). The green entrepreneurial intention has 4 indicators with 11 items adapted from Alvarez-Risco et al., (2021). The focus of this study pertains to the cohort of university students in Indonesia pursuing a degree in business management. The present study uses a minimum sample size calculation by Hair Jr et al., (2021), which states that the number of arrows towards latent variables are multiplied by 10. Therefore, 17 arrowheads towards latent variables are multiplied by 10, resulting a minimum sample size of 170 respondents. After data screening, one respondent was deleted because they did not meet the criteria. Therefore, the final sample size used in the research was 235.

Variable and Operational Definitions

Variables	Theoretical Definition	Indicators	Operational Definitions
Social Responsibility (SR)	According to Peng (2003), social responsibility was defined as individual or community selfdiscipline and other personal qualities that were formed under certain social and historical conditions.	1. Personal involvement through commitment to others 2. Personal discovery of values 3. Formation of social awareness 4. Increased Knowledge of the Reality of the Suffering of Others 5. Approach of the profession from the social commitment (Yfarraguerri Villarreal, 2014)	Individuals who are university students that have a personal involvement by committing to others, personal discovery values, social awareness, knowledge of the suffering of others, and approach of the profession from social commitment.
Green Cognition (GC)	Green cognition refers to a form of specific reasoning that represents an individual's ability to identify and discover potential benefits of green entrepreneurship (Noh, 2010).	1. Environmental Consciousness 2. Perceived Seriousness of Environmental Problems (PSEP) 3. Perceived Environmental Knowledge (PEK) (Kalsi & Singh, 2019)	Individuals who are university students that have the abilities to be environmentally conscious, recognize the seriousness of environmental problems, and have environmental knowledge.
Green Entrepreneurial Self-Efficacy (GESE)	Green Entrepreneurial Self-Efficacy indicates that individuals have the strength, confidence, and ability to remedy environmental issues and challenges (Chu et al., 2021; Guo, 2022).	1. Confidence in undertaking green entrepreneurial-based tasks effectively. 2. Confidence in their green entrepreneurial knowledge 3. Confidence in controlling green start-up development 4. Comfortable in their green entrepreneurial skills or abilities 5. Level of preparation (Yunikawati et al., (2022)	Individuals who are university students that have confidence in undertaking green entrepreneurial-based tasks effectively, green entrepreneurial knowledge, controlling green start-up development, and are comfortable in their green entrepreneurial skills.
Green Entrepreneurial Intention (GEI)	Green entrepreneurship intention as the willingness, create decisions, intention for an	1. Desires 2. Preference 3. Plans 4. Behavior Expectancies	Individuals who are university students that have the desire, preference, plans, and

	individual to run a green business (Alvarez-Risco et al., 2021)		expectancies to run a green business.

Data Analysis Method

The present study used the Partial Least Square Method (PLS-SEM) to statistically analyse the data. The primary rationale for selecting this option is rooted in the capacity of PLS-SEM to be utilised in both confirmatory and exploratory inquiries (Hair Jr et al., 2021), whereby in this research, new relationships are tested, which is social responsibility to green entrepreneurial self-efficacy, green cognition to green entrepreneurial self-efficacy, and green entrepreneurial self-efficacy as a mediator between social responsibility and green cognition towards green entrepreneurial intention. Furthermore, the Partial Least Squares Structural Equation Modeling (PLS-SEM) method has the capability to estimate intricate models comprising numerous constructs, indicator variables, and structural paths, while avoiding the need for imposing distributional assumptions on the data. The PLS-SEM technique has effectively reconciled the perceived dichotomy between explanatory and predictive approaches in academic research and managerial implications (Hair Jr et al., 2021). The Partial Least Squares Structural Equation Modeling (PLS-SEM) method is a statistical approach that estimates latent variables and their interrelationships. This method is based on an iterative process that leverages the elucidated discrepancies of endogenous constructs (Fornell & Bookstein, 1982). Therefore, Smart PLS 3.2.9 was used to test the hypothesis, and the researcher processed the data by running three procedures, which are the PLS algorithm, bootstrapping, and blindfolding.

DATA ANALYSIS AND DISCUSSION

Data Analysis

Demographics

Table 1 displays the demographic information of the participant. The present study's demographic analysis indicates that a significant proportion of the participants fall under the Generation Z cohort, given their age range of 19-21 years. This implies that the respondents were born between 2000-2002. Moreover, most university students pursuing business management possess a familial history of entrepreneurship. Magano et al., (2020) also stated that Generation Z's entrepreneurial inclination surpasses its predecessor's. Ernst & Young's report in 2021 stated that the Generation Z cohort has the potential to generate innovative ideas that can effectively address global challenges. The food and beverage industry was found to be the most commonly selected business industry by most respondents. This industry was deemed to be more accessible in terms of materials and operation when compared to other business industries. The researcher posited that due to limited resources, knowledge, and networks, students might opt for the most accessible industry. This choice may be influenced by their capital and skills, which are constrained by their status as students. In addition, it is noteworthy that the individuals in question lack adequate business acumen and comprehensive comprehension of products and markets, constraining their ability to venture into alternative sectors and leading to a restricted perspective and options. Many participants originated from secondary educational institutions that have adopted a national curriculum instead of an international one. Based on the research by Toruan (2021), high school students who learned using the national curriculum tend to adhere to the provided example and prioritise structured textbooks. Conversely, students in secondary education who receive instruction through the international curriculum exhibit a greater propensity for critical thinking, as they are required to furnish opinions grounded in their perspectives and observations.

Table 1. Respondents Profile

Demographic Items	Frequency	%
Age		
19-20 years old	7	3

21-22 years old	212	90.2
>22 years old	16	6.8
Total	235	100
Gender		
Male	113	48.1
Female	122	51.9
Total	235	100
Highschool Curriculum		
National	204	86.8
International	31	13.2
Total	235	100
Business Industry		
Food and Beverage	104	44.3
Fashion	41	17.5
Family Business	40	17
Creative Industry	15	6.4
Distribution	12	5.2
Commodities	5	2.2
Trading	4	1.7
Services	3	1.2
Travel and Tourism	2	0.9
Others	9	3.6
Total	235	100
Father's Occupancy		
Entrepreneurs	193	82.1
Office Workers	23	9.8
Public Servants	6	2.6
Not Working	6	2.6
Self-Employed	4	1.7
Police Officers	2	0.8
Doctors	1	0.4
Total	235	100
Mother's Occupancy		
Entrepreneurs	118	50.2
Not Working	102	43.4
Office Workers	10	4.3
Public Servants	5	2.1
Total	235	100

Source(s): Processed Data 2023

Measurement Model

For evaluating the competency model of the research, discriminant validity, convergent validity, and both construct and individual item reliability has been measured. Convergent validity is supported if each construct's average variance extracted (AVE) is above or the same as 0.50 and each outer indicator loadings are greater than 0.70. However, outer loading ranging from 0.4 to 0.7 is acceptable for the social studies (Sarstedt et al., 2017). Indicators exhibiting outer loading values between 0.6 to 0.7, namely SR2, SR3, SR11, GC4, GC5, GESE1, GESE3, and GEI5, may be retained given that the AVE value has exceeded 0.5 and the composite reliability has exceeded 0.7. However, the researcher removes several indicators below 0.6 because

of the low factor loading, and the AVE has not met the minimum criteria. These items are SR1, SR4, SR10, SR12, GC2, and GC3. According to Arif (2015), the economic growth, globalisation, and cultural convergence between Indonesia and the West have engendered a heightened sense of individualism and individual creativity among Indonesian citizens. Mangundjaya (2013) stated that the Indonesian populace had noticed a noticeable increase in individualism. The study surveyed 2025 individuals between the ages of 25 and over 44, representing various ethnicities and educational backgrounds. According to the research conducted by Mangundjaya, the Hofstede results reveal that the work values pertaining to Individualism-Collectivism were quantified at 62, thereby indicating a classification of individualism. According to the findings of the Asia Pacific Hopes and Fears Survey conducted by PwC in 2022, a significant proportion of respondents (73%) expressed a perceived lack of support for mitigating their respective companies' environmental impact. The survey sample consisted of 17,922 participants from the Asia Pacific region. Moreover, this assertion is corroborated by the evidence that Indonesia ranked among the ten leading nations responsible for ecological degradation. In conclusion, these facts and statements supported the removal of several indicators mentioned above. The findings of the measurement model are presented in Table 2.

Table 2. Measurement Model Results

	Items	Loadings	Cronbach's alpha	Composite Reliability	Average Variance Extracted
SR	SR2	0.695			
	SR3	0.627			
	SR5	0.770			
	SR6	0.737			
	SR7	0.763	0.881	0.904	0.513
	SR8	0.701			
	SR9	0.760			
	SR11	0.625			
	SR13	0.751			
GC	GC1	0.700			
	GC4	0.698			
	GC5	0.647	0.854	0.889	0.535
	GC6	0.788			
	GC7	0.711			
	GC8	0.804			
	GC9	0.759			
GESE	GESE1	0.664			
	GESE2	0.767			
	GESE3	0.650			
	GESE4	0.841	0.862	0.898	0.596
	GESE5	0.847			
	GESE6	0.836			
GEI	GEI1	0.818			
	GEI2	0.800			
	GEI3	0.819			
	GEI4	0.700			
	GEI5	0.697			
	GEI6	0.890	0.948	0.955	0.661
	GEI7	0.856			
	GEI8	0.847			
	GEI9	0.850			
	GEI10	0.880			
	GEI11	0.756			

Notes(S): SR = social responsibility, GC = green cognition, GESE = green entrepreneurial self-efficacy, GEI = green entrepreneurial intention

For research reliability, composite reliability is also used to evaluate the internal consistency dependability of construct measurements, which uses > 0.7 as a benchmark (Barclay et al., 1995). According to Hair Jr et al., (2021), one of the methods used to assess discriminant validity is the Fornell-Larcker (1981) and Heterotrait and Monortrait. According to the Fornell-Larcker criterion, the correlation coefficient among homologous constructs should exhibit a greater magnitude than the correlation coefficient among heterologous constructs. While the HTMT threshold value must be below 0.85. The outcomes of the discriminant validity assessment are depicted in Tables 3 and 4. The validation of the measurement model's variable distinctiveness has been established through the acceptance of both convergent and discriminant validity. As a result, the indicators and variables are ideal for studying the structural model.

Table 3. Fornell-Larcker criterion

	SR	GC	GESE	GEI
SR	0.717			
GC	0.577	0.731		
GESE	0.596	0.700	0.772	
GEI	0.607	0.675	0.694	0.813

Notes(S): SR = social responsibility, GC = green cognition, GESE = green entrepreneurial self-efficacy, GEI = green entrepreneurial intention

Table 4. Heterotrait-Monotrait

	GC	GEI	GESE	SR
GC				
GEI	0.741			
GESE	0.808	0.759		
SR	0.654	0.651	0.675	

Notes(S): SR = social responsibility, GC = green cognition, GESE = green entrepreneurial self-efficacy, GEI = green entrepreneurial intention

Structural Model

The standardised pathways were examined to analyse the structural model. To test the hypothesis that $\beta > 0$, at the 0.05 significance level, we calculate the one-tailed p–value associated with the path coefficient. Each of the paths relates to the hypothesis that this paper is testing. Table 5 and Table 6 represent the hypothesis testing for direct and moderating effects. Table 7 describes the total effect of the regression path.

The inner model of the square equation model consists of the coefficient of determination ($R2$), T-test, Path coefficient, F Square (Effect Size), and Q square (Predictive Relevance). R square describes the mediation variable and dependent variable. If the value of $R2$ is 0.75, 0.50, 0.25, the variance is considered substantial, moderate, and weak (Hair Jr et al., 2021; Henseler et al., 2009), and a higher value of $R2$ shows a higher predictive accuracy. The F2 effect size determines how removing a specific predictor construct influences the R2 value of an endogenous construct (Hair et al., 2019). It is similar to the size of path coefficients. Generally, values greater than 0.02, 0.15, and 0.35 reflect small, medium, and large f-effect sizes, respectively (Hair Jr et al., 2021). The Q2 predictive relevance test is a structural measurement tool to authenticate the research model. When Q2 values exceed 0 for a given endogenous construct, the predictive accuracy of the path model for that construct is deemed satisfactory. The result of the goodness of fit test is represented in Table 8 and Table 9 below.

Table 5. Result of Path Analysis

Hypothesis	Regression	Path	T statistic	P-values	Remarks

	Path	Coefficients (β)			
H1	SR → GEI	0.226	2.345	0.000	Supported
H2	GC → GEI	0.301	3.893	0.000	Supported
H3	SR → GESE	0.289	3.567	0.000	Supported
H4	GC → GESE	0.534	8.439	0.000	Supported
H5	GESE → GEI	0.349	3.528	0.000	Supported

Notes(S): SR = social responsibility, GC = green cognition, GESE = green entrepreneurial self-efficacy, GEI = green entrepreneurial intention
P < 0.05

Table 6. Mediation role of Green entrepreneurial self-efficacy

Regression Path	Path Coefficients (β)	T statistic	P-Values	Remarks
SR → GESE → GEI	0.101	2.205	0.028	Partial Mediation
GC → GESE → GEI	0.186	3.649	0.000	Partial Mediation

Notes(S): SR = social responsibility, GC = green cognition, GESE = green entrepreneurial self-efficacy, GEI = green entrepreneurial intention
P < 0.05

Table 7. Total Effect

Regression Path	Path Coefficients (β)	T statistic	P-Values
SR → GEI	0.326	4.455	0.000
GC → GEI	0.487	7.281	0.000
SR → GESE	0.289	3.567	0.000
GC → GESE	0.534	8.439	0.000
GESE → GEI	0.349	3.528	0.000

Notes(S): SR = social responsibility, GC = green cognition, GESE = green entrepreneurial self-efficacy, GEI = green entrepreneurial intention
P < 0.05

Table 8. R square and Q square

Variables	R^2	Remarks	Q^2	Remarks
Green Entrepreneurial Self-Efficacy	0.542	Moderate effect	0.314	Moderate effect
Green Entrepreneurial Intention	0.577	Moderate effect	0.375	Strong effect

Table 9. F square

Variables	Green Entrepreneurial Self-Efficacy	Green Entrepreneurial Intention
Social Responsibility	0.122	0.073
Green Cognition	0.418	0.102
Green Entrepreneurial Self-Efficacy		0.133
Green Entrepreneurial Intention		

Discussion

Table 5 presents the results of the hypothesis tests, indicating that all null hypotheses are accepted. The findings suggest that the initial hypothesis, which states that social responsibility leads to green entrepreneurial intention (SR → GEI), exhibits a statistically significant and positive correlation ($\beta = 0.226$, $p < 0.05$). From a psychological standpoint, it can be proposed that individuals possessing heightened cognitive and emotional responsibility are more inclined to translate their thoughts and awareness into tangible behaviour. A heightened level of social mission and responsibility characterises the role of a green entrepreneur. In addition to managing their business, these entrepreneurs must also consider the social and environmental implications of their actions and contributions. A salient differentiation between green entrepreneurship and traditional entrepreneurship lies in the former's emphasis on social responsibility. Green entrepreneurship aims to enhance societal welfare at the outset of commencing the enterprise. Based on the theory of planned behavior by Ajzen (1991), it can be assumed that social responsibility may be construed as a manifestation of subjective norms whereby individuals may be inclined to engage in a particular course of action based on the perceived expectations of others regarding appropriate conduct. Subjective norms refer to an individual's perception of the social pressure or influence exerted by others to engage in specific behaviours, as determined by their normative beliefs. Consequently, possessing a perception of social responsibility may catalyse an individual to engage in a behaviour (compliance motivation). The present study's results indicate that social responsibility has a favourable influence on green entrepreneurial intention. The finding on the positive impact of social responsibility on green entrepreneurial intention aligns with the previous research conducted by Wang et al., (2021), which confirms that social responsibility has a positive and significant relationship with green entrepreneurial intention.

The second hypothesis, i.e., GC → GEI, shows a positive and significant relationship between green cognition and green entrepreneurial intention ($\beta = 0.301$, $p < 0.05$). The proprietors of ecologically conscious enterprises exhibit a heightened level of concern regarding the potentially deleterious impact of their actions and decisions on the natural environment. Consequently, entrepreneurs tend to identify and acknowledge prospects for environmentally sustainable enterprises when initiating a business venture. Individuals who possess robust green cognition exhibit superior aptitude in identifying potential green business opportunities and concepts, as well as effectively executing and resolving challenges related to the green economy (Jiang et al., 2020). Entrepreneurs possess the cognitive flexibility and divergent thinking necessary to effectively engage in green recognition, enabling them to identify and explore the potential advantages of green entrepreneurship when confronted with environmental challenges. These findings also correspond to Ajzen (1991) theory of planned behavior, green cognition can be conceptualised as an attitude toward behavior. Specifically, individuals hold beliefs that determine their behavioural intentions and subsequent actions. In this instance, the resultant effects of the actions will also be assessed. Individuals who possess a comprehensive understanding of environmentally-friendly principles and possess psychological acumen in addressing ecological predicaments are likely to be conscious of their actions' positive impact on humanity. Consequently, individuals may be motivated to engage in a particular behaviour due to the anticipation of a favourable outcome. This result is in accordance with previous research conducted by Cai et al., (2022) and Jiang et al., (2020), which implies that green cognition and green entrepreneurial intention have a positive and significant correlation.

The third hypothesis, i.e., SR → GESE, shows a positive and significant relationship between social responsibility and green entrepreneurial self-efficacy ($\beta = 0.289$, $p < 0.05$). Cohen & Winn, (2007) pointed out that green entrepreneurship is a complex and multifaceted behaviour that is enacted within an environment characterised by high levels of uncertainty. The fundamental objective of this initiative is to cultivate a sustainable market that prioritises environmental consciousness and innovation while concurrently assuming commensurate social and ecological obligations. The finding suggests that individuals are inclined to undertake commensurate social obligations in a startup while considering the dual responsibilities of ecological development and entrepreneurship. These findings also correspond to Ajzen (1991) theory of planned behavior, which states that possessing a sense of social responsibility can drive an individual's behavior (i.e., motivation to comply). This is due to the fact that individuals who have a sense of responsibility tend to

experience positive psychological outcomes, such as a sense of purpose, achievement, and personal satisfaction. A positive correlation exists between individuals who possess a sense of social responsibility and those who exhibit high levels of achievement motivation. It is plausible that individuals who exhibit elevated levels of responsibility may also demonstrate heightened levels of self-esteem, as they possess a strong sense of self-efficacy and are confident in their capacity to effectuate meaningful change and make constructive contributions to the broader community.

The fourth hypothesis, i.e., GC → GESE, shows a positive and significant relationship between green cognition and green entrepreneurial self-efficacy ($\beta = 0.534$, $p < 0.05$). The degree to which an entrepreneur is conscious of the environment positively correlates with the likelihood of harbouring ecologically sustainable entrepreneurial aspirations and exhibiting diverse ecologically sustainable entrepreneurial behaviours. Bandura (1977) states self-efficacy as the conviction in one's ability to perform the necessary competencies to influence circumstances that impact one's well-being. The literature reviewed reveals that certain contextual and self-efficacy beliefs have a favourable impact on environmental activities (Kornilaki et al., 2019). These findings also correspond to Ajzen (1991) theory of planned behavior, which posits that an individual's belief in a particular phenomenon is a significant determinant of their behavioural intentions. Individuals possessing expertise in sustainable practices and psychological acumen for addressing ecological dilemmas will be cognizant that their endeavours will yield favourable consequences for humankind. The correlation between preparedness and confidence is often attributed to acquiring knowledge and practical experience, as well as the subjective sense of efficacy, comfort, and mastery associated with the task at hand. Individuals who possess a high level of preparedness are better equipped to effectively navigate favourable and unfavourable circumstances than those who lack such readiness. Anticipated outcomes suggest that confidence levels may be elevated through preparation, as it is often accompanied by positive affirmations that enable individuals to confront challenges and obstacles (Briñol et al., 2015).

The fifth hypothesis, i.e., GESE → GEI, shows a positive and significant relationship between green entrepreneurial self-efficacy and green entrepreneurial intention ($\beta = 0.349$, $p < 0.05$). Based on the research by Bullough et al., (2014) suggests that a decrease in self-efficacy is inversely related to entrepreneurial intentions in adverse circumstances, such as during times of conflict. The present study posits that the perception of danger may have a negative impact on an entrepreneur's self-efficacy. This is due to the highly dynamic and unpredictable nature of the contemporary business environment, which is characterised by significant levels of uncertainty and risk. As a result, entrepreneurs may face considerable challenges when establishing a startup. The findings indicate a negative correlation between risk perception and a specific entrepreneurial objective, albeit with a diminished impact on individuals exhibiting high resistance levels. The emergence of green businesses has introduced a new level of uncertainty, necessitating novel and innovative solutions to overcome the new barriers in their operations. Thus, entrepreneurs must possess a sense of agency and self-efficacy to implement their environmentally sustainable business practices effectively. These findings also correspond to Ajzen (1991) theory of planned behavior, which posits that perceived behavioural control or self-efficacy can lead to the successful attainment of goals. The concept of green entrepreneurial self-efficacy can be situated within the framework of the planned behaviour theory, which functions as a perceived behavioural control variable that facilitates an individual's intention to engage in a particular behavior. Individuals who possess a high level of perceived behavioural control exhibit a heightened awareness of potential obstacles that may impede their ability to execute a given action, as well as a capacity to identify factors that may facilitate or hinder their performance (i.e., control beliefs). This result is in accordance with previous research conducted by Alvarez-Risco et al., (2021), which implies that green entrepreneurial self-efficacy and green entrepreneurial intention have a positive and significant correlation.

In Table 6, the results also represent that green entrepreneurial self-efficacy acts as a partial mediation for the relationship between social responsibility and green entrepreneurial intention ($\beta = 0.101$, $p < 0.05$), thereby hypothesis six is accepted. In addition, green cognition and green entrepreneurial intention ($\beta = 0.186$, $p < 0.05$), thus hypothesis seven, is also accepted. The decision to engage in entrepreneurship, specifically the choice between starting a business or working for an employer, is associated with an individual's level of self-efficacy. Individuals with higher levels of self-efficacy tend to prefer self-employment when undertaking complex tasks (Piperopoulos & Dimov, 2015). A business's success or failure is contingent upon its adherents' confidence,

abilities, skills, and expertise. These findings also correspond to Ajzen (1991) theory of planned behavior, which states that integrating multiple attitudes towards planned behavior yields more favorable outcomes and stronger associations with an individual's behavioural intentions. The sixth and seventh hypotheses state that a positive and significant indirect relationship exists between social responsibility and green entrepreneurial intention and between green cognition and green entrepreneurial intention, respectively, through the mediating factor of green entrepreneurial self-efficacy. Table 7 displays the total effect of the path extending from the independent variable through the mediation variable and ultimately to the dependent variable. Notably, the values of the total effect exceed those of the direct effect. The observed coefficient for the impact of social responsibility on green entrepreneurial intention is 0.326. The correlation coefficient between green cognition and green entrepreneurial intention is 0.487. Before utilising mediation, the path coefficient linking social responsibility to green entrepreneurial intention was 0.226, while the path coefficient linking green cognition to green entrepreneurial intention was 0.301. The present findings suggest that the mediating effect of green entrepreneurial self-efficacy is significant, as it enhances the association between the dependent and independent variables.

Research Implications

This study's findings suggest that cultivating students' personal attributes is a crucial factor in fostering their development as responsible individuals committed to environmentally sustainable business practices, commonly referred to as "green entrepreneurship." Entrepreneurship entails not only market analysis and innovation but also the responsibility of ensuring business continuity in the face of adversities. Conducting a business with an environmentally conscious objective entails a distinct set of challenges. The foundational principle for a green business is to adopt a mindset that prioritises contributing to the environment and society over personal profit. Hence, it is recommended that the Ministry of Education, Culture, Research, and Technology, along with universities, prioritise the cultivation of individuals' social responsibility in addition to their academic accomplishments. Through this approach, it is anticipated that students' environmental and social consciousness will be heightened, leading to greater recognition of the pressing need for sustainability in the long term. Furthermore, the study's findings suggest that cultivating students' awareness and comprehension of environmental challenges, as well as strategies for mitigating these issues, is crucial for fostering their aspirations as environmentally conscious entrepreneurs. Consequently, the institution may prioritise incorporating sustainable development goals (SDGs) within the academic curriculum as core subjects or instructional resources. Typically, students have exhibited a lack of interest in this particular subject matter due to its perceived lack of relevance to profit and the inclusion of additional expenses that significantly increase their operational expenditures. A potential solution to this issue could involve the establishment of a novel business guild by the university, with a specific emphasis on cultivating environmentally-friendly enterprises that are capable of achieving long-term sustainability. Providing an inclusive incubation program by the university and providing support to motivate students to establish environmentally-friendly businesses could be a viable strategy. This could involve the engagement of accomplished mentors who have successfully managed sustainable or green businesses to offer guidance and the provision of requisite technologies to facilitate the growth and development of such businesses. Furthermore, it is suggested that governmental bodies and academic institutions undertake initiatives to raise awareness regarding the significance of Sustainable Development Goals (SDGs). By incorporating SDG-related material into the curriculum, students can gain valuable insights and understanding regarding the pressing environmental and social issues, thereby fostering their green entrepreneurial intention. The cultivation of self-efficacy among students is a crucial factor in their pursuit of entrepreneurship, given the contemporary context of heightened dynamism and instability within the business environment. The cultivation of resilience among students is of paramount importance for universities. One potential approach to enhancing students' educational experiences involves providing opportunities for experiential learning beyond the confines of traditional academic institutions. Students may acquire practical skills and knowledge that can complement their classroom-based studies by engaging in real-world work environments. In the context of practical work experience, students are provided with the opportunity to acquire a deeper understanding of their field of study and are entrusted with the responsibility of making informed decisions. Individuals can gain knowledge from their mistakes, apply the theoretical principles they have acquired from their university studies, and enhance their cognitive and practical proficiencies.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The issue of environmental degradation is a significant global concern, with adverse effects on both ecosystems and human welfare, as well as posing a threat to sustainable development. The government of Indonesia has projected a substantial economic deficit of approximately USD 38.92 billion within the period of 2020 to 2024 as a result of the effects of climate change. Water, marine and coastal, health, and agriculture sectors have been identified as the most severely affected. The imperative for a shift towards a sustainable economy becomes apparent in light of the concerning figures presented. The green economy is typified by practices that are low-carbon, resource-efficient, and socially inclusive. This economic model has the capacity to reduce environmental degradation, protect natural resources, and promote sustainable development. Implementing a green economy transition is crucial in addressing the ecological crisis and securing a more resilient and prosperous future for both present and future generations. This involves prioritising renewable energy, sustainable production and consumption patterns, and conservation efforts.

The present study's findings suggest that the two independent variables significantly impact both the mediation and dependent variables. This implies that an individual's inclination towards green entrepreneurship can be fostered and augmented by individual social responsibility and green cognition. Furthermore, it has been found that the level of green entrepreneurial self-efficacy serves as a partial mediator in the association between social responsibility and green cognition factors in relation to the green entrepreneurial intention of students. The findings of this study indicate that having a sense of responsibility may heighten an individual's receptiveness to environmental and social concerns, as well as their comprehension of eco-friendly problem-solving strategies. This, in turn, could boost their self-assurance and efficacy as green entrepreneurs, ultimately fostering their inclination to pursue green entrepreneurship to contribute to the Sustainable Development Goals and the transition towards a green economy. In relation to the theory of planned behavior by Ajzen (1991), these findings indicate that these factors significantly influence behavior, supporting the theoretical framework. This study aims to identify the factors influencing entrepreneurs to adopt environmentally conscious practices and engage in sustainable economic activities. This study aims to contribute to the existing body of literature by addressing a significant research gap and an urgent problem. Specifically, the study seeks to enhance our understanding of the personal traits that entrepreneurs should possess to engage in green behaviour effectively. The results of this study provide a basis for further investigation into green entrepreneurship, which may serve as a cornerstone for the researcher's exploration and comprehensive examination of the role of green entrepreneurs in fostering a sustainable economy.

Limitations and Recommendations

The study research has certain limitations that should be noted. Initially, it is essential to acknowledge that the research topics under consideration are relatively nascent, and not all indicators may be appropriate for the examined variables. Furthermore, the absence of well-defined and quantifiable metrics for assessing the variables can be attributed to the scarcity of prior studies on green entrepreneurship. Future research may necessitate the revision of certain standards to measure variables, as the present researcher has encountered a limited number of references pertaining to the subject matter. Second, the researcher refrained from incorporating external factors as variables that could potentially impact the subjects concerning green entrepreneurship. Consequently, the present study's outcomes are confined to internal factors exclusively, and additional research is required to comprehend the drivers of an individual's green entrepreneurial intention. Furthermore, it is important to note that this investigation may encompass various factors that could potentially impact the inclination towards green entrepreneurship in subsequent periods. The present study is limited in scope, as it exclusively examines undergraduate students majoring in business management. This decision was made due to constraints in both time and resources, which precluded the inclusion of participants from diverse cohorts, faculties, and institutions. As such, the generalizability of the findings may be limited. Additionally,

the utilisation of a questionnaire survey in the study may have implications on the accuracy of the data due to potential social desirability bias and other forms of bias.

The research findings presented a viewpoint, as the participants did not engage in operating an environmentally sustainable business. Henceforth, it is recommended that future research delve into additional variables that may encourage or elucidate the rationale behind individuals' participation in eco-friendly entrepreneurship. Furthermore, it is recommended that forthcoming investigations consider selecting participants with prior experience in operating environmentally sustainable enterprises to obtain more accurate and comprehensive responses and information. The investigation of external factors that may influence an individual's motivation towards green entrepreneurial intention could be considered by researchers. The variables under consideration encompass university support, entrepreneurship education, green market, and other related factors. Given the limited extant literature on the subject matter, the present researcher advocates for future investigations into this topic, which is deemed pressing and classified as a worldwide problem. Scholars can choose alternative research areas pertaining to sustainability and the transition towards a green economy. The contemporary global landscape is characterised by a shared predicament in the struggle against climate change, necessitating the proactive involvement of all societal domains. Scholars may make valuable contributions by providing factual information and data that can enhance future studies, enabling more comprehensive and diverse variables to be analysed. Such contributions may also facilitate the implementation of policies or systems that are more environmentally friendly or sustainable. Consequently, it is imperative to conduct research pertaining to this subject matter to tackle the issue of climate change effectively.

The mitigation of environmental degradation requires the active engagement of all sectors, and it is imperative to consider future generations and the institutions that shape them. The cultivation of entrepreneurial skills among students can be facilitated through proactive engagement in new opportunities and networking activities. The acquisition of knowledge among students can be facilitated through various means, such as engaging in business case problems, participating in internships, or attending webinars that are relevant to business-related subjects. Numerous free opportunities are available on social media platforms for students to try out. There exists a potential for increased proactivity in addressing environmental issues and promoting sustainable lifestyles. The majority of reports and surveys suggest that Generation Z exhibits a heightened level of concern regarding climate change and environmental issues. Many individuals have made contributions towards sustainability through various means, including but not limited to supporting environmentally conscious brands, engaging in recycling practices, and taking proactive measures to safeguard the environment. Gen Z exhibits a remarkable aptitude for developing innovative solutions. This unique attribute positions them to actively mitigate the adverse effects of environmental degradation through their actions.

According to the World Economic Forum and EY in 2021, there exist opportunities for improvement within the education system that may serve to enhance five key factors, namely: real-life work, professional mentorship, projects, research, and community services. The educational institution can facilitate students' acquisition of practical work experience and professional guidance through a minimum six-month internship program. The practical application of theoretical knowledge in real-world scenarios can enhance a student's critical thinking skills and enable them to address workplace challenges effectively. Furthermore, the academic institution can implement a "business incubation program" that allows students to engage in a comprehensive business development process under experienced mentors' guidance and access to adequate technological resources. The academic institution can implement various programs to carry out community service actions. Community services may encompass initiatives where students engage in practical endeavours to mitigate or reduce environmental harm. It is imperative for the university to extend support to students to facilitate the execution of the project. In addition, it may be beneficial for universities to organise a compulsory social gathering to assist those in need. This occurrence has the potential to enhance the level of social awareness and accountability among students. Implementing an entrepreneurship guild focusing on sustainability and social contribution may serve as a viable means for the university to cultivate environmentally conscious attitudes among its students. In this guild, students can be supported in terms of technology, resources, and finances to develop their green businesses. The assessment of the subject will be centred not on profitability but rather on the capacity of students to generate business impact and innovation that can effectively contribute to the establishment of a sustainable economy.

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APPENDIX

Variable Items

Variables	Indicators	Items
Social Responsibility (SR)	X1.1 Personal involvement through commitment to others	SR1. I have verified that I can contribute my time for the common good
		SR2. I have considered being open to others out of respect for their dignity without judging their circumstances and limitations.
		SR3. I have experienced the joy that comes from helping others.
		SR4. I have experienced the satisfaction that comes from helping others.
	X1.2 Personal discovery of values	SR5. I have improved my selfesteem by seeing that I have a lot to contribute to others.
		SR6. I have grown in the ability to listen to others.
		SR7. I have grown in the ability to put myself in the place of another.
	X1.3 Formation of social awareness	SR8. I recognize that I can be part of solving problems that affect others.
		SR9. I have verified that something concrete can be done to change the social situation of the country.
	X1.4 Increased Knowledge of the Reality of the Suffering of Others	SR10. I have reflected on my personal attitude towards the pain and adversity of others.
		SR11. I have grown in my tolerance for frustration and limitation.
	X1.5 Approach of the profession from the social commitment	SR12. I consider that the exercise of my profession must be based on ethical principles.
		SR13. I am aware that my university preparation must be oriented towards the common good.
Green Cognition (GC)	X2.1 Environmental Consciousness	GC1. I am concerned about the damage being done to environment (including ecology) by pollution.
		GC2. It is essential to save our environment and its resources for our future generations.
	X2.2 Perceived Seriousness of Environmental Problems (PSEP)	GC3. It is necessary to promote green living in Indonesia.
		GC4. Indonesia's present state of environmental problems is becoming too severe.
		GC5. Indonesia's environmental problems are life and health threatening.
	X3.3 Perceived Environmental Knowledge (PEK)	GC6. I certainly have knowledge of environmental issues.
		GC7. I certainly have understanding of environmental issues.
		GC8. I indeed must buy products and brands that are environmentally safe.

Green Entrepreneurial Self-Efficacy (GESE)	Z1. Confidence in undertaking green entrepreneurial-based tasks effectively.	GESE1. I believe that if I do it from the heart, I will be able to help the environment.
	Z2. Confidence in their green entrepreneurial knowledge	GESE2. I can find a way to contribute to the solution of environmental issues.
	Z3. Confidence in controlling green start-up development	GESE3. Solving environmental issues is something that all of us can do.
		GESE4. I am confident in myself when starting a green business.
	Z4. Comfortable in their green entrepreneurial skills or abilities 5. Level of preparation	GESE5. I have a strong mentality to face challenges in the field of green business.
		GESE6. I possess the skills required to be a green entrepreneur.
Green Entrepreneurial Intention (GEI)	Y1. Desires	GEI1. I plan to develop a venture that addresses the ecological (environment) problems of my community.
		GEI2. I recommend my colleagues to develop enterprises that solve ecological problems.
	Y2. Preference	GEI3. My future initiatives will prioritize ecological benefits over financial ones.
		GEI4. If I had the opportunity, I would definitely go green.
		GEI5. If I had the the resources, I would definitely go green.
	Y3. Plans	GEI6. I have seriously thought about becoming a green entrepreneur.
		GEI7. I will do my best to start and run my own green venture.
		GEI8. I will do my best to run my own green venture.
		GEI9. I have the firm intention of starting an green venture one day.
	Y4. Behavior Expectancies	GEI10. I propose to undertake and act in the management of my own green venture.
		GEI11. I will take the risk to build a green business instead of working in a company.