

Student Environmental Awareness and Green Entrepreneurial Intention



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ABSTRACT

This research examines the effect of student environmental awareness on their green entrepreneurial intention. Six dimensions of student environmental awareness are implemented: Care, Curiosity, Critical, Local Wisdom, Responsibility, and Dependability. This research collected primary data by distributing closed questionnaires. The questionnaire used a seven-score Likert scale. Purposive sampling is the method to determine 174 Indonesian students studying in Indonesia and several countries. This study applied Second Order Partial Least Square-SEM as an analytical tool. In the first stage, research analysis focuses on outer measurement to obtain the second latent variables of the six dimensions of student environment awareness. These latent variables were analyzed in two steps: outer and inner model measurement. The result of this study found that there are positive and significant effects of environmental awareness on green entrepreneurial intention.

1. INTRODUCTION

Entrepreneurship has emerged as a crucial area of priority for the government agenda. It may boost economic growth, create job opportunities, and lower unemployment. Unfortunately, entrepreneurs in Indonesia only reach 3.47% of the total population. Comparing this figure to several ASEAN nations, it is lower. Over 4% of people in Malaysia and Thailand are entrepreneurs, while Singapore has over 8.6% of the country's

entire population. Therefore, for Indonesia to attain developed status by 2045, the country's entrepreneurial population must continually grow (Hakim, 2023).

Younger people in Indonesia need to develop new entrepreneurs continuously. They can encourage an entrepreneurial spirit and change the mindsets of those in their community who have been only interested in being a job seeker. Besides that, younger people can support others to be creative in producing innovative goods and services.

Even though 47% of Indonesians are interested in becoming entrepreneurs, the percentage of young entrepreneurs is still at 19.48% in 2022—a 1.02% rise from 18.46% in 2021 (Rizqiyah, 2023). This nation needs to plan different initiatives and include stakeholders to encourage more young entrepreneurs. In addition to promoting the quantity of businesses, Indonesia also has to focus on the caliber of these individuals. Along with other tasks that increase employment possibilities and decrease unemployment, the drive to form entrepreneurs must consider programs to achieve the SDGs to by 2030.

As environmental problems increase in today's life, people need to have environmental awareness that can help the earth recover its existence. Environment awareness is "an important factor in improving sustainable behavior or practices and focuses on knowledge of global environmental problems and strategies to have a positive impact on these problems." People need to maintain natural beauty for several reasons. Another factor is the tropical climate. Increasing environmental awareness can be done by everyone willing to protect and preserve this earth. (Paradewari, Avillanova, & Lasar, 2018)

Entrepreneurs who strive to reduce negative environmental impacts can be called Green entrepreneurs. They are torchbearers who work to minimize the adverse effects on the Environment. Green entrepreneurship can be achieved in any way, including products, services, processes, habits, etc, which consists of all activities to increase environmental gradation and reduce or slow down environmental degradation (Navarathinam & Amutha, 2022).

Although the green entrepreneurial intention is still developing (Ramayah, Rahmanr, & Taqhzadeh, Modelling green entrepreneurial intention among university students using the entrepreneurial event and cultural values theory, 2019), many studies have been conducted (Nuringsih, MN, & Rosa, 2022); (Chee & Nordin, 2020). A study conducted in China found that creativity, green cognition, and financial support

influenced green entrepreneurial intention (Chai, Hussain, & Zhang, 2022). At the same time, a research result in Pakistan revealed that environmental value significantly impacts green business.

Several research related environment awareness on intention (Xu, Victor, & Blankson, 2018); (Okada, Tamaki, & Managi, 2019); (Parashar, Singh, & Sood, 2023). These studies showed that environment awareness influenced purchase intention. In other words, these studies examined consumer environment awareness. Studies on the entrepreneur and related to green entrepreneurial intention is still rare. Therefore this study focus on green entrepreneurial intention.

2. LITERATURE REVIEW AND HYPOTHESIS

Intention is a topic of discussion when a group of people discuss behavior. A functioning person carries out a behavioral process. Intention is the cause or reason why someone acts or does not act. Intention can also control which actions.

Several theories deal with intention, such as the theory of reasoned action and the theory of planned behavior (TPB). The central factor in these theories is the will. These theories define *intention* as capturing motivational factors that indicate how hard people want to work or try and how much they intend to devote to the behavior (Ajzen, 1991). The theory of reasoned action built a model to predict intentions. Behavioral attitude and subjective norms influence intention (Majid, Sabir, & Asraf, 2015), while the theory of planned behavior adds perceived behavioral control as a predictor of intention (Ajzen, 1991). Therefore, this theory is chosen as ground theory. Because this research is also put intention as the focus of this research.

Green entrepreneurship means business in which environmental awareness is combined with entrepreneurship, which is an essential dynamic in moving towards a sustainable business model. (O'Neill & Gibbs, 2016). It is an element that leads the country to a transition phase in terms of economy, technology and environment. Green entrepreneurial intention is a factor that develops green entrepreneurial behavior. This behavior is essential to protect the ecological environment (Yi, 2020). Several studies focus on green entrepreneurship. Although the transition to green is still in the development phase,

it has aroused enthusiasm among entrepreneurs and students planning their businesses in the future (Ramayah, Rahman, & Taghizadeh, 2019). Therefore, some studies have defined students as the research object (Yi, 2020); (Khoiri, Sunarno, Sajidan, & Sukarmin, 2023); (Chai, Hussain, & Zhang, 2022).

Several factors have been revealed as predictors of green entrepreneurship. One of them is Environmental Awareness. It is conscious behavior towards the environment. It addresses environmental issues and its operations and implements best practices to achieve a sustainable environment. People with ecological awareness in their souls achieve the value, skills, and knowledge necessary to live sustainably and care for the environment responsibly (Handayani, Ariescy, Cahya, Yusnindi, & Sulisty, 2021); (Storkli & Dorn, 2021).

Several studies related to environmental awareness need to provide consistent results. Some studies found an effect of environmental awareness on intention (Okada, Tamaki, & Managi, 2019); (Ogiemwonyi, Harun, Alam, & Othman, 2020). These studies found that environmental awareness had a significant effect on intention. On the other hand, another study found that several measures of environmental awareness did not influence intention (Mustofa & Rinnanik, 2022).

Differences in research results sometimes result from differences in understanding between researchers and respondents. Another possibility is differences in the observed problems, such as those related to pollution (Ganzalez, Aranda, & Sanches, 2022), population problems, or wildlife conservation. Another study focuses on perceptions of the severity of environmental problems and knowledge or support for environmental reform (Ham, Horvat, & Mrčela, 2016).

Environmental awareness can be measured with affective and cognitive indicators (Ham, Horvat, & Mrčela, 2016). The affective variable includes feelings and emotions or judgments about the environment as positive or negative, good or bad, love or dislike. Cognitive variables include memory processes, knowledge, intelligence, judgment, and problem-solving behavior. Shen and Wang recommended three indicators of environmental awareness, such as environmental knowledge, environmental friendliness, and environmental responsibility (Shen & Wang, 2022).

Several studies describe affective and cognitive aspects as multiple dimensions. They used the care dimension, curiosity, and local wisdom as dimensions of the affective aspect and criticality, responsibility, and reliability as dimensions of the cognitive aspect. (Duroy, 2005); (Rashedi, Makkizade, & Hassanpour, 2020); (Khoiri, Sunarno, Sajidan, & Sukarmin, 2023).

Taking care of the environment means considering the environment. It is for many reasons, such as government pressure, fulfilling social responsibility, opportunities, or meeting the needs of environmentally conscious customers. Many people pay a lot more money to support the environment. Caring for the environment is essential for sellers, manufacturers, and customers. The study showed that caring for the environment significantly affects intention with environmental awareness. (Esmaelpour & Bahmiari, 2017).

Curiosity is one dimension predicting green entrepreneurship. It is related to complex stimuli and the novelty of thin people's lack of information. In other words, curiosity means a feeling or desire, such as a need to explain the unexpected or a lack of knowledge. Research puts people's curiosity as an indicator of awareness. This study showed intellectual curiosity to raise awareness of a shared future. (Miształ, 2019).

Local wisdom, or local uniqueness, means good value, a total of wisdom, well thought out, and can be followed and connected to the audience. Local wisdom grows through internal processes and is inherited overtime due to the interaction between people and the environment (Vitasurya, 2016). Several studie discovered the effect of local wisdom and showed the local wisdom becomed the basis of social life, empowering communities to protect the environment.

Environmental critical means critical thinking, real contribution, and creation of solutions to solve environmental problems. In other words, students or educational institutions must be fully committed to finding environmentally sustainable practices, making an interpretation, and deciding on a solution (Arslan, 2012). Research on critical thinking shows that this variable can explain environmental awareness (Khoiri, Sunarno, Sajidan, & Sukarmin, 2023).

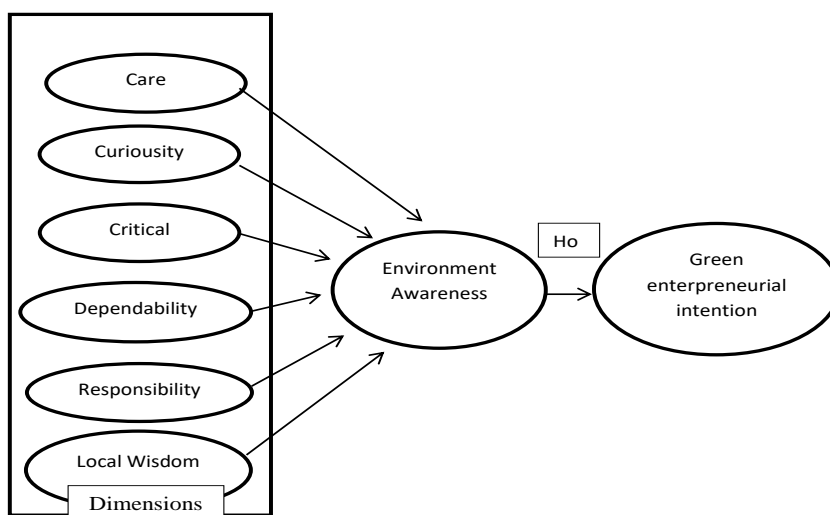
Responsibility in this context is environmental responsibility. This statement explains the decision-maker's responsibility to protect and improve environmental sustainability (Holtbrügge & Dögl, 2012). Research results on the effect of environmental responsibility on behavioral intention show that environmental responsibility has a significant effect on behavioral intention (Florian G, Michael, Terry, & Peter A, 1999).

Dependability is the ability to establish a reliable service, while the dependability of the environment refers to the mass service of the environment. It can be measured by the reliability, safety, survival, and maintainability of the decision-maker to protect or preserve the environment (Silva, et al., 2013); (Stan, et al., 2021).

The study measured dependability as dimensions that explain student's environment awareness (Khoiri, Sunarno, Sajidan, & Sukarmin, 2023). They used not only reliability of protecting and preserving environment, but also used best attitude as indicators of dependability. As indicators of dependability, they used the dependability of environmental protection and conservation and the best attitude. This study showed that dependability measurement of environment awareness is reliable

The previous literature reviews are presented in a research framework as shown in the following figure:

Figure 1 Conceptual Framework



3. RESEARCH METHOD

This study was conducted to understand the impact of students' environment awareness on green entrepreneurship. For this purpose, this study used primary data from Indonesian students studying in Indonesia (121 respondents) and several other countries such as Egypt, Pakistan, Syria, Tunisia and Turkey (53 respondents). In order to obtain an appropriate result, this study led to six dimensions of environment awareness variable of students, which are care, curiosity, critical, responsibility, local wisdom, and dependability, while green entrepreneurship has no dimensions, and four measures were applied.

On the other hand, this paper used the purposive sampling method as non-probability sampling. This method is suitable for this study because it conducted an interview and investigated a person's wisdom, knowledge, behavior, or practice (Tongco, 2007). In addition, this technique can be used to shape and narrow down potential participants effectively (Thomas, 2022).

As a data collection method, this research applied a set of questionnaire consisting of 22 items and based entirely on a seven-point Likert scale. All respondents had to choose one strongly disagree or seven strongly agree with each item. The following research tools are organized based on some previous research:

Table 1. Research Instruments

No	Variables	Dimension	Source
1	Environment Awareness	Care	(Duroy, 2005) (Khoiri, Sunarno, Sajidan, & Sukarmin, 2023) (Rashedi, Makkizade, & Hassanpour, 2020)
		Curiosity	(Khoiri, Sunarno, Sajidan, & Sukarmin, 2023)
		Critical	(Khoiri, Sunarno, Sajidan, & Sukarmin, 2023)
		Dependability	(Khoiri, Sunarno, Sajidan, & Sukarmin, 2023) (Rashedi, Makkizade, & Hassanpour, 2020)
		Responsibility	(Khoiri, Sunarno, Sajidan, & Sukarmin, 2023)
		Local Wisdom	(Khoiri, Sunarno, Sajidan, & Sukarmin, 2023)
2	Green Entrepreneurial Intention		(Chee & Nordin, 2020)
			(Chee & Nordin, 2020) (Ramayah, Rahman, & Taghizadeh, 2019)
			(Chee & Nordin, 2020)
			(Vegirawati, Yusnaini, & Kusdiah Ningsih, 2019)

Sources: Data processed, 2023

Partial least square SEM (PLS-SEM) is a multivariate statistical analysis (Memon, Ramayah, Cheah, Ting, Chuah, & Cham, 2021). PLS_SEM analysis tools were chosen in this study for several reasons. This analyzer analyzes a small sample (Pirouz, 2006). In addition, PLS-SEM is a suitable analysis method to validate the theory, categorical variables, and mediation effect. In depth, this method is suitable for analyzing complex patterns and focusing on prediction (Zeng, Liu, Gong, Hertogh, & Konic, 2021).

Since this research model has six dimensions of environmental awareness, the second order partial least squares method is recommended to obtain accurate research results. In the second order, the six dimensions of the environmental awareness variable were transformed to represent indicators of that variable. Therefore, in the second series there are two variables: environmental awareness with six indicators and green entrepreneurial intention with four indicators.

4. RESULTS AND DISCUSSIONS

Research Data

The author interviewed Indonesian students studying in different countries by sending a closed questionnaire through a WhatsApp message. One hundred and seventy-four respondents were selected as a sample by answering the entire questionnaire. The demographics of the respondents can be seen in the table below.

Table 2. Respondents Profile

Demographic variables		N	Percentage (%)
Gender	Female	123	71%
	Male	51	29%
Age	< 25 years	156	90%
	> 25 years	18	10%
College Country	Indonesia	121	69%
	Other countries	53	31%

Source: analytical result

Research Result

Second-order PLS-SEM was used in this study. The research review was carried out in two main stages:

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1. First order The first analysis focused on six dimensions of environmental awareness. The design model for this study begins with the following understanding:

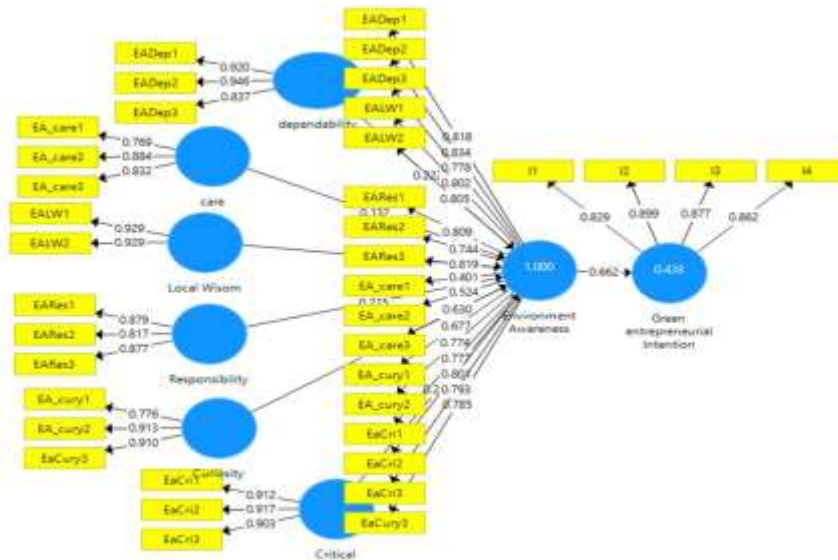


Figure 2 First Order Diagram Model

In the first order, research will focus on outer models. Outer model or measurement model examination is conducted to test validity and reliability of dimensions items. If the validity value is more than 0.708, it is recommended to use the loading coefficient as a valid indicator. The results of the first PLS analysis showed that the factor loadings of the constructs were higher than 0.708, except for the degree of local wisdom construct. All valid measures were advanced when invalid measures were removed from the model.

The second test of the outer model is the internal consistency reliability test. Most of the research used Cronbach's alpha or composite reliability. Generally, a higher value of reliability indicates a higher level of reliability. The minimum value of Cronbach alpha and composite reliability are 0.60. Reliability values between 0.60 and 0.70 are acceptable, while reliability values in the 0.70 and 0.90 range are considered satisfactory to good. Both the Cronbach alpha and composite reliability values for each dimension and variable are between 0.70 and 0.90. Therefore, all of the dimensions and variables in this research are reliable at a satisfactory to a good level. The third test is the convergence validity test. The metric of convergence validity is the average variance extracted (AVE) for each item of the construct. The minimum acceptable value of AVE is at least 0.50. Research results showed that each construct's AVE values are above the minimum acceptable AVE, 0.50. These

values indicated that the constructs can explain more than 50 percent of the variance of each item that makes up the constructs. Outer model analysis results can be seen in the following table:

Table 3. Measurement Items

Measurement Item		Loadings
Care	$\alpha = 0.778$ CR= 0.869, AVE =0.689	
Care	I care about environmental damage	0,769
Care	I care about harm to the environment	0,884
Care	I care about environmental health	0,831
Curiosity	$\alpha = 0.834$ CR= 0.931, AVE =0.754	
Curiosity	I want to know how to preserve the environment	0,776
Curiosity	I explore knowledge about environmental health	0,913
Curiosity	I find out how to solve environmental problems	0,910
Critical	$\alpha = 0.897$ CR= 0.936 , AVE =0.829	
Critical	I have idea to protect environment	0,912
Critical	I Contribute toward preserving the environment	0,917
Critical	I have idea to solve environment problem	0,903
Dependability	$\alpha = 0.884$ CR= 0.929 , AVE =0.814	
Dependability	I reliable for protecting the environment	0,920
Dependability	I reliable for preserving the environment	0,946
Dependability	I have the best attitude toward preserving the environment	0,837
Responsibility (R)	$\alpha = 0.820$ CR= 0.893 , AVE =0.736	
Responsibility	I response the environment dangers	0,879
Responsibility	I Response towards preservation of environmental health	0,817
Responsibility	I Aware of the dangers of environmental damage	0,877
Local Wisdom (LW)	$\alpha = 0.842$ CR= 0.927 , AVE =0.863	
Local Wisdom	I Preserves the local potential of the environment	0,929
Local Wisdom	I Aware of local potentials	0,929
Local Wisdom	I Protects local wisdom as the way to show respect and empathy	0,607 (removed)

Source: Data processed, 2023

The next analysis in the fourth step is to check the critical state. The goal of this step is to measure the extent to which the construct differs from other constructs in the structural model. The results of the discriminant validity assessment are presented in the Fornell-Larcker criteria table. Each construct should be compared with the square of the correlation between its constructs. The variance of all model configurations in this study does not

exceed AVE. The results of the dimensional discriminant validity study are shown in the table below:

Table 4. Fornell-Larcker Criterion

	Critical	Curiosity	Local Wisdom	Responsibility	Care	Dependability
Critical	0,910					
Curiosity	0,684	0,868				
Local Wisdom	0,711	0,640	0,929			
Responsibility	0,756	0,723	0,829	0,858		
Care	0,401	0,592	0,467	0,542	0,830	
Dependability	0,751	0,710	0,758	0,805	0,464	0,902

Source : data processed, 2023

The second order begins by constructing the latent variables in the first order from the results of the analysis. By creating a latent variable as a score measure, the six dimensions of media understanding are transformed into six indicators on this variable. In this series, the design model has been changed as below:

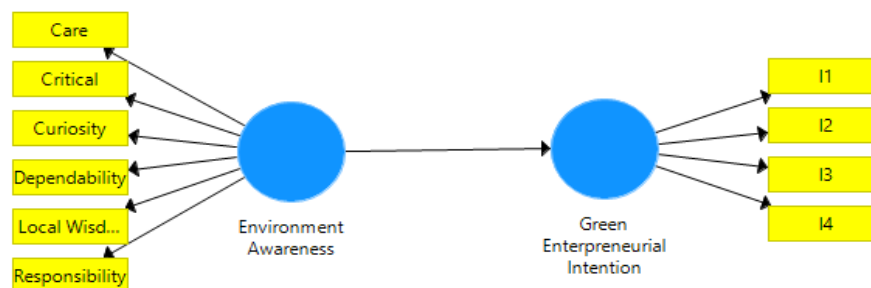


Figure 3 Second Order Diagram Model

In this second order, the author must reexamine both outer or reflecting measurement model assessment and inner or structural model assessment. Reflecting measurement model assessment contains validity and reliability measurement, average variance extracted and discriminant validity tests. Outer measurement model assessment in the second order is also conducted to test validity and reliability of dimension items. Loading factor values as validity indicators in this model are recommended too. Because the value of all dimensions which is changed to be environment awareness indicators are above 0.708, except indicator care. The value of loading factor of indicator care is 0.645. So, this indicator must be

removed from the model. Analysis result of loading factor after indicator care had removed can be seen in below table:

Table 5. Second Order Loading Factors

	Environment Awareness	Green Entrepreneurial Intention
Critical	0,878	
Curiosity	0,848	
Dependability	0,901	
Local Wisdom	0,887	
Responsibility	0,928	
I1		0,830
I2		0,899
I3		0,877
I4		0,861

Source: Data processed,2023

Diagram model, which is derived from a second-order analysis of the influence of environment awareness on green entrepreneurial intention after removing indicator care shown in the following figure:

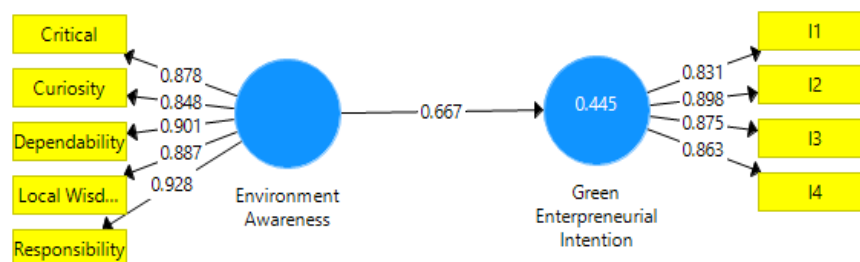


Figure 4 Second Order Diagram After Removing “care” Indicator

In this second order, PLS-SEM also conducted an internal consistency reliability test. This test's result produced two reliability values, Cronbach's alpha and composite reliability. The Cronbach alpha values of environment awareness and green entrepreneurial intention are 0.933 and 0.890, respectively. At the same time, the composite reliability values of these variables are 0.945 and 0.924. These reliability values are above 0.70 and less than 0.95. Therefore, the reliability of these variables is considered satisfactory to good.

The third test is the convergence validity test. The metric of convergence validity is the average variance extracted (AVE) for each item of the construct. The second order for

environment awareness and green entrepreneurial intention are 0.790 and 0.752. These values are above the minimum acceptable value of AVE, 0.50. The Research result showed that each construct's AVE values are above the minimum acceptable AVE, 0.50. These values indicate that the constructs succeed in explaining more than 50 percent of the variance of each item that makes up the constructs. The reliability test result and convergence validity test result as shown in the following table:

Table 6. Reliability Values

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Environment Awareness	0,933	0,935	0,949	0,790
Green Entrepreneurial Intention	0,890	0,895	0,924	0,752

Source: Data processed,2023

The following analysis in the fourth step examines discriminant validity. This step measures how much a construct differs empirically from other constructs in the structural model. The output of the discriminant validity assessment is shown in the Fornell-Larcker Criterion table. Each construct must be compared to the square of constructs correlation of the same construct. The shared variance for all model constructs in this study is not larger than their AVEs. The research result of dimension discriminant validity can be seen in the table below:

Table 7. Fornel Larcker Criterion

	Environment Awareness	Green Entrepreneurial Intention
Environment Awareness	0,889	
Green Entrepreneurial Intention	0,667	0,867

Source: Data processed,2023

This research analysis shows that structural model testing has been carried out. The research results in Table 8 show a p-value of 0.0000; this value is smaller than 0.05, and the counted value calculated in t is 11.972, which is greater than the t table, 1.96. The research

results show a positive and significant influence on student environmental awareness and green entrepreneurial intention. While the R Square Adjusted value is 0.441, this figure shows that 44.1% of the variation in green entrepreneurial intention is experienced due to student environmental awareness.

Table 8. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Environment Awareness -> Green Enterpreneurial Intention	0,667	0,667	0,056	11,972	0,000

Source: Data processed,2023

Table 9. R Square

	R Square	R Square Adjusted
Green Enterpreneurial Intention	0,445	0,441

Source: Data processed,2023

The following table shows the results of the goodness of fit model. The Standardized Root Mean Square Residual (SRMR) value is 0.060, less than 0.08. at the same time, the Normed Fit Index value is 0.898, which is smaller than the value of 0.90. The SRMR and NIF values show that this model meets the Goodness of Fit.

Table 10. Fit Summary

	Saturated Model	Estimated Model
SRMR	0.060	0.060
NNFI	0.898	0,898

Source: Data processed,2023

The last analysis of the effect of student environment awareness on green entrepreneurial intention is PLS Predictive power.

Table 11. Predictive Power

PLS		LM	
RMSE	MAE	RMSE	MAE
1,234	0,967	1,228	0,976
0,993	0,735	1,027	0,752
0,930	0,696	0,921	0,669
1,140	0,901	1,148	0,903

Source: Data processed,2023

If the *minority* (or the same number) of indicators in the PLS-SEM analysis yields greater prediction errors than the naïve LM benchmark, this indicates a medium predictive power. The result of RMSE and MAE in PLS and LM had the same number of indicators in PLS-SEM: greater yields. The greater yield of PLS RMSE and MAE, and LM RMSE and MAE have the same number. Therefore, this model has medium predictive power.

This research aims to test the structural equations prepared using a conceptual framework on the influence of environmental awareness as measured by six dimensions on green entrepreneurial intention. The results of the first-order analysis using PLS analysis stated that the construct chosen to test endogenous and exogenous variables met the validity and reliability criteria. Of the six dimensions used to measure environmental awareness, only five meet the validity criteria: critical, curiosity, dependability, local wisdom, and responsibility. The results of this research are slightly different from those of previous research, which stated that six dimensions met the criteria: critical care, curiosity, dependability, local wisdom, and responsibility.

This study examines the influence of student environmental awareness on green entrepreneurial intention. by using second order in PLS-SEM. This analysis tool has converted these six dimensions into variable indicators of environmental awareness. The examination results show a significant and positive effect of awareness on intention. This research is consistent with several previous research results about awareness of intention in general (Okada, Tamaki, & Managi, 2019); (Xu, Victor, & Blankson , 2018). This research result is in line with previous research results which investigated student environmental awareness on entrepreneurial intention (Ganzalez, Aranda, & Sanches, 2022), even though they viewed environmental awareness only from the pollution aspect.

5. CONCLUSIONS

This study examines the influence of student environmental awareness on green entrepreneurial intention. by using second order in PLS-SEM. The examination results show a significant and positive effect of environmental awareness on entrepreneurial intention

The results of this research can have implications for the government, universities, and other researchers who want to increase interest in becoming green entrepreneurs. The government can develop a strategic plan to increase interest in environmentally friendly entrepreneurs. Meanwhile, universities can make strategic plans to encourage students to be interested in becoming green entrepreneurs, which will become the basis for real action to become green entrepreneurs.

This research shows a positive and significant influence on environmental awareness and green entrepreneurial intention. The government must build infrastructure and laws and regulations or guidelines that support increasing public awareness, especially students, of the environment.

This research shows that environmental awareness has a positive and significant effect on green entrepreneurial intention. The results of this research can be used as a basis for various actions by higher education institutions to increase awareness, for example, by modifying the higher education tridharma and implementing it in the curriculum so that environmental awareness increases.

Although this research has succeeded in producing a structural model of green entrepreneurial intention, several limitations need to be explained. This research only focuses on one variable with five dimensions influencing green entrepreneurial intention. Even though many variables can be included in the model to predict green entrepreneurial intention, this research also limits the research object to students only, even though many elements of society interested in becoming green entrepreneurs can still be studied.

Several suggestions can be made related to the results of this research. Other researchers can add several variables to predict green entrepreneurial intention. The object of this research should be expanded to students and many elements of society, such as housewives.

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