

Research Paper

The Role of Conservation Environment to Establish Sustainable Ecopreneurship Intention

Widya Prananta*, Angga Pandu Wijaya, Made Virma Permana

Department of Management, Faculty of Economics, Universitas Negeri Semarang

ORCID

Widya Prananta: <https://orcid.org/0000-0002-5830-4694>

Abstract.

The concept of green entrepreneurship combines profit-oriented business with innovative technology that can help humans reduce negative impacts on the environment. This study analyses and examines the research gap and inconsistencies between factors that influence ecopreneurship intentions through the theory of planned behavior approach. This theory states that a person intends to perform a behavior. The sample of this research is 150 students who will intend to do environmentally friendly business obtained through screening questions in the Universitas Negeri Semarang environment. The existence of the Universitas Negeri Semarang, which applies conservation insights, is appropriate to be used as a research sample. The results of the study show that the factors that influence entrepreneurial intentions have a direct effect.

Keywords: ecopreneurship intentions, entrepreneurial orientation, entrepreneurial knowledge, university environment

Corresponding Author: Widya
Prananta; email:
widyaprananta@mail.unnes.ac.id

Published 24 January 2024

Publishing services provided by
Knowledge E

© Widya Prananta et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the 4th INCLAR Conference Committee.

1. Introduction

Entrepreneurship focuses on behavior as the decisive criterion. There are two key elements to entrepreneurial behavior. The first is the ability to recognize an opportunity. A variant of opportunity recognition is the ability to create an opportunity [1]. Entrepreneurship is an activity that is very important for the competitiveness and growth of a country and a significant source of social mobility. Entrepreneurs' role in creating value by introducing innovation, bringing about change in markets, increasing competition, and creating competition shows that important points to consider economic performance. Sustainable development and economic growth occur when a nation able to make people do innovation in various fields. Development The economy will survive when entrepreneurs are free and fast-growing and create new, productive companies.

OPEN ACCESS

Ecopreneurship is a business concept run based on sustainability [1][2]. The idea of green entrepreneurship combines profit-oriented business with innovative technology that can help humans reduce negative impacts on the environment [4]. It can be concluded that this ecopreneurship's or green entrepreneurship activity is an attempt to issue new ideas that lead to the principle of caring for the sustainable environment by looking at the profit side of running its business and realizing an increase in the quality of life. To maintain and improve the existing entrepreneurial position, entrepreneurship practitioners should build sustainable entrepreneurship to create entrepreneurship that competitive, strong, sustainable and mutually supportive, and sustainable, with taking advantage of the synergies of various elements of society. The concept of ecopreneurship is covered in three main variables: Global Entrepreneurship and Development Index (GEDI) in determining the index entrepreneurship, namely Entrepreneurial Attitudes, Entrepreneurial Activity, and Entrepreneurial Aspirations [5]. Therefore, an understanding of ecopreneurship becomes very important to strengthen its implementation in society to compete globally.

Universitas Negeri Semarang is a university that implements a conservation-based campus program according to the Universitas Negeri Semarang (UNNES) objective of becoming a university with a conservation focus and a worldwide reputation. It aims to create a cultured campus and cares about the environment by managing the environment in a systematic, consistent and sustainable manner based on the Tri Dharma of Higher Education. One type of educational institution that can directly apply in practice is a higher education institution. With the development of science, technology, and technical innovation, universities are significant in the sustainable development of society [5][6]. The role of the University Environment influences one's intention to engage in entrepreneurship [8]. Entrepreneurial intention represents planned actions to carry out entrepreneurial behaviour [9]. The intention is the influence of various motivational factors that impact behaviour. In addition, intention also shows how hard someone dares to try something new.

As indicated by the association of enterprising direction and corporate social obligation, pioneering economic direction (green direction business visionary) results from the cooperation of innovative direction and corporate social obligation [10]. Green entrepreneurial approach denotes a company's desire to support creative, proactive, and risky actions that are consistent with the development of the company's economic, social, and environmental elements, as well as the environment in which they operate. Green orientation entrepreneur allows detecting business opportunities while considering social and environmental factors.

Entrepreneurship is seen as a means of increasing competitiveness and prosperity. Entrepreneurship is the attitude and behavior of innovative, anticipatory, initiative, risk-taking, and profit-oriented people. For universities, curriculum development is the main step to design learning outcomes as expected, such as developing skills, values, and entrepreneurial attitudes as an important form of a learning experience for students. Institutionally, curriculum development is seen as an important process that strengthens the innovative capacity of higher education institutions. This entrepreneurship can be taught through education and training [11]. Provision of entrepreneurial knowledge to students is very necessary. Entrepreneurial knowledge is obtained through direct or indirect experience. Knowledge is obtained directly through the involvement of students in entrepreneurship training, while indirectly, students learn entrepreneurial concepts in the learning process. The higher the entrepreneurial knowledge provided, the higher one's intention in entrepreneurship [12]. Other studies have found that entrepreneurship education/entrepreneurship knowledge negatively influences someone to start entrepreneurship so that a research gap emerges from this research [13].

This research has a novelty from previous research because previous research only raised MSME entrepreneurial intentions in general, while this research raised students' intentions to become entrepreneurs by applying the concept of environmental concern, namely sustainable/ecopreneurship in a university environment that applies conservation insights. This is to prove that universities that implement conservation policies will also attract their students to do environmental-based entrepreneurship. This study aims to analyze and examine research gaps in the form of inconsistencies between relationships that influence Ecopreneurship Intentions through the Theory of Planned Behavior approach. This theory states that a person's intention to perform a behavior.

2. Literature Review

2.1. Ecopreneurship Intentions

Entrepreneurial intention represents planned actions to carry out entrepreneurial behavior [9]. The Theory of Planned Behavior states that a person's intention to perform a behavior is an intermediate variable that causes an attitude or other variables [14]. The intention acts as a bridge between numerous motivating elements that influence conduct. Furthermore, intention demonstrates how far someone is willing to go and

how much work they want to put in. The intention is most closely related to subsequent behavior. Before someone starts a business, it takes a strong commitment to start it.

2.2. Entrepreneurial Orientation

Entrepreneurial Orientation (EO) refers to innovation, proactiveness, and risk-taking [15]. Ingenuity alludes to an innovative disposition to try different things with novel plans to create new items or administrations. Proactivity demonstrates an entrepreneur's desire to outperform competition by providing new products or services and predicting future wants in order to make change and alter the environment. Dare to take risks is an entrepreneurial mentality that combines a readiness to take advantage of resources and a willingness to tackle difficulties with unpredictable outcomes. Entrepreneurial orientation is directly tied to the primary profit driver, allowing an entrepreneur to capitalize on opportunities as they arise. The dimensions of the research in this study are Innovative, Proactive, and Risk-taking [15][16].

2.3. Entrepreneurial Knowledge

Knowledge is an important manifestation in running sustainable entrepreneurship [18]. Entrepreneurial knowledge is the most important resource in building a business [19]. Students' attitudes towards entrepreneurship will emerge if they realize that it is not easy to find work. In addition, starting a business is not easy if one does not have a strong determination to be successful [20]. Entrepreneurial knowledge may mold students' perspective, attitudes, and conduct to become actual entrepreneurs such that it directs them to pursue entrepreneurship. The dimensions in this study are knowledge of risk and rationality, financing, invention/idea generation, creativity, knowledge community relations, and competitive analysis strategies to manage growth [21].

2.4. University Environment

Entrepreneurship education is an important issue for universities, governments, and researchers [11]. The university environment is very good in sustainable community development [6], [7]; within the university community/students will receive debriefing or training for more focused entrepreneurship because they are guided or accompanied by lecturers in compiling or building professional entrepreneur. The role of the University Environment influences one's intention to engage in entrepreneurship [8]. A

university environment with a conservation perspective will influence people within the organization to implement a green orientation in running their business.

2.5. Methodology

The following presents a table regarding the measurement scale of variables adopted from various similar research sources.

TABLE 1: Measurement Scale.

Construct	Scale Reference	Adapted Scale
Ecopreneursh Intentions	Roxas [12]	I am keen on setting up my own business I have thought about setting up my own business I am prepared to set up my own business I will make a decent attempt to set up my own business I will before long set up my own business.
Entrepreneurial Orientation	Hughes and Morgan [22]	Innovative Items We actively introduce improvement and innovation in our business. Our business is creative in its operating methods Our business is looking for new ways to do things Proactive Items We always try to take the initiative in every situation (e.g., against a competitor, on a project while working with other people) We excel at identifying opportunities. We initiate actions that other organizations respond to Risk-Taking Items The term “risk-taker” is considered a positive attribute for people in our business People in our business are encouraged to take calculated risks with new ideas. Our business emphasizes exploration and experimentation for opportunities.
Entrepreneurial Knowledge	Roxas [12]	I have adequate information on the lawful prerequisites to begin a business. I realize how to track down assets (e.g., finance) to set up a business. I have sufficient knowledge to manage a business. I have sufficient knowledge in marketing a product/service. I have adequate information in commercializing business thoughts. I have adequate information in dealing with a business.
University Environment	Herminio and Marcondes [23]	The college climate assists me with recognizing business openings. The college climate propels me to need to start my own business The college climate fosters my authority abilities bunch work. The college climate improves my innovativeness and capacity to develop. The college climate gave arranging and procedure tasks in various disciplines, fostering my arrangement. The college climate has permitted me to relate and dissect the factors that impact the result of an issue, expanding my capacity to proceed with carefully thought out plans of action. The college climate gave me some important contacts both actually and expertly.

(Hughes and Morgan [22], Roxas [12] and Herminio and Marcondes [23])

3. Method

3.1. Conceptual Framework

This study aims to analyze and test the research gap in the form of inconsistency between the relationship of Entrepreneurial Knowledge, Entrepreneurial Orientation, and University Environment as a moderating variable to Ecopreneurship Intentions through the Theory of Planned Behavior approach. Based on literature reviews and similar research studies before, the following framework can be developed:

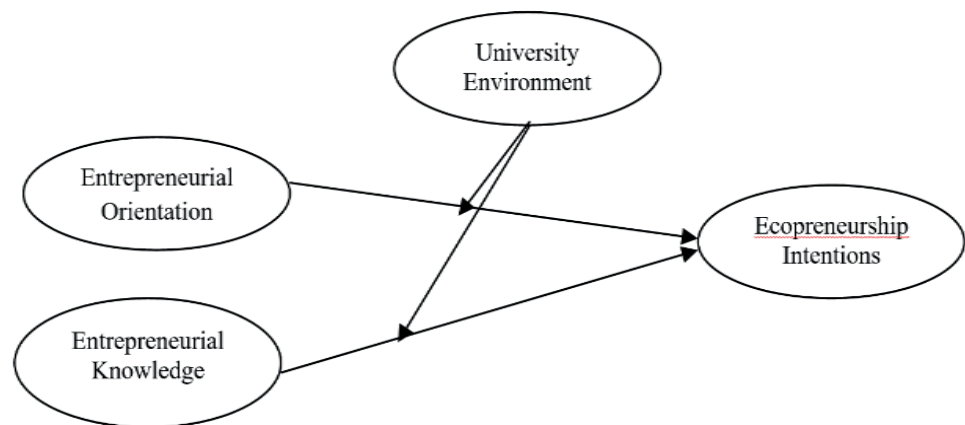


Figure 1: Conceptual Framework. (Adapted from [22], [12], [23]).

Based on the above research framework, the hypothesis can be arranged as follows,

H1: There is an influence of Entrepreneurial Orientation on Ecopreneurship Intentions

H2: There is an influence of Entrepreneurial Knowledge in forming Ecopreneurship Intentions

H3: There is an influence of Entrepreneurial Orientation moderated by University Environment on Ecopreneurship Intentions

H4: There is an influence of Entrepreneurial Knowledge moderated by the University Environment in forming Ecopreneurship Intentions

3.2. Sample and Data Collection

The population to be studied in this research is Universitas Negeri Semarang Students. The sample of this research is students who intend to do an environmentally friendly business obtained through screening questions at the State University of Semarang. The existence of Universitas Negeri Semarang, which applies conservation insights, is appropriate to be used as a research sample. Determination of the sample is based on what is suggested by Hair et al., [24] that is, 5-10 times the number of research indicators. In this study, there were 27 indicators, so in this study, the sample used was 135 people.

In order to gather the essential data, data collecting techniques were utilized to collect data in accordance with study guidelines. After the data has been collected, the data is tabulated and then analyzed to obtain a comprehensive picture of the relationship and the significance of the influence between the variables using Smart PLS.

4. Result And Discussion

4.1. Analysis Full Model

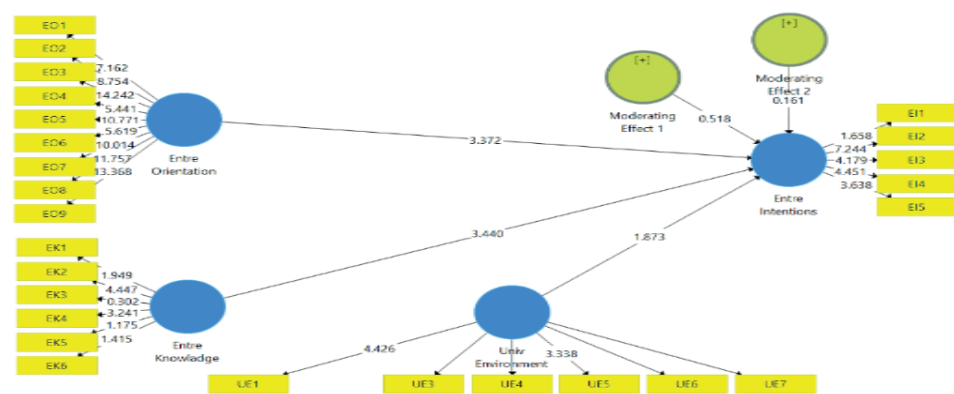


Figure 2: Smart PLS Full Model. (Own Study from PLS Output, 2022).

Based on testing the Full model using structural equation modeling using the application, Smart PLS Version 3.3.2 shows there is one indicator on the University Environment variable that is considered an outlier so that the indicator is omitted. The following shows the results of the analysis testing model using the Smart PLS Version 3.3.2 application.

4.2. Hypothesis test

Hypothesis testing conducted in this study aims to see how the independent variables of the dependent variable influence the independent variables. Hypothesis test results can be seen in the table 2.

(Own Study from Amos Output, 2021)

Hypothesis testing of the relationship between Entrepreneurial Orientation Variables and Ecopreneurship Intention shows that the P-value < 0.05 (5%), with a P-value = 0.002, indicates a positive and significant influence between the Entrepreneurial Orientation variable and Ecopreneurship Intention. This shows that Entrepreneurial Orientation strongly influences a person's intention to become an entrepreneur that applies environmentally friendly principles. Hypothesis testing of the relationship

TABLE 2: Hypothesis Test.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Entre Knowledge -> Ecoprene Intensions	0.296	0.324	0.092	3.215	0.001
Entre Orientation -> Ecoprene Intensions	0.265	0.280	0.085	3.126	0.002
Moderating Effect 1 -> Ecoprene Intensions	-0.138	-0.098	0.100	1.391	0.165
Moderating Effect 2 -> Ecoprene Intensions	0.013	0.006	0.093	0.145	0.885
Univ Environment -> Ecoprene Intensions	0.304	0.312	0.097	3.121	0.002

between Entrepreneurial knowledge and Ecopreneurship Intention shows that the P-value < 0.05 (5%), with P = 0.001, indicates a positive and significant influence between the Entrepreneurial Orientation variable and Ecopreneurship Intention. This is in line with research that has been done by previous researchers [6], [8]. This shows that entrepreneurial knowledge strongly influences a person’s intention to become an entrepreneur that applies environmentally friendly principles.

Hypothesis testing of the relationship between Entrepreneurial Orientation Variables moderated by the University Environment on Ecopreneurship Intention shows that the P-value > 0.05 (5%), with a P-value of 0.165, indicates no value effect. From the results of the research conducted, it shows that Entrepreneurial Orientation moderated by the University Environment has no impact on Ecopreneurship Intention. Hypothesis testing of the relationship between Entrepreneurial Knowledge Variables moderated by the University Environment on Ecopreneurship Intention shows that the P-value > 0.05 (5%), with a P-value of 0.885, indicates no value effect. From the results of the research conducted, it shows that Entrepreneurial Knowledge moderated by the University Environment does not affect Ecopreneurship Intention. The nature of daring to take risks, act proactively, and always be innovative is formed not from the campus environment but other environments outside the campus.

4.3. Discussion

Entrepreneurial Orientation has a strong influence on Ecopreneurship Intention. Entrepreneurial orientation refers to procedures, methods, and decision-making that result in new inputs and have an entrepreneurial character, such as risk-taking, proactive action, and innovation. The research results show that the entrepreneurial

orientation of students at the State University of Semarang is quite high; this is very influential in determining a person's intention to become environmentally friendly entrepreneurship. Entrepreneurial knowledge has a strong influence on Ecopreneurship Intention. Entrepreneurial knowledge is a person's grasp of entrepreneurship with diverse positive, creative, and inventive personalities in establishing business chances that benefit themselves and the community or consumers. From the results of research conducted, it shows that the entrepreneurial knowledge of students at the Universitas Negeri Semarang is quite high, this is very influential in determining a person's intention to become environmentally friendly entrepreneurship.

From the results of the research conducted, it shows that Entrepreneurial Orientation moderated by the University Environment does not affect Ecopreneurship Intention. The nature of daring to take risks, act proactively, and always be innovative is formed not from the campus environment but other environments outside the campus. This is because the campus orientation to encourage students to become entrepreneurs is still low and is still oriented towards finding work in the formal sector in developing student careers. The research results show that Entrepreneurial Knowledge moderated by the University Environment has no effect on Ecopreneurship Intention because entrepreneurship in the campus environment is only general, meaning that entrepreneurs are not environmentally friendly. Environmentally oriented entrepreneurship orientation is formed from students themselves and market demands for environmentally oriented products.

5. Conclusion

The conclusions generated by this research have theoretical implications for the study of marketing management and make a major contribution to the development of marketing management theories. Based on the hypothesis test, Entrepreneurial knowledge has the greatest influence on Ecopreneurship Intention, with a T Statistic value of 3.215; This demonstrates that entrepreneurial education may alter students' mindsets, attitudes, and behavior to become actual entrepreneurs, directing them to choose entrepreneurship, particularly environmentally focused business. This aligns with research conducted by [12], [18], [19]. Therefore, entrepreneurs must have knowledge of risk and rationality, financing, idea discovery/generation, creativity, knowledge of public relations, and competitive analysis strategies to manage growth [21]. The next research plan can be modified again for other forms of research models, namely, through mediating

effects on Ecopreneurship Intention. And other variables can also be added that affect Ecopreneurship Intention.

References

- [1] Audretsch D. Entrepreneurship research. *Manage Decis.* 2012;50(5):755–764.
- [2] Taylor DW, Walley EE. The green entrepreneur: Opportunist, Maverick or Visionary? *Int J Entrep Small Bus.* 2004;1(1/2):56–69.
- [3] Kirkwood J, Walton S, Kirkwood J, Walton S. What motivates ecopreneurs to start businesses? *Int J Entrep Behav Res.* 2010;16(3):204–228.
- [4] Maroušek J, Strunecký O, Stehel V. Biochar farming: Defining economically perspective applications. *Clean Technol Environ Policy.* 2019;21(7):1389–1395.
- [5] Szerb L. “The global entrepreneurship and development index methodology.” Summer Conf. 2010. Opening Up Innov Strateg Organ Technol Imp Coll London Bus Sch; 2010.
- [6] Tan H, Chen S, Shi Q, Wang L. Development of green campus in China. *J Clean Prod.* 2014;64:646–653.
- [7] Zhou X, Yan J, Zhu J, Cai P. Survey of energy consumption and energy conservation measures for colleges and universities in Guangdong province. *Energy Build.* 2013;66:112–118.
- [8] Fayolle A, Liñán F. The future of research on entrepreneurial intentions. *J Bus Res.* 2014;67(5):663–666.
- [9] Tung LOC. “The impact of entrepreneurship education on entrepreneurial intention of engineering students.” City Univ. Hongkong, 2011.
- [10] Hernández-Perlines MF, Cisneros I. “The role of environment in sustainable entrepreneurial orientation . The case of family firms.” 2018. <https://doi.org/10.3390/su10062037>
- [11] Kuratko DF. Entrepreneurial leadership in the 21 st Century. *J Leadersh Organ Stud.* 2007;13(4):1–11.
- [12] Roxas B. “Effects of entrepreneurial knowledge on entrepreneurial intentions: A longitudinal study of selected South- east Asian business students.” *J Educ Work.* February 2015;37–41. <https://doi.org/10.1080/13639080.2012.760191>
- [13] Oosterbeek HMVP, Ijsselstein A. “The impact of entrepreneurship education on entrepreneurship skills”. *Eur Econ Rev.* 2010;54:442–454.
- [14] Ajzen I. “Belief, attitude, intention and behaviour: An introduction to theory and research.” no. May 1975, 2015.

- [15] li JA, Fritz DA, Davis PS. Entrepreneurial orientation and the performance of religious congregations as predicted by rational choice theory. 2010;(610):219–248.
- [16] Covin G. “The influence of organization structure on the utility of an entrepreneurial top management style.” *J Manag Stud.* May, 1988. <https://doi.org/10.1111/j.1467-6486.1988.tb00033.x>
- [17] Miller D. The correlates of entrepreneurship in three types of firms. *Manage Sci.* 1983;29(May):2014.
- [18] Wu W, Chang M, Chen C. “Promoting innovation through the accumulation of intellectual capital, social capital, and entrepreneurial orientation.” *J Compil.* 2008;265–277.
- [19] Widding LØ. Building entrepreneurial knowledge reservoirs. *J Small Bus Enterprise Dev.* 2005;12(4):595–612.
- [20] Rosdiana L, Subekti H, Setiawan B. Strengthening students ’ characters and ecopreneurship through science, environment, technology, and society course. *J. Pendidik. IPA Indones.* 2018;7(2):162–171.
- [21] Fiet JO. The pedagogical side of entrepreneurship theory. *J Bus Venturing.* 2000;9026(99):101–117.
- [22] Hughes M, Morgan RE. Deconstructing the relationship between entrepreneurial orientation and business performance at the embryonic stage of firm growth. *Ind Mark Manage.* 2007;36(5):651–661.
- [23] Hermínio G, Marcondes S. Effects of entrepreneurial characteristics and university environment on entrepreneurial intention. 2018. pp. 226–248.
- [24] Hair J, Black W, Babin B, Anderson R. “Multivariate data analysis: A global perspective.” in *Multivariate Data Analysis: A Global Perspective*, 2010.