



## The Effect of Green Mindfulness and Green Entrepreneurial Self Efficacy on Green Entrepreneurial Intention with Green Entrepreneurial Motivation as a Mediation Variable (At Entrepreneurial Students of Mercu Buana University Jakarta)

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### ABSTRACT

This study aims to analyze the influence of green mindfulness and green entrepreneurial self-efficacy on green entrepreneurial intention, with green entrepreneurial motivation as a mediating variable among entrepreneurial students at Mercu Buana University, Jakarta. The study used a quantitative method with Partial Least Squares (SmartPLS) analysis techniques on 150 respondents. The results showed that green mindfulness significantly influenced green entrepreneurial intention and green entrepreneurial motivation. Meanwhile, green entrepreneurial self-efficacy did not significantly influence green entrepreneurial intention, but did significantly influence green entrepreneurial motivation. Green entrepreneurial motivation did not significantly influence green entrepreneurial intention. Furthermore, the mediating variable, green entrepreneurial motivation, was unable to mediate the influence of green awareness and green entrepreneurial self-efficacy on green entrepreneurial intention. These findings indicate that environmental awareness plays a more direct role in shaping green entrepreneurial intention than green entrepreneurial motivation.

## **INTRODUCTION**

The current global business model is largely profit-oriented, often neglecting environmental responsibility. This has led to serious problems such as pollution, overexploitation of natural resources, global warming, biodiversity loss, excessive consumption, and human greed. Rapid technological development further drives unethical business practices. As a result, natural resources have become the main object of exploitation by individuals and communities (Linda Maryani & Tjutju Yuniarsih, 2022). To address this, it is essential to promote the wise use of resources in entrepreneurship through creative thinking and the adoption of clean, environmentally sound production management (Hussain, et al 2021).

Environmental pollution can be addressed either by slowing economic growth or by developing environmentally oriented economic activities, which form the basis of the green economy concept. However, many businesses still prioritize profit while neglecting sustainability, creating risks for environmental conservation. Green entrepreneurship emerges as a solution, emphasizing business practices that create economic value while reducing ecological harm or even generating environmental benefits through innovation. It plays a vital role in sustainable economic transformation, supporting job creation and economic growth (SDG 8), as well as fostering industrial innovation and eco-friendly infrastructure (SDG 9), thus contributing to the 2030 global development agenda (Aurellia & Nuringsih, 2023).

Green entrepreneurship is a business model that emphasizes environmental sustainability by producing goods and services through eco-friendly processes while still aiming for customer satisfaction and profit. With growing global attention to sustainable development, it has gained increasing interest in academic research as a way to support both economic prosperity and environmental conservation (Alshebami et al., 2023). University graduates, particularly the younger generation with high environmental awareness and innovative spirit, are seen as key drivers of green entrepreneurship. However, this potential faces significant challenges, especially in employment. Data from Indonesia's Central Statistics Agency (BPS) in August 2024 recorded 7.46 million unemployed people, of which 11.28% were higher education graduates showing a sharp increase compared to the previous decade (Betáková et al., 2020). This trend highlights a structural gap between the number of graduates and the availability of relevant formal jobs, underscoring the importance of green entrepreneurship as an alternative path for youth empowerment and sustainable economic growth.

In the context of employment challenges and sustainability, entrepreneurship particularly green entrepreneurship offers a strategic alternative to bridge the gap between education and the labor market (Mambali et al., 2024). Universities play a crucial role in preparing students not only as job seekers but also as job creators, with Universitas Mercu Buana Jakarta fostering this potential through curriculum integration, business incubation, and environmentally oriented programs aligned with SDG 4. At the national level, the Ministry of Cooperatives and SMEs and HIPMI Jakarta actively support

entrepreneurship through training, mentoring, and capacity-building initiatives (Alshebami et al., 2023).

Green entrepreneurial intention (GEI) reflects an individual's internal drive to engage in environmentally conscious business, acting as a precursor to entrepreneurial action. Green entrepreneurship itself integrates ecological concern into business practices with the aim of promoting sustainable business models. One of its key determinants, green mindfulness defined as awareness and understanding of environmental issues has been found to significantly and positively influence GEI in several studies conducted in Saudi Arabia, Indonesia, and Bangladesh. However, some findings, such as those of (Alshebami et al. 2023), indicate that entrepreneurial self-efficacy does not mediate the relationship between green mindfulness and GEI, suggesting that the link may be indirect or statistically insignificant. Green entrepreneurial intention (GEI) is strongly influenced by psychological and motivational factors such as green mindfulness (G-MNF), green entrepreneurial self-efficacy (GESE), and green entrepreneurial motivation (GEM). Intrinsic green motivation arises from internal drives such as love and commitment toward ecological issues, supported by green mindfulness, which enhances focus and ecological responsiveness (Chen et al., 2023; Cai et al., 2023; Limanto & Varadigma, 2024; Zhao et al., 2023).

Another determinant is green entrepreneurial self-efficacy, which refers to individuals' belief in their ability to engage in sustainable entrepreneurship that contributes to social and environmental change (Guo, 2022). Empirical studies show positive and significant relationships between self-efficacy and green entrepreneurial intention (Maryani & Yuniarsih, 2022; Rahmanto & Siswandari, 2024; Ediagbonya et al., 2024), although some findings report non-significant effects (Wang et al., 2021). Self-efficacy has also been linked to entrepreneurial motivation and persistence (Gultom, 2021; Firdaus et al., 2023; Srimulyani et al., 2023; Puspitaningsih, 2014). Green entrepreneurial motivation (GEM) plays a crucial role in fostering sustainable business practices, driving innovation, and resource responsibility (Islami et al., 2025). Studies confirm GEM's positive impact on GEI (Islami et al., 2025; Farida et al., 2025; Wisanggeni et al., 2023), though some research finds otherwise (Steven & Widjaja, 2023).

Pre survey results at Universitas Mercu Buana Jakarta reveal that students demonstrate high levels of GEI, green mindfulness, GESE, and GEM, reflected in ecological awareness, confidence, and strong commitment to sustainability. However, these intentions largely remain at the perceptual level and have yet to be fully realized into sustainable entrepreneurial actions. Based on these theoretical and empirical gaps, this study is entitled: "The Effect of Green Mindfulness and Green Entrepreneurial Self Efficacy on Green Entrepreneurial Intention with Green Entrepreneurial Motivation as a Mediation Variable (At Entrepreneurial Students of Mercu Buana University Jakarta)"

## **THEORETICAL REVIEW**

### ***Sustainability Concept***

Sustainable entrepreneurship is an innovative business approach that combines economic benefits with efforts to minimize environmental harm, grounded in the principle of sustainable development. It emphasizes the *triple bottom line* economic, social, and environmental balance where businesses not only pursue profitability but also contribute to reducing harmful practices. Entrepreneurs who adopt sustainability principles can access niche markets through eco-friendly products and services, gaining both economic and non-economic benefits that positively affect individuals, society, and the national economy. Increasingly, sustainable entrepreneurship has attracted global attention from international institutions, businesses, and higher education, driven by the 2030 Sustainable Development Goals (SDGs), which provide a framework for cross-sector collaboration to support sustainable initiatives in both established companies and start-ups (Andriyati et al., 2024).

### ***Sustainability Development Goals***

The 2030 Agenda for Sustainable Development (SDGs) is a globally agreed framework that succeeded the Millennium Development Goals (MDGs) in 2015. It promotes human rights, equality, and a holistic integration of social, economic, and environmental dimensions under the commitment of “*No One Left Behind.*” The agenda consists of 17 goals and 169 targets, ranging from poverty eradication, food security, health, education, and gender equality to clean water, renewable energy, sustainable cities, responsible consumption, climate action, ecosystem protection, peace, and global partnerships. For businesses, the SDGs provide a strategic framework to operate profitably while being socially and environmentally responsible. In particular, SDG 8 (decent work and economic growth) and SDG 9 (industry, innovation, and infrastructure) serve as key references for entrepreneurs in developing sustainable, long-term ventures (Menciptakan et al., 2024).

### ***Self-Determination Theory***

Self-Determination Theory (SDT), developed by Deci and Ryan in the 1980s, highlights three basic psychological needs: autonomy, competence, and relatedness as the foundation of motivation and behavior. The theory emphasizes that intrinsic motivation, which is more autonomous, leads to more positive outcomes compared to extrinsic motivation, which may have negative effects if overly controlled. In the context of green entrepreneurial intention (GEI), intrinsic motivation, environmental awareness, and spiritual intelligence play a significant role in fulfilling psychological needs and guiding behavior. Individuals with higher spiritual intelligence tend to internalize social values, act from internal motivation, and seek inner satisfaction through contributions to environmentally sustainable entrepreneurship intention (Alshebami et al., 2023).

### ***Green Entrepreneurial Intention***

Green entrepreneurial intention reflects an individual's intention to engage in environmentally sustainable business activities. Green

entrepreneurship goes beyond generating economic value by also contributing to environmental preservation through eco-friendly products and services. Unlike conventional or social entrepreneurship, it integrates economic, social, and environmental values, making it a strategic response to ecological and social challenges. Green entrepreneurship plays a crucial role in addressing climate change, reducing environmental damage, and supporting sustainable development, thereby strengthening the green economy and ensuring long-term ecological balance (Santika et al., 2022). Unlike conventional or social entrepreneurship, green entrepreneurship provides comprehensive added value for businesses, society, and the global ecosystem. It plays a key role in mitigating climate change and environmental degradation, making environmentally conscious entrepreneurship an urgent necessity. More broadly, its contribution to the green economy lies in reducing the negative impacts of business activities on the global environment, thereby fostering sustainable development. According to Ramadhan et al. (2024), green entrepreneurship focuses on environmental preservation, quality of life improvement, and delivering both economic and social benefits. It involves developing innovative products, processes, and services aimed at sustainable futures. Green entrepreneurs design business models that go beyond economic profit, creating positive impacts on the environment and society at large.

### ***Green Entrepreneurial Self-Efficacy***

Entrepreneurial self-efficacy refers to an individual's belief in their ability to successfully start and manage a new venture (Staniewski et al., 2025). It reflects confidence in one's competence and potential for success throughout the business creation process. As noted by Guo (2022), self-efficacy involves belief in utilizing skills and resources to achieve desired outcomes, serving as a foundation for pro-social behavior, including entrepreneurship. In the context of green entrepreneurship, it denotes the confidence to address and overcome challenges related to environmental degradation. Entrepreneurial self-efficacy is a specific belief focused on the abilities required to initiate, build, and manage a new venture. According to McGee et al. in Linda Maryani & Tjutju Yuniarsih (2022), its indicators include four stages: Searching (generating ideas and identifying opportunities), Planning (evaluating and shaping ideas into feasible concepts), Marshaling (gathering key resources such as capital, labor, and customers), and Implementing (developing and managing the business for long-term growth).

### ***Green Entrepreneurial Motivation***

Entrepreneurial motivation guides individuals in shaping their behavior and decisions, including in the context of green entrepreneurship. Green motivation can be intrinsic, driven by personal interest and inner satisfaction, or extrinsic, influenced by external rewards such as money, recognition, or popularity. Both forms play a key role in fostering eco-friendly innovation and environmental performance. Green entrepreneurial motivation is closely tied to personal values, ecological responsibility, and the desire to raise consumer

awareness of sustainable consumption. However, challenges such as limited capital remain, especially for small businesses in rural areas, which tend to be more open to sustainable practices than those in urban settings. Indicators of green entrepreneurial motivation include: environmental awareness, mindset shift, social responsibility, support for local economy, sustainability, and work ethic (Sulastiningsih et al., 2023).

## **METHODOLOGY**

### ***Research Design***

This study uses a quantitative approach. Quantitative research is a scientific approach that relies on the collection and analysis of data in numerical form to test hypotheses, identify specific patterns, or answer research questions (Huda, et al 2025). The process is carried out in a structured and systematic manner by applying statistical analysis methods, so that the results obtained can be interpreted objectively and have a high level of measurability.

### ***Variable Operational Definition***

Operational definition is a limit set by researchers on a variable so that the variable has clear and consistent criteria. This definition must be formulated expressly so as not to create ambiguity, both for researchers and readers. Therefore, a good operational definition must be measurable and can be used as a reference in the research process. In operational definitions, each variable is described into a number of indicators or items that are then used in the research instrument.

### ***Population and Sample***

The population of this study consists of 150 entrepreneurial students at Mercu Buana University Jakarta who are actively involved in entrepreneurship programs. Given the relatively small population size, the study employs a saturated sampling technique (census), in which all members of the population are included as research respondents. This approach is intended to ensure data accuracy, representativeness, and to minimize sampling errors. Consequently, the total sample size in this study is 150 respondents, covering the entire population (Rosyidah, 2021).

### ***Data Collection Methods***

The data collection method in this study was carried out through questionnaire techniques. According to Yusrizal (2022), a questionnaire is an instrument in the form of a document that contains a number of questions and other items designed to obtain relevant information for analysis purposes. This technique is considered efficient if the researcher has a clear understanding of the variables to be measured and the information expected from the respondents. In this study, the measurement scale used is the Likert scale. Riyanto (2024) stated that the Likert scale is one of the scale models commonly used in research to measure attitudes, opinions, perceptions, and other social phenomena.

**Data Analysis Methods**

In this study, the analysis method used is Partial Least Square (PLS) with the help of SmartPLS software version 3.2.9. According to Haryono (2017), PLS is an alternative method to Structural Equation Modeling (SEM) designed to overcome the problem of complexity of intervariable relationships, especially when the sample size is relatively small. The PLS-SEM analysis consists of two main components, namely the measurement model (outer model) and the structural model (inner model). The measurement model describes how observable indicators (manifest variables) represent the latent construct to be measured. Meanwhile, structural models describe causal relationships or influences between latent variables within the framework of the constructed model.

**RESULTS AND DISCUSSION**

The R<sup>2</sup> value is used to evaluate the extent to which exogenous latent variables are able to exert a substantial influence on endogenous latent variables (Haryono, 2017).

Table 1. R Square

	<b>R Square</b>	<b>R Square Adjusted</b>
Green Entrepreneurial Intention (Y)	0.406	0.394
Green Entrepreneurial Motivation (M)	0.419	0.411

Source: Appendix 7d

Based on Table 1, the R<sup>2</sup> value of 40.6% is included in the medium category (Haryono, 2017). These findings indicate that there are still other variables outside the model that have not been included, which have the potential to influence the Green Entrepreneurial Intention variable more significantly.

Based on the results of the hypothesis testing that has been carried out, it can be concluded that the summary of the research findings is presented in Table 4.20 as follows:

Table 2. Hypothesis Test Recapitulation

<b>No.</b>	<b>Hypothesis</b>	<b>t-statistik &amp; p-value</b>	<b>Hypothetical Decision</b>	<b>Meaning</b>
1.	Green Mindfulness affects Green Entrepreneurial Motivation	Original sample(O)= 0.346 t-statistik= 3.714	Accepted	Green Mindfulness affects Green Entrepreneurial Motivation

		Green Entrepreneurial Self-Efficacy has an effect on Green Entrepreneurial Motivation p-values= 0.000		
2.	Green Entrepreneurial Self-Efficacy affects Green Entrepreneurial Motivation	Original sample (O)= 0.378 t-statistik= 4.327 p-values= 0.000	Accepted	Green Entrepreneurial Self-Efficacy affects Green Entrepreneurial Motivation
3.	Green Mindfulness affects Green Entrepreneurial Intention	Original sample (O)= 0.326 t-statistik= 2.743 p-values= 0.006	Accepted	Green Mindfulness affects Green Entrepreneurial Intention
4.	Green Entrepreneurial Self-Efficacy affects Green Entrepreneurial Intention	Original sample (O)= 0.181 t-statistik= 1.601 p-values= 0.110	Rejected	Green Entrepreneurial Self-Efficacy no affects Green Entrepreneurial Intention
5.	Green Entrepreneurial Motivation affects Green Entrepreneurial Intention	Original sample (O)= 0.239 t-statistik= 1.706 p-values= 0.089	Rejected	Green Entrepreneurial Motivation has no effect on Green Entrepreneurial Intention

6.	Green Entrepreneurial Motivation Mediating Influence Green Mindfulness Against Green Entrepreneurial Intention	Original sample (O)= 0.083 t-statistik= 1.496 p-values= 0.135	Rejected	Green Entrepreneurial Motivation unable to mediate influence Green Mindfulness Against Green Entrepreneurial Intention
7.	Green Entrepreneurial Motivation Mediating Influence Green Entrepreneurial Self-Efficacy Against Green Entrepreneurial Intention	Original sample (O)= 0.090 t-statistik= 1.623 p-values= 0.105	Rejected	Green Entrepreneurial Motivation unable to mediate influence Green Entrepreneurial Self-Efficacy Against Green Entrepreneurial Intention

***The Influence of Green Mindfulness on Green Entrepreneurial Intention***

The study reveals that green mindfulness significantly influences green entrepreneurial intention among entrepreneurial students at Mercu Buana University. Students with stronger environmental awareness are more motivated to establish sustainable businesses. This finding aligns with the Sustainable Development Goals (SDGs), particularly SDG 8 (decent work and sustainable economic growth) and SDG 9 (innovation and environmentally conscious infrastructure). It also resonates with Self-Determination Theory (Deci & Ryan), suggesting that individuals with high green mindfulness are intrinsically motivated to pursue eco-friendly entrepreneurship based on autonomy, competence, and relatedness. Moreover, factors such as environmental identity, ecological awareness, and spiritual intelligence strengthen the internalization of sustainability values, shaping entrepreneurship not only as an economic goal but also as a form of self-expression and social responsibility. Supporting evidence from Alshebami et al. (2023), Vegirawati (2024), and Mondal (2024) confirms the positive relationship between green mindfulness and green entrepreneurial intention across diverse student populations. In conclusion, green mindfulness plays a crucial role in fostering sustainable entrepreneurial intentions among students. Thus, educational institutions are encouraged to integrate sustainability values into entrepreneurship curricula and develop SDG-oriented training programs to cultivate innovative, socially responsible, and environmentally conscious entrepreneurs.

### ***The Effect of Green Entrepreneurial Self-Efficacy on Green Entrepreneurial Intention***

The results diverge from the core principles of Self-Determination Theory (SDT), which posits that autonomy, competence, and relatedness are essential in shaping intrinsic motivation and behavior. While competence (reflected in self-efficacy) was expected to strengthen entrepreneurial intention, the absence of significant influence implies that students' motivation may be more extrinsic or insufficiently internalized. This highlights that sustainability values are not yet fully integrated into students' identities. In relation to the Sustainable Development Goals (SDGs), particularly SDG 8 (decent work and economic growth) and SDG 9 (industry, innovation, and sustainable infrastructure), the lack of green entrepreneurial intention despite strong self-efficacy may hinder contributions to sustainable development. Therefore, higher education institutions are encouraged to go beyond technical skills by fostering the internalization of sustainability values, enhancing ecological awareness, and strengthening intrinsic motivation. Approaches such as project-based curricula, character-based entrepreneurship training, and integration of SDG principles are recommended. This result aligns with Wang et al. (2021), who found that GESE did not significantly influence GEI among university students in China. It also suggests that future research should explore additional factors such as environmental values, social support, and entrepreneurial experience that may better explain the formation of green entrepreneurial intention.

### ***The Effect of Green Mindfulness on Green Entrepreneurial Motivation***

The findings reveal that green mindfulness significantly influences green entrepreneurial motivation among entrepreneurship students at Universitas Mercu Buana. This indicates that ecological awareness functions as an internal factor driving students to pursue businesses that emphasize not only financial gain but also environmental and social responsibility. Students with higher environmental awareness are intrinsically motivated to develop sustainable and socially responsible ventures. The results align with the Sustainable Development Goals (SDGs), particularly SDG 8 (decent work and inclusive economic growth) and SDG 9 (industry, innovation, and sustainable infrastructure), highlighting the role of green mindfulness in encouraging youth to create innovative, eco-friendly businesses. Theoretically, the findings support Self-Determination Theory (SDT) by Deci and Ryan, which states that intrinsic motivation arises when basic psychological needs autonomy, competence, and relatedness are fulfilled. Green mindfulness reflects the internalization of environmental values, leading individuals to act autonomously and responsibly in entrepreneurial decision-making. Moreover, students with strong spiritual intelligence tend to integrate social and environmental values into their moral responsibility, further strengthening intrinsic motivation toward green entrepreneurship. These findings are consistent with prior research: Cai et al. (2023) in Pakistan, Limanto & Varadigma (2024) on SMEs, and Zhao et al. (2023) in the hospitality sector, all of which confirmed that green mindfulness positively and significantly influences green intrinsic motivation. Thus, the study emphasizes the importance of higher education in integrating sustainability

perspectives into entrepreneurship curricula, while also calling for supportive roles from government and stakeholders in creating a conducive ecosystem for fostering green entrepreneurial motivation.

### ***The Influence of Green Entrepreneurial Self-Efficacy on Green Entrepreneurial Motivation***

The findings indicate that green entrepreneurial self-efficacy significantly influences green entrepreneurial motivation among entrepreneurship students at Universitas Mercu Buana. The higher students' confidence in their ability to manage environmentally friendly businesses, the stronger their intrinsic drive to engage in sustainable entrepreneurship. This result has strategic implications for achieving SDG 8 (decent work and inclusive economic growth) and SDG 9 (industry, innovation, and sustainable infrastructure), as self-efficacy strengthens students' motivation to establish green businesses that support sustainable economic development and eco-based industrial innovation. The findings are consistent with Self-Determination Theory (SDT), which explains that intrinsic motivation flourishes when autonomy, competence, and relatedness are fulfilled. Students who feel competent in green entrepreneurship, and who internalize ecological and spiritual values, are more likely to act sustainably from within. Supporting studies, including Gultom (2021), Firdaus et al. (2023), and Srimulyani et al. (2023), similarly confirmed the positive effect of self-efficacy on entrepreneurial motivation. Thus, strengthening self-efficacy in green entrepreneurship not only enhances individual motivation but also lays the foundation for an inclusive, responsible, and sustainable green economy. The study suggests that universities should provide training and mentoring programs in eco-friendly entrepreneurship, while collaboration among academia, industry, and government is essential to create an ecosystem that boosts students' confidence, creativity, and opportunities to develop sustainable businesses.

### ***The Influence of Green Entrepreneurial Motivation on Green Entrepreneurial Intention***

The results reveal that green entrepreneurial motivation does not significantly influence green entrepreneurial intention among Mercu Buana University Jakarta students. This suggests that motivation alone is not sufficient to foster a strong intention to engage in sustainable entrepreneurship. Barriers such as low self-confidence, limited resources, lack of external support, and the absence of a supportive green entrepreneurship ecosystem may hinder the translation of motivation into concrete intentions. This finding contrasts with the principles of Self-Determination Theory (SDT), which argues that intrinsic motivation, such as environmental awareness and social responsibility, should drive individuals toward autonomous positive actions. The gap indicates that students' internal motivation has yet to transform into real entrepreneurial intention, creating challenges in achieving SDG 8 (decent work and economic growth) and SDG 9 (industry, innovation, and sustainable infrastructure). The result is consistent with Steven & Widjaja (2023), who also found that motivation

had no significant effect on entrepreneurial intention among students at Universitas Tarumanagara. Therefore, stronger interventions are needed, including capacity building, sustainability-focused entrepreneurship education, and ecosystem development that integrates sustainability principles into business practice. Higher education institutions, together with stakeholders, must create an environment that not only fosters ecological awareness but also provides tangible opportunities for students to realize their intentions in green entrepreneurship.

### ***Green Entrepreneurial Motivation Mediates the Influence of Green Mindfulness on Green Entrepreneurial Intention***

The findings indicate that green entrepreneurial motivation does not mediate the relationship between green mindfulness and green entrepreneurial intention among Mercu Buana University Jakarta students. Although students demonstrate strong awareness of environmental issues, this mindfulness has not been effectively converted into motivational drive that fosters concrete intentions for sustainable entrepreneurship. This gap may be due to limited internalization of ecological values, lack of direct experience, and insufficient external support. This result contradicts the principles of Self-Determination Theory (SDT), which suggest that intrinsic motivation derived from environmental concern should fulfill basic psychological needs autonomy, competence, and relatedness thereby encouraging sustainable entrepreneurial behavior. The absence of mediation highlights a challenge in achieving SDG 8 (decent work and economic growth) and SDG 9 (industry, innovation, and sustainable infrastructure), which emphasize youth participation in creating environmentally responsible enterprises. Therefore, higher education institutions are encouraged to implement strategies that go beyond raising environmental awareness by fostering intrinsic motivation, entrepreneurial competence, and practical experience. Suggested approaches include business incubation programs, sustainable entrepreneurship training, and integrating sustainability values into the curriculum. Such efforts are essential to develop a generation of entrepreneurs who not only possess ecological mindfulness but also the motivation and capability to establish sustainable businesses.

### ***Green Entrepreneurial Motivation Mediates the Influence of Green Entrepreneurial Self-Efficacy on Green Entrepreneurial Intention***

The findings show that green entrepreneurial motivation does not mediate the effect of green entrepreneurial self-efficacy on green entrepreneurial intention among Mercu Buana University Jakarta students. This suggests that while students may feel confident in their abilities, such self-efficacy alone is not sufficient to generate a strong commitment to pursue sustainable entrepreneurship without the support of intrinsic motivation. The result reflects a gap between confidence in running environmentally friendly businesses and the formation of entrepreneurial intentions, which ideally should be driven by intrinsic motivation. This outcome contradicts Self-Determination Theory (SDT), which emphasizes autonomy, competence, and relatedness as the foundation for strong and sustainable motivation. The lack of mediation also presents a

challenge to achieving SDG 8 (decent work and economic growth) and SDG 9 (industry, innovation, and infrastructure), as confidence in entrepreneurial ability does not automatically translate into sustainable entrepreneurial action without ecological awareness, social responsibility, and spiritual intelligence. The findings are supported by Wang et al. (2021) who also reported that green entrepreneurial self-efficacy did not significantly influence green entrepreneurial intention either directly or indirectly through green entrepreneurial motivation among Chinese university students. Therefore, higher education institutions are encouraged to not only strengthen students' technical skills but also enhance intrinsic values and ecological awareness. This can be achieved through integrated green entrepreneurship curricula, comprehensive training, and character-based education, thereby fostering internal motivation that can directly influence students' intentions to build sustainable businesses.

## CONCLUSIONS AND RECOMMENDATIONS

This study found that green mindfulness significantly influenced the green entrepreneurial intention and motivation of entrepreneurial students at Mercu Buana University Jakarta, indicating that environmental awareness plays a significant role in shaping green entrepreneurial intention and motivation. Green entrepreneurial self-efficacy did not directly influence green entrepreneurial intention, but significantly influenced motivation, so that self-efficacy drives motivation more than intention directly. Meanwhile, green entrepreneurial motivation did not significantly influence intention and did not mediate the relationship between mindfulness and self-efficacy on intention. Thus, students' green entrepreneurial intention is more directly influenced by environmental awareness, rather than by motivation or self-efficacy.

## FURTHER STUDY

This study showed an adjusted  $R^2$  value of 0.394, meaning that only 39.4% of the variation in green entrepreneurial intention can be explained by green mindfulness, self-efficacy, and motivation. Therefore, further research is recommended to add external variables (government support, policies, funding), social (family support, community support, norms), and internal (personal values, creativity, future orientation) variables. The study can also be expanded to include aspects of government support, digital technology, and organizational culture, with a longitudinal or mixed methods approach, a larger sample, and involving various universities or industrial sectors for more in-depth, representative, and comparative results.

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