

The Influence of Green Entrepreneurial Passion, Green Motivation, and Environmental Awareness on Green Entrepreneurial Intentions

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Abstract

This study aims to analyze the effects of green entrepreneurial passion, green motivation, and environmental awareness on green entrepreneurial intention. The sample in this study consisted of 390 respondents, comprising university students from across Indonesia. The data collection technique employed was purposive sampling, using a research instrument in the form of a questionnaire distributed online via Google Forms. The results of the instrument test indicated that the data in this study were valid and reliable. The classical assumption test showed that the data were normally distributed. The findings of this study demonstrate that green entrepreneurial passion has a positive and significant effect on green entrepreneurial intention. This means that the higher the level of students' enthusiasm and concern for green entrepreneurship, the stronger their intention to engage in entrepreneurship. Green motivation has a positive and significant effect on green entrepreneurial intention. This indicates that stronger environmental drive and commitment increase the intention to pursue environmentally friendly entrepreneurship. Environmental awareness does not have a positive and significant effect on green entrepreneurial intention. This finding suggests that although students may have high awareness of environmental issues, such awareness does not translate into entrepreneurial intention if it is not accompanied by concrete action.

Keywords

Environmental Awareness, Green Entrepreneurial Intention, Green Entrepreneurial Passion, Green Motivation.

1. Introduction

Environmental issues have become an urgent global concern, affecting various sectors, including the business world. Awareness of the importance of sustainable practices has driven a transformation toward a green economy, in which companies and entrepreneurs are required to integrate environmental values into their business strategies (Muangmee et al., 2021). In Indonesia, as one of the countries with the world's highest biodiversity, environmental challenges such as deforestation, pollution, and climate change are becoming increasingly evident, thereby strengthening the need for environmentally friendly business models.

Green entrepreneurship emerges as a strategic solution to balance economic profit generation with environmental sustainability. Green entrepreneurial intention refers to a state of mind that influences an individual's cognitive processes in establishing a new environmentally friendly business (Ranasinghe & Ajward, 2019; Al Shammre et al., 2023). This intention reflects an individual's readiness to engage in entrepreneurial activities that incorporate sustainability principles, such as the use of renewable resources, waste reduction, and green product innovation (Amankwah & Sesen, 2021; Maryani & Yuniarsih, 2022). Young people, particularly university students, play an important role as agents of change in realizing a green economy. University students, as a creative, innovative generation responsive to market dynamics, are expected to become green entrepreneurs who contribute to sustainable development. However, the formation of green entrepreneurial intention does not occur automatically. Various internal and external factors influence it, including green entrepreneurial passion, green motivation, and environmental awareness.

Green entrepreneurial passion is defined as a strong emotional drive to engage in entrepreneurial activities oriented toward environmental preservation. This passion reflects a deep psychological attachment to green entrepreneurial activities, which fosters creativity and resilience in facing challenges (Cardon et al., 2015). Previous studies have found that green entrepreneurial passion has a positive and significant effect on green entrepreneurial intention (Gunawan & Hidayah, 2024; Gregori et al., 2024). Meanwhile, green motivation refers to an individual's internal encouragement to incorporate environmental sustainability principles into entrepreneurial and business activities (Liao et al., 2022). This motivation drives individuals to develop environmentally responsible innovations and to consider ethical sustainability aspects when making business-related decisions (Purwandani & Michaud, 2021). Previous studies by Li et al. (2023) have demonstrated that green motivation positively influences green entrepreneurial intention. However, the extent of this influence remains important to investigate further, particularly among university students in Indonesia.

Environmental awareness can be understood as an individual's level of knowledge, attitudes, and behavioral concern regarding environmental problems and preservation efforts (Zalega, 2018; Huang et al., 2020). Such awareness is believed to encourage the adoption of environmentally sustainable entrepreneurial

behavior (Mishal et al., 2017; Lin & Zhao, 2023). Several empirical studies reported that environmental awareness positively and significantly affects green entrepreneurial intention (Le et al. 2023). In contrast, other findings revealed that environmental awareness does not significantly influence green entrepreneurial intention (Ariawan & Octoria, 2025). These inconsistent findings highlight the existence of a research gap that warrants further examination.

Based on the importance of green entrepreneurship among Indonesian students and the inconsistent results of previous studies regarding the effects of green entrepreneurial passion, green motivation, and environmental awareness on green entrepreneurial intention. This study aims to analyze the influence of these three variables on green entrepreneurial intention among university students in Indonesia. This research is expected to contribute both theoretically and practically to the development of green entrepreneurial intention models in Indonesia.

2. Literature Review and Hypothesis Development

2.1. Green Entrepreneurial Passion and Green Entrepreneurial Intention

Green entrepreneurial passion is increasingly recognized as an essential psychological factor in encouraging individuals to participate in environmentally oriented entrepreneurial activities. This concept refers to a strong emotional attachment and enthusiasm toward green entrepreneurship, particularly in activities that promote environmental preservation and sustainable development (Gregori et al., 2024). Green entrepreneurial passion also reflects an individual's psychological commitment to the entrepreneurial role, which can stimulate creativity, innovation, persistence, and resilience when facing business uncertainties and challenges (Cardon et al., 2015; Karimi, 2020; Gunawan & Hidayah, 2024). In the context of higher education, students who possess strong green entrepreneurial passion are generally more motivated to contribute to sustainable economic activities and are more likely to develop environmentally friendly business initiatives. Furthermore, green entrepreneurial passion contributes to emotional involvement in environmental projects, allowing individuals to develop stronger engagement with sustainability-oriented entrepreneurial practices (Ilyas et al., 2025).

Previous studies have consistently demonstrated a positive relationship between green entrepreneurial passion and green entrepreneurial intention. Gregori et al. (2024) and Gunawan and Hidayah (2024) confirmed that individuals with higher levels of passion toward green entrepreneurship tend to show stronger intentions to establish environmentally sustainable businesses. Similarly, Cardon et al. (2013) emphasized that entrepreneurial passion significantly influences behavioral outcomes and entrepreneurial intentions because passionate individuals are more committed to achieving organizational and entrepreneurial goals. This indicates that passion does not merely function as an emotional factor but also serves as a motivational driver that strengthens entrepreneurial commitment and long-term

sustainability orientation. In addition, Ilyas et al. (2025) highlighted that emotional involvement in environmental projects can further reinforce green entrepreneurial attitudes and intentions.

H1: Green entrepreneurial passion has a positive and significant effect on green entrepreneurial intention.

2.2. Green Motivation and Green Entrepreneurial Intention

Green motivation is considered an important factor in shaping Green Entrepreneurial Intention because it reflects an individual's internal drive to integrate environmental values and sustainability principles into entrepreneurial activities. Students with strong green motivation tend to be more proactive in developing environmentally friendly innovations and sustainable business practices (Liao et al., 2022). This motivation generally emerges from genuine concern for ecological well-being, encouraging individuals to make business decisions by considering environmental ethics and long-term sustainability impacts (Purwandani & Michaud, 2021). In addition, green motivation inspires students to implement green values in entrepreneurial activities and supports the development of responsible business behavior (Anghel & Anghel, 2022). Internal factors such as motivation, experience, and financial readiness are also recognized as crucial elements influencing entrepreneurial intention, even when individuals already possess environmental awareness and green knowledge (Wahyono et al., 2024).

Previous studies consistently indicate that green motivation significantly affects entrepreneurial behavior and intention in the context of sustainable business development. Li et al. (2023) found that entrepreneurial motivation has a positive and significant effect on green entrepreneurial behavior, indicating that motivated individuals are more likely to engage in environmentally oriented entrepreneurship. Similarly, Aziz and Afaq (2018) emphasized that green motivation plays a strategic role in encouraging eco-innovation, where organizations attempt to minimize environmental impacts while maintaining competitive advantage.

H2: Green motivation has a positive and significant effect on green entrepreneurial intention.

2.3. Environmental Awareness and Green Entrepreneurial Intention

Environmental awareness is widely recognized as an important factor influencing green entrepreneurial Intention because individuals who possess greater concern and understanding of environmental issues are more likely to engage in sustainable entrepreneurial activities. Environmental awareness reflects the extent to which individuals understand the consequences of human activities on the environment and demonstrate willingness to participate in preservation efforts (Mishal et al., 2017; Zalega, 2018). In the entrepreneurial context, this awareness

includes recognizing the environmental impacts of business operations, such as excessive resource consumption, pollution, and waste generation, while encouraging the adoption of sustainable business practices (Sumarlin & Nuvriasari, 2024). Students with high environmental awareness are generally more motivated to establish environmentally friendly businesses and contribute to sustainable development goals (Huang et al., 2020; Lin & Zhao, 2023).

Previous studies have consistently demonstrated that environmental awareness positively affects green entrepreneurial intention and entrepreneurial development. Le et al. (2023) found that environmental understanding positively influences entrepreneurship education and start-up desirability, although it may negatively affect entrepreneurial self-efficacy. In addition, awareness-building programs can create broader entrepreneurial opportunities because increased environmental knowledge tends to strengthen participants' entrepreneurial interests (Himel et al., 2016). Supporting this argument, Wicaksana and Nuvriasari (2025) revealed that individuals with high environmental awareness are more likely to adopt sustainable practices, which subsequently improve brand image and strengthen consumer trust. These findings indicate that environmental awareness serves as an important foundation for sustainability-oriented entrepreneurship.

H3: Environmental awareness has a positive and significant effect on green entrepreneurial intention.

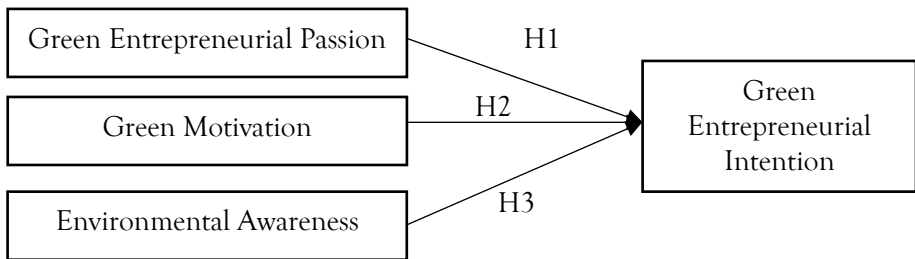


Figure 1. Conceptual Framework

Figure 1 illustrates the conceptual framework of this study, which proposes that green entrepreneurial passion, green motivation, and environmental awareness influence green entrepreneurial intention. These factors represent individual psychological and environmental considerations that may encourage individuals to develop stronger intentions to engage in green entrepreneurial activities.

3. Methods

This study employs a quantitative explanatory approach to examine the influence of green entrepreneurial passion, green motivation, and environmental

awareness on green entrepreneurial intention among university students in Indonesia. Primary data were collected through a five-point Likert scale questionnaire distributed online to the research respondents.

The questionnaire items for the green entrepreneurial passion variable were measured using eight indicators, namely enthusiasm for discussing environmental sustainability, enjoyment of practicing environmentally friendly behavior, involvement in green activities, pride in contributing to environmental preservation, pleasure in protecting the environment, enthusiasm for encouraging others, willingness to contribute time or financial resources, and commitment to environmental values (Gregori et al., 2024). The green motivation indicators consist of six statements covering the desire to start an environmentally friendly business to reduce unemployment, gain social recognition, obtain profit, contribute to economic development, empower local communities, and support environmental sustainability. Environmental awareness indicators include seven statements regarding concerns about air pollution, water pollution, waste issues, industrial pollution, individual responsibility, industrial regulation, and participation in environmental organizations (Soelaiman & Sariutami, 2024). The green entrepreneurial intention indicators consist of seven items, namely determination to establish a green business, seriousness in starting a business, commitment to running an environmentally friendly enterprise, having green business ideas, desire to contribute to environmental preservation, willingness to take positive actions, and preparation to become a professional green entrepreneur (Amankwah & Sesen, 2021).

This study applied a purposive sampling technique involving 390 respondents, with the sample size calculated using the Slovin formula. The respondents consisted of active university students in Indonesia who had completed a minimum of two years of study and had participated in entrepreneurship-related courses. The validity of the research instrument was examined through Pearson Product-Moment testing, while reliability was evaluated using Cronbach's Alpha. Furthermore, the collected data were analyzed using both descriptive and inferential statistical methods, including multiple linear regression analysis, t-test and F-test hypothesis testing, and coefficient of determination (R^2) analysis.

4. Results

Based on Table 1, it can be explained that in the validity test of the variables, all questionnaire items across the four variables have calculated r-values (r-count) that are greater than the critical r-value (r-table). Therefore, all questionnaire items in this study are considered valid.

Table 1. Validity and Reliability Test

Variable	Item	R-Count	R-Table	Sig	Cronbach Alpha
Green Entrepreneurial Passion (X1)	X1.1	0.893	0.099	0.00	0.935
	X1.2	0.813	0.099	0.00	
	X1.3	0.756	0.099	0.00	
	X1.4	0.811	0.099	0.00	
	X1.5	0.912	0.099	0.00	
	X1.6	0.650	0.099	0.00	
	X1.7	0.832	0.099	0.00	
	X1.8	0.948	0.099	0.00	
Green Motivation (X2)	X2.1	0.816	0.099	0.00	0.904
	X2.2	0.814	0.099	0.00	
	X2.3	0.938	0.099	0.00	
	X2.4	0.696	0.099	0.00	
	X2.5	0.783	0.099	0.00	
	X2.6	0.881	0.099	0.00	
Environmental Awareness (X3)	X3.1	0.836	0.099	0.00	0.923
	X3.2	0.780	0.099	0.00	
	X3.3	0.875	0.099	0.00	
	X3.4	0.790	0.099	0.00	
	X3.5	0.842	0.099	0.00	
	X3.6	0.828	0.099	0.00	
	X3.7	0.841	0.099	0.00	
Green Entrepreneurial Intention (Y)	Y.1	0.852	0.099	0.00	0.923
	Y.2	0.805	0.099	0.00	
	Y.3	0.903	0.099	0.00	
	Y.4	0.736	0.099	0.00	
	Y.5	0.831	0.099	0.00	
	Y.6	0.809	0.099	0.00	
	Y.7	0.861	0.099	0.00	

Based on the results of the reliability test in Table 1, it can be explained that all four variables in this study have Cronbach's Alpha values above 0.60, indicating that all variables in this study demonstrate very good reliability.

Table 2. Normality Test Result

Test	Unstandardized Predicted Value	
N	390	
Normal Parameters ^{a,b}	Mean	25.5743590
	Std. Deviation	6.91997228
Most Extreme Differences	Absolute	0.358
	Positive	0.196
	Negative	-0.358

Test	Unstandardized Predicted Value
Test Statistic	0.358
Asymp. Sig. (2-tailed)	0.125 ^c

Based on the results of the normality test in Table 2, it can be explained that the obtained significance value (Sig.) is 0.125, which is greater than 0.05. Therefore, it can be concluded that the data distribution in this study is normal and there is no deviation in the data distribution.

Table 3. Multicollinearity and Heteroscedasticity Test

Variable	Tolerance	VIF	Sig.
Green Entrepreneurial Passion	0.26	8.467	0.577
Green Motivation	0.44	7.759	0.087
Environmental Awareness	0.54	8.635	0.128

Based on the results of the multicollinearity test in Table 3, it can be explained that green entrepreneurial passion, green motivation, and environmental awareness have Tolerance values greater than 0.1. Meanwhile, the Variance Inflation Factor (VIF) values are below 10. Thus, the independent variables in this study do not exhibit a high degree of correlation with one another, indicating that the regression model in this study remains reliable. Based on the results, it can be explained that none of the independent variables exhibit heteroscedasticity. This is evidenced by green entrepreneurial passion having a significance value of $0.577 > 0.05$, green motivation having a value of $0.087 > 0.05$, and environmental awareness having a value of $0.128 > 0.05$, all of which meet the criterion of $\text{Sig.} > 0.05$. This indicates that the variance of the residuals is constant across all levels of the independent variables, meaning that the regression model used satisfies the required assumptions.

Table 4. Multiple Regression Test

Variable	B	Std. Error	Beta	t-statistic	Sig.
Constant	1.141	0.254		4.497	0.000
Green Entrepreneurial Passion (X1)	0.434	0.050	0.515	8.670	0.000
Green Motivation (X2)	0.483	0.052	0.424	9.273	0.000
Environmental Awareness (X3)	0.050	0.041	0.050	1.213	0.226

Based on the results of the multiple linear regression analysis presented in Table 4, the following regression equation was obtained: $Y = 1.141 + 0.434X_1 + 0.483X_2 + 0.050X_3$. The regression analysis demonstrates that the constant value (β_0) represents the baseline condition of green entrepreneurial intention when green entrepreneurial passion, green motivation, and environmental awareness are assumed to have no influence. Furthermore, the regression coefficients indicate that green entrepreneurial passion and green motivation have positive relationships with

green entrepreneurial intention. This finding implies that respondents who possess stronger passion toward environmentally oriented entrepreneurship and higher motivation tend to exhibit greater intention to engage in green entrepreneurial activities. Similarly, environmental awareness also shows a positive coefficient direction, suggesting that greater awareness of environmental issues may contribute to the development of green entrepreneurial behavior among respondents.

The hypothesis testing results further reveal that green entrepreneurial passion significantly influences green entrepreneurial intention, as indicated by a t-statistic of 8.670 exceeding the critical value of 1.996 and a significance level below 0.05. Likewise, green motivation also has a positive and significant effect, reflected by a t-statistic of 9.273 and a significance value of 0.000. In contrast, environmental awareness does not demonstrate a statistically significant effect on green entrepreneurial intention because the obtained t-statistic of 1.213 is lower than the critical threshold, and the significance value exceeds 0.05. These findings indicate that although respondents may possess environmental awareness, such awareness alone is insufficient to directly encourage the intention to pursue green entrepreneurship without being supported by strong passion and motivation.

Table 5. Results of the Coefficient of Determination Analysis (R^2)

Test	Result
R	0.982 ^a
R Square	0.965
Adjusted R-Square	0.954
Std. Error of the Estimate	1.331

Based on Table 5 of the coefficient of determination test (R^2), the Adjusted R Square value is 0.954. This indicates that green entrepreneurial passion, green motivation, and environmental awareness collectively explain 95.4% of the variance in green entrepreneurial intention. Meanwhile, the remaining 4.6% is explained by other factors not included in this research model.

Table 6. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	18627.660	3	6209.220	3505.657	0.000 ^b
Total	19311.344	389			

Based on Table 6 of the F-test in the multiple linear regression analysis, the F-statistic shows a significance level of 0.000, which is less than 0.05. Therefore, it can be concluded that, simultaneously (collectively), the independent variables consisting of green entrepreneurial passion, green motivation, and environmental awareness have a significant effect on green entrepreneurial intention.

5. Discussion

The hypothesis testing results indicate that green entrepreneurial passion has a positive and significant effect on green entrepreneurial intention among university students in Indonesia. This finding suggests that the stronger the emotional drive and enthusiasm of students toward environmentally friendly entrepreneurship, the stronger their intention to start and operate green businesses. Green entrepreneurial passion builds a deep psychological attachment, which encourages students to become more creative and resilient in facing the challenges of sustainable business. Descriptively, the green entrepreneurial passion variable is categorized as high, indicating strong student enthusiasm and concern for environmental issues. This finding is consistent with the theoretical perspective proposed by Cardon et al. (2015), which explains that entrepreneurial passion can stimulate persistence, creativity, and commitment toward entrepreneurial activities. In addition, research by Neneh (2022) and Gregori et al. (2024) also demonstrates that strong environmental passion and affective concern for sustainability significantly influence students' environmental entrepreneurial intention. Therefore, students who emotionally value environmental preservation are more likely to transform their concern into sustainable entrepreneurial initiatives and environmentally friendly business innovation.

The hypothesis testing results also show that green motivation has a positive and significant effect on green entrepreneurial intention among university students in Indonesia. This means that the stronger the students' internal drive to integrate environmental values into business activities, the higher their intention to become green entrepreneurs. Green motivation serves as a key driver in generating environmentally friendly innovation and supporting sustainable business decision-making. The green motivation variable is also categorized as high based on descriptive analysis. This result reinforces the argument that motivation plays a strategic role in encouraging students to actively engage in sustainable entrepreneurship and green business development. The findings support previous studies stating that green motivation is an important determinant influencing green entrepreneurial intention (Purwandani & Michaud, 2021). Similarly, Li et al. (2023) found that entrepreneurial motivation positively affects green entrepreneurial behavior, while Aziz and Afaq (2018) emphasized that motivation encourages eco-innovation and competitive sustainability strategies. This indicates that internal motivational factors are essential in transforming environmental values into actual entrepreneurial intentions and business-oriented actions.

In contrast, the hypothesis testing results indicate that environmental awareness does not have a significant effect on green entrepreneurial intention among university students in Indonesia. Although students demonstrate relatively high awareness regarding environmental issues, this awareness alone is insufficient to directly encourage their intention to engage in green entrepreneurship. This condition may occur because environmental awareness tends to remain at the

cognitive level and does not necessarily translate into behavioral intention without emotional attachment and strong internal motivation. Le et al. (2023) similarly argued that environmental understanding may increase entrepreneurial desirability but does not always strengthen entrepreneurial confidence and intention. The findings of this study are also consistent with Ariawan and Octoria (2025), who reported that environmental awareness does not significantly influence green entrepreneurial intention. However, these results differ from the findings of Wicaksana and Nuvriasari (2025) as well as Qomariyah and Nuvriasari (2025), who found a positive relationship between environmental awareness and entrepreneurial intention. Such inconsistencies may be influenced by differences in respondent characteristics, educational background, and contextual factors surrounding students' exposure to sustainability-based entrepreneurship programs.

6. Conclusion

Based on the findings, this study concludes that green entrepreneurial passion and green motivation have positive and significant effects on green entrepreneurial intention among university students in Indonesia. Students who possess strong emotional attachment, enthusiasm, and internal motivation toward environmental sustainability tend to demonstrate greater intention to establish environmentally friendly businesses. These findings indicate that psychological and motivational factors play an essential role in encouraging students to participate in sustainable entrepreneurial activities. In contrast, environmental awareness was found to have no significant effect on green entrepreneurial intention. Although students may understand environmental issues and sustainability challenges, such awareness alone is insufficient to encourage entrepreneurial intention without being supported by stronger emotional engagement and motivational encouragement.

The findings of this study provide important implications for universities and policymakers to strengthen green entrepreneurship education by emphasizing experiential learning, environmental projects, and motivational development programs that can enhance students' entrepreneurial passion and sustainability orientation. However, this study has several limitations. First, the research only examined three independent variables, namely green entrepreneurial passion, green motivation, and environmental awareness, which may not fully explain the complexity of factors influencing green entrepreneurial intention. Second, the study focused only on university students in Indonesia, limiting the generalizability of the findings to other populations or contexts. Therefore, future research is recommended to incorporate additional variables such as entrepreneurial self-efficacy, green knowledge, social support, or digital innovation, as well as to expand the research scope using comparative or longitudinal approaches to obtain more comprehensive findings.

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