

RINGKASAN

Isu lingkungan global membangun kesadaran masyarakat akan pentingnya pembangunan berkelanjutan dan pentingnya pengembangan kewirausahaan hijau sebagai bagian dari agenda Global Sustainable Development Goals (SDGs), khususnya SDG 7 (*Affordable and Clean Energy*), SDG 8 (*Decent Work and Economic Growth*), SDG 9 (*Industry, Innovation, and Infrastructure*), SDG 11 (*Sustainable Cities and Communities*), SDG 12 (*Responsible Consumption and Production*), SDG 13 (*Climate Action*), SDG 14 (*Life Below Water*), dan SDG 15 (*Life on Land*). Program tersebut bertujuan untuk meningkatkan kesejahteraan dan kualitas hidup masyarakat.

Di Indonesia sendiri, jumlah wirausahawan hijau masih relatif rendah. Data Kemenperin (2019) mencatat hanya ada 151 perusahaan yang memperoleh penghargaan Industri Hijau. Sementara, di Universitas Jenderal Soedirman yang tergabung menjadi peserta Program Mahasiswa Wirausaha (PMW) tahun 2025, hanya 22,3% yang termasuk dalam kategori kewirausahaan hijau. Hal ini menunjukkan masih rendahnya keterlibatan mahasiswa dalam kewirausahaan berbasis keberlanjutan.

Penelitian ini bertujuan untuk menganalisis pengaruh *entrepreneurial self efficacy* terhadap *green entrepreneurial intention* dengan *perceived social support* sebagai variabel moderasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei yaitu dengan menyebarkan kuisioner secara online terhadap 103 mahasiswa PMW 2025. Penelitian ini menggunakan teknik SPSS versi 25 untuk menganalisis datanya.

Hasil penelitian menunjukkan bahwa *entrepreneurial self efficacy* berpengaruh positif dan signifikan terhadap *green entrepreneurial intention*, *perceived social support* berpengaruh positif dan signifikan terhadap *green entrepreneurial intention*, dan *perceived social support* mampu memperkuat hubungan antara *entrepreneurial self efficacy* terhadap *green entrepreneurial intention*. Hal ini menunjukkan bahwa pentingnya *entrepreneurial self efficacy* dan *perceived social support* dalam meningkatkan *green entrepreneurial intention*. Temuan ini menjadi dasar dalam mengembangkan kewirausahaan hijau agar lebih dikenal oleh masyarakat.

Kata kunci : ***Green Entrepreneurial Intention, Entrepreneurial Self Efficacy, Perceived Social Support, Wirausaha Hijau***

SUMMARY

Global environmental issues raise public awareness of the importance of sustainable development and the importance of developing green entrepreneurship as part of the Global Sustainable Development Goals (SDGs) agenda, particularly SDG 7 (Affordable and Clean Energy), SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), SDG 14 (Life Below Water), dan SDG 15 (Life on Land). These programs aim to improve people's welfare and quality of life.

In Indonesia, the number of green entrepreneurs remains relatively low. Data from the Ministry of Industry (2019) indicates that only 151 companies received Green Industry awards. Meanwhile, at Jenderal Soedirman University, which participated in the Student Entrepreneurship Program (PMW) in 2025, only 22.3% were categorized as green entrepreneurs. This indicates low student involvement in sustainability-based entrepreneurship.

This study aims to analyze the influence of entrepreneurial self-efficacy on green entrepreneurial intention, with perceived social support as a moderating variable. This study employed a quantitative approach with a survey method, distributing an online questionnaire to 103 PMW 2025 students. The data were analyzed using SPSS version 25.

The results showed that entrepreneurial self-efficacy had a positive and significant effect on green entrepreneurial intention, perceived social support had a positive and significant effect on green entrepreneurial intention, and perceived social support strengthened the relationship between entrepreneurial self-efficacy and green entrepreneurial intention. This demonstrates the importance of entrepreneurial self-efficacy and perceived social support in enhancing green entrepreneurial intention. These findings provide a basis for developing green entrepreneurship to increase public awareness.

Keywords: Green Entrepreneurial Intention, Entrepreneurial Self-Efficacy, Perceived Social Support, Green Entrepreneurship