

RINGKASAN

Penelitian ini merupakan penelitian kuantitatif pendekatan survei yang dilakukan pada siswa SMK Negeri 1 Purwokerto kelas XI jurusan Teknik Farmasi (TF) dan Desain Komunikasi Visual (DKV). Penelitian ini dilatarbelakangi oleh rendahnya *green entrepreneurship intention* siswa. Tujuan penelitian ini untuk menganalisis pengaruh *entrepreneurial self efficacy*, *green education*, dan *green entrepreneurial orientation* terhadap *green entrepreneurship intention* siswa.

Populasi pada penelitian ini berjumlah 143 siswa dengan jumlah sampel sebanyak 105 siswa yang ditentukan menggunakan teknik *simple random sampling*. Pengumpulan data dilakukan melalui kuesioner tertutup berbasis *google form* dengan skala *likert* 1 sampai 4. Teknik analisis data menggunakan bantuan SPSS.

Hasil penelitian menunjukkan bahwa: (1) *entrepreneurial self-efficacy* berpengaruh positif dan signifikan terhadap *green entrepreneurship intention*, (2) *green education* tidak berpengaruh signifikan terhadap *green entrepreneurship intention*, dan (3) *green entrepreneurial orientation* tidak berpengaruh signifikan terhadap *green entrepreneurship intention*. Temuan ini menunjukkan bahwa kepercayaan diri siswa menjadi faktor utama dalam mendorong intensi berwirausaha hijau, sementara pendidikan dan orientasi masih belum cukup tanpa didukung keyakinan diri dan pengalaman praktik.

Adapun implikasi penelitian ini untuk meningkatkan *green entrepreneurship intention* siswa yaitu: (1) siswa perlu meningkatkan kepercayaan diri melalui keterlibatan aktif dalam praktik dan pengalaman kewirausahaan hijau, (2) guru perlu mengembangkan pembelajaran kewirausahaan yang lebih aplikatif melalui *project-based learning* dan pendampingan usaha, (3) sekolah perlu mengoptimalkan program *green education* dengan mengarahkan pada pemanfaatan nilai ekonomi dari pengolahan limbah, (4) pemerintah perlu memberikan dukungan melalui kebijakan, pelatihan, dan pembinaan usaha bagi wirausaha muda, serta (5) keluarga perlu memberikan dukungan moral, motivasi, dan lingkungan yang kondusif dalam menumbuhkan intensi berwirausaha hijau.

Penelitian ini memiliki keterbatasan pada cakupan sampel yang terbatas, penggunaan kuesioner tertutup yang berpotensi menimbulkan bias subjektivitas, serta variabel penelitian yang masih terbatas pada *entrepreneurial self-efficacy*, *green education*, dan *green entrepreneurial orientation*. Oleh karena itu, penelitian selanjutnya disarankan untuk memperluas objek penelitian, menggunakan metode yang lebih beragam seperti wawancara atau kuesioner terbuka, serta menambahkan variabel lain seperti motivasi kewirausahaan, *environmental awareness*, dan dukungan sosial agar hasil penelitian lebih komprehensif.

Kata Kunci: *entrepreneurial self efficacy*, *green education*, *green entrepreneurial orientation*, *green entrepreneurship intention*

SUMMARY

This study is a quantitative survey based research conducted among 11th-grade students at SMK Negeri 1 Purwokerto majoring in Pharmaceutical Technology (TF) and Visual Communication Design (DKV). The study was motivated by the low level of green entrepreneurship intention among students. The objective of this study is to analyze the influence of entrepreneurial self-efficacy, green education, and green entrepreneurial orientation on students' green entrepreneurship intention.

The population for this study consisted of 143 students, with a sample size of 105 students selected using simple random sampling. Data were collected via a closed-ended questionnaire based on Google Forms, using a 1 to 4 Likert scale. Data analysis was conducted using SPSS.

The results of the study indicate that: (1) entrepreneurial self-efficacy has a positive and significant effect on green entrepreneurship intention, (2) green education does not have a significant effect on green entrepreneurship intention, and (3) green entrepreneurial orientation does not have a significant effect on green entrepreneurship intention. These findings indicate that students' self-confidence is the primary factor in driving green entrepreneurship intentions, while education and orientation alone are insufficient without the support of self-confidence and practical experience.

The implications of this study for enhancing students' green entrepreneurship intentions are as follows: (1) students need to boost their self-confidence through active engagement in green entrepreneurship practices and experiences; (2) teachers need to develop more practical entrepreneurship education through project-based learning and business mentoring; (3) schools need to optimize green education programs by focusing on the economic value of waste management; (4) the government needs to provide support through policies, training, and business mentoring for young entrepreneurs, and (5) families need to provide moral support, motivation, and a conducive environment to foster green entrepreneurial intentions.

This study has limitations in terms of its limited sample size, the use of a closed-ended questionnaire that may introduce subjective bias, and research variables that are still limited to entrepreneurial self-efficacy, green education, and green entrepreneurial orientation. Therefore, future research is advised to expand the research scope, employ more diverse methods such as interviews or open-ended questionnaires, and include additional variables such as entrepreneurial motivation, environmental awareness, and social support to ensure more comprehensive research findings.

Keywords: entrepreneurial self efficacy, green education, green entrepreneurial orientation, green entrepreneurship intention