

ENTREPRENEURIAL SELF-EFFICACY: MEDIATING ENTREPRENEURSHIP EDUCATION TOWARDS GREEN ENTREPRENEURIAL INTENTION OF SCU MANAGEMENT PROGRAM STUDENTS

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Abstract: In achieving Sustainable Development Growth (SDGs) by 2030, environmental factors need to be considered, such as the green economy, which is also applied to the business world. Entrepreneurship education as one of the things carried out by higher education needs to also provide insight into the green economy. Students as the young generation who receive entrepreneurship education need to have insight into the green economy and an interest in becoming green entrepreneurs. The aim of this research is to determine the influence of entrepreneurship education on green entrepreneurial intention directly and mediated by entrepreneurial self-efficacy in student respondents taking entrepreneurship in the management study program. The number of respondents was 83 students, data collection was through questionnaires. The analysis technique uses Partial Least Square and the results show that the hypothesis stating entrepreneurial self- efficacy as a mediator is rejected while the hypothesis stating that there is an influence of entrepreneurial education on green entrepreneurial intention is accepted. Two other hypotheses are also accepted, that there is an influence of entrepreneurial education on entrepreneurial self-efficacy and an influence of entrepreneurial self-efficacy on green entrepreneurial intention

Keywords: entrepreneurial self-efficacy, entrepreneurial education, green entrepreneurial intention
