

ABSTRACT

The global environmental crisis has emerged as a critical threat to human survival. To address this, the concept of green entrepreneurship has arisen as an innovative response, integrating sustainability principles into all aspects of business operations. This research aims to analyze the influence of Commitment to Environment on Green Entrepreneurial Behavior in Small and Medium-sized Enterprises (SMEs) within the coffeeshop sector in Semarang City, with Entrepreneurial Motivation serving as a mediating variable. Employing a quantitative approach, this study collected data from 60 owners of coffeeshop SMEs in Semarang City. The gathered data were meticulously analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with Smart-PLS software version 4.1.1.2 to test the proposed hypotheses. The research findings significantly support all the hypothesized relationships. It was found that Commitment to Environment has a positive and significant effect on Green Entrepreneurial Behavior. Furthermore, Commitment to Environment was also proven to positively and significantly influence Entrepreneurial Motivation. Subsequently, Entrepreneurial Motivation significantly and positively affects Green Entrepreneurial Behavior. Most importantly, this study demonstrates that Entrepreneurial Motivation significantly mediates the relationship between Commitment to Environment and Green Entrepreneurial Behavior. The primary contribution of this research lies in the empirical validation of the crucial mediating role of Entrepreneurial Motivation in explaining how commitment to environmental issues fosters entrepreneurial behavior oriented towards sustainability within the context of coffeeshop SMEs. This study provides valuable insights for owners of coffeeshop SMEs in Semarang regarding the importance of embedding environmental values into their business operations to foster entrepreneurial motivation, which ultimately leads to greener business practices. The originality of this research is manifested in the testing of the mediation model within the specific context of coffeeshop SMEs in Semarang, highlighting the role of motivation as a mechanism linking environmental awareness to sustainable entrepreneurial actions.

Keywords: *Green entrepreneurship, commitment to environment, entrepreneurial motivation, green entrepreneurial behaviour, UKM coffee shop, and Semarang.*