

ABSTRACT

This study aims to analyze the influence of green entrepreneurial intention on green entrepreneurial behavior and examine the mediating role of levels of university educational support in this relationship. Data collection techniques in this study utilized questionnaires distributed to the research sample. The sample consists of students from the Faculty of Economics and Business at Universitas Negeri Semarang, selected based on purposive sampling criteria. This research employs empirical data analyzed to test the research hypotheses. Data analysis was conducted using the SmartPLS 4 application. The findings indicate that green entrepreneurial intention has a positive and significant influence on green entrepreneurial behavior, suggesting that strong intentions drive tangible actions in sustainable business practices. Furthermore, university educational support is proven to serve as a positive and significant mediator in the relationship between intention and green entrepreneurial behavior, demonstrating that the effect of intention does not occur directly but is mediated by university support.

Keywords: Green Entrepreneurial Intention, Green Entrepreneurial Behavior, Levels of University Educational Support, Students, Partial Least Squares (PLS-SEM)

SEMARANG
FEB UNDIP