

Research Article

Exploring the Determinants of Green Entrepreneurship: Studi Among the Younger Generation in Central Java

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Abstract: *The young generation is expected to play a role in answering environmental challenges and the sustainability of the universe. Through revolutionary ideas and development of the times, the young generation through green entrepreneurship can accelerate the goal of a green economy. This study investigates the determinants of green entrepreneurship among the young generation in Central Java. The study used a quantitative approach through questionnaires to the young generation in middle Java. An empirical test was carried out on the data gathered from questionnaires. This study's population is the young generation in middle Java. The sample size used 100 respondents with purposive sampling. The analytical used is Factoring Analysis. Based on the results of factoring analysis, three factors influence the green entrepreneurship of the young generation in Central Java. the factors named are High Self-Confidence, Adaptive Entrepreneurship Education, and Image of Green entrepreneurship.*

Keywords: *Green Entrepreneurship, Factoring, Young Generation, Self-Confidence, Adaptive Education.*

I. INTRODUCTION

Global warming is currently a world issue. Global warming is a slow increase in the average temperature of the Earth's lower atmosphere. Global warming drives climate change. According to scientists, the warming of the atmosphere is caused by human activities that have increased the amount of gas containing CO₂ in the atmosphere (Barrett et al., 2016).

An increase in natural disasters demonstrates climate change occurring in Indonesia. Natural disasters are dominated by hydrometeorological disasters (Keliat et al., 2022), which have the potential to reduce Gross Domestic Income by 544 trillion between 2020 and 2024. **Green Economy and Circular Economy are both challenges and opportunities to overcome climate change (Bapenas Team, 2022)**

Green Economy is an economic concept that supports sustainable development without reducing damage to the natural environment, increasing welfare and social equality. Simply put, it is an economy that prioritizes reducing carbon emissions and ingeniously integrating all social groups. By improving resource and energy efficiency, it seeks to lower pollution and carbon emissions (Al-Taai, 2021).

The circular economy is an economic model (production and consumption) that utilizes waste as a production resource. This economic model strives for zero waste, and to achieve this, there are ten circular economic strategies: recover, recycle, repurpose, remanufacture, refurbish, repair, re-use, reduce, rethink, and refuse (Morseletto, 2020). In this way, the **life cycle of products is extended**. One of the outputs of a circular economy is achieving sustainable development and preserving the environment.

The success of the green economy and circular economy depends on economic actors. For this reason, it is necessary to change people's thinking patterns and attitudes in responding to the environment. Economic actors, including entrepreneurs and business people, are expected to pursue profits and be environmentally friendly so that environmental damage does not occur. Environmentally friendly entrepreneurs are called Green entrepreneurs (Muo & Azeez, 2020). Environmentally friendly entrepreneurship must concentrate not only on the business being run but also on the environmental conditions of society. Business activities must positively impact the natural and social environment (Martínez-Vázquez et al., 2021).

The drive to become an entrepreneur who cares about the environment includes three things, namely (1) Eco-innovation, which is related to providing innovative solutions to solve environmental problems; (2) Eco-commitment, related to the creation and implementation of policies that help create commitments that focus on green activities; (3) Eco-opportunity, related to opportunities to identify opportunities for innovation to solve environmental problems and achieve ongoing business operations (Srining Prapti et al., 2020).



From a population perspective, Indonesia will experience a demographic bonus: the productive age population is greater than the population of non-productive age. The demographic bonus will be an opportunity for the environment if the values and attitudes that radiate from people's behavior, especially the younger generation, are responsible for the environment (Lee and Jan: 2015). The role of society is very urgent in green entrepreneurship.

First, people can influence an environmentally conscious lifestyle by consuming products or services with a positive environmental impact. Second, the community can encourage market demand for environmentally friendly products and services to encourage entrepreneurs to invest in businesses in sustainable sectors. Third, the community encourages sustainable innovation, which inspires entrepreneurs to develop environmentally friendly solutions. Fourth, the community can form networks and collaborations in the green entrepreneurship movement. This is done through exchanging information, knowledge and experience; the community can develop sustainable businesses and, fifth, increase awareness of the importance of sustainable development goals through green entrepreneurship so that many community members contribute to achieving sustainable development goals (Calvin Oktaviano, 2023).

The young generation, an asset of human resources and, as the next generation, is expected to play a role in answering environmental challenges and the sustainability of the universe. Through revolutionary ideas development of the times, the young generation, through Green entrepreneurship, can accelerate the goal of a green economy.

In 2021, 18.46% of young people will work as entrepreneurs. 2022 there will be an increase of 1.02%, so the percentage of youth working as entrepreneurs will be 19.48% (Rizqiyah, 2023). The results of a survey conducted by the World Economic Forum show that as many as 35.5% of the young generation aged 15 -35 years in Indonesia are interested in becoming entrepreneurs. A country must have a minimum of 4% entrepreneurs from the population to become a developed country. On average, developed countries have a ratio of entrepreneurs to population between 10% - 12%. (<https://www.mpr.go.id/berita/Pertambahan-Jumlah-Pelaku-Wirausaha-Nasional-Harus-Terus-Didorong>). Meanwhile, entrepreneurial activity in Indonesia in 2022 will still be below 4%, namely 3.47%.

The demographic bonus opportunity is utilized to create new entrepreneurs in all business sectors to improve welfare and become a developed country. Indonesia needs to create 1,679 new entrepreneurs. Young people are the main axis of human resources for development and key actors in social change, economic growth and technological innovation (Muhammad Maruf, 2023). Based on the above data, in-depth studies are needed to develop green entrepreneurship in the younger generation. The problem in the study is how to accelerate the green economy through an inclination toward green entrepreneurship among the younger generation in Central Java.

II. THEORETICAL FRAMEWORK OF THE STUDY

Schumpeter's theory states that entrepreneurs are individuals who bring about a lot of change or innovation. Change is carried out through the development and creation of new products, services, production methods, technology, and resources. New products or services are defined as products that consumers have not previously known; introducing new production methods through a series of trials; opening new markets that have not been entered by similar companies and controlling resources for new industries. Besides that, entrepreneurship also creates novelty in organizations and penetrates new markets. The novelty that arises is due to creative ideas that have an impact on the antiquity of existing products (Schumpeter, 1943).

According to (Barroso, 2017), entrepreneurs and creative people (creators) are very different. Creators are usually only creators of business ideas, while entrepreneurs dare to take risks when realizing creative ideas for products and marketing products to consumers. Entrepreneurs will use current business opportunities rather than waiting for creative potential business ideas. Entrepreneurs actively find new ways by paying attention to changes around them, listening, and exploring new business opportunities.

Green Entrepreneurship combines business with the environment. The characteristics of green entrepreneurship are the same as entrepreneurship in general, namely emphasizing innovation, risk, new business, ecological and social ideas, and developing into a new entrepreneur who is highly committed to building a business and preserving the environment. Green entrepreneurship combines the environmental and social benefits of business to gain a competitive advantage for the company. "Green" entrepreneurship means companies that produce environmentally friendly products reduce their expenses and use natural resources sustainably, so they must adopt energy-saving techniques (Gevrenova T., 2015).

Many green entrepreneurship inclination studies have been conducted; the average respondent is the younger generation. (Noor Hazlina Ahmad, Hasliza Abdul Halim & Rahman, 2015) Conducted research on 100 students studying business. The three independent variables tested are sustainable orientation, sustainable education, and general self-efficacy, as well as their influence on green entrepreneurship inclination. The t-test results show that the two independent variables that influence green entrepreneurship inclination are sustainable orientation and sustainable education. Research implications for educators to include

green issues in courses.

Green Entrepreneurship Inclination is influenced by three factors: sustainable orientation, sustainable education and self-efficacy. In entrepreneurship, self-efficacy refers to entrepreneurial intentions and behavior and will help entrepreneurs carry out entrepreneurial processes such as capturing opportunities, facing challenges and managing resources. Sustainable orientation is defined as a continuous process related to strategy, structure, organizational behavior, and risk-taking that needs to be used to capture business opportunities. Research conducted on the younger generation shows that only two variables influence green entrepreneurship inclination: sustainable orientation and sustainable education (Soomro et al., 2020).

Meanwhile, research conducted on students in Oman regarding green entrepreneurship inclination used five variables: perceived educational support, perceived concept development support, university green entrepreneurial support, perceived business development support and perceived institutional support. Four variables have a positive and significant influence, and only the variable of perceived educational support has no significant influence on green entrepreneurship inclination (Sulaiman et al., 2023).

Green entrepreneurship courses and university programs provide positive support for the desire to create green projects. Green entrepreneurial intentions are also influenced by moral, material, and emotional support, and what is no less important is feelings of self-efficacy and high optimism towards success. So, the intention to become a green entrepreneur is influenced by graduates' social capital (academic support, creation of green projects) and moderated by positive psychological capital (Ghodbane & Alwehabie, 2023).

From the results of previous research, it can be concluded that the variables determining green entrepreneurship inclination are sustainable orientation, sustainable education, perceived educational support, perceived concept development support, university green entrepreneurial support, perceived business development support, perceived institutional support, graduate social capital (academic support, creation of green project), and moderated by positive psychological capital.

III. METODOLOGICAL APPROACH

The study was carried out in several cities in Central Java, Indonesia. This area was chosen because, firstly, the overall open unemployment rate in Central Java up to February 2024 reached 4.39 percent; young people manage the second sixty-one thousand startups. This situation illustrates that the opportunity to become an entrepreneur can be used as a solution to open unemployment.

A) Population and Sampling Procedure

The population of this study consists of the younger generation. According to Uma Sekaran (2006), a sample size of more than 30 and less than 500 is appropriate for most research. A total of 100 representative samples were purposefully chosen. The inclusion criteria for the respondents are those aged 17 – 30 years, whether working or still in school or college.

B) Methods of Data Collection

This study used a quantitative methodology. The survey instrument became the most appropriate comparable means of data collection when the quantitative approach was chosen for this investigation. Data collection was carried out using questionnaires and in-depth interviews. The questionnaire is designed with closed questions, alternative answers, and open questions. Closed statements/questions with answers using a Likert scale (scale 1 if the answer is strongly disagree and scale 5 is strongly agree).

The questionnaire is divided into two parts. The first part contains questions exploring the respondents' profiles in terms of demographic factors, and the second part uses the question structure to determine the factors of Green Entrepreneurship.

In-depth interviews are conducted face to face with or without using a questionnaire to obtain information that will support the answers to the questionnaire. Interviews were conducted with some respondents. Secondary data was collected using the documentation method.

C) Data Analysis

The analytical tool used is Factoring. A common statistical method for reducing the dimensionality of data is factor analysis, which has a lot of promise and can be an effective tool for reducing the complexity of observable phenomena or confirming the soundness of theoretical models. Factor analysis was employed to reduce or regroup the items used in measuring the variables.

In essence, factoring analysis is a method of data reduction that involves condensing a large number of variables into smaller variables, which are then referred to as factors. Factoring analysis identifies and determines the factors and obstacles to using electronic money. The factor analysis process is as follows:

1. Select variables that are suitable for factor analysis. Variables must be correlated; if the correlation is weak, the variable must be removed from factor analysis. For this purpose, the MSA or Barlett's Test is used.
2. After that, variable extraction is carried out to become several variables. Popular factor search models are the Principal Component and Maximum Likelihood.
3. If the contents of the factor are still in doubt, rotation is carried out so that the factor formed significantly differs from the other factors.
4. After the factor is completely formed, the next process is naming the factors. RESULT
5. Based on the table below, the sample characteristics show that 78 % of respondents were female, while 22 % were male. Regarding regional origin, 56 % were from outside Semarang, and 44 % were from Semarang.

The marital status of 59 % were single, and 41 % were married. Based on age, a large fraction (55%) of respondents were 22 years-26 years old, while 17 % were 17 years-21 years old. Those who were 27 years-31 years old were 28 %. 38% of the population work in private agencies, 19% are self-employed, 27% are civil servants, and the rest are still students.

Following the explanation in the paragraph above, it can be concluded that most respondents are female, come from outside Semarang, are single, and have an age range of 22 years. -26 years, and work as a private employees.

Table 1: Sample Characteristics of Younger Participants

No	Information	Frequency (%)
1	Gender	Male
		22 %
		Female
		78 %
2	Regional Origin	Semarang
		44 %
		Outside Semarang
		56 %
3	Marital Status	Married
		41 %
		Single
		59 %
4	Age	17 - 21 Years old
		17 %
		22 - 26 Years old
		55 %
		27 - 31 Years old
		28 %
5	Employment Status	Students
		16 %
		Private Sector Employee
		38 %
		Civil servants
		27 %
		Business Man/Woman
		19 %

Source: Data Processing Results,2024.

Table 2: Research Variable

X1	Reading the stories of successful entrepreneurs' journeys is very enjoyable.
X2	Entrepreneurial knowledge can be obtained from various sources.
X3	Entrepreneurship lessons are among the most liked subjects.
X4	Entrepreneurship education can be applied in life.
X5	Entrepreneurship education provides knowledge, skills, and also behavior.
X6	Entrepreneurship education always keeps up with the times.
X7	Green entrepreneurship is a job full of creativity and innovation.
X8	Green entrepreneurship is a profession that is responsible towards the environment.
X9	Green entrepreneurship is a business actor that helps preserve the environment.
X10	Green entrepreneurship combines environmental and social benefits to gain a competitive advantage for companies.
X11	High self-confidence is essential for a green entrepreneur.
X12	Being a green entrepreneur is very proud.
X13	To become a successful green entrepreneur, high optimism is needed.
X14	Running a green business is a source of pride.

Source: Data Processing Results,2024.

D) Factor Analysis

For factor analysis to proceed satisfactorily, the KMO, which assesses the sampling adequacy and determines whether or not the replies provided with the sample are adequate, must be near 0.5. Another measure of how strongly variables are related to one another is Bartlett's test. This puts the correlation matrix's identity matrix null hypothesis to the test. When every diagonal element is 1, and every off-diagonal element is near 0, the matrix is said to be an identity matrix. Bartlett's Test of Sphericity is significant (0,000), as Table 3 demonstrates. In other words, the significance level is below 0.05. The correlation matrix is, therefore, not an identity matrix.

With an observed KMO measure of sampling adequacy of 0.607 and Bartlett's test of sphericity (619.828) at a very high significance (sig=0.00), the analysis found all the variables to have met the minimum threshold. These results will provide meaning that the variables studied can be processed further.

Table 3: KMO dan Bartlett's Test

Kaiser-Meyer Olkin Measure of Sampling Adequacy		0.607
Bartlett's Test of Sphericity	Approx. Chi-Square	619.828
	Df	66
	Sig	0.000

Source: Data Processing Results,2024

E) Anti-Image Matrices

Anti-image matrices also play a role in identifying problematic variables that may distort the factor analysis results. Variables with low anti-image values may be candidates for removal from the analysis, as they do not contribute meaningfully to the factor structure. The MSA test is performed to identify the indicators suitable for inclusion in the factor analysis. A measure of sampling adequacy (MSA) > 0,5 indicates that the data are suitable for factoring analysis. The data processing results show that all variables used have MSA > 0.5.

X1	: 0,669	X2	: 0,741	X3	: 0,671	X4	: 0,529
X5	: 0,513	X6	: 0,581	X7	: 0,561	X8	: 0,541
X9 X13	: 0,576	X10 X14	: 0,500	X11	: 0,634	X12	: 0,707
	: 0,704		: 0,702				

F) Communalities.

The Communalities table displays the proportion of variance in each observed variable that can be explained by the factors extracted from the analysis. It helps to assess how well the extracted factors represent the original variables. Communalities range from 0 to 1. A value close to 1 indicates that the factors explain a large proportion of the variance in that variable, while a value closer to 0 suggests that the factors do not explain much of the variance. The commonality value, which should be more than 0.5, should be considered for further analysis. The data processing results show that the extraction value for all variables is greater than 0.05. Table 4 shows that all variables can be used to explain factors.

Table 4 Communalities

	Initial	Extraction
X1	1.000	.708
X2	1.000	.859
X3	1.000	.890
X4	1.000	.787
X5	1.000	.842
X6	1.000	.694
X7	1.000	.743
X8	1.000	.622
X9	1.000	.672
X10	1.000	.759
X11	1.000	.865
X12	1.000	.890
X13	1.000	.785
X14	1.000	.838

Source: Data Processing Results,2024.

Table 5: Total Variance Explained
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.426	60.189	60.189	8.426	60.189	60.189	4.840	34.573	34.573
2	1.502	10.728	70.917	1.502	10.728	70.917	4.161	29.725	64.298

3	1.024	7.317	78.234	1.024	7.317	78.234	1.951	13.936	78.234
4	.659	4.707	82.941						
5	.549	3.924	86.864						
6	.467	3.337	90.202						
7	.438	3.128	93.330						
8	.340	2.431	95.761						
9	.299	2.135	97.895						
10	.269	1.920	99.816						
11	.026	.184	100.000						
12	3.263E-15	2.331E-14	100.000						
13	1.335E-17	9.533E-17	100.000						
14	-2.857E-15	-2.041E-14	100.000						

Extraction Method: Principal Component Analysis.

G) Total Variance Explained.

The total variance is the sum of the data's variances. It assesses the dispersion of values in the data collection. The primary component's explained variance ratio is the proportion of its eigenvalue to the total of the eigenvalues of all other principal components. A rule of thumb here is that the cumulative variance explained by the components should be at least 70%. The eigenvalue represents the number of extracted components, which should add to the number of items submitted to factor analysis. The presence of eigenvalues greater than one is required to determine the number of components or factors expressed by selected variables.

Table 5 shows three initial eigenvalues ≥ 1 , meaning three factors are formed. The extracted sum of squared holding % of variance depicts that the first factor accounts for 60,189 % of the variance features from the stated observations, the second 10,728 %, and the third 7,317%. Therefore, the sum of the three factors can explain 78.234 % of the total diversity of the research items. Thus, 3 components are effective enough in representing all the characteristics or components highlighted by the stated 14 variables.

H) Components Matrix.

Table 6 displays the loadings (extracted values for each item under three variables) of the fourteen variables on the three extracted components. The larger the absolute value of the loading, the greater the factor's contribution to the variable. We extracted three variables from the 14 items, dividing them into three categories based on the most relevant items, which simultaneously had similar responses in Component 1 and Components 2 and 3.

Table 6: Component Matrix

	Component		
	1	2	3
X1	.805	-.232	.083
X2	.823	-.389	.174
X3	.856	-.130	.375
X4	.851	.007	-.249
X5	.880	-.092	-.241
X6	.794	.090	-.234
X7	.548	.626	.225
X8	.617	.427	-.245
X9	.688	.386	-.222
X10	.408	.605	.476
X11	.826	-.387	.185
X12	.856	-.130	.375
X13	.853	.012	-.240
X14	.881	-.088	-.232

Source: Data Processing Results, 2024.

- a. The correlation value X1 with factor 1 is 0.805; factor 2 is -0.232; factor 3 is 0.083. It can be said that this variable is included in Factor 1 because the correlation is the highest among the other factors.
- b. The correlation value X2 with factor 1 is 0.823; factor 2 is -0.398; factor 3 is 0.174. It can be said that this variable is included in Factor 1 because the correlation is the highest among the other factors.
- c. The correlation value X3's with factor 1 is 0.856; factor 2 is -0.130; factor 3 is 0.375. It can be said that this variable is included in Factor 1 because the correlation is the highest among the other factors.
- d. The correlation value X4 with factor 1 is 0.851; factor 2 is 0.007; factor 3 is -0.249. It can be said that this variable is included in Factor 1 because the correlation is the highest among the other factors.
- e. The correlation value X5 with factor 1 is 0.880; factor 2 is -0.092; factor 3 is -0.241. It can be said that this variable is included in Factor 1 because the correlation is the highest among the other factors.
- f. The correlation value X6 with factor 1 is 0.794; factor 2 is 0.090; factor 3 is -0.234. It can be said that this variable is included in Factor 1 because the correlation is the highest among the other factors.
- g. The correlation value X7 with factor 1 is 0.548; factor 2 is 0.626; factor 3 is 0.225. It can be said that this variable is included in Factor 2 because the correlation is the highest among the other factors.
- h. The correlation value X8 with factor 1 is 0.617; factor 2 is 0.427; factor 3 is -0.245. It can be said that this variable is included in Factor 1 because the correlation is the highest among the other factors.
- i. The correlation value X9's with factor 1 is 0.688; factor 2 is 0.386; factor 3 is 0.222. It can be said that this variable is included in Factor 1 because the correlation is the highest among the other factors.
- j. The correlation value X10 with factor 1 is 0.408; factor 2 is 0.605; factor 3 is 0.476. It can be said that this variable is included in Factor 2 because the correlation is the highest among the other factors.
- k. The correlation value of X11 with factor 1 is 0.826; factor 2 is -0.387; factor 3 is 0.185. It can be said that this variable is included in Factor 1 because the correlation is the highest among the other factors.
- l. The correlation value of X12 with factor 1 is 0.856; factor 2 is 0.130; factor 3 is -0.375. It can be said that this variable is included in Factor 1 because the correlation is the highest among the other factors.
- m. The correlation value of X13 with factor 1 is 0.853; factor 2 is 0.012; factor 3 is 0.240. It can be said that this variable is included in Factor 1 because the correlation is the highest among the other factors.
- n. The correlation value of X14 with factor 1 is 0.881; factor 2 is -0.088, and factor 3 is -0.232. It can be said that this variable is included in Factor 1 because the correlation is the highest among the other factors.

I) Rotated Components Matrix.

The Rotated Components Matrix will determine the variables that form the factors. The variables selected to be members of the factors have the highest correlation compared to the correlation with other factors. To ensure that a variable is included in the factor group, it can be seen from the largest correlation value between the variable and the factor (component) that is formed. Table 7 shows the result of the rotated components matrix. So it can be concluded that:

Factor one consists of X1,X2,X3.X11.X12 Factor two consists of X4,X5,X6,X8, X9,X13, X14 Factor three consists of X7, X10.

Table 7: Rotated Components Matrix
Rotated Component Matrix

	Component		
	1	2	3
X1	.733	.401	.100
X2	.874	.307	.032
X3	.837	.252	.355
X4	.488	.731	.118
X5	.568	.718	.053
X6	.407	.705	.175
X7	.129	.356	.774
X8	.087	.686	.380
X9	.170	.705	.382
X10	.150	.081	.854
X11	.879	.302	.041
X12	.837	.252	.355
X13	.490	.727	.127
X14	.569	.714	.061

Source: Data Processing Results,2024.

Factors that influence the Green Entrepreneurship Inclination of the Young Generation Central Java

Based on the results of factoring analysis, three factors influence the Green Entrepreneurship Inclination of the Young Generation in Central Java. Following the factor members included in each factor, the names of the factors can be seen in Table 8, namely High Self Confidence, which consists of 5 components; Adaptive Entrepreneurship Education, which consists of 7 components; Image of Green Entrepreneurship, which consists of 2 components.

Table 8: Faktor Green Entrepreneurship Inclination

Factor	Component	
High Self Confidence	X1	Reading the stories of successful entrepreneurs' journeys is very enjoyable.
	X2	Entrepreneurial knowledge can be obtained from various sources.
	X3	Entrepreneurship lessons are among the most liked subjects.
	X11	High self-confidence is essential for a green entrepreneur.
	X12	Being a green entrepreneur is very proud.
Adaptive Entrepreneurship	X4	Entrepreneurship education can be applied in life
Education	X5	Entrepreneurship education provides knowledge, skills, and also behavior.
	X6	Entrepreneurship education always keeps up with the times.
	X8	Green entrepreneurship is a profession that is responsible towards the environment.
	X9	Green entrepreneurship is a business actor that helps preserve the environment.
	X13	To become a successful green entrepreneur, high optimism is needed.
	X14	Running a green business is a source of pride.
Image of Green Entrepreneurship	X7	Green entrepreneurship is a job full of creativity and innovation
	X10	Green entrepreneurship combines environmental and social benefits to gain a competitive advantage for companies.

Source: Data Processing Results, 2024.

IV. CONCLUSION

Based on the results of the discussion, the following conclusions can be drawn:

1. Most respondents are female, come from outside Semarang, are unmarried, have an age range of 22-26 years, and work as private employees.
2. To determine the number of indicators based on eigenvalues greater than or equal to one, both in the initial factor analysis and further analysis.
3. The item with the highest factor load on a factor contributes the most to that factor, so that item is used as the basis for guidance when naming a factor or indicator.
4. Based on the results of factoring analysis, three factors influence the green entrepreneurship inclination of the young generation in Central Java. Following the factor members included in each factor, the factor names can be high self-confidence, which consists of 5 components; adaptive entrepreneurship education, which consists of 7 components; and image of green entrepreneurship, consisting of 2 components.
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