



# The Influence of Entrepreneurship Education, Entrepreneurial Orientation and Green Behaviour on Business Sustainability Using Green Entrepreneurship in the Culinary Business

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## Abstract

Culinary businesses provide unique and contemporary insights on how Green Entrepreneurship can be a solution for enterprises. Tourist destinations not only serve as profitable tourism and culinary tourism places, but also deal with environmental challenges such as food waste and plastic usage. This study aims to analyze the influence of Entrepreneurship Education, Entrepreneurial Orientation, and Green Behaviour on business sustainability with Green Entrepreneurship as the intervening variable. The research method uses an exploratory approach with Partial Least Squares Structural Equation Modelling (PLS-SEM) to test the relationships between variables. The sample consisted of 60 culinary businesses in Java and Bali that were purposively selected. The research results show that entrepreneurship education and entrepreneurial orientation do not have a significant impact on business sustainability through Green Entrepreneurship. Green Behaviour has been proven to have a positive and significant impact in driving business sustainability through the role of Green Entrepreneurship. Environmental awareness or green behaviour takes an important role in encouraging sustainable business practices in the culinary industry. This research emphasizes the importance of incorporating environmentally friendly practices into businesses to achieve sustainability, especially in the culinary business.

## INTRODUCTION

Tourism destinations are connected to the culinary sector, which may provide business opportunities. The culinary sector experiences serious environmental issues, particularly related to food waste, single-use packaging, discarded food, and the use of plastic and Styrofoam, which significantly contribute to environmental pollution. Although awareness of sustainable business practices is increasing, many entrepreneurs keep seeing eco-friendly solutions, such as biodegradable packaging or zero-waste systems, as an additional overhead cost.

Culinary businesses in Java and Bali experience high competition, especially in tourist destinations such as Bandung, Yogyakarta, and Denpasar. Many culinary businesses in Java and Bali still depend on imported raw materials or conventional agricultural products that waste water and pesticides. For example, the popularity of coffee and organic food in Bali drives high demand, so they must be imported from outside the area because the local supply often falls short. This will certainly increase the carbon footprint. In addition, the uncontrolled exploitation of resources such as marine fish and beef can threaten the sustainability of ecosystems. Without systemic changes, the culinary industry on both islands will continue to face long-term environmental and economic challenges.

The culinary sector in Java and Bali generates a large amount of food waste and single-use packaging, especially in tourist areas. Cafes and restaurants regularly rely on plastic or styrofoam packaging for simplicity, which ultimately pollutes the environment. Although there are already eco-friendly movements such as the use of banana leaves or besek, their implementation is still limited due to higher costs and a lack of incentives from the government as well as the awareness among business owners.

Entrepreneurs who commit themselves to green entrepreneurship ideas blend a passion for business with an understanding of sustainability and other environmental movement ideas (Allen & Malin, 2008). Green entrepreneurs can lower their carbon footprint, save natural resources, and cut down on waste by encouraging businesses to be more eco-friendly.

This behavior not only helps the environment, but it may also make the business look better, bring in consumers who care about the environment, and meet stricter government rules. Although specific data regarding the culinary business in terms of being environmentally friendly is not yet available, the Indonesian government has encouraged entrepreneurs to manage waste independently. Businesses are required to sort waste at the source into organic, inorganic, and residue according to Minister of Environment and Forestry Regulation No. P.75/MENLHK/SETJEN/KUM.1/10/2019 on the Roadmap for Waste Reduction by Producers and different regional regulations, such as Bali Governor Regulation No. 47 of 2019. The regulations made by the government have a significant impact on consumer lifestyles and business activities. Based on data from Portal Jabar (2024), the zero-waste lifestyle is becoming increasingly popular in Bandung, encouraging various businesses, including restaurants and cafes, to adopt environmentally friendly practices. The city of Bandung desires that more restaurants will adopt eco-friendly models in the future, particularly given the growing awareness of the importance of sustainability and environmental management (Donny Iqbal, 2024). One of the culinary business operators in Yogyakarta uses reusable dining utensils and minimizes the use of single-use packaging. In addition, they support the local economy by purchasing supplies from local farmers and producers (TripAdvisor, 2022).

The implementation of environmentally friendly conditions plays a key role in business sustainability (Yudawisastra et al., 2022). Sustainability in the culinary sector isn't just about the environment; it also includes the supply chain and the morals of getting raw ingredients. Relying on food items from other countries can put a business's operations at risk. On the other hand, consumers are asking for more openness and ethical business practices, which is making business owners switch to local suppliers and organic materials. Dependence on imported food ingredients can threaten the operational stability of a business. On the other hand, consumers are increasingly demanding transparency and responsible business practices, prompting entrepreneurs to switch to local suppliers and organic materials. Without innovation and strong commitment, the culinary business will struggle to achieve economic and ecological sustainability. Business sustainability is becoming an increasingly important concern, especially in the culinary industry, which faces significant issues related to environmental impact. An innovative approach to addressing this issue is green entrepreneurship, which incorporates sustainability principles into business strategies. Culinary businesses adopt environmentally friendly practices that not only help preserve the environment but also create value for customers by being more mindful of sustainability.

Green entrepreneurship activities are a reaction to changes in the environment. Furthermore, Dale (2018) also says that getting assistance from stakeholders to work toward ecologically friendly goals is an important part of green entrepreneurship. These three things about entrepreneurial education, entrepreneurial orientation, and green behaviour who can all work together to help the Triple Bottom Line. This is especially true if the entrepreneurial education and orientation are focused on creating businesses that care about more than just making money. Eco-friendly goods and services could attract more and more customers that care about sustainability..

Salinas & Barroso (2016) emphasise that entrepreneurial people have an important role in the economy of this nation. According to (McClelland, 1973), awareness of the importance of entrepreneurship education is needed for at least two percent of entrepreneurs from the population to develop a country to become an advanced nation. One of the goals of entrepreneurship education is to strengthen entrepreneurs with a value-oriented approach for a sustainable society (Lindner, 2018). In the context of entrepreneurship education, it is important to integrate the principles of green entrepreneurship into the curriculum. Jantunen et al. (2005) state that by changing dynamic abilities to improve sustainable business management, an entrepreneurial mindset may open opportunities through action. Entrepreneurial education and entrepreneurial orientation may develop the attitudes, intentions, and skills necessary to run a sustainable business. Thus, this can help establish a generation of entrepreneurs who are not only financially successful but also socially and environmentally responsible. Support for green entrepreneurship is an important step in achieving long-term business

sustainability and helping to achieve the global sustainable development goals. Green entrepreneurship serves as a bridge to business sustainability because many entrepreneurs experience dilemmas in determining which businesses fall under green entrepreneurship (O'Neill & Gibbs, 2016).

The literature on entrepreneurship education, entrepreneurial orientation, and green behaviour has significantly developed during the past few decades, nevertheless, there has not yet been a specific article indicating the impact on business sustainability through green entrepreneurship. Based on all of this, the research aims to analyze how entrepreneurship education, entrepreneurial orientation, and green behaviour influence business sustainability through green entrepreneurship in culinary businesses in Java and Bali.

## METHODS

This type of research uses a quantitative approach by surveying respondents who are culinary business owners in Java and Bali. The respondents involved in this study amounted to 60 restaurants/cafes that apply environmentally friendly principles. The sampling method in this study was conducted using purposive sampling, targeting medium-scale and environmentally friendly culinary businesses. The data observed in this study is primary data collected through surveys. The questionnaire was analyzed using a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). Hypothesis testing uses structural equation modelling (SEM) with SmartPLS software.

**Tabel 1.** The number of Friendly Restaurants/Cafes in Java and Bali

Research unit	Bandung	Jakarta	Semarang	Yogya	Solo	Surabaya	Kuta	Denpasar
Number	7	10	5	14	6	7	6	5

Note: The available data is still limited and may not cover all eco-friendly restaurants or cafes in each city

In the following table, the operationalization table of the research variables is presented, which describes the measurement indicators used in the research. This table is prepared to guide the data collection process and ensure the validity and reliability in measuring the research construct. Operationalization of the variables includes 23 dimensions, each described through indicators using a 1-5 Likert scale measurement method and supporting theoretical references.

**Tabel 2.** Operational Variables

Variables	Dimensions and Indicators
Sustainability business Epstein & Buhovac, (2014).	Economic (Sustainable financial performed; Efficiency in operation) Environment (Waste management; Using of renewable energy) Social (Employee welfare; Social Responsibility)
Green Entrepreneurship (Lotfi et al., 2018)	Service priority (Providing environmentally friendly services; Providing sustainable customer satisfaction; Commitment to ethical and transparent values; Responsive to concerns about environmental impact; Providing environmental education with services) Production priority (The adoption of environmentally friendly technology; Reduction of waste and pollution in the production process; Energy efficiency in production; Health and safety in work environments; Using of sustainable raw materials) Implementation of entrepreneurial principles (Green innovation; Environmental Proactivity; Environmentally Friendly Risk Taking) Profitable opportunity (Potential Economic Benefits; Market Growth Opportunities; Green Competitive Advantage; Consumer Willingness to Pay More; In Line with Global Market Trends) Economic growth stimulus (Development of Eco-Friendly Employment; Contribution to local economic growth; Increase in green productivity; Diversification of the green economy sector; Sustainable business competitiveness)

Entrepreneurship Education (Fayolle & Gailly, (2008)	Entrepreneurship Knowledge (Understanding the basic concepts of business; Business management insights) Entrepreneurial Skills (Ability to create a business plan; Communication and negotiation skills) Practical Experience (Participation in business activities; Training and internship) Entrepreneurial Attitude (Confident in starting a business; Creativity and innovation)
Entrepreneurial Orientation Lumpkin & Dess, (1996).	Competitive Aggressiveness (Fast reaction to competitors; Competitive strategy) Proactive (Anticipation of market changes; Taking initiative) Risk taking (The courage to face uncertainty; Investment in a new project) Innovativeness (Development of new products/services; Using of new technology) Autonomy (The independence of decision-making)
Green behavior Stern, (2000).	Green Purchasing (Buying eco-friendly products) Recycling Behaviour (Recycling away trash for reuse) Energy Conservation (Saving electricity usage) Water Conservation (Saving water usage) Eco-friendly Transportation (Using environmentally friendly transportation) Waste Reduction (Reducing the amount of waste)

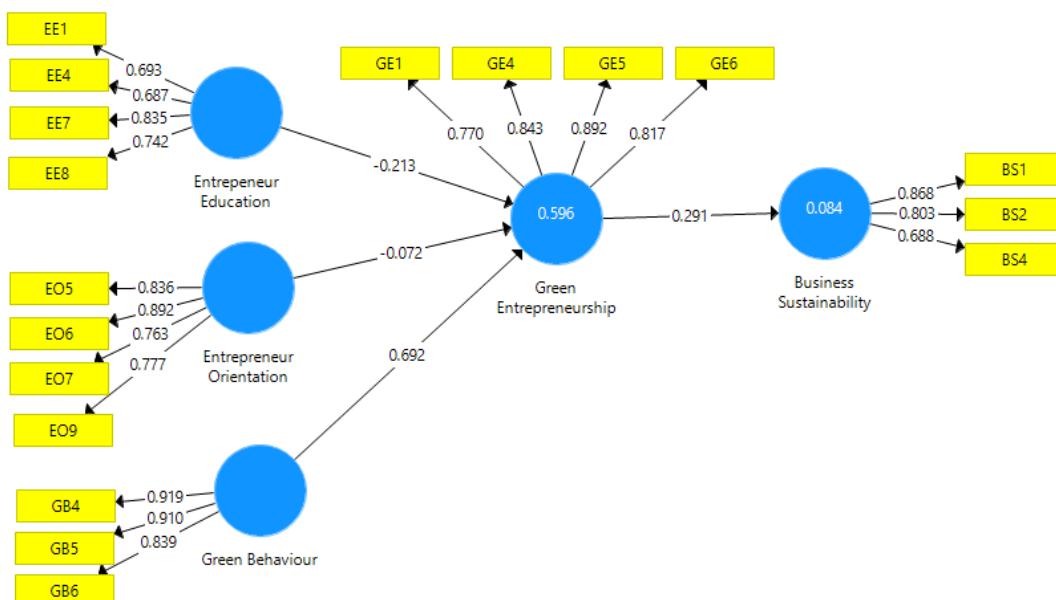
## RESULTS AND DISCUSSION

### A. Result

The validity of the research within the investigation was determined by testing the variance-based approach. Every indicator employed has a factor weight greater than 0.70, indicating its validity. The construct's dependability score needs to be sufficient. The composite reliability criterion is  $> 0.6$  (Hair et al., 2019). Because the value is greater than 0.6, the composite reliability results in this study are high. It suggests the construct used is dependable.

**Table 3.** Results of the Validity and Reliability test

	CR	AVE
Entrepreneur education	0,829	0,550
Entrepreneur Orientation	0,890	0,670
Green behaviour	0,919	0,792
Green Entrepreneurship	0,900	0,692
Business Sustainability	0,831	0,623



**Figure 1.** Structural Model

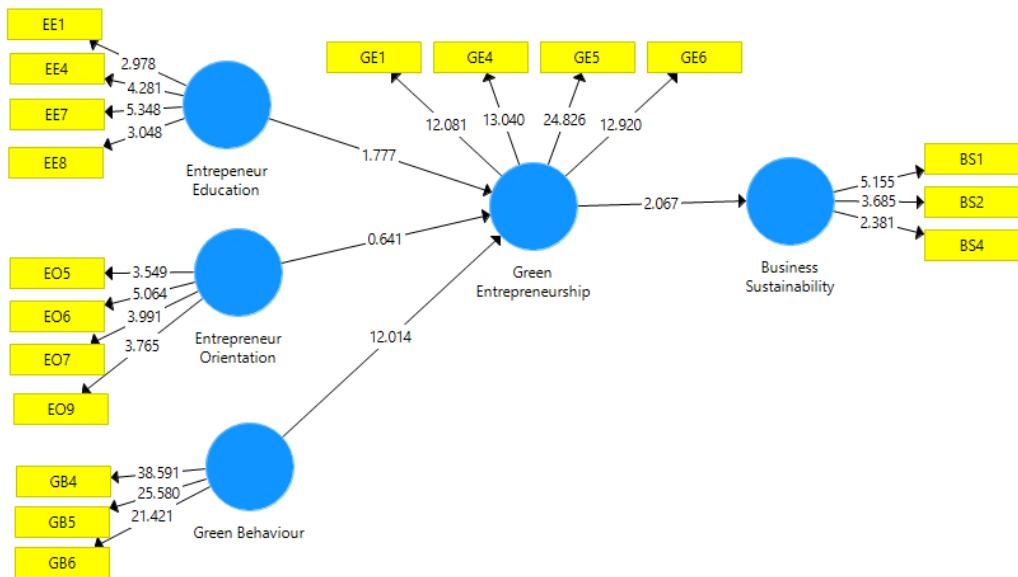


Figure 2. Bootstrapping Model

## B. Discussion

Entrepreneur education is a key factor in providing entrepreneurs with the knowledge, skills, and attitudes necessary to start and develop a business. Referring to the validity of (Hair et al., 2019), entrepreneur education is able to explain 55% of the variance from valid indicators such as understanding basic business concepts, communication and negotiation skills, confidence in starting a business, and creativity and innovation. The Basic Business Concept Understanding Indicator shows how well a potential entrepreneur understands basic business concepts including marketing, operations, financial management, and market analysis. Entrepreneurs can make smart judgments, manage risks, and come up with well-thought-out business plans if they know these ideas well. Businesses can fail if they don't have a strong base of knowledge because they might make mistakes while managing resources or understanding market prospects. Whether you're dealing with consumers, partners, or investors, good communication and negotiation skills are important for creating business partnerships. Entrepreneurs need to be able to communicate their ideas clearly, persuade others, and come to agreements that work for everyone. This indication also includes being able to listen to and respond to market needs so that the business can grow in a sustainable way. Self-confidence is a psychological factor that encourages someone to take risks and face uncertainty in entrepreneurship. This indicator measures the extent to which prospective entrepreneurs are confident in their ability to identify opportunities, overcome challenges, and endure amidst competition. Without self-confidence, many potential business ideas are never realised due to the fear of failure. Entrepreneurship is closely related to the ability to create new and different solutions from what already exists. This indicator assesses the extent to which an entrepreneur is able to think creatively, develop unique products or services, and adapt to changing market trends. Innovation is not only related to products but also to business models, marketing strategies, and operational efficiency. Businesses that continuously innovate tend to be more competitive and sustainable.

Entrepreneurial orientation accounts for 67% of the variance derived from credible measures, including the willingness to confront uncertainty, investment in new initiatives, innovation of products/services, and autonomy in decision-making. One of the most important traits of an entrepreneur is that they are willing to take risks and act even when the market is uncertain. This indicator shows how eager an entrepreneur is to take risks and attempt new things even if they don't know if they will work out. For instance, starting a restaurant with a unique idea in a highly competitive market takes guts because you must be willing to fail. Entrepreneurs that are very focused on this variable are usually better at dealing with change and aren't scared to try new things. Entrepreneurial attitude is also shown by the willingness to put money, time, and effort into new ventures that could pay off in the long run. This statistic reveals how aggressive an entrepreneur is in looking for company ideas that may not pay off right away. A culinary business operator might invest in market research or new

technologies such as online ordering applications, even though it requires a significant initial cost. This indicator assesses the entrepreneur's ability to continuously create new products or services that can meet the ever-changing market needs. In the food business, this can include making menus based on local ingredients, coming up with ways to eat that are good for the environment, or using technology like cashless payment and delivery systems. Companies that are entrepreneurial will keep coming up with new ideas in order to stay competitive. An entrepreneur with a strong entrepreneurial orientation may make strategic decisions on their own without having to rely too much on strict hierarchies or bureaucracy. This indicator measures the extent to which an entrepreneur can act quickly and flexibly in responding to market opportunities or threats. For example, a restaurant owner who can quickly change their marketing strategy when consumer trends shift demonstrates good decision-making freedom.

Green Behavior can explain 79% of the variance from valid indicators such as saving water, using environmentally friendly transportation, and reducing waste. Green Behavior is a set of actions that people or groups perform to lessen their negative effects on the environment. In business, especially in the food industry, doing things in a green way not only helps the environment, but it can also make the company seem better and run more smoothly. Conserving water is a crucial sign of green behavior because pure water is becoming harder to find. In the food business, utilizing efficient dishwashers, watering plants with rinse water, or installing automatic faucets can all help cut down on waste. Also, teaching staff and consumers about how important it is to save water can also lead to changes in behavior. Businesses save money on operations and help the environment by using water more efficiently. Transportation is one of the biggest sources of carbon emissions, even in the supply chain of the food business. Businesses can lower their carbon footprint by using eco-friendly transportation. Some cafes in cities, for example, are starting to use bicycles or electric motorcycles to transport food. Additionally, prioritizing local suppliers can also minimize delivery distances, thereby reducing pollution and logistics costs. Managing waste well is the most important thing for being green, especially in the food business, which makes a lot of food and packaging waste. You can transition to a zero-waste system, stop using plastic packaging that can only be used once, and get customers to use containers that can be used again. A clear example is bringing a tumbler to coffee shops or utilizing besek instead of styrofoam. Businesses that cut down on trash not only please customers who care about the environment, but they also benefit the circular economy.

Green entrepreneurship can explain 69% of the variance from valid indicators such as providing environmentally friendly services, being responsive to complaints related to environmental impact, providing environmental education through services, and using environmentally friendly technology. A business's dedication to providing services with as little harm to the environment as possible is one of the most important signs of green entrepreneurship. In the food business, this can be done by buying organic and local foods, cutting down on plastic packaging, and setting up a system that doesn't waste anything. For instance, a restaurant in Bali that wraps meals in banana leaves or a coffee establishment that lets customers bring their own reusable cups. Eco-friendly services not only cut down on pollution, but they also make the firm look better to customers who care more about the environment. In the culinary world, this could mean putting in solar panels to cut down on the need for regular electricity, using compost made from organic waste, or setting up efficient methods for treating wastewater. For instance, several restaurants in Bali use biogas from food waste to cook, which cuts down on emissions and saves money on running costs.

Business sustainability can explain 62% of the variance from valid indicators such as sustainable financial performance, operational efficiency, and the use of renewable energy. The company does not only focus on short-term profits, but also builds a stable business model. Allocation of funds for the development of environmentally friendly products or energy efficiency that reduces operational costs in the future. Without stable financial performance, companies will struggle to adopt sustainable practices because they require significant initial investments. Operational efficiency is related to the optimisation of business processes to reduce resource waste, whether material, energy, or time. By improving efficiency, companies not only reduce costs but also strengthen their reputation as responsible businesses. The transition to renewable energy is a key step in reducing the carbon footprint and dependence on fossil fuels. Renewable energy not only supports environmental

commitments but also creates cost efficiencies in the long term, considering the increasingly unstable prices of fossil fuels.

The research results show that entrepreneur education does not have a significant impact on business sustainability through green entrepreneurship. This indicates that the knowledge and entrepreneurship training provided so far have not effectively encouraged environmentally friendly, sustainable business practices. Although entrepreneurship education can enhance business competence, the adoption of sustainability and ecopreneurship values has not been well internalised in the curriculum or teaching methods. Changing the mindset from job seekers to job creators is not an easy task. Change cannot be made instantly, but must be done gradually (Fajar, 2022). However, in the context of sustainability and green, education does not have an impact. This finding is supported by path analysis, showing an insignificant coefficient value with a p-value of 0.076. This means that green entrepreneurship does not act as a mediator connecting entrepreneurship education with business sustainability. This is in line with the research by Lüdeke-Freund (2020), which explains that entrepreneurship education does not directly enhance business sustainability through green entrepreneurship. Factors such as intrinsic motivation and access to green resources are more influential than formal education.

Exposure to entrepreneurship education is a useful experience that serves as an important reason for choosing an entrepreneurial trade, making entrepreneurship education an extra variable to entrepreneurial experience that should be incorporated in the entrepreneurial intention model (Santika et al., 2022). Moreover, the experiential learning approach through real projects (project-based learning) can be more effective in instilling the values of green entrepreneurship compared to conventional methods. Developing a sustainable mindset is one of the objectives of entrepreneurship education in the direction of green and sustainable enterprise. The circularity and sustainability movement is rapidly being incorporated into entrepreneurship education (Uvarova et al., 2021). Thus, entrepreneurship education is expected not only to produce competent entrepreneurs but also to be responsive to environmental issues and long-term business sustainability.

This study found that entrepreneurial approach has no significant influence on firm sustainability. Entrepreneurial attributes alone cannot inherently promote sustainable company operations grounded in environmental values. In other words, companies that only focus on traditional competitive advantages without integrating sustainability values will not achieve long-term sustainability, even if they have a strong entrepreneurial spirit. These findings correlate with several previous studies that state that the transformation towards sustainable business takes more than just a conventional entrepreneurial mindset. Research by (Hernández-Perlines & Ribeiro-Soriano, 2023) states that there is a need for deep ecological commitment, such as the implementation of green technologies, resource efficiency, and circular business models, which are not always covered in the traditional dimensions of entrepreneurial orientation. Research by (Hao et al., 2023) found that entrepreneurial orientation does not directly enhance the sustainable performance of the company. The research found that green innovation actually serves as a stronger mediator between entrepreneurial orientation and business sustainability. Without environmentally friendly practices, conventional entrepreneurial orientation is not sufficient to drive sustainability. According to research by Khan et al. (2023), traditional entrepreneurial orientation (without a green approach) does not correlate with sustainability. Businesses must develop a separate green entrepreneurial orientation, with environmental aspects at the core of their business strategy. Companies must formulate strategies that integrate entrepreneurial principles with sustainability policies, such as innovation and social responsibility. Environmental training and awareness for business actors are crucial for contributing to sustainable development while remaining competitive.

Environmentally friendly behaviour has become a key factor in driving business sustainability. Consumers, employees, and business actors who are increasingly environmentally conscious are encouraging companies to adopt sustainable practices, such as waste reduction, energy efficiency, and the use of recycled materials. The Green behaviour of employees and consumers contributes to green entrepreneurship. Businesses with a green orientation demonstrate better sustainability performance (Liu et al., 2023). In line with the research by Mondal et al. (2024), green behaviour (such as waste reduction and energy efficiency) drives green entrepreneurial orientation, where green entrepreneurship enhances sustainability through circular economy strategies. Green entrepreneurship emerges as an innovative solution that combines environmental principles with business models,

creating added value not only for companies but also for ecosystems. By integrating green behaviour into business operations, companies can reduce negative environmental impacts while simultaneously enhancing brand image and market competitiveness. Green entrepreneurship serves as a bridge connecting green behaviour with business sustainability. In line with the research by Yasir et al. (2023), green entrepreneurship mediates the relationship between green behaviour and business sustainability. Companies that adopt environmentally friendly practices tend to be more innovative and competitive.

Green entrepreneurship not only considers economic elements but also environmental and social ones. For example, startups developing eco-friendly products or renewable energy services demonstrate how green innovation can create new markets while reducing carbon footprints. Jackson & Apostolakou (2010) also show that introducing environmentally sustainable practices is influenced by institutional environmental variables. Compared to a career as an employee, entrepreneurs have the opportunity to create jobs and earn more money (Untari, 2022). Through this approach, businesses not only meet environmental regulatory demands but also attract consumers who are increasingly concerned about sustainability, thereby driving long-term growth. Green entrepreneurship through entrepreneurship education is an alternative to address the green behaviour gap in entrepreneurship (Santika et al., 2022). The impact of green behaviour on business sustainability through green entrepreneurship is becoming increasingly evident across various sectors, from manufacturing to services. In line with the research by (Álvarez-García et al., 2022), businesses that implement green behaviour (e.g., recycling, renewable energy) are more capable of surviving in the long term, making green entrepreneurship a key mediator between green practices and business sustainability. Companies that adopt green practices tend to be more resilient in facing environmental risks and market fluctuations, while also building customer loyalty. Thus, the collaboration between environmental awareness, entrepreneurial innovation, and sustainable business strategies not only helps preserve nature but also creates a competitive advantage in the green economy era. In support of this, Khan (2015) argues that building up businesses and depending on becoming green for long-term survival and prosperity is the only practical way for entrepreneurs to deal with sustainability concerns.

Sustainable businesses are needed to support improvements in both social and environmental systems. Sustainability in the social dimension and environmental issues complicates activities in the field. Studies of entrepreneurship, a significant corporate activity, have found an encouraging relationship between entrepreneurship and economic performance (Zulkifli & Rosli, 2013). Previous research states that the context of green entrepreneurship with green management and sustainability concepts can help businesses not only increase profits but also fulfill their social responsibilities to the community and maintain environmental preservation. This is expected to serve as one of the fundamental references to enhance sustainability performance and business sustainability in Indonesia (Yudawisastra et al., 2023). The answer to the rise of numerous institutional environmental elements, including laws, rules, and industry practices, that favour companies who frequently accept environmental sustainability measures is the adoption of environmentally friendly businesses (Hoopes et al., 2003). In a broader context, based on research by Yudawisastra et al. (2022), green entrepreneurship becomes a mediator for the green production variable on sustainable development. Sustainable businesses can be used as a conceptual tool that contains a series of elements and company relationships that enable the generation of revenue. That revenue allows the company to continue operating and generating value for stakeholders, considering value as a proposition of sustainability.

## CONCLUSIONS AND SUGGESTIONS

### A. Conclusion

This research reveals that Green Behavior is a key factor that significantly drives the sustainability of culinary businesses in Java and Bali through the role of Green Entrepreneurship. Entrepreneurship education and entrepreneurial orientation do not significantly influence firm sustainability. This finding demonstrates that environmental awareness, including waste management techniques, plastic reduction, and energy efficiency, significantly influences the establishment of sustainable culinary enterprises, surpassing the mere possession of entrepreneurial knowledge or conventional business orientation. To attain sustainability, business entities must concentrate on incorporating green

practices into their business models, bolstered by policies and education that encourage sustainable conduct.

## B. Suggestion

Entrepreneurship education and entrepreneurial orientation do not significantly influence firm sustainability. This research suggests that environmental awareness, including waste management techniques, plastic reduction, and energy efficiency, significantly influences the establishment of sustainable culinary enterprises, surpassing the mere possession of entrepreneurial knowledge or conventional business orientation. To attain sustainability, organizations must concentrate on incorporating eco-friendly practices into their business models, bolstered by legislation and education that promote sustainable behavior.

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