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The influence of attitudes toward ecopreneurship on ecopreneurship intention: A study on generation Z students in Bandung city

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Abstract: Indonesia's high youth unemployment and environmental degradation call for innovative, sustainable solutions. This study aims to examine how attitudes influence ecopreneurship intention among Generation Z students in Bandung City, Indonesia. Grounded in the Theory of Planned Behavior (TPB), the study focuses on both instrumental and affective dimensions of attitude. A quantitative approach was employed using a cross-sectional survey method, with data collected from 400 respondents selected through purposive sampling. Simple linear regression analysis was conducted to examine the relationship between variables. The findings reveal a significant and positive influence of attitude toward ecopreneurship on ecopreneurship intention. These results confirm the TPB assumption that attitude is a key determinant of behavioral intention. The study concludes that Generation Z students who perceive ecopreneurship as valuable, both economically and personally, are more likely to pursue sustainable entrepreneurial ventures. This research offers practical implications for educational institutions and policymakers by emphasizing the importance of fostering green attitudes among youth. Curricula that integrate ecopreneurial values and government-supported training or funding programs could enhance sustainable entrepreneurship in Indonesia's younger population.

Keywords: *Attitude toward ecopreneurship, Ecopreneurship intention, Ecopreneurship, Generation Z.*

1. Introduction

1.1. Research Background

Unemployment and poverty continue to be critical issues for many countries, including Indonesia. These challenges typically arise from a mismatch between the availability of jobs and the number of new graduates or job seekers across all education levels. Indonesia's unemployment rate remains high, currently ranking second among ASEAN countries with a rate of 5.45% [1]. Between 2019 and 2023, open unemployment in Indonesia experienced notable fluctuations, peaking in 2020 a s a consequence of the COVID-19 pandemic's economic disruption. Although recent years have seen a gradual decline, unemployment remains persistently high. Contributing factors include employers' reluctance to hire—driven by market pressures and regulatory burdens—as well as stringent requirements such as prior experience, which disadvantage new entrants. Data from Indonesia's Central Statistics Agency (BPS) indicate that vocational high school graduates face higher unemployment rates than those with diplomas or university degrees, highlighting a labor market mismatch. Additionally, the persistent gap between job supply and labor demand continues to exacerbate the problem.

One promising solution for reducing unemployment in Indonesia lies in new business creation through entrepreneurship. Entrepreneurship has long been acknowledged as a major contributor to economic growth across both developed and emerging economies. According to the Global Entrepreneurship Monitor (GEM) 2017–2018 report, Indonesia ranks 54th globally in entrepreneurial activity [2]. Entrepreneurial careers offer individuals the opportunity to create new jobs, increase productivity, and alleviate unemployment [3]. Successful entrepreneurship requires calculated risk-taking, resilience in overcoming obstacles, and creativity in utilizing limited resources. As policymakers

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increasingly focus on reducing small business failure rates, there is also a growing emphasis on encouraging the development of sustainable enterprises. Academic literature often regards business growth as a primary indicator of long-term success and sustainability [2].

Amid efforts to stimulate economic growth through entrepreneurship, environmental challenges—especially in urban areas like Bandung—have become increasingly pressing. Rapid urbanization has significantly reduced the city's green open space to just 12.25% of the total area, far below the national minimum requirement of 30%. This reduction has negatively impacted air quality and heightened public health risks [4, 5]. Specific example can be observed in Indonesia's batik industry that gives significant contribution but at the same time leads to environmental damage [6]. These circumstances highlight the urgent need for entrepreneurial models that align economic objectives with environmental sustainability. Given Indonesia's rich natural resources, ecopreneurship emerges as a compelling model that supports both economic advancement and ecological preservation.

Ecopreneurship—or ecological entrepreneurship—presents a strategic approach to addressing environmental issues through business innovation [7]. It involves entrepreneurial initiatives that aim to reduce the ecological footprint of business operations while maintaining profitability [8]. Ecopreneurs emphasize social and environmental impacts, striving to balance profit with ecological responsibility [9]. Understanding what drives ecopreneurs to adopt sustainable practices is crucial for promoting environmental stewardship [10]. Unfortunately, many new entrepreneurs still overlook the importance of integrating green principles into their ventures [11]. Indonesia, with its biodiversity, renewable energy potential, and traditional values aligned with sustainability, is well-positioned to lead in this field. Eco-friendly innovations—such as upcycled crafts, biomass-based energy, and organic agriculture—offer meaningful opportunities for community engagement in ecopreneurship. With the right support from government and stakeholders, through training and funding access, a strong ecopreneurial spirit can be cultivated across the nation.

A 2020 survey by The SMERU Research Institute found that 73% of Indonesian Generation Z respondents expressed interest in entrepreneurship [12]. This generation, raised in the digital era, demonstrates high adaptability and access to information. Known for their creativity and innovation, Generation Z shows strong potential in leveraging technology for business [13]. These traits align with ecopreneurship values, which emphasize sustainability and responsible resource use, while offering innovative solutions to environmental challenges [14]. Compared to previous generations, Generation Z exhibits greater environmental concern, making them key drivers of ecopreneurial development in Indonesia. Their motivations extend beyond profit, encompassing social and ecological impact.

Given Indonesia's persistent youth unemployment and environmental crises, fostering ecopreneurship among Generation Z is both timely and strategic. Their digital fluency, innovation capacity, and eco-consciousness uniquely position them to lead in sustainable entrepreneurship. Thus, identifying the factors influencing their ecopreneurship intention is essential for designing effective interventions investigates how individuals' attitudes influence their intention to engage in ecopreneurial activities within this demographic. By exploring how identity and behavioral intention relate to sustainability, the research aims to contribute to the discourse on green entrepreneurship and provide insights into youth-driven sustainable development in Indonesia.

TPB, developed by Ajzen [15] offers a robust framework for understanding intention-based behavior, including ecopreneurship. The TPB framework prupose that the formation of behavioral intention is shaped by three primary constructs: how individuals evaluate the action, the expectations of those around them, and their sense of control in carrying it out [15]. Attitude can be defined as a person's overall judgment or disposition toward performing a given behavior, whether positive or negative. In ecopreneurship, this reflects personal assessments—positive or negative—of engaging in environmentally responsible business. A strong ecopreneurial attitude suggests belief in the economic, social, and ecological benefits of such behavior [16] Research consistently shows that positive attitudes predict stronger intentions to act, whether in entrepreneurship [17] or environmental behavior [18, 19]. Those who view ecopreneurship as valuable, meaningful, and aligned with their values are more

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likely to pursue it. This underscores attitude as a key antecedent of ecopreneurship intention. Individual background factors—such as age and gender—also shape ecopreneurial motivation [10]. These variables influence personal values, environmental awareness, and social responsibility, all of which impact the decision to pursue green business. For instance, certain cultural or religious beliefs may reinforce environmental conservation, further strengthening intrinsic motivation. Therefore, understanding background characteristics is vital to explaining variation in ecopreneurship intention across demographic segments. Demographic profiling is used in this study to analyze response patterns among participants.

1.2. Overview of Gen Z's Ecopreneurship in Bandung, Indonesia

Ecopreneurship in Indonesia remains at an early stage, though interest is rising among young people who increasingly recognize the importance of sustainability. According to Tirto.id [20] 96.7% of Indonesian Generation Z prefer eco-friendly products—indicating strong environmental awareness. However, this awareness does not always translate into purchasing behavior, the actual consumption of green products or the purchase of environmentally friendly goods has not experienced a significant increase. This phenomenon indicates a gap between perception and behavior in green consumption, posing a substantial challenge to the advancement of sustainability in the future [21]. Meanwhile, in Bandung, a growing number of initiatives focus on waste management, recycling businesses, and green product development [22]. Despite this progress, ecopreneurship in the city faces several barriers, including limited access to information, complex regulations, and a lack of government incentives to support sustainable enterprises [23].

2. Literature Review

The concept 'ecopreneurship' is derived from the fusion of 'ecology' and 'entrepreneurship.' At its core, ecopreneurship refers to the initiation of a business that prioritizes environmental values, typically through the development of sustainable and eco-friendly products or services. Studies consistently show that, regardless of industry or business model, ecopreneurs share a common principle: prioritizing environmental well-being over short-term profits. This does not negate the importance of profitability—financial sustainability remains a prerequisite for long-term business viability. Fundamentally, ecopreneurship aims to achieve a meaningful balance between ecological responsibility and business success [24].

The Theory of Planned Behavior (TPB) has been extensively employed as a framework for analyzing behavioral intentions, especially within the domain of environmental consciousness [25]. Derived from the Theory of Reasoned Action (TRA), TPB has gained traction across various research domains [26]. Its conceptual framework is frequently adopted in empirical studies investigating environmentally responsible behavior. Many researchers build upon TPB's core constructs to better understand what drives pro-environmental action [27, 28].

Recent studies have consistently reinforced the relevance of the TPB in predicting green entrepreneurial intentions, particularly through the role of attitudes. Multiple empirical investigations [26-33] demonstrate that individuals—especially from younger generations—who hold positive attitudes toward ecopreneurship are more inclined to develop strong intentions to engage in environmentally responsible entrepreneurial activities. For instance, attitudes grounded in environmental values and internalized responsibility have been identified as key drivers of sustainable business intentions [28] while the integration of TPB with frameworks such as the Value–Attitude–Behavior model further confirms the substantial influence of environmental attitudes on green purchase behavior [26]. Studies also highlight the mediating role of self-efficacy and the moderating effect of entrepreneurial resilience in strengthening the attitude–intention relationship [31]. Overall, these findings underscore not only the robustness of TPB but also the central role of attitudes—both instrumental and affective—as reliable predictors of green entrepreneurial behavior, particularly among Generation Z.

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Attitude toward ecopreneurship is defined as an individual's motivation to start and manage a business aimed at addressing environmental challenges through sustainable solutions [8]. Within the TPB framework, this attitude can be categorized into two dimensions: instrumental attitude and affective attitude. Instrumental attitude pertains to cognitive evaluations of the practical and social value of ecopreneurship—such as its perceived economic benefits. In contrast, affective attitude refers to the emotional response associated with ecopreneurial activities, including feelings of pride, enjoyment, or fulfilment when engaging in green business ventures [29]. Both dimensions are essential, as they collectively shape a person's likelihood of engaging in ecopreneurship.

The construct of ecopreneurship intention is measured by the level at which an individual is willing and determined to engage in entrepreneurial activity centered on environmental sustainability. Based on prior study Strydom, et al. [16] adapting indicators from Rueda, et al. [17] identify six key dimensions of ecopreneurship intention: (1) willingness to do whatever it takes to become an ecopreneur; (2) setting professional goals aligned with ecopreneurship; (3) commitment to initiating and operating a green business; (4) strong determination to create an eco-conscious venture; (5) serious consideration of plans to start a green business; and (6) firm intention to pursue sustainable entrepreneurship in the future. These indicators reflect an individual's level of preparedness, purpose, and long-term orientation toward sustainability-driven entrepreneurship.

The research framework presented in Figure 1 outlines the relationships among the variables as aligned with the formulated hypotheses.

Figure 1.
Research Framework.

3. Methods and Techniques used

3.1. Research Method

A quantitative approach was utilized to guide the research process in this study using a descriptive and cross-sectional approach to collect the required data. This approach is considered appropriate for quantifying responses from a relatively large sample and allows for statistical analysis and interpretation of relationships between variables.

3.2. Research Model

To examine the direction and strength of the relationship between variables, this study employs simple linear regression as the primary statistical method. This technique is suitable for analyzing how the independent variable—attitude toward ecopreneurship—influences the dependent variable—ecopreneurship intention. The analysis provides empirical evidence of a potential linear relationship between the two constructs.

3.3. Data Collection and Analysis

The research utilizes a cross-sectional methodology, with data collected simultaneously rather than over an extended duration. Such studies are characterized by data collection conducted within a fixed duration, enabling researchers to examine specific variables at a single point in time [34]. In this research, data were gathered from respondents during one survey period to allow for immediate

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analysis. A standardized, self-completed survey instrument was designed to gather relevant data for this study. The instrument comprised three main sections: Section A captured demographic details; Section B evaluated participants' attitudes toward ecopreneurship; and Section C measured their intention to engage in ecopreneurial activities. Respondents were recruited through purposive sampling, a deliberate non-random technique in which individuals are chosen based on specific traits aligned with the research objectives [35]. Eligibility was determined by the following criteria:

a. Age Range
   Aged 18 to 28, consistent with the Generation Z cohort born between 1997 and 2012.
b. Educational Status
   Must be an active student or recent graduate from a university in Bandung City, Indonesia.
c. Geographic Location
   Must reside in Bandung City, West Java, Indonesia.
d. Awareness or Exposure to Ecopreneurship
   Must have basic knowledge or exposure to the concept of ecopreneurship (e.g., through coursework, seminars, extracurricular activities, or student organizations). This can be self-reported via a screening questionnaire (e.g., "Have you ever heard the term ecopreneurship?").
e. Willingness to Participate

Must be willing to participate voluntarily in the research, either through filling out a survey or participating in an interview/focus group.

This research employed Slovin's formula to estimate the required number of respondents, resulting a total of 400 participants who satisfied the specified inclusion parameters were selected. The dataset was processed and analyzed using SPSS software, version 26.0. The empirical analysis involved several statistical procedures to ensure the robustness and interpretability of the findings. These included reliability and validity testing affirm the quality of the instruments, descriptive statistical analysis to summarize the demographic and key variable distributions, and inferential analyses, such as significance testing and simple linear regression, to examine the relationships between ecopreneurship attitude and ecopreneurship interest among Generation Z in Bandung, Indonesia.

3.4. Research Instrument

A structured questionnaire was used to measure two primary constructs: attitudes toward ecopreneurship (independent variable) and ecopreneurship intention (dependent variable). The instrument was developed based on the TPB and adapted from prior studies [16, 29]. An overview of the measurement constructs, including item descriptions and sources, is presented in Table 1.

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Table 1.
Research Instrument.

Construct	Description	Items	Source
Attitudes Toward Ecopreneurship 1. Instrumental attitude 2. Affective attitude	Instrumental attitude refers to beliefs, thoughts, or rational argument, whereas affective attitude pertains to the emotional responses and motivational inclinations associated with the anticipation of engaging in a particular behavior	*Instrumental Attitude* - I believe that ecopreneurship is a smart and innovative way to address environmental problems. - Running an ecopreneurial business can generate both profit and social impact. - Ecopreneurship is a practical solution for sustainable economic development. - Becoming an ecopreneur aligns with current global environmental and business trends. - I believe that ecopreneurship is a viable and rational career option for the future. *Affective attitude* - I would feel satisfied if I started a business that supports environmental sustainability. - The idea of becoming an ecopreneur excites me. - I would feel proud to run an eco-friendly business. - I believe being an ecopreneur would be personally rewarding. - The thought of contributing to the environment through business brings me joy.	Vamvaka, et al. [29]
Ecopreneurship Intentions	The indicators were adapted and developed from the ecopreneurial intention constructed [16], which is rooted in the behavioral intention theory of the TPB.	- I have a professional goal to become an ecopreneur. - I am ready to do anything to become an ecopreneur. - I will make every effort to start and run a green business. - I am determined to create a green business in the future. - I have a strong intention to start an environmentally friendly business. - I often imagine myself owning a business that supports environmental preservation. - I am willing to attend trainings or seminars about ecopreneurship. - I actively seek information about eco-friendly business opportunities. - I am more interested in running an environmentally friendly business than a conventional one. - I have a long-term plan to become an ecopreneur.	Strydom, et al. [16]

4. Results

4.1. Respondents' Demographic Description

This research engaged 400 qualified individuals, in accordance with the sampling criteria established in the research design. All respondents belonged to the Generation Z cohort, residing in or currently pursuing higher education in Bandung City. Demographic characteristics included gender and age group distribution.

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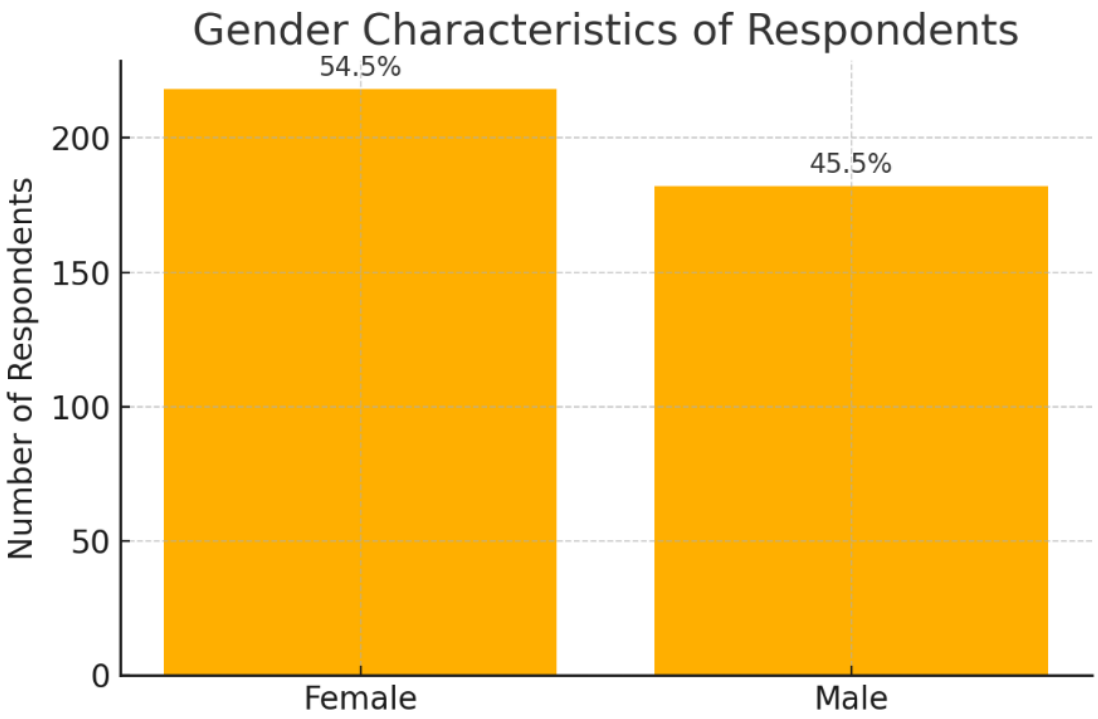

Figure 2.
Gender Characteristic.

The gender characteristics of the 400 respondents in this study is summarized in Figure 2. Of the total respondents, 218 (54.5%) are female and 182 (45.5%) are male.

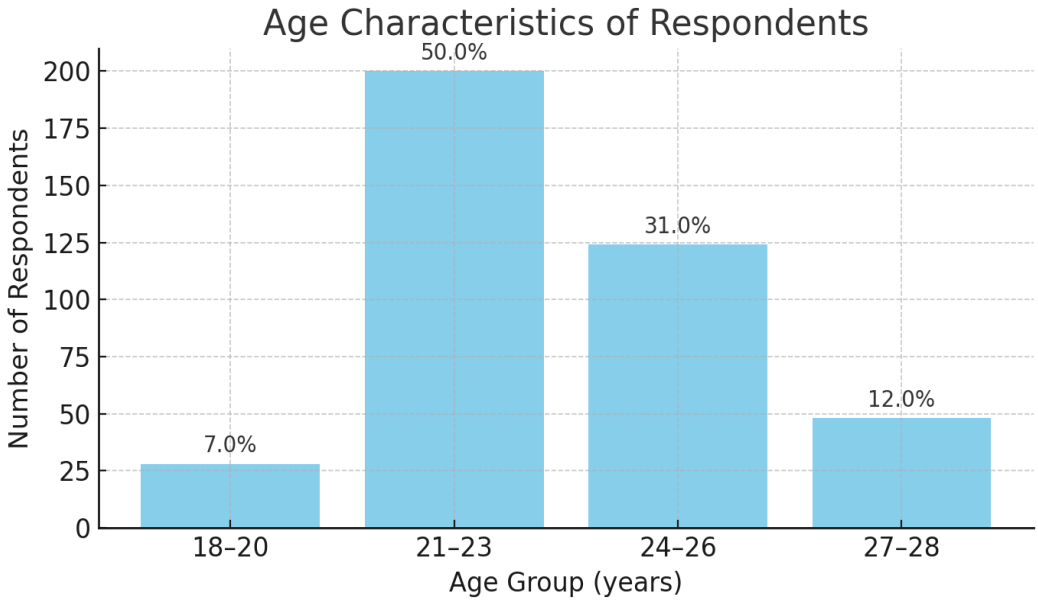

Figure 3.
Age Group Characteristic

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The age characteristics of the 400 respondents are presented in Figure 3. The largest age group is 21–23 years, comprising 200 respondents (50.0%), followed by 24–26 years with 124 respondents (31.0%). The age group 27–28 years for 48 respondents (12.0%), while the youngest group, 18–20 years, represents only 28 respondents (7.0%). The results demonstrate that a large share of Generation Z respondents represented in the data are classified as being in early adulthood range (21–26 years), which is a critical stage for career decision-making and entrepreneurial intention development.

4.2. Data Analysis

4.2.1. Instrument Test

Validity test is a test used on questionnaire instruments so that the questionnaire used is precise and accurate. The basis used in decision making is an item is considered valid when its corrected item-total correlation exceeds the critical r-value from the statistical table (df = N – 2) at a 5% significance level. Otherwise, if the correlation coefficient falls below this threshold, the item does not meet the validity criteria. If data in the research conducted contains invalid data, the author can make improvements by changing the structure and meaning of the sentence [35]. Below are Table 2 and Table 3 which illustrate the outcomes of the validity tests conducted on the attitude and intention constructs.

Table 2.
Attitudes Toward Ecopreneurship (X) Validity Test

Items	r-count	r-table	Decision
X.1	0.742	0.098	Valid
X.2	0.832	0.098	Valid
X.3	0.730	0.098	Valid
X.4	0.812	0.098	Valid
X.5	0.745	0.098	Valid
X.6	0.802	0.098	Valid
X.7	0.732	0.098	Valid
X.8	0.661	0.098	Valid
X.9	0.566	0.098	Valid
X.10	0.533	0.098	Valid

Table 3.
Ecopreneurship Intentions (Y) Validity Test

Items	r-count	r-table	Decision
Y.1	0.582	0.098	Valid
Y.2	0.583	0.098	Valid
Y.3	0.772	0.098	Valid
Y.4	0.675	0.098	Valid
Y.5	0.402	0.098	Valid
Y.6	0.427	0.098	Valid
Y.7	0.721	0.098	Valid
Y.8	0.789	0.098	Valid
Y.9	0.735	0.098	Valid
Y.10	0.815	0.098	Valid

Reliability testing aims to ensure that the instruments in the questionnaire are reliable and suitable for use as data collection tools. Instruments that have been proven reliable will produce accurate and reliable data. In reliability testing, the method that can be used is the alpha (α) method in the Cronbach's Alpha model. According to this approach, a variable is considered reliable if its Cronbach's Alpha (α) exceeds 0.60 [35]. Table 4 shows the findings of the test.

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Table 4.
Reliability Test

Variables	Cronbach's Alpha (α)	Standard	Decision
Attitudes Toward Ecopreneurship(X)	0.927	0.6	Reliable
Ecopreneurship Intentions (Y)	0.902	0.6	Reliable

4.2.2. Classical Assumption Test

4.2.2.1. Normality Test

To assess data distribution, this research employed the Kolmogorov–Smirnov test using SPSS software. The p-value obtained from this test was used as the basis for determining the normality of the dataset. A variable is deemed normally distributed when its p-value is greater than 0.05; in contrast, if the p-value falls below this cutoff, the variable is classified as not normally distributed. According to the SPSS output, the obtained p-value was 0.059, indicating that the data meet the assumption of normality. Therefore, referring to the decision criteria of the Kolmogorov–Smirnov normality test, it can be concluded that the dataset follows a normal distribution. The outcomes of this test are presented in Table 5.

Table 5.
Normality Test

One Sample Kolmogorov Smirnov	Unstandardized Residual
N	400
Asym. Sig (2-tailed)[c]	0.059

4.2.2.2. Multicollinearity Test

Multicollinearity testing aims to assess the potential interdependence among predictor variables within the regression framework, as an effective regression model ideally exhibits minimal redundancy among its independent predictors. The outcomes show the tolerance and VIF values for the Ecopreneurship Attitude variable with respect to Ecopreneurship Intention were found to be 1.000. These values surpass the accepted thresholds—tolerance above 0.10 and VIF below 10—indicating that multicollinearity is not present. Hence, the predictors in the model appear to meet the assumption of low multicollinearity. The results of this test are shown in Table 6.

Table 6.
Multicollinearity Test

Variable	Tolerance	VIF
Attitudes Toward Ecopreneurship	1.000	1.000

Note: Dependent: Ecopreneurship Intentions

4.2.2.3. Heteroscedasticity Test

The heteroscedasticity examination aims to determine if the regression model demonstrates non-constant error variance across observations. An approach commonly applied to detect signs of heteroscedasticity is through the Glejser method. Based on the data presented earlier, where the significance (sig.) value for each factor is greater than 0.05 (5%), then there is no heteroscedasticity, then it can be concluded that there is no heteroscedasticity in this study. The results shows that all significance values are above 0.05, indicating that heteroscedasticity is not present. The results of this test are shown in Table 7.

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Table 7.
Heteroscedasticity Test

Variable	Sig.
Attitudes Toward Ecopreneurship	0.623

Note: Dependent: Ecopreneurship Intentions

4.2.3. Hypotheses Test

The t-test functions as a parametric analytical method applied to assess whether a meaningful difference exists between the means of two groups based on sample observations. This test relies on the assumption that the data are normally distributed and that the variances of the groups being compared are equal or nearly equal, depending on the type of t-test used. The decision-making process involves formulating two hypotheses: the null hypothesis (H_0), which states that there is no significant difference between the means, and the alternative hypothesis (H_1), which posits a significant difference. The test produces a p-value, denoting the probability of obtaining the observed data under the assumption that the null hypothesis is valid. If the p-value derived from the analysis is less than or equal to 0.05, the result is considered statistically meaningful. This suggests that the data provide adequate support to favor the alternative hypothesis over the null. On the other hand, when the p-value is above 0.05, the null hypothesis is retained, indicating that the differences found in the analysis may not be statistically significant. The outcomes are summarized in Table 8.

Table 8.
Hypotheses Test.

	Unstandardized Coefficients				
Model	**B**	**Std. Error**	**Standardized Coefficients Beta**	**t**	**Sig.**
(*Constant*)	7.106	0.760		9.355	0.000
Attitudes Toward Ecopreneurship	0.850	0.017	0.932	51.353	0.000

Note: Dependent: Ecopreneurship Intentions

The p-value obtained is 0.000, falling below the conventional threshold of 0.05 ($\alpha = 0.05$). This result provides strong statistical grounds for rejecting the null hypothesis (H_0), which posits that ecopreneurship attitude does not influence interest in ecopreneurship. Accordingly, the alternative hypothesis (H_1) is supported, suggesting that individuals' attitudes toward ecopreneurship has a statistically significant effect on ecopreneurship intentions.

4.2.4. Simple Linear Regression

Simple linear regression refers to an analytical method applied to assess how one variable (predictor) influences another (outcome). It aims to estimate the level at which variations in a dependent variable (Y) could be accounted for by changes in an independent variable (X), through a linear function expressed as:

$Y = a+bX$

Where:

- Y is Ecopreneurship Intentions,
- a denotes the intercept, indicating the predicted value of Y when X is 0,
- b denotes the regression coefficient, representing how much Y is expected to change with each one-unit increase in X,
- X is Attitude Toward Ecopreneurship.

In the context of the table, the simple linear regression equation would be:

Ecopreneurship Intention = 7.106 + 0.850 × Attitude Toward Ecopreneurship

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The positive value of the regression coefficient suggests that higher levels of attitude are associated with stronger ecopreneurship intentions. The model demonstrated statistical significance, with a p-value of 0.000.

5. Discussion

This research reveals that attitudes toward ecopreneurship significantly and positively influence ecopreneurship intention among Generation Z students in Bandung City. This result is consistent with the TPB, which suggests that attitude plays a central role in shaping an individual's intention. The high regression coefficient and significance level ($p = 0.000$) validate the predictive power of attitude in shaping intention to engage in sustainable entrepreneurial ventures. Attitude in this study comprises instrumental and affective components [29]. The instrumental dimension includes beliefs that ecopreneurship yields economic and social benefits. The affective dimension reflects positive emotions—such as pride, joy, and satisfaction—associated with running a green business. Both aspects play a role in strengthening intention when present.

These findings align with earlier empirical evidence indicating that individuals with positive environmental and entrepreneurial attitudes tend to show higher intention to pursue ecopreneurship [31, 32, 36]. For Generation Z, known for digital literacy, innovation, and environmental awareness, this suggests that cultivating a green mindset could be an effective strategy to drive youth-based green entrepreneurship. Moreover, this research extends prior literature by demonstrating the relevance of the TPB in the domain of sustainable entrepreneurship, an area that remains less explored compared to conventional entrepreneurship studies [27]. By focusing on ecopreneurship—entrepreneurship driven by environmental values—this research underscores the importance of attitude formation in motivating Generation Z to act as agents of green economic transformation. With adequate training, financing, and a supportive business ecosystem, their intentions can be transformed into real action [10]. This is critical for Indonesia, considering the ongoing challenges of environmental degradation and youth unemployment.

The significant relationship found in this study also reflects the influence of identity and personal values in shaping entrepreneurial intention. For many Generation Z individuals, environmental awareness is not merely a belief but a part of their self-concept. Therefore, a positive attitude toward ecopreneurship may represent a deeper alignment with one's identity, making the pursuit of an environmentally friendly business not only economically attractive but also personally meaningful. This supports TPB's assumption that behavioral intention is shaped by internal evaluation and normative beliefs. Consistent with previous studies [29, 30]. This study confirms that attitude is a strong and reliable predictor of entrepreneurial intention, particularly in the sustainability-oriented domain.

6. Conclusion

This study concludes that attitudes—both instrumental and affective—significantly influence ecopreneurship intention among Generation Z in Bandung, supporting the TPB framework. Students who perceive ecopreneurship as rational and personally meaningful are more likely to pursue sustainable business ventures. These findings highlight the potential of Generation Z as drivers of green economic transformation and underscore the need for educational and policy interventions. Universities should integrate sustainable entrepreneurship into curricula through both theory and practice, while policymakers and institutions are encouraged to offer funding, incubation, and awareness support. This research serves as an early foundation for future strategies to promote ecopreneurship among youth in Indonesia. However, limitations remain, as the study focused solely on attitudes. Future research should explore all TPB constructs, adopt longitudinal approaches, and include more diverse samples and variables to deepen understanding of intention development.

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Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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