



ECOPRENEURSHIP FOR SUSTAINABILITY BUSINESS  
IN MILLENNIAL GENERATION

Lenny Christina <sup>✉1</sup>, Felina C. Young<sup>2</sup>, Indra Siswanti<sup>3</sup>

Universitas Mercu Buana<sup>1,3</sup>

Philippine Women's University<sup>2</sup>

<sup>✉1</sup> [lenny.christina@mercubuana.ac.id](mailto:lenny.christina@mercubuana.ac.id)

Jalan Meruya Selatan No.1, Kota Jakarta Barat, DKI Jakarta 11650, Indonesia  
1743 Taft Ave, Malate, Manila, 1004 Metro Manila, Philippines

Abstract

This study aims to analyze the influence Ecopreneurship implications on Competitive Advantage and sustainability business SMEs millennial generation in Indonesia and Philippine. This research done with Quantitative Method using Structural Equation Modelling (SEM) analysis with software Partial Least Square (PLS). The population in this study was a sample of 100 people and the sampling technique is random sampling. This study proves the effect of ecopreneurship on competitive advantage and business sustainability except that eco-opportunity does not affect business sustainability. It is also proven that competitive advantage does not mediate Eco-commitment to Business Sustainability in the millennial generation. The novelty in this research is the Sustainability Business model for the millennial generation through ecopreneurship.

**Keywords:** ecopreneurship; business sustainability; advantage; millennial generation

Article Info

History of Article  
Received: 13/11/2023  
Revised: 19/7/2024  
Accepted: 5/8/2024

Jurnal Riset Bisnis dan Manajemen  
Volume 17, No. 2, August 2024,  
Page 117-124  
ISSN 1979-0600 (Print)  
ISSN 2580-9539 (Online)

INTRODUCTION

Currently, the younger generation is increasingly interested in entrepreneurship rather than being an employee. What's more, now the opportunity to run a business is getting bigger and easier. Youth is the right time to try various things including when starting a business, because young people's ideas are still many and fresh, besides that, they have too much energy so they are able to do many things at once. These various reasons are the motives of most of the younger generation who are now interested in becoming entrepreneurs even though they are still on a small scale.

Based on research conducted in 2018 with 8,591 respondents, 24.4 percent of youth wanted to work as entrepreneurs. Meanwhile, those who wanted to become civil servants were 17.1 percent. The rest, 16.5 percent of those who want to continue family businesses, 11.4 percent of multinational companies, 9.5 percent of social enterprises, 8.8 percent of large local companies, 7.1 percent of SMEs, and start-up 5.2 percent. However, the number of Indonesian young people who want to become entrepreneurs is still behind other countries in Southeast Asia, namely Thailand at 35.9 percent, Malaysia at 25.8 percent, and Vietnam at 24.8 percent. Thailand, Malaysia and Vietnam have a higher percentage of young people who want to become entrepreneurs, but Indonesia is better than Singapore and the Philippines. The young generation in Indonesia is among the groups who are optimistic about technological advances in Southeast Asia, where 54 percent of young people in Indonesia believe that technology will increase employment in a country. E-commerce has the potential to be a powerful driver in opening up economic opportunities for those who have not been exposed to the digital economy. The government supports young people who are interested in becoming digital entrepreneurs to be ready to enter the era of revolution 4.0, where the Ministry of Education and Culture (Kemendikbud) Directorate of Vocational High School Development has a digital-based entrepreneurship printing school program since

2018. In collaboration with SEAMEA, the Association of the Ministry of Education ASEAN, which facilitates young people to do digital-based entrepreneurship, from online trading, to other businesses.

The World Economic Forum (WEF) reports that since the start of the crisis, more than 70 percent of start-up companies have had to end full-time employee contracts to keep companies from sinking. "However, when a large number of start-up companies suffered during the Covid-19 pandemic, entrepreneurial activity has increased," he was quoted as saying on the WEF website (23/6/2020).

Micro, Small and Medium Enterprises is one of the business fields that can be developed to advance the economy. MSMEs can be a place to create productive employment opportunities. Currently, many MSMEs are experiencing obstacles in the fields of capital, distribution of raw materials, marketing and human resources. Several programs have been carried out to overcome these problems and support the growth of MSMEs through the banking sector as well as through various related agencies in Indonesia and in the Philippines. One of the strategies that can be used by MSMEs is ecopreneurship. Ecopreneurship is an entrepreneurial concept that is not only profit-oriented but also pays attention to other aspects, especially environmental and social aspects. Ecopreneurship is entrepreneurial behavior that pays attention to or emphasizes the sustainability of the environment in the future (David, 2011). Dimension of Ecopreneurship are Eco-innovation is an action that contributes to reducing environmental loads, Eco-opportunities are the ability to take advantage of market failures due to environmental aspects and Eco-commitment is the willingness to work hard and provide energy and time for work or activities that are environmentally friendly. Ecopreneurship plays an important role in creating sustainable business opportunities. A sustainable business is a business that has minimal negative impact or has the potential to have a positive impact on the environment, community, society, or global or local economy- a business that strives to meet the triple bottom line (Sunday, 2017). The dimensions and indicators of Business Sustainability are as follows: Economic Dimension, Environmental Dimension, and Social Dimension.

According to State The Art, Ni Wayan et.al (2016) and Nacu et. al (2014) shows that there is a relationship between Eco-innovation and Competitive Advantage. Ghasi.et.al's (2018) research shows that Ecopreneurship influences Competitive Advantage. Research conducted by Zwingina et.al (2020) proves the influence of Eco-commitment on competitive advantage in Nigeria, while Hermundsottir et.al (2021) states that Eco-innovation has an effect on business sustainability. Rodríguez et.al (2019) proves that Ecopreneurship, including Eco-opportunity, has an effect on business sustainability. Research by Kardos et.al (2019) shows the influence of Ecopreneurship including Eco-commitment on Business Sustainability. Guimarães (2017) shows the influence of Competitive Advantage on Business Sustainability. Anekwe et.al (2020) prove that Ecopreneurship has helped create economically viable businesses while maintaining core environmental sustainability and social values. Based on research by Genoveva (2022), increasing eco-awareness and eco-knowledge can lead to an increase in environmentally conscious entrepreneurs. Shrestha (2023) proves that Ecopreneurship is related to environmentally friendly business in schools. Research by Appiah et. al (2023) regarding an integrated model to increase the development of green entrepreneurship and environmental sustainability. Buzohera (2024) research shows the importance of integrating environmental considerations into entrepreneurial efforts to achieve sustainability goals. Meanwhile, according to research by Sasongko (2016), it was concluded that collaboration between the environment, social and economic aspects is a key factor in implementing ecopreneurship.

The purpose of this study is to analysis the effect of Eco-innovation, Eco-opportunity and Eco-commitment on Competitive Advantage in the millennia generation, the effect of Eco-innovation, Eco-opportunity and Eco-commitment on Business Sustainability in the millennia generation, the effect of Competitive Advantage on Business Sustainability in the millennia generation, the effect of Eco-innovation on Business Sustainability through Competitive Advantage in the millennia generation, the effect of Eco-opportunity on Business Sustainability through Competitive Advantage in the millennia generation and the effect of Eco-innovation on Business Sustainability through Competitive Advantage.

## METHOD

The research method used in this research is quantitative research with a case study approach. The population in this study were 50 Millennial SME Managers in Indonesia and 50 Millennial SME Managers in the Philippines. The sample size was taken using the Hair formula, 5 x the number of research indicators (20) to 100 people. The sampling technique is random sampling. The analysis used in the study is as follows: 1) The analytical method that is describing information and an explanation of the results of the coefficients obtained and can be used as a guide to describe suggestions. Descriptive analysis is used to get an overview of the respondents in this study, especially the research variables used; 2) This method of analysis is performed on data obtained from the answers to questionnaires and is used to analyze data in the form of numbers and calculations using statistical methods. The data must be classified in certain categories by using certain tables to facilitate the analysis, for that purpose SEM / PLS analysis program will be used.

## RESULTS

Characteristics of respondents' descriptions in this study are based on gender, age, position and length of work. Description of the characteristics of the respondents as follows:

Table 1. Characteristics of Respondents

Category	Description	Number of People	Percentage
Gender	Man	56	56 %
	Woman	44	44 %
Age	21-25 year	34	34 %
	26-30 year	66	66%
Length of work	< 1 year	15	15 %
	1-5 year	24	24 %
	> 5 year	61	61%

Source: Primary Data Processed (2023)

The evaluation of the measurement model (outer model) is carried out to determine the validity and reliability of the link between the indicator and its latent variables. The model has been measured based on PLS-SEM analysis with the help of Smart PLS 3.0 (Ringle, Wende & Becker, 2015). To assess the measurement model, factor loading, composite reliability, Cronbach's alpha, average extract variance (AVE) and Discriminant Validity. Figure 1 and Table 2 show the results of the measurement model.

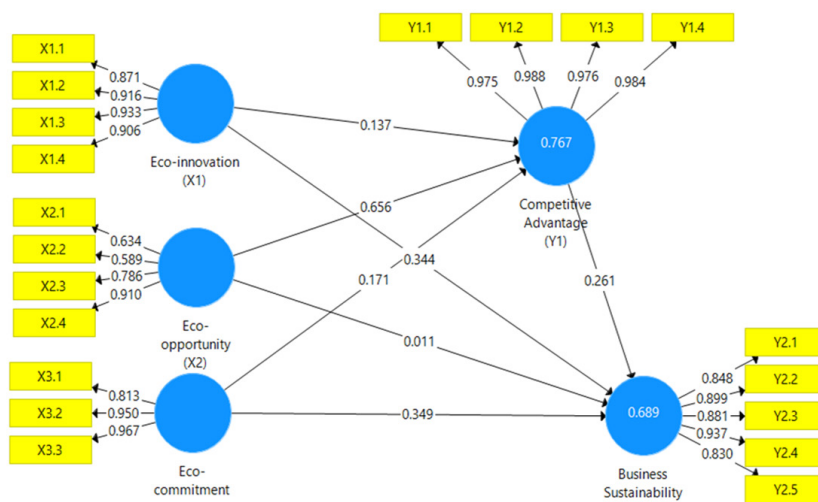


Figure 1. Loading Factor Measurement and Structural Modelling

Table 2. Outer Loading, Cronbach Alpha, Composite dan AVE

Latent Variable	Indicator	Construct Validity Test			Composite Reliability	Cronbach's Alpha	AVE
		Loading value	P-Value	(Significance Weight < 0,05 =Valid)			
Eco-innovation (X1)	X1.1	0,871	0,000	Valid	0,928	0,949	0,822
	X1.2	0,916	0,000	Valid			
	X1.3	0,933	0,000	Valid			
	X1.4	0,906	0,000	Valid			
Eco-opportunity (X2)	X2.1	0,634	0,019	Valid	0,717	0,825	0,549
	X2.2	0,589	0,033	Valid			
	X2.3	0,786	0,001	Valid			
	X2.4	0,910	0,000	Valid			
Eco-commitment (X3)	X3.1	0,813	0,000	Valid	0,898	0,937	0,833
	X3.2	0,950	0,000	Valid			
	X3.3	0,967	0,000	Valid			
Competitive Advantage (Y1)	Y1.1	0,975	0,000	Valid	0,987	0,990	0,962
	Y1.2	0,988	0,000	Valid			
	Y1.3	0,976	0,001	Valid			
	Y1.4	0,984	0,000	Valid			
Business Sustainability (Y2)	Y2.1	0,848	0,001	Valid	0,926	0,945	0,774
	Y2.2	0,899	0,000	Valid			
	Y2.3	0,881	0,000	Valid			
	Y2.4	0,937	0,000	Valid			
	Y2.5	0,830	0,001	Valid			

Source: Primary Data Processed (2023)

The loading factor value used in this study is  $> 0.5$ , the measurement model (outer model), indicating that the loading of all factors in each research variable has met a value  $> 0.5$  as can be seen in Figure 1 and Table 1. Furthermore, the Cronbach alpha value, composite value and AVE. George and Mallery (2019) stated that Cronbach's alpha of more than 0.7 ( $\alpha > 0.9$ ) was very good. In the current study, more than 0.7 is very good. In addition, the AVE must be equal to or greater than 0.5 and the composite reliability value must be 0.7 or higher (Hair & Luke, 2014). In this study, both the AVE and the composite were more than the acceptable range, so that the structural model measurement was continued.

Structural model assessment After the measurement model assessment, the structural model is analyzed with the help of Smart PLS 3. Evaluation of the structural model (inner model) or hypothesis testing in this study through the steps of evaluating the path coefficient value, evaluating the R2 value, measuring the effect size  $f^2$ , validating the overall structural model with the Goodness of Fit Index (GoF), and testing predictive relevance (Q2). Testing the structural model of this research, the path coefficient results are obtained by calculating the Smart-PLS version 3.0 bootstrapping Table 3.

Table 3. Evaluate the value of R2, measure the effect size of  $f^2$ , Gof, and Q2

Variable	$f^2$		R Square	Gof	Q2
	Competitive Advantage (Y1)	Business Sustainability (Y2)			
Eco-innovation (X1)	0,027	0,125			
Eco-opportunity (X2)	0,603	0,0001			
Eco-commitment (X3)	0,088	0,252		0,855	0,973
Competitive Advantage (Y1)		0,051	0,767		
Business Sustainability (Y2)			0,689		

Source: Primary Data Processed (2023)

Assessment of the level of effect size using Cohen's  $f^2$ . According to the established criteria,  $f^2$  values equal to 0.0, 0.15, and 0.35 represent weak, moderate, and strong effect sizes. Table 3, describes the summary results of effect sizes. The results given in Table 3, show that Eco-opportunity has a strong effect size on Competitive Advantage (0.603), Eco-innovation and Eco-commitment have a weak effect size on Competitive Advantage of 0.027 and 0.088, respectively, while Eco-commitment has a moderate effect size on Business Sustainability (0.252), then Eco-innovation and Competitive Advantage have a weak effect size on Business Sustainability of 0.125 and 0.051 respectively.

Therefore, this study concludes that the effect size of  $f^2$  ranges from weak to strong according to Cohen's (1988) criteria. The R2 value in Competitive Advantage is 76.70%, this shows that all constructs together have a tendency to influence 76.70% changes in the dependent variable (Competitive Advantage). While the R2 value on Business Sustainability is 68.90%, this shows that all constructions together have a tendency to affect 68.90% changes in the dependent variable (Business Sustainability). Overall Structural Model Validation with the Goodness of Fit Index (GoF) and Q2 to validate the combined performance of the measurement model (outer model) and structural model (inner model).

Based on these results, it can be concluded that the combined performance of the measurement model (outer model) and structural model (inner model) is a large GoF, because the Goodness of Fit Index (GoF) value is more than 0.36 (large-scale GoF). The results of the calculation of the Goodness of Fit Index (GoF) of 0.855, it is concluded that the combined performance of the measurement model (outer model) and structural model (inner model) is strong.

The results of the calculation of predictive relevance (Q2) of 0.973 concluded that the endogenous latent variable has a predictive relevance value (Q2) that is greater than 0 (zero) so that the exogenous latent variable as the explanatory variable is able to predict the endogenous variable, namely entrepreneurial interest or in other words proves that the model this is considered to have good predictive relevance.

Evaluating the path coefficient value, based on the results of calculations using the SmartPLS version 3.0 approach, bootstrapping the path coefficient results that describe the strength of the relationship or influence between constructs/variables and the Path Coefficient Testing Results are shown in Table 4.

The results of the statistical calculation of the effect of the independent variable on the dependent variable are presented in Table 4, presenting the results of the test of the significance of the structural model. The simultaneous effect of Green Recruitment ( $X_1$ ), Green Training ( $X_2$ ), Employee Green Behavior ( $Y_1$ ), and Environment Performance ( $Y_2$ ) variables can be done by calculating  $f$  arithmetic/ $f$  statistics using the formula below.

$$R^2 = 0.973$$

$$F \text{ count} = (R^2/(k-1))/((1-R^2)/(n-k))$$

$$F \text{ count} = (0.973/((5-1))/((1-0,973)/(100-5)))$$

$$F \text{ count} = 0.24325/0.000284$$

$$F \text{ count} = 855,88$$

Simultaneous significant test results show the calculated F value in this study is 855.88, the F table value at alpha 0.05 is 2.467. This means that  $f \text{ count} > f \text{ table}$  (4.467), then together the variables Eco-innovation, Eco-opportunity, and Eco-commitment have an effect on Business Sustainability.

Table 4. Path Coefficient Test Results (Direct Effect) and Indirect

	Direct Influence				Conclusion
	Estimate	Stand Dev	T Statistics	P Values	
H1: Eco-innovation (X1) → Competitive Advantage (Y1)	0,137	0,003	43,264	0,001	Significant
H4: Eco-innovation (X1) → Business Sustainability (Y2)	0,344	0,056	6,132	0,026	Significant
H2: Eco-opportunity (X2) → Competitive Advantage (Y1)	0,656	0,011	60,358	0,000	Significant
H5: Eco-opportunity (X2) → Business Sustainability (Y2)	0,011	0,108	0,103	0,927	Not Significant
H3: Eco-commitment (X3) → Competitive Advantage (Y1)	0,171	0,018	9,728	0,010	Significant
H6: Eco-commitment (X3) → Business Sustainability (Y2)	0,349	0,014	24,125	0,002	Significant
H7: Competitive Advantage (Y1) → Business Sustainability (Y2)	0,261	0,059	4,458	0,047	Significant
H8: Eco-innovation (X1) → Competitive Advantage (Y1) → Business Sustainability (Y2)	0,036	0,005	6,683	0,022	Significant
H9: Eco-opportunity (X2) → Competitive Advantage (Y1) → Business Sustainability (Y2)	0,171	0,039	4,371	0,049	Significant
H10: Eco-commitment (X3) → Competitive Advantage (Y1) → Business Sustainability (Y2)	0,045	0,016	2,747	0,111	Not Significant

Source: Primary Data Processed (2023)

Hypothesis testing both directly and indirectly in Table 3, shows that Eco-innovation directly has a significant effect on Eco-commitment and Business Sustainability, the large effect is shown in the estimator value 1=0.137, P value=0.001<0.05; and 2=0.344, P value=0.026<0.05. Research findings indicate that the better the Eco-innovation, the more positive the response to Eco-commitment and Business Sustainability.

The results show that Eco-opportunity directly has a significant effect on Eco-commitment but does not significantly affect Business Sustainability, the large effect is shown in the estimator value 3 = 0.646, P value = 0.000 <0.05; and 4=0.011, P value=0.927>0.05. The research findings show that the better the Eco-opportunity, the more positive the response to Eco-commitment and Business Sustainability.

The results of the study indicate that Eco-commitment directly has a significant effect on Eco-commitment and Business Sustainability, the large influence is shown in the estimator value 5=0.0.171, P value=0.010<0.05; and 6=0.349, P value=0.002<0.05. The research findings show that the better the Eco-commitment, the more positive the response to Eco-commitment and Business Sustainability.

The results of the study indicate that Competitive Advantage directly has a significant effect on Business Sustainability, the large influence is shown in the estimator value 7=0.261, P value=0.047<0.05. The research findings show that the better the Competitive Advantage, the more positive the response to Business Sustainability.

Hypothesis testing with the PLS approach produces a path coefficient of influence. Indirect hypothesis testing is shown in Table 3, showing that Eco-innovation indirectly has a significant effect on Business Sustainability through Eco-commitment, the magnitude of the effect is shown in the estimator value 8=0.036, P value = 0.022< 0.05. Because the two direct effects that make up are significant, there is sufficient empirical evidence to accept the hypothesis that Eco-innovation has a significant indirect effect on Business Sustainability through Eco-commitment. The positive coefficient indicates that the better Eco-innovation, the better Business Sustainability supported by Competitive Advantage. Research findings indicate that Eco-opportunity indirectly has a significant effect on Business Sustainability through Eco-commitment, the large effect is shown in the estimator value 9=0.171, P value=0.049<0.05. Because the two direct effects that make up are significant, there is sufficient empirical evidence to accept the hypothesis that Eco-opportunity indirectly has a significant effect on Business Sustainability through Eco-commitment. The positive coefficient indicates that the better the Eco-opportunity, the better Business Sustainability is supported by Competitive Advantage. Furthermore, hypothesis testing shows that Eco-commitment indirectly has no significant effect on Business Sustainability

through Eco-commitment, the large effect is shown in the estimator value  $10=0.045$ ,  $P \text{ value}=0.11 > 0.05$ . Because the two direct effects that make up are not significant, there is sufficient empirical evidence to reject the hypothesis that Eco-innovation indirectly has a significant effect on Business Sustainability through Eco-commitment. The positive coefficient indicates that the better the Eco-commitment, the better Business Sustainability supported by Competitive Advantage.

## DISCUSSION

Eco-innovation has effect on Competitive Advantage in the millennial generation. The results of this study state that the better Eco-innovation, the better the Competitive Advantage for SMEs managed by the millennial generation. The most dominant eco-innovation implemented is related to the development of environmentally friendly products, both in terms of design and raw materials. This study supports the results of research conducted by Ni Wayan et.al (2016) proves that Eco-innovation has an effect on Competitive Advantage.

Eco-opportunity has effect on Competitive Advantage in the millennial generation. This research proves that the better implementation of Eco-opportunity will affect the Competitive Advantage of SMEs managed by the millennial generation. The most dominant eco-opportunity carried out is related to making products / services that support environmental sustainability. The results of this study support Research conducted by Ghasi.et.al (2018) shows that Ecopreneurship has an effect on Competitive Advantage.

Eco-commitment has effect on Competitive Advantage in the millennial generation. In SMEs managed by the millennial generation, it is proven that the better the implementation of Eco-commitment, the more competitive advantage will be affected. This study supports the results of research conducted by Zwingina et.al (2020) which proves that the effect of Eco-commitment on competitive advantage in Nigeria. The dominant implementation of Eco-commitment is Normative Commitment, this means that employees stay in the company arising from employees for moral or ethical reasons.

Eco-innovation has effect on Business Sustainability in the millennial generation. Eco-innovation is proven affect Business Sustainability, this means that the better Eco-innovation, the better it will affect Business Sustainability SMEs. Based on deep interviews, it was proven that the less implemented Eco-innovation is the development of knowledge needed to develop innovation. The results of this study support the results of research by Hermundsdottir et.al (2021) states that Eco-innovation, has an effect on business sustainability.

Eco-opportunity has no effect on Business Sustainability in the millennial generation. This research proves that the better the implementation of Eco-opportunity, it will not increase the Business Sustainability of SMEs managed by the millennial generation. The lack of eco-opportunity indicators is that there is still incomplete information related to the management of green products/services. The results of this study not support the research conducted by Hermundsdottir (2021) states that Eco-innovation has an effect on business sustainability.

Eco-commitment has effect on Business Sustainability in the millennial generation. The results of this study indicate that the better implementation of Eco-commitment will lead to an increase in Business Sustainability SMEs managed by the millennial generation. Previous research that supports the results of this study is research conducted by Rodríguez et.al (2019) which proves that Ecopreneurship included Eco-opportunity has effects on Business Sustainability.

Competitive Advantage has effect on Business Sustainability in the millennial generation. Based on the results of research on the millennial generation in Indonesia and the Philippines, it is proven that Competitive Advantage has an effect on Business Sustainability. This means that if Competitive Advantage increases, it will affect the increase in Business Sustainability. It is proven that the dominant competitive advantage implemented is differentiation in products/services. With the differentiation of products/services it will affect the increase in sales of SMEs. This research supports the results of Research conducted by Kardos et.al (2019) have shown the influence between Ecopreneurship included Eco-commitment on Business Sustainability.

Eco-innovation influences Business Sustainability through Competitive Advantage in the millennial generation. The research results prove that the influence of eco-innovation on Business Sustainability will be greater if it is through Competitive Advantage. With the increasing implementation of eco-innovation, it will influence the magnitude of competitive advantage and further increase business sustainability in SMEs managed by the millennial generation. The most dominant indicator in Business Sustainability is water savings in the product/service production process. The results of this research are the same as the results of research conducted by Nacu et.al (2014) and Ni Wayan et.al (2016) which show that there is a relationship between eco-innovation and Competitive Advantage.

Eco-opportunity has effect on Business Sustainability through Competitive Advantage in the millennial generation. The results of the study prove that the effect of Eco-opportunity on Business Sustainability will be even greater with the presence of Competitive Advantage. The results of this study support research conducted

by Guimarães (2017) proves Competitive Advantage has an effect on Business Sustainability. In Competitive Advantage, the weakest indicator is cost leadership. The cost leadership strategy in SMEs is very difficult to do, namely to produce goods and services with features that are acceptable to customers at the lowest cost compared to competitors.

Eco-commitment has no effect on Business Sustainability through Competitive Advantage in the millennial generation. This study proves that Eco-commitment has no effect on Business Sustainability through Competitive Advantage. The weakest indicator in Business Sustainability is less than optimal electricity savings. This study contradicts previous research conducted by Guimarães (2017) which proved the influence of Competitive Advantage on Business Sustainability.

## CONCLUSION

The following conclusions can be drawn from the research results. Eco-innovation has effect on Competitive Advantage in the millennial generation, Eco-opportunity has effect on Competitive Advantage in the millennial generation, Eco-commitment has effect on Competitive Advantage in the millennial generation, Eco-innovation has effect on Business Sustainability in the millennial generation, Eco-opportunity has no effect on Business Sustainability in the millennial generation, Eco-commitment has effect on Business Sustainability in the millennial generation, Competitive Advantage has effect on Business Sustainability in the millennial generation, Eco-innovation has effect on Business Sustainability through Competitive Advantage in the millennial generation, Eco-opportunity has effect on Business Sustainability through Competitive Advantage in the millennial generation and Eco-commitment has no effect on Business Sustainability through Competitive Advantage in the millennial generation.

Suggestions for SMEs, environmentally friendly product/service innovation is needed which is one of the strategies for achieving Competitive Advantage. For this reason, SMEs can regularly innovate products both in terms of design and environmentally friendly raw materials. Regarding Eco-opportunity, SMEs can see market opportunities related to marketing environmentally friendly products/services. One way that SMEs can do this is by providing education and information on the importance of using environmentally friendly products/services to the public. Regarding commitment to the environment, currently the community's commitment to using environmentally friendly products/services is still lacking. This is because people do not understand the benefits of using environmentally friendly products/services. For this reason, it is recommended that SMEs carry out programs to increase affective commitment by maintaining good relationships with employees, customers and suppliers. To create Competitive Advantage, SMEs are expected to improve their ability to differentiate products/services so that they can produce goods/services that are acceptable to customers at the lowest cost compared to competitors. For Business Sustainability, SMEs need to build values/culture that can increase employee awareness of the environment so that it can be internalized in every employee action in the workplace so that it will have an impact on SME Business Sustainability.

Suggestions for further research are expected to further explore other variables that influence Business Sustainability and increase the sample used in research.

## REFERENCES

- Aidara, S., Mamun, A. Al, Nasir, N. A. M., Mohiuddin, M., Nawi, N. C., & Zainol, N. R. 2021. Competitive Advantages Of The Relationship Between Entrepreneurial Competencies And Economic Sustainability Performance. *Sustainability (Switzerland)*, 13(2), 1–19. <https://doi.org/10.3390/su13020864>
- Anekwe, R. 2020. Ecopreneurship Implementation and Environmental Sustainability in Nigeria. *International Journal of Academic Information Systems Research*, 4(5), 1-6. <https://www.researchgate.net/publication/348848563>
- Appiah, M. K., Sam, A., Twum, E., & Godslove, E. 2023. Modelling The Influencing Of Green Entrepreneurship Orientation On Sustainable Firm Performance: A Moderated Mediation Model. *Economic Research-Ekonomska Istrazivanja*, 36(2). <https://doi.org/10.1080/1331677X.2023.2179094>
- Atandi, F. G. 2021. Role Of Entrepreneur's Competence On Growth Of Small And Medium Enterprises. *International Journal of Management & Entrepreneurship Research*, 3(2), 84–96. <https://doi.org/10.51594/ijmer.v3i2.211>
- Buzohera, M. I., & Mwakipesile, A. 2024. Assessing Ecopreneurship Impact On Composite Sustainability In The Food And Beverage Industry: A Holistic AHP Approach Integrating Economic And Environmental Dimensions. *Environmental and Sustainability Indicators*, 22. <https://doi.org/10.1016/j.indic.2024.100408>
- Cohen, J.W. 1988. *Statistical Power Analysis For Behavioral Sciences*. Hillsdale : Lawrence Erlbaum Associates

- David Kainrath. 2011. *Ecopreneurship In Theory And Practice: A Proposed Emerging Framework For Ecopreneurship*. 2011, LAP, Lambert Acad. Publ.in English
- Galkina. T. 2021. International Ecopreneurship: Environmental Commitment And International Partner Selection Of Finnish Firms From The Energy Sector. *Journal of International Entrepreneurship* (2021) 19:300–320. <https://doi.org/10.1007/s10843-021-00286-8>
- Genoveva, G., & Tanardi, J. 2022. Green Entrepreneurship: A New Paradigm for Millennials in Indonesia. *International Journal of Sustainable Development and Planning*, 17(4), 1133–1140. <https://doi.org/10.18280/ijstdp.170410>
- George, D., & Mallery, P. 2019. IBM SPSS Statistics 25 Step by Step. In *IBM SPSS Statistics 25 Step by Step*. Taylor & Francis. <https://doi.org/10.4324/9781351033909>
- Ghasi, N. C., & Onyejiaku, C. 2018. *International Journal of Social Science and Economic Research*. www.ijsser.org
- Guimarães, J., Severo, E., & Vasconcelos, C. 2017. Sustainable Competitive Advantage: A Survey of Companies in Southern Brazil. *Brazilian Business Review*, 14(3), 352–367. <https://doi.org/10.15728/bbr.2017.14.3.6>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. 2014. *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Los Angeles: Sage
- Hermundsdottir, F., & Aspelund, A. 2021. Sustainability Innovations And Firm Competitiveness: A Review. In *Journal of Cleaner Production* (Vol. 280). Elsevier Ltd. <https://doi.org/10.1016/j.jclepro.2020.124715>
- Ibidunni, A. S., Ogundana, O. M., & Okonkwo, A. 2021. Entrepreneurial Competencies and the Performance of Informal SMEs: The Contingent Role of Business Environment. *Journal of African Business*, 22(4), 468–490. <https://doi.org/10.1080/15228916.2021.1874784>
- Imoh Sunday, E. 2017. Intellectual Capital And Organizational Sustainability In Manufacturing Firms In Rivers State. In *International Journal of Advanced Academic Research | Social & Management Sciences |* (Vol. 3, Issue 4). www.ijaar.org
- Kardos, M., Gabor, M. R., & Cristache, N. 2019. Green Marketing's Roles In Sustainability And Ecopreneurship. Case Study: Green Packaging's Impact On Romanian Young Consumers' Environmental Responsibility. *Sustainability (Switzerland)*, 11(3). <https://doi.org/10.3390/su11030873>
- Lotfi, M.; Yousefi, Y.; Jafari, S. 2018. The Effect of Emerging Green Market on Green Entrepreneurship and Sustainable Development in Knowledge-Based Companies. *Sustainability* 2018, 10(7), 2308; <https://doi.org/10.3390/su10072308>.
- Nacu, C. M., & Avasilcăi, S. 2014. Technological Ecopreneurship: Conceptual Approaches. *Procedia - Social and Behavioral Sciences*, 124, 229–235. <https://doi.org/10.1016/j.sbspro.2014.02.481>
- Ni Wayan Ekawati, I Ketut Rahyuda, Ni Nyoman Kerti Yasa. 2016. The Implementation Of Ecopreneurship And Green Innovation In Building Competitive Advantage To Generate Success Of New Spa products in Bali. *International Business Management*. Year 2016.vol.10.issue 14 page no 2660-2669
- Ringle, C.M., Wende, S. and Becker, J.M. 2015. *SmartPLS 3*. SmartPLS GmbH, Boenningstedt. <http://www.smartpls.com>
- Rodríguez-García, M., Guijarro-García, M., & Carrilero-Castillo, A. 2019. An Overview Of Ecopreneurship, Eco-Innovation, And The Ecological Sector. *Sustainability (Switzerland)*, 11(10). <https://doi.org/10.3390/su11102909>
- Sasongko S., & Anggadwita G. 201. Ecopreneurship Implementation for Environment and Economic Sustainability. *Advances in Economics, Business and Management Research*, volume 15, 1st Global Conference on Business, Management and Entrepreneurship (GCBME-16 ).
- Shrestha, N. 2023. Ecopreneurship: A Sustainable Model in Entrepreneurship Education for Transformation. *International Journal of Scientific Research In Engineering And Management*, 07(08). <https://doi.org/10.55041/ijssrem25116>
- Zwingina, E.O Adeleke, M. C. Okafor, J.C. Ihomej. 2020. Competitive Advantage Of Agro-Allied Businesses In Nigeriaeffect Of Ecopreneurship Practices On. *Singaporean Journal of Business, Economics, and Management (SJBEM) /07(06)2020*, 01-13
- Zahraie, B.; Everett, A.M.; Walton, S.; Kirkwood, J. 2016. Environmental Entrepreneurs Facilitating Change Toward Sustainability: A Case Study Of The Wine Industry in New Zealand. *Small Enterp. Res*. 2016, 23, 39–57