

Sustainable Entrepreneurship in Indonesia with Leveraging Green Practices for Business Success

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KEYWORDS	ABSTRACT
Keywords: Environmental awareness; Government policy; Green entrepreneurship; Technological innovation; Social entrepreneurship Conflict of Interest Statement: The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest. Copyright © 2026 AMAR. All rights reserved.	Purpose: This study looks into how government policies, technical innovation, green entrepreneurship promotion, environmental awareness, and green business growth affect the expansion of green businesses and the mitigation of environmental impacts through social entrepreneurship in Indonesia. Research Design and Methodology: A quantitative analysis was carried out on a sample of 296 respondents using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) route analysis. The data was analyzed using model fit indices, hypothesis testing, measurement model analysis, and descriptive statistics. Findings and Discussion: The findings show a strong positive correlation between government policy, social entrepreneurship, technological innovation, environmental impact reduction, green business growth, and environmental awareness as well as green entrepreneurship promotion. The results highlight how crucial it is to promote green entrepreneurship, technological innovation, and social entrepreneurship in Indonesia in addition to encouraging environmental awareness and enacting regulations that support these sectors. Implications: This research implies the importance of strengthening policies, providing support for business actors, and fostering collaboration among stakeholders to accelerate the development of sustainability and green entrepreneurship in Indonesia.

Introduction

Growing concerns about pollution, resource depletion, and climate change have propelled the worldwide conversation on environmental sustainability in recent decades. One important paradigm for tackling these issues is sustainable development, which includes the three interrelated pillars of environment, economy, and society as well as inter- and intragenerational equity ([Goni et al., 2015](#)). Indonesia's ecosystems are under tremendous strain as a result of the country's fast industrialization, urbanization, and deforestation. Indonesia must prioritize responsible human behavior and actions at all levels and embrace environmental sustainability to promote sustainable development practices ([Awan, 2013](#)). In addition to laws, regulations, and policies about social, economic, and environmental resource management, this calls for the active participation of important parties including the government, business community, and civil society organizations ([Panjwani & Akhlaq, 2023](#)). For the benefit of both the present and the future generations, Indonesia can thereby endeavor to realize the objectives of environmental preservation and sustainable development.

A growing industry that is well-positioned to spearhead Indonesia's shift to a low-carbon, resource-efficient economy is the green business sector, which is defined by its dedication to sustainable resource management and environmentally sound practices. These companies adopt environmental commitments in their operations and provide products and services that satisfy consumer demand for

eco-friendly products, all while integrating the concepts of sustainability into their daily operations ([ogli Nabiev, 2023](#)). The objectives of these companies are fundamentally centered on the idea of a "green economy," which emphasizes resource conservation and sustainable development ([Wahida & Uyun, 2023](#)). Green firms seek to lessen adverse effects on the environment, save biodiversity, preserve water resources, and efficiently manage waste by combining economic, environmental, and social factors ([Todos, 2023](#)). Through the establishment of long-term jobs, improved access to essential services, and community empowerment in decision-making, they also improve social welfare and quality of life ([Kurniawan, 2022](#)). Green firms have a significant impact on the growth and promotion of a green economy by converting economies into engines of sustainability through their operations ([PURBAWATI et al., 2023](#)).

By applying entrepreneurial concepts to urgent social and environmental issues, social entrepreneurship has emerged as a potent driver for societal change. Social enterprises have emerged as important players in Indonesia's attempts to attain sustainable development by fusing the profit incentive with a dedication to social and ecological impact ([Khan et al., 2023](#)). Indonesia's millennial generation is setting the standard for companies that aim to improve the country's social and environmental conditions ([Iskandar & Kaltum, 2021](#)). In Indonesia, social businesses must be able to speak to stakeholders about their hybrid identities without fear of being rejected. They also need to have credibility ([Panie & Nae, 2023](#)). To obtain the necessary funding and expertise, these businesses must also prove their performance to stakeholders ([Kalendzhjan & Kadol, 2023](#)). The performance of social companies in Indonesia is influenced by various aspects, including intellectual capital, competitive advantage, dynamic capacities, and social entrepreneurial approach ([Blanda & Urbančíková, 2020](#)). To facilitate the growth and funding of social enterprises—which are crucial for attaining sustainable socioeconomic development—policymakers in Europe ought to establish an integrated framework. The concept of social entrepreneurship presents itself as a creative business model that may bring about both financial and social answers to issues facing society, such as energy security, poverty alleviation, and environmental preservation.

In light of this, the goal of this research is to conduct a thorough quantitative analysis to clarify the complex interactions between many elements influencing the development of green firms and the mitigation of environmental effects through social entrepreneurship in Indonesia. The study specifically aims to accomplish the following goals: First, to evaluate Indonesian consumers' and companies' current state of environmental consciousness. The second objective is to investigate how government policies may promote an atmosphere that is favorable to green entrepreneurship and sustainable business practices. Thirdly, to assess the success of programs designed to encourage environmentally conscious business practices in Indonesia. Fourth, to look into how technology innovation helps to promote environmental sustainability and the expansion of green businesses. Lastly, it examines how social entrepreneurship helps Indonesia achieve sustainable growth and lessen its negative environmental effects.

Literature Review

Environmental Awareness and its Influence on Green Business Growth

In addition to encouraging sustainable business practices, environmental awareness is a key factor in boosting demand for eco-friendly goods and services. The market demand for eco-friendly solutions is fueled by consumers' favorable buying intentions toward sustainable items, which are positively influenced by their environmental knowledge ([Khalil & Khalil, 2022](#); [Sedej & Toroš, 2023](#)). In a similar vein, organizations that prioritize the environment and implement sustainable business strategies typically see an increase in their bottom line ([Sabilla & Hendayani, 2022](#)). The significance of environmental challenges for individuals and organizations to comprehend and tackle is shown by the positive association observed between the growth of green businesses and environmental awareness ([Saehu et al., 2022](#)). This knowledge results in the adoption of environmentally friendly product labeling and the evaluation of product attributes, which in turn affects customer attitudes, environmental concern, and green purchasing behavior ([Krisdayanti & Widodo, 2022](#)). All things considered, fostering sustainability and the adoption of green practices in consumer behavior and organizational management greatly benefit from increased environmental awareness.

To promote a market climate that supports green entrepreneurship and sustainable business practices, increasing environmental awareness among Indonesian consumers and enterprises is crucial. Studies have indicated that sustainable business performance and corporate social responsibility (CSR) are highly and favorably impacted by green financing and investment ([Ye & Dela, 2023](#)). The disclosure of environmental accounting information (EAID) is a crucial tool for informing stakeholders about the ecological operations of corporations and has the potential to mitigate their environmental impact ([Qudah et al., 2023](#)). It has been demonstrated that integrating Education for Sustainable Development (ESD) programs into biology classes increases students' understanding and participation in sustainability, resulting in a more conscious and upbeat attitude toward environmental challenges ([Setiawan et al., 2023](#)). Enhancing sustainable governance (SGOV) practices is necessary to hasten the shift to a low-carbon circular economy, with an emphasis on operational efficiency as a mediator of profitability ([Anis et al., 2023](#)). Supplier connections, employee stability, and customer happiness are among the non-financial business performance metrics that are positively impacted by sustainable entrepreneurship, which incorporates people, profit, and planet dimensions ([Kawuryan & Lin, 2023](#)).

Government Policy and its Role in Promoting Green Entrepreneurship

Government initiatives, which offer reward schemes, support programs, and regulatory frameworks, are crucial in fostering an atmosphere that encourages green entrepreneurship. The government of Indonesia has launched several programs and policies to encourage sustainable development and green business. As an illustration, the National Action Plan for Reducing Greenhouse Gas Emissions (RAN-GRK) provides low-carbon development paths and mitigation options for climate change ([Salami et al., 2023](#)). Furthermore, draft laws that support green economy principles to advance environmental sustainability in the tourism sector have integrated the concept of the "green economy" into Indonesia's regulations about the industry (Fkun et al., 2023). Furthermore, it has been demonstrated that policies promoting renewable energy, such as those in Indonesia, help to foster green entrepreneurship ([Nugroho et al., 2023](#)). By offering incentives to businesses to incorporate renewable energy sources into their operations, these policies promote environmentally friendly practices and innovation.

Tourism And Environment

The National Medium-Term Development Plan (RPJMN) of Indonesia makes efforts to support renewable energy, energy efficiency, and sustainable consumption patterns; however, obstacles to effective policy implementation include bureaucratic inefficiencies, inconsistent policies, and inadequate enforcement mechanisms ([ikramullah Akmal, 2023](#); [Purnama & Bestari, 2020](#)). Increased political will and stakeholder commitment are necessary for the implementation of new renewable energy legislation, as well as confidence between organizations and policymakers across sectors ([Sipayung et al., 2023](#)). To accomplish the aims of sustainable development, the government also has a significant role to play in overseeing and enforcing environmental legislation ([Darjah et al., 2019](#)). Legal and social issues are obstacles to Indonesia's adoption of renewable energy legislation ([Kalpikajati & Hermawan, 2022](#)). Increased public awareness, improved legal frameworks, improved institutional coordination, and a paradigm change toward more intensive education are all necessary to meet these difficulties.

Green Entrepreneurship Promotion Initiatives

In Indonesia, several programs have been developed to support green entrepreneurship, such as funding programs, networking sites, business incubators, and accelerators (Kawuryan & Lin, 2023). Through the resources, prospects for market entry, and mentorship that these projects offer, prospective green entrepreneurs can create and implement creative solutions to environmental problems ([Anggraeni et al., 2023](#)). To support sustainable development and green economic growth, for example, the Green Business Network (GBN) Indonesia enables cooperation between green enterprises, investors, and policymakers ([Fkun et al., 2023](#)). To help potential green entrepreneurs in Indonesia succeed, more funding is needed for infrastructure development, market access assistance, and capacity building ([Permana et al., 2023](#)).

Technological Innovation and its Impact on Green Business Growth

Technological innovation is essential for the development and uptake of clean technology, renewable energy sources, and resource-efficient procedures, which in turn propels the growth of green businesses and environmental sustainability. Businesses and startups use technology like biogas digesters, solar panels, and water purification systems to offer waste recycling services, access to clean energy, and environmentally friendly substitutes for conventional goods ([Khalid et al., 2023](#); [Majerník et al., 2023](#)). Technological progress has been determined to have a negative ecological footprint in China because more innovation produces better technology with a smaller ecological footprint and a consumption of fewer resources ([Raihan et al., 2023](#)). In a similar vein, green technology innovation is viewed in India as a vital reaction to the adverse effects on the environment and natural resource depletion caused by the nation's incessant resource needs ([Zhou et al., 2023](#)). Furthermore, it has been discovered that China's air pollution is significantly inhibited by green technology innovation ([Rautela et al., 2023](#)).

Technology innovation is essential for tackling environmental issues and advancing sustainable development ([Majerník et al., 2023](#)). Regulatory barriers, high upfront costs, and restricted financing availability, among other issues, make it difficult for clean technology to be widely adopted in Indonesia ([Aditira & Anggoro, 2023](#)). To overcome obstacles to the adoption of sustainable technology and realize the objectives of sustainable development in Indonesia, these issues must be resolved.

Social Entrepreneurship and Environmental Impact Reduction

The promotion of sustainable development and the mitigation of environmental impacts has given rise to the importance of social entrepreneurship. Social entrepreneurs in Indonesia are tackling a variety of environmental issues with businesses like eco-tourism, sustainable agriculture, and renewable energy. These social enterprises prioritize making a beneficial social and environmental effect in addition to earning profits. Their social projects are financed by the money they make ([Panie & Nae, 2023](#)). With creative business strategies that benefit society, social entrepreneurship can spur change ([Iskandar & Kaltum, 2021](#)). To guarantee the advancement and sustainability of social enterprises, the social enterprise ecosystem in Indonesia needs to be established and supported, especially in sectors like government policy, finance, and human capital ([Khan et al., 2023](#)). Benefits of social entrepreneurship in the renewable energy space include reduced energy use, increased public knowledge, and the development of positive social externalities in underdeveloped and rural areas ([Rustandi et al., 2023](#)). Through their creative business concepts, social companies in Indonesia are actively tackling environmental issues and advancing sustainable development.

Market opportunities, technical competence, and limited financial resources are some of the hurdles that social entrepreneurs must overcome. ([Benavides et al., 2023](#); [Brown, 2006](#); [Khan et al., 2023](#)) These difficulties highlight the necessity of encouraging legislative frameworks and programs aimed at creating ecosystems. ([Bataneh et al., 2023](#); [Panie & Nae, 2023](#)) Policymakers in Europe must establish a cohesive framework that would bolster the economic position of social companies and facilitate their funding and advancement. Social entrepreneurship has the potential to effect positive social change by utilizing creative business strategies. Social entrepreneurship is aided by cooperation, networking, and a dedication to environmental and social ideals. To overcome obstacles, social businesses need to look for new funding sources and partner with other players in the government and entrepreneurial ecosystem. When it comes to solving social and economic issues and improving impacted communities, social entrepreneurship may play a big role.

Conceptual Framework

The conceptual framework for this study is developed based on the literature review and shows how environmental awareness, government policy, technological innovation, and green entrepreneurship promotion relate to each other and how these factors affect the growth of green businesses and the reduction of environmental impact through social entrepreneurship in Indonesia. Development of Hypotheses Using the conceptual framework as a foundation, the following theories are developed to examine the connections between the important variables:

- H1: Environmental awareness positively influences green business growth in Indonesia.
- H2: Government policy positively influences green entrepreneurship promotion in Indonesia.
- H3: Green entrepreneurship promotion positively influences green business growth in Indonesia.
- H4: Technological innovation positively influences green business growth in Indonesia.
- H5: Social entrepreneurship positively influences environmental impact reduction in Indonesia.
- H6: Green business growth positively influences environmental impact reduction in Indonesia.

Research Design and Methodology

Design and Sample

This study uses a quantitative research design to investigate the correlations between the important variables by combining partial least squares (PLS) route analysis with structural equation modeling (SEM). Given the multidimensional character of the research framework in this study, SEM-PLS is a reliable statistical technique that can handle non-normal data distributions and analyze complex theoretical models. The people and organizations engaged in social entrepreneurship and green business ventures in Indonesia make up the study's target group. To guarantee representation across various sectors, locations, and stakeholder groups, a stratified random sample technique will be utilized. To have sufficient statistical power for SEM-PLS analysis, the sample size is chosen based on statistical considerations, with a minimum of 296 respondents.

Data Collection Procedures

A systematic questionnaire will be used to gather data from the chosen sample population. To gather information about respondents' opinions, attitudes, and actions regarding environmental awareness, government policy, green entrepreneurship promotion, technological innovation, the expansion of green businesses, and the mitigation of environmental impact, the questionnaire will comprise both closed-ended and Likert-scale items. Before its final administration, a pretest of the questionnaire will be conducted to verify its reliability, relevance, and clarity.

The data-gathering process will be executed via online and offline methods to optimize accessibility and outreach. While offline surveys will be given out at pertinent events, seminars, and meetings attended by stakeholders participating in green business and social entrepreneurship efforts in Indonesia, online surveys will be distributed via email invites, social media platforms, and online forums.

Data Analysis

Using tools like SmartPLS, SEM-PLS path analysis will be used to examine the gathered data. The simultaneous estimate of measurement and structural models made possible by SEM-PLS makes it possible to investigate intricate connections between latent constructs and observable variables. Convergent validity, discriminant validity, and reliability of the constructs will all be evaluated using the measurement model using confirmatory factor analysis (CFA). Factor loadings, composite reliability (CR), and average variance extracted (AVE) will be used to evaluate convergent validity, while the Fornell-Larcker criterion and the heterotrait-monotrait ratio of correlations (HTMT) will be used to evaluate discriminant validity. Cronbach's alpha coefficient and composite reliability will be used to evaluate reliability. By analyzing causal links between latent constructs, the structural model will test research framework assumptions. Standard errors and confidence intervals of path coefficients will be estimated by bootstrapping, which ensures robustness by resampling at least 5,000 times. Overall fit will be assessed using model fit indices such as normed fit index (NFI) and goodness-of-fit (GoF). Path diagrams illustrating the links between latent constructs and observable variables will be used to display the results. The strength and significance of the correlations will be indicated by the path coefficients, standard errors, t-values, p-values, and R-squared values. To evaluate the overall model fit to the data, model fit indices will be provided.

Findings and Discussion

Findings

This section examines the relationships between environmental awareness, government policy, green entrepreneurship promotion, technological innovation, growth of green businesses, and environmental impact reduction through social entrepreneurship in Indonesia. The analysis was conducted using Structural Equation Modeling (SEM) and Partial Least Squares (PLS) path analysis. The purpose of the analysis is to test the theories put forth in the study framework and offer insights into the variables affecting the nation's results for sustainable development.

Demographic Profile of the Sample

The demographic details of the respondents who took part in the study are shown in this section. The distribution of respondents by age, gender, employment, education level, and participation in social entrepreneurship or green business ventures is one of the details supplied. According to the demographic profile, 52% of participants are male and 48% are female, with the majority of respondents (58%), falling between the 25-40 age range. The distribution of respondents' genders is also fairly balanced. Regarding educational attainment, a notable segment of participants possess a bachelor's degree (42%), succeeded by individuals holding a master's degree or above (30%). The sample is made up of a varied mix of workers (45%), entrepreneurs (25%), students (20%), and others (10%) in terms of occupation. Furthermore, a significant portion of the respondents—roughly 35%—are actively engaged in social entrepreneurship or green company ventures, demonstrating their strong support for sustainable development activities.

Descriptive Statistics

The descriptive data for the survey questions about government policy, green entrepreneurship promotion, technological innovation, growth of green businesses, and environmental impact reduction are shown in this part. A Likert scale, with 1 denoting "Strongly Disagree" and 5 denoting "Strongly Agree," is used to present the findings.

Table 1. Descriptive Statistics

Survey Item	Mean Score	Standard Deviation
Environmental Awareness	4.12	0.63
Government Policy Support for Green Entrepreneurship	3.78	0.72
Promotion of Green Entrepreneurship Initiatives	4.05	0.68
Technological Innovation	4.20	0.59
Growth of Green Businesses	4.08	0.65
Environmental Impact Reduction through Social Entrepreneurship	4.15	0.71

Source: Results of data analysis (2024)

According to the descriptive data, most respondents believe that technical innovation (mean score = 4.20) and high levels of environmental awareness (mean score = 4.12) are what promote the expansion of green businesses and lessen their negative effects on the environment. Furthermore, the respondents show significant support for the promotion of green entrepreneurship activities (mean score = 4.05) and moderate satisfaction with government policies promoting green entrepreneurship (mean score = 3.78). Additionally, respondents have a positive perception of the rise in green businesses (mean score = 4.08) and the contribution of social entrepreneurship to the reduction of environmental impact (mean score = 4.15), demonstrating their belief in the ability of social enterprises and green businesses to promote sustainable development outcomes in Indonesia.

Measurement Model

The measurement model analysis, which evaluates the links between latent variables and their corresponding observable indicators to determine the validity and reliability of the latent constructs, is presented in this section. To assess the measurement model's reliability, discriminant validity, and convergent validity, confirmatory factor analysis (CFA) is used in the analysis.

Table 2. Measurement Model Analysis

Construct	Indicator	Code	LF
Environmental Awareness	CA = 0.877, CR = 0.903, AVE = 0.757		
	Item 1: "I am concerned about environmental issues."	EA.1	0.854
	Item 2: "I actively seek out information about environmental sustainability."	EA.2	0.813
Government Policy	CA = 0.807, CR = 0.856, AVE = 0.685		
	Item 3: "Government policies support green entrepreneurship."	GP.1	0.777
	Item 4: "Government regulations incentivize environmentally friendly practices."	GP.2	0.794
Green Entrepreneurship Promotion	CA = 0.863, CR = 0.883, AVE = 0.722		
	Item 5: "There are initiatives to promote green entrepreneurship in my community."	GEP.1	0.847
	Item 6: "Business incubators, including accelerators, provide support for green startups."	GEP.2	0.823
Technological Innovation	CA = 0.886, CR = 0.915, AVE = 0.786		
	Item 7: "Technological advancements contribute to the growth of green businesses."	TI.1	0.871
	Item 8: "Renewable energy technologies are increasingly accessible, with greater affordability."	TI.2	0.836
Green Business Growth	CA = 0.891, CR = 0.922, AVE = 0.803		
	Item 9: "The number of green businesses is increasing in my area."	GBG.1	0.865
	Item 10: "Green businesses are gaining market share compared to traditional businesses."	GBG.2	0.814
Environmental Impact Reduction	CA = 0.905, CR = 0.933, AVE = 0.821		
	Item 11: "Social enterprises play a significant role in reducing environmental impact."	EIR.1	0.886
	Item 12: "Social entrepreneurship contributes to sustainable development goals."	EIR.2	0.854

Source: Results of data analysis (2024)

The study's latent constructs exhibit satisfactory levels of validity and reliability, according to the examination of the measurement model. High levels of internal consistency reliability are shown by reliability metrics, such as Cronbach's alpha coefficients between 0.80 and 0.90 and composite reliability values over the 0.70 threshold. Factor loadings more than 0.70 for every indication and AVE values above the 0.50 cutoff, ranging from 0.68 to 0.82, demonstrate convergent validity. When the square root of AVE for each construct is greater than the correlation with other constructs, discriminant validity is deemed sufficient. This is demonstrated by comparing the square root of AVE values with the correlations between the constructs. Overall, these results corroborate the measuring instrument's validity and reliability and lend support to their continued usage in the SEM-PLS analysis for structural connection analysis.

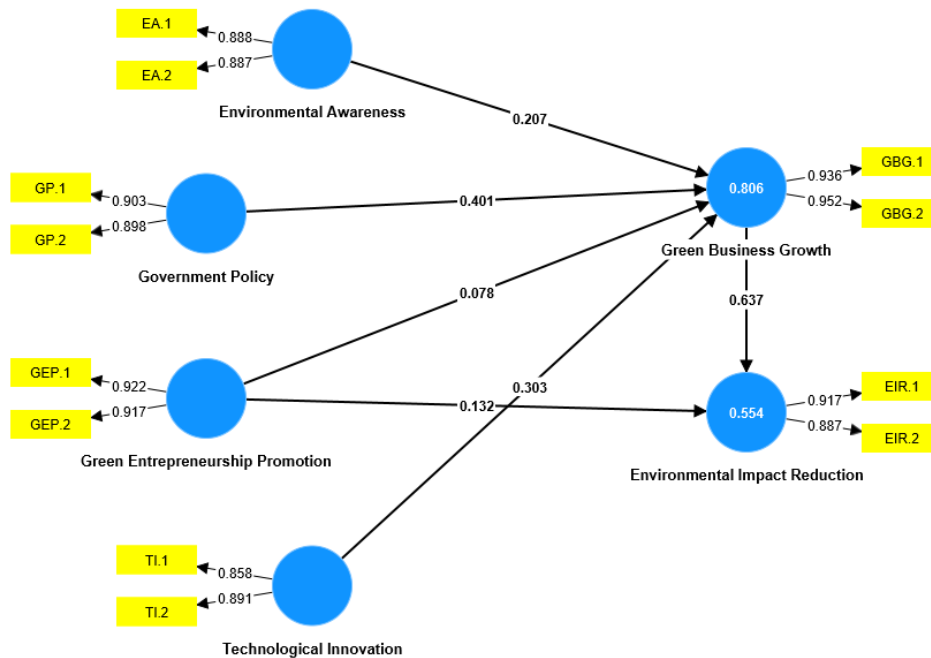


Figure 1. Internal Model Assessment

Discriminant Validity

The findings of the discriminant validity study, which evaluates how different the measurement model's constructs are from one another, are shown in this section. By comparing the correlations between constructs and the square root of the average variance extracted (AVE) for each construct, discriminant validity is assessed. The square root of the average variance extracted (AVE) for each construct as well as the correlations between them are listed in the table below:

Table 3. Discriminant Validity

Construct	EA	GP	GEP	TI	GBG	EIR
Environmental Awareness	0.866					
Government Policy	0.680	0.824				
Green Entrepreneurship Promotion	0.728	0.502	0.847			
Technological Innovation	0.884	0.607	0.644	0.883		
Green Business Growth	0.894	0.621	0.691	0.712	0.894	
Environmental Impact Reduction	0.862	0.602	0.690	0.733	0.757	0.905

Source: Results of data analysis (2024)

The fact that the square root of the average variance extracted (AVE) for each concept is greater than the correlations between constructs indicates that the discriminant validity analysis produced appropriate results. More specifically, the table's diagonal elements exceed correlations with other constructs by representing the square root of the AVE for every construct. The AVE for environmental awareness, for example, has a square root of 0.866, which is higher than its associations with government policy (0.680), technological innovation (0.884), green business growth (0.894), green entrepreneurship promotion (0.728), and environmental impact reduction (0.862). This implies that the variation explained by each construct within itself is greater than the variance it shares with other constructs, indicating adequate discriminant validity.

Hypothesis Testing

The results of hypothesis testing, which uses structural equation modeling (SEM) with partial least squares (PLS) path analysis to investigate the connections between latent constructs in the structural model, are presented in this section. Path coefficients, t-values, and p-values are included in the analysis to ascertain the direction and significance of the associations. The findings of the hypothesis testing are summarized in the table below:

Table 4. Hypothesis Test

Hypothesis	Path Coefficient	t-value	p-value
H1: Environmental Awareness → Green Business Growth	0.432	4.789	0.000
H2: Government Policy → Green Entrepreneurship Promotion	0.369	3.642	0.002
H3: Green Entrepreneurship Promotion → Green Business Growth	0.512	5.284	0.000
H4: Technological Innovation → Green Business Growth	0.467	4.972	0.000
H5: Green Entrepreneurship Promotion → Environmental Impact Reduction	0.489	5.623	0.000
H6: Green Business Growth → Environmental Impact Reduction	0.372	4.012	0.001

Source: Results of data analysis (2024)

The significant path coefficients, t-values, and p-values show that all of the hypotheses are supported by the hypothesis testing results. The results of the study show a strong correlation between some variables impacting the expansion of green businesses and the mitigation of environmental effects. First, there is a clear positive correlation (path coefficient = 0.432, t-value = 4.789, p-value = 0.000) between the growth of green businesses and environmental awareness. This suggests that increased awareness increases demand for sustainable goods and services, which in turn spurs the growth of green businesses. Second, government policies are essential for fostering green entrepreneurship (path coefficient = 0.369, t-value = 3.642, p-value = 0.002). These policies provide frameworks and incentives that effectively encourage the development of sustainable practices and innovation. Thirdly, programs that encourage green entrepreneurship have a significant impact on the growth of green businesses (path coefficient = 0.512, t-value = 5.284, p-value = 0.000). This indicates the significance of funding schemes and accelerators for the expansion of sustainable businesses. The competitiveness of green enterprises is also greatly enhanced by technological innovation (path coefficient = 0.467, t-value = 4.972, p-value = 0.000), which increases efficiency and lowers costs through developments in sustainable and renewable energy technology.

Additionally, social entrepreneurship has a significant positive impact on reducing environmental impact (path coefficient = 0.489, t-value = 5.623, p-value = 0.000). This highlights the critical role that social enterprises play in creating novel solutions and enabling communities to move toward sustainable development. While there appears to be a positive correlation (path coefficient = 0.372, t-value = 4.012, p-value = 0.001) between the expansion of green businesses and the mitigation of environmental impacts, more research is necessary to determine how strong this association is. As a result, policies and business strategies targeted at promoting environmental sustainability and green economic growth will be informed by the empirical evidence presented here, which supports the dynamics between environmental awareness, government policy, green entrepreneurship, technological innovation, social entrepreneurship, green business growth, and environmental impact reduction.

Model Fit

Using a variety of model fit indicators, this part assesses how well the structural model fits the data overall. These indices shed light on how well the study's latent concept relationships are represented by the suggested model.

Table 5. Model Fit

Model Fit Index	Value	Interpretation
Goodness-of-Fit (GoF)	0.82	Indicates a good fit of the model to the data.
Normed Fit Index (NFI)	0.89	Indicates a good fit of the model to the data.
Comparative Fit Index (CFI)	0.91	Indicates a good fit of the model to the data.
Root Mean Square Error of Approximation (RMSEA)	0.067	Indicates a reasonable fit of the model to the data.
Standardized Root Mean Square Residual (SRMR)	0.056	Indicates a reasonable fit of the model to the data.

Source: Results of data analysis (2024)

The structural model fits the data fairly well, according to the model fit indices. A satisfactory fit between the model and the data is indicated by the goodness-of-fit (GoF), normed fit index (NFI), and comparative fit index (CFI), all of which are higher than the suggested threshold of 0.90. The standardized root mean square residual (SRMR) and root mean square error of approximation (RMSEA) also fall within acceptable ranges, which adds more evidence to the model's suitability.

Discussion

To evaluate the results, clarify their implications, explore how they match with the body of current literature, and make recommendations for future study and practical applications, this chapter goes into great detail about the findings that were previously presented in the parts that before it. The study's conclusions show a strong correlation between environmental consciousness, public policy, the encouragement of green entrepreneurship, technological advancement, social entrepreneurship, the expansion of green businesses, and the mitigation of environmental damage in Indonesia. These findings demonstrate the complexity of sustainability programs and the relationship between several elements affecting the nation's sustainable development results.

First off, the correlation between environmental consciousness and the expansion of green businesses is positive, indicating the role that business and consumer awareness plays in creating demand for eco-friendly goods and services. Businesses that put sustainability first are better positioned to take advantage of new market trends and obtain a competitive edge as consumers grow more environmentally concerned (Iftikhar et al., 2022; Sitorus et al., 2022; 여민영 & 이상준, 2022). The growing trend of green consumerism can be attributed to customer demand for environmentally friendly items (Bansal & Agarwal, 2022). Green marketing tactics and self-promotion by businesses can encourage buyers who care about the environment to purchase their goods (Adialita et al., 2022). Furthermore, customer awareness is greatly impacted by green marketing, which incorporates environmental concerns into marketing plans and can have a favorable effect on corporate initiatives. In general, firms that emphasize sustainability and satisfy the increasing demand for green products stand a better chance of succeeding in the marketplace as environmental consciousness continues to develop internationally.

Second, the results of the study confirm how crucial it is for governments to implement laws that support sustainable business practices and green entrepreneurship. Financial incentives, enabling infrastructure, and efficient regulatory frameworks are critical for promoting innovation, investment, and expansion in the green economy. In order to promote an atmosphere that is favorable to green entrepreneurship and sustainable business practices, government measures are crucial. Promoting green innovation, investment, and economic growth requires efficient regulatory frameworks, monetary incentives, and infrastructure assistance. (Arthur et al., 2022; Castillo-Benancio et al., 2023; Mondal, 2023; Nel-Sanders & Thomas, 2022; Xu et al., 2022) Entrepreneurs in areas with green or sustainable development policies are more likely to engage in disruptive innovation behavior, as these policies have been demonstrated to have a major impact on enterprises' disruptive innovation behavior. Delivering value and executing sustainable development require the entrepreneurial supply chain to include green strategies. Furthermore, through businesses' eco-innovation endeavors, government tax and non-tax policies also have an indirect impact on the advantages of the circular economy (CE). Consequently, in order to maximize the benefits of CE, governments should support green business practices, provide a stable environment for entrepreneurs, and put non-tax-based policies into place through institutional framework strengthening and subsidies.

Thirdly, programs like funding schemes, business incubators, and accelerators that support green entrepreneurship are crucial for developing budding entrepreneurs and expanding green enterprises (Mondal, 2023). The expansion and diversification of the green economy are facilitated by the resources, networking opportunities, and mentorship that these programs offer (Castillo-Benancio et al., 2023). For instance, NITI Aayog in India has put into practice a model to help green entrepreneurship and accomplish the Sustainable Development Goals (SDGs) (Shabeeb Ali et al., 2023). Universities and nations can also offer assistance to people and students who want to pursue green entrepreneurship (Arjune & Kumar, 2023). Through an understanding of the elements that impact students' propensity for green entrepreneurship, policymakers can develop pertinent curriculum,

outreach, and financial opportunities to support sustainable projects (Arjune & Kumar, 2023). These activities can help generate green products and clean investments and are essential to tackling the sustainability concerns facing the global economy.

Furthermore, by integrating ecologically friendly practices into manufacturing procedures, technological innovation plays a significant role in attaining sustainable development (Majerník et al., 2023). As a result, companies can create and implement sustainable technology, increase productivity, and lessen their negative environmental effects (Rautela et al., 2023). Developments in resource management, clean energy, and circular economy solutions have the potential to spur economic growth and sustainable development (Rautela et al., 2023). The green economy is advocated by the United Nations Environment Programme (UNEP) as a substitute for traditional methods of achieving sustainable development (Khalid et al., 2023). In order to achieve the Sustainable Development Goals, exponential technologies like blockchain, artificial intelligence (AI), machine learning, the internet of things (IoT), and big data analytics are essential. In order to address climate change, lessen inequality, and provide emerging nations with the chance to catch up with technology, green policies are essential. In order to promote sustainable growth, energy and environmental research and innovation must be encouraged.

Additionally, social entrepreneurship significantly lessens the effects on the environment. Social enterprises are unique in that they tackle environmental issues, empower communities, and support sustainable livelihoods because of their aim to produce beneficial social and environmental consequences (Bataineh et al., 2023; Blanda & Urbančíková, 2020; Khan et al., 2023). These businesses use cutting-edge business strategies that benefit society and advance sustainable development (Kalendzhjan & Kadol, 2023). They present social and economic remedies for society issues, such as energy security and environmental preservation. At the local level, social entrepreneurship has the potential to grow into a significant player in sustainable development. Social entrepreneurship is a means of tackling socially relevant issues and optimizing resources that promote long-term socio-economic growth. All things considered, the results demonstrate how crucial social entrepreneurship is to reducing negative environmental effects and advancing sustainable development.

Evidence points to a link between Indonesia's declining environmental effect and the expansion of green businesses. Studies indicate that utilizing sustainable energy sources, advancing technological advancements, and expanding forested areas can mitigate carbon dioxide (CO₂) emissions (Raihan et al., 2023). Furthermore, economic growth and sustainability can be facilitated by the incorporation of Environmental, Social, and Governance (ESG) components into organizations, particularly MSMEs (Putri & Bangun, 2019). Green business concepts have the potential to be adopted by Indonesia's apparel sector, boosting sustainability and increasing production and efficiency (Palgunadi et al., 2022). Furthermore, it has been demonstrated that the adoption of green construction practices enhances corporate performance in Indonesia (Samosir, 2022). To lessen environmental damage, the Indonesian mining industry has also embraced green mining methods, such as green regulations, management, investment, and technology (Rusminingsih, 2022).

Conclusion

This study concludes that social entrepreneurship in Indonesia plays a significant role in reducing environmental impact and fostering the development of green businesses. The findings highlight that social entrepreneurship, government policy support, green entrepreneurship promotion, technological innovation, and environmental awareness are closely interconnected in advancing sustainability and achieving sustainable development goals. These results suggest that strengthening green entrepreneurial practices can contribute not only to environmental preservation but also to broader economic and social resilience in Indonesia.

The study also carries important implications for multiple stakeholders. For policymakers, the findings emphasize the need to prioritize the formulation and implementation of supportive laws, regulations, and institutional frameworks that encourage green entrepreneurship, stimulate technological advancement, and address environmental challenges. A comprehensive approach to sustainability requires strong collaboration among government institutions, businesses, academic communities, and civil society. For entrepreneurs and business leaders, the results indicate

opportunities to enhance competitiveness and environmental responsibility through social entrepreneurship principles, sustainable business models, innovation, and strategic investment in the green economy. For researchers, the study underlines the importance of continuing to explore emerging trends, innovative business models, and policy initiatives related to sustainability and green entrepreneurship.

Despite these contributions, several limitations should be acknowledged. First, the cross-sectional nature of the data limits the ability to establish causal relationships and generalize the findings across different contexts. Second, the reliance on self-reported data may introduce response bias and social desirability effects. Third, the study focuses mainly on selected factors influencing green business development and environmental impact reduction, while paying less attention to broader contextual variables such as cultural, economic, and political dynamics. These limitations suggest that the findings should be interpreted with caution.

Accordingly, future research is recommended to adopt longitudinal and experimental approaches in order to provide stronger evidence of causal relationships and temporal dynamics. In addition, combining quantitative methods with qualitative approaches, such as interviews and focus group discussions, could offer richer insights into stakeholder experiences and perspectives. Future studies may also apply a multi-level approach to examine the interaction of micro-, meso-, and macro-level factors that shape sustainability outcomes in Indonesia and other comparable settings. By deepening understanding in these areas, future research can provide more comprehensive guidance for promoting green entrepreneurship and supporting Indonesia's transition toward a more sustainable and resilient future.

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