The Influence of Environmental Value and Institutional Intervention in Developing Green Entrepreneurship in Bali

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ABSTRACT

Growing environmental degradation and sustainability challenges have increased the importance of promoting environmentally responsible entrepreneurship. This study examines and explains the influence of institutional intervention in the distribution of green entrepreneurial behavior by using the integration of social marketing and the theory of planned behavior. The novelty of this study is to use institutional intervention as a moderating variable on the relationship between green entrepreneurial intention and green entrepreneurial behavior. The study used quantitative methods. The population of this study is entrepreneurs. The size of the sample used was 120 people with a purposive sampling method. The analytical technique used is structural equation modelling using SEM-PLS. The test results showed that environmental value significantly moderated the influence of attitude toward behavior, subjective norm, and perceived behavioral control toward green entrepreneurial intention. Institutional intervention significantly moderates the influence of green entrepreneurial intention on green entrepreneurial behavior. Green entrepreneurial intention significantly mediates the effect of attitude, subjective norm, and perceived behavioral control on green entrepreneurial behavior among entrepreneurs. In order to increase the number of green entrepreneurships, it is necessary to pay attention to social marketing intervention factors and environmental values to form green entrepreneurial behavior.

Keywords*: Entrepreneurship, Environmental Value, Green Entrepreneurial Behavior, Institutional Intervention, Social Marketing.*

INTRODUCTION

Sustainability issues like climate change and the depletion of natural resources call for behavioral innovation in business and entrepreneurship in the age of globalization and environmental instability. One strategic response is the development of green entrepreneurial behavior, which integrates economic objectives with social and environmental responsibility (Qazi et al., 2020). Social marketing and the theory of planned behavior serve as effective approaches for shaping entrepreneurial behavior, as social marketing principles can encourage sustainable resource use and environmentally oriented business practices (Santika et al., 2022). However, although the concept of green entrepreneurship is increasingly accepted, there are still big challenges in encouraging entrepreneurs and businesspeople to adopt more sustainable behavior. Several basic issues that need to be studied include awareness, knowledge, attitudes towards green entrepreneurship, and institutional support for green entrepreneurship, as well as factors that influence the formation of green entrepreneurial behavior (Liguori et al., 2019).

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The limited adoption of green concepts by entrepreneurs has prompted the Indonesian Government to introduce various green industry programs, including energy conservation, carbon emission reduction, environmentally friendly machinery, green industry standards and certification, incentives, and clean production practices (Iswanti, 2021). However, these initiatives have not significantly increased the number of green entrepreneurs, as evidenced by only 151 companies receiving green industry awards from the Indonesian Ministry of Industry (Antara, 2019). Similarly, in the tourism sector, only 16 out of 293 tourism villages were certified as sustainable in 2021, including Taro Tourism Village. This condition indicates that green entrepreneurial behavior remains low in Bali and Indonesia in general, highlighting the importance of strengthening green entrepreneurial values and behavior among business actors.

Santika et al. (2024) demonstrate that green entrepreneurial behavior can be fostered through social marketing interventions, including entrepreneurship education and training, as well as institutional infrastructure support for green entrepreneurship. Social marketing is a multidisciplinary approach designed to create behavioral change through intervention programs, including the formation of green entrepreneurial behavior using the marketing mix strategy of product, price, promotion, and distribution. Institutional infrastructure support from the entrepreneurial ecosystem, such as government institutions, educational institutions, industry associations, financial institutions, and mass and social media, plays a crucial role in fostering green entrepreneurship in society (Kumar & Das, 2019). Furthermore, effective green entrepreneurial social marketing requires supportive policies and partnerships to ensure successful behavioral change (Kotler & Zaltman, 1971). Therefore, an understanding of behavioral theory is essential for practitioners and policymakers to design effective social marketing interventions aimed at developing green entrepreneurship (Lee & Kotler, 2020).

The Theory of Planned Behavior (TPB) proposed by Ajzen (1991) is a widely used framework for predicting individual intentions and behaviors and has been extensively applied in entrepreneurship research (Solesvik et al., 2014). Initially introduced to entrepreneurship studies by Kolvereid (1996), TPB has since been validated by numerous empirical studies as a reliable model for explaining entrepreneurial intentions and behavior (Bui et al., 2020). In the context of green entrepreneurship, TPB posits that attitudes toward green entrepreneurship, subjective norms, and perceived behavioral control shape green entrepreneurial intention, which subsequently influences green entrepreneurial behavior.

Several empirical studies that use the theory of planned behavior to explain the phenomenon of green entrepreneurial behavior include research by Ramayah et al. (2019), Sargani et al. (2020), and Peng et al. (2021). Based on this explanation, this study develops a research model that integrates the Theory of Planned Behavior and social marketing to explain the formation of green entrepreneurial behavior and extend previous empirical studies. Research on green entrepreneurial behavior is highly urgent due to the dual need to support entrepreneurship for community welfare and to preserve the environment in Bali for sustainability (Hameed et al., 2021). Therefore, this study examines and explains the influence of institutional intervention in the distribution of green entrepreneurial behavior by using the integration of social marketing and the theory of planned behavior.

By analyzing the connection between social marketing and the formation of planned behavior in the context of green entrepreneurship, the results of this study can provide a comprehensive understanding of the factors that influence business people's adoption of sustainable behavior. The results of this study can greatly contribute to the development of planned behavior and more effective social marketing strategies to support the growth of sustainable green entrepreneurship.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Effect of Green Entrepreneurial Intention

Attitude Toward Behavior (ATB), Subjective Norm (SN), and Perceived Behavioral Control (PBC) play key roles in shaping green entrepreneurial behavior. Positive attitudes toward sustainable business practices and environmental responsibility encourage individuals to adopt environmentally friendly entrepreneurship, as evidenced by Kuckertz et al. (2016), who found that favorable sustainability attitudes significantly increase the likelihood of environmentally oriented business creation. Subjective norms further influence green entrepreneurial behavior through social pressure from family, peers, and society, which can strengthen individuals' engagement in environmentally focused entrepreneurship, as shown by Otache et al. (2019). Furthermore, people's confidence in their capacity to engage in green entrepreneurial activities is reflected in perceived behavioral control, which makes it an essential component in comprehending and promoting sustainable entrepreneurial behavior as well as guiding successful policies and support initiatives (Nainggolan & Harsoyo, 2023).

Empirical studies examining the relationships between attitudes, subjective norms, and perceived behavioral control with green entrepreneurial intention have produced varying findings. Vuorio et al. (2017), Chee and Nordin (2020), and Thelken and Jong (2020), stated that attitude towards behavior and green entrepreneurial intention have a positive relationship. While Sargani et al. (2020) stated that attitude towards behavior had no effect on green entrepreneurial intentions. Londono et al. (2020) and Yasir et al. (2021) stated that subjective norms and green entrepreneurial intention have a positive relationship. Meanwhile, Ranasinghe and Ajward (2019) stated that subjective norms had no effect on green entrepreneurial intentions. The results of Peng et al. (2021) found that perception of behavioral control is the main predictor of intention in green entrepreneurship. Thelken and Jong (2020) and Peng et al. (2021) stated that perceived behavioral control and green entrepreneurial intention have a positive relationship. Meanwhile, Soomro et al. (2020) stated that perceived behavioral control had no effect on green entrepreneurial intentions.

H1: Attitude toward behavior has a positive effect on green entrepreneurial intention.
H2: Subjective norm has a positive effect on green entrepreneurial intention.
H3: Perceived behavioral control has a positive effect on green entrepreneurial intention.

The Effect of Green Entrepreneurial Intention on Green Entrepreneurial Behavior

The application of social marketing by Kotler and Zaltman (1971) in developing green entrepreneurial behavior emphasizes behavioral change toward environmentally friendly practices by integrating traditional marketing principles with social and environmental objectives. Through targeted campaigns, education, and communication strategies, social marketing can shape perceptions, attitudes, and intentions related to green entrepreneurship. Its effectiveness relies on the marketing mix of product, price, promotion, and distribution supported by institutional partnerships and policies (Lee & Kotler, 2020). Such institutional support represents an institutional intervention that strengthens the formation of green entrepreneurial behavior.

Research by Santika et al. (2024) demonstrates the role of social marketing in raising awareness and interest in sustainable business practices, while Qazi et al. (2020) highlight that green entrepreneurial behavior can be fostered through social marketing programs, including entrepreneurship education, training, and institutional infrastructure support. In the context of green entrepreneurship, social marketing campaigns promote the economic, environmental, and social benefits of environmentally friendly business practices. Effective interventions require understanding the target audience, providing incentives, and using strategic communication, making social marketing a powerful tool to shape sustainable entrepreneurial behavior and encourage the adoption of green business practices.

Green entrepreneurial intention plays a crucial role in shaping Green Entrepreneurial Behavior (GEB) that focuses on environmental sustainability. Empirical studies show that the level of green entrepreneurial intention can predict the extent to which individuals then engage in sustainable business practices. For example, research by Yi (2021) found that green entrepreneurial intentions have a positive and significant impact on individuals' propensity to start and run businesses that support environmental sustainability. Likewise, research by Amankwah and Sesen (2021) show that green entrepreneurial intentions are positively related to the adoption of sustainable business practices.

H4: Green entrepreneurial intention has a positive effect on green entrepreneurial behavior.

Environmental Value as a Moderating Effect

Empirical studies demonstrate TPB's effectiveness in green entrepreneurship contexts (Bui et al., 2020). Santika et al. (2022) explain that green entrepreneurial behavior formation begins with background factors, such as education, intervention, and environmental values, which influence ATB, SN, and PBC, subsequently affecting green entrepreneurial intention and ultimately GEB. Kuckertz et al. (2016) found that positive attitudes toward green entrepreneurship, social support from the business environment, and individual perceptions of self-control significantly shape sustainable business intentions. These studies provide strong empirical support for TPB as a framework for developing environmentally responsible green entrepreneurial behavior.

Environmental values are ideas that serve as guidelines for actions related to environmental care and the significance of environmental resources (Qazi et al., 2020). The link between attitudes, subjective norms, perceived behavioral control, and green business ambition is moderated by environmental values. Green entrepreneurial intentions can be shaped by supporting subjective norms, positive attitudes toward sustainable company methods, and high perceived behavioral control, all of which can be influenced by an individual's degree of environmental values.

Environmental values moderate the association between attitudes toward sustainable company practices and green entrepreneurial ambition, according to research by Kuckertz et al. (2016). Wang et al. (2021) discovered that the association between subjective norms and green entrepreneurial goals was reinforced by environmental values. Furthermore, environmental values reduce the impact of perceived behavioral control on green entrepreneurial intention, according to research by Hugo and Nuringsih (2020). Therefore, a thorough grasp of how environmental values moderate the impact of attitudes, subjective norms, and perceived behavioral control on green entrepreneurial intention can be very helpful in creating more suitable and successful strategic approaches to promote green entrepreneurial intention.

H5: Environmental value moderates the relationship between attitude toward behavior and green entrepreneurial intention
H6: Environmental value moderates the relationship between subjective norm and green entrepreneurial intention.
H7: Environmental value moderates the relationship between perceived behavioral control and green entrepreneurial intention.

Green Entrepreneurial Intention as a Moderating Effect

Theory of Planned Behavior (TPB) by Ajzen (1991) offers a relevant approach for developing green entrepreneurial behavior by focusing on psychological and social factors influencing behavioral intentions toward sustainable business practices. TPB's three main components apply to green entrepreneurship (Zaremohzzabieh et al., 2019). Attitude reflects individuals' views on green entrepreneurship's importance, subjective norm involves social influence and environmental support, and perceived behavioral control relates to individuals' belief in their ability to implement sustainable business behavior.

Environmental factors in the theory of planned behavior influence behavioral intentions. In green entrepreneurship, entrepreneurial ecosystem factors create conducive environments for development (Liguori et al., 2019). Institutional interventions, including regulations, government policies, and support structures, significantly shape green entrepreneurial behavior by influencing the business environment toward sustainable practices. Empirical evidence demonstrates this positive impact. Demirel et al. (2019) found that government policies and institutional infrastructure supporting renewable energy and energy efficiency incentivize environmentally friendly business practices. Urban and Ratsimanetrimanana (2015) showed that institutional support, particularly financial institutions providing resource access, drives sustainable innovation among entrepreneurs. Targeted institutional interventions thus provide a foundation for green entrepreneurial behavior by creating positive incentives and reducing barriers to sustainable practices. Understanding how institutional interventions shape green entrepreneurial behavior through empirical research offers valuable insights for designing effective policies supporting sustainable business development.

H8: Institutional intervention moderates the relationship between green entrepreneurial intention and green entrepreneurial behavior.

A study conceptual framework was developed to explain how green entrepreneurial behavior develops. The theory used in line with the presentation is the theory of planned behavior and social marketing. The theory of planned behavior explains the stages of behavior change, starting with attitudes, the influence of the environment, confidence in one's ability to act, intention, and finally direct activity, particularly green entrepreneurial conduct. Social marketing can complete the process of molding green entrepreneurial behavior and establish an atmosphere that is conducive to the expansion of green entrepreneurship through institutional or entrepreneurial ecosystem involvement. Interventions include partnerships and policies that support green entrepreneurship.

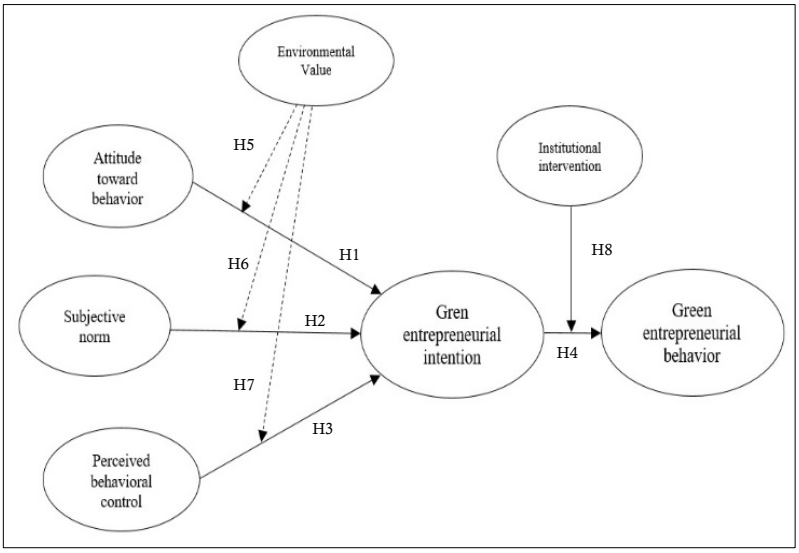

Figure 1. Conceptual Framework

In addition to using moderating variables of environmental values and institutional intervention to shape green entrepreneurial behavior, Figure 1 depicts the research conceptual framework that illustrates the relationship between attitudinal variables, subjective norms, and perceived behavioral control with intention.

RESEARCH METHODS

The Theory of Planned Behavior (TPB) and Social Marketing are used in this study's quantitative investigation of green entrepreneurial behavior. Because of its emphasis on

personal beliefs, subjective norms, and behavioral control that can affect intentions and actions, the TPB serves as the primary theoretical foundation. In addition, a Social Marketing approach is used to design communication strategies and campaigns that can motivate individuals to adopt green entrepreneurial behavior. The research instruments used include carefully designed questionnaires to measure key variables and analyze quantitative data through statistical techniques. Data collection was carried out through an online survey of respondents involved in green entrepreneurial activities. Data analysis will then provide in-depth insight into the factors influencing green entrepreneurial behavior and provide a basis for the development of more effective social marketing strategies to encourage the adoption of such behavior. Structural Equation Modeling (SEM) analysis is employed to examine the relationships among variables and test the proposed research model.

The minimal sample size requirements for structural equation modeling research are met by the recommended sample size of 120 (Rahyuda, 2020). The respondents were Bali-based business owners, a purposeful sampling strategy combined with a nonprobability sampling method was employed. The constructs in this research consist of exogenous variables and endogenous variables. The Environmental Value (EV) construct was measured using a research instrument referring to Qazi et al. (2020). The institutional Intervention Construct (IIN) was measured using a research instrument referring to Kumar and Das (2019). The Attitude to Behavior (ATB) construct was measured using a research instrument referring to Trivedi (2016). The Subjective Norm (SN) construct was measured using a research instrument referring to Doanh and Bernat (2019). The construct of Perceived Behavioral Control (PBC) was measured using a research instrument referring to Doanh and Bernat (2019). The construct of Green Entrepreneurial Intention (GEI) was measured using a research instrument referring to Qazi et al. (2020). The construct of Green Entrepreneurial Behavior (GEB) is measured using research instruments referring to (Hameed et al., 2021).

The study's instruments measure seven aspects of green entrepreneurship. Attitude toward behavior captures interest, preference, and willingness to start green businesses. Subjective norm reflects support from parents, friends, important people, and educational activities. Perceived behavioral control measures confidence, knowledge, resources, and the ability to run green businesses. Environmental value assesses obligation, environmental support, social encouragement, and contribution to environmental protection. Institutional intervention includes incentives, capital support, industry encouragement, training, and media promotion. Green entrepreneurial intention gauges initial ideas, professional goals, willingness, and motivation to address environmental problems. Green entrepreneurial behavior reflects planning, implementation, product development, and funding activities for green businesses.

RESULTS

The data analysis methods used in this work are variance-based structural equation modeling or partial least squares (SEM-PLS). PLS analysis begins with evaluating the structural equation model. This examination consists of two basic evaluation tasks. First, evaluate the measurement model (also called the outer model) in order to determine the validity and reliability of the indicators used to measure study variables or research constructs. In order to ascertain how the constructs connect to one another, the second phase involves evaluating the structural model, also known as the inner model. This involves looking at the research model's effect coefficient, significance value, and R-squared value (coefficient of determination). The structural model or inner model is tested using a bootstrap resampling process.

Table 1. Characteristics of Respondents

Variable	Classification	Frequency	Percentage (%)
Gender	Male	84	70
	Female	36	30

Variable	Classification	Frequency	Percentage (%)
	Total	120	100
Age	18-28 years	18	15
	29-39 years	54	45
	40-50 years	42	35
	51-60 years	6	5
	Total	120	100
Education	High school	12	10
	Associate's	30	25
	Bachelor's	63	52.5
	Post-bacc	15	12.5
	Total	120	100
Business characteristics	Micro businesses	30	25
	Small businesses	39	32.5
	Medium businesses	24	20
	Businesses do not have legality	27	22.5
	Total	120	100
Type of business	Culinary business	54	45
	Fashion business	30	25
	Agribusiness	36	30
	Total	120	100

The study's population consists of 120 business actors in Bali. Respondent attributes, which include gender, age, education, business characteristics, and type of business, are utilized to explain the respondent's identification. Table 1 shows that the majority of responses are male (70%), with only 30% being female. 45% of respondents were between the ages of 29 and 39. A bachelor's degree accounted for 52.5% of the respondents' educational background. Regarding business characteristics, the majority of respondents (32.5%) had small enterprises, followed by microbusinesses (25%), unlawful businesses (22.5%), and medium-sized firms (20%). In terms of company kind, 45% of respondents run a restaurant, followed by agribusiness owners (30%) and fashion designers (25%). When combined with additional data analysis to draw conclusions for the development of policies and recommendations for green entrepreneurship social marketing intervention programs among business actors in Bali, the general characteristics of these respondents can give an overview of their identities.

Table 2. Model Criterion and Correlation Between Latent Variables

Variable	Indicator	Outer Loading	CA	Rho_A	CR	AVE
Attitude Toward Behavior (X1)	X1.1	0.877	0.884	0.892	0.921	0.747
	X1.2	0.938				
	X1.3	0.899				
	X1.4	0.729				
Subjective Norm (X2)	X2.1	0.876	0.893	0.898	0.927	0.760
	X2.2	0.924				
	X2.3	0.884				
	X2.4	0.797				
Perceived Behavioral Control (X3)	X3.1	0.920	0.917	0.922	0.942	0.804
	X3.2	0.944				
	X3.3	0.931				
	X3.4	0.780				
Environmental Value (X4)	X4.1	0.882	0.916	0.917	0.941	0.799
	X4.2	0.917				
	X4.3	0.909				
	X4.4	0.867				
Institutional Intervention (X5)	X5.1	0.835	0.919	0.923	0.939	0.756
	X5.2	0.916				
	X5.3	0.902				

Variable	Indicator	Outer Loading	CA	Rho_A	CR	AVE
	X5.4	0.841				
	X5.5	0.849				
Green Entrepreneurial Intention (Y1)	Y1.1	0.886	0.922	0.922	0.945	0.810
	Y1.2	0.925				
	Y1.3	0.907				
	Y1.4	0.881				
Green Entrepreneurial Behavior (Y2)	Y2.1	0.882	0.888	0.895	0.924	0.754
	Y2.2	0.928				
	Y2.3	0.922				
	Y2.4	0.726				

Table 2 displays the results of the validity and reliability tests. The outer model was assessed using convergent validity, which measures how well the indicators measure their respective constructs, and composite reliability. The validity of each indication was confirmed by outer loading values greater than 0.70. All constructs' composite reliability ratings were greater than 0.70, demonstrating the indicators' consistency and dependability. Furthermore, all constructions' Cronbach's Alpha values were greater than 0.70, indicating that the items consistently explained each construct. Additionally, the Average Variance Extracted (AVE) values were greater than 0.70, indicating that each indicator accurately and consistently represents its corresponding construct. Attitudes, subjective norms, perceived behavioral control, green entrepreneurial goals, environmental values, institutional intervention, and green entrepreneurial conduct are among the constructs examined.

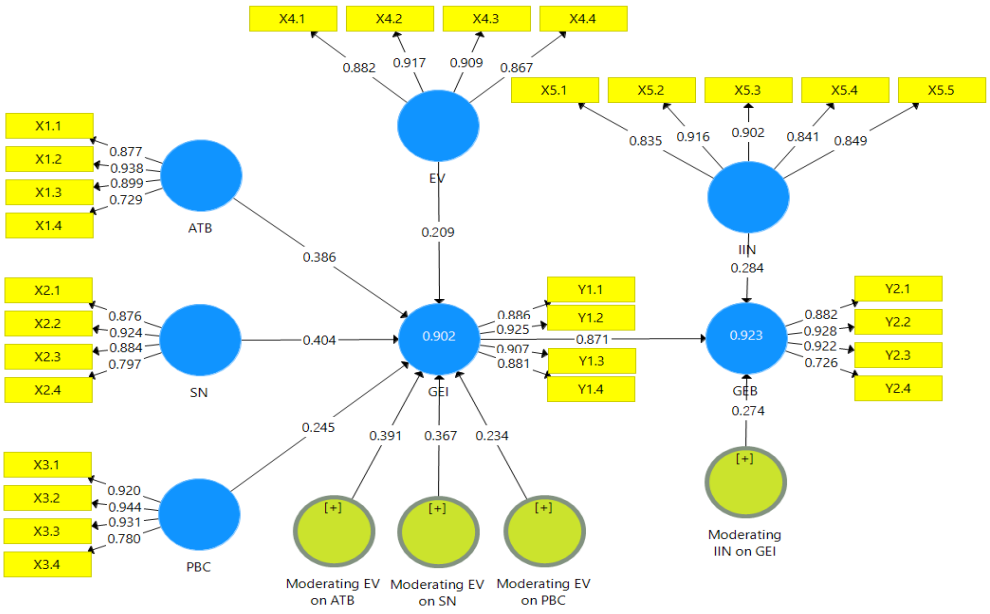

Figure 2. Structural Model

The relationship between study variables, namely exogenous and endogenous factors, was tested in order to determine the outcomes of statistical tests on direct and indirect effects. Statistical software was used to examine the significance of the relationship between the research variables. The result of SmartPLS is displayed in Figure 2, where the coefficient value of the effect between variables is displayed. The magnitude of the influence of the exogenous variable on the endogenous variable is represented by the value on the line linking the variables. For instance, the coefficient of influence of subjective

norms toward green entrepreneurial intention is 0.404 (positive) on the line from subjective norm to green entrepreneurial intention.

Table 3. Coefficient of Determination

Construct	R^2
Green entrepreneurial intention	0.902
Green entrepreneurial behavior	0.923
Note: only endogenous variables have an R^2 value	

Furthermore, the value in the endogenous variable's circle represents the endogenous variable's coefficient of determination, or R-squared value, as seen in Figure 2. For example, the endogenous variable green entrepreneurial intention has a value of 0.902, which means that the coefficient of determination or R-squared value is 0.902. This shows that 93.2% of the variation in the green entrepreneurial ambition variable can be explained by the variables in the model, with the remaining 6.8% being explained by factors outside the model. The R-squared value for each endogenous variable is shown in Table 3.

Table 4. Path Coefficient

Hypothesis	Correlation between Variables	Path Coefficient	t-statistic	p-values	Results
H1	ATB → GEI	0.386	3.664	0.000	All Supported
H2	SN → GEI	0.404	3.570	0.000	
H3	PBC → GEI	0.245	2.396	0.008	
H4	GEI → GEB	0.871	13.39	0.000	
H5	ATB*EV → GEI	0.391	2.397	0.003	
H6	SN*EV → GEI	0.367	2.285	0.011	
H7	PBC*EV → GEI	0.234	2.442	0.018	
H8	IIN*GEI → GEB	0.274	2.952	0.015	

According to Table 4, if the p-value is less than 0.05 or the t-statistic value is more than 1.96, the influence between variables yields significant results. Perceived behavioral control toward green entrepreneurial intentions has a t-statistic value of 2.396, attitudes on behavior toward green entrepreneurial intentions have a t-statistic value of 3.664, and green entrepreneurial intentions toward green entrepreneurial behavior have a t-statistic value of 13.390. The interaction of environmental values and attitudes toward behavior on green entrepreneurial intentions has a t-statistic value of 2.397; the interaction of environmental values and subjective norms on green entrepreneurial intention has a t-statistic value of 2.289; the interaction of environmental values and perceived behavioral control on green entrepreneurial intention has a t-statistic value of 2.442; and the interaction of institutional intervention and green entrepreneurial intention on green entrepreneurial behavior has a t-statistic value of 2.952.

DISCUSSION

All hypotheses were accepted. Attitude toward behavior positively influenced green entrepreneurial intentions. Subjective norms also had a positive effect on green entrepreneurial intentions. Perceived behavioral control positively affected green entrepreneurial intentions. Furthermore, green entrepreneurial intentions strongly influenced green entrepreneurial behavior, showing that positive attitudes, supportive social norms, and stronger perceived behavioral control increase intentions, which in turn enhance green entrepreneurial behavior among business actors in Bali. The results of this research are in accordance with the Theory of Planned Behavior from Ajzen (1991), which states that attitudes, subjective norms, and perceived behavioral control will influence intentions and then directly influence behavior, namely green entrepreneurial behavior. Several empirical studies also support the results of this research, including research by Thelken and Jong (2020), Chee and Nordin (2020), and Peng et al. (2021), which state that attitude has a positive and significant effect on green entrepreneurial intentions.

The research results of Farrukh et al. (2019), Eid et al. (2019), Sargani et al. (2020), and Londono et al. (2020) state that subjective norms have a positive and significant effect on green entrepreneurial intentions. Corresponding results were also obtained from research by Al-Mamary et al. (2020), Tien et al. (2020), Hoang et al. (2020), Jiang et al. (2020), and Qazi et al. (2020), which found that perceived behavioral control had a positive and significant effect on green entrepreneurial intentions. Likewise, research by Amankwah and Sesen (2021) states that green entrepreneurial intentions have a positive and significant effect on green entrepreneurial behavior.

The moderating effect of environmental values on the relationships between attitudes, subjective norms, and perceived behavioral control with green entrepreneurial intentions was positive and significant, supporting hypotheses H5, H6, and H7. Environmental values act as quasi-moderators, strengthening the influence of attitudes on green entrepreneurial intentions while also directly predicting intentions. This indicates that higher environmental values enhance the effect of positive attitudes on green entrepreneurial intentions. The findings support the theory of planned behavior by Ajzen (1991), which highlights values as background factors influencing attitudes, subjective norms, and perceived behavioral control, and align with Social Marketing principles by Kotler and Zaltman (1971), emphasizing the role of institutional policies and values in shaping behavior. These results are consistent with prior research, such as Bhuian and Sharma (2017), showing that strong environmental values foster positive attitudes toward green entrepreneurship.

Conversely, students with low environmental concern show weaker interest in green entrepreneurship despite similar educational exposure. Bhuian and Sharma (2017) found that individuals with high environmental values demonstrate strong motivation for earth preservation and green activities, while those with low environmental values show minimal interest in environmental conservation. Yasir et al. (2021) confirmed that environmental values positively and significantly affect attitudes toward sustainable behavior, while Qazi et al. (2020) stated that environmental values can foster green entrepreneurship development.

The moderating role of institutional intervention on the relationship between green entrepreneurial intentions and behavior yielded positive and significant results, confirming hypothesis H8. This aligns with Lee and Kotler's (2020) social marketing concept, which identifies institutional intervention through partnerships (public campaigns) and policies (regulations) as key to successful behavior change programs in green entrepreneurship. The findings also support Demirel et al. (2019), who stated that entrepreneurs' institutional perceptions significantly impact company growth and survival, and Kumar and Das (2019), who demonstrated that institutional infrastructure support creates regional conduciveness for generating entrepreneurship and new businesses.

By adding to the study of green entrepreneurial behavior from a social marketing perspective through a behavior change intervention program to mold green entrepreneurial intentions and behavior, this research advances knowledge, particularly in the field of marketing management. Additionally, this study contributes to the research on green entrepreneurial behavior, which is still infrequently conducted in developing nations. Using a process model of behavior formation and change that makes reference to the Theory of Planned Behavior and Social Marketing in the distribution of green entrepreneurship behavior, this study adds to a model of how entrepreneurs form green entrepreneurial behavior.

CONCLUSION

The study concludes that attitudes toward behavior, subjective norms, and perceived behavioral control positively and significantly influence green entrepreneurial intentions among business actors in Bali. In turn, green entrepreneurial intentions positively affect green entrepreneurial behavior. Environmental values act as quasi moderators, strengthening the influence of attitudes, subjective norms, and perceived behavioral

control on green entrepreneurial intentions, indicating that higher environmental awareness enhances the formation of intentions. Similarly, institutional intervention positively moderates the relationship between green entrepreneurial intentions and behavior, showing that supportive policies, partnerships, and institutional infrastructure improve the translation of intentions into actual green entrepreneurial practices.

These findings suggest that fostering positive attitudes, supportive social norms, and confidence in entrepreneurial capabilities, alongside promoting environmental values, can enhance green entrepreneurship. Policymakers and practitioners should prioritize institutional interventions, including regulatory support, incentives, training, and social marketing campaigns, to strengthen sustainable business practices. Entrepreneurs can leverage environmental awareness and institutional support to enhance green business adoption. The study is limited to business actors in Bali, which may restrict generalizability to other regions. Data were collected through self-reported surveys, which may be subject to response bias. Additionally, the cross-sectional design does not allow for causal inferences over time.

Future studies could expand the scope to other regions or countries to enhance generalizability, incorporate longitudinal designs to examine changes in green entrepreneurial behavior over time, and explore additional moderating or mediating factors such as financial constraints, cultural influences, or digital technology adoption. Further research could also investigate the effectiveness of specific social marketing strategies and institutional interventions in promoting green entrepreneurship.

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