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Article

Risking established businesses: Does the green capital city encourage sustainable green entrepreneurship pioneering?

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Abstract: In the context of establishing businesses in a new region, neglecting environmental orientation may lead to the omission of crucial motives for entrepreneurs' migration and the subsequent course of their businesses. This present study aims to investigate the effect of green space quality (GSQ), green campaign (GC), and green attitude (GA) on green entrepreneurship pioneering intention (GEPI). Further, national pride (NP) was added as a moderator. This study utilized a cross-sectional approach using a survey method targeting small and medium-sized enterprise (SME) owners who will be relocated to the new capital city. Partial least square structural equation modeling was employed in the data analysis. The results revealed that GSQ, GC, and GA positively influence GEPI. Also, NP moderates the positive influences of GC and GA on GEPI. Entrepreneurs were motivated to pioneer green entrepreneurship in the new region due to environmental factors. Furthermore, their nationalism reinforces the connection between environmental motivations and the aspirations to undertake such pioneering endeavors. The findings present valuable insights for governments to formulate policies that encourage entrepreneurs to migrate internally and establish new economic nodes. Further, the results demonstrate how nationalism encourages green business pioneering endeavors in an untapped market.

Keywords: green entrepreneurship; sustainable entrepreneurship; entrepreneurial intention; entrepreneurial orientation; SMEs

1. Introduction

The environmental sustainability issue gave rise to the green entrepreneurship concept, which promotes a vision to achieve sustainability of natural resources in economic growth driven by Small and Medium Enterprises (SMEs). This issue has driven many environmental efforts to seek a balance between economic growth and environmental conservation (Soderholm, 2020). Governments worldwide actively endorse environmental consciousness through extensive campaigns to cultivate a positive consumer attitude toward green entrepreneurship (Appiah et al., 2023; Appiah et al., 2022; Bendig et al., 2022; Pelc and Sulich, 2021; Sharma, 2021). Likewise, the government, through its pro-environmental policies, encourages the emergence of green entrepreneurship among business actors (Yin et al., 2022).

Green entrepreneurship can be defined as entrepreneurial endeavors that encompass the creation of environmentally friendly products with the aim of making a profit while taking environmental preservation into account Gao et al. (2019). The motivation to engage in green entrepreneurship is mainly explained by pro-environmental behavior theory that supports the notion of deliberative actions that promote environmental sustainability (Hamada et al., 2021). Pro-environmental behavior is a combination of self-interest motivation and a desire to create a sustainable and comfortable environment to live in. Other studies have pointed to the theory of planned behavior, suggesting that green business endeavor results from a combination of self-interest choice and norm activation from the surrounding environment (Maseno and Wanyoike, 2021; Sharma, 2021). Drawing from risk aversion theory, personality and culture are key factors that influence entrepreneurial attitudes and the intention to pursue self-employment. Yet, empirical evidence attests that in emerging countries, entrepreneurs are not prepared to engage in green business as it requires some investments in innovative products and operations. Moreover, government support is seen as lacking, which in turn fails to instill confidence for those who intend to start green businesses (Vasilescu et al., 2023). Thus, it is critical to uncover the motivational factors that can minimize entrepreneurs' resistance, while encouraging them to take the risk of pioneering green business, particularly in untapped markets.

Previous studies affirm that the desire to participate in green entrepreneurship is notably shaped by external outlooks regarding the prospect of the green business sector within a specific market or geographical area (Bendig et al., 2022; Maseno and Wanyoike, 2021; Patzelt and Shepherd, 2011). Entrepreneurs encounter numerous uncertainties in implementing green businesses or products due to unfamiliarity among consumers, primarily when they aim to penetrate an untapped market within a new region. However, the courage to tap into a new market with green concepts provides an opportunity to create a new community with a positive attitude toward green practices. In aggregate, this new market can drive the country's sustainable economy based on green economics.

In recent years, scholars have explored various antecedents related to pro-environmental behavior, both in terms of external and internal factors involving individuals. One critical external factor in determining such behavior is the green space quality (GSQ), which reflects the ability of an area to provide comfortable living using greeneries (Jamalishahni et al., 2023; Nguyen et al., 2021). The establishment of GSQ is a global objective that all nations are required to adhere to, with the goal of promoting environmental sustainability, as outlined in the United Nations Sustainable Development Goal (SDG) Target 7, which declares, "by 2030, ensure universal access to safe, inclusive, and accessible, green and public spaces." (Nguyen et al., 2021). In particular, Dada et al. (2022) highlighted the critical role of GSQ in maintaining business performance within a region by preserving the ecological support needed to thrive. Over time, urban greening projects have been undertaken to maintain and increase property values beyond their functionality. A more recent study from Kempf and Syz (2022) also affirmed the drivers behind consumers' willingness to pay a premium price for green housing, including energy savings and the comfort of living. Another external influence in the form of the green campaign (GC) encourages society

to value eco-friendly products, thereby motivating entrepreneurs to engage in environmentally responsible business practices (Rasvanis and Tselios, 2023). Additionally, in response to the UN's SDG target, various governments have initiated GC as a multilateral social movement that encompasses diplomatic and trade interactions among countries. Thus, GC has evolved into a worldwide effort to promote the sustainability of the planet (Sarwar et al., 2019). Likewise, this campaign fortifies entrepreneurs' internal value reflected by their green attitude (GA), which takes environmental considerations into account when making any business decisions (Appiah et al., 2023; Appiah et al., 2022). GA embodies the internalized values of entrepreneurs, leading to consistent implementation of environmentally responsible business practices.

Despite the critical contributions of environmental-related factors as mentioned above, there are scarce studies that specifically investigate the impact of internal motivation and external environmental aspects on the intention to embark on green entrepreneurship (Khan et al., 2023; Molnar and Paunescu, 2020). Neglecting the environmental factors could result in overlooking the critical motives for the migration and the subsequent business trajectory of entrepreneurs in the respective destinations (Hunter and Nawrotzki, 2016). Thus, the entrepreneurs' positive attitude toward environmental issues, originating from either external exposure or internal values, will establish the foundation for long-term economic development. Moreover, there is a dearth of studies investigating entrepreneurial motivation in the context of internal migration, as many international organizations are more concerned about monitoring international migration and its impact on the global-economic level (Alam and Mamun, 2022). In the context of national development, internal migration will be a more relevant focus as it distributes the population and economic capacity among regions within a country (Alam and Mamun, 2022; Appiah et al., 2022). Therefore, this present study aimed to fill this gap by examining the impact of green GSQ, GC, and GA toward green entrepreneurship pioneering intention (GEPI) among entrepreneurs in the context of internal migration within a country.

Various countries worldwide are experiencing internal migration due to enacted, even coercive Government policies to balance population distribution, reduce economic inequality, and create new economic nodes (Alam and Mamun, 2022). The migration policies should ensure that the cities will be populated and function as intended (Alghais et al., 2018). SMEs play a critical role in the local-based economic development in the area as they serve as a source of growth and development through job creation, innovations, and human development (Abid et al., 2023; Appiah et al., 2022; Kumar and Verma, 2022; Tze San, 2022). Nonetheless, there is a potential gap between the government's will and entrepreneurs' aspirations, who must bear the risk of venturing into untapped markets. The government should adopt a strategy fostering entrepreneurship's pioneering endeavor, where national pride (NP) has been identified as a critical pathway to bridge this gap (Bornman, 2022; Wang et al., 2023).

The context of this study is the Indonesian Government's program to relocate its capital city from Jakarta to Penajem Pasar Utara, which aimed to create a more equitable distribution of economic growth outside Java Island. The establishment of SME communities that adopt green practices will strengthen the foundation of the green economy in the new capital city and can serve as a development model for other

regions. Moreover, a green based economy better preserves environmental sustainability and reduces dependence on finite natural resources, enabling the country to become more self-reliant with a sustainable economy (Liu et al., 2021). Therefore, this paper aims to address these research questions:

RQ1: To what extent do GSQ, GC, and GA influence GEPI?

RQ2: How does the effect of NP on GEPI vary with the level of GSQ, GC, and GA?

Meanwhile the objectives of this present study are:

RO1: To examine the direct effects of GSQ, GC, and GA toward GEPI.

RO2: To examine the moderation effect of NP on the relationship between GSQ, GC, GA and GEPI.

By addressing those questions, the findings extend the existing body of knowledge in green entrepreneurship literature. It does so by examining how an entrepreneur's environmentally conscious mindset and the quality of green spaces influence their green business pioneering endeavor. Furthermore, the findings deepen our comprehension of the role of NP in bolstering the impact of environmental inclinations on green business pioneering. From a practical standpoint, the findings offer valuable insights into the government's policies to drive entrepreneurial behavior in supporting the development of the new capital city. Also, the findings shed light on strategies to encourage sustainable practices among SMEs in the newly developed capital city.

The later parts of this paper were organized as follows: In the following section, relevant literatures were described, incorporating the necessary theories to formulate the hypotheses. Subsequently, the research methodology is elucidated, covering the measurement, data collection, and analysis steps. Next, the findings were presented, and critical highlights were discussed. The last section encompasses the conclusion, theoretical and practical implications, as well as limitations and directions for future studies.

2. Literature review and hypotheses development

2.1. Green space quality

One theoretical approach related to the importance of green space is Ulrich's Psycho-evolutionary Theory (Ulrich, 1993). This theory suggests that observing natural environments plays a crucial role in promoting positive emotional changes and reducing the harmful impacts of physiological arousal. Green space commonly comprises vegetation, natural elements, and other ecological components (Hochuli and Taylor, 2017). Duan et al. (2018) further elaborated on that definition, accentuating that green space is a sum of green paved, private gardens, green forests, and derelict land within a city. The most common way to assess green space is to determine the exposure to greenness within a circular buffer of an area, such as a residential address, industrial area, or business and administrative district (James et al., 2015). For instance, Kwon et al. (2021) defined the GSQ using a green space score that reflects the number of vegetation per capita of the population residing in a city. Furthermore, Ta et al. (2021) emphasized the importance of both quality and quantity aspects of green spaces accentuating that it is critical to not only increase the greening level but

also address the diversification issues of the vegetation within a green space. By addressing this issue, it is possible to attain the appropriate vegetation composition according to the designated purpose of the city districts.

Green spaces are a crucial aspect of urban living as they protect the community against the harmful impacts of urbanization on health (Nguyen et al., 2021). Moreover, good quality green space fosters individuals' physical and psychological well-being while preventing loneliness due to more opportunities to engage in social connections (Dada et al., 2022; Jamalishahni et al., 2023). Urban green spaces fulfil a wide range of different purposes, including that of economic. Over time, urban greening projects have been undertaken to maintain and increase property values beyond their functionality. Consumers are willing to pay a higher price for property with aesthetically pleasing environments surrounded by quality green spaces (Jonsson et al., 2020).

Green space offers a vast range of opportunities for entrepreneurs, and in many cases, the quality of green space determines their business performance. For instance, Dada et al. (2022) found that a decrease in the green space quantity impacted the entrepreneurs' business performance in the tourism industries. On the other hand, urban green space facilitates SMEs to support their primary recreational purpose for urban society (Appiah et al., 2023). Jamalishahni et al. (2023) asserted that urban green spaces benefit people from both high and low socio-economic status. By offering space for communities, regardless of their socio-economic status, green space prevents individuals from feeling lonely and depressed, which has an adverse impact on their health (Wan et al., 2021). Green space reinforces social cohesion and enhances community resilience, which in turn affects their purchasing power (Silva et al., 2022). Moreover, the close communities present favorable prospects for SMEs to promote their products, capitalizing on the natural promotions generated through interactions within green spaces.

2.2. Green campaign

The modified value-belief-norm theory, which incorporates environmental awareness from Liobikiene and Poskus (2019), suggests that pro-environmental behaviour is a collective action driven by external factors. Furthermore, Liobikiene and Poskus (2019) states that, worldwide, increasing concerns about environmental sustainability are largely driven by substantial efforts from both governments and non-governmental organizations in conducting GC. The advancement of a green economy has emerged as a widely embraced value framework for global economic progress (Sarwar et al., 2019). The green economy has been extensively advocated as a novel strategy to enhance human welfare while mitigating environmental hazards (Pelc and Sulich, 2021). This vision is widely shared among nations and has been translated into Sustainable Development Goals (SDGs) and their corresponding indicators, with a primary focus on multilateral agreements encompassing conventions on climate change and biodiversity (Liu et al., 2021). As a result, there has been a continuous rise in government expenditure to back GC, with a targeted allocation of public funds, policy reforms, and regulatory adjustments (Feng et al., 2022; Vasilescu et al., 2023).

The industries and their marketing activities are partially considered responsible for environmental damage as their actions contribute to increased consumption while shortening the product life cycle (Sharma, 2021). In the context of small-scale industries, sustainable entrepreneurship has gained prominence with an equal emphasis on corporate social responsibility for large companies (Gonzales et al., 2022). GC actively promotes collective society awareness and leadership styles that support green entrepreneurship as a basis for organizational growth (Kumar and Verma, 2022; Rasvanis and Tselios, 2023). In addition, GC targets individuals with varying levels of awareness regarding environmental issues, aiming to cultivate their positive attitude towards green product consumption (Afridi et al., 2021; Duckit and Milfont, 2010). To achieve this, the Government employs diverse channels to implement the GC, where social and persuasive media yields greater effectiveness than unidirectional vertical communication methods (Cao et al., 2021). Moreover, the government and local public institutions often extend their support for GC by offering incentives and funding to streamline the process of establishing environmentally conscious entrepreneurs (Vasilescu et al., 2023).

2.3. Green attitude

The New Ecological Paradigm Theory by Dunlap et al. (2000) states that each individual has an ecological attitude reflecting the belief that humans need to live in harmony with nature and should not excessively exploit natural resources. This theory focuses on the recognition of the earth's limited capacity to sustain life, which shapes a positive attitude toward the environment.

Further, Duckit and Milfont (2010), GA can be described as a psychological inclination toward assessing the natural environment in a positive or negative manner. Duckit and Milfont (2010) further elucidated that GA comprises two key elements: Values and beliefs. Green value encompasses how individuals demonstrate their appreciation for environmental sustainability endeavors, specifically regarding product consumption (Chang and Chen, 2012). As a result, individuals depend on environmental sustainability indicators as a benchmark to determine the expectations that a product should fulfill. The theory of value believes that people develop a particular perspective on the environment based on their value orientations (Li et al., 2021). Further, this belief shapes the outcomes of their actions attributable to environmental responsibility (Afridi et al., 2021). Therefore, this belief, in turn, influences the development of personal concerns, ultimately leading to the adoption of pro-environmental behavior.

The concept of GA measures how individuals perceive environmental challenges and subsequently develop a sense of consciousness and curiosity regarding their consumption choices and the environmental consequences (Li et al., 2021). This attitude originates from an individual's self-perception, fostering a sense of connection and unity with nature, thereby influencing the behavioral outcome (Herman et al., 2021). Individuals with greater concern for the future are more likely to possess GA and engage in business practices supporting environmental sustainability. On the other hand, individuals with lower levels of environmental concern are less inclined to do

so and require more convincing strategies to encourage their involvement in pro-environmental behavior (Afridi et al., 2021).

2.4. National pride

National pride theory was first coined by Kim and Smith (2006), who stated that a group of individuals needs an identity referred to as a nation. NP is closely related to patriotism and is an integral part of one's social identity. NP often motivates individuals to participate in national activities or to act in the best interest of the nation. NP serves as the psychological link that connects personal fulfillment with the collective objectives and aims of the Government (Wang et al., 2023). NP is acknowledged as a crucial emotional element of national identity that impacts the affection, favoritism, and importance attributed to belonging among the nation members (Helbling et al., 2023; Kim and Smith, 2006; May, 2023). There are various ways to evoke national pride. Particularly noteworthy is that the national anthem was the most critical predictor of NP. Therefore, it can be asserted that NP is an outcome of an individual's identification with their nation and stems from a continuous endeavor to cultivate the spirit of patriotism in society.

A capital city holds an important symbolic representation of a nation. New capitals or towns that undergo significant reconstruction to become capital cities are carefully planned to highlight the state's place in the global community. By building a modern capital city, a state symbolically elevates itself to equal standing with other nations (Browning, 2015; Schatz, 2004). Strategically, the new capital city also serves as nation branding and conveys messages regarding the country's development directive and contribution to global progress (Vecchi et al., 2021). Moreover, a modern capital city can enhance both people's and the Government's self-esteem and their sense of ontological security within the broader context of aligning with late global modernity (Browning, 2015). Thus, individuals with a strong identification towards their nation will experience a heightened sense of pride towards their country (Kim and Smith, 2006).

2.5. Green entrepreneurship pioneering intention

The entrepreneurship theory of the firm underscores the importance of identifying market opportunities, even those that are in their nascent stages of development (Kirzner, 1973). This theory highlights the significance of the "first entrance" advantage or being a pioneer, with new innovations aligned with future trends. With this advantage, a company is likely to enjoy the greatest profits due to the absence of competitors in the same market. Pioneering entrepreneurs are closely associated with the innovation concept that generates unique products with strategic features in underdeveloped markets but has the potential to expand (Boutilier and Uzunidis, 2014). Ishaq et al. (2023) highlighted the essential role of green innovation as a major factor for sustainable finance, driven by the consumers' growing awareness toward environmental sustainability. Similarly, Aftab (2024) suggested that SMEs which pioneer innovative green products and processes can have strong distinguishing features compared to those operating in conventional way. Furthermore, entrepreneurs in an underdeveloped market often encounter limited resources and supporting

infrastructure for their businesses. In such cases, the ability to use whatever resources are available in an innovative way, rather than relying on traditional methods, plays a vital role in SMEs' survival and growth (Abid et al., 2023).

Green entrepreneurship has gained attention from scholars recently due to its principles that emphasize environmental sustainability alongside business interests. Green entrepreneurship directs attention towards safeguarding nature, supporting life, and benefiting the community while pursuing opportunities to create future-oriented products and services for various gains which include both economic and non-economic benefits for individuals and society (Patzelt and Shepherd, 2011). Entrepreneurs who venture into environmentally sustainable businesses must embrace risks as pioneers, as their business models must diverge from the conventional ones that prioritize profits (Appiah et al., 2022). Green entrepreneurs must diligently assess the environmental impact on the local communities, which consequently calls for other investments to develop green business practices (Bendig et al., 2022). These investments are long-term in nature and may not necessarily yield adequate returns (Zhou et al., 2022). Hence, the Government aims to mitigate such risks by providing subsidies and fostering the demand side for green products.

2.6. Green space quality and green entrepreneurship pioneering intention

GSQ positively impacts an individual's health conditions and psychological well-being. High GSQ can attract communities with higher purchasing power to reside in a particular area, as it promotes physical and mental health (Jonsson et al., 2020; Kempf and Syz, 2022). Green space creates opportunities for enhancing social connections and community resilience, thereby impacting purchasing power (Silva et al., 2022). Moreover, a society with good psychological well-being will likely demand products and services that offer pleasure, joy, and excitement (Ridgway et al., 2008). A society with strong purchasing power presents opportunities for entrepreneurs with environmentally friendly products/services.

H1: GSQ positively influences GEPI.

2.7. Green campaign and green entrepreneurship pioneering

The massive GC conducted by the Government encourages businesses to operate with environmental consciousness (Rasvanis and Tselios, 2023). Furthermore, the Government aids green entrepreneurs in launching their ventures by offering incentives and other forms of support, thus facilitating environmentally conscious businesses (Vasilescu et al., 2023). GC, which focuses on the quality of green products and health, enhances consumer awareness and intention to consume environmentally friendly products (Afridi et al., 2021). This surge in consumer awareness serves as a strong motivation for entrepreneurs to pioneer green businesses.

H2: GC positively influences GEPI.

2.8. Green attitude and green entrepreneurship pioneering

The individual's attitude towards the environment will determine a positive psychological inclination towards environmental sustainability. This inclination

guides behavioral outcomes promoting environmental sustainability (Afridi et al., 2021). Entrepreneurs with green attitudes will strive to create environmentally friendly products due to their internal values (Chang and Chen, 2012). Entrepreneurs with positive attitudes toward green products will make dedicated efforts to meet their self-efficacy in producing environmentally friendly products (Dilotsolhe, 2021). This internal motivation will substantially impact entrepreneurs' efforts during business venturing in an untapped market.

H3: GA positively influences GEPI.

2.9. National pride as moderators

Previous studies have identified a positive correlation between nationalism and pro-environmental behavior (de Bruin, 2022; Hamada et al., 2021; Posocco and Watson, 2022; Soderholm, 2020). The individuals' affection and pride towards their nation inspire a greater sense of responsibility for preserving the environment for the future generation (Hamada et al., 2021). Pride is an important element connecting nationalism and environmentalism, and governments often reinforce this pride through GC, highlighting the importance of environmental sustainability (Posocco and Watson, 2022). Moreover, NP encourages society to contribute to national efforts to prevent climate change caused by environmental degradation (de Bruin, 2022; Posocco and Watson, 2022). Therefore, NP can fortify the intention to venture into an environmentally oriented business.

H4: NP moderates the positive influence of GC towards GEPI such that an increase in NP strengthens the relationship between GC and GEPI.

NP evokes a sense of national dignity and encourages individuals to act in the country's best interest (Kim and Smith, 2006; May, 2023; Wang et al., 2023). NP nurtures a positive mindset and inspires the individuals' conviction that governmental measures will steer the nation forward in a more favorable trajectory (Kim and Lee, 2021). NP fulfills the individuals' need for a sense of belonging and encourages a spirit of self-sacrifice, even if it means setting aside personal or group interests (Easley, 2021). Hence, NP will enhance the inclination of entrepreneurs with a positive green attitude to venture into an untapped market, even if it means bearing the risk of failure.

H5: NP moderates the positive influence of GA toward GEPI such that an increase in NP strengthens the relationship between GA and GEPI.

Figure 1 displays the conceptual model based on the hypotheses.

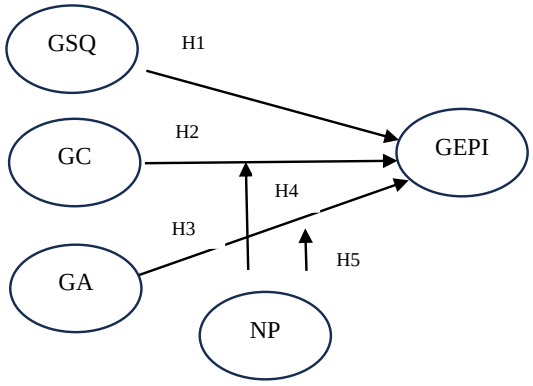

Figure 1. Conceptual model.

3. Methodology

3.1. Research design and data collection procedure

This research employed a survey to collect the data. A questionnaire is used to gather the responses from the participants. The population consists of SMEs operating in West Kalimantan, a province closest to the new capital city location. The local government has planned to relocate these SMEs as an effort to accelerate the community's economic growth during the early establishment of the new capital city. Therefore, the sampling method used is non-probability purposive sampling, where respondents were intentionally selected based on specific characteristics according to the research objectives. According to the local government's database, 9820 registered SMEs actively operated in the last five years. Hence, the population characteristics aligned with the research objective of investigating the entrepreneurs' intention to establish new businesses or branches in an untapped market. We incorporated the Yamane formula to calculate the sample size as it is suitable for a known population size and can be applied to a wide range of research fields (Adam, 2020). With a 5% margin of error, a minimum sample size of 385 was required. We sought assistance from the local government to access the SMEs' contact numbers. Then we recruited and trained the enumerators to ensure they could fully understand and communicate the questions accurately to the participants. We also conducted supervision and monitoring during the data collection activities. Respondents were offered monetary incentives to encourage participation and improve the response rate. Respondents were informed that the survey was voluntary and that their identities would be kept confidential. At the end of the survey, the respondents were asked to sign the informed consent statement. After conducting the survey for eight weeks, the enumerators successfully interviewed 655 SME owners. After data cleaning, 418 complete responses were obtained and could be further processed. Thus, the minimum required response was exceeded, with a response rate of 63.8%.

3.2. Measures

The 5-point Likert scales were adapted from previous studies and modified according to this study's context. The GSQ was adapted from Reid et al. (2022), containing three items; GC was adapted from Bailey et al. (2018), containing three items. GA was adapted from Balram and Dragicevic (2005), containing five items. NP was adapted from Kim and Smith (2006) and Meitinger (2018), containing six items, while GEPI was adapted from Zahra (1996), containing four items. The GSQ, GC, GA, NP, and GEPI responses were anchored with 1: Strongly disagree and five strongly agree. The scales were translated into Bahasa Indonesia and back translated to their original languages to assure linguistic equivalence. A panel consisting of three experts were asked to ensure the face validity of the scales. Further, the scales were pre-tested on 30 entrepreneurs, and they were asked to provide feedback on the wording. The wording is then revised accordingly. The final items are displayed in **Table 1**.

Table 1. Variables and items.

Variables	Items	Source
Green space quality (GSQ)	GSQ1 I like it when my business location is surrounded by vegetations/grennery.	Reid et al. (2022)
	GSQ2 I would like to be able to see a lot of plants and greenery.	
	GSQ3 I would like to have easy access to green spaces in my neigborhood.	
Green campaign (GC)	GC1 I tend to pay attention to campaigns that talk about the environment.	Bailey et al. *(*2018)
	GC2 I respond positively to the green campaign.	
	GC3 I support products that promote environment sustainability.	
Green attitude (GA)	GA 1 I would like to participate in the management of green spaces in my neighborhood.	Balram and Dragicevic (2005)
	GA2 I would pay more municipal taxes in order that the existing green spaces are protected.	
	GA3 Having easy access to information about green spaces in my neighborhood will encourage me to be more involved in its planning and management.	
	GA4 The green spaces in my neighborhood contribute to my quality of life.	
	GA5 I would support keeping the existing green spaces in my neighborhood as they would increase my property value.	
National pride (NP)	NP1 I would rather be a citizen of Indonesia than of any other country in the world.	Kim and Smith (2006)
	NP2 The world would be a better place if people from other countries were more like the Indonesians.	
	NP3 Generally, speaking Indonesia is a better country than most other countries.	
	NP4 People should support their country even if the country is in the wrong.	
	NP5 I am proud to be an Indonesian	Meitinger (2018)
	NP 6 I am happy to be an Indonesian	
Green entrepreneurship pionering (GEPI)	GEPI 1 I spent heavily to invest in an environmentally friendly business process.	Zahra (1996)
	GEPI 2 I maintain green practices in my business.	
	GEPI 3 I intend to introduce many environmentally friendly products.	
	GEPI 4 I am willing to become a pioneer in green entrepreneurship in a new market.	

3.3. Data analysis

The main analysis involved the application of partial least square structural equation modeling (PLS-SEM) using SmartPLS3 to evaluate the proposed hypotheses. The PLS-SEM analysis technique has been recognized for its ability to estimate cause-effect relationship models that have been theoretically established (Zeng et al., 2021)—the analysis comprised two steps. The first step evaluated the measurement model to confirm the construct's validity and reliability. Convergent validity was

ensured by employing composite reliability (CR) and average variance extracted (AVE) assessment. Discriminant validity was assessed using Fornell and Larcker criterion, loadings, cross-loadings, and heterotrait-monotrait ratio (HTMT). The second step involved examining the structural model, which entailed conducting direct and moderated regression to test the proposed hypotheses. Before running the main analysis, the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity were employed to ensure sample adequacy. Then, common method bias (CMB) was assessed using Harman's single factor test to prevent the possibility of measurement error and spurious correlations between variables (Buckley and Cote, 1987). In addition, the predictors underwent multicollinearity assessment to prevent inflated standard errors, which may produce invalid regression coefficients (Hair et al., 1995).

4. Results

4.1. Respondent demographics and business profiles

After two months, the enumerators successfully contacted 700 SMEs, out of which 418 willingly provided complete responses. Thus, the minimum sample requirement (385) was exceeded with a 59.7% response rate. The respondents were mainly female (57.30%), "between 31–40 years old" (37.98%); followed by "between 41–50 years old (20.22%)". The business sectors mainly come from food and beverages (32.81%), followed by clothing and apparel (28.09%). Most of the participants have run the business for 5–7 years (31.46%) and were able to generate revenue "between IDR 5–10 million per month (36.63%)". **Table 2** displays the respondents' demographic and business profiles.

Table 2. Respondent's demographic and business profiles.

	Num	**Percentage**
Gender		
Female	265	63.40%
Male	153	36.60%
Age (years old)		
18–30	67	16.03%
31–40	169	40.43%
41–50	90	21.53%
51–60	74	17.70%
> 60	18	4.31%
Business sector		
Food and beverages	146	34.93%
Clothing and apparels	125	29.90%
Agricultural products	43	10.29%
Drugs and cosmetics	17	4.07%
Household needs	72	17.22%
Others	15	3.59%

Table 2. (*Continued*).

	Num	Percentage
Business age (years)		
0–3	129	30.86%
3–5	89	21.29%
5–7	140	33.49%
7–10	53	12.68%
> 10	7	1.67%
Monthly revenue (IDR)		
< 2 millions	23	5.17%
2–5 millions	53	11.91%
5–10 millions	163	36.63%
10–15 millions	82	18.43%
15–20 millions	94	21.12%
> 20 millions	3	0.67%

Source: Questionnaire responses.

4.2. Sampling adequacy, common method bias, and multicollinearity

The KMO assessment of sampling adequacy indicated a satisfactory value of 0.734, surpassing the recommended threshold of 0.5 (Field, 2000). No factors other than the proposed variables were found. Bartlett's test of sphericity also yielded a significant result ($p = 0.000$) (Field, 2000), confirming that the data was not an identity matrix. Consequently, the data was deemed suitable for factor analysis. Harman's one-factor test was conducted to examine the common method bias (CMB), employing rotated principal component analysis (PCA) with all items included in the assessment. The first component with the highest eigenvalue accounted for 34.2% of the variance. The value did not exceed the recommended cut-off of 50%, indicating that CMB was not a concern in this study (Podsakoff et al., 2003). Next, all predictors underwent multicollinearity assessment. The variable inflation factors (VIF) also remained below the cut-off value of 10 (GSQ = 1.083, GC = 1.128, GA = 1.034, NP = 1.061). Therefore, multicollinearity was not a problem in this present study (Hair et al., 2012).

4.3. Measurement model assessment

To validate and to ensure the reliability of the outer models, composite reliability (CR) and average variance extracted (AVE) was assessed. This assessment allows the justification of the structure of the latent variables and their indicators (Hair et al., 2012). **Table 3** indicates that all the loading values exceeded the recommended threshold of 0.5. Additionally, both CR and AVE surpassed the recommended cut-off value of 0.6 and 0.5 respectively (Hair et al., 2012). The results indicate that each indicator was strongly related to and measured the same variables. Therefore, convergent validity was assured.

Table 3. Confirmatory factor analysis.

Variables	Items	Loadings	Composite reliability (CR)	Average variance extracted (AVE)
GSQ	GSQ1	0.851	0.9	0.75
	GSQ2	0.813		
	GSQ3	0.929		
GC	GC1	0.967	0.973	0.922
	GC2	0.944		
	GC3	0.97		
GA	GA1	0.843	0.925	0.711
	GA2	0.841		
	GA3	0.865		
	GA4	0.892		
	GA5	0.769		
NP	NP1	0.805	0.923	0.665
	NP2	0.827		
	NP3	0.782		
	NP4	0.828		
	NP5	0.808		
	NP6	0.842		
GEPI	GEPI1	0.858	0.928	0.762
	GEPI2	0.889		
	GEPI3	0.872		
	GEPI4	0.872		

Source: SmartPLS output collated by authors.

Subsequently, discriminant validity was assessed using Fornell and Larcker criterion, loadings, cross-loadings, and HTMT. According to the Fornell and Larcker criterion, the square root of the Average Variance Extracted (AVE) for each variable was found to be greater than the correlations between different constructs (as shown in **Table 4**). Thus, each item related more strongly to its respective variable than the others (Fornell and Larcker, 1981). The loadings and cross-loadings evaluation indicated that each variable's loading was higher than the cross-loadings (**Table 5**). Furthermore, the HTMT ratio was also below the threshold of 0.85 and the upper limit confidences were below 1, as presented in **Table 6**. Thus, discriminant validity was assured (Henseler et al., 2015).

Table 4. Fornell and Larcker criterion.

Variables	GSQ	GC	GA	NP	GEPI
GSQ	*0.866*				
GC	0.264	*0.96*			
GA	0.028	0.045	*0.843*		
NP	0.057	0.193	0.127	*0.816*	
GEPI	0.157	0.32	0.218	0.295	*0.873*

Note: The square root of AVE is italicized. Source: SmartPLS output collated by authors.

Table 5. Loadings and cross-loadings.

Variables	Items	GSQ	GC	GA	NP	GEPI
GSQ	GSQ1	0.851	0.185	0.064	−0.006	0.101
	GSQ2	0.813	0.186	0.014	0.092	0.1
	GSQ3	0.929	0.285	0.008	0.058	0.179
GC	GC1	0.255	*0.967*	0.052	0.192	0.327
	GC2	0.248	*0.944*	0.028	0.154	0.289
	GC3	0.26	*0.97*	0.048	0.208	0.304
GA	GA1	0.038	0.041	0.843	0.078	0.142
	GA2	0.036	0.016	0.841	0.077	0.148
	GA3	0.001	0.066	*0.865*	0.09	0.189
	GA4	0.064	0.05	*0.892*	0.145	0.217
	GA5	−0.018	0.011	*0.769*	0.127	0.198
NP	NP1	0.018	0.213	0.158	*0.805*	0.245
	NP2	0.027	0.148	0.067	*0.827*	0.275
	NP3	0.075	0.124	0.09	*0.782*	0.175
	NP4	0.059	0.155	0.155	*0.828*	0.219
	NP5	0.074	0.141	0.042	*0.808*	0.193
	NP6	0.044	0.155	0.105	*0.842*	0.295
GEPI	GEPI1	0.135	0.285	0.17	0.276	*0.858*
	GEPI2	0.16	0.279	0.181	0.316	*0.889*
	GEPI3	0.118	0.281	0.214	0.221	*0.872*
	GEPI4	0.132	0.273	0.198	0.209	*0.872*

Note: Each item's loading is italicized.
Source: SmartPLS output collated by authors.

Table 6. Heterotrait-monotrait.

Variables	GSQ	GC	GA	NP	GEPI
GSQ		0.28	0.056	0.082	0.167
GC	0.28		0.047	0.205	0.344
GA	0.056	0.047		0.135	0.237
NP	0.082	0.205	0.135		0.316
GEPI	0.167	0.344	0.237	0.316	

Source: SmartPLS output collated by authors.

4.4. Structural model assessment

Following the direct regression analysis, we found that GSQ positively influences GEPI ($\beta = 0.084$, $t = 2.01$, $p = 0.045$). GC also positively influences GEPI ($\beta = 0.252$, $t = 4.956$, $p = 0.000$) Similarly, GA positively influences GEPI ($\beta = 0.155$, $t = 3.609$, $p = 0.001$). Therefore, H1, H2, and H3 were accepted. The government's implementation of high-quality green spaces and green campaigns motivates entrepreneurs to adopt green approaches when establishing new businesses in the new capital city. Furthermore, this intention is further reinforced by the entrepreneurs'

internal motivation, specifically their positive attitude towards environmental sustainability.

Subsequently, we performed moderated regression analyses using NP as the moderating variable. The results indicated that NP plays a significant role in moderating (strengthening) the positive impact of GC on GEPI (β = 0.129, t = 2.586, p = 0.004). Also, NP significantly moderates (strengthens) the positive impact of GA in GEPI (β = 0.104, t = 2.585, p = 0.014). Therefore, H4 and H5 were accepted. The SRMR value and NFI index demonstrated acceptable values of 0.046 and 0.906 (Bentler and Hu, 1999). The sense of national pride enhances the positive impact of environmental campaigns on the motivation to pursue business opportunities in a new location. Likewise, the individual's national pride reinforces the effect of environmental attitude on the desire to embark on entrepreneurial endeavors in the new capital city. **Table 7** displays the summary of direct and moderated regression on the structural model. **Figure 2** visually presents the relationship between variables along with the regression power.

Table 7. Regression results.

	Relationship	***β***	***t***	***p***	r^2	**SMSR**	**NFI**	**Decision**
H1	GSQ → GEPI	0.084	2.01	0.045**				Supported
H2	GC → GEPI	0.252	4.956	0.000*				Supported
H3	GA → GEPI	0.155	3.609	0.000*	0.222	0.046	0.906	Supported
H4	GC*NP → GEPI	0.129	2.586	0.01**				Supported
H5	GA*NP → GEPI	0.104	2.585	0.01**				Supported

Note: * Significant at p < 0.0001 (one-tailed); ** significant at p < 0.05 (one-tailed). Source: SmartPLS output collated by authors.

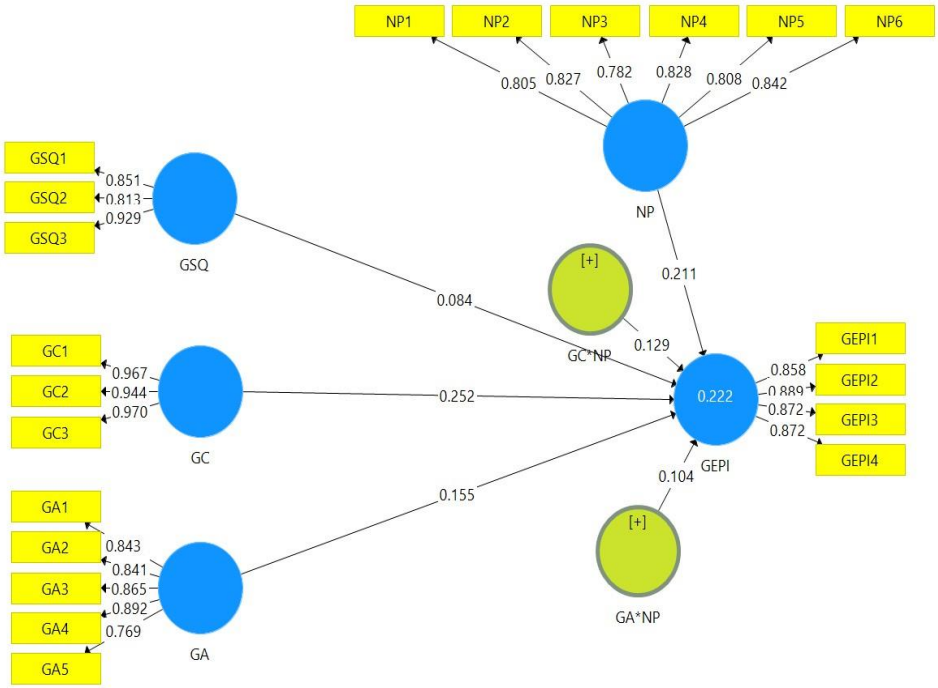

Figure 2. Regression results between variables.

Source: SmartPLS output.

Next, we performed slope analysis to gain a deeper comprehension of the effect of NP on the relationship between predictors and outcomes. As seen in **Figure 3**, the slope is steeper in the high NP than in the low NP. The figure indicated that the positive effect of GC on GEPI in the high NP is stronger than in the low NP. In other words, entrepreneurs with great pride in their country will be more motivated to pioneer green entrepreneurship when exposed to GC. Meanwhile, the slope of the positive impact of GC on GEPI tends to be flatter for individuals with low NP. Entrepreneurs with low NP are also motivated to engage in pioneering green business, even though the influence of GC may not be as significant. Likewise, for entrepreneurs with high NP, GA plays a more substantial positive impact on GEPI, as indicated by a steeper slope (**Figure 4**). The figure suggests that entrepreneurs with high NP are more likely to be motivated to pioneer green business due to the influence of their GA. Also, entrepreneurs with low NP will still be motivated to engage in green business pioneering, even though the effect of personal GA is not as significant as those with high NP.

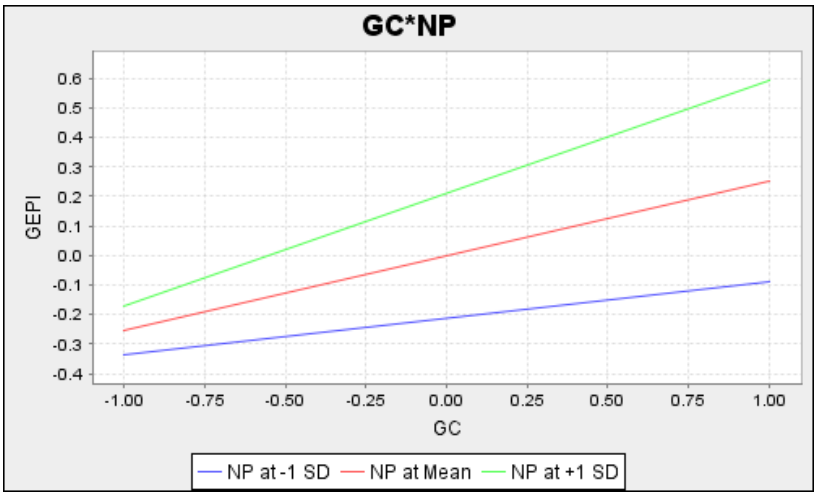

Figure 3. Slope of the moderation effect of GC x NP on GEPI.

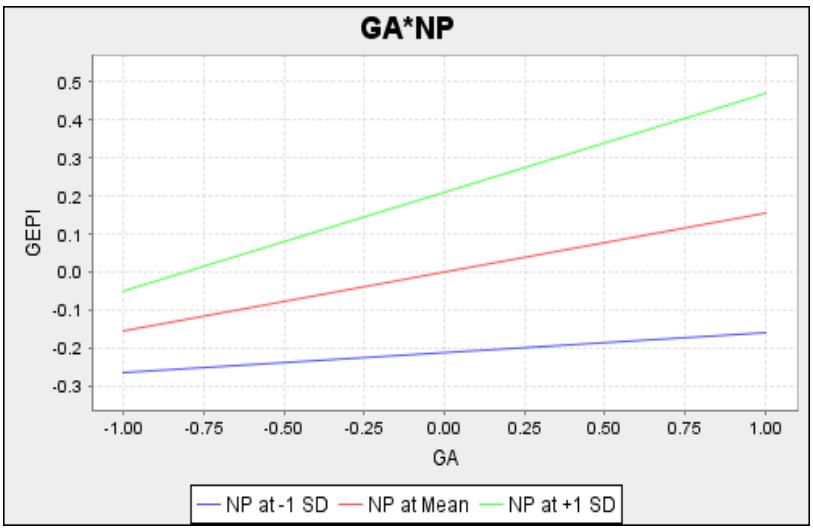

Figure 4. Slope of the moderation effect of GA x NP on GEPI.

5. Discussion

Green business is gaining prominence within the global community as an attempt to reduce the negative effects of climate change while safeguarding environmental sustainability. Entrepreneurs, as the main drivers of the national economy, play a crucial role as pioneers of environmentally oriented businesses, particularly in the region designated as a new node of economic growth. However, venturing into environmentally oriented businesses in a new territory carries the risk of failure due to an underdeveloped market. As such, bridging the gap between government and entrepreneurs' interests is crucial by investigating the motivating factors that drive the intention to pioneer green business in the new region.

The first variable in this study, GSQ, was proved to positively influence GEPI. Consistent with findings from (Jonsson et al., 2020; Kempf and Syz, 2002), GSQ positively impacts the physical and mental health of the population, thereby minimizing healthcare expenses. As a result, the income allocated for spending increases, strengthening their purchasing power. This increase offers entrepreneurs the prospect of establishing businesses in untapped regions. This finding also confirms the results of Appiah et al. (2023), which argued that a well-maintained green environment attracts a larger population to reside in the respective area. This large population allows entrepreneurs to market their products as the consumer base grows.

Next, GC was found to positively influence GEPI. Similar to the findings of Rasvanis and Tselios (2023), the government-initiated GC can enhance entrepreneurs' intention to become pioneers in green business ventures in a new area. Entrepreneurs also perceive an opportunity for market growth when GC is implemented extensively. As Afridi et al. (2021) discovered, GC can potentially enhance consumers' positive attitudes toward green products. This positive influence applies to both entrepreneurs and consumers, allowing the development of green product market demand in the new area. Therefore, being a pioneer in the green business offers a promising first-mover advantage as well as long-term income potential.

GA was found to positively influence GEPI. The finding corroborates the findings from Chang and Chen (2012) and Dilostsolhe (2021), accentuating that entrepreneurs with strong GA are driven to develop environmentally friendly products based on their internal values. This value can motivate entrepreneurs to start new businesses or to open new branches in an underdeveloped market. Entrepreneurs with high GA are willing to bear the risks of business failure to fulfil their self-efficacy (Dilostsolhe, 2021). This idealism plays a significant role in pioneering green business in a new area.

The moderation testing of NP shows that it strengthens the relationship between both GC and GA with GEPI. In line with the findings of (Hamada et al., 2021), NP is identified as one of the driving factors of pro-environmental behavior, with the primary reason being providing sustainability assurance for future generations. This result also confirms the arguments from Wang et al. (2023), accentuating that NP bridges the gap between government interest and entrepreneurs. Through a sense of pride toward their country, entrepreneurs will perceive running environmentally friendly businesses to ensure economic continuity for the next generation. Moreover,

this motivation is expected to increase the willingness to risk establishing new businesses within underdeveloped markets.

NP has also been proven to strengthen the positive influence of GA toward GEPI. These findings confirm the previous research accentuating that NP evokes a sense of national dignity and encourages individuals to act in the best interest of their country (May, 2023; Wang et al., 2023). Entrepreneurs who possess strong GA already have a positive fundamental principle towards various environmental conservation efforts. NP further magnifies this stance and their efforts to build green businesses. Consequently, the government can conveniently utilize the NP approach to foster green entrepreneurial ventures in the new capital city, serving as a foundation for future economic development.

6. Conclusions

This present study aimed to investigate the external and internal motivations for entrepreneurs to become pioneers of green business in an untapped market within a new region. Specifically, this present study investigates the direct effects of GSQ, GC, and GA toward GEPI. Furthermore, NP was added as a moderator to examine its impact on the relationship between predictors and the outcome. The results showed that GSQ, GC, and GA positively influence GEPI. NP also strengthens the positive effect of GC and GA toward GEPI.

This study highlights the motivation to engage in pro-environmental behaviours, yet the interaction of these motivations with people's tendency to avoid risk remains underexplored. Theoretically, the study reveals that risk aversion behaviour can be influenced by both external and internal motivations; to some extent, if these motivations are strong enough, they can shift individuals' intentions toward riskier behaviour. The findings indicate that GSQ, GC, and GA positively influence GEPI, promoting risk-taking behaviour in launching eco-friendly businesses in untapped markets. Consequently, these factors encourage entrepreneurs to shift from actions with predictable outcomes to riskier actions with more uncertain outcomes. Evidently, GSQ and GC inspire optimism for a healthy community with a strong purchasing power that will evolve into a promising market in the future. On the other hand, GA, an internal factor reflecting an entrepreneur's commitment to green business, acts as a driving force in manifesting the idealisms and values toward environmentally oriented SMEs. Entrepreneurs with this value perceive newly untapped markets offers opportunities to establish an eco-friendly business that aligns with their principles. Moreover, the study empirically demonstrates that NP enhances the magnitude of both external and internal motivations toward riskier behaviour. NP, as a reflection of patriotism and national identity, positively impacts risk-taking behaviour aimed at economic growth, particularly by encouraging entrepreneurship to explore green business opportunities in new regions.

On the policy front, the findings provide valuable insights for the government in formulating effective policies to encourage internal migration among entrepreneurs and the establishment of new businesses in the new capital city. The government must establish regulations that mandate a minimum amount of green space, whether on public or private land. These regulations should also include provisions for integrating

green space with the availability of public areas for community and SMEs. Furthermore, environmental campaigns have been shown to influence entrepreneurs' intentions to relocate to new areas. Thus, the government can engage in continuous targeted outreach to entrepreneurs to inspire their intent to migrate to the new capital city. This engagement can be done by approaching SMEs through training programs both before and after opening businesses in the region, providing a comprehensive framework for green development. Training should be conducted continuously to ensure SMEs can implement green business principles in the long term. On a broader scale, the government should conduct campaigns using symbols or narratives that evoke nationalism, such as emphasizing how the economic design of the new capital city is focused on future generations. By doing so, the government can achieve the target number of SMEs launching businesses with environmentally oriented approaches, supporting the vision of an eco-friendly new capital city.

7. Limitation and direction for further studies

This present study has several limitations that future studies may address. Firstly, the sample in the study only involves SMEs located on the same island as the new capital city. The proximity of this location can lower the risk perceived by entrepreneurs in moving their businesses. Further study can examine how the location proximity interacts with entrepreneurs' intention to relocate their businesses. Secondly, the samples represent an SME community the government has targeted in the business relocation program. Thus, entrepreneurs may expect that the government may provide incentives that lower the degree of perceived risk they will bear. Future studies can involve samples not targeted by the government and compare the perceived risk of business relocation with SMEs that receive government assistance. Third, this study only involves green space, green campaigns, and green attitude. In fact, many other variables related to environmental preservation efforts can influence the intention to engage in green business. Future research can investigate these variables and examine their impact on entrepreneurs' intention to engage in green business pioneering.

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