

Business Performance In Entrepreneurship Study In The Process Of Student Business Sustainability

Indah Wahyu Utami^{1*}, Sharina Osman², Lisa Nur Savira Dewi Saputri³, Valentina Diva Febriana⁴

Faculty of Science and Technology, Universitas Duta Bangsa Surakarta^{1,3,4}, UniKL Business School Malaysia²

*Correspondence Email : indah.wahyu@udb.ac.id

ABSTRACT

Business sustainability is a concept that makes business beneficial for the economy and the environment and people's lives. One of the indicators of business sustainability is the optimization of business performance. Student business startups are businesses run by students that are expected to produce sustainable business performance. Business performance in entrepreneurship studies in clouding the business sustainability process of students needs to be carried out through the implementation of Green HRM (GHRM) by focusing on human resource practices and entrepreneurial intentions owned by students. If you have optimized good business performance, so that in the future it can increase business sustainability among entrepreneurial students.

KEYWORDS

Entrepreneurial Intention; Green HRM; Business Performance; Business Sustainability, Students



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INTRODUCTION

The study of the field of entrepreneurship aims to develop individual entrepreneurial abilities through the knowledge and skills needed to start and maintain a business. Meanwhile, students' entrepreneurial intentions focus on realizing business sustainability, which is supported by innovation and entrepreneurial creativity. Startup ventures are a way to create businesses that measure their social impact in a sustainability assessment system [1]. Innovation is an important part of shaping creativity to be an important indicator in economic and social development. This can indirectly meet the needs of individuals and society, thus supporting the development of student businesses to encourage sustainability. The main driver in creating a sustainable business opportunity is the entrepreneurial intention among students. Adequate human resources are needed to support students' business performance in the future. Based on the results of a study, it shows that students' entrepreneurial intentions are influenced by individual attitudes and the ability to adapt to technological advances to create sustainable businesses [2]. As an effort to encourage the sustainability of a business, it is carried out through environmentally friendly human resource management activities, such as increasing awareness about the environment, and recycling, aiming to optimize sustainable economic development.

Green HRM (GHRM) plays an important role in business sustainability and can support the growth of startup businesses through effective human resource management. HRM plays an important role in startup growth by paying attention to the perspectives of entrepreneurs and employees [3]. Strategic human resource management (HRM) can integrate the concept of environmental sustainability into business startups by embedding sustainability into a performance management system that evaluates employees' contributions to environmental goals. Employee involvement through communication, and participation, as an effort to increase commitment to environmental sustainability [4]. Good human resource management, especially Green HRM can help in improving business orientation and superior performance. Social commitment and sustainable business are the responsibilities of students who run startups [5]. Implementing Green HRM will support the realization of a healthy and competitive business environment. If this is achieved, then student business performance will also be optimal [13].

Student business performance can be indirectly influenced by entrepreneurial intentions and the implementation of Green HRM. Sustainable entrepreneurship emphasizes individual actions, relationships, and opportunities. Student business startups support a good business organizational culture and must improve the performance of Green HRM through HR practices that promote business sustainability. The development of these startups is also influenced by technology and innovation that helps improve operational efficiency, product differentiation, and organizational development [6]. Along with the proliferation of business competitors, HRM optimization is important for more sustainable organizational management. This needs to be in line with optimizing environmental performance in organizations that focus on sustainable development [7]. Efforts to improve student business sustainability are carried out by optimizing performance and implementing Green HRM to strengthen entrepreneurial intentions, especially student entrepreneurship at UniKL Business School Malaysia (UBis UniKL) and the Faculty of Science and Technology, Duta Bangsa University of Surakarta (FST UDB). Students sometimes face obstacles in creating innovative products and building effective human resources. Students as agents of change are expected to become young entrepreneurs who can interact and collaborate. Another challenge faced at UBis UniKL and FST UDB is the lack of optimal entrepreneurial intention and the lack of implementation of Green HRM in human resource management for sustainable business development.

RESEARCH METHOD

This research uses a quantitative descriptive research method that aims to describe studies of the direct and indirect influence of business performance, entrepreneurial intentions, and the implementation of green HRM on student business sustainability. The population in this study were undergraduate students at UniKL Business School (UBis) UniKL Malaysia in particular and students at the Faculty of Science and Technology (FST) UDB Surakarta. The research sample was taken based on the Krejcie and Morgan (1970) table which shows a sample size of 380 students. The research implementation began with general observations and interviews, before compiling a questionnaire with several question items according to the variable items. The process of collecting data through literature studies from several relevant scientific research articles and questionnaires was carried out using online and offline methods. All respondents provided answers through online interviews and continued by filling out questionnaires distributed by the research

team. The results of data analysis are described and analyzed based on the results of the questionnaire and literature study carried out in this research.

RESULT AND DISCUSSION

Entrepreneurial intentions are very important for the sustainability of a business so that the business always develops, innovates and of course will increase income [8]. Green HRM is no less important than entrepreneurial intentions because Green HRM is a managerial approach that focuses on human resource practices that support the sustainability of the business environment. Entrepreneurial intentions and green HRM have been implemented well by students at the Faculty of Science and Technology, Duta Bangsa University, Surakarta and students at UNIKL Business School Malaysia. By paying attention to these two aspects, students can build a business that is not only financially profitable but also contributes to environmental preservation. This can also improve a business's image in the eyes of consumers who are increasingly environmentally conscious. Before students start a business or business, they should emphasize the importance of the mindset of being an entrepreneur. Entrepreneurial intention is one of the determinants of student success in running their business. In addition, good human resource management is needed, in supporting business sustainability in the future. So that good business performance will continue.

Student entrepreneurs at the Faculty of Science and Technology, Duta Bangsa University of Surakarta, Indonesia, and at UniKL Business School Malaysia in running their businesses have strong intentions. In addition, with the provision of entrepreneurial knowledge, entrepreneurial internship experience, and the support of human resources who are committed to a good business, it will provide optimization in realizing sustainable business performance. Green HRM is the determinant for oriented business management not only to generate profits, but also how student businesses are able to adapt to all existing business dynamics. Student entrepreneurs in two faculties carry out their business by prioritizing the commitment of entrepreneurial intentions at the beginning of their business. So, their business can make a positive contribution in order to support business sustainability. This is in line with research [15], that Entrepreneurship Intents can encourage students' business achievements in the future. In addition, the implementation of Green HRM makes the business environment healthier and more competitive [16].

This was also conveyed by [9], who stated that sustainable attitude indicators such as supporting subjective norms, controlling behavior, recognizing adequate opportunities and encouraging the triple bottom line have a strong influence on the intention to promote sustainability in student entrepreneurship. Entrepreneurship education should develop people and entrepreneurial aspirations by equipping individuals with the appropriate knowledge and skills to start and sustain a business [10]. This research refers to the theory of planned behavior in determining how the factors selected (Innovative, proactive personality, need for achievement, internal locus of control, risk taking tendencies, lifestyle integration, social networks, recognition of resources and opportunities, attitude towards entrepreneurship, subjective norms and perceived behavioral control) influence entrepreneurial intentions and behavior of budding entrepreneurs [11].

Therefore, many organizations in most industries are implementing proactive and strategic environmental performance programs to gain competitive advantages such as green human resource management (GHRM). However, investment in GHRM practices will not only have a direct impact on environmental performance, but also have indirect effects through several mediating variables due to the underlying nature of the concept of environmentally friendly HRM practices [7]. GHRM literature studies pay less attention to identifying previous organizational capabilities that can inspire the implementation of environmental performance programs [12]. This study shows that the impact of educational development support, conceptual development support, and state support on the ability of entrepreneurs to carry out green entrepreneurship is positive [13]. GHRM makes a positive contribution to environmentally friendly innovation in business. The mediating role of environmentally friendly human resources and environmental knowledge is also statistically significant [14].

Entrepreneurial intentions play an important role in generating new business. Attitudes and behaviors are influential in shaping intentions. Entrepreneurial intention involves the interaction of entrepreneurial attitude orientation, social capital, and psychological capital. The study results show that the orientation of entrepreneurial attitudes, social capital, and psychological capital collaboratively and interactively affects students' entrepreneurial intentions [17]. Other studies show that Sustainable entrepreneurial intentions are influenced by an individual's attitude toward creating a sustainable business, the perceived difficulty in carrying out such actions, and subjective norms [18]. This study contributes to and expands on previous findings regarding the positive relationship between individual sustainability orientation and entrepreneurial intention by theorizing about the perceived attributes of the green market as a mediation process to translate sustainability beliefs into entrepreneurial intentions [19].

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CONCLUSION

Entrepreneurial intentions have an important role in supporting business performance. When business performance is achieved, it indirectly encourages the realization of the sustainability of a business, while still prioritizing innovation and business creativity in accordance with market trends. In addition, Green HRM, which focuses on clean human resource management practices, is a productive operational management. The existence of entrepreneurial intentions and green HRM has been well implemented by student entrepreneurs at the Faculty of Science and Technology, Duta Bangsa University, Surakarta Indonesia and UniKL Business School Malaysia students. By always maintaining these two aspects, student entrepreneurs can build a business that is not only financially profitable but also contributes to environmental

conservation. If entrepreneurial intentions and Green HRM have been well realized, it can improve the image of a business in the eyes of consumers who are increasingly aware of the competitive environment. Because, before students start a business, they should already have the mindset of becoming a committed entrepreneur. Entrepreneurial intention is one of the determining factors for students' success in realizing optimal business performance. So that business sustainability will be achieved in the future,

Students at the Faculty of Science and Technology, Duta Bangsa University of Surakarta, Indonesia, and UniKL Business School Malaysia who are pioneering, and running their businesses already have strong entrepreneurial intentions. In addition, with the provision of entrepreneurial knowledge, entrepreneurial internship experience, and the support of human resources who are committed to the business, they can realize sustainable business performance. The application of Green HRM is a determinant of business management not only emphasizing profits, but how student businesses are able to adapt to fluctuations in market trends and competitive consumer segmentation. According to the results of several literature studies on entrepreneurial intentions and support for good Green HHRM management, it can inspire the implementation of a healthy business environment performance program. This study shows that the impact of supporting the development of entrepreneurship education, business intention support, and Green HRM management can make a positive contribution to business performance in environmentally friendly innovation.

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