

## RELIGIOSITY AND GREEN ENTREPRENEURSHIP MOTIVATION: THE ROLE OF COMMITMENT TO ENVIRONMENT

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### ABSTRACT

**Objective:** This quantitative study investigates the key predictors of motivation for green entrepreneurship. **Research Design & Methods:** Religiosity is identified as an independent variable, green entrepreneurship motivation as the dependent variable, while commitment to environment is the mediating variable. The sampling method was purposive random sampling from 160 SME Leaders in Yogyakarta. Data analysis used SEM PLS. **Findings:** The findings showed that all hypotheses are supported. Religiosity positively impacts green entrepreneurship motivation and commitment to environment, while commitment to environment positively impacts green entrepreneurship motivation. Besides that, the connection between religiosity and green entrepreneurship motivation is mediated by commitment to environment. **Implications and Recommendations:** The result suggests that religiosity directly affects both the drive to engage in green entrepreneurship and the commitment to environmental responsibility; the commitment to the environment serves as a key mediator, amplifying the overall motivation. A limitation of this study is its cross-sectional design, which restricts the ability to generalize the results. Therefore, future research could focus on testing the model with a larger sample and exploring religious motivation as a distinct predictor of green entrepreneurship motivation. **Contribution & Value Added:** Conceptually, this research contributes to existing model antecedents of green entrepreneurship motivation that have rarely been studied before, and highlights the roles of religiosity and commitment to environment. Practically, this finding opens up opportunities for policymakers to develop programs that can help MSME actors leverage their religious motivation to create more sustainable businesses.

**Keywords:** commitment to environment; green entrepreneurship motivation; religiosity.

**JEL codes:** Z12, Q56, L26

**Article type:** research paper

### INTRODUCTION

Environmental issues continue to rise due to challenges posed by global climate change, pollution, and the depletion of natural resources. Over time, the business world has increasingly been marked by concerns over environmental degradation, which could threaten the future sustainability of businesses. In the past decade, environmental problems have become more prominent, characterized by illegal deforestation, rising air and water pollution, and other forms of environmental damage (Hayasaka et al., 2014). According to studies by experts, business environments with industrial waste are major contributors to environmental pollution (Reeb et al., 2015).

Ongoing environmental damage will lead to the scarcity of resources needed for business activities and could threaten the continuity of sustainable businesses. The emergence of the 17 Sustainable Development Goals (SDGs) ratified by the United Nations provides a framework for achieving

economic growth, with an emphasis on economic, social, and environmental objectives for all UN members by 2030 (Kroll et al., 2019). This situation encourages businesses to shift their focus towards environmentally friendly operations (Abdelwahed et al., 2022; Yanto et al., 2019).

Micro, small, and medium enterprises (MSMEs) hold a crucial position in the global economy, including in Indonesia, where they make a substantial impact on job creation, poverty reduction, and economic development. According to data from the International Labour Organization (ILO) (2019), there are 62 million MSMEs in Indonesia, contributing 5.5 trillion IDR to GDP annually. More than 60% of MSMEs are involved in the manufacturing industry, which produces goods (ILO, 2019). Therefore, it is understandable that in Indonesia, industrial activities generate waste that causes air and water pollution, as well as other environmental damage (Chapagain et al., 2022). MSMEs, as a key sector in the economy, play a crucial role in enhancing economic quality, creating jobs, and reducing poverty. However, this sector faces major challenges, including the unsustainability of business practices and a lack of focus on environmental aspects. With growing attention to environmental issues, MSMEs are encouraged to not only focus on financial gains but also contribute to environmental sustainability through the adoption of green entrepreneurship behaviors.

Indonesia, with its diverse recognized religions, is home to a religious society that practices religious rituals according to its beliefs. In the context of MSMEs, religiosity often serves as a foundational value influencing business decisions and practices. Religiosity is considered one of the antecedents of green entrepreneurship motivation. Previous research indicates that religiosity is consistently linked to or influences individual behavior (Felix et al., 2018; Karimi et al., 2022; Kumar et al., 2022). The influence between religiosity and green entrepreneurship motivation can be explained using VBN theory, where religiosity influences an individual's environmental concern. However, many scholars have not yet fully explored this relationship. Karimi et al. (2022) specifically mention that religiosity is a dominant social factor influencing behavior, yet there is limited research on its impact on environmental behavior. Felix et al. (2018) suggest that religion influences a consumer's attitude and behavior, the other side, research on the relationship between religion and consumer concern for the environment remains fragmented across specific religious themes rather than broader religiousness. Kumar et al. (2022) argue that when religion is considered a variable influencing behavior, it should also be seen as a social force shaping individuals' actions, activities, and business practices.

Many MSME entrepreneurs in Indonesia have a strong religious background, so these spiritual values can encourage them to act more ethically and responsibly, including in environmental matters. However, in practice, MSMEs still face various challenges. A major obstacle to adopting green attitudes and behaviors is the public's lack of awareness and understanding regarding the importance of environmentally friendly businesses (Ognjanović et al., 2024). Thus, even though many MSME entrepreneurs possess strong religiosity, this is not necessarily reflected in green practices (Suhartanto et al., 2024), such as waste management or using eco-friendly materials. Often, they are unaware that environmentally friendly practices align with the religious teachings they follow.

The second challenge is that green entrepreneurship practices require a strong commitment to the environment, which determines the sustainability of eco-friendly businesses (Maisaroh et al., 2024). According to the website [umkmindonesia.id](http://umkmindonesia.id), the phenomenon of MSMEs shifting towards eco-friendly businesses is beginning to grow, particularly in sectors such as crafts, cosmetics, batik, food and beverages, and other MSME sectors (Fitri, 2022). However, most of these MSMEs are still in the early stages of implementing eco-friendly business practices. Initial efforts include changing product packaging, reducing plastic use, managing raw materials, recycling, and shifting to online marketing. Therefore, a strong commitment to the environment is necessary to ensure MSMEs remain consistent in maintaining sustainable (eco-friendly) business practices.

To bridge the gap in this phenomenon, this study addresses the limited literature on the impact of religiosity on green entrepreneurship motivation on SME leaders in Indonesia. Past studies have discussed religiosity and green entrepreneurship separately. However, this research combines both variables and analyzes how the religious values and ethics held by MSME entrepreneurs can motivate them to adopt sustainability principles in their businesses. Existing research is still limited to the role of

religious values in influencing environmental concern (Felix et al., 2018; Karimi et al., 2022; Kumar et al., 2022). This new perspective is highly relevant given that Indonesia, as a Muslim-majority country, has entrepreneurs whose lives are strongly influenced by religious values.

This study offers a fresh perspective by highlighting how religiosity can drive the formation of green entrepreneurship motivation with strong environmental commitment as a mediator. Previous research on green entrepreneurship has concentrated on external factors, like policies and institutional support, or other external influences. This innovation provides deeper insights into the psychological processes within MSME entrepreneurs, specifically how religious values shape commitment to the environment, which in turn motivates them to take more sustainable actions. This study seeks to enhance the literature on the factors that impact green entrepreneurship motivation, particularly in relation to SME and religious communities.

## LITERATURE REVIEW

### Value-Beliefs-Norms (VBN) Theory

VBN theory, developed by Stern (2000) provides a conceptual framework for understanding pro-environmental behavior. It explains how individual values influence beliefs, which then shape personal norms that drive pro-environmental actions. According to the VBN theory, the effect of values on behavior is mediated through beliefs and personal norms (Stern, 2000). The VBN model begins with values, which influence beliefs, leading to norms that ultimately guide behavior. Research has shown that individual values, such as altruism, biospheric concerns, and egoism, can shape how people perceive the environmental impact of their actions (Ghazali et al., 2019; Yu & Yu, 2017). This framework provides valuable insights into the motivations behind pro-environmental behavior, highlighting the roles of values, beliefs, and personal norms. Although it has some limitations, the VBN theory remains widely used in environmental behavior and sustainability research due to its ability to connect psychological and sociological factors.

### Green Entrepreneurship Motivation and Religiosity

Entrepreneurial motivation is defined as a strong internal drive to actualize one's potential by thinking creatively and innovatively to create new products or value for others (Huang et al., 2012). In the context of green entrepreneurship, motivation is defined as the internal drive that encourages individuals to participate in entrepreneurial ventures focused on addressing environmental and social issues while seeking economic opportunities (Wang et al., 2021). It is a specific aspect of entrepreneurial motivation that emphasizes ecological principles, social responsibility, and sustainability, alongside traditional business objectives (Wang et al., 2021). Green entrepreneurship motivation can be influenced by various factors, such as personal values related to environmental responsibility, the desire to capitalize on the emerging green market, regulatory pressures, or the need to address social challenges like climate change (Wang et al., 2021).

Religiosity encompasses the extent where individuals or groups participate in, and uphold their religious beliefs, values, and practices (King & Crowther, 2004). It reflects the level of commitment and involvement in religious activities, beliefs, and values within a person's life or community (McManus, 2024). Religiosity is associated with values, morals, and ethics, which are expressed through symbols, doctrines, beliefs, and norms that guide an individual's life, often manifesting in behavior (Musallam & Kamarudin, 2021). The level of religiosity in a person can be reflected in five dimensions: belief (the ideological dimension), religious practice (the ritualistic dimension), experience (the experiential dimension), knowledge (the intellectual dimension), and consequences (the consequential dimension), with each dimension interconnected (Karimi et al., 2022).

Religiosity can significantly impact green behavior, especially when viewed from VBN Theory. This theory examines how an individual's values, environmental beliefs, and personal norms influence pro-environmental actions. Religion teaches values that guide individuals in their actions (Karimi et al., 2022). The internalization of religious values, which enter into a person's personal realm, will result in a level of commitment and motivation toward religion and influence behavior in life (Mamat et al.,

2012). Religiosity plays an important role in shaping green entrepreneurship motivation because many religious teachings emphasize the importance of preserving nature and being responsible for the environment as part of moral and spiritual obligations (Jia et al., 2023). Various religions teach that humans have a responsibility to care for the earth as a trust from God, which can serve as a strong motivator for individuals to engage in businesses focused on sustainability (Jia et al., 2023). Research on the effect of religiosity on green entrepreneurship motivation is still limited. However, prior studies have indicated a positive correlation between religiosity and pro-environmental attitudes and behaviors (Karimi et al., 2022). A study by Junaidi et al. (2023) also suggests that religiosity positively influences motivation.

H1 – Religiosity positively impact on green entrepreneurship motivation

### **The Role of Commitment to Environment**

Commitment to the environment can be understood as a psychological connection and a lasting orientation toward nature (Davis et al., 2009), where an individual chooses to preserve the environment, sacrifice personal comfort, reduce waste, use eco-friendly products, and support adaptation policies initiated by the government (Yu et al., 2019). Religious values guide individuals to distinguish right from wrong in their behavior. Ideally, religious values serve as a precursor to behavior. In relation to the VBN theory for the environment, the influence of religiosity will first be mediated by pro-environmental attitudes (Yu & Yu, 2017). Specifically, Islam teaches three values that humans must uphold as *khalifah fiil ardh* (stewards of the earth): to utilize, maintain, and preserve the environment without causing damage (Mamat et al., 2012). There is a sense of responsibility that humans must show toward the environment when they use its resources. Previous studies have shown that religiosity positively impacts commitment (Amiruddin et al., 2023; Yang et al., 2024) and commitment to environment (Begum et al., 2021).

H2 – Religiosity positively impact on commitment to environment

An individual's commitment to the environment will encourage them to find ways to engage in constructive actions and transform these into internal motivation (Delmar & Wiklund, 2008). Commitment to the environment has a significant positive impact on green entrepreneurial motivation, as individuals who care about sustainability are more likely to be motivated to develop environmentally friendly business solutions (Wang et al., 2021). A sense of responsibility for environmental preservation influences daily behaviors and the way individuals approach business. An attitude that supports sustainability increases the likelihood of developing eco-friendly products and services. Entrepreneurs who have high ecological values and social awareness are more motivated to address environmental issues through innovation in their business practices (Peng et al., 2021). They are more likely to design products and services that are not only financially profitable but also contribute positively to the environment and society (Wang et al., 2021). Past research has also shown that commitment to the environment positively impact on green entrepreneurial motivation (Hameed et al., 2021; Maisaroh et al., 2024; Wang et al., 2021).

H3 – Commitment to environment positively impacts on green entrepreneurship motivation

H4 – The positive impact of religiosity on green entrepreneurship motivation is mediated by commitment to the environment.

## **METHODS**

The research model appear in Figure 1. This study employed a cross-sectional survey design. The population consists of leaders of Small and Medium Enterprises (SMEs) in Yogyakarta who are currently involved in, or have the potential to engage in, environmentally sustainable business practices. However, the precise number of SME leaders that fulfill these criteria is not clearly identifiable. A purposive random sampling technique was used to collect data based on criteria small and micro business owners in Yogyakarta who had been running their businesses for over a year. Respondents were selected based on recommendations from the Ministry of Cooperatives and Small and Medium Enterprises in Yogyakarta. To ensure an adequate sample size for quantitative analysis used (PLS-SEM),

the number of participants was determined by referring to statistical power analysis. Based on a research model and a statistical power table with a significance level of 0.5% and  $R^2$  0.1%, the minimum sample is 90 respondents. This research involves 160 respondent, and it means that the sample size exceeds the minimum standard required.

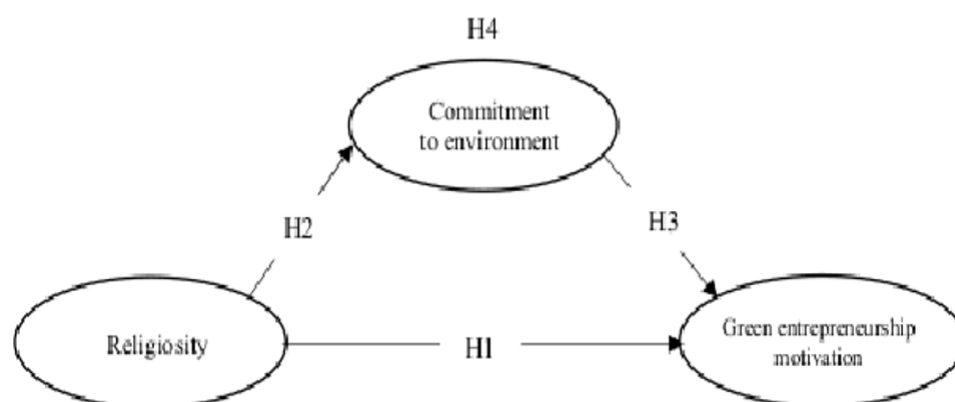


Figure 1. Research Model

Source: Create by Authors (2025)

The research questionnaires were created using scales from previous studies. Green entrepreneurship motivation is the internal drive to participate in green entrepreneurial ventures (Hameed et al., 2021; Wang et al., 2021), and was measured using an 8-item scale modified from Hameed et al. (2021), like: "I want to be a green business owner"; "I see a good future for myself if I start a business". Religiosity reflects the level of religiosity in a person that consists of five interconnected dimensions: belief, practice, experience, knowledge, and consequences (Karimi et al., 2022; Worthington et al., 2003). It was assessed with a 10-item scale adopted from Worthington et al. (2003), like: "Religious beliefs influence all aspects of my life"; "I enjoy working in religious organizational activities." Commitment to the environment is a psychological connection and a lasting orientation toward nature, where an individual chooses to preserve the environment (Davis et al., 2009; Hameed et al., 2021), was evaluated using a 7-item scale, adopted from Hameed et al. (2021), like: "I am environmentally friendly in most things that I do"; "I can continue to enjoy a good quality of life and environment". The study utilized a 5-point Likert-type scale (1 = strongly disagree; 5 = strongly agree). Data were analyzed using SMART PLS, with two stages of model testing: the measurement model test to assess the construct validity and reliability of each indicator, and the structural model test to evaluate the model and analyze the relationships between variables.

## FINDINGS

Participants were 160 business leaders, consisting of 107 women (67%) and 53 men (33%), divided into two age groups: 117 millennials (73%) and 43 from Generation Z (27%). The businesses in this study were classified into several categories: crafts (15 respondents/9%), fashion (23 respondents/14%), food and culinary (70 respondents/44%), services (24 respondents/15%), new technologies (16 respondents/10%), and other categories (12 respondents/7.5%). The marketing approaches were divided into three categories: offline (26/16%), online (43/27%), and a combination of offline and online (91/57%).

### Measurement Model (Outer Model) Test

The initial step in SEM PLS is to evaluate the measurement model to validate the indicators and latent variables used in subsequent tests. This process involves conducting tests for convergent validity, discriminant validity, and reliability. This research conducts two stages of convergent validity testing. The criteria for convergent validity testing if its weight exceeds 0.7, while a value between 0.5 and 0.6 can be accepted for models still in the development phase (Hair et al., 2017). In the first stage, proved that several items had loading factor values between 0.5 and 0.6, but the majority had values above 0.7. In the second stage, some items valued under 0.7 dropped, and the result showed that all indicators had



a loading factor valued above 0.7. This indicates that all indicators have met the convergent validity standard, and it can be concluded that all constructs are valid. The result of convergent validity tests can be seen in [Table 1](#).

**Table 1. Convergent Validity Test**

Indicators	Loading Factor 1
COM 1	0.340
COM 2	0.001
COM 3	-0.260
COM 4	0.696
COM 5	0.886
COM 6	0.863
COM 7	0.779
MOT 1	0.771
MOT 2	0.808
MOT 3	0.768
MOT 4	0.548
MOT 5	0.776
MOT 6	0.856
MOT 7	0.884
MOT 8	0.865
RE 1	0.738
RE 2	0.752
RE 3	0.786
RE 4	0.829
RE 5	0.831
RE 6	0.605
RE 7	0.761
RE 8	0.542
RE 9	0.581
RE 10	0.596

Source: Data processed by Authors (2025)

The second validity test is the discriminant validity test, and The Heterotrait-Monotrait Ratio (HTMT) used to assess. The criterion for a construct to meet discriminant validity is if the HTMT value is less than 0.9 ([Henseler et al., 2016](#)). Based on the test results, all items measuring the variables show values under 0.9. It indicates that all indicators have good discriminant validity. The result of discriminant validity test can be shown in [Table 2](#).

**Table 2. Convergent Validity Test**

	COM	MOT	RE
COM			
MOT	0.634		
RE	0.711	0.688	

Source: Data processed by Authors (2025)

Construct reliability measurement is based on discriminant reliability values, Cronbach's alpha, and composite reliability. The criteria of the discriminant reliability value (AVE) is greater than 0.5, composite reliability (C.R.) exceeds 0.7, and Cronbach's alpha ( $\alpha$ ) is above 0.6 ([Hair et al., 2017](#)). The results show that each construct variable meets the required threshold criteria—AVE > 0.5, C.R. > 0.7, and  $\alpha$  > 0.6. Therefore, it can be concluded that all items are reliable in measuring the latent variable. The result of construct reliability tests can be shown in [Table 3](#).

**Table 3. Construct Reliability Test**

	CA	rho_A	CR	AVE
COM	0.827	0.839	0.886	0.662
MOT	0.921	0.923	0.937	0.680
RE	0.890	0.896	0.916	0.647

Source: Data processed by Authors (2025)

### Structural Model (Inner Model) Test

Structural model test is the next stage conducted by SEM PLS, to evaluate the hypotheses, and clarify the relationships among the variables. The results of the structural model, based on path coefficient measurement, are presented in Table 4, Table 5, and Figure 2.

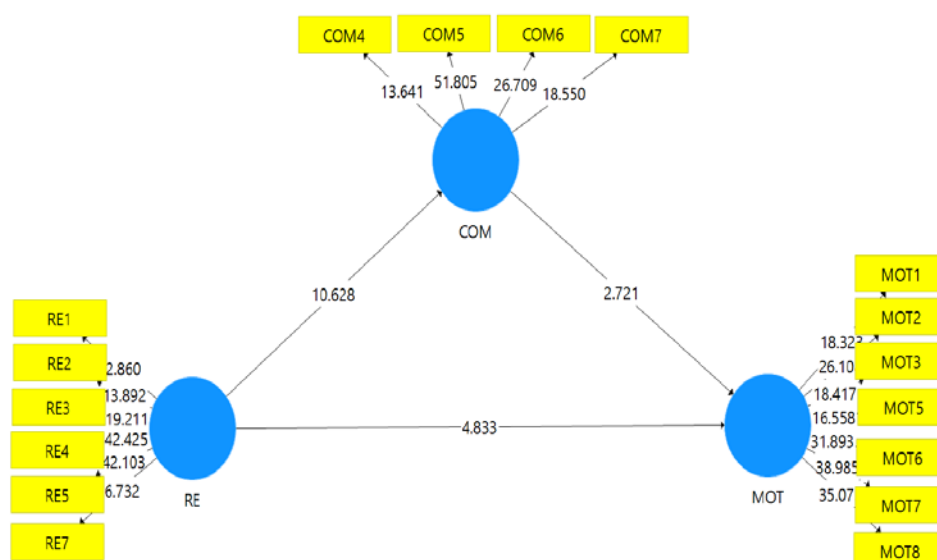


Figure 2. Structural Model

Source: Data processed by Authors (2025)

Table 4. Path Coefficients

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
COM → MOT	0.278	0.279	0.108	2.573	0.010
RE → COM	0.609	0.620	0.058	10.465	0.000
RE → MOT	0.466	0.470	0.102	4.570	0.000

Source: Data processed by Authors (2025)

Table 5. Indirect Effect

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
COM → MOT					
RE → COM					
RE → MOT	0.169	0.172	0.067	2.517	0.012

Source: Data processed by Authors (2025)

Based on Table 4 and Figure 2, religiosity (re) has a significant and positive effect on green entrepreneurship motivation (mot) with  $\beta = 0.466$  and  $p\text{-value} = 0.000$ , indicating that H1 is supported. Religiosity also has a significant and positive effect on commitment to the environment (com) with  $\beta = 0.609$  and  $p\text{-value} = 0.000$ , supporting H2. Furthermore, commitment to the environment (com) positively and significantly influences green entrepreneurship motivation (mot) with  $\beta = 0.278$  and  $p\text{-value} = 0.010$ . The mediating effect test in Table 5 showed  $\beta = 0.169$  and  $p\text{-value} = 0.012$ , confirming that H4 is supported. This indicates that commitment to the environment serves as a mediating variable in the relationship between religiosity and green entrepreneurship motivation.

## DISCUSSION

The results indicate that religiosity exerts a significant and positive effect on green entrepreneurship motivation. This implies that SME leaders with strong religious convictions are more likely to initiate or participate in environmentally sustainable business initiatives. Their religious beliefs function as internal drivers that influence both their personal values and entrepreneurial goals. This relationship

becomes particularly meaningful in cultural settings where religious principles are deeply ingrained, shaping individuals' views on ethics, social responsibility, and environmental care. For such entrepreneurs, engaging in green entrepreneurship goes beyond pursuing economic benefits—it reflects a deeper sense of spiritual purpose and moral obligation. Religiosity is often associated with high ethical values, social awareness, and a sense of responsibility towards others and nature. In the context of SMEs, entrepreneurs with high religiosity typically have a strong drive to act in accordance with the moral and spiritual principles they hold. They may feel a sense of duty to preserve the environment as part of their responsibility toward God's creation. As a result, their motivation to engage in green entrepreneurship becomes stronger.

The research also proved that religiosity has a significant and positive effect on commitment to environment. This implies that SME leaders who hold strong religious convictions tend to demonstrate a greater sense of environmental accountability and a deeper personal dedication to protecting the natural environment. For many religious individuals, nature is not merely a utilitarian resource but is regarded as a sacred trust—something to be honored, cared for, and preserved in accordance with spiritual and ethical obligations. Such beliefs shape their understanding of environmental challenges and influence their sustainable attitudes and behaviors. Within the SME context, where leaders play a pivotal role in shaping organizational culture and ethical direction, religiosity emerges as a core value that promotes environmental responsibility. Consequently, religious SME leaders may feel a moral responsibility to embed sustainability into their business decisions, operational practices, and engagement with the broader community.

These two results align with VBN theory, which states that attitude is affected by the values (Stern, 2000). This means that the religious values embedded in an individual's religiosity will influence their behavioral choices, including environmentally conscious behaviour (Wahab, 2017) and the drive for green behavior (Dodd & Gotsis, 2007; Gursoy et al., 2017; Rehan et al., 2019). Those are also in line with prior research, which demonstrates that religiosity positively influences both green entrepreneurship motivation (Junaidi et al., 2023), and commitment to the environment (Amiruddin et al., 2023; Begum et al., 2021; Yang et al., 2024).

The results of this study reveal that a strong commitment to the environment has a significant and positive effect on green entrepreneurship motivation. In other words, SME leaders who are deeply committed to environmental sustainability tend to be more motivated to engage in business initiatives that support eco-friendly practices. Environmental commitment signifies more than just awareness of ecological concerns—it embodies a proactive sense of responsibility to minimize environmental harm through deliberate actions. When this sense of responsibility becomes internalized, it acts as a motivational force that drives entrepreneurs to establish and manage businesses that balance ecological preservation with economic goals. Leaders who possess a high level of environmental commitment often perceive green entrepreneurship not only as a viable business opportunity but also as an ethical obligation. Their drive to innovate, invest in sustainability, and lead environmentally conscious ventures is guided by a strong conviction in the importance of environmental protection.

In accordance with the VBN Theory (Stern, 2000), commitment to the environment can be seen as a factor that shapes the belief that running an environmentally friendly business is not only a moral responsibility but also provides long-term benefits for society and nature. With a strong commitment to environment, an entrepreneur is more likely to seek innovation in developing businesses that reduce negative environmental impacts and align with sustainability principles. These are consistent with past research that emphasizes the positive impact of commitment to the environment on green entrepreneurship motivation (Hameed et al., 2021; Maisaroh et al., 2024; Wang et al., 2021).

The findings of this study indicate that commitment to the environment acts as a mediating factor in the relationship between religiosity and green entrepreneurship motivation. This means that the effect of religiosity on an individual's drive to engage in green entrepreneurial activities is not solely direct but is significantly influenced by their level of environmental commitment. Religiosity cultivates a deeper sense of ethical and spiritual obligation toward nature, which in turn fosters a strong personal dedication



to environmental sustainability. This commitment becomes a key motivational element that encourages SME leaders to develop and implement eco-friendly business initiatives.

Ultimately, religious beliefs help shape an individual's value system and perception of their role in environmental stewardship, often seen as a divine responsibility. When these values lead to a genuine commitment to protecting the environment, they serve as a bridge that transforms spiritual principles into concrete motivations for sustainable entrepreneurship. In line with past research that states religious values can strengthen commitment to the environment (Gursoy et al., 2017), which can then motivate individuals to adopt more environmentally friendly business practices (Rehan et al., 2019).

Overall, this study indicates that level of religiosity influences the decision to engage in environmentally conscious entrepreneurial practices. Religiosity not only impacts the moral and social aspects of an individual but can also serve as an important driving factor in motivating SME entrepreneurs to innovate and adopt more eco-friendly entrepreneurial practices through their commitment to the environment.

## CONCLUSION

This study evaluated the impact of religiosity on green entrepreneurship motivation with commitment to environment as a mediating variable. The result showed that all hypotheses are supported. This finding explained that first, religiosity positively impacts green entrepreneurship motivation and commitment to environment, while commitment to environment positively impacts green entrepreneurship motivation. Second, the impact of religiosity on green entrepreneurship motivation is mediated by commitment to environment. Conceptually, this research contributes to existing model antecedents of green entrepreneurship motivation that have rarely been studied before, and highlights the roles of religiosity and commitment to environment. The finding suggests that religiosity and commitment to environment are strong predictors of green entrepreneurship motivation, meanwhile, commitment to the environment also acts as a mediating variable in the connection between religiosity and green entrepreneurship motivation. Practically, this finding opens up opportunities for policymakers to develop programs that can help MSME actors leverage their religious motivation to create more sustainable businesses. The limitation of this research is its cross-sectional approach, which limits the ability to generalize the findings, so future research could focus on testing the model with a larger sample and considering religious motivation as a specific predictor of green entrepreneurship motivation.

## CONFLICT OF INTEREST STATEMENT

The authors report no conflicts of interest.

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