

# **Sustainability Awareness and Attitude to Sustainability among Entrepreneurial Students: Cultural Analysis and Level Measurement**

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## **Abstract**

Global sustainability, as a crucial issue lately, needs some solution. People's awareness is a significant part of bringing the solution. As a little step to participating in finding solutions, this research measured the awareness level of Entrepreneurial Students in Indonesia. The data were analyzed using the descriptive method to find the awareness level, sustainability attitude, and the correlation. The result shows a high level of awareness among entrepreneurial students and an average scale of attitude level. The correlation between the two has a significant relationship on very weak correlation. This research shows that the high awareness of entrepreneurial students is not manifest in their attitudes. The significant relationship needed particular treatment to strengthen the correlation to drive the high awareness to transform into attitudes. The cultural analysis results show that the Sundanese community's culture has contributed to determining entrepreneurial students' attitudes as part of Sundanese society. Recommendation regarding the development of this sustainability program is how the concept of global sustainability can be integrated with the local culture concept and for further research to conduct research using different testing methods to see the consistency of the results of this study

## **Keywords**

Creativepreneurship Awareness level; Entrepreneurial students; Global sustainability; Generation Z

## **1. Introduction**

Global sustainability is a crucial issue lately (Nowotny et al., 2018; Thurik & Wennekers, 2004). Many research concerns about this sustainability are trying to find a better world solution. (Alsaati et al., 2020; Din et al., 2013; Elorinne et al., 2020; Gericke et al., 2019; Johnson & Schaltegger, 2019; Mensah, 2019; Msengi et al., 2019; Nowotny et al., 2018; Omeje et al., 2020). The research comes out with different background fields and areas of the fascinating subject, from ecology and nature to other related fields that might influence sustainability. This case shows that there is a global commitment to find together some solutions.

From humanity's perspective as the key actors in sustainability, People's awareness is a significant part of bringing the solution. The next generation's involvement in sustainability long-term programs will become a smart investment for the future solution. As one of the next generation, Generation Z has become one of the most important actors at the future decision level. To make some changes, we have to get them as part of the solution. This next generation will become part of the decision-maker as soon as they launch their carrier in the business field. By measuring their awareness, we could predict the next step of our next project to support global sustainability.

As a little step to participating in finding solutions, this research deserves to explore awareness levels and how this awareness reflects the daily life attitude of generation Z in entrepreneurship programs. The previous research found that sustainability initiatives adoptions in daily life are still an ongoing challenge(Msengi et al., 2019). Researchers

try to measure the sustainability supporting attitude to clarify sustainability initiative adoption in the daily life of entrepreneurial students in Indonesia. The result of this research could use as consideration for doing the next real project. The Generation Z awareness level and the sustainability supporting attitude measurement are important to create some real projects.

### **1.1 Objectives**

The research objectives to explore the awareness of entrepreneurial student related to sustainability issues. the research explores more deeply the element of sustainability awareness and measured the awareness level of Entrepreneurial Students in Indonesia.

## **2. Literature Review**

The 1960s became an era of Sustainability idea arose. A response and concern about environmental destruction arising from inadequate resource management and the climate have become increasingly critical as a world issue(McKenzie Stephen, 2004). Sustainability implies a capacity to sustain a particular object, result, or process over time(Basiago, 1998). Sustainability has broad comprehension. When we said sustainability, it could involve so many life aspects that we could continuously maintain all of these aspects to keep existing. Although the ideas thinking about sustainability came from consciousness about the impact of environmental destruction, the concept of sustainability going deep and is related to three aspects is social, economic, and environmental. Sustainability in Social, economic, and environment is called the three pillars of sustainable development (Costanza & Patten, 1995; Khan, 1995; Mensah, 2019; Nowotny et al., 2018; Olawumi & Chan, 2018; Wallis & Valentinov, 2017). The environment reflects the availability of resources, the physical environment, and knowledge of their vulnerability; the economy represents constraints, economic development, and their effects on the environment and society; society consists of a system centered on democracy, engagement, and free speech(Alsaati et al., 2020; Salite et al., 2020).

For being sustainable, nature plays an essential role in human life. Humans will not survive without nature and the environment supporting and providing all the necessities for a quality life. In the concept of sustainability, the environment's functions must be preserved and maintained for their usefulness for future generations. The economic value of the goods produced for human needs resulted from natural exploration and often carried out without balance. We could define environmental sustainability as maintain essential natural functions and choose the capacity of resources(Ekins, 2011). The world's environmental conditions are increasingly alarming, various human economic activities, many of which impact environmental change, climate change, water availability, soil conditions, and other ecosystems. All of these conditions require extreme attention and treatment.

The environment's sustainability will impact and support other aspects, where all interested parties' holistic awareness and involvement are required(Arora et al., 2018). Awareness is commonly related to consciousness. When people aware of something, that means they conscious of the matters running around. Consciousness is sometimes used synonymously with self-consciousness. Consciousness relates to all things that we can observe or experience. If people are aware of something, people also know of it. Previous research defines that consciousness of sustainability as the experience and awareness of the phenomena of sustainability that include experiences and perceptions, such as beliefs, feelings, and actions (Gericke et al., 2019). Adopting to Gericke, sustainability awareness defines as the experience and awareness of sustainability phenomena, including experience and perceptions about sustainability. This awareness of sustainability is a starting point for sustainable behavior. A study on the awareness campaign concluded that increasing awareness was the first step to changing negative attitudes(Omeje et al., 2020). Sustainability Awareness can be present in individuals with knowledge, clearly Know what is happening and the impact of everything they do. When someone has awareness, it is an initial step for positive behavior that will create sustainable behavior.

Much research agreed that education has a significant role in delivering sustainability knowledge and supporting sustainable development by continuously delivering the concept and awareness(Brundiers et al., 2020; Cincera et al., 2018; Kickul et al., 2018; Martínez-Campillo et al., 2019). To contribute to sustainability, research on education design and implement the sustainability concept to the higher education curriculum to increase students' sustainability awareness(Cincera et al., 2018; Kickul et al., 2018; Msengi et al., 2019; Oosterbeek et al., 2010; Tormo-Carbó et al., 2018). Research in Saudi Arabia that explores sustainability in higher education shows that a high percentage of research participants ever heard the term sustainability from scholarly sources but lack knowledge of sustainability(Alsaati et al., 2020). Due to the sustainability awareness could be different in many countries, influence by the culture and the environment, This research aims to determine the extent of awareness that entrepreneurship

students have regarding environmental sustainability issues. As well as exploring their perceptions of the importance of implementing environmental sustainability in their business concepts, This level of sustainability awareness will show how Generation Z understands the concept of environmental sustainability. This study's results contribute to determining the next step to find the suitable way to educate generation z to become supporters of sustainability persuasively.

The sustainability concept has to merge to education programs. The importance of paying attention to sustainability aspects in business, in the long term it will have a positive impact so that generation Z will become entrepreneurs who care about sustainability. When the awareness level of this generation becomes higher, the more likely it is that businesses in the future will become eco-friendly

### 3. Methods

To measure entrepreneurial students' sustainability awareness, data collected by the questioner spread out to entrepreneurship students. From the 412 questioners that were collected, 224 questionnaires were eligible for data processing. This study uses a descriptive method to process and analyze the data collected quantitatively—respondents who took part in the sustainability seminar program selected randomly. A purposive sampling method was applied to select respondents involved in this study, namely entrepreneurial students, as many as 224 respondents. Researchers tested the validity and reliability of the questionnaire items. After the researcher dropped several invalid question items, the validity test showed that the 25 questionnaire items were valid and reliable with a Cronbach alpha value of 0.809

### 4. Results and Discussion (12 font)

To measure the awareness level, the researcher determined the categorization criteria as follows:

**Table 1: Sustainability Measurement scale**

Awareness Level	Score
High	35.6 - 50
Moderate/average	23.4 – 36.5
Poor	0 – 23.3

The measurement scale in Table 1 is divided into three assessment categories. The values 44.6-60 represent high scores, values 28.6-44.5 represent average scores, values 0-28.5 represent poor values.

**Table 2: Environment sustainability awareness level**

Variables	N = 224
Awareness Level	39
Minimum	11
Maximum	50
Standard of Deviation	7.91

From the data analysis results, it was found that the awareness score of respondents is 39, which, based on the measurement scale, is in the high category (35.6-50). So, entrepreneurial students' sustainability awareness level is at a high level, meaning that entrepreneurial students have a high awareness of environmental sustainability. The details can be seen in table 2.

**Table 3: Sustainability Attitude scale**

SA level	Score
High	55 - 75
Moderate/average	35-54.9
Poor	0- 34.9

The measurement scale in table 3 is divided into three assessment categories. Values 55 - 75 represent high scores, values 35-54.9 represent average scores, values 0-34.9 represent poor values.

**Table 4: Sustainability attitude level**

Variables	N= 224
Sustainability attitude level	41
Minimum	30
Maximum	71
Standard of Deviation	6.24

From the data analysis results, it was found that the sustainability attitude level score of respondents is 41, which, based on the measurement scale it is included in the average category (35-54.9). So it can be said that entrepreneurial students' Sustainability attitude level is at the average level, meaning that entrepreneurial students have an average attitude regarding environmental sustainability.

**Table 5: Correlation between Environment Sustainability Awareness and Attitude**

		Awareness	Attitude
Awareness	Pearson Correlation	1	.107
	Sig. (2-tailed)		.111
	N	224	224
Attitude	Pearson Correlation	.107	1
	Sig. (2-tailed)	.111	
	N	224	224

Table 5 shows that the correlation value between Environment Sustainability Awareness and Sustainability attitude is 0.107, which is included in the very weak range. This figure shows a very weak relationship between awareness level and attitude. This study's results reveal that the high level of awareness of entrepreneurial students shows a very weak relationship with their attitude. The knowledge they have about the importance of sustainability is not necessarily related to the attitude toward sustainability

From the results of this study, it is known that students in entrepreneurship programs in Indonesia have a high awareness of global sustainability. They have adequate understanding and knowledge related to global issues. They also quite understand that certain attitudes and behaviors will have an impact on the environment. It is unfortunate that from the results of this study, the fact is that their awareness is not implemented in their attitude. To answer, the root cause of the respondent's attitude is through analysis of the culture and attitude of the Indonesian people's daily life, especially in the West Java region where this research was conducted.

The culture of people in West Java is a Sundanese culture that echoes nature, where nature is the mother, the center of life. These cultural values influence and are rooted in every Sundanese thought, where the concept of dualism antagonistic is a sustainable concept (Mulyani & Ratnapuri, 2018). Sundanese nature itself is famous for its beauty and sustainability so that the surrounding community who live in the Sundanese landscape do not feel the impact of environmental damage directly. The preserved nature could be one reason why sustainability concepts and ideas have not been implemented in everyday life. The minds of people in West Java, who glorify nature, also give rise to the concept that nature can heal itself magically through some mythical beliefs. Whether we realize it or not, these old thoughts have contributed to determining society's attitudes and thoughts in interpreting the concept of environmental care. The concept of sustainability will be implemented and integrated well with the Indonesian people's concept of nature if the delivery process involves and pays attention to cultural elements through value adaptations and

acculturation.

## 5. Conclusion

Research on environmental sustainability awareness level shows that there is already a high level of awareness among entrepreneurial students. On the other hand, their attitude level shows an average scale. From this level difference, we can see that a high level of awareness, which means that they understand environmental and sustainability issues, has different levels in their attitude stage, which is in the middle range. After further testing to determine the correlation between the two, it is known that awareness level and attitude have a significant relationship, which is very weak, meaning that it can be expected that this awareness should have a strong bond with attitude sustainability. So from the results of this study, it is necessary to look for a control variable that can make the relationship between the two variables strong. This study also raises a question as to why this awareness does not contribute to attitude, what factors cause this awareness not to transform into a sustainability attitude.

The cultural analysis results show that the Sundanese community's culture has contributed to determining the attitudes of entrepreneurial students as part of Sundanese society. Anticipating the results of this research, the next step that can be taken regarding the development of this sustainability program is how the concept of global sustainability can be integrated with the local culture concept so that it does not stop at the level of understanding and awareness. However, this awareness can be implemented in attitudes and behavior.

The research that has been carried out has limitations, where the study is only carried out by descriptive testing. It becomes a recommendation for further research to conduct research using different testing methods to see the consistency of this study's results.

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