

ABSTRACT

This study aims to examine the influence of attitudes towards ecopreneurship on ecopreneurship intentions among Generation Z in the city of Bandung, Indonesia. The need for economic movement that grows alongside environmental preservation makes ecopreneurship a concept that deserves attention as it is one of the transformative solutions that can tackle these challenges. This research adopts The Theory of Planned Behavior as a framework for exploring the relationship between attitudes (either positive or negative) and intentions to pursue ecopreneurial pursuits in the context of promoting ecological sustainability.

Generation Z is a generation known for its advanced awareness of environmental issues and technological literacy in this day and age. Additionally, the high proportion of unemployment in Indonesia as well as the need for financial stability can also be one of their motivations for to engage in entrepreneurship, moreover ecopreneurship.

These traits and unique circumstances make them one of the major demographics that can play a role in breeding ecopreneurship initiatives in the country. Data for this study will be collected from Generation Z residents in Bandung City using a structured questionnaire through invitation and social media marketing. A quantitative approach is taken with statistical analysis methods to evaluate the relationship between attitudes towards ecopreneurship and ecopreneurship intentions. With this method, the result of this study should highlight the effect of attitude towards ecopreneurship intention in Gen Z.

That being said, it is hoped that the results of this study could also provide insights and supporting data for educational and government institutions so that they are able to create policies that underscores the pursuits of ecopreneurial pursuits. With this considered, future studies should look upon other factors that can influence ecopreneurship intentions in Gen Z.

Keywords: *Ecopreneurship, Ecopreneurship Intentions, Generation Z, Theory Of Planned Behavior, Attitude And Behavior*