

ABSTRACT

Eco-entrepreneurship in Yogyakarta presents unique challenges and opportunities within the context of sustainability. This study focuses on exploring the intrinsic motivations that serve as the primary drivers for entrepreneurs in maintaining and developing their environmentally friendly businesses. Using a phenomenological approach, the research examines the subjective experiences of eco-entrepreneurs through the lens of Self-Determination Theory (SDT), emphasizing three main dimensions: autonomy, competence, and relatedness. The findings suggest that intrinsic motivation not only strengthens the long-term resilience of businesses but also serves as a key factor in overcoming external challenges, such as resource limitations and low market awareness of environmentally friendly products. Autonomy provides the freedom to innovate, competence fosters confidence in managing sustainable businesses, and relatedness with the community and customers enriches the emotional experience that drives sustainable innovation. This research enhances the understanding of the role of intrinsic motivation in the sustainability of Eco-entrepreneurship and offers strategic recommendations for supporting the development of environmentally friendly businesses in the future.

Keywords : *Eco-entrepreneurs, Intrinsic Motivation, Self-Determination Theory (SDT), Sustainability of Environmentally Friendly Businesses*