

DAFTAR PUSTAKA

- Adnyana, I. L., & Purnami, N. M. (2016). Pengaruh Pendidikan Kewirausahaan, Self Efficacy dan Locus of Control Pada Niat Berwirausaha. *E-Jurnal Manajemen Unud*, 5(2), 1160-1188.
- Ajzen, I. (2015). Consumer Attitudes and Behavior: The Theory of Planned Behavior Applied to Food Consumption Decisions. *Rivista di Economia Agraria*, 70(2), 121-138.
- Badan Pusat Statistik. (2020). *Keadaan Ketenagakerjaan Indonesia Februari 2020*. Diakses pada 16 September 2020, dari Badan Pusat Statistik: <https://www.bps.go.id>.
- Cai, Z., and Winters, J.V. (2017), Self-employment differentials among foreign-born STEM and non-STEM workers. *Journal of Business Venturing*, 32(4), 371-384.
- Chan, X.W., Kallith, P.B., Brough, P., O'Driscoll, M., Siu, O.-L. and Timms, C. (2017). Self-efficacy and work engagement: test of a chain model. *International Journal of Manpower*, 38(6), 819-834.
- Dewi, K., Yaspita, H. dan Yulianda, A. (2020). *Manajemen Kewirausahaan*. Yogyakarta: Deepublish.
- Do, B.R. and Dadvari, A. (2017). The influence of the dark triad on the relationship between entrepreneurial attitude orientation and entrepreneurial intention: a study among students in Taiwan university. *Asia Pacific Management Review*, 22(4), 185-191.
- Endrianto Ustha. (2018). Analisis Faktor-Faktor yang Memotivasi Mahasiswa Berkeinginan Menjadi Wirausaha di Pekanbaru. *Tansiq*, 1(2), 138-157.
- Failory. (2018). *Startup Failure Rate*. Retreived from Failory: <https://www.failory.com/blog/startup-failure-ratev>
- Firmansyah, A., dan Roosmawarni, A. (2020). *Kewirausahaan (Dasar dan Konsep)*. Pasuruan: Qiara Media.
- Ghozali, Imam (2012). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 20*. Semarang: Universitas Diponegoro

- Gujarati, D. (2012). *Dasar-dasar ekonometrika*. Jakarta: Erlangga.
- Gumilar, Ivan (2007). *Metode Riset untuk Bisnis dan Manajemen*. Bandung: Widyatama.
- Hery. (2017). *Kewirausahaan*. Indonesia: PT Grasindo.
- Hsu, D.K., Burmeister-Lamp, K., Simmons, S.A., Foo, M.D., Hong, M.C. and Pipes, J.D. (2019). I know I can, but I don't fit": perceived fit, self-efficacy, and entrepreneurial intention. *Journal of Business Venturing*, 34(2), 311-326.
- Huitema, D., Boasson, E.L. and Beunen, R. (2018). Entrepreneurship in climate governance at the local and regional levels: concepts, methods, patterns, and effects. *Regional Environmental Change*, 18(5), 1247-1257.
- Jessvita A. J. P. dan Edwin J. (2014). Analisis Pengaruh Sikap, Subjective Norm dan Perceived Behavioural Control terhadap Purchase Intention Pelanggan SOGO Department Store di Tunjungan Plaza Surabaya. *Jurnal Strategi Pemasaran*, 2(1), 1-7.
- Josia S. H. dan Hani S. (2017). Pengaruh Sikap Mandiri, Motivasi, Pengetahuan Kewirausahaan terhadap Minat Berwirausaha. *Asian Journal of Innovation and Entrepreneurship*, 2(3), 291-314.
- Kivunja, C., & Kuyini, A. B. (2017). Understanding and Applying Research Paradigms in Educational Contexts. *International Journal of Higher Education*, 6(5), 26–41.
- Kristiyani, T. (2016). *Self-Regulated Learning*. Yogyakarta: Sanata Dharma University Press.
- Kurniati, E. (2015). *Kewirausahaan Industri*. Yogyakarta: Deep publish.
- Leo A. M. Y. (2013). Analisis Pengaruh Attitude, Subjective Norm, dan Perceived Behavioral Control terhadap Intensi Penggunaan Helm Saat Mengendarai Motor pada Remaja dan Dewasa Muda di Jakarta Selatan. *Proceeding PESAT*, 5.
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation*. England: Pearson.

- Malhotra, N. K. (2012). *Essentials of Marketing Research 6th ed.* England: Pearson.
- Malhotra, N. K. (2015). *Essentials of Marketing Research.* England: Pearson Education.
- Malhotra, N. (2004). *Riset Pemasaran, Pendekatan Terapan* (Edisi Bahasa Indonesia ed.). Jakarta: PT Indeks Kelompok Gramedia.
- Malhotra, N. K., N. (2006). *Marketing Research: An Applied Approach.* England: Pearson Education.
- Malhotra, N. K. (2010). *Marketing Research: an applied Orientation.* Jakarta: PT Indeks Kelompok Gramedia.
- Malhotra, N. K. (2014). *Basic Marketing Research.* England: Pearson Education.
- Malhotra, N. K. (2015). *Essentials of Marketing Research.* England: Pearson Education.
- Mastarida.F., dkk. (2020). *Service Management.* Medan: Yayasan Kita Menulis.
- Núñez, L. and Núñez, M. (2016). Noción de emprendimiento Para una formación escolar en competencia emprendedora. *Revista Latina de Comunicación Social,* 71, 1069-1089.
- Priyono. (2016). Metode Penelitian Kuantitatif. ZIFTAMA
- Retno K. N. (2012). Pengaruh Kemampuan Wirausaha dan Kreativitas terhadap Keberhasilan Usaha pada Restoran Sindang Reret Cabang Surapati Bandung. *Jurnal Unikom.*
- Rindika A. dan Putri Y. (2017). Pengaruh Kemampuan Berwirausaha dan Kepribadian terhadap Pengembangan Karir Individu pada Member PT. Ifaria Gemilang (IFA) Depot Sumatera Jaya Medan. *Jurnal Manajemen Tools,* 8(2), 103-110.
- Robledo, J. L. R. et al. (2015). The Moderating Role of Gender on Entrepreneurial Intentions: A TPB Perspective. *Intangible Capital,* 11(1), 92-117.
- Sanawiri, B., Iqbal, M. (2018). *Kewirausahaan.* Malang: UB Press.

- Santos, S.C. and Liguori, E.W. (2019). Entrepreneurial self-efficacy and intentions: Outcome expectations as mediator and subjective norms as moderator. *International Journal of Entrepreneurial Behavior & Research*, 26(3), 400-415.
- Sasmita, J. & Suki, N. M. (2016). Young consumers' insights on brand equity. *International Journal of Retail & Distribution Management*, 43(3), 276-292.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach* (7th ed.). John Wiley & Sons.
- Simamora, Bilson (2000). *Panduan Riset Perilaku Konsumen*. Jakarta: Gramedia.
- Simatupang, S. (2020). *Intensi Berwirausaha*. Indramayu: CV. Adanu Abimata.
- Sugiyono, P. D. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (19th ed.). Alfabeta, Bandung.
- Strohmeyer, R., Tonoyan, V., and Jennings, J.E. (2017). Jacks- (and jills)-of-all-trades: on whether, how and why gender influences firm innovativeness. *Journal of Business Venturing*, 32(5), 498-518.
- Yousaf, U., Shamim, A., Siddiqui, H. and Raina, M. (2015). Studying the influence of entrepreneurial attributes, subjective norms, and perceived desirability on entrepreneurial intentions. *Journal of Entrepreneurship in Emerging Economies*, 7(1), 23-34.
- Zimmerer, Thomas W., dkk. (2017). Kewirausahaan dan Manajemen Usaha Kecil. Jakarta: Salemba Empat. <https://www.bps.go.id/pressrelease/2020/11/05/1673/agustus-2020--tingkatpengangguran-terbuka--tpt--sebesar-7-07-persen.html>