

ABSTRAK

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PENGARUH *GREEN ENTREPRENEURSHIP INTENTION* TERHADAP *GREEN ENTREPRENEURSHIP BEHAVIOR* PADA MAHASISWA UNIVERSITAS: PERAN MODERASI DARI *UNIVERSITY EDUCATION SUPPORT* DAN *GREEN CONSUMPTION COMMITMENT*

(xiii + 77 halaman: 7 gambar, 25 tabel, 4 lampiran)

Penelitian ini memiliki tujuan untuk menguji apakah terdapat pengaruh positif di antara *green entrepreneurship intention*, *university education support*, dan *green consumption commitment* terhadap *green entrepreneurship behavior*. Penelitian ini memiliki empat variabel dan menggunakan sampel penelitian yakni mahasiswa yang berada di universitas sekitar Tangerang dan Jakarta. Mahasiswa merupakan salah satu pihak penting yang dapat mewujudkan *green entrepreneurship* di Indonesia. Penelitian ini menggunakan teknik *sampling non-probability purposive* dengan jumlah sampel sebesar 180 responden. Pengumpulan data dilakukan secara primer yakni dengan menyebarkan kuesioner elektronik terhadap 180 responden yang sesuai dengan kriteria yang ditetapkan dalam penelitian ini. Data yang didapatkan kemudian diolah dengan menggunakan metode *partial least square-structural equation modeling* dengan bantuan *software* SmartPLS. Hasil penelitian ini menunjukkan bahwa adanya hubungan positif antara *green entrepreneurship intention* terhadap *green entrepreneurship behavior*. Namun, penelitian ini menemukan bahwa *university education support* dan *green consumption commitment* tidak memoderasi hubungan antara *green entrepreneurship intention* dengan *green entrepreneurship behavior*. Penelitian ini memberikan implikasi manajerial terhadap pemerintah dan institut pendidikan.

Kata Kunci: *Green Entrepreneurship Intention*; *Green Entrepreneurship Behavior*; Keberlanjutan; *Green Consumption Commitment*; Lingkungan Hidup

Referensi : 85 (2000-2021)

ABSTRACT

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THE IMPACT OF GREEN ENTREPRENEURSHIP INTENTION TOWARDS GREEN ENTREPRENEURSHIP BEHAVIOR ON UNIVERSITY STUDENTS: MODERATING ROLE OF UNIVERSITY EDUCATION SUPPORT AND GREEN CONSUMPTION COMMITMENT

(xiii + 77 pages: 7 pictures, 25 tables, 4 attachment)

This study aims to determine whether there is a positive influence between green entrepreneurship intention, university education support, and green consumption commitment to green entrepreneurship behavior. This study has four variables and uses a research sample of university students around Tangerang and Jakarta. University students are one of the parties who can realize green entrepreneurship in Indonesia. This study uses a non-probability purposive sampling technique with a total sample of 180 respondents. Data collection was carried out primarily by distributing electronic questionnaires to 180. The data obtained is then processed using the structural equation modeling-partial least square method with the help of the SmartPLS software. The results of this study found that there was a positive correlation between green entrepreneurship intention and green entrepreneurship behavior. However, this study found that university education support and green consumption commitment did not moderate the relationship between green entrepreneurship intention and green entrepreneurship behavior. This research provides managerial implications for government and educational institutes.

Keywords: *Green Entrepreneurship Intention; Green Entrepreneurship Behavior; Sustainability; Green Consumption Commitment; Environment*

References: *85 (2000-2021)*