

ABSTRAK

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**ANALISIS PENGARUH *ENTREPRENEURSHIP EDUCATION*,
COMMITMENT TO ENVIRONMENT, *UNIVERSITY GREEN
ENTREPRENEURIAL SUPPORT*, *ENTREPRENEURIAL MOTIVATION***

(xii + 120 halaman: 22 tabel; 3 gambar)

Penelitian ini bertujuan untuk meneliti pengaruh dari *entrepreneurship education*, *commitment to environment*, *university green entrepreneurial support*, *entrepreneurial motivation* terhadap *green entrepreneurial behavior*. Metode penelitian yang digunakan adalah kuantitatif. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan desain kausal, melibatkan 160 responden mahasiswa dari universitas swasta di Tangerang yang telah mengikuti mata kuliah kewirausahaan dan memahami isu lingkungan. Pengumpulan data dilakukan melalui kuesioner dan dianalisis menggunakan metode *Partial Least Square* (PLS) untuk menguji hubungan antar variabel dalam model penelitian. Hasil penelitian menunjukkan bahwa *entrepreneurship education* berpengaruh positif terhadap *commitment to environment*, *commitment to environment* berpengaruh positif terhadap *university green entrepreneurial support*, *commitment to environment* berpengaruh positif terhadap *entrepreneurial motivation*, *commitment to environment* berpengaruh positif terhadap *green entrepreneurial behavior*, *university green entrepreneurial support* berpengaruh positif terhadap *green entrepreneurial behavior*, dan *entrepreneurial motivation* berpengaruh positif terhadap *green entrepreneurial behavior*. Penelitian ini menyimpulkan bahwa pengembangan perilaku kewirausahaan hijau memerlukan sinergi antara pendidikan, nilai-nilai pribadi terhadap lingkungan, dukungan institusional, serta motivasi internal untuk menciptakan bisnis yang berkelanjutan dan bertanggung jawab secara sosial.

Referensi: 93 (2014–2025)

Kata kunci: Pendidikan Kewirausahaan, Kewirausahaan Hijau, Motivasi Kewirausahaan, Perilaku Kewirausahaan

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF ENTREPRENEURSHIP EDUCATION, COMMITMENT TO ENVIRONMENT, UNIVERSITY GREEN ENTREPRENEURIAL SUPPORT, ENTREPRENEURIAL MOTIVATION
(xii + 120 pages: 22 tables; 3 figures)

This study aims to examine the influence of entrepreneurship education, commitment to environment, university green entrepreneurial support, entrepreneurial motivation on green entrepreneurial behavior. The research method used is quantitative. The research method used is a quantitative approach with a causal design, involving 160 student respondents from private universities in Tangerang who have taken entrepreneurship courses and understand environmental issues. Data collection was carried out through questionnaires and analyzed using the Partial Least Square (PLS) method to test the relationship between variables in the research model. The results showed that entrepreneurship education has a positive effect on commitment to environment, commitment to environment has a positive effect on university green entrepreneurial support, commitment to environment has a positive effect on entrepreneurial motivation, commitment to environment has a positive effect on green entrepreneurial behavior, university green entrepreneurial support has a positive effect on green entrepreneurial behavior, and entrepreneurial motivation has a positive effect on green entrepreneurial behavior. This study concludes that the development of green entrepreneurial behavior requires synergy between education, personal values for the environment, institutional support, and internal motivation to create sustainable and socially responsible businesses.

References: 93 (2014–2025)

Keywords: Entrepreneurship Education, Green Entrepreneurship, Entrepreneurial Motivation, Entrepreneurial Behavior