

ABSTRAK

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Pengaruh *Green Social Behavior*, *Technology Innovation*, *Social Innovation*, *Business Innovation*, dan *Knowledge Management* terhadap *Entrepreneurial Success* Pelaku Usaha Generasi Z di Tangerang

(xviii + 95 Halaman; 3 Gambar; 34 Tabel; 2 Lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *green social behaviors*, *technology innovation*, *social innovation*, *business innovation* dan *knowledge management* terhadap *entrepreneurial success* pelaku usaha generasi Z yang ada di wilayah kota Tangerang. Penelitian ini menggunakan metode penelitian kuantitatif dengan menyebarkan kuesioner yang melibatkan pelaku usaha generasi Z yang ada di kota Tangerang. Data dikumpulkan melalui kuesioner yang disebarluaskan secara *online* dan dianalisis menggunakan metode regresi untuk menguji hubungan antara variabel. Hasil dari penelitian ini menunjukkan adanya pengaruh positif dan signifikan dari variabel *green social behavior* terhadap *technology innovation*, *social innovation* dan *business innovation*. Demikian juga dengan pengaruh *green social behavior* terhadap *entrepreneurship success* yang dimediasi oleh *technology innovation*, *social innovation* dan *business innovation*. Namun pengaruh *knowledge management* sebagai variabel moderator pada hubungan *technology innovation* terhadap *entrepreneurial success*, pada hubungan *business innovation* terhadap *entrepreneurial success* dan pada hubungan *social innovation* terhadap *entrepreneurial success* tidak didukung. Penelitian ini penting untuk mengenal variabel yang berpengaruh terhadap *entrepreneurial success* dengan memperhatikan isu lingkungan. Inovasi yang perlu dilakukan dan manajemen pengetahuan yang dapat mendukung kepada kesuksesan pelaku usaha dengan memperhatikan keberlanjutan lingkungan.

Kata kunci: *green social behavior*, *technology innovation*, *social innovation*, *business innovation*, *knowledge management*, *entrepreneurial success*.

Referensi: 2016 - 2025

ABSTRACT

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The Influence of Green Social Behavior, Technology Innovation, Social Innovation, Business Innovation, and Knowledge Management on Entrepreneurial Success of Generation Z Business Actors in Tangerang

(xviii + 95 Pages; 3 Figures; 34 Table; 2 Appendices)

This study aims to analyze the influence of green social behaviors, technology innovation, social innovation, business innovation and knowledge management on entrepreneurial success of generation Z business actors in the city of Tangerang. This study uses a quantitative research method by distributing questionnaires involving generation Z business actors in the city of Tangerang. Data were collected through questionnaires distributed online and analyzed using the regression method to test the relationship between variables. The results of this study indicate a positive and significant influence of the green social behavior variable on technology innovation, social innovation and business innovation. Likewise, the influence of green social behavior on entrepreneurship success mediated by technology innovation, social innovation and business innovation. However, the influence of knowledge management as a moderator variable on the relationship between technology innovation and entrepreneurial success, on the relationship between business innovation and entrepreneurial success and on the relationship between social innovation and entrepreneurial success is not supported. This study is important to identify the variables that influence entrepreneurial success by considering environmental issues. Innovations that need to be done and knowledge management that can support the success of business actors by paying attention to environmental sustainability

Keywords: *green social behavior, technology innovation, social innovation, business innovation, knowledge management, entrepreneurial success.*

Reference: 2016 - 2025

