

EFEK MEDIASI KOGNITIF KEWIRAUSAHAAN TINGKAT LANJUT PADA
PENGARUH *PERSONALITY TRAITS*, DUKUNGAN AKADEMIK,
KEMAMPUAN BERINOVASI DIMODERASI OLEH *ECOLOGICAL
ENTREPRENEURSHIP* TERHADAP *GREEN ENTREPRENEURSHIP
INTENTION* MAHASISWA PENDIDIKAN EKONOMI DI PERGURUAN
TINGGI SE-JABODETABEK

DISERTASI

Diajukan Untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Doktor
Pendidikan Ekonomi Program Studi Pendidikan Ekonomi



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PROGRAM STUDI PENDIDIKAN EKONOMI
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EFEK MEDIASI KOGNITIF KEWIRAUSAHAAN TINGKAT LANJUT PADA
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BERINOVASI DIMODERASI OLEH *ECOLOGICAL ENTREPRENEURSHIP*
TERHADAP *GREEN ENTREPRENEURSHIP INTENTION* MAHASISWA
PENDIDIKAN EKONOMI DI PERGURUAN TINGGI SE-JABODETABEK

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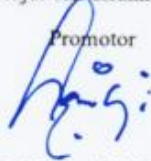
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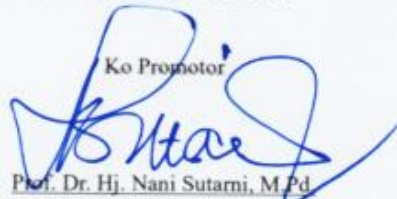
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PERNYATAAN KEASLIAN

Dengan ini saya menyatakan bahwa disertasi dengan judul : Efek Mediasi Kognitif Kewirausahaan Tingkat Lanjut Pada Pengaruh *Personality Traits*, Dukungan Akademik, Kemampuan Berinovasi Dimoderasi Oleh *Ecologycal Entrepreneurship* Terhadap *Green Entrepreneurship Intention* Mahasiswa Pendidikan Ekonomi di Perguruan Tinggi Se-Jabodetabek ini beserta isinya merupakan benar-benar karya saya sendiri, dan saya tidak melakukan penjiplakan atau pengutipan yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat.

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Yang Membuat Pernyataan

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KATA PENGANTAR

Bissmillahirrahmanirrahim...

Ba'da salam...

Puji syukur penulis panjatkan kepada Tuhan Yang Maha Esa atas rahmat dan karunia-Nya sehingga disertasi saya dengan judul "Efek Mediasi Kognitif Kewirausahaan Tingkat Lanjut pada Pengaruh *Personality Traits*, Dukungan Akademik, Kemampuan Berinovasi Dimoderasi oleh *Ecologycal Entrepreneurship* Terhadap *Green Entrepreneurship Intention* Mahasiswa Pendidikan Ekonomi di Perguruan Tinggi se Jabodetabek" ini dapat diselesaikan dengan baik. Penulisan disertasi ini merupakan salah satu syarat dalam menyelesaikan program studi *Pendidikan Ekonomi di Universitas Pendidikan Indonesia*.

Disertasi ini disusun sebagai salah satu syarat untuk menyelesaikan program studi Pendidikan Ekonomi di Universitas Pendidikan Indonesia. Penelitian ini bertujuan untuk memahami lebih dalam mengenai faktor-faktor yang memengaruhi niat berwirausaha hijau (*Green Entrepreneurship Intention*) di kalangan mahasiswa pendidikan ekonomi Perguruan Tinggi yang berada di wilayah Jabodetabek, khususnya dengan melihat Efek Mediasi kognitif kewirausahaan tingkat lanjut dan moderasi *Ecologycal Entrepreneurship*. Penelitian ini diharapkan dapat memberikan kontribusi akademis serta solusi praktis dalam pengembangan kewirausahaan ramah lingkungan.

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Bandung, Januari 2025
Penulis

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ABSTRAK

Camelia Safitri, 2113105, Efek Mediasi Kognitif Kewirausahaan Tingkat Lanjut Pada Pengaruh *Personality Traits*, Dukungan Akademik, Kemampuan Berinovasi Dimoderasi Oleh *Ecologycal Entrepreneurship* Terhadap *Green Entrepreneurship Intention* Mahasiswa Pendidikan Ekonomi di Perguruan Tinggi Se- Jabodetabek, dibawah bimbingan Prof. Dr. H. Hari Mulyadi, M. Si.; Prof. Dr. Hj. Nani Sutarni, M.Pd.; Dr. Muhamad Arief Ramdhany, S.Pd., S.S., M.Pd., CPMP

Penelitian ini menganalisis Efek Mediasi Kognitif Kewirausahaan Tingkat Lanjut Pada Pengaruh *Personality Traits*, Dukungan Akademik, Kemampuan Berinovasi Dimoderasi

Oleh *Ecological Entrepreneurship* Terhadap *Green Entrepreneurship Intention* Mahasiswa Pendidikan Ekonomi di Perguruan Tinggi Se- Jabodetabek. Dengan menggunakan metode kuantitatif dan analisis Smart PLS, penelitian ini melibatkan 363 mahasiswa aktif sebagai responden dari total populasi 1.637 mahasiswa. Hasil penelitian menunjukkan bahwa semua hipotesis diterima, Penelitian ini juga memperkenalkan *Ecological Entrepreneurship* sebagai variabel moderasi yang memperkuat atau memperlemah hubungan antara kognisi kewirausahaan tingkat lanjut dan niat kewirausahaan hijau. Menggunakan teori *Theory of Planned Behavior* (TPB) dan *Social Learning Theory* (SLT), penelitian ini menguji peran dukungan akademik dalam memperkuat norma subjektif dan *perceived behavioral control* yang mendukung niat kewirausahaan hijau, serta bagaimana kepribadian dan dukungan akademik saling berinteraksi dalam membentuk sikap terhadap kewirausahaan hijau. Hasil penelitian ini memberikan kontribusi penting bagi pengembangan pendidikan kewirausahaan dengan menawarkan pendekatan yang holistik, yang menghubungkan faktor-faktor pribadi, akademik, dan inovatif melalui proses kognitif dalam mendorong niat berwirausaha hijau. Model ini menunjukkan bagaimana variabel-variabel seperti kepribadian, dukungan akademik, dan kemampuan inovasi berkolaborasi untuk membentuk niat kewirausahaan hijau di kalangan mahasiswa. Penelitian ini juga menyoroti pentingnya kewirausahaan ekologi sebagai dimensi tambahan dalam mendorong niat kewirausahaan hijau yang responsif terhadap isu-isu lingkungan. Secara keseluruhan, penelitian ini memberikan panduan praktis bagi kebijakan pendidikan kewirausahaan yang berfokus pada keberlanjutan dan inovasi, serta kontribusi teoritis yang signifikan terhadap studi kewirausahaan dan keberlanjutan.

Kata Kunci : *Personality Traits*; Dukungan Akademik; Kemampuan Berinovasi; *Green Entrepreneurship Intention*; Kognisi Kewirausahaan Tingkat Lanjut; *ecological entrepreneurship*

ABSTRACT

Camelia Safitri, 2113105, The Effect of Advanced Entrepreneurial Cognitive Mediation on the Influence of Personality Traits, Academic Support, and Innovation Ability Moderated by Ecological Entrepreneurship on Green Entrepreneurship Intention of Economic Education Students in Universities throughout Jabodetabek, under the guidance of Prof. Dr. H. Hari Mulyadi, M.Si.; Prof. Dr. Hj. Nani Sutarni, M.Pd.; Dr. Muhamad Arief Ramdhany, S.Pd., S.S., M.Pd., CPMP

This study analyzes the Effect of Advanced Entrepreneurial Cognitive Mediation on the Influence of Personality Traits, Academic Support, and Innovation Ability Moderated by Ecological entrepreneurship on Green Entrepreneurship Intention of Economic Education Students in Universities throughout Jabodetabek. Using quantitative methods and Smart PLS analysis, this study involved 363 active students as respondents from a total population of 1,637 students. The results showed that all hypotheses were accepted. This study also introduced Ecological Entrepreneurship as a moderating variable that strengthens or weakens the relationship between advanced entrepreneurial cognition and green entrepreneurial intention. Using the Theory of Planned Behavior (TPB) and Social Learning Theory (SLT), this study examined the role of academic support in strengthening subjective norms and perceived behavioral control that support green entrepreneurial intention, as well as how personality and academic support interact in shaping attitudes towards green entrepreneurship. The results of this study provide an important contribution to the development of entrepreneurship education by offering a holistic approach, connecting personal, academic, and innovative factors through cognitive processes in driving green entrepreneurial intention. This model shows how personality, academic support, and innovation ability collaborate to shape green entrepreneurial intention among students. This study also highlights the importance of ecological entrepreneurship as an additional dimension in driving green entrepreneurial intention responsive to environmental issues. Overall, this study provides practical guidance for entrepreneurship education policies that focus on sustainability and innovation, as well as significant theoretical contributions to entrepreneurship and sustainability studies.

Keywords: Personality Traits; Academic Support; Innovation Ability; Green Entrepreneurship Intention; Advanced Entrepreneurial Cognition; ecological entrepreneurship

DAFTAR ISI

LEMBAR HAK CIPTA	ii
LEMBAR PENGESAHAN	iii
LEMBAR PERNYATAAN KEASLIAN	iv
KATA PENGANTAR	v
UCAPAN TERIMA KASIH	vi
ABSTRAK	ix
ABSTRACT	x
DAFTAR ISI	xi

DAFTAR TABEL	xv
DAFTAR GAMBAR	xvi
BAB I PENDAHULUAN	1
1.1 Latar Belakang Masalah	1
1.2 Rumusan Masalah Penelitian	24
1.3 Tujuan Penelitian	25
1.4 Manfaat Penelitian	27
1.5 Struktur Organisasi Penelitian	28
 BAB II KAJIAN PUSTAKA, KERANGKA PENELITIAN DAN HIPOTESIS	30
2.1 Kajian Pustaka	30
2.1.1 <i>Social Learning Theory</i>	30
2.1.1.1 <i>Real – Word Applications for Social Learning Theory</i>	32
2.1.1.2 <i>A word form Verywell</i>	33
2.1.2 <i>Theory of Planned Behavior</i>	34
2.1.3 <i>Green Entrepreneurship Intention</i>	38
2.1.3.1 Definisi Pakar <i>Green Entrepreneurship Intention</i>	38
2.1.3.2 Konsep <i>Green Entrepreneurship Intention</i>	40
2.1.3.3 Faktor-faktor yang mempengaruhi <i>Green Entrepreneurship Intention</i>	45
2.1.3.4 Indikator <i>Green Entrepreneurship Intention</i>	46
2.1.3.5 Perbedaan <i>Green Entrepreneurship</i> dengan <i>Green Entrepreneurship Intention</i>	48
2.1.4 <i>Personality Traits</i>	51
2.1.4.1 Definisi Pakar <i>Personality Traits</i>	51
2.1.4.2 Konsep <i>Personality Traits</i>	54
2.1.4.3 Jenis-jenis <i>Personality Traits</i>	55
2.1.4.4 Indikator <i>Personality Traits</i>	60
2.1.5 Dukungan Akademik	64
2.1.5.1 Definisi pakar Dukungan Akademik	64
2.1.5.2 Konsep Dukungan Akademik	68
2.1.5.3 Indikator Dukungan Akademik	70
2.1.5.4 <i>Key Performance Indicator Program</i>	71
2.1.6 Kemampuan Berinovasi	72
2.1.6.1 Definisi pakar Kemampuan Berinovasi	72
2.1.6.2 Dimensi Kemampuan Berinovasi	75
2.1.6.3 Indikator Kemampuan Berinovasi	77
2.1.7 Kognisi Kewirausahaan Tingkat Lanjut	78
2.1.7.1 Konsep Kognisi Kewirausahaan Tingkat Lanjut	78

2.1.7.2	Indikator Kognisi Kewirausahaan Tingkat Lanjut	85
2.1.8	<i>Ecologycal Entrepreneurship</i>	91
2.1.8.1	Definisi Pakar <i>Ecologycal Entrepreneurship</i>	91
2.1.8.2	Aspek utama <i>Ecologycal Entrepreneurship</i>	93
2.1.8.3	Indikator <i>Ecologycal Entrepreneurship</i>	93
2.1.8.4	Manfaat <i>Ecologycal Entrepreneurship</i>	95
2.1.8.5	Tantangan <i>Ecologycal Entrepreneurship</i>	96
2.1.9	Tingkat Pendidikan	96
2.1.9.1	Definisi Pakar Tingkat Pendidikan	96
2.1.9.2	Indikator Tingkat Pendidikan	97
2.1.10	Pembelajaran Kewirausahaan	101
2.1.10.1	Konsep dan Urgensi Pembelajaran Kewirausahaan	101
2.1.10.2	Dimensi dan Indikator Pembelajaran Kewirausahaan	106
2.1.10.3	Komponenn-komponen Pembelajaran Kewirausahaan	109
2.1.10.4	Efektivitas Pembelajaran Kewirausahaan	113
2.1.11	Penelitian yang Relevan	115
2.2	Kerangka Penelitian	134
2.3	Hipotesis	141
BAB III METODOLOGI PENELITIAN		143
3.1	Objek dan Subjek Penelitian	143
3.2	Jenis dan Metode Penelitian	144
3.2.1	Jenis Penelitian	144
3.2.2	Metode Penelitian	144
3.3	Populasi dan Teknik Sampling	144
3.3.1	Populasi Penelitian	144
3.3.2	Sampel Penelitian	145
3.3.2.1	Teknik Pengambilan Sampel	145
3.3.2.2	Ukuran Sampel	146
3.4	Operasionalisasi Variabel	147
3.5	Teknik Pengumpulan Data	157
3.6	Analisis Data Deskriptif	160
3.6.1	Analisis Data Menggunakan PLS-SEM	160
3.6.2	Uji Model Pengukuran	164
3.6.3	Uji Validitas	164
3.7	Analisis Verifikatif	168
3.7.1	Analisis Uji Pengaruh Langsung	168
3.7.2	Model Struktural (Inner Model)	168
3.8	Jenis dan Sumber Data	169
3.9	Metode dan Teknik Analisis Data	171

3.9.1	Metode Analisis Deskriptif Persentase	171
3.9.2	Teknik Analisis Data	173
3.10	Uji Hiotesis	185
BAB IV HASIL PENELITIAN DAN PEMBAHASAN		187
4.1	Hasil Penelitian	187
4.1.1	Gambaran Subjek dan Profil Responden Penelitian	187
4.1.1.1	Gambaran Subjek Penelitian	187
4.1.1.2	Profil Responden Penelitian	187
4.1.2	Hasil Temuan Aanalisa Data Deskriptif	194
4.1.2.1	Gambaran Umum masing-masing Variabel Penelitian	200
4.1.2.2	<i>Personality Traits</i>	200
4.1.2.3	Dukungan Akademik	204
4.1.2.4	Kemampuan Berinovasi	207
4.1.2.5	Kognisi Kewirausahaan Tingkat Lanjut	212
4.1.2.6	<i>Ecology Entrepreneurship</i>	217
4.1.2.7	<i>Green Entrepreneurship Intention</i>	220
4.1.2.8	Rekapitulasi seluruh variabel Penelitian	222
4.1.3	Pengujian Hipotesis dengan PLS	227
4.1.3.1	Estimasi Model Pengukuran	227
4.1.3.2	Pengukuran Model (<i>Measurement Model</i>)	248
4.1.3.3	Validasi dan Reliabilitas	248
4.1.3.4	<i>Outer Loading</i>	251
4.1.3.5	Estimasi Model Struktural	253
4.2	Pembahasan Penelitian	261
4.2.1	Pembahasan dan Deskripsi Variabel	261
4.2.2	Pengaruh <i>Personality Traits</i> , Dukungan Akademik, Kemampuan Berinovasi terhadap Kognitif Kewirausahaan Tingkat Lanjut	281
4.2.2.1	Pengaruh <i>Personality Traits</i> terhadap Kognisi Kewirausahaan Tingkat Lanjut	281
4.2.2.2	Pengaruh Dukungan Akademik terhadap Kognisi Kewirausahaan Tingkat Lanjut	283
4.2.2.3	Pengaruh Kemampuan Berinovasi terhadap Kognisi Kewirausahaan Tingkat Lanjut	284
4.2.3	Pengaruh <i>Personality Traits</i> , Dukungan Akademik, Kemampuan Berinovasi terhadap <i>Green Entrepreneurship Intention</i>	285
4.2.3.1	Pengaruh <i>Personality Traits</i> terhadap <i>Green Entrepreneurship Intention</i>	285
4.2.3.2	Pengaruh Dukungan Akademik terhadap <i>Green Entrepreneurship Intention</i>	286

4.2.3.3 Pengaruh Kemampuan Berinovasi terhadap <i>Green Entrepreneurship Intention</i>	287
4.2.3.4 Pengaruh Kognisi Kewirausahaan Tingkat Lanjut terhadap <i>Green Entrepreneurship Intention</i>	288
4.2.4 Efek Mediasi Kognisi Kewirausahaan Tingkat Lanjut dalam pengaruh <i>Personality Traits</i> , Dukungan Akademik, Kemampuan Berinovasi terhadap <i>Green Entrepreneurship Intention</i>	289
4.2.4.1 Pengaruh Kognisi Kewirausahaan Tingkat Lanjut memediasi <i>Personality Traits</i> terhadap <i>Green Entrepreneurship Intention</i>	289
4.2.4.2 Pengaruh Kognisi Kewirausahaan Tingkat Lanjut memediasi Dukungan Akademik terhadap <i>Green Entrepreneurship Intention</i>	290
4.2.4.3 Pengaruh Kognisi Kewirausahaan Tingkat Lanjut memediasi Kemampuan Berinovasi terhadap <i>Green Entrepreneurship Intention</i>	290
4.2.5 Efek moderasi Ecological Entrepreneurship dalam pengaruh Kognisi Kewirausahaan Tingkat Lanjut Terhadap <i>Green Entrepreneurship Intention</i> pada pengaruh <i>Personality Traits</i> , Dukungan Akademik dan Kemampuan Berinovasi mahasiswa perguruan tinggi Program Studi Pendidikan Ekonomi se-Jabodetabek.....	291
4.3 Kebaharuan Penelitian (Novelty)	292
4.4 Keterbatasan Penelitian	296
 BAB V KESIMPULAN, IMPLIKASI DAN SARAN.....	298
 5.1 Kesimpulan	298
5.2 Implikasi	310
5.3 Rekomendasi	314
 DAFTAR PUSTAKA	318
 LAMPIRAN-LAMPIRAN.....	342
 Tabel Operasional Variabel	342
Angket Penelitian	348
<i>Outer Loading</i>	360
<i>Blind Folding Nilai Q²</i>	362
<i>Path Coefficients</i>	362
<i>Indirect Effect</i>	362
<i>Specific Indirect Effect</i>	362

<i>Total Effect</i>	362
<i>Bootstrap</i>	363
Surat-surat izin Penelitian	364
Tabulasi Data X1	374
Tabulasi Data X2	379
Tabulasi Data X3	387
Tabulasi Data Med	395
Tabulasi Data Mod	402
Tabulasi Data Y	410
Biografi Peneliti	418

DAFTAR TABEL

Tabel 1.1 Kondisi <i>Green Entrepreneurship Intention</i> Mahasiswa	9
Tabel 2. 1 Perbedaan <i>Entrepreneurship</i> dengan <i>Green Entrepreneurship</i>	48
Tabel 2. 2 Kerangka Evaluasi Efektivitas Pembelajaran Kewirausahaan	116
Tabel 2. 3 Penelitian yang Relevan	117
Tabel 3. 1 Populasi Penelitian	135
Tabel 3. 2 Perhitungan dan Distribusi Sampel	137
Tabel 3. 3 Operasionalisasi Variabel Penelitian	140
Tabel 3. 4 Bobot Nilai Jawaban Responden	148

Tabel 3. 5 Rumusan Interval Kategorisasi Subjek Penelitian	149
Tabel 3. 6 Ringkasan <i>Rule of Thumb</i> Evaluasi Model Pengukuran (Outer Model)	155
Tabel 3. 7 Interpretasi Koefisien Korelasi.....	155
Tabel 3. 8 Rekapitulasi jenis dan sumber data	159
Tabel 3. 9 Presentase dan Kriteria Variabel Personality Traits, dukungan akademik dan Kemampuan Berinovasi maka semakin tinggi <i>Green Entrepreneurship Intention</i> dimediasi oleh Kognisi Kewirausahaan Tingkat Lanjut dan di Moderasi oleh <i>Ecoological Entrepreneurship</i>	162
Tabel 3. 10 Ringkasan <i>Rule of Thumb Model</i> Pengukuran	166
Tabel 3. 11 Ringkasan <i>Rule of Thumb Model</i> Struktural	168
Tabel 4. 1 Skor Rata-rata Dimensi Variabel Personality Traits.....	189
Tabel 4. 2 Skor Rata-rata Dimensi Variabel Dukungan Akademik.....	192
Tabel 4. 3 Skor Rata-rata Dimensi Variabel Kemampuan Berinovasi	194
Tabel 4. 4 Skor Rata-rata Dimensi Variabel Kemampuan Berinovasi	197
Tabel 4. 5 Skor Rata-rata Dimensi Variabel <i>Ecology Entrepreneurship</i>	201
Tabel 4. 6 Skor Rata-rata Dimensi Variabel <i>Green Entrepreneurship Intention</i>	203
Tabel 4. 7 Tabel <i>Cronbach's Alpha</i> Reliabilitas dan <i>Validity</i>	208
Tabel 4. 8 Model Pengukuran Setiap Dimensi pada Variabel <i>Personality Traits</i> (X1)	209
Tabel 4. 9 Model Pengukuran Setiap Dimensi pada Variabel Dukungan Akademik (X2)	211
Tabel 4. 10 Model Pengukuran Setiap Dimensi pada Variabel Kemampuan Berinovasi (X3).....	213
Tabel 4. 11 Model Pengukuran Setiap Dimensi pada Variabel Kognisi Kewirausahaan Tingkat Lanjut (Mod)	216
Tabel 4. 12 Model Pengukuran Setiap Dimensi pada Variabel <i>Ecology Entrepreneurship</i> (Med).....	218
Tabel 4. 13 Model Pengukuran Setiap Dimensi pada Variabel <i>Green Entrepreneurship Intention</i> (Y)	220
Tabel 4. 14 Pengujian Hipotesis (Pengaruh Langsung)	224

Tabel 4. 15 Pengujian Hipotesis (Pengaruh Tidak Langsung)	226
Tabel 4. 16 <i>Convergent Validity, Discriminant Validity</i> dan <i>Reliability</i>	227
Tabel 4. 17 <i>Outer Loadings</i>	230
Tabel 4. 18 <i>Path Coefisien</i>	233
Tabel 4. 19 <i>Outer VIF Value</i>	235
Tabel 4. 20 <i>R Square</i>	237
Tabel 4. 21 <i>f Square</i>	240

DAFTAR GAMBAR

Gambar 1. 1 Data pemetaan SDM berdasarkan generasi.....	8
Gambar 1. 2 Tingkat Pengangguran Terbuka (TPT) Menurut Pendidikan Tertinggi yang Ditamatkan (persen), Agustus 2021–Agustus 2023	10
Gambar 1. 7 Data olah <i>VoSviewer</i>	23
Gambar 2. 1 <i>Theory of Bandura Social Learning Teory</i>	31
Gambar 2. 2 <i>Theory of Planned Behavior</i>	37
Gambar 2. 3 Konsep <i>Green Entrepreneurship</i>	41
Gambar 2. 4 Interaksi antara Tantangan Sosial dan Lingkungan.....	42
Gambar 2. 5 <i>The influencing factors of green entrepreneurship.</i>	44
Gambar 2. 6 <i>Key Performance</i> Indikator Program APINDO UMKM Merdeka 71	
Gambar 2. 7 <i>Flow</i> model pendampingan Program APINDO UMKM Merdeka 72	

Gambar 2. 8 Angka Partisipasi Kasar Perguruan Tinggi (tren proyeksi)	98
Gambar 2. 9 Presentase penduduk dibawah garis kemiskinan nasional	102
Gambar 2. 10 Kerangka Pemikiran	124
Gambar 2. 11 Kerangka Pemikiran	130
Gambar 2. 12 Paradigma Penelitian.....	131
Gambar 3. 1 Tahapan AnalnsisiData PLS-SEM.....	150
Gambar 4. 1 Karakteristik Responden Berdasarkan Jenis Kelamin	182
Gambar 4. 2 Karakteristik Responden Berdarakan Asal Kampus Responden...	183
Gambar 4. 3 Karakteristik Responden bersarkan semester.....	183
Gambar 4. 4 Karakteristik Responden bersarkan Cita-cita	184
Gambar 4. 5 Karakteristik Responden bersarkan Usia	185
Gambar 4. 6 Karakteristik Responden bersarkan Plan settelah lulus kuliah.....	186
Gambar 4. 7 Karakteristik Responden bersarkan mendapatkan mata kuliah kewirausahaan dengan metode praktik	187
Gambar 4. 8 <i>Loading Factor Personality Traits (X1)</i>	210
Gambar 4. 9 <i>Loading Factor Dukungan Akademik (X2)</i>	212
Gambar 4. 10 <i>Loading Factor Kemampuan Berinovasi (X3)</i>	214
Gambar 4. 11 <i>Loading factor Kognisi Kewirausahaan Tingkat Lanjut</i>	216
Gambar 4. 12 <i>Loading Factor Ecology Entrepreneurship (Mod)</i>	219
Gambar 4. 13 <i>Loading Factor Green Entrepreneurship Intention (Y3)</i>	221
Gambar 4. 14. <i>Output Model Persamaan Struktural</i>	223
Gambar 4. 15 Persentase Variabel <i>Personality Traits</i>	244
Gambar 4. 16 Persentase Variabel <i>Dukungan Akademik</i>	247
Gambar 4. 17 Persentase Variabel <i>Kemampuan Berinovasi</i>	251
Gambar 4. 18 Persentase Variabel <i>Ecology Entrepreneurship</i>	254
Gambar 4. 19 Persentase Variabel <i>Kognisi Kewirausahaan Tingkat Lanjut</i>	257
Gambar 4. 20 Persentase Variabel <i>Green Entrepreneurship Intention</i>	260
Gambar 4. 21 Gambar Model Akhir Peningkatan <i>Green Entrepreneurship Intention</i>	270

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