

**PENGARUH PENDIDIKAN KEWIRAUSAHAAN DAN EFIKASI DIRI
TERHADAP MINAT BERWIRAUSAHA HIJAU DIMEDIASI OLEH
NORMA SUBJEKTIF**

**(Survei pada Mahasiswa S1 Pendidikan Ekonomi di Perguruan Tinggi
Swasta Se-Kota Bandung)**

TESIS

Diajukan untuk Memenuhi Sebagian Syarat untuk Memperoleh Gelar Magister
Pendidikan



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**PROGRAM STUDI MAGISTER PENDIDIKAN EKONOMI
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2025**

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Swasta Se-Kota Bandung)**

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S.Pd. Universitas Lampung, 2021

Sebuah tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Magister Pendidikan (M.Pd.) pada Fakultas Pendidikan Ekonomi dan Bisnis

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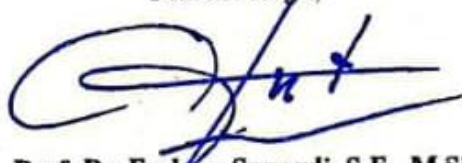
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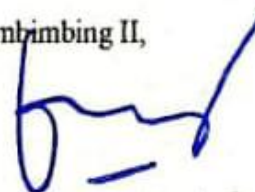
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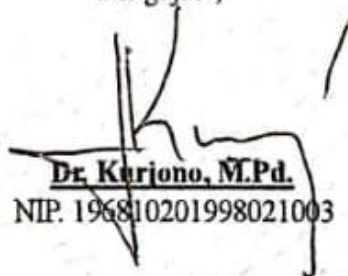
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KATA PENGANTAR

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Penulis sepenuhnya menyadari bahwa tesis ini masih belum sempurna dan memiliki beberapa kekurangan serta kekeliruan yang perlu diperbaiki. Kritikan dan perbaikan dari pembaca sangat diharapkan untuk menyempurnakan isi dari tesis ini. Penulis berharap tesis ini dapat memberikan manfaat yang besar, tidak hanya sebagai pembelajaran pribadi, tetapi juga sebagai kontribusi nyata dalam memperkuat kualitas pendidikan dan kewirausahaan di Indonesia. Semoga segala upaya dan niat baik yang tertuang dalam karya ini senantiasa mendapatkan ridha dan keberkahan dari Allah *Azza Wa Jalla*.

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Bayu Prasetio

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Bayu Prasetyo (2307458): Pengaruh Pendidikan Kewirausahaan Dan Efikasi Diri Terhadap Minat Berwirausaha Hijau Dimediasi Oleh Norma Subjektif (Survei Pada Mahasiswa S1 Pendidikan Ekonomi di Perguruan Tinggi Swasta Se-Kota Bandung) di bawah bimbingan Prof. Dr. Endang Supardi, S.E., M.Si. dan Dr. Navik Istikomah, S.E., M.Si.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh pendidikan kewirausahaan dan efikasi diri terhadap minat berwirausaha hijau dengan norma subjektif sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei yang melibatkan mahasiswa Program Studi Pendidikan Ekonomi dari Universitas Pasundan dan Universitas Langlangbuana di Kota Bandung. Teknik pengambilan sampel menggunakan *stratified random sampling* dan sampling jenuh. Analisis data dilakukan dengan pendekatan *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa pendidikan kewirausahaan dan efikasi diri berpengaruh positif dan signifikan terhadap minat berwirausaha hijau, serta keduanya juga berpengaruh terhadap norma subjektif yang terbukti memediasi hubungan tersebut. Temuan penelitian ini menekankan pentingnya integrasi aspek kognitif, afektif, dan sosial dalam pendidikan kewirausahaan untuk mendorong minat mahasiswa pada praktik bisnis berkelanjutan. Implikasi praktis dari penelitian ini adalah perlunya penguatan kurikulum kewirausahaan yang berwawasan lingkungan, pengembangan efikasi diri melalui pengalaman langsung, dan penciptaan lingkungan sosial yang mendukung minat berwirausaha hijau. Secara teoritis, hasil penelitian ini menekankan peran penting norma subjektif sebagai mediator kunci dalam pembentukan minat berwirausaha hijau. Penelitian berikutnya disarankan untuk mengkaji variabel lain seperti sikap terhadap perilaku, persepsi kontrol perilaku, pembelajaran melalui pengamatan, harapan hasil, dan pengaturan diri dalam memberikan pemahaman yang lebih menyeluruh terhadap minat berwirausaha hijau di kalangan mahasiswa.

Kata Kunci: Pendidikan Kewirausahaan, Efikasi Diri, Norma Subjektif, Minat Berwirausaha Hijau.

Bayu Prasetyo (2307458): The Effect of Entrepreneurship Education and Self-Efficacy on Green Entrepreneurial Intention Mediated by Subjective Norms (A survey on Undergraduate Students of Economic Education at Private Universities in Bandung City) under the guidance of Prof. Dr. Endang Supardi, S.E., M.Si. and Dr. Navik Istikomah, S.E., M.Si.

ABSTRACT

This study aimed to analyze the effect of entrepreneurship education and self-efficacy on green entrepreneurial intention, with subjective norms as a mediating variable. This study used a quantitative approach with a survey method that involved students of the Economics Education Study Program from Universitas Pasundan and Universitas Langlangbuana in Bandung City. The sampling technique used stratified random sampling and saturation sampling. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The results showed that entrepreneurship education and self-efficacy had a positive and significant effect on green entrepreneurial intention, and both also affected subjective norm which proved to mediate this relationship. The findings of this study emphasized the importance of integrating cognitive, affective, and social aspects in entrepreneurship education to encourage students' interest in sustainable business practices. The practical implications of this study was the need to strengthen environmentally oriented entrepreneurship curricula, develop self-efficacy through direct experience, and create a social environment that supported green entrepreneurial intention. Theoretically, the results of this study emphasized the important role of subjective norm as a key mediator in forming green entrepreneurial intention. Further research was suggested to examine other variables such as attitudes toward behavior, perceived behavioral control, learning through observation, outcome expectations, and self-regulation to provide a more comprehensive understanding of green entrepreneurial intention among students.

Keywords: Entrepreneurship Education, Self-Efficacy, Subjective Norms, Green Entrepreneurial Intention.

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