

**EFEK KEPRIBADIAN DAN DUKUNGAN AKADEMIK TERHADAP
INTENSI KEWIRAUSAHAAN HIJAU DIMODERASI OLEH NILAI
LINGKUNGAN**

(Survei Pada Siswa SMK di Kabupaten Pati Jawa Tengah)

TESIS

**diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar
Magister Program Studi Pendidikan Ekonomi**



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2021**

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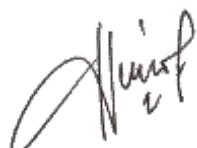
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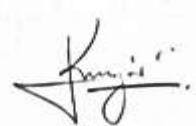
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Abstrak

Tantangan global yang ditimbulkan oleh perubahan iklim dan kerusakan lingkungan semakin mendorong kegiatan kewirausahaan menuju *green entrepreneurship*. Kurangnya studi empiris tentang green entrepreneurship membuat pemahaman saat ini tentang faktor-faktor yang berkontribusi untuk memelihara niat kewirausahaan hijau terbatas. Dengan menggunakan *Theory of Planned Behaviour*, penelitian ini bertujuan untuk mengeksplorasi hubungan antara kepribadian dan dukungan akademik terhadap intensi kewirausahaan hijau, serta bagaimana nilai lingkungan memoderasi hubungan tersebut. Metode penelitian yang digunakan adalah *survey explanatory* dengan teknik pengumpulan data berupa kuisioner yang disebar kepada 198 siswa SMK di Kabupaten Pati. Hasil penelitian menunjukkan bahwa kepribadian dan dukungan akademik berkontribusi secara positif terhadap intensi kewirausahaan hijau. Nilai lingkungan sebagai variabel moderasi memperkuat hubungan antara kepribadian dan dukungan akademik terhadap intensi kewirausahaan hijau. Penelitian ini memberikan wawasan yang berguna bagi praktisi pendidikan dan pembuat kebijakan dalam mengembangkan intensi kewirausahaan hijau di kalangan siswa serta memberikan arah dalam mempersiapkan wirausahawan hijau masa depan.

Kata Kunci: Intensi Kewirausahaan Hijau, Kepribadian, Dukungan Akademik, Nilai Lingkungan

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**THE EFFECT OF PERSONALITY TRAITS AND EDUCATIONAL SUPPORT ON STUDENT' GREEN ENTREPRENEURIAL INTENTION
THE MODERATING EFFECT OF ENVIRONMENTAL VALUE
(Survey on Vocational High School Students in Pati Regency Central Java)**

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Abstract

Global challenges posed by climate change and environmental deterioration are increasingly driving entrepreneurship with green entrepreneurial intention as a key driver in predicting entrepreneurial activities. Due to lack of empirical study on green entrepreneurship, our current understanding of the factors that contributes to nurturing green entrepreneurial intention is limited. Using the Theory of Planned Behavior, this study aims to explore the relationship between predictors of green entrepreneurial intention such as personality traits and academic support attitudes towards green entrepreneurial intention (GEI), and how environmental value moderate this relationship. The research method used is an explanatory survey with data collection techniques in the form of questionnaires distributed to 198 vocational students in Pati Regency. The results showed that personality traits and academic support contributed positively to GEI, and environmental value moderated the relationship between personality traits and academic support to GEI. This research provides useful insights for education practitioners and policy makers in developing GEI among students as well as providing direction in preparing future green entrepreneurs.

Keyword: Green Entrepreneurial Intention, Personality Traits, Academic Support, Environmental Value

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