

## DAFTAR PUSTAKA

- Adekiya, A. A., & Ibrahim, F. (2016). Entrepreneurship intention among students. The antecedent role of culture and entrepreneurship training and development. *International Journal of Management in Education*, 14(2), 116–132.
- Adeline, F., & Slamet, F. (2021, August 30). Pengaruh Orientasi Kewirausahaan Dan Orientasi Bekelanjutan Terhadap Kewirausahaan Berkelanjutan Dengan Kewirausahaan Bricolage Sebagai Mediasi Pada UKM Di Indonesia. <https://doi.org/10.24912/jmk.v3i3.13154>
- Amalia, N., Deliana, Y., Rachmawati, E., & Fatimah, S. (2021, January 30). HUBUNGAN PENGETAHUAN TERHADAP PERILAKU PENGGUNAAN GREEN PACKAGING DI MASYARAKAT KOTA BANDUNG, JAWA BARAT. <https://doi.org/10.25157/ma.v7i1.3864>
- Byrne, Michael 2003. Understanding Consumer Preferences Across Environmental Marketing Mix Variations. OIKOS University of Newcastle
- Chekwube C. E. (2023). Insights of Young Entrepreneurship Aspirants Towards Sustainable Entrepreneurship in Malaysia.
- Choudhary dan Gokarn. 2013. “Green Marketing: A Means for Sustainable Development”. *International Referred Journal*, Vol. IV Issue 3 (3), Juli 2013(26).
- Civelek, M. E. (2018). *Essentials of Structural Equation Modeling*. *Zea Books*. <https://doi.org/10.13014/k2sj1hr5>
- Cuc, L. D., Pelau, C., Szentesi, S. G., & Sanda, G. (2022). The Impact of Green Marketing on the Consumers Intention to Buy Green Products in the Context of the Green Deal. *www.amfiteatrueconomic.ro*, 24(60), 330. <https://doi.org/10.24818/ea/2022/60/330>
- Daftar Negara Paling Ramah Lingkungan di Dunia 2022, Indonesia Tertinggal Jauh | Databoks. (n.d.). Retrieved from <https://databoks.katadata.co.id/datapublish/2022/11/07/daftar-negara-paling-ramah-lingkungan-di-dunia-2022-indonesia-tertinggal-jauh>

- Dean, T.J. and McMullen, J.S. (2007), "Toward a theory of sustainable entrepreneurship: reducing environmental degradation through entrepreneurial action", *Journal of Business Venturing*, Vol. 22 No.1, pp.50-76.
- Demir, H., & Demiryurek, K. (2018). Determination of entrepreneurship tendencies of university students: The case of OMU faculty of agriculture. *KSU J. Agric Nat*, 21 (Special Issue), 168–176. <https://doi.org/10.18016/ksutarimdog.vi.472966>
- Efficient Capital Markets - Econlib. (2021, November 9). Retrieved from <https://www.econlib.org/library/Enc/EfficientCapitalMarkets.html>
- Eva Nuriyah Hidayat. (2021). Pengembangan EcoBusiness bagi Pelaku Usaha Mikro Kecil Menengah (UMKM). *Jurnal Penelitian dan Pengabdian Kepada Masyarakat (JPPM)*, Vol. 2 No. 3, 397-404, <https://doi.org/10.24198/jppm.v2i3.36320>
- Evans, S.; Vladimirova, D.; Holgado, M.; Van Fossen, K.; Yang, M.; Silva, E.A.; Barlow, C.Y. Business model innovation for sustainability: Towards a unified perspective for creation of sustainable business models. *Bus. Strategy Environ.* 2017, 26, 597–608
- Govindan, K. (2018). Sustainable consumption and production in the food supply chain. A conceptual framework. *International Journal of Production Economics*, 195, 419-431.
- Hamid, R. S., & Anwar, S. M. (2019). *STRUCTURAL EQUATION MODELING (SEM) BERBASIS VARIAN: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis* (Abiratno, S. Nurdiyanti, & A. D. Raksanagara, Eds.; 1st ed.). PT Inkubator Penulis Indonesia. [www.institutpenulis.id](http://www.institutpenulis.id)
- Indrawati, Yones, P. C. P., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of something

products. *Asia Pacific Management Review*.

<https://doi.org/10.1016/j.apmr.2022.07.007>

Jahanshahi, A.A., Nawaser, K., Sadeq Khaksar, S.M. and Kamalian, A.R. (2011), "The relationship between government policy and the growth of entrepreneurship in the micro, small and medium enterprises of India", *Journal of Technology Management and Innovation*, Vol.6 No. 1, pp.66-76.

Johnsen, C. G. (2021). Tactics of Sustainable Entrepreneurship: Ways of Operating in the Contested Terrain of Green Architecture. *Journal of Management Inquiry*, 32(2), 120–133. <https://doi.org/10.1177/10564926211067153>

K. (2022, June 10). Kewirausahaan Berkelanjutan (Sustainable Entrepreneurship): Melalui Budidaya Bawang Merah Organik di Desa Batudulang. Retrieved from

<https://www.kompasiana.com/kristijuswati83480/62a3044e2098ab263b3894a2/kewirausahaan-berkelanjutan-sustainable-entrepreneurship-melalui-budidaya-bawang-merah-organik-di-desa-batudulang>

Kebutuhan Mendesak, Berwirausaha Didorong Sejak dari Mahasiswa |Republika Online. (2023, May 15). Retrieved from

<https://republika.co.id/share/ropenc502>

Khoiri, A., & Peterianus, S. (2021, September 25). Pengembangan Bahan Ajar Pendidikan Kependudukan dan Lingkungan Hidup dalam Peningkatan Perilaku Peduli Lingkungan. <https://doi.org/10.31004/basicedu.v5i5.1519>

Khoiri, A., & Rudiansyah, E. (2019). Hubungan Antara Pengetahuan Pengelolaan Sampah Dengan Perilaku Peduli Lingkungan (Studi Korelasional Pada Mahasiswa STKIP Melawi). *Jurnal Pendidikan Dasar*, 7(2), 12–18.

<https://doi.org/10.46368/jpd.v7i2.164>

Kim, N., & Lee, K. (2023, March 29). Environmental Consciousness, Purchase Intention, and Actual Purchase Behavior of Eco-Friendly Products: The Moderating Impact of Situational Context.

<https://doi.org/10.3390/ijerph20075312>

Kirana, R. A. C. (1970, January 1). Menciptakan Ekosistem Berkelanjutan bagi Cendekia-Wirausaha. Retrieved from

<https://www.cnbcindonesia.com/opini/20230926084123-14-475527/menciptakan-ekosistem-berkelanjutan-bagi-cendekia-wirausaha>

Kota Bandung, W. R. (n.d.). Website Resmi Kota Bandung. Retrieved from <https://www.bandung.go.id> In-Text Citation: (Kota Bandung, n.d.)

Lim, E., Arita, S., & Jong, S. (2019). Advancing sustainable consumption in Korea and Japan: From re-orientation of consumer behaviour to civic actions. *Journal of Sustainability*, 1(23), 1-22.

Lubis, R. L. (2022, July 31). From Entrepreneurship to Sustainable Entrepreneurship: Why must we care? What must we do? <https://doi.org/10.51432/978-1-8381524-5-1-6>

Luthans F. *et al.*, (2006). *Psychological capital development: toward a micro-intervention*. *Journal of Organizational Behavior*, 27, 387-395

Mendez-Picazo, M.-T., & Gabindo-Mertin, M.-A. (2021). Effect of socio-cultural and economic factors on social entrepreneurship and sustainable development. *Journal of Innovation and Knowledge*, 6(2), 69-77.

Nanere, M. 2010, "What Green Marketing Has to Offer", Internasional Conference Indonesia Management Scientist Ass (AIMI). La Trobe University, Bendigo, Australia

Object, O. (2023, August 29). S2 Administrasi Bisnis. Retrieved from <https://smb.telkomuniversity.ac.id/program/s2-administrasi-bisnis/>

Paulus Insap Santosa, (2018). *Metode Penelitian Kuantitatif Pengembangan Hipotesis dan Pengujiannya Menggunakan SmartPLS*. Andi.

PDDikti - Pangkalan Data Pendidikan Tinggi. (n.d.). Retrieved from <https://pddikti.kemdikbud.go.id/>

Pemerintah Dorong Lahirnya Wirausahawan Muda Melalui Sosialisasi KUR Goes to Campus - Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (n.d.). Retrieved from

<https://ekon.go.id/publikasi/detail/3414/pemerintah-dorong-lahirnya-wirausahawan-muda-melalui-sosialisasi-kur-goes-to-campus>

Perkembangan UMKM sebagai Critical Engine Perekonomian Nasional Terus Mendapatkan Dukungan Pemerintah - Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (n.d.). Retrieved from <https://www.ekon.go.id/publikasi/detail/4593/perkembangan-umkm-sebagai-critical-engine-perekonomian-nasional-terus-mendapatkan-dukungan-pemerintah>

Program Studi Magister Administrasi Bisnis -. (n.d.). Retrieved from <https://www.itb.ac.id/program-studi-magister-administrasi-bisnis>

Putri, M. K., & Putri, A. N. (2023, March 4). Entrepreneurial Marketing Impact Score on MSME Performances Through Its Dimension | Putri | ETIKONOMI. Retrieved from <https://journal.uinjkt.ac.id/index.php/etikonomi/article/view/25617/pdf>

Qiu, T. (2022), "The effects of opportunity motivation and environmental contingencies on market growth strategies of African early-stage entrepreneurs", *African Journal of Economic and Management Studies*, Vol. 13 No. 3, pp. 434-451. <https://doi.org/10.1108/AJEMS-06-2021-0298>

Qureshi, I.H. and Mehraj, D. (2022), "Identifying the factors of internal green marketing: a scale development and psychometric evaluation approach", *International Journal of Manpower*, Vol. 43 No. 3, pp. 786-804. <https://doi.org/10.1108/IJM-06-2020-0276>

Riyanto, S., & Hatmawan, A. A. (2020). Metode Riset Penelitian Kuantitatif Penelitian di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen. Yogyakarta: CV Budi Utama.

Rosário, A. T., Raimundo, R. J., & Cruz, S. P. (2022, May 5). Sustainable Entrepreneurship: A Literature Review. <https://doi.org/10.3390/su14095556>

Saari, U. A., Fritz, M. M. C., Makinen, S., & Baumgartner, R. J. (2018, January 1). Designing Green Marketing Across Industries: A Conceptual Framework

and Implications for Consumers and. Retrieved from [https://www.researchgate.net/publication/340808240\\_Designing\\_Green\\_Marketing\\_Across\\_Industries\\_A\\_Conceptual\\_Framework\\_and\\_Implications\\_for\\_Consumers\\_and\\_Transdisciplinary\\_Research](https://www.researchgate.net/publication/340808240_Designing_Green_Marketing_Across_Industries_A_Conceptual_Framework_and_Implications_for_Consumers_and_Transdisciplinary_Research)

Schlegelmilch, B.B., Bohlen, G.M. and Diamantopoulos, A. (1996), "The link between green purchasing decisions and measures of environmental consciousness", *European Journal of Marketing*, Vol. 30 No. 5, pp. 35-55. <https://doi.org/10.1108/03090569610118740>

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-building Approach*. [www.wileypluslearningspace.com](http://www.wileypluslearningspace.com)

Setyaningrum Ari, Jusuf Udaya, Efendi. (2015). *Prinsip-Prinsip Pemasaran*. Yogyakarta: Andy.

Sołtysik, M., Urbaniec, M., & Wojnarowska, M. (2019). Innovation for Sustainable Entrepreneurship: Empirical Evidence from the Bioeconomy Sector in Poland. *Administrative Sciences*, 9(3), 50. <https://doi.org/10.3390/admsci9030050>

Soomro, B.A., K. Almahdi, H. and Shah, N. (2021), "Perceptions of young entrepreneurial aspirants towards sustainable entrepreneurship in Pakistan", *Kybernetes*, Vol. 50 No. 7, pp. 2134-2154. <https://doi.org/10.1108/K-07-2019-0504>

Sugiarto, A., & Gabriella, D. A. (2020, September 26). KESADARAN DAN PERILAKU RAMAH LINGKUNGAN MAHASISWA DI KAMPUS | *Jurnal Ilmu Sosial dan Humaniora*. <https://doi.org/10.23887/jish-undiksha.v9i2.21061>

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (25th ed.). Alfabeta.

Sugiyono. (2020) *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN KOMBINASI (MIXED METHODS)*. Alfabeta.

Swasty, W., Putri, M. K., Pramana Koesoemadinata, M. I., & Sheha Gunawan, A. N. (2021, April 21).sa THE EFFECT OF PACKAGING COLOR SCHEME

ON PERCEPTIONS, PRODUCT PREFERENCES, PRODUCT TRIAL,  
AND PURCHASE INTENTION | Jurnal Manajemen dan Kewirausahaan.  
<https://doi.org/10.9744/jmk.23.1.27-39>

T. (2022, January 7). Magister Administrasi Bisnis. Retrieved from  
<https://fisip.unpad.ac.id/program/magister-administrasi-bisnis/>

Taufiq, A. R., & Aviyanti, R. D. (2022). Peran Jurusan Green Economy Dapat  
Mewujudkan Pembangunan Lingkungan Berkelanjutan: Green  
Economy. *Owner: Riset Dan Jurnal Akuntansi*, 6(2), 1336-1341.  
<https://doi.org/10.33395/owner.v6i2.748>

Terán-Yépez, E., Marín-Carrillo, G. M., Casado-Belmonte, M. del P., &  
Capobianco-Uriarte, M. de las M. (2019). Sustainable entrepreneurship:  
Review of its evolution and new trends. *Journal of Cleaner Production*,  
119742. doi: 10.1016/j.jclepro.2019.119742

Thakur, S. (2014, September 16). CHANGING CONSUMER BEHAVIOUR- A  
CHALLENGE FOR SUSTAINABLE BUSINESS GROWTH. Retrieved  
from  
[https://www.academia.edu/8355709/CHANGING\\_CONSUMER\\_BEHAVIOUR\\_A\\_CHALLENGE\\_FOR\\_SUSTAINABLE\\_BUSINESS\\_GROWTH](https://www.academia.edu/8355709/CHANGING_CONSUMER_BEHAVIOUR_A_CHALLENGE_FOR_SUSTAINABLE_BUSINESS_GROWTH)

Tkachev, A., & Kolvereid, L. (1999). Self-employment intentions among Russian  
students. *Entrepreneurship & Regional Development*, 11(3), 269–280.

Tv, L. (2022, October 24). Dari Sampah Jadi Berkah, LDII Kota Bandung Kelola  
Sampah Bernilai Ekonomis | LDII JAWA BARAT. Retrieved from  
<https://ldiijabar.or.id/dari-sampah-jadi-berkah-ldii-kota-bandung-kelola-sampah-bernilai-ekonomis>

Unaradjan, D. D. (2019). *Metode Penelitian Kuantitatif* (K. Sihotang, Ed.; 1st ed.).  
Universitas Katolik Indonesia Atma Jaya

Universitas Katolik Parahyangan | Universitas Katolik Parahyangan. (2023, June  
21). Retrieved from <https://unpar.ac.id/>

- Urbano, D., Audretsch, D., & Aparicio, S. (2020). Does entrepreneurial activity matter for economic growth in developing Countries? Role of institutional environment. *International Entrepreneurship and Management Journal*, 16(3), 1065-1099
- Utami, K. S. (2020, March 25). Green Consumers Behavior: Perilaku Konsumen dalam Pembelian Produk Ramah Lingkungan | Utami | Jurnal Maksipreneur: Manajemen, Koperasi, dan Entrepreneurship. <https://doi.org/10.30588/jmp.v9i2.499>
- Uvarova, I., Maultova, I., & Atstaja, D. (2021). Development of green entrepreneurial mindset through modern entrepreneurship education. *Top Conference series: Earth and Environmental Science*, 628, 1-14.
- Vissak, T. (2023), "A literature review on CEE firms' internationalization: success measurement, achievement and outcomes", *Review of International Business and Strategy*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/RIBS-06-2022-0061>
- Wagner, M., Schaltegger, S., Hansen, E. G., & Fichter, K. (2019). *University-linked programmes for sustainable entrepreneurship and regional development: how and with what impact? Small Business Economics*, 56(3), 1141–1158. doi:10.1007/s11187-019-00280-4
- Wang, C. K., & Wong, P. K. (2004). Entrepreneurial interest of university students in Singapore. *Technovation*, 24(2), 163–172. [https://doi.org/10.1016/S0166-4972\(02\)00016-0](https://doi.org/10.1016/S0166-4972(02)00016-0)
- Waris, I., Barkat, W., Ahmed, A., & Hameed, I. (2021). Fostering sustainable business: Understanding sustainability-driven entrepreneurial intention among university students in Pakistan. *Social Responsibility Journal*, 18(8), 1409-1426.



Widhiarini, N. M. A. N., Pradiani, T., & Fathorrahman. (2023). Investigating the Impact of Green Marketing on Stay Decisions: The Mediating Role of Green Consumer Behavior. *International Journal of Social Science and Business*, 7(2), 435–447. <https://doi.org/10.23887/ijssb.v7i2.53309>