

## DAFTAR PUSTAKA

- Adhiyasasti, M. (2020, August 12). *Alasan Mengapa Generasi Muda Ragu Mulai Berwirausaha.* Skata.Info. <https://skata.info/article/detail/740/alasan-mengapa-generasi-muda-ragu-mulai-berwirausaha>
- Aditama, T. Y. (2021, January 22). Dampak Ekonomi Pandemi Covid-19. *Kontan.Co.Id.* <https://analisis.kontan.co.id/news/dampak-ekonomi-pandemi-covid-19>
- Adriansyah. (2022, January 19). Keluh Kesah Pelaku UMKM Tangsel, Susah Urus Izin Berujung Ditolak Toko Oleh-Oleh. *Respublika.Id.* <https://www.respublika.id/2022/01/19/keluh-kesah-pelaku-umkm-tangsel-susah-urus-izin-berujung-ditolak-toko-oleh-oleh/>
- Adu, I. N., Boakye, K. O., Suleman, A.-R., & Bingab, B. B. B. (2020). Exploring the factors that mediate the relationship between entrepreneurial education and entrepreneurial intentions among undergraduate students in Ghana. *Asia Pacific Journal of Innovation and Entrepreneurship*, 14(2), 215–228. <https://doi.org/10.1108/apjie-07-2019-0052>
- Aeni, S. N. (2022, March 11). Inilah Perbedaan Generasi X, Y, Z dengan Dua Generasi Lainnya. *Katadata.Co.Id.* <https://katadata.co.id/sitinuraeni/berita/622a9b4b4099f/inilah-perbedaan-generasi-x-y-z-dengan-dua-generasi-lainnya>
- Ajzen, I. (1991). The Theory of Planned Behaviour. *Organizational Behaviour and Human Decision Processes*, 50.
- Ajzen, I. (1998). *Attitudes, personality, and behavior* (Milton Keynes : Open University Press, Ed.). Dorsey Press.
- Ajzen, I. (2005). *Attitudes, personality, and behavior*. Open University Press.
- Ajzen, I. (2006). *Constructing a TPB Questionnaire: Conceptual and Methodological Considerations*. <http://people.umass.edu/aizen/>
- Al-Mamary, Y. H. S., Abdulrab, M., Alwaheeb, M. A., & Alshammari, N. G. M. (2020). Factors impacting entrepreneurial intentions among university

- students in Saudi Arabia: testing an integrated model of TPB and EO. *Education and Training*, 62(7–8), 779–803. <https://doi.org/10.1108/ET-04-2020-0096>
- Althea, J. & Slamet, F. (2020). Pengaruh Dukungan Pendidikan Dan Dukungan Relasi Terhadap Intensi Berwirausaha Mahasiswa Kepercayaan Diri Sebagai Variabel Moderator. *Jurnal Manajerial dan Kewirausahaan*, 2(1).
- Ambad, S. N. A., & Damit, D. H. D. A. (2016). Determinants of Entrepreneurial Intention Among Undergraduate Students in Malaysia. *Procedia Economics and Finance*, 37, 108–114. [https://doi.org/10.1016/s2212-5671\(16\)30100-9](https://doi.org/10.1016/s2212-5671(16)30100-9)
- Anggelina, J., & Japarianto, E. (2014). Analisis Pengaruh Sikap, Subjective Norm dan Perceived Behavioral Control Terhadap Purchase Intention Pelanggan SOGO Department Store di Tunjungan Plaza Surabaya. *Jurnal Strategi Pemasaran*, 2(1).
- Arikunto, S. (2014). *Prosedur Penelitian Suatu Pendekatan Praktik*. Rineka Cipta.
- Ayodya, W. (2011). *Siswa juga Bisa Jadi Pengusaha : Tips dan Trik Belajar Berwirausaha bagi Siswa*. Esensi.
- bangkit dari pandemi covid-19, menkopukm ajak milenial berwirausaha.* (2021, July 28). Kemenkopukm.Go.Id. <https://kemenkopukm.go.id/read/bangkit-dari-pandemi-covid-19-menkopukm-ajak-milenial-berwirausaha>
- Bem Feb Unud. (2021, April 24). *Mengulik Tingkat Konsumsi Masyarakat Saat Ini, Kian Merosot atau Justru Meroket?* Bemfeb-Unud.Com.
- Birny. (2021, July 26). Survei Herbalife: 66 Persen Gen Z dan Milenial Indonesia Bercita-cita Jadi Pengusaha. *Gatra.Com*. <https://www.gatra.com/news-520821-milenial-survei-herbalife-66-persen-gen-z-dan-milenial-indonesia-bercita-cita-jadi-pengusaha.html>
- Budiyono, H., & Setyawasih, R. (2018). Entrepreneurial Intentions among Entrepreneurship Course Students Shaped by Individual Effects and Family Support. *Proceedings of the 1st International Conference on Recent Innovations*, 2109–2119. <https://doi.org/10.5220/0009939821092119>

- Cruz, L. da. (2015). Aplikasi Theory Of Planned Behavior Dalam Membangkitkan Niat Berwirausaha Bagi Mahasiswa Fakultas Ekonomi Unpaz, Dili Timor Leste. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*.
- Darmawan, I. M. Y., & Wamika, I. G. K. (2016). Pengaruh Norma Subjektif, Personal Attitude, Perceived Behavior Control, Dan Aspek Psikologis Terhadap Minat Wirausaha (Entrepreneurial Intention). *E-Jurnal Manajemen Unud*, 5(7).
- Devi, A. (2017). Peran Orientasi Kewirausahaan Sebagai Mediasi Antara Pendidikan dan Minat Berwirausaha Pada Mahasiswa. *Jurnal Studi Ekonomi Dan Bisnis Islam*, 2(2).
- Djumena, E. (2020, October 6). Dampak Pandemi Covid-19, Pemerintah Akui Daya Beli Masyarakat Melemah. *Kompas.Com*.  
<https://money.kompas.com/read/2020/10/06/050800026/dampak-pandemi-covid-19-pemerintah-akui-daya-beli-masyarakat-melemah>
- Effendi, B. (2021). Pengaruh Penerapan Environmental Management Accounting Terhadap Firm Value Pada Perusahaan Manufaktur di Tangerang Raya. *Jurnal Online Insan Akuntan*, 6(2).
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior*. Dryden Press.
- Ermaya, H. N. L., & Fahria, R. (2019). *Pemberdayaan Pelaku Ukm Di Kota Tangerang Selatan Melalui Perhitungan Penetapan Biaya Produk*.
- Fan, Yiyang, Xing Zhang, & Yuting Qiu. (2013). The Sate of Entrepreneurship Education in University in Shanghai, China : A Survey from Student Perspective. *Creative Education*, 4(2).
- Farooq, M. S., Salam, M., ur Rehman, S., Fayolle, A., Jaafar, N., & Ayupp, K. (2018). Impact of support from social network on entrepreneurial intention of fresh business graduates: A structural equation modelling approach. *Education and Training*, 60(4), 335–353. <https://doi.org/10.1108/ET-06-2017-0092>
- Fauzia, M. (2021, March 2). Satu Tahun Pandemi: Jumlah Pengangguran Nyaris 10 Juta, Angka Kemiskinan Tembus 10 Persen. *Kompas.Com*.

- <https://money.kompas.com/read/2021/03/02/161627926/satu-tahun-pandemi-jumlah-pengangguran-nyaris-10-juta-angka-kemiskinan-tembus?page=all>
- Gelaidan, H. M., & Abdullateef, A. O. (2017). Entrepreneurial intentions of business students in Malaysia: The role of self-confidence, educational and relation support. *Journal of Small Business and Enterprise Development*, 24(1), 54–67. <https://doi.org/10.1108/JSBED-06-2016-0078>
- Gelard, P. & Saleh, K. (2011). Impact of some contextual factors on entrepreneurial intention of university students. *African Journal of Business Management*, 5(26).
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Badan Penerbit Universitas Diponegoro.
- Gilang, A. (2020, September 18). *Strategi Universitas Mewujudkan Entrepreneurial Campus*. Nguliah.Com. <https://www.nguliah.com/apa-strategi-langkah-perguruan-tinggi-mewujudkan-entrepreneurial-campus/>
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis*. Pearson Prentice Hall.
- Hair, J., Hult, T., Ringle, C., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications, Inc.
- Hapsari, T. P. (2018). Peran Lingkungan Kampus Dalam Memoderasi Pengaruh Mata Kuliah Kewirausahaan Terhadap Minat Wirausaha. *Jurnal Ekonomi Pendidikan Dan Kewirausahaan*, 6(2).
- Hutagalung, B., Dalimunthe, D. M. J., Pambudi, R., Hutagalung, A. Q., & Muda, I. (2017). The Effect of Entrepreneurship Education and Family Environment towards Students' Eentrepreneurship Motivation. *International Journal of Economics Research*, 14.
- Ihsanuddin. (2020, March 2). BREAKING NEWS: Jokowi Umumkan Dua Orang di Indonesia Positif Corona. *Kompas.Com*. <https://nasional.kompas.com/read/2020/03/02/11265921/breaking-news-jokowi-umumkan-dua-orang-di-indonesia-positif-corona?page=all>

- Indonesia Population 2022 (Live).* (2022). Worldpopulationreview.Com. Indonesia Population 2022 (Live)
- Isanawikrama. (2019, October 22). *Peran Pemerintah Dalam Kewirausahaan.* Binus.Ac.Id. <https://binus.ac.id/entrepreneur/2019/10/22/peran-pemerintah-dalam-kewirausahaan/>
- Jadmiko, P., Azliyanti, E., & Putri, T. D. (2019). Linking Perceived Educational Support to Entrepreneur Intention: The Mediating Effect of Self-Confidence. *Andalas Management Review*, 3(1), 1–17.
- Jogiyanto. (2007). *Sistem Informasi Keperilakuan.* Andi Offset.
- Kaniawati, K. (2020, January 1). *Inkubator Bisnis di Kampus, perlukah?* Komunita.Widyatama.Ac.Id.
- Kuncoro, M. (2009). *Metode Riset untuk Bisnis dan Ekonomi.* Erlangga.
- Lafuente, M., Remesal, A., & Alvarez Valdivia, I. M. (2014). Assisting learning in assessment: a closer look at educational supports. *Assessment and Evaluation in Higher Education*, 39(4).
- Lawi, G. F. K. (2019, July 24). Ini Dia 7 Agenda Pembangunan Nasional 2020-2024. *Binis.Com.* <https://ekonomi.bisnis.com/read/20190724/9/1128107/ini-dia-7-agenda-pembangunan-nasional-2020-2024>
- Lee, N. R., & Philip Kotler. (2011). *Social Marketing :Influencing Behaviors for Good.* Sage Publication, Inc.
- Lestari, E. D., Kusuma, H. S., & Marlim, W. F. (2021). Entrepreneurial Intentions: The Effect of Proactive Personality in Perspective of Planned Behavior Theory as an integrated approach in the Indonesian Context. *Conference Series*, 3(2), 1–17. <https://doi.org/10.34306/conferenceseries.v3i2.572>
- Lestari, H. D. & Johan, A. (2020). Academic Support, Social Support, Environmental Support And Entrepreneurship Education Sebagai Faktor Kontekstual Yang Mempengaruhi Minat Berwirausaha Mahasiswa. *Majalah Ilmiah Manajemen dan Bisnis*, 17(1).

- Linan, F., & Chen, Y. W. (2009). Development and Cross-Cultural Application of a Specific Instrument to Measure Entrepreneurial Intention. *Entrepreneurship Theory and Practice*.
- Loria, A., & Rodhiah. (2020). *Pengaruh Personal Attitude, Subjective Norm, dan Perceived Behavioral Control terhadap Entrepreneurial Intention*.
- Maes, J. A., Leroy, H., & Sels, L. (2014). Gender differences in entrepreneurial intentions: A TPB multi-group analysis at factor and indicator level. *European Management Journal*, 32(5).
- Malhotra, N. K. (2010). *Riset Pemasaran (Marketing Research)*. PT. Indeks.
- Mckenzie, I. (2022, March 17). *Mengapa Tangerang Dijuluki Kota 1000 Industri?* Gvpangandaran.Com. <https://www.gvpangandaran.com/jakarta/mengapa-tangerang-dijuluki-kota-1000-industri.html>
- Meidora, R. S. R., & Warmika, I. G. K. (2016). Pengaruh Faktor Kontekstual Terhadap Niat Berwirausaha Pada Mahasiswa Program S1 Di Feb Universitas Udayana. *E- Jurnal Manajemen Unud*, 5(2).
- Mulyani. (2020). Produk Domestik Regional Bruto (PDRB) Kota Tangerang Tahun 2020. Tangerang, Dinas Komunikasi dan Informatika.
- Mutiara, P. (2021, November 21). *Berlakukan PPBM Level 3, Pemerintah Juga Akan Beri Tambahan Pengetatan Aturan Selama Nataru*. Kemenkopmk.Go.Id. <https://www.kemenkopmk.go.id/berlakukan-ppbm-level-3-pemerintah-juga-akan-beri-tambahan-pengetatan-aturan-selama-nataru>
- Mutlutürk, M., & Mardikyan, S. (2018). Analysing factors affecting the individual entrepreneurial orientation of university students. *Journal of Entrepreneurship Education*, 21(1).
- Nainggolan, R., & Harny, D. (2020). Pengaruh Pendidikan Entrepreneurship Dan Lingkungan Sosial Terhadap Minat Berwirausaha (Studi Di Universitas Ciputra). *Jurnal Ekonomi Pendidikan Dan Kewirausahaan*, 8(2).
- Nguyen, C. (2017). Entrepreneurial Intention of International Business Students in Vietnam: A Survey of the Country Joining the Trans-Pacific. *Journal of*

- Innovation and Entrepreneurship*, 6. <https://doi.org/10.1186/s13731-017-0066-z>
- Nitisusastro, M. (2012). *Perilaku Konsumen dalam Perspektif Kewirausahaan*. Alfabeta.
- Notoatmodjo, S. (2003). *Pendidikan dan Perilaku Kesehatan*. Rineka Cipta.
- Obschonka, M., Goether, M., Silbereisen, R. K., & Cantner, U. (2012). Social identity and the transition to entrepreneurship: The role of group identification with workplace peers. *Journal of Vocational Behavior*.
- Octavionica, A., Rusman, T., & Nurdin. (2016). Pengaruh Motivasi Berwirausaha Serta Lingkungan Internal Lingkungan Eksternal Terhadap Minat Berwirausaha. *Jee (Jurnal Edukasi Ekobis)*, 4(6). <http://Jurnal.Fkip.Unila.Ac.Id/Index.Php/Jee/Article/View/11008>
- Oosterbeek, H., Praag, M., Ijsselstein, A. (2008). The impact of entrepreneurship education on entrepreneurship competencies and intentions: An evaluation of the Junior Achievement Student Mini-Company Program. Amsterdam, Tinbergen Institute Amsterdam.
- Otchengco Jr., A. M., & Akiate, Y. W. D. (2021). Entrepreneurial intentions on perceived behavioral control and personal attitude: moderated by structural support. *Asia Pacific Journal of Innovation and Entrepreneurship*, 15(1), 14–25. <https://doi.org/10.1108/apjie-08-2020-0124>
- Pengaturan PSBB, PPKM, PPKM Mikro, Penebalan PPKM Mikro, dan PPKM Darurat*. (2021, July 5). Ngertihukum.Id. <https://ngertihukum.id/pengaturan-psbb-ppkm-ppkm-mikro-penebalan-ppkm-mikro-dan-ppkm-darurat/>
- Priyanto, D. (2013). *Analisis Korelasi, Regresi dan Multivariate dengan SPSS*. Gava Media.
- Pulihkan Ekonomi Nasional, Tumbuhkan Jiwa Kewirausahaan pada Generasi Muda*. (2020, October 20). Kominfo.Go.Id. Pulihkan Ekonomi Nasional, Tumbuhkan Jiwa Kewirausahaan pada Generasi Muda
- Putra, Y. S. (2016). Theoretical Review : Teori Perbedaan Generasi. *Among Makarti*, 9(18).

- Rahayu, L. S. (2022, February 20). Kasus Corona RI 20 Februari Tambah 48.484, Kasus Aktif Jadi 536.358. *Detik.Com*. <https://news.detik.com/berita/d-5950682/kasus-corona-ri-20-februari-tambah-48484-kasus-aktif-jadi-536358>
- Rahmadi, A. N., & Heryanto, B. (2016). Analisis Faktor-Faktor Yang Mempengaruhi Minat Berwirausaha Pada Mahasiswa Program Studi Manajemen Fakultas Ekonomi Universitas Kadiri. *Jurnal Ekonomi Universitas Kadiri*, 1(2).
- Richey. (1962). *Planning for teaching, an Introduction to Education*. Harper Brother.
- Rifa'i, B. (2021, January 22). 54,56 Persen Penduduk Banten Ternyata “Tumblek” di Tangerang . *Detik.Com*. <https://news.detik.com/berita-jawa-barat/d-5344000/5456-persen-penduduk-banten-ternyata-tumblek-di-tangerang>
- Rosyanti, & Irianto, A. (2019). Pengaruh Pendidikan Kewirausahaan Dan Lingkungan Keluarga Terhadap Motivasi Berwirausaha Mahasiswa Jurusan Pendidikan Ekonomi Universitas Negeri Padang. *Ecogen*, 2(3).
- Rusdiana. (2018). *Kewirausahaan Teori dan Praktik*. CV Pustaka Setia.
- Santoso, S. (2012). *Analisis SPSS pada statistik parametrik*. PT. Elex Media Komputindo.
- Santoso, S., & Oetomo, B. S. D. (2017). Pengaruh Karakteristik Psikologis, Sikap Berwirausaha, Dan Norma Subyektif Terhadap Niat Berwirausaha. *Jurnal Manajemen*, 20(3). <https://doi.org/10.24912/jm.v20i3.11>
- Sari, J. P. I., & Nabila, M. (2021, March 8). Perguruan Tinggi Berperan Penting Melahirkan Wirausaha. *Bisnis.Com*.
- Sheeran, P., Tramifow, D., & Armitage, C. J. (2003). Predicting behaviour from perceived behavioural control: Tests of the accuracy assumption of the theory of planned behaviour. *Journal of Social Psychology* .
- Steviana, A. F. (2021, November 28). *Kenalan dengan Generasi Z dan Ekspektasi Karier Mereka*. Glints.Com. <https://glints.com/id/lowongan/kenalan-dengan-generasi-z/#.Yp8NiXZBw2w>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif R&D*. Alfabeta.

- Suherman, E. (2010). *Desain Pembelajaran Kewirausahaan*. Alfa Beta.
- Sulistomo, A. (2012). *Persepsi Mahasiswa Akuntansi Terhadap Pengungkapan Kecurangan* [Skripsi]. Universitas Diponegoro Semarang.
- Triwiyanto, T. (2014). *Pengantar Pendidikan*. PT. Bumi Aksara.
- Trongmateerut, P., & Sweeney. (2012). The influence of subjective norms on whistleblowing: A crosscultural investigation. *Journal of Business Ethics*, 112(3).
- Turker, D., & Selcuk, S. S. (2009). Which factors affect entrepreneurial intention of university students? *Journal of European Industrial Training*, 33(2), 142–159. <https://doi.org/10.1108/03090590910939049>
- Velarosdela, R. N. (2021, February 3). 11 Bulan Pandemi Covid-19, Pelaku Usaha Gulung Tikar hingga Pegawai Bioskop Jemput Bola Cari Penonton . *Kompas.Com*.  
<https://megapolitan.kompas.com/read/2021/02/03/17450231/11-bulan-pandemi-covid-19-pelaku-usaha-gulung-tikar-hingga-pegawai?page=all>
- Vemmy, S. C. (2012). Faktor-faktor yang Mempengaruhi Intensi Berwirausaha Siswa SMK. *Jurnal Pendidikan Vokasi*, 2(1).
- Wibowo, A. (2011). *Pendidikan Kewirausahaan (Konsep dan Strategi)*. Pustaka Pelajar.
- Widaryanti, & Luhgiantno. (2018). Analysis of The Effect Of Academic Support, Structural Support And Relational Support On The Entrepreneurship (Case Study Of Universities “X” Students In Semarang City). *Economics & Business Solutions Journal*, 2(2).
- Wijaya, C. (2021, February 17). Dampak Covid-19: 2,7 juta orang masuk kategori miskin selama pandemi, pemulihan ekonomi “butuh waktu lama.” *Bbc.Com*.  
<https://www.bbc.com/indonesia/indonesia-55992498>
- Wijaya. (2008). Kajian Model Empiris Perilaku Berwirausaha UKM DIY dan Jawa Tengah. *Jurnal Manajemen Dan Kewirausahaan*.
- Windson. (2021). *Pengaruh Entrepreneurial Passion, Attitudes Toward Entrepreneurship, Subjective Norms Dan Perceived Behavioral Control*

*Terhadap Entrepreneurial Intention Mahasiswa Di Tangerang Selatan.*  
Universitas Multimedia Nusantara.

- Yao, X., Wu, X., & Long, D. (2016). University students' entrepreneurial tendency in China: Effect of students' perceived entrepreneurial environment. *Journal of Entrepreneurship in Emerging Economies*.
- Yuniar, A. (2022, January 26). Rasio Kewirausahaan Indonesia Baru 3,5 Persen, Ajang Ini Beri Solusi. *Liputan6.Com*.  
<https://www.liputan6.com/bisnis/read/4870443/rasio-kewirausahaan-indonesia-baru-35-persen-ajang-ini-beri-solusi#:~:text=Kementerian%20Perindustrian%20mencatat%2C%20pada%202021,sudah%20lebih%20dari%2012%20persen>.
- Yurtkoru, E., Serra, Kuscu, Zeynep Kabadayi, & Ahmet Doganay. (2014). Exploring the antecedents of entrepreneurial intention on Turkish university students. *Procedia - Social and Behavioral Science*.
- Yzer, M. C. (2012). Perceived behavioral control in reasoned action theory: a dual-aspect interpretation. *The Annals of the American Academy of Political and Social Science*, 640(1).
- Zewudu, W., & Alamnie, M. (2017). Determinants of entrepreneurial intention of graduating students at Bahirdar university: An application of theory of planned behavior. *Arabian Journal of Business and Management Review (Oman Chapter)*, 7(1). <http://dx.doi.org/10.12816/0041746>.
- Zia, N. G. (2022, January 24). *5 Universitas Jurusan Kewirausahaan Terbaik Indonesia*. Bernas.Id. <https://www.bernas.id/84206-universitas-jurusan-kewirausahaan-terbaik-di-indonesia>
- Zimmerer, W. T. (2002). *Essentials of Entrepreneurship and Small Business Management*. Prentice-Hall.