

DAFTAR PUSTAKA

- Aditiya, I. M. (2023). Tren Penurunan Tingkat Pengangguran Indonesia dalam 3 Tahun Terakhir. Retrieved from <https://goodstats.id/infographic/tren-penurunan-tingkat-pengangguran-indonesia-dalam-3-tahun-terakhir-ibafi>
- Afiyati, R. R., Sudarno, S., & Noviani, L. (2023). Pengaruh Pendidikan Kewirausahaan Terhadap Minat Berwirausaha Dengan Pola Pikir Kewirausahaan Sebagai Variabel Mediasi. *Jurnal Pendidikan Ekonomi (JUPE)*, 11(3), 335–342. Retrieved from <https://doi.org/10.26740/jupe.v11n3.p335-342>
- Alamsyah, D., & Ie, M. (2022). Technopreneurial intention: peran self-efficacy, entrepreneurship education, dan relation support. *Jurnal Manajemen Maranatha*, 21(2), 135–144. Retrieved from <https://doi.org/10.28932/jmm.v21i2.4532>
- Anastasya, A. (2023). Data UMKM, Jumlah dan Pertumbuhan Usaha Mikro, Kecil, dan Menengah di Indonesia. Retrieved from <https://ukmindonesia.id/baca-deskripsi-posts/data-umkm-jumlah-dan-pertumbuhan-usaha-mikro-kecil-dan-menengah-di-indonesia>
- Asosiasi Pemerintah Kota Seluruh Indonesia. (2024). Peta Tangerang Selatan. Retrieved from <https://apeksi.id/tangerang-selatan/>
- Aulia, F. (2021). Perkembangan Tingkat Partisipasi Angkatan Kerja Berdasarkan Jenis Kelamin. Retrieved from <https://www.myhokkie.com/blog/tenaga-kerja-perempuan-paling-terpukul-pandemi/>
- Boubker, O., Arroud, M., & Ouajdouni, A. (2021). Entrepreneurship education versus management students' entrepreneurial intentions. A PLS-SEM approach. *International Journal of Management Education*, 19(1), 100450. Retrieved from <https://doi.org/10.1016/j.ijme.2020.100450>
- Cislaghi, B., & Heise, L. (2020). Gender norms and social norms: differences, similarities and why they matter in prevention science. *Sociology of Health and Illness*, 42(2), 407–422. Retrieved from <https://doi.org/10.1111/1467-9566.13008>
- Cohen, J. (1992). A Power Primer. *Tutorials in Quantitative Methods for Psychology*, 112. JOUR. Retrieved from <https://doi.org/10.1037/0033-2909.112.1.155>
- Databoks. (2021). Presentase Penduduk Indonesia Menurut Generasi 2020. Retrieved from <https://databoks.katadata.co.id/datapublish/2021/05/24/proporsi-populasi-generasi-z-dan-milenial-terbesar-di-indonesia>
- DetikTravel. (2022). Indonesia Peringkat ke-4 Daftar Negara Berpenduduk Terbanyak di Dunia. Retrieved from <https://travel.detik.com/travel-news/d-6078152/indonesia-peringkat-ke-4-daftar-negara-berpenduduk-terbanyak->

dunia

- Eliyani, C., Syamruddin, S., & Putranto, I. (2021). Faktor Pemasaran Dalam Pengelolaan UMKM di Tengah Pandemi Covid-19. *Jurnal Madani: Ilmu Pengetahuan, Teknologi, Dan Humaniora*, 4(2), 146–161. Retrieved from <https://doi.org/10.33753/madani.v4i2.177>
- Gunawan, C. (2022). Pengaruh Entrepreneurship Education Dan Entrepreneurial Passion Terhadap Entrepreneurial Intention Melalui Entrepreneurial Self-Efficacy Sebagai Variabel Mediasi Pada Mahasiswa Tingkat Akhir Universitas Kristen Petra Surabaya. *Agora*, 10(2), 1–6. Retrieved from <https://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/12785/11085>
- Hair, J., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. BOOK.
- Hair, J., Page, M., & Brunsveld, N. (2019). *Essentials of Business Research Methods*.
- Hair, J., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool for Business Research. *European Business Review*, 26, 106–121. JOUR. Retrieved from <https://doi.org/10.1108/EBR-10-2013-0128>
- Handiman, U. T., Herdiyanto, H., Affini, D. N., Faridi, A., & Sutawijaya, A. H. (2022). Bagaimana Subjective Norms dan Entrepreneurship Education Berpengaruh Terhadap Entrepreneurial Intention Mahasiswa? *Jurnal Doktor Manajemen (JDM)*, 5(1), 79. Retrieved from <https://doi.org/10.22441/jdm.v5i1.14741>
- Hasan, H. A. (2020). Pendidikan Kewirausahaan: Konsep, Karakteristik Dan Implikasi Dalam Memandirikan Generasi Muda. *JURNAL PILAR: Jurnal Kajian Islam Kontemporer*, Volume 11(1), 99–111.
- Irfan, A., & Sambas. (2023). Pemkot Tangsel Target Laju Pertumbuhan Ekonomi Jadi 6,9 Persen. Retrieved from <https://banten.antaraneews.com/berita/241746/pemkot-tangsel-target-laju-pertumbuhan-ekonomi-jadi-69-persen>
- Jena, R. K. (2020). Measuring the impact of business management Student's attitude towards entrepreneurship education on entrepreneurial intention: A case study. *Computers in Human Behavior*, 107(December 2018), 106275. Retrieved from <https://doi.org/10.1016/j.chb.2020.106275>
- Jennyya, V., Pratiknjo, M. H., & Rumampuk, S. (2021). Gaya Hidup Hedonisme Di Kalangan Mahasiswa Universitas Sam Ratulangi. *Jurnal Holistik*, 14(3), 1–16. Retrieved from <https://ejournal.unsrat.ac.id/index.php/holistik/article/view/34482/32374>
- Kim, M.-S., Yuan, C., Kristen, U., Wacana, S., & Dolfriandra Huruta, A. (2022). The Factors Affecting Entrepreneurial Intention: Why Do Perceived

- Entrepreneurial Capacity, Perceived Social Norm, and Attitude towards Entrepreneurship Matter? Andrian Dolfriandra Huruta The Factors Affecting Entrepreneurial Intention: Why Do Perceived E. *Review of Integrative Business and Economics Research*, 11(September), 3. Retrieved from <https://www.researchgate.net/publication/363506076>
- Kompas.com. (2022). Daftar Kabupaten dan Kota di Provinsi Banten. Retrieved from https://regional.kompas.com/read/2022/10/09/214347078/daftar-kabupaten-dan-kota-di-provinsi-banten#google_vignette
- Kompasiana. (2020). Indonesia Kekurangan Entrepreneur Muda, Saatnya Generasi Milenial Bangkit dan Merebut Peluang Bisnis. Retrieved from <https://www.kompasiana.com/bocahdesa/5f02f9f5097f36309f242952/indonesia-kekurangan-entrepreneur-muda-saatnya-generasi-millennial-bangkit-dan-merebut-peluang-bisnis>
- Li, L., & Wu, D. (2019). Entrepreneurial education and students' entrepreneurial intention: does team cooperation matter? *Journal of Global Entrepreneurship Research*, 9(1). Retrieved from <https://doi.org/10.1186/s40497-019-0157-3>
- Loria, A., & Rodhiah, R. (2020). Pengaruh Personal Attitude, Subjective Norm, dan Perceived Behavioral Control terhadap Entrepreneurial Intention. *Jurnal Manajerial Dan Kewirausahaan*, 2(3), 653. Retrieved from <https://doi.org/10.24912/jmk.v2i3.9577>
- Mahendro, D. (2024). Sektor Retail Mendominasi Pertumbuhan Ekonomi di Tangsel: Benyamin Davnie Minta UMKM Dijaga. Retrieved from <https://karanganyar.inews.id/read/395342/sektor-retail-mendominasi-pertumbuhan-ekonomi-di-tangsel-benyamin-davnie-minta-umkm-dijaga>
- Mahmood, T. M. A. T., Mamun, A. Al, & Ibrahim, M. D. (2020). Attitude towards entrepreneurship: a study among Asnaf Millennials in Malaysia. *Asia Pacific Journal of Innovation and Entrepreneurship*, 14(1), 2–14. Retrieved from <https://doi.org/10.1108/apjie-06-2019-0044>
- Malhotra, N. K. (2010). *Marketing Research- An Applied Orientation 10*.
- Malhotra, N. K., & Birks, D. F. (2006). *An Applied Approach Updated*. Retrieved from www.pearson.com/uk
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2016). *Marketing Research. The Marketing Book: Seventh Edition* (Fifth Edit). Retrieved from <https://doi.org/10.4324/9781315890005>
- Martyajuarlinda, P., & Kusumajanto, D. D. (2018). Effect of Entrepreneurship Education and Self Efficacy Towards the Intention of Entrepreneurship. *Jurnal Pendidikan Bisnis Dan Manajemen*, 4(3), 142–152. Retrieved from <https://doi.org/10.17977/um003v4i32018p142>
- Nuraeni, Y. A. (2022). Peran Pendidikan Dalam Pembentukan Jiwa Wirausaha: Pendidikan Kewirausahaan. *Jurnal Ilmu Pendidikan (ILPEN)*, 1, 38–53.
- Nursyirwan, V. I., Purwana, D., Suhud, U., Harahap, I. L. P., & Valentika, N.

- (2022). Entrepreneurial Intention Among Students: The Effect of Self-efficacy and Entrepreneurial Attitude. *Jurnal Pendidikan Ekonomi Dan Bisnis (JPEB)*, 10(2), 193–205. Retrieved from <https://doi.org/10.21009/jpeb.010.2.8>
- Papilaya, J. O., & Huliselan, N. (2016). Identifikasi Gaya Belajar Mahasiswa. *Jurnal Psikologi Undip*, 15(1), 56. Retrieved from <https://doi.org/10.14710/jpu.15.1.56-63>
- Patricia, & Anggraini, R. D. S. (2018). Pengaruh Attitude Toward Behavior, Perceived Behavioral Control, dan Subjective Norm Terhadap Entrepreneurial Intention Mahasiswa Non-Ekonomi. *Bisnis, Ekonomi Non-Ekonomi, Mahasiswa*, 5(2), 96–105.
- Pratama, I. P. (2021). Survei 69 Persen Mahasiswa Berminat Jadi Wirausahawan. Retrieved from <https://www.medcom.id/pendidikan/news-pendidikan/ybD49J0b-survei-69-persen-mahasiswa-berminat-jadi-wirausahawan>
- Putri, V. K. M. (2021). Apa Keuntungan Memiliki Jumlah Penduduk Besar Bagi Indonesia? Retrieved from <https://www.kompas.com/skola/read/2021/11/23/180000869/apa-keuntungan-memiliki-jumlah-penduduk-besar-bagi-indonesia->
- Rana, K. S., Abid, G., Ahmad, M., & Nawaz, M. (2021). The influence of social norms and entrepreneurship knowledge on entrepreneurship intention: The mediating role of personal attitude. *International Journal of Entrepreneurship*, 25(Special Issue 1).
- Rifa'i, Achmad, N. E. T. (2019). Rencana Strategi Dalam Menerapkan Pendidikan Kewirausahaan Di Perguruan Tinggi Melalui Proses Pembelajaran yang Berkelanjutan. *JUMANIS-BAJA: Jurnal Manajemen Dan Bisnis Baja*, 1(2), 71–90.
- Rojoki Manullang, D., & Waspada, I. (2022). Peran self efficacy dalam memoderasi pengaruh digital literacy terhadap entrepreneurial intention. *Jurnal Riset Pendidikan Ekonomi*, 7(2), 118–129. Retrieved from <https://doi.org/10.21067/jrpe.v7i2.6797>
- Towers, N., Santoso, A. S., Sulkowski, N., & Jameson, J. (2020a). Entrepreneurial capacity-building in HEIs for embedding entrepreneurship and enterprise creation – a tripartite approach. *International Journal of Retail and Distribution Management*, 48(8), 881–899. Retrieved from <https://doi.org/10.1108/IJRDM-06-2019-0185>
- Towers, N., Santoso, A. S., Sulkowski, N., & Jameson, J. (2020b). Entrepreneurial capacity-building in HEIs for embedding entrepreneurship and enterprise creation – a tripartite approach. *International Journal of Retail & Distribution Management*, 48(8), 881–899. JOUR. Retrieved from <https://doi.org/10.1108/IJRDM-06-2019-0185>
- Turulja, L., Veselinovic, L., Agic, E., & Pasic-Mesihovic, A. (2020). Entrepreneurial intention of students in Bosnia and Herzegovina: what type of

support matters? *Economic Research-Ekonomika Istrazivanja* , 33(1), 2713–2732. Retrieved from <https://doi.org/10.1080/1331677X.2020.1730216>

Ulfa, M. (2018). *Pengaruh Media Sosial Komunikasi Pemasaran Terhadap Sikap Konsumen Generasi Z di Yogyakarta*.

Villegas-Mateos, A., Barron, E., & Ruiz, L. (2021). The Role of Cultural and Social Norms to Create Entrepreneurship Educational Programmes (pp. 135–149). CHAP. Retrieved from <https://doi.org/10.1108/S2040-724620210000011009>

Wardani, V. K., & Nugraha, J. (2021). Pengaruh Pendidikan Kewirausahaan, Lingkungan Keluarga, Attitude Towards Entrepreneurship Terhadap Intensi Berwirausaha Melalui Self Efficay. *Jurnal Ekonomi Pendidikan Dan Kewirausahaan*, 9(1), 79–100. Retrieved from <https://doi.org/10.26740/jepk.v9n1.p79-100>

Yeodyra, D., & Handoyo, S. E. (2022). Pengaruh Entrepreneurship Education, Gender, Age, dan Family Background terhadap Entrepreneurial Intention pada Mahasiswa Universitas Tarumanagara. *Jurnal Manajerial Dan Kewirausahaan*, 4(4), 928–937. Retrieved from <https://doi.org/10.24912/jmk.v4i4.20553>

