

# The Influence of Independent Entrepreneurs and Independent Campus on Startup Developments by Realizing Creative Ideas as Moderating Variables

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## Abstract

**Purpose:** This study aims to determine the effect of independent entrepreneurs' influence and independent campuses on startup development by realizing creative ideas as a moderating variable.

**Research methodology:** Startup, independent entrepreneur, independent campus, startup development, and creative ideas as moderating variables, Quantitative, SmartPLS, and Questioner.

**Results:** Independent entrepreneurs have a significant positive effect on startup development. An independent campus has a positive and significant effect on startup development. Creative ideas have a positive and significant effect on start-up development. The moderation of creative ideas has a significant effect and can moderate the effect of the Independent Entrepreneur program on startup development. The moderation of creative ideas has a significant influence and can moderate the effect of independent campuses on startup development.

**Limitations:** This study was conducted with a limited sample, both in terms of sample size and population diversity; therefore, new variables are needed to further strengthen the results.

**Contribution:** This research is expected to provide more insight for the younger generation to be eager to establish startups and compete in the future.

**Keywords:** *Independent Entrepreneur, Independent Campus, Startup Development, Creative idea*

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## 1. Introduction

The progress in the current education system reflects the stage of profound transformation in all fields. The integration of technologies such as e-learning and online platforms not only expands access to the world of education, but also changes learning patterns by adapting curricula to be more relevant to global demands such as integrated assessment, which is increasingly recognized as a more comprehensive way. The Central Statistics Agency explained that the high unemployment rate in Indonesia in 2014 amounted to 6.2% or around 8 million and the number of students who graduated from higher education amounted to 688,660 people with a range of 495,143 as undergraduates and 193,517 diplomas (Yani et al., 2023). The MBKM program has a positive effect on the quality of students, the quality of students usually includes increasing knowledge, understanding, experience, creativity, communication, and having the ability to think creatively and innovatively in solving problems and developing new ideas in a *digital startup business*. From this picture, this program needs to be given support and encouragement so that student participation increases (Amalia et al., 2023).

Based on the data above, it shows that the progress of the education system in the independent campus program has a positive impact because it gives students the freedom to add to the network of various educational activities to achieve quality graduates. The independent campus has various programs in it

such as certified internships, student exchanges, independent entrepreneurship, teaching campuses, and so on (Chayo et al., 2022a). In this study, we will dig deeply related to the WMK program, which is one of the programs that produces *entrepreneurial* graduates who produce many creative business startups from students to face business challenges in the future (Ramadhani & M.Nasution, 2024). The success of *startups* can be a source of inspiration for other young generations to dream big and work hard to achieve their goals such as Ruang guru, Gojek, and web *Susthical.com* as a whole, startup development creates a dynamic and full of opportunities environment for the younger generation. Entrepreneurial education is able to provide an understanding of developing an effective business, especially when facing challenges and adapting to changing market needs (Diansyah, Simamora, Putra, Yani, & Albab, 2022). This program hopes to help develop strategies and optimize the potential of the digital economy well as the main medium for new startups (Fauziah, Yani, Suryanto, & Luki yana, 2022).

In this study, the researcher again tested the impact of independent entrepreneurship and independent campuses related to future business development. The difference from the previous research is related to the perspective of adding business insight in the entrepreneurial program without explaining the understanding of the infrastructure that supports the development of existing startups, and no one has made *creative ideas* a moderating variable that can influence *startup development* in the future. The independent campus program also motivates students to realize the business plan that will be carried out and carry out their obligations in creating a positive effect in the surrounding scope or the scope that leads to the business they will run. Starting from creative ideas that come from entrepreneurship among youth often encourages the emergence of innovative ideas. With a targeted approach to the independent entrepreneurship program, it is able to prepare students to have a high sense of curiosity and be proactive in seeking and new experiences needed to achieve success in a competitive entrepreneurial environment (Suwena, 2015). Indonesia numbers 56.1% or 150 million, namely active internet users who have a great chance of the birth of new application-based companies (digital startups), where companies in digital form are in the form of companies that will continue to grow and seek competitive forms through advanced technology systems (Purba, Siringo-Ringo, & Hutasoit, 2022). Youth characteristics such as the courage to take risks, creativity, and adaptability, can be the main drivers in the formation of startups (Ambawardani, Wulandari, Mahardika, & Firmansyah, 2021).

Young entrepreneurs in the digital sphere must be able to face various business obstacles that require technological adjustment and adaptation to changes, problems that occur such as difficulties in mastering the latest technology and integrating it in business units to the maximum. Obstacles that arise related to technology problems, uneven digital infrastructure in various regions, and realization funds that are sufficiently soaring can be barriers to the emergence of businesses (Sulaeman, 2023). In creating a business, financial processing is also very important because it can provide a reference for future income or expenses and in building a startup also requires good marketing management analysis in order to achieve business targets (Ifada et al., 2023). To launch a startup, it is necessary to validate the idea with the aim of knowing the types of interests that exist in today's society (Khomsin, Edris, & Utomo, 2022). This research is able to provide encouragement to the government for a strong contribution in improving and growing the role of students who participate in the independent entrepreneurship program to develop new innovations. Thus encouraging researchers to conduct research that discusses "The Influence of Independent Entrepreneur Program and Independent Campus on Startup Developments by Realizing Creative Ideas as Moderating Variables".

## 2. Literature review

Economic development theory explains growth by strictly analyzing the transition process that a backward economy goes through, which then takes an approach to understand and promote the economic growth of a region or country. This theory involves factors such as investment, innovation, government policies, and human resource development. (Ranis & Fei, 1961). The Development Economy is said to be in a slump, after decades but with a new innovation program for students it is able to grow new value for the entrepreneurial world (Schumpeter & Swedberg, 2021). Sustainable economic development often involves the adoption of new ideas, the use of advanced technologies, and adaptation to global changes, all of which are key elements of the startup environment. Thus,

*independent entrepreneurs and independent campuses with creative ideas* have an influence on *startup development*, this can be encouraged from the results of previous research and the formation of hypotheses.

### **2.1 The Influence of the Independent Entrepreneur Program on Startup Development (H1)**

Programs that provide support to aspiring entrepreneurs, including youth with creative ideas, such programs can help encourage the growth of the startup ecosystem (Maryani & Supardi, 2023). Accuracy and good values are very important as a reference for entrepreneurs who want to achieve success, which has a strong effect on the formation of entrepreneurial spirit characteristics (Nasir & Syahnur, 2021). *Entrepreneurship* or entrepreneurship is a form to produce a new innovation with a system of time activities accompanied by capital and risks in order to grow a new local economy (Lestari & Dwiridotjahjono, 2024). Based on the research that has been carried out above, a hypothesis is formed that the H1: Independent Entrepreneur Program has an positive effect on *startup development*.

### **2.2 The Influence of Independent Campus on Startup developments (H2)**

The Merdeka Campus can be a place where students can build business networks (Permata & Andriani, 2023). The Merdeka Campus can directly provide coaching and startup accelerators that provide intensive guidance (Nahdiyah, Prasetyo, Wulandari, & Chairy, 2023). The MBKM program is very useful not only to train students' soft skills but also to provide field contextual experience (Suleman, Ardiansyah, Mahmud, Moonti, & Hafid, 2023). Based on the previous researcher above, it provides a small overview of the importance of the independent campus program that is able to support startup development and the H2 : *Independent Campus* has an negative effect on *startup development*

### **2.3 The Influence of Creative Ideas on Startup Developments (H3)**

Creative ideas allow startups to come up with unique solutions or new approaches to existing problems (Al Qusaeri, Khasbulloh, & Mesra, 2023). Creative ideas are a vital driver in the long journey to success (Ermawati & Lestari, 2022). Furthermore, creative ideas play a key role in responding to market changes and maintaining the relevance of startups over time (Keshishyan & Boghosian, 2020). It's not just about creating products, but building on an ever-growing legacy of innovation, creating our new adaptations to see and interact with the business world. From the research, a hypothesis H3: Creative ideas has an positive affect *startup development*.

### **2.4 Moderation of Creative Ideas and Independent Entrepreneur Program Towards Startup Development (H4)**

According to Anoraga, Kurniawan, Az-zahra, and Prameka (2023) stated that entrepreneurship training for young people not only provides basic business skills, but also encourages creativity and innovation in startup business development. There is also another researcher (Hendrati et al., 2023) stating that the role of planning sustainable entrepreneurial activities in the context of startup development is very important, creative ideas are needed to produce innovative solutions that combine sustainability with business growth. Based on previous research, it is stated that *creative ideas* have a very positive effect in the future for startups, therefore it is necessary to pay attention and make appropriate planning to create a new business. Therefore, from the above opinion forms the H4 hypothesis: Creative ideas moderate the influence of *independent entrepreneur programs* on *startup development*.

### **2.5 Moderation of Creative Ideas and Independent Campus Towards Startup Development (H5)**

According to Anggriana, Wardani, and Pratama (2022) stated that through a combination of career readiness and the Merdeka Campus program, students can become entrepreneurs who are ready to face the challenges of the business world with unique and sustainable creative ideas. There is also an opinion from other researchers, namely (Setiyowati et al., 2022) stating that providing creative freedom in the independent campus program, students can become skilled and innovative entrepreneurs, but it often happens that students who do not have a business background experience difficulties in designing a business so that it takes a long time to find business experience. Based on the previous research above, the H5 hypothesis: Creative ideas moderate the influence of *independent campuses* on *startup development*.

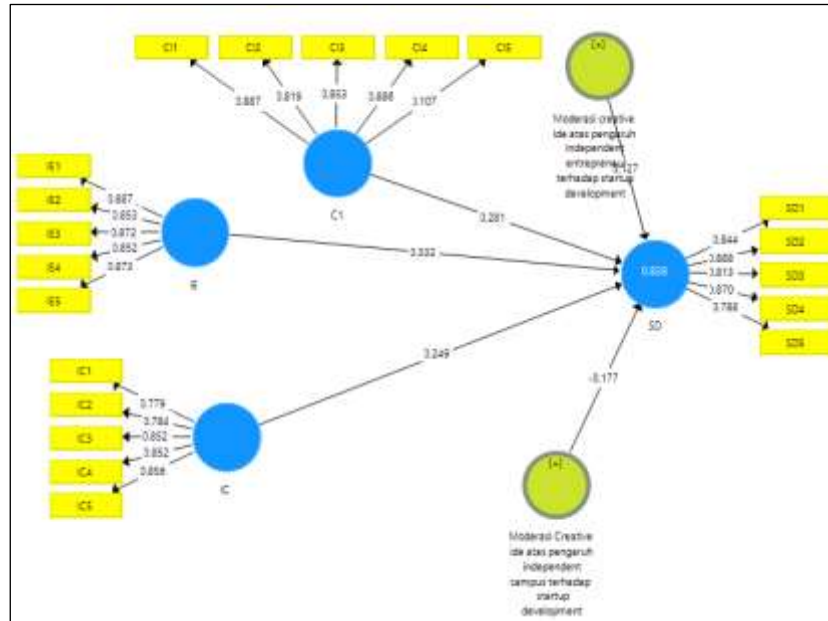
### 3. Research Methods

The population in this study is students who participate in the independent campus program 150 respond he sample of this study is independent campus students, especially those who participate in the independent entrepreneurship program who are willing to respond to problems related to the independent *entrepreneur* and *independent campus* variables for *startup development* with *creative ideas* as a moderating variable, the method of taking the number of samples using (Hair & Alamer, 2022). It is estimated that the sample quantity is 5 to 10 times with the number of indicators from the number of questions contained in the questionnaire, that this method is included in the approach based on model elements on general elements, which means that the correlation between indicators depends on the applicable system. The PLS-SEM method, on the other hand, is a pattern with composite elements that expresses the total variance (specific, general, and error variants) and depicts the construction in the collaboration of the linear system in its indicator data. The research used is a sample of research from students who participate in the MBKM program. The quantity of validated samples was 150 participants. The indicator value of the variables raised was 17. This study used two independent variables (X), one dependent variable (Y), and one moderation variable (Z). First, the variable of the *independent entrepreneur* program (X1), according to (Suwena, 2015) states that the entrepreneurship student creativity program and *cooperative education program* with the aim of forming entrepreneurship through higher education. This program gives students the freedom to channel their business ideas. According to (Chayo, Febriandika, Aji, & Ramadhan, 2022) states that independent entrepreneurship has the meaning of a series set by the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia which is special for students who have an interest in the world of entrepreneurship. The influencing variables of the entrepreneur program independent have four indicators, namely entrepreneurial skills, innovation, networking, and adaptability. The second variable *independent campus* (X2) according to Nahdiyah et al. (2023) states that the independent campus program essentially provides a new concept in providing innovation in the curriculum to produce better quality learning. This program gives students the freedom to study outside the campus with the aim of gaining new.

experiences. The independent learning activity of the independent campus is one of the efforts carried out to meet the need to enrich insight and competence (Arsyad & Widuhung, 2022). There are four independent *campus* variables, namely independence, competence, collaboration, and academic freedom. The three variables of *startup development* (Y) according to Lutfiani, Rahardja, and Manik (2020) state that a startup company is a newly established company that still needs development for the future, but it can also be explained that a startup is a technology-based or web-based company and is often referred to as a digital company. According to Aprillia, Ramadhan, and Ramdhan (2023) stated that this startup uses the help of digital transformation, the business world can change traditional business methods and create new business models through digitization of business operations. There are four *startup development* variables, namely growth, marketing, efficiency, and partnerships. The four variables of *creative idea* (Z) according to (Romli, 2022) state that creative ideas arise because of the nature of not giving up easily on ideas that have been obtained to achieve the success of a creative product can be a valuable asset in enriching experience. Creative ideas are concepts that are generated through innovative, original, and unrestricted thinking by conventional limitations. Creative ideas can emerge from new combinations of ideas (Noni et al., 2023). There are five indicators *creative ideas*, namely novelty, inspiration, relevance, flexibility, and execution.

The data collection method involves a questionnaire that has been distributed by the researcher in which there are several questions and statements in line with the indicators of various variables that have been sought previously with a likert scale of 1 to 5 with the provisions of participants according to the test results. Applied research with smartPLS software to manage respondent data and prove related hypotheses. In the PLS analysis, there are two types of models, namely the measurement model or outer model and the structural model or inner model. The calculation model pays attention to the validation value and reliability of the model. In a structural model carried out to measure the estimation potential between latent variables and constructs (Purwanto, Asbari, & Santoso, 2021).

Based on the hypothesis above this research model can be described as follows:



Smart PLS model

#### 4. Results and discussion

The research conducted involved a selected sample of 150 participants from the student group, especially those who participated in the independent campus program. The target age of the respondents in this study was dominated by participants aged 21-25 years totaling 122 people (81.3%), and the rest under 20 years old totaling 28 people (18.6%), while for the semester level of students who participated in independent campus activities was the average of semester 5 with a total of 58 people (38.6%) and semester 7 with a total of 54 people (36%) and the rest (25.8%) was the minimum number between semester 3 and semester 6. Data quality analysis in the research considers the role of Partial Least Squares (PLS) calculations, the Structural Equation Modeling with Variance (SEM) approach, or the component-based Structural Equation Modeling approach, the software applied is SmartPLS (Partial Least Squares).

Description	Frekuensi	%
<u>Gender</u>		
Male	69	46
Female	81	54

##### 4.1 Reliability Testing and Validation

The processing of research data begins with the process of checking the validity of the trial values and ensuring conformity with empirical evidence. The validity test intends to find out whether the description of the research, especially the questions in the research questionnaire, is appropriate to show the variables being tested. The purpose of reliability testing is to check the consistency of respondents' descriptions, regardless of whether they respond to the survey questionnaire seriously or not.

Table 2. Reliability Testing and Validation

Variabel	Cronbach's alpha	Rho_a	Composite Reliability	AVE	Decision
<b>X1</b>	0.780	0.885	0.862	0.596	Accepted
<b>X2</b>	0.882	0.886	0.914	0.681	Accepted
<b>Y</b>	0.918	0.918	0.938	0.752	Accepted
<b>Z</b>	1.000	1.000	1.000	1.000	Accepted

<b>Z x X1 -&gt; Y</b>	1.000	1.000	1.000	1.000	Accepted
<b>Z x X2 -&gt; Y</b>	0.896	0.899	0.924	0.708	Accepted

Based on table 1 above, the validity test value calculated through the process of measuring the square root of the extracted mean variance (AVE) shows a number greater than 0.5. The definition is that the validity test completes the standard and is affirmed to be appropriate. Therefore, the measures carried out in this research are valid and have achieved convergent validity. The achievements obtained also show that the reliability value of *Cronblack alpha* and composite is greater than 0.7. The definition is that the reliability test is affirmed to be reliable and completes the criteria. Structural framework analysts or internal models generate correlations or potentials between frameworks used based on two criteria: R-square and path coefficient estimation. Then the calculation of the R-square number for the variable *startup development* is 0.828. This outcome states that the number of *startup development* can be described by the effect of *independent entrepreneur* program, *independent campus*, *creative idea* of 82.8% and reviewed from the R-adjust number where this figure is greater than 33% or 0.822 equivalent to 82.2% so that the configuration obtained is strong. On the structural scale, the next related to the assessment of the *Estimation for Path Coefficient* applied by reviewing the significance of the effect between variables has a significant number covering all hypothesis tests. With the linkage, the role of the government in helping *startup development* emerges through exhibition programs, mentoring with quality founders, entrepreneurial orientation and marketing programs to expand reach in the local and international markets. Partnerships with large companies also help startups in accessing capital and technology in addition to funding. This creates a conducive ecosystem for the growth of the *younger generation* of startups.

#### 4.2 Hypothesis Testing

The analysis of the five hypotheses in this study, referring to the data analysis applied, shows that the values can be used to answer the proposed hypotheses. Testing this hypothesis is carried out by examining T-statistics and P-value values. The hypothesis is considered accepted if the T-statistics value > 1.96 and the P-value < 0.05. The following are the results of the hypothesis test obtained in this study.

Table 3. Hypothesis Test

Variabel	Original sample	Sample mean	Standard deviation	T statistics	P values	Decision
X1 -> Y	0.332	0.340	0.093	3.559	0.000	Accepted
X2 -> Y	0.249	0.236	0.106	2.363	0.018	Accepted
Z -> Y	0.281	0.290	0.070	3.986	0.000	Accepted
Z x X1 -> Y	0.127	0.121	0.075	2.477	0.014	Accepted
Z x X2 -> Y	-0.177	-0.171	0.071	2.307	0.030	Accepted

Based on the presentation listed in table 2 above, it is concluded that the hypothesis test value shows that all the variables in the five hypotheses reported in this study are accepted. This includes the first hypothesis (H1). The above data analysis involves a T value – Statistics of 3.559 or more than the t table value of 1.96. Therefore, it is concluded that *independent entrepreneurs* have a significant positive effect on *startup development*. This means that if there are more businesses that appear in student independent entrepreneurship, it will get opportunities for the development of new startups. The results of this startup are in line with startup research (Maryani & Supardi, 2023) which states that this program provides support to prospective entrepreneurs, including youth who have creative ideas, such programs can help encourage the growth of the startup ecosystem so that it has a positive and significant effect on *startup development*. Then it can be concluded that the hypothesis (H1) is accepted.

The affirmation of the second hypothesis (H2) of the *Independent Campus* was confirmed to have a positive and significant effect on *startup development* with a T-statistics value of 2,363. This shows that by participating in the independent campus program, students are able to establish an interaction that



then exchanges ideas to build common goals in various aspects, both business and academic, by participating in this independent campus program, students are given assistance in the form of direct funding by investors if the business in independent entrepreneurship has its own uniqueness. These results prove that this researcher is in line with research conducted by (Permata & Andriani, 2023), (Suleman et al., 2023) which states that *independent campuses* have a positive and significant effect on *startup development*. So it can be concluded that (H2) is accepted.

The third hypothesis (H3) *proof of creative idea* has a positive and significant effect on *startup development* with T-statistics of 3,986. This shows that creative ideas are indispensable in creating a new startup such as paying attention to the opportunities around and seeing current trends that can then be realized to form a *startup development*, in addition to the uniqueness of the ideas produced, the more likely it is that the business will be assisted by the government for the realization of the program, the assistance provided is usually in the form of training or study recommendations with business people who have pioneered more than first. These results prove that this research is in line with the research conducted by (Al Qusaeri et al., 2023), (Ermawati & Lestari, 2022), and (Keshishyan & Boghosian, 2020) who stated that *creative ideas* have a positive and significant effect on *startup development*. So it can be concluded that (H3) is accepted.

The proof of the fourth hypothesis (H4) of creative idea moderation has a positive and significant effect with a T-statistic of 2.447 can moderate the influence of *the independent entrepreneur* program on *startup development*. *Creative ideas* in this case are able to generate new and innovative ideas forming an entrepreneurial basis that trains business skills to produce a sustainable *startup development*. The more creative the ideas produced, the greater the opportunity to build new startups, with creative ideas being able to encourage the formation of new entrepreneurs who have the opportunity to develop digital startups that are able to make it easier for people to carry out activities or open new job vacancies for job seekers. Likewise, it is also in line with previous research, namely (Anoraga et al., 2023), and (Hendrati et al., 2023). So it is concluded that hypothesis (H4) is accepted.

The fifth hypothesis (H5) proof of *creative idea moderation* has a significant influence and is able to moderate the effect of Independent campus on *startup development*. The original sample value was – 0.177 and the sample mean – 0.171 so that negative results were obtained, where the *moderation of creative ideas* weakened and significantly affected the influence of *independent campuses* on *startup development*. This negative influence can be explained that creative ideas are not the main problem in the weakening of the independent campus program for *startup development*, but if the idea is not able to be implemented effectively due to the lack of existing experience, it can hinder the progress of startups. This can be handled by supporting students by conducting basic business project training accompanied by mentors to make it easier to validate ideas that are in accordance with the abilities of each student so that a T-statistics value of 2,307 can be used as positive and significant feedback to obtain potential success. Therefore, the results of this study can strengthen and improve previous research that has been carried out by (Anggriana et al., 2022), and (Setiyowati et al., 2022). Thus, it can be concluded that the hypothesis (H5) is accepted.

## 5. Conclusion

This research proves the effect of *independent entrepreneur* programs and *independent campuses* on *startup developments* with *creative ideas* as a moderating variable. The findings of this study indicate that *independent entrepreneurs* have a significant positive effect on *startup development*. *Independent campus* indicates results that have a positive and significant effect on *startup development*. *Creative ideas* have a positive and significant influence on *startup development*. Moderation of *creative ideas* has a significant effect and can moderate the influence of *the Independent Entrepreneur* program on *startup development*. Creative idea moderation has a significant influence and is able to moderate the effect of *Independent campuses* on *startup development*. The moderation of *creative ideas* is also able to weaken but is not the main problem in weakening *independent campuses* with the right steps can produce a positive effect and can moderate between *independent campuses* and *startup development* that is able to do so by conducting training with experienced mentors to validate the ideas of students

who participate in this program. This study has limited respondents, namely students who have participated in the independent campus program, especially in independent entrepreneurship.

With *creative ideas* as moderators, students are encouraged to be innovative and bold in developing their creative ideas into sustainable businesses. The government established incubators and accelerators to help new startups get important guidance, mentoring, and networking. These programs often offer access to resources such as workspaces, training, and technical support. The combination of these two programs provides an ideal platform for aspiring entrepreneurs to explore and bring their ideas to life without excessive barriers, while still getting the support and resources they need. Thus, the combination of these two programs creates an environment conducive to the growth and success of startups, where creative ideas are the key to moderating and strengthening the development of innovative startups. Suggestions in future research to add additional variables can provide additional support for analyzing hypotheses. In addition, further research is suggested to expand the sample to be more representative. This step is important to improve the accuracy of the data in future research.

### Limitations and advanced studies

Technological problems, digital infrastructure training with experienced mentors can bring the first step in validating student ideas, from this idea provides an opportunity in the form of encouragement to develop which then begins to be interested in startup competitions that test investors to conduct sustainable funding to the younger generation..

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