

## **ABSTRACT**

*This research aims to investigate the perceptions of prospective young entrepreneurs towards sustainable entrepreneurship in the city of Bandung. The study employs the Structural Equation Modeling - Partial Least Square (SEM-PLS) method to analyze data obtained through the distribution of questionnaires to respondents who are prospective young entrepreneurs in Bandung. The findings of this research indicate that there are several factors influencing the perceptions of prospective young entrepreneurs regarding sustainable entrepreneurship. Factors such as changing customer behavior, green marketing factors, favorable market conditions, and eco-friendly individuals may have a significant impact on how prospective young entrepreneurs assess the importance of sustainable entrepreneurship in the context of Bandung. This research makes a significant contribution to understanding the factors that influence the perceptions of prospective young entrepreneurs towards sustainable entrepreneurship in Bandung. The results of this study also provide deeper insights into how the concept of sustainable business can be more efficiently integrated into the context of Bandung, ultimately contributing to sustainable economic growth in Bandung and other cities in Indonesia.*

*Keywords – Perceptions of Sustainable Entrepreneurship, Changing Consumer Behavior, Green Marketing Factor, Favorable Market Conditions and Eco-Friendly People.*