
Trikonomika: Jurnal Ekonomi

Volume 24, No. 1, June 2025

EDITOR IN CHIEF

Ellen Rusliati

MANAGING EDITOR

Mulyaningrum

EDITORIAL BOARDS

Economic Development

Horas Djulius

Wasifah Hanim

Management

Juanim

Atty Tri Juniarti

Ardi Gunardi

Eddy M. Sutanto

Suliyanto

Accounting

Atang Hermawan

Budi Septiawan

LAYOUTER

Diki Achmad Prasetya

WEBSITE/IT

Irvan Fansuri

Rafi Alfian

PUBLISHER

Books and Journals Publishers

Faculty of Economics, University of Pasundan in Cooperation with ISEI Bandung

Trikonomika published first in 2000, an economic journal articles presenting research results and the latest conceptual ideas that include Economics, Accounting and Management.

Trikonomika published twice a year that is June and December. Start from Volume 14, No. 2, December 2015 published in English.

Editorial Address: Jl. Tamansari No. 6-8 Bandung - 40116. Tel. 022-4233646, Fax. 022-4208363

Website: <https://journal.unpas.ac.id>, E-mail: trikonomika@unpas.ac.id

Printing: Books and Journals Publisher Faculty of Economics, University of Pasundan For subscription and purchase information can contact the editors.

REVIEWERS ACKNOWLEDGEMENT

Thanks and appreciation to the experts who have been reviews **Trikonomika: Jurnal Ekonomi** Volume 24, No. 1, June 2025. The following is a list of names participating partners:

- **Agus Wibowo**, Universitas Negeri Jakarta, Indonesia, Scopus ID: 57194217286
 - **Eddy M. Sutanto**, Universitas Kristen Petra, Indonesia, Scopus ID: 57190849239
 - **Azhar Affandi**, Universitas Pasundan, Indonesia, Scopus ID: 57189332798
 - **Olivia Fachrunnisa**, Universitas Islam Sultan Agung Semarang, Indonesia, Scopus ID: 36080443300
 - **Dikdik Harjadi**, Universitas Kuningan, Indonesia, Scopus ID: 57220071252
 - **Suliyanto**, Universitas Jenderal Soedirman, Indonesia, Scopus ID: 55037259400
 - **Horas Djulius**, Universitas Pasundan, Indonesia, Scopus ID: 57193535048
 - **Nono Wibisono**, Politeknik Negeri Bandung, Indonesia, Scopus ID: 57193737671
 - **Ratni Prima Lita**, Universitas Andalas, Indonesia, Scopus ID: 57203655995
 - **Sidik Priadana**, Universitas Pasundan, Indonesia, Scopus ID: 57189323821
 - **I Ketut R. Sudiarditha**, Universitas Negeri Jakarta, Indonesia, Scopus ID: 57211893241
 - **Yudi Azis**, Universitas Padjadjaran, Indonesia, Scopus ID: 36705674300
-

TABLE OF CONTENT

Volume 24, No. 1, June 2025

**UNDERSTANDING WOMEN'S ENTREPRENEURIAL JOURNEY:
DETERMINANTS OF LABOR MARKET PARTICIPATION**

Masnilam Hasibuan1-8

**EMPLOYEE ENGAGEMENT: THE ROLE OF TRANSFORMATIONAL
LEADERSHIP, WORK ENVIRONMENT, AND JOB SATISFACTION**

Eddy Madiono Sutanto, Thomas Santoso, Kevin Halim9-20

**THE INFLUENCE OF GREEN PRODUCTS ON GREEN MARKETING
AND SUSTAINABLE TOURISM**

Helin G. Yudawisastra, Ayuningtyas Hapsari, Dwi Purliantoro,
Ghulam Muhammad Qamri, Wasifah Hanim21-31

**COMMUNITY-BASED TOURISM MODEL USING THE DEGREE
OF CITIZEN POWER APPROACH**

Ach. Zuhri, Nita Selvia Rohmayati, M. Sihab Ridwan,
Siti Sarah Omar, Aldi32-40

**GENDER DIFFERENCES ON DIGITAL MARKETING TO BUSINESS
PERFORMANCE**

Lili Karmela Fitriani41-51

**EXPLORING OF GREEN HUMAN RESOURCE MANAGEMENT
ON EMPLOYEE BEHAVIOR AND PERFORMANCE**

Fenty Fauziah; Sri Wahyuni Jamal; Nur Hanisfatin Rushami Zien52-62

**ENABLERS OF GREEN SUPPLY CHAIN MANAGEMENT
AND SUSTAINABILITY PERFORMANCE**

Agus Abdul Aziz, Titik Kusmantini, Nilmawati63-70
