

Research Article

Predictors of Social Entrepreneurial Intention in Undergraduate Students in Padang City

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Abstract. The purpose of this study was to analyze the antecedents of social entrepreneurial intention among students. This research involved 250 respondents from various public and private universities in the city of Padang. Multiple regression analysis techniques were used to analyze the data. The results showed that self-efficacy, prosocial motivation, and intrinsic motivation had significant positive effects on social entrepreneurial intention. Student confidence in succeeding in establishing a social enterprise was very influential for social entrepreneurial intention. The novelty of this research is that it involved an element of Minangkabau culture in the consideration of social entrepreneurial intention, in terms of Minangkabau women in the city of Padang. The findings indicated that Minangkabau female students were interested in and concerned with social problems. Other theories that are relevant to the topic of social entrepreneurial intention also need to be examined to broaden the understanding of social entrepreneurship. This research focused on the social entrepreneurial intention of students, but further research should include respondents who are female Minangkabau entrepreneurs. In addition, it is necessary to analyze gender differences in the context of cultural differences, especially in developed and developing countries.

Keywords: social entrepreneur, social entrepreneurial intention, self-efficacy, prosocial motivation, intrinsic motivation

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Published 22 March 2022

Publishing services provided by Knowledge E

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Selection and Peer-review under the responsibility of the 2nd-ELEHIC-2021 Conference Committee.

1. INTRODUCTION

Entrepreneurial activity is an important element for the development of a country. The state of Indonesia itself is currently also promoting entrepreneurship education in universities. Furthermore, the topic of social entrepreneurship today has been widely researched. Why is that, because the concept of social entrepreneurship has its own characteristics, even though entrepreneurship is part of entrepreneurship. Social entrepreneurship has a very noble purpose. The goal is to participate in the welfare of the community from poverty. Social entrepreneurship gives hope for the prosperity of a country, including Indonesia.

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According to Hulgard (2020), social entrepreneurship is the creation of social value created by collaboration with people and organizations from the general public who are also involved in social innovation economic activities (social value, civil society, innovation, and economic activity) [1]. Several researchers have used the Planned Behavior Theory model to explain the antecedents of social entrepreneurial intention. The study conducted by Mohammed et al., (2017) involving student respondents at the University of Tlemcen, Algeria, where the social entrepreneurial intention is influenced by attitude toward behaviour [2]. The Planned Behaviour Theory model is used by Mohammed et al., (2017) to capture social entrepreneurial intentions among students. His study found that positive attitudes and subjective norms were able to influence students' interest in starting a business in the social field [2].

According to Mair and Naboia (2006) model that can capture the formation of the social entrepreneurial intention model [3]. The model explains that behavioural interest in becoming a social entrepreneur is influenced by perceived desirability (consisting of cognitive emotional) and perceived feasibility (enablers). Through Mair & Naboia (2006) model, social entrepreneurial intention is influenced by cognitive and emotional aspects as well as enablers. The emotional aspect is in the form of empathy while the cognitive aspect is in the form of moral judgment. Meanwhile, enablers are self-directed, self-efficacy, directed social support and others[3]. The pro-social motivation of a *businessman* is currently being discussed a lot [4]. According to [5] pro-social motivation is an important component that influences the process of forming intentions to become social entrepreneurs. A study confirm involving 755 student respondents in India who had just started a social enterprise found that the pro-social motivation perceived by students affected the formation of intentions [6].

Furthermore, several studies of social entrepreneurship in terms of gender differences [7], women's social entrepreneurship [8], culture [9], have also been investigated. However, there are no studies that focus on discussing the role of culture in the formation of interest in social entrepreneurship for Minangkabau women. Whereas previous studies have shown that women are more suitable to lead social enterprises [8]. Therefore, the novelty to be achieved from this research is how the role of social entrepreneurship in the Minangkabau women's inclusive economic development for the welfare of society. A study by Yamini et al., (2020) shows that prosocial motivation and intrinsic motivation in individuals affect the intention to become a social entrepreneur [10]. In addition, women have shown to be more influenced by a combination of motivational factors than men.

Based on the model of the formation of social entrepreneurial intentions by Mair and Noboa (2006) showed that self-efficacy is the antecedent of one's intention to become a social entrepreneur [3]. This is supported by the research of Tiwari et al., (2017b) that self-efficacy is an important antecedent to social entrepreneurial intentions [6]. In addition, self-efficacy also shows a strong relationship with attitudes and intentions. Based on the empirical study above, several research hypotheses were formulated :

H₁ : Prosocial motivation has a positive effect on students social entrepreneurial intention

H₂ : Intrinsic motivation has a positive effect on students social entrepreneurial intention

H₃ : Self-efficacy has a positive effect on students social entrepreneurial intention

Based on the theoretical support and empirical research, the conceptual framework in this study is as follows:

2. METHODOLOGY

2.1. Data

A quantitative research design with a survey method was used in this study to collect respondent data. The sampling technique in this study used the nonprobability sampling method with purposive sampling technique where the respondents who became the criteria were female students (Minangkabau women's) and had taken 2 semesters of lectures (n = 250).

2.2. Measurement technique and operational variables

This study involves the independent variable self-efficacy, prosocial motivation, intrinsic motivation, and the dependent variable is social entrepreneurial intention. Social entrepreneurial intention is defined as a person's belief in the desire, determination to establish a social enterprise [11]. This research uses 14-item instrument adopted from Hockerts (2015) consists of an instrument of self-efficacy (3-item), prosocial motivation (4-item), intrinsic motivation (4-items), and social entrepreneurial intention (3-item) [11].

2.3. Method and Data Analysis

The Confirmatory Factor Analysis (CFA) method was used to test the validity, while the technical analysis of Cronbach's Alpha was used to test the reliability of the research instrument. According to Hair et al. (2010) criteria loading factor 0.30 (minimum level); 0.40 (better); and 0.50 (significant in the practical category). Furthermore, Cronbach's alpha was used to determine the consistency [12]. While the coefficient value of Cronbach's alpha shows a value of 0.80, the reliability is considered good. The regression equations to be analyzed in this study are as follows:

$$SEI = \beta_0 + \beta_1 \text{PROS} + \beta_2 \text{MOTIV} + \beta_3 \text{SEY} + e$$

SEI = Social entrepreneurial intention

PROS = Prosocial motivation

MOTIV = Intrinsic motivation

SEY = Self-efficacy

3. RESULTS AND DISCUSSIONS

The profile of the respondent is a Minangkabau ethnic student with a dominance of 21 years old (25.6%), business experience is dominated by running a business only because of college assignments (28.8%), interest in social enterprises is more dominated by the response ever and interested in work/business/ social activities (70.8%), and the family background is dominated by respondents with a family background of owning a business (52%).

Before testing the hypothesis is done. Testing the validity of the instrument in this study used the *Confirmatory Factor Analysis* (CFA) method. While the reliability test uses the Cronc bach Alpha value approach. One of the assumptions in the CFA method is to consider the value of KMO (*Kayser-Meyer-Olkin Measure of Sampling Adequacy* (KMO) > 0.5. Table 1 shows that the entire instrument (15-it em) is declared valid and reliable with a KMO score of 0.918 (SEY = self-efficacy; Motiv = intrinsic motivation; PROS = prosocial motivation; SEI = social entrepreneurial intention).

Furthermore, T table 2 statistically showed that pro-social motivation is the variable with the highest average, then intrinsic motivation and self-efficacy and social entrepreneurial intention. In addition to the descriptive variables, Table 3 shows a strong correlation matrix between intrinsic motivation and prosocial motivation. While the lowest correlation is on the self-efficacy variable with social entrepreneurial intention.

TABLE 1: Instruments Test (validity and reliability)

Items	Factor loadings				Scale reliability coefficient
	1	2	3	4	
SEY1	0.867				0,816
SEY2	0.879				
SEY3	0.820				
MOTIV1		0.851			0,922
MOTIV2		0.855			
MOTIV3		0.848			
MOTIV4		0.868			
PROS1			0.896		0,912
PROS2			0.905		
PROS3			0.899		
PROS4			0.859		
SEI1				0.694	0,754
SEI2				0.869	
SEI3				0.884	

Source: Processed data (2021)

TABLE 2: Descriptive Statistic of Variable

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Social Entrepreneurial Intention	250	3	15	11.88	2.18
Self-Efficacy	250	4	15	11.97	2.07
Prosocial Motivation	250	7	20	17.46	2.63
Intrinsic Motivation	250	7	20	16.74	2.83
Valid N (listwise)	250				

Sumber: Processed data (2021)

Before testing the hypothesis, one of the assumptions that must be considered in multiple regression is to ensure that the independent variable is free from multicollinearity. The test results show that all independent variables are independent of multicollinearity (0.402 - 0.588, mean VIF 2.16).

Hypothesis testing in this study using multiple linear regression analysis. In general, the results of testing the entire hypothesis are shown in Table 4. In which, it was found that the variables of self-efficacy, prosocial motivation, and intrinsic motivation have a positive and significant effect on social entrepreneurship al intention. An interesting finding is that from the regression model, it is found that self-efficacy shows the highest influence, namely 25.5% on the social variable of student intrapreneurial intention.

TABLE 3: Matrix of correlations

Variables	(1)	(2)	(3)	(4)
(1) SEI	1.000			
(2) Self-Efficacy	0.500	1.000		
(3) Pro-SocialMotiv~n	0.516	0.616	1.000	
(4) InstrinsicMoti~n	0.534	0.575	0.736	1.000

Sumber: Processed data (2021)

TABLE 4: Result of Linear Regression

SocialEnteneurialr~n	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
ProSocialMotivation	.139	.067	2.08	.039	.007	.272	**
IntrinsicMotivation	.21	.06	3.49	.001	.091	.328	***
Self-Efficacy	.252	.07	3.58	0	.113	.391	***
Constant	2.916	.798	3.65	0	1.344	4.487	***
Mean dependent var	11.880		SD dependent var		2.186		
R-squared	0.352		Number of obs		250.000		
F-test	44.485		Prob > F		0.000		

*** p<.01, ** p<.05, * p<.1 Source: Processed data (2021)

At the stage of testing the effect of pro-social motivation towards social entrepreneurial intention (H_1), found that pro-social motivation positive effect on social entrepreneurial intention because of the value of *Sig. at $p \leq 0.05$* that is 0, 039 (H_1 supported). The coefficient value shows the magnitude of the effect, namely 13.9% on the social entrepreneurial intention of students. Furthermore, the second hypothesis was found that intrinsic motivation has a positive effect on social entrepreneurial intention due to the value of *Sig. at $p \leq 0.05$* that is 0, 001 (H_2 supported) with a value of the coefficient of 21%. The results of the last hypothesis testing (H_3) also showed the same results. Where self-efficacy shows positive and significant results on social entrepreneurial intention *Sig. at $p \leq 0.05$* that is 0, 000 (H_3 supported). Self-efficacy is the strongest variable in this model. Student confidence to succeed in establishing a social enterprise is very influential on social entrepreneurial intention.

The results of this research produce interesting contributions to aspects of student motivation. This is because students are agents of change for various social problems in society. This research is expected to be a reference on the topic of social entrepreneurship, especially among students. First, self-efficacy has shown the best influence in this research. These results confirm the model of the formation of the Model Mair and Naboa (2006) on an intention to behave social entrepreneurial self-efficacy intention which is the antecedent of perceived feasibility [3]. The same study

was found by Hossain et al. (2021) that social self-efficacy is an individual factor that has a positive effect on social entrepreneurial intention among students in Bangladesh [13]. Second, pro-social motivation can influence students' motivation to become social entrepreneurs. This research also confirms the results of Tiwari's empirical study (2020) where pro-social motivation can encourage individuals to choose social entrepreneur as a career choice[6]. This finding also emphasizes that the effort to become a social entrepreneur must start with a high motivation towards pro-social. Lastly, interesting findings on the intrinsic motivation of women. These results confirm that women are more influenced by a combination of motivational factors compared to men (10).

4. CONCLUSION AND RECOMMENDATION

The purpose of this research has shown the conclusion that self-efficacy, prosocial motivation, and intrinsic motivation play an important role in growing social entrepreneurial intention among students, especially women. This study can suggest various conclusions for policymakers both at the university level and in government. One of the practical implications of the results of this study is that if universities want to increase student motivation to intend to become social entrepreneurs, it can be in the form of training programs that emphasize social projects to foster student prosocial and intrinsic motivation. Learning activities that emphasize social learning can be an alternative to fostering social awareness. The results of this study also suggest that learning outcomes in higher education entrepreneurship education can modify and harmonize the components of social entrepreneurship [14]. On the other hand, policymakers in the field of government human resource development can focus on designing structured training and programs in a growing interest in social entrepreneurs, especially among women/students in Indonesia. The empirical data used in this study has limitations. The sample size used is still not sufficient to generalize the research results. The selection of respondents from among business actors will be more and more powerful for generalization. The model used in this study also still has a lot of room to modify the factors that influence social entrepreneurial intention.

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