

# SOCIAL ENTREPRENEURIAL INTENTION UNDERGRADUATE: STUDY ON MINANGKABAU STUDENTS PADANG CITY

Purbo Jadmiko<sup>1</sup>, Eflitra Azliyanti<sup>2</sup>, Siti Rahmi<sup>3</sup>, Cintya Salsabila<sup>4</sup>

<sup>1,2,3,4</sup>Management Department, Universitas Bung Hatta, Padang, Indonesia

Author's email: purbojadmiko@bunghatta.ac.id, elfitraazliyanti@bunghatta.ac.id,  
sitirahmi@bunghatta.ac.id, cintyasalsabila2@gmail.com

\*Corresponding author email: purbojadmiko@bunghatta.ac.id

**Abstract.** Social entrepreneurial intention among students has been widely studied. The novelty of the study appears to be in the aim of analyzing the role of Minangkabau women on social entrepreneurial intention by examining the role of antecedents, namely self-efficacy, perceived social support, and prosocial motivation. Respondents who were involved in this research were 250 Minangkabau ethnic students with the criteria that they had taken lectures for at least 2 semesters at public and private universities in the city of Padang. The data analysis technique used the multiple linear regression method with the help of the STATA application. An interesting finding from this research is that self-efficacy, perceived social support, and prosocial motivation show a positive and significant influence on the social entrepreneurial intention of students in social entrepreneurship. One of the limitations of this study is that the scope and scope of the sample are not yet widespread, which is one of the limitations of this research. It is hoped that future research can expand the scope of the sample, such as involving practitioners of social entrepreneurs and social technopreneur so that the depth of analysis is better. Also, this research has not yet linked differences in personality characteristics, to the context of differences in developed and developing countries (ethnicities).

**Keywords:** Social entrepreneurial intention, perceived social support, prosocial motivation, self-efficacy

## 1. INTRODUCTION

The growth of the entrepreneurial spirit must be carried out comprehensively and continuously by various elements, including higher education. On the other hand, the growth of an entrepreneurial spirit can also reduce the number of educated unemployed in Indonesia (Jadmiko et al., 2019). Continuous efforts to realize entrepreneurship need to be carried out by various parties. Although on the other hand, there are still issues regarding law violations on the environmental and social impacts of business actors. This makes the role of entrepreneur business seem not an option for a sustainable future (Bocken et al., 2014). Sustainable business models offer innovative approaches to bring about desired change through a reconceptualization of the company's mission and creation of social value (Boons & Lüdeke-freund, 2013). Social mission is the main point in social entrepreneurship activities. Where social goals become a pillar for social entrepreneurship.

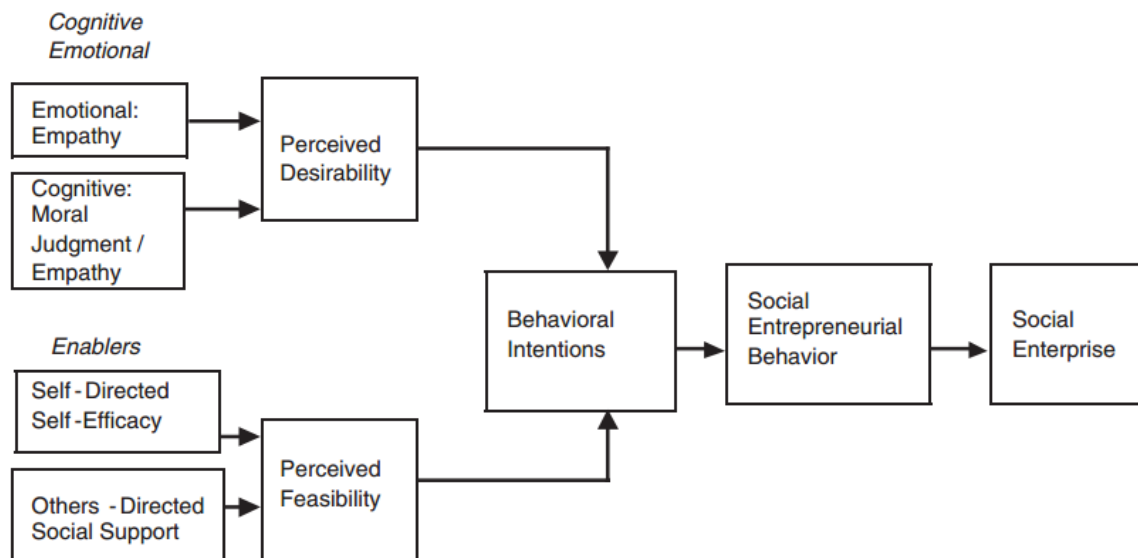
According to Hulgård (2010), social entrepreneurship is the the creation of social value created by collaboration with people and organizations from the general public

who are also involved in social innovation economic activities (social value, civil society, innovation, and economic activity). Several studies on the interest in social entrepreneurship among university students have been extensively researched (Tiwari et al., 2017b, 2017a, 2020; Hockerts, 2017; Mohammed et al., 2017;Jadmiko, 2021) (Jadmiko, 2020b, 2020a)). Several studies have focused on the antecedents of social entrepreneurial intention itself. Some studies focus on aspects of gender differences (Nicolás & Rubio, 2016), women's social entrepreneurship (Rosca et al., 2020), and culture (Canestrino et al., 2020). However, there are no studies that focus on discussing the role of culture in the formation of interest in social entrepreneurship in Minangkabau women. According to Rosca et al., (2020) women are more suitable to lead social enterprises. This study aims to analyze including prosocial motivation, self-efficacy, and perceived social support for social entrepreneurial intention among female students of Minangkabau ethnicity in Padang City (“*budaya berdagang*”).

## 2. LITERATURE REVIEW

### 2.1. Social Entrepreneurial Intention Model

The model that can capture the formation of the social entrepreneurial intention model is carried out by Mair & Nobao (2006). The model explains that behavioral interest in becoming a social entrepreneur is influenced by perceived desirability (consisting of cognitive-emotional) and perceived feasibility (enablers). Through Mair & Nobao (2006) model, the 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.



Source: Mair and Nobao (2006)

**Figure 1. Social Entrepreneurial Intention Formation by Mair and Nobao (2006)**

### 2.2. Self-efficacy on Social Entrepreneurial Intention

Based on the model of Social Entrepreneurial Intention Formation by Mair and Nobao (2006) shows that self-efficacy is an antecedent of a person's intention to become a social entrepreneur. This is supported by the research of Tiwari et al., (2017b) that self-efficacy is an important antecedent to social entrepreneurial intention.

In addition, self-efficacy also shows a strong relationship with attitudes and intentions. Therefore, the second hypothesis is formulated as follows:

**H<sub>1</sub>:** *Self-efficacy has a positive effect on Social Entrepreneurial Intention*

### 2.3. Perceived Social Support on Social Entrepreneurial Intention

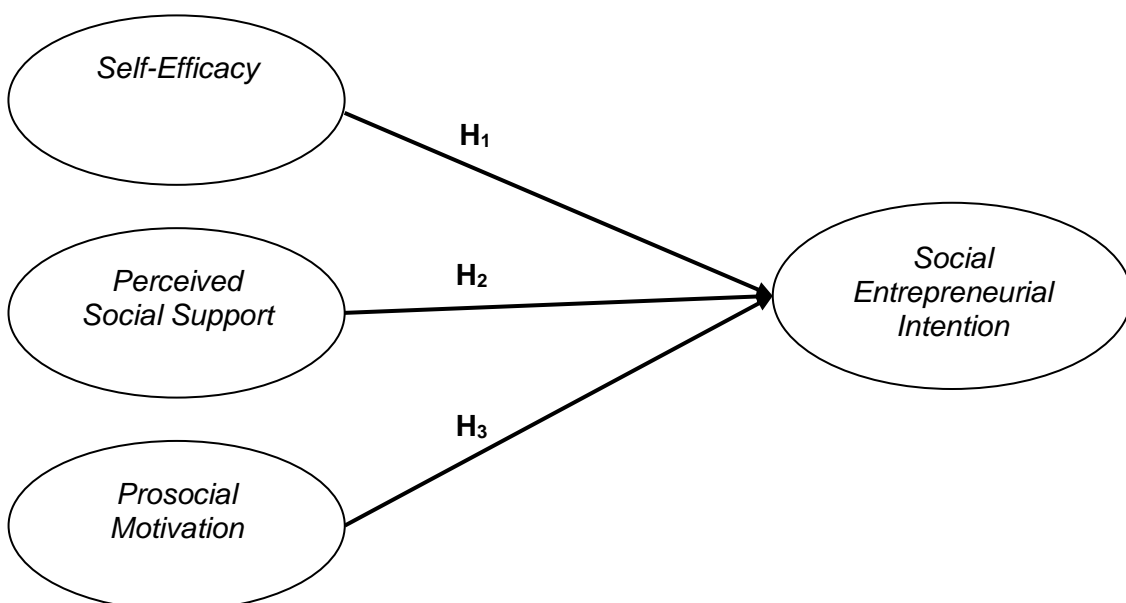
Perceived social support is another important antecedent that drives the formation of behavioral intentions to start a social enterprise (Mair and Noboa, 2006). Social support is very important because it helps individuals in achieving more specific social entrepreneurial outcomes (Hockerts, 2015). Research Lacap et. al., (2018) showed that perceived social support as a social entrepreneur was significantly and positively related to social entrepreneurial intentions (cases of Filipino and Indonesian students). These results indicate that the social support perceived by students will trigger their social entrepreneurial intentions. Mair and Noboa (2006) and Hockerts (2017) also find that social support predicts social entrepreneurial intentions. Therefore, the second hypothesis is formulated as follows:

**H<sub>2</sub>:** *Perceived Social Support has a positive effect on Social Entrepreneurial Intention*

### 2.4. Prosocial Motivation on Social Entrepreneurial Intention

A study by Yamini et al., (2020) shows that prosocial motivation and intrinsic motivation in individuals affect the intention to become a social entrepreneur. In addition, women have shown to be more influenced by a combination of motivational factors than men. Therefore, the second hypothesis is formulated as follows:

**H<sub>3</sub>:** *Prosocial Motivation has a positive effect on Social Entrepreneurial Intention*



**Figure2. Conceptual Framework**

### 3. RESEARCH METHODS

This research design is a quantitative research design with a survey approach. The sampling technique in this study used non-probability sampling with purposive sampling method which became the respondent's criteria, namely female students (Minangkabau ethnicity) who studied for 2 semesters (n = 250). This study involved the independent variable of prosocial motivation, self efficacy, perceived social support, and the determinant variable, social entrepreneurial intention. The research instrument used was 13 items adopted from Hockerts (2015) consisting of self-efficacy instruments (3-item), perceived social support (3-item), prosocial motivation (4-item), and social entrepreneurial intention (3-item). The Confirmatory Factor Analysis (CFA) method was used to test the validity while Cronbach's Alpha technical analysis was used to test the reliability of the research instrument. Data analysis techniques to test the hypothesis using multiple regression techniques with the help of the STATA version 21 application. The equation is as follows:

$$SEI = \beta_0 + \beta_1 \text{Selfefficacy} + \beta_2 \text{Perceivedsocialsupport} + \beta_3 \text{Prosocialmotivation} + e$$

### 4. RESULTS AND DISCUSSION

The profile of the respondent is a Minangkabau ethnic student with a dominant age of 21 years (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 having been and being interested in work/business/social activities (70.8%), and family background dominated by the response of families owning a business (52%).

Testing the validity and reliability of research instruments is something important to do before testing the hypothesis. This study uses CFA analysis used to test the validation of each item of the measured variable statement item. The stage before the validity test is carried out is to check the feasibility assumption. Next, the Kayser-Meyer-Olkin method of Measure of Sampling Adequacy (KMO). The examination begins by considering the KMO score > 0.50 (meets the assumptions and the validity test is worth continuing). Table 2 shows that the KMO score = 0.9187 out of 13 items that measure prosocial motivation, self-efficacy, perceived social support, and social entrepreneurial intention variables. Based on these results, it can be concluded that the analysis of the assumption of the feasibility of testing the validity can be continued to the next stage.

**Table 2. Validity and Reliability Test**

Items	Factor loadings				Scale reliability coefficient
	Factors				
	1	2	3	4	
SEY1	0.867				0,816
SEY2	0.879				
SEY3	0.820				
PSS1		0.877			0,773
PSS2		0.879			
PSS3		0.735			
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)

After the feasibility assumption is met, the KMO is met, then the next step in validity testing can be done by considering the loading factor value for each item. Table 2 shows the overall results of testing the validity of the research instrument using the CFA method. Based on the test results from 10 statement items, it was obtained that all items (13-items) were declared valid (all statement items; SEY1, SEY2, SEY3, PSS1, PSS2, PSS3, PROS1, PROS2, PROS3, PROS4, SEI1, SEI2, SEI3 had a score of 0.4). Likewise, the results of reliability testing have shown the adequacy of Cronbach's Alpha value, namely 0.6 (Hair et al., 2010).

The stages of testing the research instrument have been fulfilled. Where the 13-item has measured the variable that should be measured. Furthermore, Table 3 is the result of testing the overall research hypothesis. In the statement of the first hypothesis which states that self-efficacy has a positive effect on social entrepreneurial intention, it is proven (the value of Sig. at  $p \leq 0.05$  is 0.034 (H1 is supported). This result shows that the higher the self-efficacy of Minangkabau women, the higher the social entrepreneurial spirit. This research is in line with the study of Tiwari et al., (2017b) where self-efficacy has a positive effect on social entrepreneurial intention in students at the Indian University of Technology. Furthermore, testing the second hypothesis which states that perceived social support has a positive effect on social entrepreneurial intention proven (the value of Sig. at  $p 0.05$  which is 0.000 (H2 is supported). This result shows that the higher the perceived social support of Minangkabau women, the higher the social entrepreneurial intention. This study is in line with the study of Jadmiko (2020) which found that the social entrepreneurial intention of students of the Faculty of Economics at the University Bung Hatta's bag is influenced by the perceived social support perceived by students.

**Table 3. Result of Linear Regression**

SocialEnteneurialr~n	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
SelfEficacy	.148	.07	2.13	.034	.011	.285	**
PerceivedSocialSup~t	.41	.063	6.46	0	.285	.534	***
ProSocialMotivation	.169	.054	3.13	.002	.063	.275	***
Constant	2.276	.765	2.97	.003	.769	3.783	***
<i>Mean dependent var</i>		11.880		<i>SD dependent var</i>		2.186	
<i>R-squared</i>		0.418		<i>Number of obs</i>		250.000	
<i>F-test</i>		58.946		<i>Prob &gt; F</i>		0.000	
<i>Akaike crit. (AIC)</i>		972.201		<i>Bayesian crit. (BIC)</i>		986.287	

\*\*\*  $p < .01$ , \*\*  $p < .05$ , \*  $p < .1$

Source: Processed data (2021)

Testing the third hypothesis which states that prosocial motivation has a positive effect on social entrepreneurial intention is proven (the value of Sig. at  $p 0.05$  is 0.002 (H3 is supported). This result shows that the higher the prosocial motivation of Minangkabau women, the higher the social entrepreneurial intention This study is in line with the research of Yamini et al., (2020) that prosocial motivation and intrinsic motivation in individuals affect the intention to become a social entrepreneur. The higher the perceived prosocial motivation of a person, the higher their interest in becoming a social entrepreneur.

## 5. CONCLUSION

The results of this study can enrich the topic of predictors of social entrepreneurial intention among students. In addition, the novelty of the results of this study is due to linking cultural elements with Minangkabau ethnic female students who are known as trading culture. In addition, the results of this research have shown interesting findings to continue to be developed. The following are some of the results that can be explained from the results of this study are; First, the results of this study show that self-efficacy, perceived social support, and prosocial motivation have a positive effect on social entrepreneurial intention.

Second, the results of this research are also expected to provide important recommendations for stakeholders in various sectors, including higher education. The results of this study are expected to be considered for formulating policies regarding the entrepreneurship education curriculum, where social entrepreneurship is considered appropriate to answer various problems in today's society. In addition, the results of this study can also be used as study material in the formulation of learning outcomes for entrepreneurship courses. Aspects of social problems that occur around can be a source of information for students to grow and create innovative ideas (social learning activities). The idea is expected to involve the community in creating a sustainable economy.

However, this research also has some weaknesses. First, the scope of this research is still insufficient for generalization because it only involves female Minangkabau student respondents in Padang City. Of course, the scope of this research has not been able to represent the general condition of interest in social entrepreneurship among students, especially in Indonesia. Second, the level of analysis of this research is still at the individual level. This research also still has not linked issues across countries, different national cultural contexts, and personality characteristics.

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