

# ICEBM 2021\_1

*by Frangky Selamat*

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**Submission date:** 30-Nov-2022 08:01PM (UTC-0600)

**Submission ID:** 1967795743

**File name:** entrepreneurship\_ampng\_msme\_in\_Jakarta\_and\_the\_greater\_area.pdf (227.98K)

**Word count:** 4854

**Character count:** 29286

# The Effect of Sustainability Behavioral Control on Sustainable Entrepreneurship Among MSMEs in Jakarta and the Greater Area: The Role of Sustainable Intention

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## ABSTRACT

This study aimed to reveal the effect of sustainability behavioral control and sustainable intention on sustainable entrepreneurship among MSMEs in Jakarta and the Greater Area. This research is categorized as descriptive research. This study used a non-probability sampling method, which collected data through online questionnaire distributed to 50 MSMEs located in Jakarta and the Greater Area. The results reveal that sustainability behavioral control positively and significantly affects sustainable entrepreneurship and sustainable intention, while sustainability behavioral control does not affect sustainable entrepreneurship through sustainable intention. The practical implication for managers or owners of MSMEs is that they should increase sustainability behavioral control, namely self-efficacy and the knowledge of sustainability, in order to increase the sustainable entrepreneurial practices.

**Keywords:** Sustainability behavioral control, sustainable intention, sustainable entrepreneurship

## 1. INTRODUCTION

Sustainable entrepreneurship occurs when entrepreneurs pursue the triple-bottom line in balancing economic wealth, environmental preservation, and social justice [1]. According to Porter and Kramer [2], entrepreneurship is seen as having a main function in handling the social and environmental problems, such as hunger, poverty, and global-warming phenomena. This concept has become popular and been known to public in recent years. More and more people are starting to realize the importance of sustainability principles, so entrepreneurs are expected to follow-up.

Entrepreneurs are required to look for opportunities to create value while still paying attention to the sustainable use of natural resources. Small and medium enterprises become the key in society, driving a shift towards sustainable development [3].

The interest in entrepreneurial intentions, which is specific to certain types of entrepreneurship has been explored [4]. However, there is still a lack of evidence of intention formation in the scope of social entrepreneurship [5] and even less in sustainable entrepreneurship [6].

According to TPB in Ajzen [7], in order to adopt a behavior, there must be an intention and control of certain behavior. The existing entrepreneurs as well as potential entrepreneurs, must have the sustainable intention and

sustainability behavioral control to implement the sustainable entrepreneurship. This study mediates sustainable intention to determine whether it can play a role in sustainable entrepreneurship and become evidence in the formation of intentions in sustainable entrepreneurship.

This study was aimed to follow-up some previous research conducted by Kimuli et al. [8] on the same topic in another national setting, namely in Indonesia. Moreover, this study also aimed to continue the previous research conducted by Tunjungsari, Slamet, and Chairy [9] with the same topic by adding the new independent and mediating variables, namely sustainability behavioral control as an independent variable and sustainable intention as a mediating variable.

## 2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENTS

Sustainability behavioral control is perceived as “the knowledge and ability in adopting and implementing sustainability practices”. [8]. Meanwhile, perceived behavioral control is defined as a perceived impetus or obstacle for a person to display certain behavior [7]. In addition, perceived behavioral control refers to the perceived ease or difficulty in carrying-out the behavior and a person’s control over the achievement of the goals of the behavior [10]. Based on this description, it can be concluded

that sustainability behavioral control is the knowledge and ability that is perceived as an encouragement or obstacle for a person to adopt and implement sustainability practices. Conventional entrepreneurship has built a strong relationship between entrepreneurial intentions and perceived behavioral control [11]. According to the research results from Vuorio et al. [12], individuals having high perceived behavioral control are greater in setting and having a more positive conception of them achieving pre-determined tasks in building sustainable business. At the same time, the research results from Singh et al. [13] described the perceived control and competence as the important factors in implementing practices found in a business context. The result showed that there was a positive influence of sustainability behavioral control on sustainable entrepreneurship. According to this explanation, the first hypothesis was developed as follow:

H<sub>1</sub>: Sustainability behavioral control has a positive effect on sustainable entrepreneurship.

Intention is defined as "a person's location in a subjective probability dimension involving a relation between him / herself and some actions." [14]. Intention can also be defined as a determination to carry-out certain activities or produce certain conditions in the future [15]. Sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." [16]. Sustainable development can also be defined as "A process of change in which the exploitation of resources, the direction of investments, the orientation of technological development, and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations." [16]. Based on this description, it can be concluded that sustainable intentions are the possibilities of resource exploitation, investment direction, technological development orientation, and institutional change, which are all aligned to meet the needs and aspirations of the present, without compromising the needs of future generations.

According to Baden and Prasad [17], behavioral control has a strong tendency to affect an entrepreneur's intentions to adopt. Meanwhile, the research results from Patzelt and Shepherd [18] explained that sustainability behavioral control in forms of sustainability knowledge and self-efficacy, plays a significant role in identifying sustainable-entrepreneurship opportunities, because it increases the intention to practice. In addition, the study performed by McGee et al. [19] explained that the combination of self-efficacy and triggering effect could affect the intention to engage in entrepreneurship. If the sustainability behavioral control is high, hence the sustainable intention tends to be high as well. Based on this description, it can be said that sustainability behavioral control positive influences sustainable intention. Thus, the second hypothesis was developed as follow:

H<sub>2</sub>: Sustainability behavioral control has a positive effect on sustainable intention.

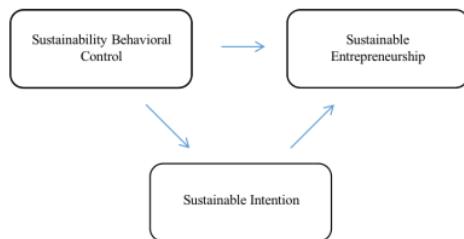
Sustainable entrepreneurship is defined as "the examination of how opportunities to bring into existence 'future' goods and services are discovered, created, and exploited, by whom, and with what economic, psychological, social, and environmental consequences." [20]. Sustainable entrepreneurship can also be defined as "the discovery and exploitation of economic opportunities through the generation of market disequilibria that initiates the transformation of a sector towards an environmentally and socially more sustainable state." [21]. In addition, sustainable entrepreneurship is "the process of discovering, evaluating, and exploiting economic opportunities, that are present in market failures, which detract from sustainability, including those that are environmentally relevant." [22]. Based on this description, it can be concluded that sustainable entrepreneurship is the process of finding, evaluating, and taking advantage of the opportunities to seek economic benefits through products or services while maintaining environmental and social sustainability.

According to Bell's research [23], sustainable entrepreneurs popularize the innovation in forms of new products, new service processes, and new markets based on the knowledge and ongoing intention to influence their customers, whereas this phenomenon ultimately leads them to implement the sustainable entrepreneurship. The study of Koe et al. [24] explained that the existing literature shows that the managers of small business make critical decisions in providing sustainable opportunities, increasing business growth, running business in general, and meeting the needs of stakeholders. In addition, the research results from Hooi et al. [1] explained that the triggers of sustainable entrepreneurship, including government regulations and international environmental protections, influence small-business owner's adoption decisions to practice the sustainability. Based on this description, hence there is a positive effect of sustainable intention on sustainable entrepreneurship. This research was proposed to test sustainable intention as a mediating variable in explaining sustainable entrepreneurship, specifically in developing countries in which sustainable development remains a big challenge to overcome.

Sustainability can direct to entrepreneurial opportunities by utilizing one's business knowledge and self-efficacy. Business owners need the knowledge and skills to capture opportunities from the surroundings. This will determine the effect of sustainability knowledge on identifying sustainable-entrepreneurial opportunities. Hence, the third hypothesis was developed as follow:

H<sub>3</sub>: Sustainability behavioral control has a positive effect on sustainable entrepreneurship through sustainable intention as a mediating variable.

The research model will explain the effect of sustainability behavioral control, along with sustainable intention as a mediating variable, on sustainable entrepreneurship, which is shown as follow:

**Figure 1** Research Model

### 3. METHODS

This research design uses a descriptive-research method. This study also uses the cross-sectional and correlational method. This research population is Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. The sampling method used in this study is a non-probability sampling method. The sample selection technique used in this research is the purposive-sampling technique. The sample size used was 50 MSMEs in Jakarta and the Greater Area, with the criteria of respondents being MSMEs managers / owners. Respondents' data was collected through the distribution of online questionnaires. The method of measuring variables in the questionnaire uses a Likert-scale. According to Sekaran and Bougie [25], the Likert-scale is a scale developed to examine how strongly the subject agrees on a statement in a five-point scale of assessment, with the guidance as follow: Strongly Disagree (1); Disagree (2); Disagree (3); Agree (4); and Strongly Agree (5). Data was analyzed using PLS-SEM with the assistance of SmartPLS program version 3.3.3.

The validity analysis must meet the value of loading factor 0.50 at minimum in order to be acceptable [26]; AVE value of 0.50 and above, is acceptable [27]. The Heterotrait-Monotrait Ratio (HTMT) must be less than 0.85, although the values above 0.85 to a maximum of 0.90 are still considered sufficient [14]. Then, reliability analysis is seen from the value of Cronbach's Alpha as well as the Composite Reliability. Cronbach's Alpha less than 0.60 is considered bad, in the range of 0.70 is acceptable, and exceeding 0.80 is good [25]. The composite-reliability value must be between 0.6 and 0.7 [28].

The  $R^2$  values of 0.25, 0.50, and 0.75 consecutively means weak, moderate, and substantial [27]. The value of  $Q^2 > 0$  means that the model has an accurate predictive relevance to certain constructs [29]. The  $F^2$  value less than 0.02 is considered meaningless relationship; 0.02 has a weak relationship; 0.15 has a moderate relationship; and 0.35 has a strong relationship [30]. Furthermore, path coefficients are the coefficients that relate latent variables in the structural model [29]. The path coefficient is measured by t-Statistics with a minimum value of 1.96 [25], and the p-value must be less than 0.05 [30].

The subjects in this study consist of 50 MSMEs in Jakarta and the Greater Area, with MSMEs owners or managers as

respondents. The research object is based on the statement about sustainability behavioral control, sustainable intention, and sustainable entrepreneurship. The statement of sustainability behavioral control consists of nine statements adapted from McGee et al. [19]; Shepherd and Patzelt [18]. The statement of sustainable intention consists of two statements adapted from Fishbein and Ajzen [14]; Gruzd et al. [31]. The statement of sustainable entrepreneurship consists of nine statements adapted from Shepherd and Patzelt [32].

In this study, the variables and indicators are displayed in Table 1.

**Table 1** Constructs and Indicators

No	Variable	Items
1.	Sustainability Behavioral Control	I am sure that I can efficiently handle the unexpected events.
		I often find it easy to stick to my goals.
		I often find it easy to achieve my goals.
		I feel that I can solve difficult problems after trying hard enough.
		I can stay calm when faced with difficulties.
		I know about the potential sources of soil, air, and water pollution.
		I know the impact of overfishing on the level of fish stocks in the ocean.
		I know about nature conservation, such as the earth, biodiversity and ecosystems.
		I know the effects of deforestation on animal habitats, climate change, and soil erosion.
		I often formulate a clear and well-defined marketing strategy.
2.	Sustainable Intention	I am often looking for new ideas for new products.
3.	Sustainable Entrepreneurship	I frequently review and update plans to reduce waste.
		I frequently review and update plans for recycling waste.
		I often develop management plans to support the production of quality products / services.
		I often do analysis regularly to improve the quality of the product / service.
		I often make policies regarding the environment and sustainability.
		I often give awards to someone who is trying hard to improve the performance of our business.
		I often give employees constructive feedback about their performance.
		I frequently monitor the product / service profitability.
		I often forecast the cash-flow for this-year and next-year periods.

### 4. RESULTS

Based on data analysis, it can be revealed that the sustainability behavioral control among MSMEs in Jakarta and the Greater Area has not been entirely even. This is explained by the existence of a set of values ranging from

1,000 to 5,000. For sustainable intention, it also shows that there is a weak sustainable intention among MSMEs in Jakarta and the Greater Area, because there is a range of values from 2,000 to 5,000. For sustainable entrepreneurship, the result shows that some MSMEs do not know about it at all with a minimum value of 1,000, and some MSMEs have adopted sustainable entrepreneurship with a maximum value of 5,000.

The respondents in this study were mostly MSMEs that have been established for >1 - 5 years, engaged in the culinary field, and domiciled in Jakarta. The respondents are mostly male, aged >17 - 28 years-old, last education was senior high school, and never joined any sustainability training.

The results of respondent's responses to the sustainability behavioral control variable show that the majority of them have confidence that they can solve difficult problems if they try hard enough. In addition, not all respondents know about the effects of deforestation on animal habitats, climate change, and soil erosion. Then, the results of the respondent's responses to the sustainable intention variable show that the majority of them often develop clear and well-defined marketing strategies and they often look for new ideas for new products. In addition, the results of respondent's responses to the sustainable entrepreneurship variable show that most of them often provide constructive feedback to employees related to their performance, and they often forecast the cash-flow for this-year and next-year periods. In addition, not all respondents reviewed and updated their plans on recycled-waste.

In testing the convergent validity, the SB4, SE8, and SE9 indicators were removed to fulfill the outer-loading validity. Then, the sustainability behavioral control variable ( $X_1$ ) indicator was removed with the smallest outer-loading value, namely SB5, in order to meet AVE's convergent validity. After deleting the indicators, the data become valid and reliable. The AVE is above 0.50; The outer-loading value is 0.50; The HTMT-value < 0.90; The Composite Reliability is more than 0.70 and Cronbach's Alpha is 0.60 at minimum. The results of validity and reliability analysis after invalid indicators were removed, are displayed in the two tables below:

**Table 2** Analysis of Validity

Indicator	Variable	Factor-Loading	AVE
SB1	Sustainability Behavioral Control	0.533	0.515
SB2		0.529	
SB3		0.553	
SB6		0.743	
SB7		0.785	
SB8		0.883	
SB9		0.888	
SI1	Sustainable Intention	0.952	0.691
SI2		0.691	
SE1	Sustainable Entrepreneurship	0.806	0.548
SE2		0.832	
SE3		0.643	
SE4		0.724	

SE5		0.817	
SE6		0.781	
SE7		0.526	

**Table 3** Analysis of Reliability

	Composite Reliability	Cronbach's Alpha
Sustainability Behavioral Control	0.877	0.832
Sustainable Intention	0.814	0.606
Sustainable Entrepreneurship	0.893	0.859

Then, the Adjusted R-square ( $R^2$ ) calculation shows that the sustainability behavioral control has a non-significant effect as much as 21.9% on sustainable intention. The remaining 78.1% of the variation in sustainable intention is determined by other factors out of the scope of this research. According to Majid et al. [33], with a sample of 404 MSMEs in Malaysia, the variables that are not be included in the study, are sustainability value, sustainability attitude, social norm, governmental legislation, that can directly increase the intentions towards sustainable entrepreneurship. Then, the Adjusted R-square ( $R^2$ ) calculation also shows that the sustainability behavioral control and sustainable intention have a substantial effect of 63.2% on sustainable entrepreneurship. The remaining 36.8% of the variation in sustainable entrepreneurship variable is determined by other factors not included in this study. According to the research of Tunjungsari, Slamet, and Chairy [9], with a sample of 100 SMEs taken from the creative industry in Jambi Province, Indonesia, the variables that are not included in the study, are sustainable attitudes, social norms, and perceived desirability, which provide a significant effect on sustainable entrepreneurship.

The Q-square ( $Q^2$ ) calculation shows that the construct or endogenous latent variable has a  $Q^2$  value greater than 0. The predictions made by the model are considered relevant to the values for sustainable intention and sustainable entrepreneurship, respectively 0.109 and 0.304.

Then, according to the F-Square ( $F^2$ ) calculation, the sustainability behavioral control has a moderate relationship to the sustainable intention, that can support  $H_2$ . Sustainability behavioral control has a strong relationship with sustainable entrepreneurship, which can support  $H_1$ . In addition, the sustainable intention has a weak relationship with sustainable entrepreneurship, which will affect  $H_3$  decision.

## 5. DISCUSSION

**Table 4** The Hypothesis-Test Results

	Hypothesis	t-Statistics	p-Values	Result
H <sub>1</sub>	Sustainability behavioral control → Sustainable entrepreneurship	6.760	0.000	Accepted
H <sub>2</sub>	Sustainability behavioral control → Sustainable intention	3.481	0.001	Accepted
H <sub>3</sub>	Sustainable intention → Sustainable entrepreneurship	0.306	0.760	Rejected

Based on Table 4, the effect of sustainability behavioral control on sustainable entrepreneurship has a beta of 0.776, t-statistics of 6.760, and p-value of 0.000. Thus, H<sub>1</sub> was accepted, whereas sustainability behavioral control has a positive and significant effect on sustainable entrepreneurship, because the original sample is positive, t-statistics is higher than 1.96, and p-value is smaller than 0.05.

Based on Table 4, the effect of sustainability behavioral control on sustainable intention has a beta of 0.485, t-statistics of 3.481, and p-value of 0.001. So, it can be concluded that H<sub>2</sub> was accepted, whereas the sustainability behavioral control positively and significantly affects sustainable intention, because the original sample has a positive value, t-statistics is higher than 1.96, and p-value is smaller than 0.05.

The analysis of mediation-path revealed the following results: 1) Sustainability behavioral control (X<sub>1</sub>) positively and significantly affects sustainable intention (X<sub>2</sub>), with t-statistics of 3.481 and p-value of 0.001; 2) Sustainable intention (X<sub>2</sub>) positively but not significantly affects sustainable entrepreneurship (Y<sub>1</sub>), with t-statistics of 0.306 and p-value of 0.760; 3) Sustainability behavioral control (X<sub>1</sub>) affects sustainable entrepreneurship (Y<sub>1</sub>) positively and significantly, with t-statistics of 6.760, and p-value of 0.000; 4) By the existence of sustainable intention (X<sub>2</sub>), sustainability behavioral control (X<sub>1</sub>) directly affects sustainable entrepreneurship (Y<sub>1</sub>), with an increased t-statistics from 6.760 to 14.549.

Based on data analysis results and the criteria determined by Baron and Kenny [34], it can be concluded that sustainable intention does not mediate the effect of sustainability behavioral control on sustainable entrepreneurship, because the second criterion was not met. This phenomenon could happen, because the variation in the mediator does not significantly explain the variation in the dependent variable, so it can be concluded that H<sub>3</sub> was rejected.

H<sub>1</sub> was accepted, whereas sustainability behavioral control has a positive and strong effect on sustainable entrepreneurship. Thus, it can be concluded that an individual must have strong sustainability behavioral control to be able to implement the sustainable entrepreneurial practices. This finding supports Ajzen's [7] theory, which stated that perceived behavioral-control has a

meaning as a perceived impetus or obstacle for a person to display his / her behavior. In other words, because of the sustainability behavioral control perceived as an encouragement, individuals will display their behavior in sustainable entrepreneurship.

H<sub>2</sub> was accepted, whereas sustainability behavioral control positively and significantly affects sustainable intention. Thus, it can be concluded that, if individuals have a high sustainability behavioral control, then their sustainable intention should be high as well. The result of this study supports the research by Patzelt and Shepherd [18], which explained that sustainability behavioral control in forms of sustainability knowledge and self-efficacy, plays a significant function in identifying sustainable-entrepreneurial opportunities, because it enhances the intention to practice. Through high sustainability behavioral control, it can directly increase an individual's sustainable intention.

H<sub>3</sub> was rejected, because sustainability behavioral control does not positively and significantly affect sustainable entrepreneurship through sustainable intention. This is because the previous analysis did not meet the second criterion of Baron and Kenny [34] regarding the mediation criteria. Based on the result of data analysis, this study showed different results from previous studies such as Kimuli et al. [8], which explained that sustainable intention mediates the effect of sustainability behavioral control on sustainable entrepreneurship. Then, it can be concluded that sustainable intention has a small effect but does not mediate the sustainability behavioral control towards sustainable entrepreneurship. This study found that sustainability behavioral control plays a more critical role in influencing sustainable entrepreneurship.

## 6. CONCLUSIONS AND RECOMMENDATIONS

Based on the previous analysis and discussion results, this study can be concluded as follows: 1) Sustainability behavioral control positively and significantly affects sustainable entrepreneurship among MSMEs in Jakarta and the Greater Area. 2) Sustainability behavioral control affects sustainable intention positively and significantly, among MSMEs in Jakarta and the Greater Area. 3) Sustainability behavioral control does not affect sustainable entrepreneurship through sustainable intention among MSMEs in Jakarta and the Greater Area.

Based on the results, some suggestions will be beneficial for further research, which are: 1) Further research can add independent variables and other mediating-variables that are not included in this study, that may affect sustainable entrepreneurship, for example, by adding the independent variables such as sustainable attitude, perceived desirability, and social norms, according to the research conducted by Tunjungsari, Slamet, and Chairy [9]; 2) Future research can use a larger sample size to better represent the population studied and larger-area coverage to determine the factors influencing sustainable

entrepreneurship among MSMEs in other regions in Indonesia and abroad. 3) Further research can use data collection methods other than questionnaires, such as interviews, to receive direct views from respondents that may not be listed in the questionnaire and to obtain more appropriate subjects for research purpose. 4) This study suggests that MSMEs can better understand some factors influencing sustainable entrepreneurial actions. This study shows that sustainability behavioral control plays a significant role in sustainable entrepreneurship. Although sustainability behavioral control can increase sustainable intention, sustainable intention does not mediate the effect of sustainability behavioral control on sustainable entrepreneurship. The implication is that sustainable entrepreneurship increases when individuals have sustainability knowledge and abilities perceived as an impetus for a person to adopt and implement sustainability practices. Sustainability knowledge is the knowledge about the aspects of sustainability, such as social aspect, economic aspect, and environmental aspects. The increase in sustainable entrepreneurial practices can be seen if only there is more sustainability program training and increased knowledge about sustainability for managers or owners of MSMEs.

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