

FACTOR INFLUENCING SOCIAL ENTREPRENEURIAL INTENTIONS

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Abstract: Within Ajzen's Planned Behavior Theory framework, this article tests a model to estimate the predictors of entrepreneurial intention. We tested the entrepreneurship intention model on a sample of 100 student at University in Indonesia. The result show Experience significantly influences Social Entrepreneurial Intention through Moral Obligation. Individuals with more experience feel a stronger moral obligation, which positively impacts their intention to engage in social entrepreneurship. Fostering a sense of moral obligation can effectively leverage the experience of potential social entrepreneurs. The indirect effect of Experience on Social Entrepreneurial Intention through Perceived Social Support is not supported. Although experience influences perceived social support, it does not significantly impact social entrepreneurial intention. This highlights the need to better understand the role of social support in social entrepreneurship. Experience significantly influences Social Entrepreneurial Intention through Social Entrepreneurial Self Efficacy. Experience enhances individuals' belief in their capabilities for social entrepreneurship, influencing their intention to engage in it. Boosting self-efficacy can be a key strategy for harnessing the experience of potential social entrepreneurs.

Keywords: Experience; Moral Obligation; Perceived Social Support; Social Entrepreneurial Self Efficacy; Social Entrepreneurial Intention.

INTRODUCTION

Social entrepreneurship involves individuals, groups, or start-up companies that develop, fund, and implement solutions to social, cultural, or environmental issues Margiono, A., Feranita, F. (2021). These initiatives aim to create positive changes in society while addressing specific needs. Unlike traditional entrepreneurship, where profit is the primary goal, social entrepreneurs prioritize social impact. Social entrepreneurship refers to business ventures that seek to achieve social change or impact a social cause. These entrepreneurs are willing to take risks and put effort into creating positive outcomes for their communities. Social entrepreneurs may work on various fronts, such as producing environmentally-friendly products, serving underserved communities, or engaging in philanthropic activities. Social entrepreneurship is on the rise worldwide, alongside socially responsible investing (SRI) and environmental, social, and governance

(ESG) investing.

Indonesia has witnessed exponential growth in social entrepreneurship over the past decade. While historical roots date back to the 1930s, significant progress has occurred more recently. According to the British Council, there were over 300,000 social enterprises in Indonesia in 2018, constituting about 2% of all small businesses. Research and education on social entrepreneurship have also expanded during this period.

However, challenges persist due to uncertainties surrounding this emerging sector. Political and legal uncertainties, in particular, pose obstacles for social enterprises in Indonesia. Despite these challenges, efforts by the government, academia, and the private sector can help foster a favorable ecosystem for social entrepreneurship to thrive.

In summary, social entrepreneurship plays a crucial role in addressing societal needs, and Indonesia's growing interest in

this field holds promise for positive impact. Researchers, policymakers, and educators continue to explore ways to motivate more people to engage in social entrepreneurship and contribute to sustainable development.

Social Entrepreneurship Research (S-ENT) began to develop from qualitative research (Das et al., 2012; Ip et al., 2021) and Empirical (Bloom & Smith, 2010; Corner & Ho, 2010; Desa, 2012; Liu et al., 2015; Teasdale et al., 2011, Krueger et al., 2000).

Although this study adopts the Theory of Planned Behavior (TPB) as its theoretical foundation, it does not merely replicate prior TPB-based models. This study advances TPB-based social entrepreneurship research by explicitly positioning moral obligation as a distinct normative mechanism, rather than treating subjective norms as a homogeneous construct. In addition, the model integrates prior experience as an antecedent that operates indirectly through moral obligation, self-efficacy, and perceived social support, allowing a more nuanced explanation of how social entrepreneurial intentions are formed.

This study examines the antecedents of social entrepreneurial intentions. This is important as policy makers and educators are increasingly involved in efforts to motivate more people to become involved in S-ENT.

LITERATURE REVIEW

While moral obligation, social entrepreneurial self-efficacy, and perceived social support have been widely examined in prior studies, existing research predominantly investigates these variables in isolation or as direct predictors of social entrepreneurial intentions. Limited attention has been given to their joint and mediating roles, particularly within a single integrated

TPB-based framework.

Moral Obligation and Social Entrepreneurial Intentions

Social entrepreneurial intentions refer to an individual's inclination or motivation to engage in social entrepreneurship, which combines social goals with economic means. Researchers have identified several factors that influence these intentions. One such factor is moral obligation.

Subjective norms, as proposed by Ajzen in the Theory of Planned Behavior (TPB), involve normative beliefs about expected behavior based on social influences. These norms can either strengthen or reduce an individual's intentions (Hartati, A. S., Warsiki, A. Y. N., & Diantoro, A. K., 2022). People often feel social pressure to conform to these norms, affecting their decisions regarding social entrepreneurship.

Moral beliefs play a significant role in shaping behavior. When individuals perceive a moral obligation to act in a certain way, they are more likely to follow through with their intentions. Researchers have found that adherence to moral standards is crucial for social entrepreneurs. Personal moral values guide their actions and decisions (Hartati, A. S., Warsiki, A. Y. N., & Diantoro, A. K., 2022).

In this study, moral obligation is conceptualized as an internalized sense of responsibility toward addressing social problems, rather than as externally driven social pressure. This distinction allows moral obligation to function as a complementary normative construct within the TPB framework. Unlike subjective norms, which reflect perceived expectations from others, moral obligation captures personal ethical commitment, which may be particularly

salient in the context of social entrepreneurship.

Hypothesis 1 suggests that there is a positive relationship between moral obligation and an individual's intentions to engage in social entrepreneurship.

Social Entrepreneurial Self-Efficacy and Social Entrepreneurial Intentions

Social entrepreneurial self-efficacy (SESE) refers to an individual's belief in their own abilities and skills to successfully carry out the roles and tasks associated with social entrepreneurship (Broccia, Sarah, Álvaro Dias, and Leandro Pereira, 2022). In other words, it reflects an entrepreneur's confidence in their capacity to create positive social impact through their initiatives.

SESE is specific to social entrepreneurship and focuses on an individual's self-perceived competence in addressing social issues, implementing innovative solutions, and navigating the challenges of creating positive change. High SESE is associated with greater motivation, persistence, and proactivity in pursuing social entrepreneurial goals. Research suggests that SESE significantly influences an entrepreneur's performance and success in the social entrepreneurship domain (Broccia, Sarah, Álvaro Dias, and Leandro Pereira, 2022). Factors such as education, experience, role models, and personal beliefs contribute to an individual's SESE.

Social entrepreneurial intentions refer to an individual's inclination or motivation to engage in social entrepreneurship. These intentions drive the decision to pursue social impact through entrepreneurial activities.

Hypothesis 2 posits that there is a positive relationship between social entrepreneurial self-efficacy and an individual's intentions to engage in social entrepreneurship.

Perceived Social Support and Social Entrepreneurial Intentions

In the context of social entrepreneurship, perceived social support refers to an individual's perception of the availability and adequacy of support from their social network—family, friends, colleagues, and mentors. This support significantly influences an individual's intentions to engage in entrepreneurial activities that create positive social impact. Mair and Noboa's (2006) hypothesized that this is determined by the support that individuals expect to receive from their environment. In this context, support systems and networks can play an important role (Meyskens et al., 2010; Ruttman et al., 2012). In summary, understanding perceived social support is crucial for shaping intentions toward social entrepreneurship. Strengthening support networks enhances the likelihood of positive social impact through entrepreneurial initiatives (Acuña-Duran, E., Pradenas-Wilson, D., Oyanedel, J. C., & Jalon-Gardella, R., 2021).

Rather than treating these constructs as independent predictors, this study focuses on how they operate as interconnected mechanisms that translate experience into intention. This approach moves beyond empirical replication by addressing not only whether these factors influence social entrepreneurial intentions, but also how and through which pathways such influence occurs.

Hypothesis 3 suggests that there is a positive relationship between perceived social support and an individual's intentions to become a social entrepreneur.

Experience and Social Entrepreneurial Intentions

Social entrepreneurial intentions refer to an individual's inclination or motivation to engage in social entrepreneurship. Prior

experience plays a crucial role in shaping these intentions. Prior experience refers to an individual's practical exposure to working with social sector organizations, understanding the challenges they face and the problems they aim to solve.

Prior knowledge of social issues has also been found by Ernst (2012) to predict attitudes towards social entrepreneurial intentions as well as PBC. In addition, Yiu et al. (2014) have found that private entrepreneurs are more likely to be motivated to engage in charitable poverty reduction programs if they have previous personal experiences (such as limited educational opportunities, unemployment, and rural poverty). For the purposes of this study, prior experience was measured as a person's practical experience working with social sector organizations. It is assumed that such experiences produce familiarity with the types of problems social enterprises seek to solve in turn making the formation of intentions to solve these problems more likely. Prior experience serves as a foundation for social entrepreneurial intentions, and these mediating factors further shape and strengthen the link Simmou, W., Sameer, I., Hussainey, K., & Simmou, S. (2023).

Accordingly, prior experience is not treated as a direct determinant of social entrepreneurial intention, but as a foundational antecedent whose influence is channeled through moral obligation, social entrepreneurial self-efficacy, and perceived social support. This perspective enables a deeper understanding of the mechanisms through which experiential exposure to social issues fosters intention formation.

For this reason, the model tested in this study is extended by the following set of hypotheses.

Hypothesis 4 suggests that there is a positive relationship between prior experience and an individual's intentions to engage in social entrepreneurship.

Hypothesis 5

The link between prior experience and social entrepreneurial intent is mediated by perceived moral obligation

Hypothesis 6

The link between prior experience and social entrepreneurial intent is mediated by social entrepreneurial self-efficacy

Hypothesis 7

The link between prior experience and social entrepreneurial intent is mediated by perceived external social support

Prior experience plays a central role in shaping social entrepreneurial intention by activating several internal psychological mechanisms. Direct exposure to social problems allows individuals to internalize a sense of ethical responsibility, transforming experiential understanding into a personal moral obligation to address social issues (Kaiser, 2006; Ernst, 2012; Yiu et al., 2014). This moral obligation, as an internalized normative commitment, becomes a meaningful driver of social entrepreneurial intention, consistent with prior findings that personal values and ethical responsibility strongly motivate socially oriented entrepreneurial behavior (Hemingway, 2005; Hartati et al., 2022).

In parallel, experience enhances individuals' perceptions of available social support by increasing their engagement with social networks and institutions (Mair & Noboa, 2006; Meyskens et al., 2010). However, perceived social support represents an external enabling condition rather than an internal motivational force, and therefore does not necessarily translate

experiential exposure into entrepreneurial intention, as intention formation is more strongly driven by internal beliefs and values than by external encouragement alone (Forster & Grichnik, 2013; Acuña-Duran et al., 2021). Furthermore, prior experience substantially strengthens social entrepreneurial self-efficacy by providing mastery experiences and practical understanding of how social ventures operate (Bandura, 1977). Individuals who feel capable of addressing social problems through entrepreneurial action are more likely to form a strong intention to engage in social entrepreneurship, highlighting self-efficacy as a key mechanism that converts experience into intentional behavior (Zhao et al., 2005; Broccia et al., 2022; Simmou et al., 2023).

Hypothesis 8 The relationship between prior experience and social entrepreneurial intention is mediated by perceived moral obligation.

Hypothesis 9 The relationship between prior experience and social entrepreneurial intention is mediated by perceived social support.

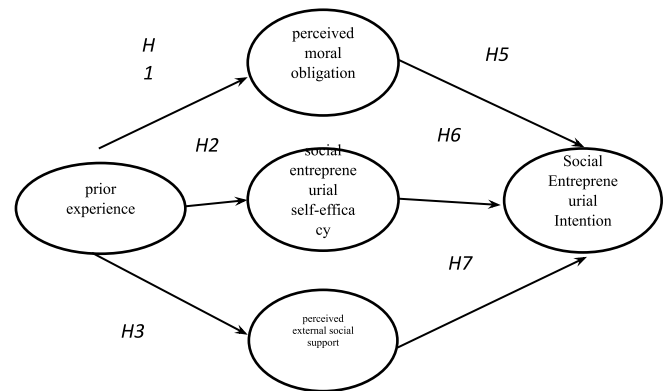
Hypothesis 10 The relationship between prior experience and social entrepreneurial intention is mediated by social entrepreneurial self-efficacy.

Theoretical Contribution of the Study

This study offers three main theoretical contributions. First, it extends the Theory of Planned Behavior by incorporating moral obligation as an internalized normative mechanism that complements subjective norms in explaining social entrepreneurial intentions. Second, the study advances intention research by modeling prior experience as an indirect antecedent that operates through moral obligation, social entrepreneurial self-efficacy, and perceived social support, thereby clarifying the psychological mechanisms underlying

intention formation. Third, by situating the model within the Indonesian context, this study provides new boundary conditions for TPB-based social entrepreneurship research in emerging economies characterized by strong collectivist and moral-social orientations.

Figure 1. Research Framework



METHODS

This study employed a cross-sectional quantitative approach, collecting data through questionnaires. A total of 16 items were used to examine the relationship between Experience, Moral Obligation, Social Entrepreneurial Self-Efficacy, Perceived Social Support, and Social Entrepreneurial Intent.

All survey items were translated from English to Indonesian using a forward-backward translation method (Brislin, 1970). The process included forward translation, expert panel back-translation, pre-testing, and cognitive interviews to arrive at the final version.

Instead of covariance-based structural equation modeling (CB-SEM), this study employed Partial Least Squares (PLS) analysis using SmartPLS 3.0. PLS was selected primarily due to its suitability for estimating complex mediation models that emphasize prediction and variance explanation rather than model fit optimization. The proposed research model involves multiple mediating variables and indirect effects, for which PLS provides robust and efficient estimation, particularly

in exploratory and theory-extension contexts. Furthermore, PLS does not impose strict assumptions regarding data distribution and performs well with ordinal-scale data, making it appropriate for the characteristics of the dataset used in this study.

DATA ANALYSIS AND RESULTS

Measurement Model Evaluation Result

The study assessed the reliability of measurement scales using loading factors. These factors indicate how well each item (indicator) reflects the underlying latent variable.

All items in the study had loading factors above 0.70, which is a positive sign. Higher loading factors suggest better indicator reliability (Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C., 2023). In other words, the items used in the study were good indicators of the latent variables.

Convergent validity assesses whether different indicators of the same construct are related to each other. The study found that all extracted mean values (AVE) exceeded the threshold of 0.50, supporting convergent validity. This means that the indicators consistently measure the same construct (Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C., 2023).

Table 2 likely contains results related to testing hypotheses and exploring the direct relationships between exogenous (independent) and endogenous (dependent) variables.

Table 1. Structural Model Assessment

Construc/ Variable	Original Sample (O)	T Statistics (O/ STDEV)	P Values	Conclusion
Experience -> Moral Obligation	0,198	2,482	0,013	H1: Supported
Experience ->	0,351	4,048	0,000	H2: Supported

Construc/ Variable	Original Sample (O)	T Statistics (O/ STDEV)	P Values	Conclusion
Perceived Social Support				
Experience -> Social Entrepre- neurial Self Efficacy	0,387	4,828	0,000	H3: Supported
Moral Obligation -> Social Entrepre- neurial Intention	0,258	2,995	0,003	H4: Supported
Perceived Social Support -> Social Entrepre- neurial Intention	0,190	1,908	0,057	H5: Not Supported
Social Entrepre- neurial Self Efficacy -> Social Entrepre- neurial Intention	0,362	4,278	0,000	H6: Supported
Experience -> Social Entrepre- neurial Intention	0,258	4,074	0,000	H7: Supported

The data provided presents a comprehensive analysis of the relationships between Experience, Moral Obligation, Perceived Social Support, Social Entrepreneurial Self Efficacy, and Social Entrepreneurial Intention.

Experience is found to have a significant positive impact on Moral Obligation, Perceived Social Support, and Social Entrepreneurial Self Efficacy. This suggests that as individuals gain more experience, they feel a stronger moral obligation and perceive more social support, which in turn enhances their self-efficacy in social entrepreneurship. Moral Obligation

significantly contributes to Social Entrepreneurial Intention, indicating that individuals who feel a strong moral obligation are more likely to have the intention to engage in social entrepreneurship.

Interestingly, while Perceived Social Support is influenced by Experience, it does not significantly affect Social Entrepreneurial Intention. This could imply that while social support is important, it may not directly translate into an intention to engage in social entrepreneurship. Social Entrepreneurial Self Efficacy significantly impacts Social Entrepreneurial Intention, suggesting that individuals who believe in their capabilities in social entrepreneurship are more likely to have the intention to engage in it.

Lastly, Experience also directly influences Social Entrepreneurial Intention, indicating that individuals with more experience are more likely to intend to engage in social entrepreneurship.

Table 2. Result of Mediation Analysis

Construc/ Variable	Original Sample (O)	T Statistics (O/ STDEV)	P Values	Conclusion
Experience -> Moral Obligation -> Social Entrepreneurial Intention	0,054	1,931	0,054	H8: Supported
Experience -> Perceived Social Support -> Social Entrepreneurial Intention	0,052	1,256	0,210	H9: Not Supported
Experience -> Social Entrepreneurial Self Efficacy -> Social Entrepreneurial Intention	0,114	2,692	0,007	H10: Supported

Construc/ Variable	Original Sample (O)	T Statistics (O/ STDEV)	P Values	Conclusion
Experience -> Moral Obligation -> Social Entrepreneurial Intention	0,054	1,931	0,054	H8: Supported

The data provided further explores the indirect effects of Experience on Social Entrepreneurial Intention through Moral Obligation, Perceived Social Support, and Social Entrepreneurial Self Efficacy.

Experience significantly influences Social Entrepreneurial Intention through Moral Obligation. This suggests that individuals with more experience feel a stronger moral obligation, which in turn, positively influences their intention to engage in social entrepreneurship. Therefore, fostering a sense of moral obligation could be an effective way to leverage the experience of potential social entrepreneurs.

However, the indirect effect of Experience on Social Entrepreneurial Intention through Perceived Social Support is not supported. This indicates that while experience does influence perceived social support, this does not translate into a significant impact on social entrepreneurial intention. This finding further underscores the need to understand the role of social support in social entrepreneurship better.

Lastly, Experience significantly influences Social Entrepreneurial Intention through Social Entrepreneurial Self Efficacy. This implies that experience enhances individuals' belief in their capabilities in social entrepreneurship, which subsequently influences their intention to engage in it.

Thus, boosting self-efficacy could be a key strategy in harnessing the experience of potential social entrepreneurs.

CONCLUSION

The findings indicate that perceived social support does not significantly influence social entrepreneurial intention among Indonesian students, which contrasts with several prior studies that identify social support as an important predictor of entrepreneurial intention (Mair & Noboa, 2006; Meyskens et al., 2010). This divergence can be explained through a contextual and theory-based interpretation. In a collectivist culture such as Indonesia, social support is often embedded in everyday social relations and may be perceived as a normative condition rather than a motivating factor. Within such contexts, individuals may assume the presence of social support as given, reducing its salience in intentional decision-making. As a result, social support does not function as a differentiating or activating mechanism in shaping social entrepreneurial intention.

From a Theory of Planned Behavior perspective, this suggests that social support may operate as a background condition rather than an explicit subjective norm influencing intention. When support is culturally normalized, individuals may rely more heavily on internal drivers, such as moral obligation and self-efficacy, to justify and initiate socially oriented entrepreneurial behavior. This interpretation aligns with prior research indicating that internalized values and capability beliefs play a stronger role in intention formation than external encouragement in social entrepreneurship contexts (Hemingway, 2005; Forster & Grichnik, 2013). Therefore, the insignificance of perceived social support does not imply

irrelevance, but rather reflects its role as a baseline condition in collectivist settings, where motivation to engage in social entrepreneurship is driven primarily by ethical commitment and confidence in one's own ability.

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