

Sociopreneur Intention: Unlock the Potential of Indonesian Vanilla Farmers

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Abstract—This study suggests obtaining empirical evidence as the Internal Locus of Control and Attitude Toward a Behavior to Social Entrepreneurial Personality and Social Entrepreneurship Intention for members of the Indonesian Vanilla Farmers Association (PPVI). In order to increase knowledge and motivation to empower traditional vanilla farmers to improve finance, while providing support to rebuild the glory of vanilla Indonesia. Behavioral Planning Theory, adopted to analyze and explain the interest in behaving social entrepreneurs from vanilla farmers discussed in this study. The research method is quantitative causal. The research uses the partial least square (PLS) analysis method to measure the relationship between variables. To process data, this study uses PLS. The sample from this study is vanilla farmers who are members of the PPVI with 89 members. All member of population will be carried out in the data collection. By implication, this finding shows that intention social entrepreneurship is influenced positively and significantly by Attitude Toward Behavior both directly and through Social Entrepreneurial Personality. Whereas Social Entrepreneurial Personality is very strongly influenced by Internal Locus Control and Attitude Toward a Behavior.

Keywords: *internal locus control, attitude toward a behavioral, social entrepreneurial personality, social entrepreneurship intention, Indonesian vanilla, PPVI, vanilla farmers, SEI*

I. INTRODUCTION

The process of social entrepreneurship can be seen as a "problem solving" process in society. The purpose of the business can be seen as finding solutions to social problems. In this case, it can be assumed that the individual can be quickly demoralized when facing problems, especially when it is considered that the community may not support such activities in some cases, cannot maintain social entrepreneurial activities [1]. The program that is currently being carried out is less efficient in solving existing social problems. More effective ways are needed to create solutions, which social entrepreneurs try to produce.

The potential intended is a resource to build competencies that will be owned by the community, through social entrepreneurship in the form of creativity, innovation and courage in facing risks by working hard as a manifestation of resources, goals, strategies and processes in facing life's challenges [2].

Also supported by McClelland's statement, the determinants of economic development are not external factors,

but internal factors [3]. Internal referred to here are values and motivations that encourage to exploit opportunities, to seize opportunities.

With the explanation that social entrepreneurship has the potential to provide alternative solutions to social problems, in the form of social entrepreneurship approaches through the power of innovation in facing the challenges of social problems [4].

However, basically the attitudes and behavior of individuals are not uniform to the invitation to change. This means that adaptation community for a change for the sake of prosperity, namely by becoming a social entrepreneur who needs attention. Not every individual has the ability to recognize individuals and turn these opportunities into successful and sustainable businesses. Until together, it can realize social entrepreneurship as a massive, structured and sustainable movement

This study aims to obtain empirical evidence whether Internal Locus Control, Attitude Towards a Behavior and Social Entrepreneurial Personality, have an influence on Social Entrepreneurship Intentions for members of the Indonesian Vanilla Farmers Association (PPVI). In order to increase knowledge and motivation to empower traditional vanilla farmers to improve the economy, while providing support to rebuild the glory of the Indonesian vanilla.

II. LITERATURE REVIEW

A. Plan of Behavior Theory

Entrepreneurial independence is widely regarded as the main antecedent of the intention to create new businesses [5]. The majority of studies examine the relationship between entrepreneurship and Entrepreneurial Intention referring to the Plan of Behavior Theory.

B. Social Entrepreneurship

Social entrepreneurship according to Mair, social entrepreneurship is the use of innovation to build a social enterprise is a combination of resources to get opportunities through the formation of organizations and / or practices resulting from maintaining social benefits [6].

Social entrepreneurship attracts interest in the world. Because prospective solutions are predicted to provide sustainable and innovative solutions to social, cultural and

environmental problems. In developed and developing countries. Social entrepreneurs consistently bring deep social change by addressing some of the most pressing social problems such as poverty, social inclusion, inadequate public services and environmental problems [4].

From the above concept, it can be concluded that social entrepreneurship is a form of ideas as a form of strategy to solve social problems by emphasizing aspects of innovation, creativity, to produce something new at the same time by creating social values.

C. Social Entrepreneurship Intention (SEI)

In the field of research, entrepreneurial intentions are various models of proposal intention for assistance in developing intentions. This includes the model proposed by Bird [7] and developed by Boyd and Vozikis [5].

According to the theory of planned behavior, individual behavior can be predicted from its consequent intentions [8].

Entrepreneurial intention can be interpreted as a person's commitment to some future behavior, which is projected to begin, a business organization. In various research studies emphasize the importance of one construction in predicting planned behavior [9].

D. Social Entrepreneurial Personality

Stakeholders of social entrepreneurs must be more concerned with people who experience obstacles. Entrepreneurs aim to provide solutions. In this case, conformity can be considered as the most important personality trait for encouraging social entrepreneurship, sustainability of social entrepreneurship and efficient use of human resources. Personality characteristics tend to be more potential candidates for character entrepreneurship, must be encouraged so that they can build a successful and productive social entrepreneurship.

Social entrepreneurial personality (e.g. the traits of risk taking propensity, innovativeness, need for achievement, need for independence, pro-activeness; and the pro-social personality including the dimensions of empathy and social responsibility.

Social entrepreneurs also include generating profits helps to meet social needs in innovative ways. But different from other entrepreneurs, the purpose of making a profit from social entrepreneurs is not for their own benefit. For social entrepreneur's profit, is a tool needed to realize their goals and subsistence [10].

E. Internal Locus of Control

Locus of control is an individual's perception of the causes of their living conditions. entrepreneurs with internal locus of control believe that their success is determined by their own efforts and abilities. The main idea is that internal locus of control is associated with the intention to become and become an entrepreneur, and start an entrepreneur [11].

F. Self Efficacy

Self-efficacy is one's belief in their ability to complete certain tasks or tasks [12]. The efficacy of self-efficacy for approval where a person is confident to succeed and start a new business venture [13].

Hockett's in the results of his study stated the importance of self-efficacy not only as an important element of intention formation in the study of entrepreneurial intentions but also for SEI Study [14].

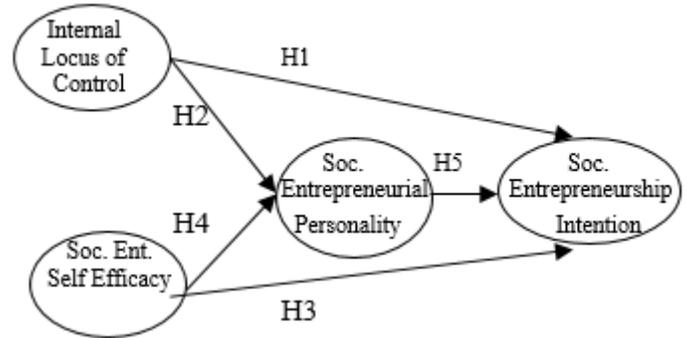


Fig. 1. Conceptual framework.

III. METHODOLOGY

Most of the actions used in the survey were adapted from previous research. Using the intention of social entrepreneurship [15] on a 5-point Likert scale, it is also conceptualized as a multidimensional construct in 8 dimensions, that is, applying business skills to reduce social inequality, creating solutions to social problems, efforts for social change, social impact in the future, seriously thinking of working for a social enterprise and the intention to start a social enterprise.

Social entrepreneur personality measured 20 indicators adapting from research before collaboration from Arikboga [1] and Marangoz [10].

Whereas to measure internal of control Locus is used measurement with 7 indicators adapted from Rotter [11]. Consists of seeking information, self-development, accuracy of decision making, details, determining achievement standards, confidence in results.

The SE self-efficacy indicator adapted the scale from previous studies on entrepreneurial intentions and Social Entrepreneurship [16] that were validated with a combination of six items to reveal respondents' trust in separate competencies found to be important in social entrepreneurship [17].

IV. RESULTS AND DISCUSSION

This research was conducted on members of the Indonesian Vanilla Farmers Association (PPVI), which is spread in various provinces in Indonesia. This association aims to develop the farmers' economy while restoring the glory of Indonesian spices, especially vanilla commodities which used to be a star in the global market. The main reason for determining the

Indonesian Vanilla Farmers Association (PPVI) is the assumption that entrepreneurship as the basis for developing agricultural and plantation businesses will become more familiar with the concept of business management in accordance with the main objectives even though through the social aspects approach.

Data is collected using Google Form that is sent to all PPVI members, in June 2019. For data analysis used SPSS version 21. Partial Least Square (PLS) is also used to test the validity and reliability of each scale used in this study. The maximum probability procedure is applied to analyze the research data.

As a result of the research, it depends on the assumption that the number of vanilla PPVI farmers is 89, with 99% reliability and an error margin of 0.10%, saturated sampling as many as 89 farmers.

TABLE I. RESPONDENT DESCRIPTION

Characteristics				
Age (yrs)	< 30	30-40	41-50	51<
	14	38	28	9
	15.7%	42.7%	31.5%	10.1%
Gender	Man	Woman		
	86	3		
	96.6%	3.4%		
Status	Rent	Owner	Profit Sharing	Worker
	1	78	6	4
	1.1%	87.6%	6.7%	4.5%
Experience (yrs)	< 3	3-7	8-10	10<
	81	3		5
	90%	3.4%	0%	5.6%

Table 1 shows, while research has applied non probability sampling. 89 responses were obtained, according to the current number of PPVI members. The sample consisted of 3.4% women and 96.6% man. This corresponds to the gender distribution in entrepreneurs. The age of farmers included in the sample majority 30-40 years as much as 42.7%. The 87.6% land ownership status is his own. While the experience of being a vanilla farmer is dominated by novice farmers under 3 years old 91%.

To test our hypothesis and to test how Social Entrepreneurial Personality mediates the relationship between Internal Locus of Control and Social Entrepreneurial Self-Efficacy, we use the Partial Least Squares approach for Structural Equation Modeling (PLS-SEM). As a general method used estimating path models involving latent constructs that are also indirectly carried out multiple measurements indicator, different from covariant-based SEM.

The reason for using PLS-SEM is to test our hypothesis in this study. First, PLS-SEM is suitable for prediction-oriented research focusing on explaining endogenous construction which aims to construct theory rather than theory testing.

Second, because data is not normally distributed, the use of PLS-SEM does not consider the normality of data distribution. Third, for small sample size samples, PLS-SEM has a higher statistical power level than covariant-based counterparts [18]. Our samples meet these requirements.

TABLE II. CONSTRUCT RELIABILITY AND VALIDITY

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance
ILC	0.821	0.851	0.871	0.534
SE	0.809	0.809	0.887	0.724
SEI	0.913	0.923	0.929	0.623
SP	0.934	0.938	0.942	0.606

At Table 2, we measure the reliability of our measurement scale in two complementary ways. To scale measurements in two complementary ways. First, the composite counting is higher than 0.70 [19]. Second, analyze standardized factors outside for the assessment of each item for each indicator. This must be above 0.70 [20]. Reflective construction exceeds this threshold with composite reliability (CR) values ranging from 0.87 to 0.94.

TABLE III. R SQUARE ADJUSTED

	R Square Adjusted
SEI	0.680
SP	0.747

Table 3 shows, whereas the Internal locus of Control and Entrepreneurial Self Efficacy variables are strong enough to explain the entrepreneurial Social Personality of 0.747. While all the independent and intervening variables can quite predict the level of the Social Entrepreneur at 0.68. This means that there are still other variables that contribute to predicting Dependent variables.

With this research, we provide a new explanation of the mechanism through predicting SE Intention, through Social Entrepreneurial Personality, from Internal Locus of Control and Self-Efficacy Social Entrepreneurs.

TABLE IV. HYPOTHESIS TEST

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
ILC - SEI	-0.089	-0.093	0.126	0.711	0.478
ILC-SP	0.716	0.711	0.082	8.788	0.000
SE-SEI	0.262	0.069	0.114	2.300	0.022
SE - SP	0.201	0.211	0.093	2.151	0.032
SP - SEI	0.705	0.705	0.141	5.008	0.000

Some results that are worth discussing: First, we are not find support for relationships between Internal Locus of Control and SE Intention. That is, the findings in our study refused hypothesis of a direct relationship between Internal Locus of Control and SE Intention. This provides strong empirical support Internal Locus of Control indirectly affects SE Intention, through two scenarios of mediation mechanisms: Social Entrepreneurial Personality and Self-Efficacy Social Entrepreneurs. In this study explained that the Internal Locus of Control does not determine SE Intention. This means that to build SE Intention, farmers need to develop the orientation of Social Entrepreneurial Personality and Self Efficacy.

In other words, no matter how individual the level of Internal Locus of Control, it will not directly predict their intention to become a social entrepreneur. Several ways can be taken to become part of Social Entrepreneurship. Among others, through Personality and Self-Efficacy. That is, while individuals will be hampered from developing SE Intention without the development of Social Entrepreneur Personality and Self Efficacy, which will later determine their SE Intention.

In particular, this study found that the Social Entrepreneurial Self Efficacy mechanism fully mediates the relationship between Internal Locus of Control and SE Intention. That is, individuals who have more concern for others are more likely to be able to properly assess their personal abilities to carry out roles related to social entrepreneurship, which then builds their SE Intention.

The findings in this study complement the evidence from previous studies on entrepreneurial intentions based on Ajzen's planned behavior theory [21].

Second, it was found that in addition to feeling independent, feelings valued by others (i.e., social values) were important. The mechanism of individuals with Self Efficacy perspectives allows individuals to project the impact of their actions on others. The result, formed a greater intention to contribute to social entrepreneurship.

V. CONCLUSION

From this study, we learned that Internal Locus of Control does not directly affect SE intention, but indirectly, through the mechanism of the Social Entrepreneurial Self Efficacy and SE Personality. We hope that this research can continue to consider the external side, motivation in answering important questions about how individuals form intentions to contribute to social entrepreneurship. So that it can produce new and more complex insights.

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