



The Influence of Entrepreneur Leadership and Territorial Knowledge Exploitability in Increasing the National Resilience Improvement

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ABSTRACT

The purpose of this study is to examine the factors that contribute to national resilience, including Entrepreneurial Leadership, Exploitability Knowledge Proficiency, Attitude, Social Media Marketing Activities, and Intentional Behavior. The research was conducted in the region governed by the Military District Command unit of the Iskandar Muda Military Command, which encompasses the entire Aceh Province. The study population consists of all adults who are the target of territorial development efforts to increase national security within the Iskandar Muda Military Command area. Stratified probability sampling was used to select a sample of 278 people using the Slovin formula. Data was collected using a questionnaire and analyzed using Structural Equation Modeling (SEM) with AMON 22.0 software. This study makes three contributions to the field of knowledge. Firstly, it introduces the concept of entrepreneurial leadership in territorial development and develops a new variable, Exploitability Territorial Knowledge Proficiency, which combines elements of knowledge management and resource-based theory. Secondly, it considers the use of social media marketing in the context of public communication in territorial development, which has not been widely studied previously. Of the three direct hypotheses that lead to actual behavior, namely the influence of Intention behavior, entrepreneurial Leadership, and exploitability Knowledge Proficiency on actual behavior, the variable that has the greatest impact on increasing national resilience is Entrepreneurial Leadership which has the largest coefficient number compared to other variables

Keywords: *Entrepreneur Leadership, Exploitability Territorial Knowledge, Attitude toward Territorial Development, Intention to defend the country, National Resilience Improvement.*

1. INTRODUCTION

Territorial development agencies in each region have to support the main objective of the TNI (Indonesian National Armed Forces) by promoting a change in the attitudes of the community towards their obligations of national defense, from being unaware to knowledgeable, and from being uninterested to interested. Programs can be perceived well by target audiences if they are well-designed, presented well, and communicated effectively to the right target audience (Henley et al., 2011).

The success of the Binter program (Territorial Development Program) depends heavily on the image of the leader of the local institutional agency responsible for executing the program, such as the Commander of Kodim. To be accepted by the target community, the Binter program, although implemented by the TNI, must be separated from the repressive image often associated with the TNI, especially during the COVID-19 pandemic. This issue was highlighted by the Chairman of the Commission I of the DPR, Meutya Hafid, who criticized the involvement of the TNI/Police in disciplining citizens

during the pandemic, considering it a repressive measure (Retaduari & Elza Astari, 2020). This fact highlights the research gap that has mainly focused on the TNI's perspective of considering the community as an object that needs to be disciplined, including the use of repressive measures (Helvis, 2022; Yasin & Amaliyah, 2021). Therefore, the need for an entrepreneurial style of leadership with adequate knowledge capability in Binter is crucial in these circumstances. Only with entrepreneurial leadership and knowledge capabilities can a change in community attitudes be achieved.

The influence of entrepreneurial leadership on attitude has been studied and proven by Jensen and Luthans (2006). Entrepreneurial leadership reflects an entrepreneurial leadership style. It requires innovative leaders who can make the organization stand out in the competition. Roebuck (2004) explains entrepreneurial leadership as the organization of a group of people to achieve a common goal by using proactive entrepreneurial behavior that optimizes risks innovates to exploit opportunities, takes personal responsibility, and manages change in a dynamic environment for the benefit of the organization. The entrepreneur leader will proactively identify opportunities to gain profits through creativity, innovation, and an understanding of the market and target audience.

Attitude change is also strongly influenced by Exploitability Territorial Knowledge Proficiency. As we know, the implementation of strategies to achieve goals is highly dependent on the capability of the resources possessed by the organization. This is the basis of the Resource-Based Theory (RBT) proposed by Ajzen and Driver (1991). According to RBT, two main components must exist in the context of an effective asset strategy: resource availability and the capability of those resources. RBT identifies four attributes that resources should have to generate sustainable competitive advantage. According to this theory, resources that meet the criteria are valuable, rare, imperfectly imitable, and non-substitutable. In other words, according to RBT, resources that meet these criteria are an important component in supporting long-term sustainable success (Ajzen & Driver, 1991). These strategic resources can lead to strategic asset management, especially in assets that play the most significant role in promoting innovation.

In the final output section of RBT, Bharadwaj (2000) explains that Professional Proficiency is a key component of intellectual capital, specifically in the form of human capital. This variable can be expanded by incorporating professional skills that are integrated with exploitation knowledge. The integration of these two concepts results in a new variable known as Exploitability Knowledge

Proficiency, which is a novel concept presented in this research. The support of highly skilled human resources, coupled with entrepreneurial leadership that can bring about attitude changes, is essential for achieving mastery in defending the country.

2. LITERATURE REVIEW

2.1. Entrepreneurial Leadership

Entrepreneurial leadership is leadership that applies an entrepreneurial spirit in carrying out its leadership role. The application of entrepreneurial principles in influencing organizational members will have an impact on their performance in line with the principles and values of an entrepreneur. Entrepreneurial leadership can do all of this because of three things, namely: First, having charisma as a basis for building the trust of its followers. Second, having sensitivity to the individual so that they can be empathetic towards their followers. Third, always have innovation to achieve goals. While Community Attitude is the attitude, behavior, or behavior of a person in a community to interact with other people accompanied by a tendency to act following that attitude. (Renko et al, 2015; Jensen, SM, & Luthans, F. 2006).

The characteristics of a leader in entrepreneurship are innovation, creativity, and daring to take risks which are important things to do in entrepreneurial leadership. Entrepreneurial leadership also has several other characteristics such as adaptive, systematic work, discipline, confidence, responsibility, and others. Characteristics as mentioned above affect the actual behavior. This indication has been proven by several previous researchers including Hoang, G., et al (2020).

H1: The effect of Entrepreneur Leadership on Community Attitude

H2: The Effect of Entrepreneur Leadership on Community Actual Behavior

2.2 The effect of Exploitability Knowledge Proficiency on community Attitude

Exploitability Knowledge Proficiency is the process of extracting, structuring, and organizing knowledge from a single source, usually a human expert so that it can be used in designing higher-quality programs to achieve goals such as attitude changes. The effect of Exploitability Knowledge Proficiency on knowledge acquisition on community attitude has been carried out by several previous researchers such as Lee, S., & Ro, H. (2016) and Ramadurg, UY, & Gupta, A. (2014).

Knowledge acquisition refers to the knowledge that a company can try to acquire from external sources. External sources of knowledge are important and one must therefore take a holistic view of the value chain (Bang Nguyen, Xiaoyu Yu, T.C. Melewar, Junsong

Chen, (2015). Thus, knowledge acquisition is a key activity in the learning cycle as it helps an organization to continuously develop and expand its knowledge repository. Meanwhile, Behaviorism is a learning theory based on the idea that all behavior is acquired through conditioning, and conditioning occurs through interaction with the environment. Behaviorists believe that our actions are shaped by environmental stimuli, one of which is a comprehensive understanding of certain objects such as the concept of defending the country or national security.

H3. The effect of Exploitability Knowledge Proficiency on community Attitude

H4. The Effect of Exploitability Knowledge Proficiency on Community Actual Behavior

2.3. The Attitude

What is meant by attitude is the tendency to respond positively or negatively to certain ideas, objects, people, or situations. From a sociological perspective, attitude should be defined as a prescriptive or evaluative judgment, not as an individual's tendency to act in a certain way or to see things as favorable or unfavorable. For example: "I'm afraid of spiders." Behavioral (or conative) component: how our attitudes influence how we act or behave. For example: "I will dodge a spider and scream if I see one." Cognitive component: this involves one's beliefs/knowledge about the attitude object. Moderate intention behavior refers to motivational factors that influence certain behaviors where the stronger the intention to perform the behavior, the more likely the behavior will be carried out. The influence of these two variables has been studied by Ibrahim, H., Mariapan, M., Lin, ELA, & Bidin, S. (2021) and Jung, HJ, Choi, YJ, & Oh, KW (2020).

H5. The Effect of Attitude on Community Intention Behavior

2.4 Community Intention Behavior

In the retail context, this concept can be defined as the consumer's willingness to develop several categories of behavior such as referral, price sensitivity, repurchase, complaining behavior, loyalty, and word of mouth (Zeithaml et al., 2004). Intentions can predict behavior better than feelings and beliefs. For the most part, people's intentions are good (but far from perfect) predictors of behavior in many circumstances. On average, behavioral intentions can explain a large amount of variation in future behavior. The effect of community intention behavior on community actual behavior has been studied by Shirokova, G., Osiyevskyy, O., & Bogatyreva, K. (2016) and Morwitz, VG, & Fitzsimons, GJ (2004).

H6: The effect of community Intention Behavior on community Actual Behavior

2.5. Community Actual Behavior

Actual behavior, according to TRA, is the result of a person's intention to perform a behavior, which is in turn influenced by their attitude and subjective norms. The intention is the degree to which a person is motivated to perform a behavior and is determined by the person's attitude towards the behavior and the perceived subjective norm. In other words, TRA suggests that if a person has a positive attitude towards a behavior and perceives a strong subjective norm to perform that behavior, they are more likely to have a strong intention to perform the behavior, and this intention is more likely to lead to actual behavior (Ramayah, T., Nasurdin, A. M., Noor, M. N. M., & Hassan, H. 2003).

However, TRA also recognizes that other factors can influence behavior beyond attitude and subjective norms, such as external constraints or the availability of resources. Therefore, TRA emphasizes the importance of understanding the specific context and situational factors that may affect behavior. To further expand on the TRA's explanation of actual behavior, it is important to note that the strength of a person's intention to perform a behavior is influenced by their perceived control over the behavior. Perceived control refers to a person's belief in their ability to perform the behavior, as well as their belief in the factors that may facilitate or hinder the behavior (Ajzen, I., & Driver, B. L. 1991).

Additionally, TRA recognizes that attitudes and subjective norms can vary in strength and specificity. For example, a person may have a generally positive attitude towards exercising but may have negative beliefs about a specific form of exercise, such as running. In this case, their intention to run may be weaker than their intention to exercise in general. TRA recognizes that attitudes and subjective norms can vary in strength and specificity. For example, a person may have a generally positive attitude towards exercising but may have negative beliefs about a specific form of exercise, such as running. In this case, their intention to run may be weaker than their intention to exercise in general. TRA recognizes that attitudes and subjective norms can vary in strength and specificity. For example, a person may have a generally positive attitude towards exercising but may have negative beliefs about a specific form of exercise, such as running. In this case, their intention to run may be weaker than their intention to exercise in general (Ajzen, I., & Driver, B. L. 1991).

2.6. Research Framework

The model in this study is shown in Figure 1 below.

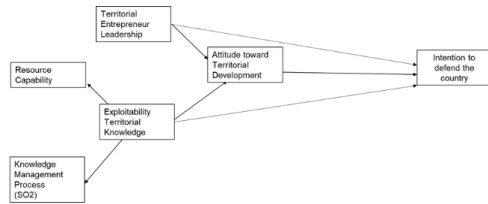


Figure 1. Research Framework

3. RESEARCH METHOD

The study population consisted of all adults who were subjected to regional development efforts to improve national security in the Iskandar Muda Military Command area. Stratified probability sampling was used to select a sample of 278 people using Slovin's formula. Data collection techniques are carried out using questionnaire methods and observation/literature studies, namely by providing a list of questions or questionnaires directly to respondents. Data was collected using a questionnaire and analyzed using Structural Equation Modeling (SEM) with AMON 22.0 software.

4. RESULT AND DISCUSSION

4.1. Characteristics of Respondents

The respondents' demographic characteristics were presented in several categories. The data showed that the majority of respondents were male (95.6%) and most fell within the 20-29 age range (56.4%). In terms of education, the majority had completed high school (69.5%). Additionally, 64.7% of the respondents were married while 35.3% were single. Lastly, the respondents came from a variety of professions, including private employees, civil servants, and community figures. The study revealed that the majority of the respondents were young, male, and had a high school education. They also came from diverse professions and were predominantly married. These demographic characteristics are important to consider when analyzing the attitudes and concerns of the respondents regarding the defense of the country.

4.2. Validity Test

To confirm the accuracy of the collected data, a validity test was carried out utilizing the Average Variance Extracted (AVE) approach. The AVE method assesses the variance of each variable within a construct, thereby validating the reliability of each variable. Furthermore, a discriminant validity test was performed to verify that there were no redundancies or overlaps between the variables.

Table 1. Constructive Validity Results

No	Variables	Average Variance Extracted (AVE)
1	Actual Behavior	0.558
2	Attitude	0.625
3	Entrepreneurial Leadership	0.588
4	Exploit Knowledge	0.512
5	Intention Behavior	0.687
6	Knowledge Mgt Process	0.536
7	Resource Capacity HRD	0.679
8	SosMed Marketing	0.686

Discriminant validity is a statistical technique that is employed to ascertain whether different measures of a construct are measuring unique components of that construct. It is imperative to confirm that the variables under investigation are measuring the intended aspect and not confounding variables. In essence, discriminant validity is used to establish that the distinct indicators or measures of a construct are measuring different facets of the construct, and not capturing variance from extraneous sources. This is achieved by examining the correlation between each indicator and all other indicators in the measure to ensure that they are not strongly correlated, indicating that they are measuring diverse aspects of the construct

Table 2. Discriminant Validity with Fornell - Larcker Criterion

Var.	AB	Att.	EL	EK	IB	KMP	RCH	SMA
AB	0.75							
Att.	0.39	0.79						
EL	0.55	0.45	0.77					
EK	0.48	0.55	0.71	0.72				
IB	0.55	0.51	0.66	0.68	0.83			
KMP	0.41	0.51	0.66	0.93	0.64	0.73		
RCH	0.47	0.51	0.66	0.92	0.62	0.72	0.82	
SMA	0.69	0.51	0.68	0.70	0.71	0.67	0.63	0.70

*AB: Actual Behavior, Att: Attitude, EL: Entrepreneurial Leadership, EK: Exploit Knowledge, IB: Intention Behavior, KMP: Knowledge Mgt Process, RCH: Resource Capacity HRD, SMA: SosMed Marketing

Discriminant validity is a crucial aspect of any research study, as it ensures that the measures being used to study a construct are indeed measuring the intended aspect of that construct, and not any extraneous factors. To assess

discriminant validity, one approach is to examine the diagonal coefficients in the matrix of measures, known as eigenvalues, and compare them to the coefficients between the measures. The diagonal coefficients represent the variance of each measure, while the off-diagonal coefficients represent the covariance between the measures. For measures to demonstrate discriminant validity, the diagonal coefficients must be greater than the off-diagonal coefficients, indicating that the measures are not highly correlated with one another. Essentially, this means that each measure is measuring a unique aspect of the construct, and not simply repeating or overlapping with other measures. It's important to note that assessing discriminant validity requires careful consideration and analysis. It's not enough to simply look at eigenvalues and make conclusions; researchers must carefully analyze the results and ensure that they are interpreting the data correctly. Additionally, there may be other approaches to assessing discriminant validity that are more appropriate for a given research study, depending on the nature of the construct being studied and the measures being used.

4.3. Reliability

To guarantee the consistency and accuracy of the collected data, a series of reliability tests were performed. These tests utilized various methods such as Cronbach's Alpha, rho_A, and Composite Reliability to evaluate the stability and internal consistency of the data over multiple timeframes. This was done to ensure that the data collected was reliable and consistent and that any observed variations were reflective of actual changes in the variables being measured rather than being due to errors in data collection. The results of these tests provided valuable insight into the quality of the data and allowed for appropriate adjustments to be made where necessary to ensure the validity of the study's findings.

Table 3. Reliability of Research Variables

No	Variable	Cronbach Alpha	rho_A	Composite Reliability
1	Actual Behavior	0.715	0.866	0.829
2	Attitude	0.696	0.743	0.831
3	Ent. Leadersips	0.819	0.843	0.875
4	Exploit Knowledge	0.839	0.846	0.879
5	Intention Behavior	0.848	0.858	0.898
6	Knowledge Mgt Process	0.708	0.717	0.821
7	Resource Capacity HRD	0.764	0.765	0.864

No	Variable	Cronbach Alpha	rho_A	Composite Reliability
8	SosMed Marketing	0.647	0.652	0.79

The data collected in this study was subjected to a reliability test using three methods, namely Cronbach's Alpha, rho_A, and Composite Reliability. These methods are commonly used to assess the consistency and reliability of data over different timeframes. As presented in Table 3, all coefficients obtained from these methods were found to have a value greater than 0.70, indicating that there are no reliability concerns with the data. Based on these results, it can be concluded that the data meets the required reliability standards and can be used for further data processing without any issues (Hair, JF, Bet al. 2011).

4.4 Confirmatory Factor Analysis (CFA)

As part of the Structural Equation Modeling (SEM) analysis, a Confirmatory Factor Analysis (CFA) was conducted, following the approach outlined by Hair et al. (2011). CFA is a statistical technique used to test the measurement structure of a scale or questionnaire by confirming that a set of items or questions measures a single construct rather than other potential constructs. This analysis is useful for evaluating the quality of an existing scale and assessing how each item or question is related to the construct it is supposed to measure.

In this study, CFA was used to measure the loading factor of each variable and determine its validity. A loading factor value greater than 0.50 indicates that the indicator is valid. By using this method, the researchers were able to evaluate the extent to which each item or question accurately reflects the construct being measured, providing further support for the validity of the data collected.

Table 4. Confirmatory Factor Analysis

			Est.
KMP	<---	Exploitability KP	,976
RCH	<---	Exploitability KP	,974
a1	<---	Entrepreuneral L	,671
a2	<---	Entrepreuneral L	,697
a3	<---	Entrepreuneral L	,803
a4	<---	Entrepreneur L	,811
a5	<---	Entrepreneur L	,544
a9	<---	RCH	,648
a8	<---	RCH	,678
a7	<---	RCH	,812
a13	<---	KMP	,643

			Est.
a12	<---	KMP	,586
a11	<---	KMP	,745
a10	<---	KMP	,512
a28	<---	Attitude	,567
a27	<---	Attitude	,732
a26	<---	Attitude	,757
a17	<---	Intention B	,669
a18	<---	Intention B	,783
a19	<---	Intention B	,805
a20	<---	Intention B	,798
A30	<---	Actual B	,708
A31	<---	Actual B	,870
A32	<---	Actual B	,786
A33	<---	Actual B	,727
A34	<---	Sosmed MA	,729
A35	<---	Sosmed MA	,615
a15	<---	Sosmed MA	,452

*Actual Behavior, Attitude, Entrepreneurial Leadership, Exploit Knowledge, Intention Behavior, Knowledge Mgt Process, Resource Capacity HRD, SosMed Marketing

4.5. Analysis of Direct Effect Hypothesis

The Critical Ratio (CR) is a statistical measure used to evaluate the strength of the causal relationship between variables. The CR value is obtained by comparing the observed value of a statistic to its expected value under the assumption that the null hypothesis is true. In this study, the CR value was employed by the researchers to assess the validity of 7 proposed hypotheses by comparing them with the results of Structural Equation Modeling (SEM) analysis. This allowed the researchers to determine the significance of the causal relationships between the variables under investigation and to accept or reject the hypotheses accordingly. It is important to note that a significant CR value indicates a strong causal relationship between the variables, while a non-significant value suggests a weak or non-existent relationship.

The table presents the results of a Structural Equation Modeling (SEM) analysis for several relationships between different variables. The first column, labeled "Estimate," shows the estimated coefficients for each relationship. The second column, labeled "S.E.," shows the standard error of the estimate.

Table 5. Results of Structural Equation Modeling Analysis

			C.R.	P	Beta
Attitude	<---	Entrepreneur L	2,864	,004	,423
Attitude	<---	EKP	3,562	***	,563
Intention B	<---	Attitude	7,442	***	,868
Actual B	<---	Intention B	3,047	,002	,393
Actual B	<---	Entrepreneur L	2,686	,007	,462
Actual B	<---	EKP	,854	,393	,153

The third column, labeled "C.R.," shows the critical ratio, which is a statistical value used to test the significance of each coefficient. The fourth column, labeled "P," shows the probability value associated with each critical ratio. Finally, the fifth column, labeled "Beta," shows the standardized regression coefficient or the standardized effect size for each relationship.

The table includes six relationships between different variables. The first three relationships are related to the construct of attitude, with attitude being influenced by both entrepreneurial leadership and exploitability knowledge proficiency, and in turn, influencing intention behavior. The last three relationships are related to the construct of behavior, with intention behavior influencing actual behavior, and actual behavior being influenced by both entrepreneurial leadership and exploitability knowledge proficiency. The C.R. values for all coefficients are significant, indicating that there are strong causal relationships between the variables being studied. The significance levels are denoted by asterisks in the "P" column, with more asterisks indicating a higher level of significance. The Beta coefficients indicate the strength and direction of each relationship, with values ranging from -1 to +1.

The magnitude coefficients of each independent variable on the dependent variable, both in terms of exogenous and endogenous variables placing Attitude and Intention Behavior as sequential mediation variables, indicate that the largest number is found in the influence of attitude on intention behavior. The influence of attitude on intention behavior is 0.868, meaning that any increase in the level of the attitude held by the community component in the surveyed territorial area will have an impact on increasing the intention to carry out the national defense by 86.8%. From this direct effect output, we can see more transparently that the most influential variable in increasing national resilience, specifically actual behavior, is Entrepreneurial Leadership, which has a role of 46.2%. Below it is Intention Behavior with a role of 39.3%.

The Entrepreneurial Leadership variable possessed by the territorial TNI leaders has a very important role in increasing national resilience through community actual behavior.

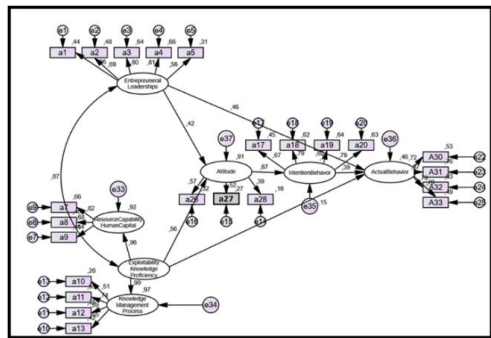


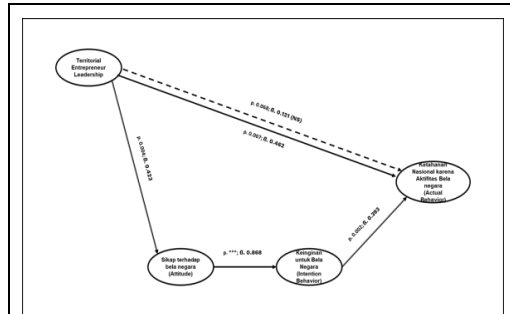
Figure 2. Structural Model

Entrepreneurial Leadership is a leadership style that focuses on innovation, risk, and fast decision-making. This helps TNI leaders to lead and motivate the community to participate in national defense activities and helps to increase community awareness and participation in efforts to maintain national resilience. Therefore, leadership factors are crucial in determining the level of community participation in efforts to maintain national resilience.

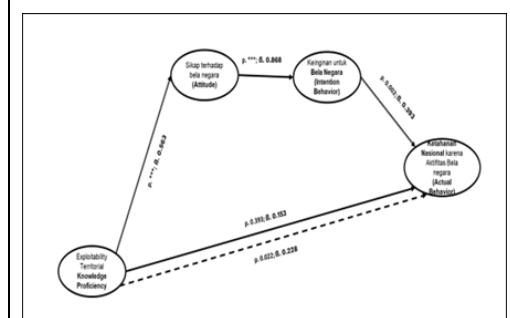
4.6 Indirect Effect Hypothesis Testing

4.6.1. The Influence of Entrepreneur Leadership on the Actual Behavior of the Community through the Attitude and Intention Behavior Mediation Series

The research indicates that Entrepreneur Leadership's influence on community Actual Behavior through serial mediation Attitude and Intention Behavior has a P (probability) value of 0.068, which does not meet the criteria to evaluate whether the tested hypothesis is supported or not, i.e., P value ≤ 0.05 . However, using a probability value with a 10% error rate, the influence of Entrepreneur Leadership on community Actual Behavior through serial mediation Attitude and Intention Behavior is still considered significant since the P value of 0.68 is smaller than 0.10. The magnitude of the effect is 14.3%, and the mediating role of the two variables is significant at the 0.10 level but considered insignificant at the $p < 0.05$ level. Despite partial mediation, Entrepreneur Leadership's role is still significant in influencing positive attitudes and behaviors in performing national defense duties. Therefore, Entrepreneur Leadership can be considered a mediator between the attitudes and behaviors of community members in performing national defense duties, which can contribute to increasing national resilience.



The Influence of Entrepreneur Leadership on the Actual Behavior of the Community through the Attitude and Intention Behavior mediation series



Effect of Exploitability Knowledge Proficiency on Community Actual Behavior through serial mediation Attitude and Intention Behavior

Figure 3. Indirect Effect

4.6.2 Effect of Exploitability Knowledge Proficiency on Community Actual Behavior through serial mediation Attitude and Intention Behavior

The study found that Exploitability Knowledge Proficiency has a significant effect on community Actual Behavior through serial mediation Attitude and Intention Behavior, with a P value of 0.022, meeting the criterion for testing the hypothesis, which is a P value ≤ 0.05 . The magnitude of the effect is 0.191 or 19.1%, indicating that both mediating variables can play a role in mediating the relationship between Exploitability Knowledge Proficiency and community Actual Behavior. In this context, since the direct effect is not significant but the indirect effect is significant, the role of serial mediation Attitude and Intention Behavior is considered full mediation.

4.7. Implications of Research Results

Entrepreneurial leadership has the strongest impact on improving national resilience, according to the three direct hypotheses leading to actual behavior, including the influence of Intention Behavior, Entrepreneurial Leadership, and Exploitability Knowledge Proficiency.

Entrepreneurial leadership plays an important role in promoting national resilience through civic action taken by society in the TNI territorial unit. Entrepreneurial leadership can positively influence and guide society to participate in civic action. It can also create innovation and solutions for the challenges faced in national resilience. By implementing programs related to civic action, such as civic training and education programs, entrepreneurial leadership can help increase awareness and motivate society to participate in civic actions related to national resilience. In addition, TNI's leadership must have the ability to adapt quickly to society in the concept of civic action. It is important to have a good relationship between TNI and society so that TNI can perform its duties well, and society can trust TNI to protect them. Moreover, exploiting knowledge proficiency and adaptability can help in creating a positive attitude toward civic actions. The TNI territorial unit can help society understand the importance of civic action by providing appropriate information and education. It can also promote positive attitudes and increase patriotism, which will encourage society to participate in civic actions related to national resilience and advancing their territorial unit.

CONCLUSION

The direct influence of the six tested verifiable hypotheses showed that five of them had a positive and significant effect, namely hypotheses No. 1, 2, 3, 4, and 5. Only one hypothesis was not supported, namely hypothesis No. 6, which describes the effect of Exploitability Knowledge Proficiency on community Actual Behavior. The greatest magnitude of the coefficient was found in the influence of attitude on intention behavior, with a coefficient of 0.868, meaning that an increase in attitude level in the surveyed territorial community would result in an 86.8% increase in the intention to carry out the national defense. Entrepreneurial Leadership had the most significant role in increasing national resilience through community actual behavior, with a coefficient of 46.2%. The results showed that the influence of Entrepreneurial Leadership on community Actual Behavior through the serial mediation of Attitude and Intention Behavior was not significant based on a P-value of 0.068. However, when using a 10% error level, the influence was still significant because the P-value was 0.068, which is less than 0.10. Exploitability Knowledge Proficiency had a significant effect on community Actual Behavior through the serial mediation of Attitude and Intention Behavior, with a coefficient of 19.1%. Social Media Strategic Capability played a significant role in moderating the influence of Entrepreneur Leadership on community Attitude, while its role in moderating the influence of Exploitability Knowledge Proficiency on community Attitude was not

significant at a 5% alpha level but became significant at a 10% alpha level.

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