



Analysis Of Entrepreneurial Intentions of Inspired Citizens Using Theory Of Planned Behavior And Social Support As A Moderation Variable

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Abstract. This research aims to analyze entrepreneurial intentions to use theory of planned behavior with a combination of social support variables as moderation for inspired citizens in correctional institutions throughout Semarang City. This research design uses exploratory quantitative techniques. The sample in this study were inspired citizens in the Semarang city correctional institution and the sampling technique used random sampling. The number of research samples was 838. The data collection technique used a questionnaire. The model that will be used in this research is a causality model with the analysis technique used is SEM. The results of this research are attitudes, perceived behavioral control, and subjective norms as predictors of forming intentions in entrepreneurship for inspired citizens. Social support in this case is a factor that strengthens the relationship between attitudes, perceived behavioral control, and subjective norms on entrepreneurial intentions. Positive social support will provide confidence, motivation and hope for the future for inspired citizens when making the decision to become an entrepreneur.

Keywords: TPB, Social Support, Entrepreneurship.

1 INTRODUCTION

The concept of an inmate is an individual who is undergoing a correctional period or a period of guidance in a correctional institution, such as a prison, correctional center or other correctional institution. In this context, there is a relationship between inspired citizens and entrepreneurs related to developing skills and increasing independence in starting a business. Inspired citizens often have limitations in obtaining work after leaving correctional institutions, so developing skills and increasing independence through entrepreneurship can be an alternative solution for earning income. Inspired citizens in correctional institutions receive guidance in entrepreneurial development. So that after leaving the community institution, inspired citizens have

basic skills in developing entrepreneurship. In this context, internal and external factors will emerge for the inspired citizens which will shape the intentions and spirit of business. Studies confirm that entrepreneurial intentions play an important role in starting a new business [1];[2]. Intentions need to be studied in entrepreneurship, because intentions are proven to be an important predictor of entrepreneurial behavior. So to analyze this phenomenon, researchers used the theory of planned behavior [3].

According to the theory of planned behavior postulates three conceptual determinants of intention. Specifically, intentions are based on variables, namely attitudes towards behavior, subjective norms and perceived behavioral control [4]. The theory of planned behavior is widely used in research on individual behavior as an approach to predicting intentions and behavior. Attitudes towards entrepreneurship, subjective norms and behavioral control are the best predictors in forming individual entrepreneurial interest [5];[6];[7]. Entrepreneurial interest is an antecedent of entrepreneurial behavior. Attitudes, subjective norms, and perceived behavioral control are three direct predictors of intention, which is a proximal predictor of behavior [8];[9].

Ajzen, [4] stated that personal attitude is one of the factors that shape a person's intentions and will then directly influence behavior. Research by [10];[11];[12];[13];[14];[15] stated that personal attitudes in entrepreneurship have been proven to contribute to the formation of entrepreneurial intentions. In relation to entrepreneurial character, positive outcomes can be obtained for individuals when individuals believe in being entrepreneurial.

Based [16];[17] stated that subjective norms have a positive influence on entrepreneurial intentions. On the other hand, [18] stated that social pressure changes the level of personal attitudes towards entrepreneurship and behavioral control, when individuals feel that reference people will approve of their decision to become entrepreneurs.

In the context of an individual's ability to control his behavior (perceived behavioral control), in this case entrepreneurial behavior, is one of the determining factors in entrepreneurial intentions. According to [18];[19];[20] stated that perceived behavioral control has been proven to have a direct influence on entrepreneurial intentions.

Research on entrepreneurial intentions that has been carried out shows indications of differences in results due to differences in modifying models and research settings [12];[18]; [21]. Research conducted by [22] stated that entrepreneurial intentions are influenced by personal attitudes and perceived behavioral control, whereas subjective norms do not influence entrepreneurial intentions. This is different from the research results of [23]; [24] which stated that subjective norms influence entrepreneurial intentions. Apart from that [25] stated that entrepreneurial attitudes influence entrepreneurial intentions.

Studies on TPB have been carried out by researchers in Indonesia, but these studies mostly analyze the influence of personal attitude, subjective norms and perceived behavioral control on entrepreneurial intentions directly. In preparing the TPB model by combining it with moderating variables or other variables, it is still limited.

Based on this study, researchers are interested in studying using new modeling, namely combining theory of planned behavior adopted from [4] with social support variables. This is due to the challenges and obstacles in developing entrepreneurship for inspired

citizens, namely related to society's stigmatization of inspired citizens. So social support is a factor that needs to be considered in this research.

This research will answer the problem formulation as follows: how is the influence of attitude on entrepreneurial intentions, how is the influence of subjective norms on entrepreneurial intentions, how is the influence of perceived behavioral control on entrepreneurial intentions, how is the influence of attitude on entrepreneurial intentions moderated by social support, how is the influence of subjective norms on entrepreneurial intentions moderated by social support, how does the effect of perceived behavioral control on entrepreneurial intentions moderated by social support?

2 METHOD

The research design used in this research data analysis uses a quantitative data analysis approach. This research uses exploratory quantitative techniques. Exploratory quantitative is research that aims to extract scientific information [26]. Exploratory research aims to deepen knowledge and look for new ideas about a particular phenomenon, describe social phenomena, and explain how something happens. This research consists of three independent variables, namely attitude (X1), subjective norms (X2), and perceived behavioral control (X3). The moderating variables in this research are social support (Z) and variable dependent entrepreneurial intention (Y).

The population in this study were inspired citizens in correctional institutions throughout the city of Semarang. The sampling technique in this research used random sampling. The model that will be used in this research is the causality or influence model and to test the proposed hypothesis, the analysis technique used is SEM (Structural Equation Models).

3 RESULTS AND DISCUSSION

3.1 Evaluation of the Measurement Model (Outer Model)

Based on the results of data processing on indicator scores with their construct scores (loading factors) with the criteria of a loading factor value for each indicator > 0.70 and a p-value < 0.05 so that each indicator is declared valid. Judging from the loading and cross loading values, all indicators have met the discriminant validity criteria. This is because each latent construct loading, which will predict $>$ other constructs.

Table 1. Output Results of Combined Loadings and Cross-Loading.

	AT	SN	PBC	EI	SS	SS*PB C	SS*S N	SS*A T	Type (a)	S.E	P value
AT1	0.727	0.024	0.023	0.169	0.029	0.109	-0.126	0.124	Reflec t	0.046	<0.001
AT2	0.766	0.194	-0.11	0.063	0.03	-0.039	-0.059	-0.026	Reflec t	0.046	<0.001
AT3	0.782	0.24	0.062	0.169	0.086	0.203	-0.079	0.237	Reflec t	0.047	<0.001

AT4	0.715	-0.039	0.044	-0.244	-0.072	0.098	0.127	0.096	Reflec t	0.046	<0.001
AT5	0.706	0.306	0.082	0.286	0.078	-0.168	-0.025	-0.108	Reflec t	0.048	<0.001
SN1	-0.041	0.724	-0.039	-0.094	0.076	-0.015	-0.129	0.146	Reflec t	0.048	<0.001
SN2	-0.013	0.854	0.132	0.106	0.128	0.045	-0.209	0.038	Reflec t	0.047	<0.001
SN3	-0.207	0.728	0.286	0.117	0.116	-0.009	0.046	0.063	Reflec t	0.046	<0.001
SN4	-0.179	0.745	0.178	0.106	0.106	-0.048	0.228	-0.183	Reflec t	0.049	<0.001
SN5	-0.12	0.855	0.143	0.047	0.061	0.143	0.219	-0.182	Reflec t	0.049	<0.001
SN6	0.058	0.805	-0.11	0.123	0.12	0.194	-0.15	-0.295	Reflec t	0.049	<0.001
PBC1	-0.158	0.438	0.864	0.012	-0.12	0.037	-0.064	0.034	Reflec t	0.047	<0.001
PBC2	-0.264	-0.084	0.861	0.31	0.424	0.139	-0.313	0.232	Reflec t	0.049	<0.001
PBC3	0.093	-0.133	0.765	0.005	0.12	-0.008	-0.036	-0.046	Reflec t	0.047	<0.001
PBC4	-0.005	0.413	0.713	0.249	0.013	0.133	0.146	-0.032	Reflec t	0.048	<0.001
PBC5	-0.092	-0.047	0.749	0.206	0.291	0.171	0.068	0.129	Reflec t	0.047	<0.001
PBC6	-0.014	-0.006	0.712	0.545	0.013	0.02	-0.057	-0.034	Reflec t	0.049	<0.001
EI1	-0.237	0.049	0.239	0.738	0.016	-0.004	0.023	-0.203	Reflec t	0.048	<0.001
EI2	-0.02	-0.381	0.16	0.722	0.102	-0.395	0.185	-0.053	Reflec t	0.049	<0.001
EI3	0.059	-0.196	-0.158	0.765	0.164	0.043	-0.068	-0.018	Reflec t	0.047	<0.001
EI4	-0.013	-0.309	0.192	0.896	0.072	-0.218	-0.079	-0.015	Reflec t	0.047	<0.001
EI5	0.068	0.069	-0.213	0.714	0.175	-0.043	-0.098	0.137	Reflec t	0.046	<0.001
SS1	0.009	0.032	0.122	-0.031	0.779	-0.079	0.238	-0.176	Reflec t	0.049	<0.001
SS2	-0.114	0.045	0.079	0.009	0.827	-0.097	0.016	0.066	Reflec t	0.046	<0.001
SS3	-0.086	-0.26	0.159	0.322	0.779	-0.248	-0.315	-0.047	Reflec t	0.048	<0.001
SS4	0.115	-0.285	-0.046	0.352	0.864	0.04	-0.393	-0.039	Reflec t	0.047	<0.001
SS5	-0.132	0.098	0.021	0.402	0.807	-0.364	-0.079	-0.058	Reflec t	0.048	<0.001

Reliability

Table 2. Composite Reliability and Cronbach's Alpha Coefficients

Variable	Composite coefficients	reliability	Conbach's coefficients	alpha
AT	0.701		0.641	

SN	0.710	0.652
APC	0.730	0.710
EI	0.713	0.659
SS	0.834	0.778

Based on the table above, these results show the composite reliability of each construct, in the composite reliability test > 0.70 and in the Cronbach's alpha test > 0.60 so it can be concluded that all variables have met the reliability criteria.

Structural Model Evaluation (Inner Model)

Table 3. Model fit and quality indices

Model Fit and Quality Indices	Results	Fit criteria	Representation
Average path coefficient (APC)	0.176	$P < 0.001$	Good
Average R-squared (ARS)	0.339	$P < 0.001$	Good
Average adjusted R-squared (AARS)	0.328	$P < 0.001$	Good
Average block VIF (AVIF)	1,417	acceptable if ≤ 5 , ideally ≤ 3.3	Ideal
Average full collinearity VIF (AFVIF)	1,209	acceptable if ≤ 5 , ideally ≤ 3.3	Ideal
Tenenhaus GoF (GoF)	0.276	small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	Ideal
Sympson's paradox ratio (SPR)	0.967	acceptable if ≥ 0.7 , ideally = 1	Ideal
R-squared contribution ratio (RSCR)	0.957	acceptable if ≥ 0.9 , ideally = 1	Ideal
Statistical suppression ratio (SSR)	1	acceptable if ≥ 0.7	Ideal
Nonlinear bivariate causality direction ratio (NLBCDR)	1	acceptable if ≥ 0.7	Ideal

The output results above explain that APC has an index of 0.176 with a p - value < 0.001 . Meanwhile, ARS has an index of 0.339 with a p - value < 0.001 . Based on the criteria, APC has met the criteria because it has a p value < 0.001 . Likewise, the p value of ARS is $p < 0.001$. The AVIF value which must be < 5 has been fulfilled because based on this data the AVIF value is 1.417. Thus, the inner model is acceptable.

The hypothesis testing model in this research proves that the variables attitude, subjective norms and perceived behavioral control as independent variables each have an influence on entrepreneurial intentions. In this case too, social support acts to moderate and strengthen the influence of the variables attitude, subjective norms and perceived behavioral control on entrepreneurial intentions.

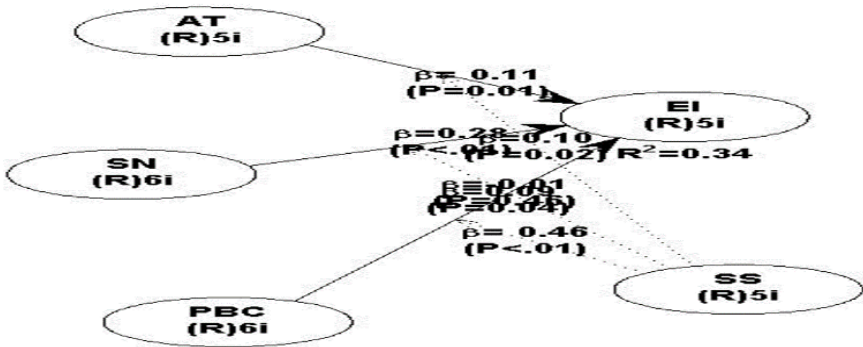


Fig 1. Hypothesis testing results

4 DISCUSSION

4.1 The influence of attitude on entrepreneurial intentions.

This research proves that entrepreneurial attitude factors are able to shape the intention of inspired citizens to become entrepreneurs. Path coefficient value 0.112 and p-value <0.013. The entrepreneurial attitude instilled by correctional institution managers through entrepreneurial training and assistance to inspired citizens has had a positive impact in terms of inspired citizens' interest in entrepreneurship. Research conducted by [3]; [27]; states that an entrepreneurial attitude is a factor in forming a person's entrepreneurial intentions. This means that the inspired citizens are motivated and implemented in the form of an entrepreneurial attitude. In this context, the entrepreneurial attitude of inspired citizens is formed in a community through correctional institutions. This research is also in line with research conducted by [5]; [6]; [7]; [27] stated that attitudes towards entrepreneurship are predictors in forming individual entrepreneurial interests. The positive attitude of inspired citizens towards entrepreneurship increases their entrepreneurial intentions. Individuals with positive attitudes towards entrepreneurship tend to have stronger intentions to start their own businesses. This attitude includes a positive view of business development, risk and innovation. Apart from that, inspired citizens who have a positive attitude towards independence and feel that they can control their own destiny tend to have the intention to become entrepreneurs.

4.2 The influence of subjective norms on entrepreneurial intentions

This research proves that subjective norms influence entrepreneurial intentions. The path coefficient value is 0.284 and the p-value is <0.001. Subjective norms are determined by the existence of normative beliefs and the desire to follow them [4]. Subjective norms are influenced by the beliefs and motivations in which other people are involved. In this context, the inspired citizens' normative beliefs and motivation to

follow other people's opinions will determine their subjective norms. Subjective norms for inspired citizens reflect social influences in their lives. Other research also states that subjective norms influence entrepreneurial intentions [3];[6];[28];[29]. Subjective norms have a positive influence on intentions. Subjective norms describe beliefs to act to do something.

4.3 The influence of perceived behavioral control on entrepreneurial intentions

This research states that perceived behavioral control influences entrepreneurial intentions with a path coefficient value of 0.086 and p-value <0.044 . Perceived behavioral control refers to a person's perception of whether or not it is difficult to carry out the desired behavior, related to beliefs about whether or not the resources and opportunities needed to realize a particular behavior are available by reflecting past experiences and anticipation of obstacles and obstacles [4]. The inspired citizens' perceptions regarding whether or not they are able to build entrepreneurship influences their intentions. The existence of perceived behavioral control in the inspired citizens is an important aspect determining entrepreneurial intentions. With the positive value of Perceived Behavioral Control, the inspired citizens will be interested in entrepreneurship. In the same research, perceived behavioral control is a determining factor in forming entrepreneurial intentions and entrepreneurial behavior [20];[28]. Furthermore, Perceived behavioral control is an indicator of forming entrepreneurial intentions [8].

4.4 The influence of attitude on entrepreneurial intentions is moderated by social support

This research proves that the social support variable can moderate the relationship between attitudes and intentions. The path coefficient value is 0.105 and the p-value is <0.019 . In this case, the support of friends and family for the inspired citizens strengthens their attitude towards entrepreneurship. In this context, social support controls the attitudes of inspired citizens towards entrepreneurial intentions. Social support for inspired citizens determines the direction of their attitude in deciding to become an entrepreneur. High social support can strengthen the attitude of inspired citizens when they want to become entrepreneurs. This is because inspired citizens are individuals who have received a negative label in society related to the crimes they have committed. Based [30] explained that social support provides a sense of comfort and can help individuals determine their actions. Social support is provided in order to provide protection in the form of moral support, material given to someone when choosing entrepreneurship.

4.5 The influence of subjective norms on entrepreneurial intentions is moderated by social support

This research proves that the social support variable can moderate the relationship between subjective norms and intentions. The path coefficient value is 0.610 and the p-value is <0.019 . Inspired citizens who trust other people motivate them to obey them and think they should do something it can be said that someone is under social pressure to do that behavior. On the other hand, if inspired citizens believe that other people

motivate them to obey them but do not agree with carrying out a behavior, they will have subjective norms that put pressure on them to avoid carrying out that behavior. Entrepreneurial activities, when an individual becomes an entrepreneur then he will be influenced by other individuals who are considered important [4]. Subjective norms are a tool to measure social pressure to become an entrepreneur [18]. According to [31] social support refers to trust that is formed based on cooperation with the social environment or can also be called a form of potential resource that comes from various parties.

4.6 The influence of perceived behavioral control on entrepreneurial intentions is moderated by social support

This research proves that social support is able to moderate the relationship between perceived behavior and intention. The path coefficient value is 0.416 and the p-value is <0.001 . Controlling the behavior of the inspired citizens shows that the limitations they face are not significant obstacles. Entrepreneurship training and mentoring delivered by correctional institution managers can turn challenges into opportunities [32]. Inspired citizens receive support from correctional institutions in understanding and applying the concept of entrepreneurship. The various descriptions of entrepreneurship that inspired citizens receive in their environment further strengthen their intention to become entrepreneurs. Social support can help individuals to be more confident that someone is capable of doing this [33];[34]. With social support, it can trigger enthusiasm to carry out entrepreneurial activities and when the inspired citizens face problems they do not give up easily because they believe that these conditions can be overcome because of the support from the people closest to them [34];[35]. The inspired citizens are able to become entrepreneurs in the future even though they have a bad past. However, with social support, they feel capable of becoming entrepreneurs. Jenssen and Greve [36] stated that when entrepreneurship individuals need higher levels of social support. It was emphasized by Moorthy and Annamalah [37] that someone who receives high levels of social support will find it easier to achieve success when entrepreneurship.

5 CONCLUSION

This research proves that attitudes, perceived behavioral control, and subjective norms are predictors of forming entrepreneurial intentions for inspired citizens. In this context too, social support factors are really needed by inspired citizens when they are interested in entrepreneurship. Social support in this case is a factor that strengthens the relationship between attitudes, perceived behavioral control, and subjective norms on entrepreneurial intentions. Positive social support will provide confidence, motivation and hope for the future for inspired citizens when making the decision to become an entrepreneur.

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