“How does the entrepreneurial behavior intention of small and medium enterprises (SMEs) in Indonesia grow-up?”

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HOW DOES THE ENTREPRENEURIAL BEHAVIOR INTENTION OF SMALL AND MEDIUM ENTERPRISES (SMES) IN INDONESIA GROW-UP?

Abstract

Entrepreneurial passion is the central pillar of running a business. Managers of small and medium enterprises (SMEs) must be passionate about recognizing their opportunities and enhancing their self-efficacy, self-leadership, and SME entrepreneurial intentions. This study aims to estimate whether entrepreneurial passion increases entrepreneurial intentions supported by self-efficacy and self-leadership in SMEs. The study population included 191,312 SMEs in East Java, Indonesia; the final sample comprises 334 SME actors determined by the Slovin formula. Data are processed through SmartPLS software and analyzed using the SEM approach. The test results show that entrepreneurial spirit positively affects self-efficacy, with a t-statistic value of 60.267. In addition, entrepreneurial passion positively affects entrepreneurial intentions, with a t-statistic value of 29.806. Entrepreneurial passion positively affects self-leadership with a t-statistic value of 7.502. Furthermore, self-efficacy positively affects entrepreneurial intentions with a t-statistic value of 3.438. Finally, self-leadership positively affects entrepreneurial intention with a t-statistic value of 2.295. In conclusion, this paper expands the relevant literature on the impact of entrepreneurial passion, self-efficacy, and self-leadership on entrepreneurial intention.

Keywords entrepreneurial passion, self-efficacy, self-leadership, entrepreneurial intention, SME

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INTRODUCTION

Small and medium enterprises (SMEs) contribute to economic growth (Oduntan, 2014). This happens because SMEs can take advantage of local resources and enjoy regional characteristics in their business activities. Studies in HRM focusing on SMEs in the unique topic of entrepreneurship. Entrepreneurship is a somewhat mysterious, complex, and unpredictable phenomenon. Companies with up-to-date resources can increase output and market share (Begonja et al., 2016). Contributors to people's entrepreneurial intentions may differ in culture, context, and ethnicity (Turker & Selcuk, 2009; Liñán & Fayolle, 2015). The model that is often used in predicting entrepreneurial intentions is Ajzen's theory of planned behavior (TPB) (Kautonen et al., 2015; Batool et al., 2015). Self-efficacy is a phenomenal antecedent of entrepreneurial intention (Zhao et al., 2011). Self-efficacy in the context of entrepreneurship is a person's strong belief in carrying out entrepreneurial tasks and roles successfully.

Apart from self-efficacy, entrepreneurial passion is one of the primary keys to entrepreneurship (Huyghe et al., 2016). The impact of entrepreneurial spirit on entrepreneurial intentions has been widely re-

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searched (Cardon & Kirk, 2015; Campos, 2017). Entrepreneurial intentions are influenced by creativity, entrepreneurial spirit, and self-efficacy because these traits allow entrepreneurs to identify opportunities with profit potential (Soni & Bakhru, 2021).

Fuller et al. (2018) and Hu et al. (2018) considered intention and behavior to describe relationships in entrepreneurship. According to Shirokova et al. (2016), only about 30% of intention results in entrepreneurial action. To better understand how self-efficacy and self-leadership, combined with TPB antecedents, predict the entrepreneurial ambitions of SMEs in Indonesia, this study focuses on SME actors. Therefore, this paper examines how the entrepreneurial behavior intentions of small and medium enterprises (SMEs) in Indonesia grow.

1. LITERATURE REVIEW AND HYPOTHESES

Entrepreneurship is the spearhead of individual, organizational, and state economic growth. Entrepreneurship is an activity that includes the creation, discovery, evaluation, and utilization of opportunities to produce services and products (Shane, 2012). Entrepreneurship is becoming an excellent alternative career path (Zacher et al., 2012). In running a business, many behaviors are still not entirely under individual control, so it is necessary to add the concept of perceived behavioral control. The theory of planned behavior (TPB) states that behavioral intention can lead to behavior that individuals will carry out (Fishbein & Ajzen, 1975). The intention to behave in running a business is influenced by three factors: attitudes toward behavior, subjective norms, and perceived behavioral control. According to Roy et al. (2017), entrepreneurship has become an exciting public policy and economic development topic. Passion is rapidly becoming the hot research topic (Curran et al., 2015). It is valuable for entrepreneurship because innovative ideas and creativity can generate new markets and products.

Perceived behavior control is a person's belief based on experience in behaving and other factors that encourage or hinder his perception of behavior. A person's assessment of how simple or complex he/she believes a person's individual is known as perceived behavior control (Shinnar et al., 2018). The concept of attitude toward a behavior is widely reflected in the social media variables. Subjective norms are reflected in entrepreneurship education and motivation, and perceived behavior control is reflected through self-efficacy.

Entrepreneurial passion is linked to favorable attitudes and feelings toward behaviors crucial for a person's sense of self (Huyghe et al., 2016). Passion is vital to being an entrepreneur and starting a business (Santos & Cardon, 2019). Passion is a great desire to give any task to complete all of one's energy. According to Cardon et al. (2017), entrepreneurial passion motivates people to see innovative opportunities and develop new business intentions. This is consistent with the assertion made by Hubner et al. (2020) that having an entrepreneurial passion is crucial for gaining motivation and success, as well as being a key indicator of future entrepreneurial intents. In addition, a person's passion might inspire them to take action (Cardon et al., 2017). Moods, emotions, and feelings can affect many elements of entrepreneurial behavior and cognition (Baron, 2008). The spirit of entrepreneurship senses the individuality of the entrepreneur (Huyghe et al., 2016).

Self-efficacy is related to specific cognitive procedures for evaluating oneself and the ability to perform specific tasks (Schunk & DiBenedetto, 2020). This ability reflects a person's belief in the capacity to complete a given task. Individuals who believe they can effectively perform tasks will accept the job (Tenaw, 2013). High self-efficacy is related to one's belief in having special skills to productively complete work with minimal help from others or without using others (Hsiao et al., 2011). Combining self-regulation, self-control, and self-management theories into three categories behavior focus methods, natural reward systems, and constructive thought patterns is self-leadership (Manz & Neck, 2004). Self-leadership is how individuals take charge of their destiny (Manz & Neck, 2004). Even though people are motivated to perform duties, not everyone can act originally. Employees can encourage themselves to adopt

the desired behavior through self-leadership (Kör, 2016). In the meantime, self-leadership and job tasks have a beneficial link (Oduntan, 2014).

A person with entrepreneurial intention recognizes their desire to launch a new firm in the future (Kautonen et al., 2013). Entrepreneur preferences and entrepreneurial intention encompass original concept ideas and plans to create and launch new firms (Obschonka et al., 2017; Mannino et al., 2019). Shinnar et al. (2018) found that an individual's entrepreneurial behavior to launch their enterprises is dynamically shaped by their entrepreneurial ambition. Following the behavioral theory, the stronger the intention to engage in a specific action, the more probable the actual behavior will be mirrored in the organization (Vallerand et al., 1992).

Therefore, this study aims to analyze the effect of entrepreneurial passion, self-efficacy, and self-leadership on entrepreneurial intentions. This study suggests the following hypotheses according to the conceptual model in Figure 1:

H1: Entrepreneurial passion has a significant impact on self-efficacy.

H2: Entrepreneurial passion has a significant impact on entrepreneurial intention.

H3: Entrepreneurial passion has a significant impact on self-leadership.

H4: Self-efficacy has a significant impact on entrepreneurial intention.

H5: Self-leadership has a significant impact on entrepreneurial intention.

The research framework establishes fundamental theories, defines methodologies, and creates variables. This study evaluates research findings to increase their applicability and generalizability (Adom et al., 2018). The factors of entrepreneurial passion, self-efficacy, cell leadership, and entrepreneurial intention are also linked in this study.

2. METHODOLOGY

The data were collected from a population of 191,312 small and medium enterprises (SMEs) in East Java. The sample comprises 334 SMEs in five big cities in East Java. SME owners/managers were contacted via email and WhatsApp using the Google Forms from December 2022 to January 2023. Only 334 of the questionnaires returned were valid. Table 1 shows the demographic data of respondents.

Based on a thorough analysis of the pertinent literature, a survey instrument was created to examine the connections between entrepreneurial passion, self-efficacy, self-leadership, and entrepreneurial intention. A five-point Likert scale, from 1 for "strongly disagree" to 5 for "strongly agree," is used to evaluate the study's constructs. Additionally, it should be noted that literature on quality management and technology transfer has frequently employed the five-point scale (Abbasi et al., 2021).

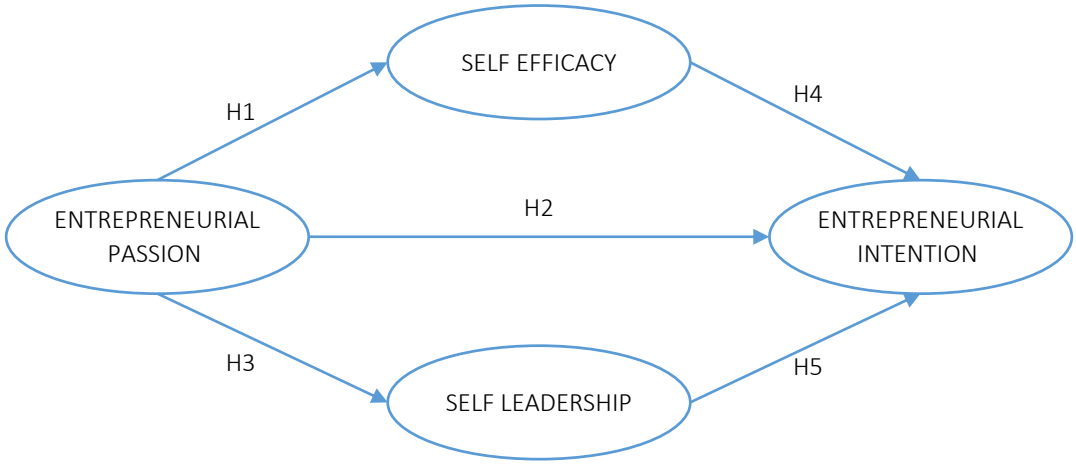

Figure 1. Hypothesized structural model

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Table 1. Characteristics of the respondents

Source: Authors' elaboration.

Profile	Amount	Percentage
Gender		
Male	260	78
Female	74	22
Education		
SMP	27	8.08
SMA	194	58.08
D2	3	0.90
D3	17	5.09
D4/S1	88	26.35
S2	5	1.50
Age (years)		
17-27	99	29.64
28-38	174	52.10
39-49	50	14.97
50-60	9	2.69
61-71	1	0.30
72-82	1	0.30
Business Length (years)		
1-6	279	83.53
7-12	40	11.98
13-18	8	2.40
19-24	3	0.90
25-30	1	0.30
31-36	3	0.90
Total Employees		
1-19	327	92.63
20-38	8	2.27
39-57	5	1.42
58-76	3	0.85
77-95	3	0.85
96-114	3	0.85
115-133	2	0.57
134-152	2	0.57

The items used to measure this study's entrepreneurial passion were modified from Norena-Chavez and Thalassinos (2022), Indyastuti et al. (2021), Feng and Chen (2020), and Li et al. (2020), composing five items. The items to measure self-efficacy were modified from Norena-Chavez and Thalassinos (2022), Alshebami (2022), Javed et al. (2021), Indyastuti et al. (2021), Feng and Chen (2020), Li et al. (2020), Hallak et al. (2018), Ibus and Ismail (2018), and Widyani et al. (2017), comprising 15 items. The study's self-efficacy was adapted from Norena-Chavez and Thalassinos (2022), Javed et al. (2021), Ibus and Ismail (2018), Widyani et al. (2017), and Kör (2016). Self-leadership is composed of six items. The items that measure self-efficacy were adapted from Alshebami (2022), Indyastuti et al. (2021), and Li et al. (2020), comprising five items.

3. RESULTS

The research data were collected regarding entrepreneurial passion, self-efficacy, self-leadership, and entrepreneurial intention. Table 2 shows the reliability and validity of the items.

The purpose of convergent validity is to determine if the dimensions are valid in measuring the variables. The size of the loading factor reflects the convergent validity of each measurement. From the SEM-PLS output results in Table 2, all constructs have a loading factor value above 0.60 (2nd column) and Average Variance Extracted (AVE) > 0.5 (4th column). Thus, based on the calculation, these indicators are valid.

Construct reliability can be calculated using composite reliability. According to the test criteria, the construct is trustworthy if the aggregate reliability value is higher than 0.60 in exploratory research. Construct reliability tests can then be calculated using Cronbach's Alpha. Again, the test criteria are if Cronbach's Alpha value is higher than 0.7 or in exploratory research (0.60 is still acceptable), the construct is reliable (Hundleby & Nunnally, 1968). All constructs have composite reliability and Cronbach's alpha values above 0.70 (Hundleby & Nunnally, 1968). Thus, based on the calculation, all indicators are reliable.

Smart-PLS has issued a p-value to perform each evaluation and compare it with a predetermined alpha (0.05). The hypothesis is accepted if the output has a p-value < 0.05. Table 3 shows the hypotheses testing.

Table 3 demonstrates that H1 is accepted, indicating that entrepreneurial passion strongly impacts self-efficacy with a p-value of 0.000 and a path coefficient of 0.014. With a path coefficient of 0.109 and a p-value of 0.000, H2 is accepted, indicating that entrepreneurial passion positively and substantially impacts entrepreneurial intention. With a path coefficient of 0.056 and a p-value of 0.000, H3 is accepted, indicating that entrepreneurial enthusiasm positively and substantially impacts self-leadership. Finally, with a path coefficient of 0.097 and a p-value of 0.000, H4 is accepted, meaning that self-efficacy positively and significantly affects entrepreneurial intention. H5 is accepted, meaning that self-leadership positively and significantly affects entrepreneurial intention.

Table 2. Convergent validity testing

Source: Authors' elaboration.

Construct	Items	Factor Loading	Composite reliabilities	AVE	Cronbach's Alpha
Entrepreneurial Passion		–	**0.880**	**0.601**	**0.828**
It is fascinating for me to find new ways of solving unmet market needs that can be commercialized	EP1	0.760	–	–	–
I enjoy looking for new ideas for products/services offered	EP2	0.687	–	–	–
I am motivated to seek information on how to make existing products/ services better	EP3	0.882	–	–	–
Scanning the environment for new opportunities gets me excited	EP4	0.883	–	–	–
I found a new solution to the problem at hand now	EP5	0.723	–	–	–
Self-Efficacy		–	**0.958**	**0.605**	**0.953**
Innovation capability	SE1	0.690	–	–	–
Financial analysis skills	SE2	0.705	–	–	–
Industry understanding	SE3	0.769	–	–	–
Ability to explore new markets	SE4	0.815	–	–	–
Ability to develop and implement a sales plan	SE5	0.818	–	–	–
Ability to design new products and services	SE6	0.781	–	–	–
Ability to reduce risk	SE7	0.740	–	–	–
Ability to implement strategic planning	SE8	0.841	–	–	–
Ability to establish product market positioning	SE9	0.827	–	–	–
Ability to define management and accountability	SE10	0.796	–	–	–
Ability to take risks	SE11	0.733	–	–	–
Ability to set strategic goals and tasks	SE12	0.835	–	–	–
Ability to propose new production, marketing, and management methods	SE13	0.829	–	–	–
Ability to develop systems and internal controls	SE14	0.793	–	–	–
Ability to make risky decisions	SE15	0.669	–	–	–
Self-Leadership			**0.945**	**0.740**	**0.929**
I solve it myself whenever a problem arises	SL1	0.812	–	–	–
I look for my solution to every problem in my business	SL2	0.885	–	–	–
I find my solution to every problem of my business	SL3	0.869	–	–	–
I bear my responsibility	SL4	0.825	–	–	–
I solve all my business problems myself	SL5	0.910	–	–	–
I take the initiative myself	SL6	0.856	–	–	–
Entrepreneurial Intention		–	**0.885**	**0.607**	**0.842**
I am willing to try anything to launch my own business	EI1	0.759	–	–	–
My professional ambition is to launch my own business	EI2	0.848	–	–	–
I will do everything I can to start my own business	EI3	0.808	–	–	–
I am committed to expanding the company	EI4	0.779	–	–	–
I have a firm intention to expand my business one day	EI5	0.692	–	–	–

Table 3. Research hypotheses testing results

Source: Authors' elaboration.

Structural model	Path coefficient	T statistics	P-value	Description
Entrepreneurial Passion → Self-Efficacy	0.014	60.267	0.000	Accepted
Entrepreneurial Passion → Entrepreneurial Intention	0.109	29.806	0.000	Accepted
Entrepreneurial Passion → Self-Leadership	0.056	7.502	0.000	Accepted
Self-Efficacy → Entrepreneurial Intention	0.097	3.438	0.000	Accepted
Self-Leadership → Entrepreneurial Intention	0.044	2.295	0.001	Accepted

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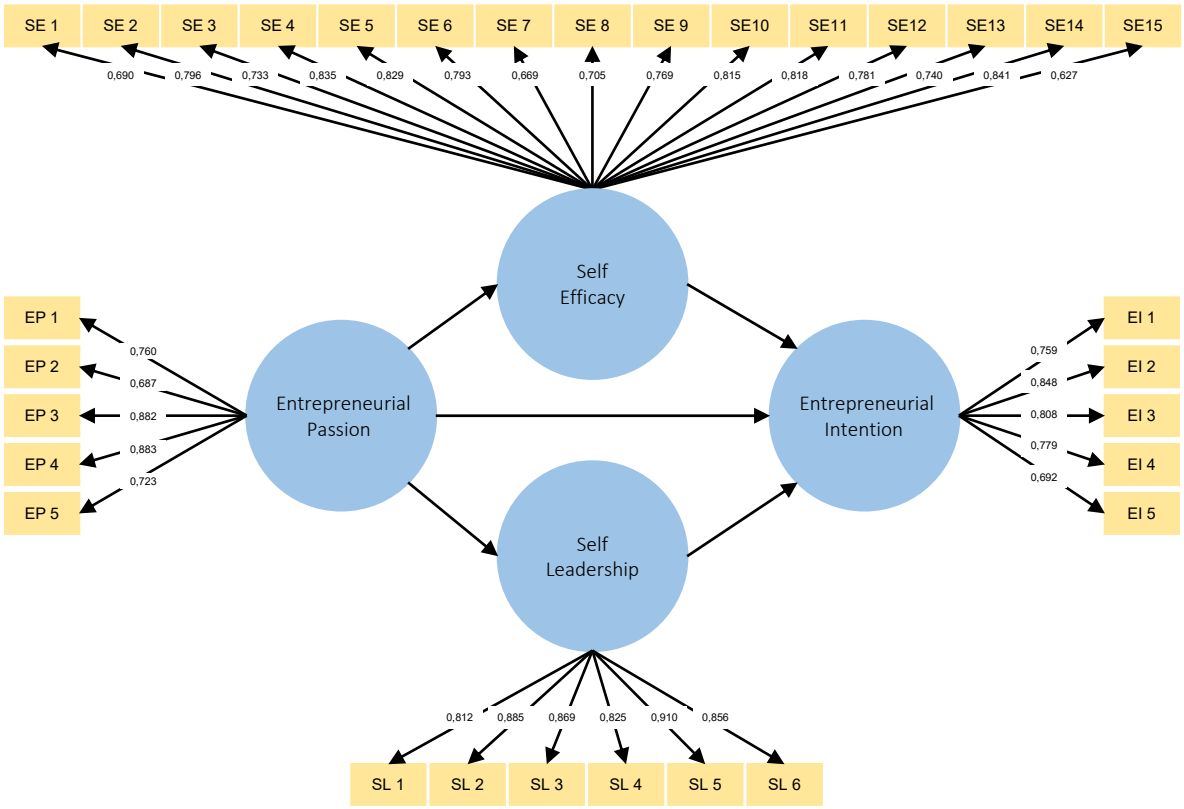

Figure 2. Finding model

4. DISCUSSION

Entrepreneurial passion has a positive and significant effect on self-efficacy. This finding supports the results of Cardon and Kirk (2015) that the entrepreneurial spirit will encourage and motivate individuals to recognize business opportunities. SMEs are also trying to create new businesses by existing trends. Entrepreneurship is crucial as a driver of economic growth (Davidsson, 2003), and if the entrepreneurial spirit is not just a personality trait but an influence that can be identified, utilized, and nurtured, the result can encourage and develop existing businesses (Cardon & Kirk, 2015).

Considering H2, entrepreneurial spirit influences entrepreneurial intention. These findings align with earlier studies showing that entrepreneurial spirit motivates entrepreneurial goals (Murnieks et al., 2014; Karimi, 2020). The entrepreneurial spirit fosters a strong drive in people to carry out specific tasks (Cardon et al., 2017). The drive behind the entrepreneurial spirit is passion. People passionate about entrepreneurship set out to develop their business concepts and insights. Entrepreneurial passion is at the heart of entrepreneurial activity and business creation and plays a significant role in entrepreneurial ambitions (Karimi, 2020; Santos & Cardon, 2019). Positive energy, such as passion, can motivate people to take action. The existence of positive emotions can make someone think about doing these activities. Enjoyment in entrepreneurship stimulates individuals to generate initial efforts.

Regarding H3, entrepreneurial spirit positively influences self-leadership. This is consistent with Cardon and Kirk (2015) that the entrepreneurial spirit is a phenomenon directly related to leading motivated efforts. To identify, build, and conduct a new business, the entrepreneurial spirit must always be present to ensure the company's sustainability (Murnieks et al., 2014). For SMEs, the entrepreneurial spirit positively influences leadership, encouraging new businesses and developing existing ones.

According to Neneh (2019) and Li et al. (2020), self-efficacy considerably and favorably influences entrepreneurial intention. According to Bandura (1999), self-efficacy affects how people will respond to creating goals. When someone has a high level of self-ef-

ficacy, he will accept setting goals. According to this study, SME actors have a high level of self-efficacy, and as a result, they want to grow their existing businesses or start new ones. In addition, individuals with high self-confidence are likely to create their own SMEs (Li et al., 2020).

H4 shows that self-leadership positively influences entrepreneurial intention. According to Chaijukul (2010), there is a relationship between self-leadership, self-efficacy, job satisfaction, and employee work performance. Self-leadership is revealed to make a direct contribution to entrepreneurial intention. Self-leadership involves an internal reflective process in which individuals are consciously moved and intend to create the desired transformation, improvement, and innovative behavior (Carmeli et al., 2006). Therefore, the individual has motivation through self-leadership for intentions in innovative entrepreneurship.

CONCLUSION

This study analyzes the effect of entrepreneurial passion, self-efficacy, and self-leadership in increasing the entrepreneurial intention of SMEs. The entrepreneurial spirit influences how everyone perceives the company start-up process and the idea that SMEs can overcome obstacles. Furthermore, people who are passionate about entrepreneurship develop self-efficacy and self-leadership. Therefore, the link between desire and entrepreneurial intention is mediated by entrepreneurial self-efficacy. This study confirms the positive influence of entrepreneurial passion, self-efficacy, and self-leadership on entrepreneurial intentions. Thus, entrepreneurial intention is positively related. The same goes for the entrepreneurial spirit, a milestone in entrepreneurial intent by SMEs.

This paper offers a new approach to encourage SMEs to progress from idle thinking to active action toward successful business development. Therefore, SMEs with high entrepreneurial spirit are more likely to be inspired by opportunities and take action with an entrepreneurial mindset. As a result, SMEs must have entrepreneurial intentions.

One of this study's limitations is that only SMEs' entrepreneurial intentions were observed. Attitudes play an integral role in influencing unobserved behavioral intentions. Future research should cover attitudes to provide insight into the entrepreneurial spirit. Another limitation is that the scope of research focuses on SMEs. Future studies can sample different objects, such as students.

AUTHOR CONTRIBUTIONS

Conceptualization: Nilawati Fiernaningsih, Pudji Herijanto, Anna Widayani.
Data curation: Nilawati Fiernaningsih, Pudji Herijanto, Diana Eka Poernamawati.
Formal analysis: Nilawati Fiernaningsih, Pudji Herijanto, Maskur, Diana Eka Poernamawati.
Funding acquisition: Nilawati Fiernaningsih, Pudji Herijanto, Maskur.
Investigation: Nilawati Fiernaningsih, Pudji Herijanto.
Methodology: Nilawati Fiernaningsih, Anna Widayani.
Project administration: Nilawati Fiernaningsih, Pudji Herijanto, Maskur.
Resources: Nilawati Fiernaningsih, Maskur.
Software: Pudji Herijanto, Anna Widayani.
Supervision: Nilawati Fiernaningsih, Anna Widayani, Diana Eka Poernamawati.
Validation: Nilawati Fiernaningsih, Anna Widayani.
Visualization: Nilawati Fiernaningsih.
Writing – original draft: Nilawati Fiernaningsih, Pudji Herijanto, Anna Widayani.
Writing – review & editing: Nilawati Fiernaningsih, Pudji Herijanto, Anna Widayani, Diana Eka Poernamawati.

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