Social Entrepreneurship Intention in the Perspective of Innovation, Risk Taking, and Entrepreneurial Attitude

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Abstract. This study aimed to determine the effect of innovation, risk-taking tendencies, and entrepreneurial attitudes on social entrepreneurial intentions. The theory of Planned Behavior is used as a grand theory of intention. The population of this study was 12,053 UPI students who had attended entrepreneurship courses. The sample size was 372 respondents. The sample used Proportionate Stratified Random Sampling. Retrieval of data using a questionnaire. The research instrument was tested for validity and reliability. Data analysis uses path analysis with IBM SPSS V.26 tools. The study's results revealed that each independent variable, namely innovation, risk-taking propensity, and entrepreneurial attitude, affected the intention of social entrepreneurship. It is recommended to increase the innovation variable from the indicator to attend the launch of a new project. The risk-taking tendency variable indicates fear of starting a new business. Entrepreneurial attitude variable on the indicator of being a social entrepreneur while increasing the entrepreneurial intention variable on the indicator of being involved in doing business

Keywords: Attitude of social entrepreneurship, Innovation, Intention of social entrepreneurship, Tendency to take risks.

1. INTRODUCTION

The problem of Indonesia's economic growth and reduction of social inequality is not easy to realize. The role of entrepreneurs who create businesses and create new jobs is not enough; it also requires the role of entrepreneurs who have concern for others, such as opening employment opportunities for those who cannot afford to enter the mainstream economy. Therefore, the role of social entrepreneurs is needed. With its role, the form of business activities carried out will be focused on solving problems that exist in society, which are usually not resolved or responded to by the government or commercial businesses [1]. A group of people who understand social care and utilize their entrepreneurial skills to influence social change and solve social difficulties and problems is called a social entrepreneur [2,3]. This social entrepreneur position can help the

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nation's growth by supporting government involvement in the development of all circles.

This study uses the Theory of Planned Behavior (TPB). According to TPB, there are three intention determinants: attitudes, subjective norms, and behavioral control [4]. The theory model of Planned Behavior Theory contains various background variables (background factors), such as age, gender, ethnicity, socioeconomic status, mood, personality traits, and knowledge) influencing individual attitudes and behavior towards something. Within this category, there are three background factors, namely Personal, Social, and Information. Personal factors are a person's general attitude towards something, personality traits, values, emotions, and intelligence. Social factors include age, gender, ethnicity, education, income, and religion. Information factors are experience, knowledge, and exposure to the media. TPB does not require the three antecedents of intention to affect the intention of each application context [5] significantly. An entrepreneurial attitude is the overall view of the individual that being an entrepreneur will be positive or negative and is found to mediate the effect of attitude on entrepreneurial intention [6,7]. In the social entrepreneurship literature, attitudes toward behavior have been studied to influence students' social entrepreneurship intentions [8].

A. The Relationship between Innovation and Entrepreneurial

Attitudes and Social Entrepreneurial Intentions Innovation is defined as "a person's effort to create new open goods that were previously untapped and provide new solutions" or "the process by which creative ideas are applied to something new" [9]. According to [10], innovation is defined as a person's desire to get out of the existing system or structure to produce new goods or services that benefit the wider community. Individual student innovativeness has a significant positive effect on social entrepreneurship attitudes, according to research conducted by [8]. This study also reveals that innovation benefits students' intention to learn to set up socially based companies. According to these results, the more inventive a student is, the more favorable attitudes and behavioral intentions he or she should create socially based businesses. According to Ayub et al., 2013 in [9]), innovation is important in determining entrepreneurial intentions. Innovation is intended as a crucial variable in social entrepreneurship studies through alternative solutions that can be promoted in solving social challenges [11]. A number of studies in social entrepreneurship have found a relationship between innovation and social intention [12,13].

B. The Relationship between Risk Taking and Entrepreneurial Attitudes and Social Entrepreneurial Intentions

The tendency to take risks is important when one is making decisions in uncertain conditions [14]. The importance of the tendency to take risks is closely related to entrepreneurial activity because starting a new business requires decision-making and action under uncertainty; entrepreneurs, it is said, need to be prepared to take risks [14,15]. Research conducted by [16–19] Shows that risk-taking motivation significantly influences people to set up socially centered businesses. Empirical studies confirm entrepreneurs' propensity to take risks is an important personality trait. Students with strong entrepreneurial attitudes and intentions score higher on risk-taking than students who tend not to be self-employed [15,20,21]. Based on the above literature review, the proposed research model is explained in the following figure 1:

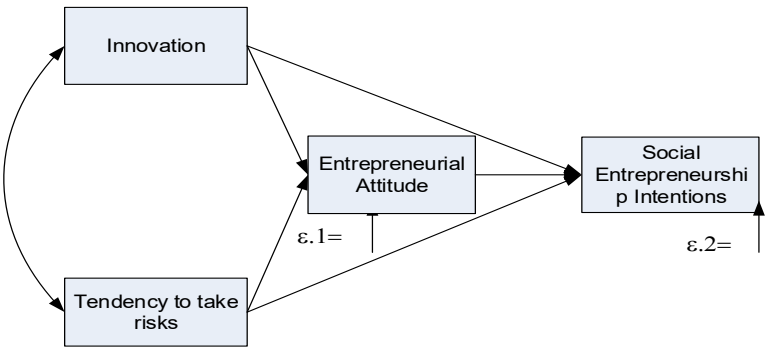

Fig. 1. Research Model

2. RESEARCH METHODS

This study uses a verification descriptive survey research method with a quantitative approach. The verification design is used because it tests and verifies the correctness of the theory regarding the influence of the independent variables of innovation, risk-taking tendencies, and entrepreneurial attitudes towards the dependent variable, namely social entrepreneurial intentions. The population in this study were all students at the Indonesian University of Education, which consisted of eight faculties and 12,053 regional campuses. The selected sample size, a sample size of 372 respondents, was obtained using the Proportionate Stratified Random Sampling technique. The data collection instrument used in this study is a questionnaire. Presentation of data in descriptive statistics can be through tables, graphs, diagrams, pictograms, measurement of central tendency, calculation of deciles, percentages, calculation of data distribution, and calculation of percentages. Interpretation is done by comparing the total score achieved with the ideal score multiplied by 100%. The guide is explained in the image as follows.

The results are seen with a continuum in Figure 2 as follows.

20	36	52	68	84	100
	Very Low	Low	Normal	High	Very High

Fig. 2. Continuum Scale

In inferential statistical analysis to test the hypothesis, the authors use path analysis, which analyzes direct and indirect effects.

3. RESULTS AND DISCUSSION

To see an overview of each research variable, the author explains it in Table 1 as follows.

Table 1. Recapitulation of the Average Score of Each Research Variable

Variable	Indicator	%	Category
Innovation (X_1)	Attended the launch of a new project	51,40	Low
	Keep looking for discoveries	64,46	Normal
	Average	57,93	Normal
Risk-taking (X_2)	not afraid to invest	71,72	
	Fear of starting a new business	69,52	High
	Average	70,62	High
Entrepreneurial attitude (X_3)	Advantages of Being a Social Entrepreneur	70,03	High
	Interested in Becoming a Social Entrepreneur	70,20	High
	Average	70,13	High
Social Entrepreneurship Intentions (Y)	Social Enterprise Intentions	68,96	High
	Likes to plan	73,20	High
	Engage in Business	68,47	High
	Average	70,03	High

Table 1 shows that in moderate conditions, it is 57.93%, the tendency to take risks in high conditions is 70.62%, entrepreneurial attitudes are in high conditions 70.13%, and the intention of social entrepreneurship is 70.03%.

This research is research that is intended to test the model. Therefore, calculations are needed to prove that innovation and risk-taking tendencies affect entrepreneurial attitudes. Based on the calculation of the influence of innovativeness and the tendency to take risks, it positively affects entrepreneurial attitudes. based on Anova calculations, obtained $R^2 = 0.293$, F = 76,364 (P = 0.000) significant test. The influence of innovation (X_1) and the tendency to take risks (X_2) on entrepreneurial attitudes is 29.3%, while other factors influence the remaining 70.7%. Furthermore, the ANOVA calculations for the influence of innovation, risk-taking tendencies, and entrepreneurial attitudes affect social entrepreneurial intentions. obtained $R^2 = 0.599$, F = 182.99 (P = 0.000) significant test. The magnitude of the influence of innovation (X_1) on the tendency to take risks (X_2) and entrepreneurial attitudes on entrepreneurial attitudes (X_3) is 59.9%, while other factors influence the remaining 40.1%. The results of these calculations are explained in Table 2 as follows:

Table 2. Calculation of the ANOVA Research Model

Model	F	Sig	R	R Square
Structure 1	76.364	0,000	.541[a]	.293
Structure 2	182.99	0.000	.774[a]	.599

Data source processed in 2023

The next step is to process hypothesis testing. The results of testing the hypothesis, which consists of two structures, are described in Table 3 as follows

Table 3. Hypothesis Testing

Model	Variable Influence	Coef	t count	Sig	Testing hypothesis
1	Innovation	0.401	8.838	0.000	**Reject H0**
	Risk tendency	0.274	6.044	0.000	**Reject H0**
2	Innovation	0.192	5.104	0.000	**Reject H0**
	Risk tendency	0.112	3.122	0.002	**Reject H0**
	Entrepreneurial attitude	**0.612**	**15.59**	**0.000**	**Reject H0**

Data source processed in 2023

Calculation of the first model, innovation on entrepreneurial attitudes, obtained t = 8.838, p = 0.000, meaning that the influence is significant. This means that there is a positive influence of innovation on entrepreneurial attitudes of 0.401, meaning that the magnitude of the influence of innovation on entrepreneurial attitudes is (0.401)2 = 0.16080 or 16.08%, and other factors influence the remaining 83.92%—the more positive the innovation, the higher the entrepreneurial attitude. The entrepreneurial attitude variable is explained in terms of its influence by the innovation of 0.401, meaning that the higher the innovation, the more positive the entrepreneurial attitude. Therefore, innovation is an important variable to pay attention to and improve because innovation distinguishes entrepreneurs from other members of society, according to one opinion [22]. Thus, the ownership of innovation can improve student entrepreneurial attitudes. As a result, students who have innovation have a higher chance of success compared to those who do not have innovation. The strong relationship between innovation proves that instilling an entrepreneurial attitude requires internalizing innovation. This is in accordance with the results of the study [23] and [24].

Testing the tendency to take risks on the attitude of social entrepreneurship. obtained t = 6.044, p = 0.011, meaning a significant effect. This means that risk-taking tendencies positively influence entrepreneurial attitudes of $0{,}274^2$= 0.0751 or 7.51%, and other factors influence the remaining 92.49%—the more positive the risk-taking tendency, the higher the entrepreneurial attitude. The entrepreneurial attitude variable is explained in terms of its effect by the tendency to take risks of 0.274, meaning that the higher the tendency to take risks, the more positive the entrepreneurial attitude. Therefore, the tendency to take variable risks is important to pay attention to and improve because the tendency to take risks is a crucial element that distinguishes entrepreneurs from managers. This is in accordance with the opinion [25]. Thus, students who have the character of being able to take risks can improve their entrepreneurial attitudes so that students who can take risks have a higher chance of success than those who cannot. The results of this study support the research [17] and [16].

Next is the calculation of the second model. innovation on social entrepreneurship intention is obtained t = 5.104, p = 0.000, meaning that the effect is significant. This means that there is a positive influence of innovation on the intention of social entrepreneurship of 0.192, meaning that the magnitude of the influence of innovation on entrepreneurial attitudes is $0{,}192^2$= 0.03686 or 3.68%, and the remaining 96.32% is influenced by other factors—the more positive the innovation, the higher the social entrepreneurship intention. The social entrepreneurship intention variable is explained

in terms of its influence by the innovation of 0.192, meaning that the higher the innovation, the more positive the social entrepreneurship intention. Therefore, innovation is an important variable to pay attention to and improve because the tendency of innovation forms social entrepreneurial intentions. This is in accordance with the opinion from [7] that innovation is related to the act of business activity that is perceived in a new and unique way. The results of this study support the results of the study [26] and [24] but contrary to the results of the study [27].

Testing the tendency to take risks on the intention of social entrepreneurship obtained t = 3.122, p = 0.002, meaning that the effect is significant. This means that there is a positive influence of risk-taking tendencies on social entrepreneurship intentions of 0.112, meaning that the magnitude of the influence of risk-taking tendencies on social entrepreneurship intentions is $0{,}112^2$ = 0.01254 or 1.25%—the more positive the tendency to take risks, the higher the social entrepreneurship intention. The social entrepreneurship intention variable is explained in terms of its effect by the tendency to take risks of 0.112, meaning that the higher the tendency to take risks, the more positive the social entrepreneurship intentions. Therefore, the tendency to take risks is an important variable to pay attention to and improve because the tendency to take entrepreneurial risks involves "assuming financial, psychological, and social risks" that accompany the entrepreneurial process, according to the opinion of Hisrich, Peters, and Shepherd (2005. Research results support research [19] (2019); [18] and [27].

Testing entrepreneurial attitudes towards social entrepreneurial intentions obtained t = 15,598, p = 0.002, meaning the influence is significant. This means that there is a positive influence of entrepreneurial attitudes on social entrepreneurship intentions of 0.612, meaning that the magnitude of the influence of entrepreneurial attitudes on social entrepreneurship intentions is $0{,}612^2$= 0.37454 or 37.45%: the more positive the entrepreneurial attitude, the higher the social entrepreneurship intention. The social entrepreneurship intention variable is explained in terms of its influence by the entrepreneurial attitude of 0.612, meaning that the higher the entrepreneurial attitude, the more positive the social entrepreneurship intention. Therefore, entrepreneurial attitude is important to pay attention to and improve because individual beliefs about favorable or unfavorable outcomes for becoming an entrepreneur determine entrepreneurial attitudes. The more positive the outcome evaluation regarding starting a new business, the more likely the individual will become an entrepreneur. This is in accordance with the opinion [28]; [29]. Therefore, the attitude of entrepreneurship is forming the intention of social entrepreneurship. These results are in accordance with research [11], [30], [31], [32], [33] and [34]. Based on hypothesis testing, the empirical research model is presented in Figure 3 as follows:

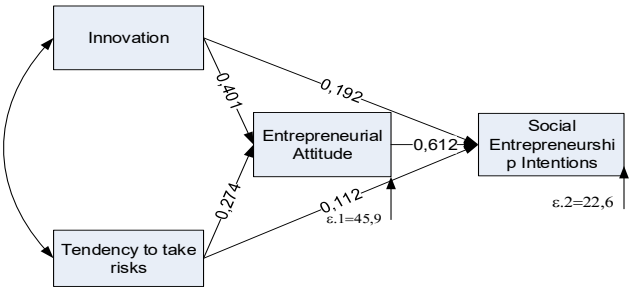

Fig. 3. Empirical Research Model

4. CONCLUSION

The study results concluded that descriptively, the variables of innovation, risk tendencies, entrepreneurial attitudes, and social entrepreneurship intentions were in high condition. Hypothesis testing shows that innovation and risk tendencies positively affect entrepreneurial attitudes. This means that the more effective the innovation and risk tendencies, the more effective the entrepreneurial attitude. Overall, innovation, risk tendency, and entrepreneurial attitude have a positive and significant effect on social entrepreneurship intentions. Entrepreneurial attitudes are the variables that most influence social entrepreneurship intentions. Suggestions for further research are the need to examine factors other than innovation, risk tendencies, and entrepreneurial attitudes as predictors of social entrepreneurship intentions. It is suggested to increase the innovation variable from the indicator to attend the launch of a new project through the involvement of students in observing innovative products. Increase the tendency to take risks on indicators of fear of starting a new business through empirical business practices, increasing the entrepreneurial attitude variable on the indicator of becoming a social entrepreneur through presenting success stories from guest lectures so that there is an interest in social business. In contrast, they are increasing the entrepreneurial intention variable on the indicator of being involved in doing business through participation in Student Creativity Week activities or participation in business incubators.

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