

Building Entrepreneurial Intention: The Moderating Role of Social Support

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Abstract

This study aims to examine individual internal and external factors that influence the intention to become an entrepreneur. This study looks at the influence of subjective norms and entrepreneurial passion on entrepreneurial intention, and considers the moderating role of social support in strengthening (or weakening) the relationship between these variables. Using the quantitative method, researchers conducted a survey of 300 students who are members of the Indonesian Young Student Association (HIPMI). The selection of this sample was carried out by purposive sampling method. The data obtained was processed using Structural Equation Modeling with AMOS. The results of this study indicate that subjective norms and entrepreneurial passion have a positive effect on entrepreneurial intention. In addition, this study also proves that social support moderates the effect of subjective norms and entrepreneurial passion on entrepreneurial intention. This research has implications if the intention to become an entrepreneur can grow from the individual and is driven by external aspects such as social support.

Keywords: Subjective Norm, Entrepreneurial Passion, Entrepreneurial Intention, Social Support.

1. Introduction

What drives individuals to pursue entrepreneurial careers has been a focal point of investigation in entrepreneurship research (Nowiński, 2019). This resulted in a number of studies trying to understand the factors that predict entrepreneurial intentions (Shahab, 2019). This is because entrepreneurial intention is widely known as a good predictor of entrepreneurial behavior (Neneh, 2022). Among the factors identified is the entrepreneurial spirit, which is believed to be an important aspect underlying and driving the pursuit of an entrepreneurial career (Esfandiar, 2019). Stenholm (2019) define entrepreneurial spirit as consciously accessible, intense positive feelings experienced by engaging in entrepreneurial activities associated with a meaningful role for the entrepreneur's self-identity. Previous studies by Neneh (2022) and Newman (2021) have established that an entrepreneurial spirit can foster self-confidence and influence entrepreneurial intentions in individuals who have not formally or actively pursued an entrepreneurial career. According to Anjum (2021) entrepreneurial passion can be understood as a strong desire that drives someone to show entrepreneurial intentions which is characterized by several basic mechanisms as a need to be well understood. Thus, there has been a growing trend in research to explore the mechanisms by which entrepreneurial passion influences entrepreneurial intention (Feng, 2020; Uy, 2021; Asmala, Johan, 2022). Even though there has been research which states that entrepreneurial passion has on intention, there are some limitations including being limited to certain industries and actors (Johan, 2022)

Only recently Murnieks (2020) has focused on student entrepreneurship, considering that most of the research on entrepreneurial intention has been developed and validated on student samples. However, the context of previous studies is also quite limited as they are all based in developed countries (i.e. Europe and the US) with little evidence from developing country contexts (Mol, 2020). Of course, this is of great concern because in developing countries the unemployment rate is quite high, so a strategy is needed to increase income. One thing that can be done is to develop an intention to become an entrepreneur. In addition, unlike the context in developed countries, the enthusiasm of the

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community, especially students in developing countries, is very small (Syed, 2020; Herdiansyah, & Johan, 2019). In addition, EP is seen as intense positive emotions that are largely culturally determined and positive emotions in one national culture can lead to different results in another culture (Karimi, 2020)

In addition, Hubner (2020) stated that the success of a country's development can be seen from various aspects of indicators, one of which is the growth of business people. Economic growth can be seen through industrial growth, infrastructure, and increased production of goods and services. Each country will try to provide support for optimal economic growth. Conditions in developing countries, especially Indonesia, the economic growth achieved is also accompanied by an increase in Indonesia's population. According to the Central Statistics Agency (BPS) (2022) the level of unemployment is quite large at the university level. As quoted from Loria & Rodhiah (2020) that the number of unemployed at the undergraduate level in 2021 will increase. In addition, the impact of the Covid-19 pandemic was one of the triggers for unemployment to increase.

Currently, entrepreneurship has attracted more and more attention from scholars and public policy makers, as it is considered an important driver of economic development (Li, 2020; Santos, 2020; Johan, Isfianadewi, & Anwar, 2019). Therefore, providing an understanding of entrepreneurship can be considered as a tool to stimulate entrepreneurial activity and encourage entrepreneurial intentions. This is of particular concern to academics to try to understand the factors that can predict entrepreneurial intentions. Thus, the main question in this study is whether subjective norms and entrepreneurial passion can increase students' intentions to become entrepreneurs? In addition, this study also tries to determine the role of social support as a moderating variable.

2. Literature Review

2.1. Subjective norm dan Entrepreneurial intention

According to Putra & Firman (2022) subjective norms in relation to entrepreneurship are a set of individual beliefs about norms, the people around them, and motivation to follow these norms. Subjective norms can also be interpreted as the views of other parties that are considered important by someone who states that the individual displays or does not display behavior and motivation is willing to carry out or not carry out the opinions of other parties that are considered important (Jonathan, 2022). Prawira & Hidayah (2021) states that subjective norms are perceptions of social pressure in carrying out certain behaviors. Subjective norms in TPB theory are guided by values that can encourage someone to do or not to do an action. If an action has a positive impact, then he will be motivated to follow it (Isma et al., 2020). Hansfel & Puspitowati (2020) explains that subjective norms are perceptions of social pressure in carrying out certain behaviors. Subjective social norms or refer to one's beliefs about how and what to think about people who are considered important and motivated to follow these thoughts (Loria & Rodhiah, 2020). Subjective norms are norms that depart from the inner element or human conscience.

Subjective norms are views that are considered important by individuals who can move an action along with motivation. According to Anggraini & Patricia (2019), subjective or social norms refer to one's beliefs about how and what to think about people who are considered important and motivated to follow these thoughts. Subjective norms are norms that depart from the inner element or human conscience (Neneh, 2022). In entrepreneurship, individual views come from the trust and support of family, friends or people who are considered important for the individual so as to increase the intention to do entrepreneurship. Previous research has shown that there is a correlation between subjective norms and entrepreneurial intentions. Subjective norms are individual beliefs to comply with directions or suggestions from people around them to participate in entrepreneurial activities (Utami, 2017).

H1. Subjective norms have a positive effect on entrepreneurial intention

2.2. Entrepreneurial passion dan entrepreneur intention

Several studies on entrepreneurship have shown that the entrepreneurial spirit has played an important role in the process of creating new businesses (Hoang et al., 2021). Saadat et al (2022) sees passion as the spirit that fuels the daily efforts and creativity of entrepreneurs and compels them to persevere amidst all the difficulties they face. Neneh (2022) identified three important roles in entrepreneurial passion namely finding, founders and developers on various aspects of the entrepreneurial process related to the intention to become entrepreneurs. Neneh (2022) mentions the founder is the result of an individual's passion which lies in the activities of establishing a business to commercialize and take advantage of opportunities. Then the developer factor is the entrepreneur's desire for activities related to

maintaining, growing, and expanding the business after it is created (Stenholm, 2019). And finally, the identity of the findings is the result of the activities that have been carried out. In this case entrepreneurial behavior is passion, emotion, encouragement and enthusiasm that shows the desire to do entrepreneurship. According to Neneh (2022), entrepreneurial passion shows the desire to create value that will have an impact on the driving force of every entrepreneur. The first stage of this process is the formation of entrepreneurial intentions. The formation of this intention includes the enthusiasm to carry out entrepreneurial activities so that they can start business activities (Hatak, 2021; Newman, 2021). Anjum (2021) show that passion can motivate individuals. Uy (2021) showed that passion motivates individuals to pursue an activity and individuals who experience entrepreneurial passion will have positive intense feelings towards the entrepreneurial activities they participate in and thus develop a strong motivational drive to act on these feelings. Feng (2020) states that passion is the main element that separates successful entrepreneurs from failed entrepreneurs. In addition, the extant studies on entrepreneurial intention have empirically shown that entrepreneurial passion is a significant predictor of entrepreneurial intention. Based on this, the second hypothesis is proposed as follows:

H2. Entrepreneurial passion has a positive effect on entrepreneurial intention

2.3. Social Support as Moderation

Neneh (2022) define social support as the intensity of individual interaction with friends and family who feel close to him. In general, social support refers to the beliefs and expectations that a person feels about the advice, guidance and assistance he will receive from his social group (Ko, 2019; Neneh, 2022). The concept of social support in the context of entrepreneurial intentions is closely related to the subjective norm stated by Meoli, (2020) Zaremohzzabieh (2019). However, the basic difference between these concepts is that the subjective norm ends at the level of having certain expectations towards entrepreneurship that individuals are likely to comply with, whereas social support can go beyond expectations to actually provide an enabling social environment that encourages and fosters entrepreneurial behavior (Saha, 2023). For example, is a family that expects an individual to become an entrepreneur. According to Huang (2022) social support assists aspiring entrepreneurs in setting up and operating their businesses. According to Tuan (2022) social support can be obtained in the form of instrumental support (eg tangible resources, material assistance), appraisal/informational support (eg advice, guidance, feedback), emotional support (eg expressions of concern, certainty of values, empathy, love dear) or financial support.

Research by Makeel (2022) categorizes social support into two main dimensions, namely family and friends. Thus, in this study we use these two dimensions. According to Padi (2022) family support is an important support in everyone's life because it provides much needed support throughout his life. Si (2022) state that family plays an important role in providing motivation and support to pursue a career in entrepreneurship so as to make it independent. Bazan (2022) added that the role of the family can provide initial capital to entrepreneurs and help them to obtain financial resources. This view is also supported by Younis (2021) who observed that family relationships act as a strong business bond in business networks because they offer a variety of professional to non-professional resources that have a positive impact on the creation of new businesses and their activities. Seyoum (2021) reported that subjective norms and entrepreneurial desires can increase entrepreneurial intentions when social support from family or friends is high. Thus the hypothesis is put forward as follows:

H3a. Social support moderates the relationship between subjective norms and entrepreneurial intention.

H4b. Social support moderates the relationship between entrepreneurial passion and entrepreneurial intention

3. Methods

This research was conducted using a quantitative approach designed to test and determine the causal effect between the variables studied. The population of this study were students in the Hipmi organization (Indonesian young entrepreneur association) in the city of Bandung, West Java. The determination of the sample was carried out using a purposive sampling technique, with the criteria of students being involved in hipmi organizations for at least 1 year. The number of samples in this study were 300 respondents. The variables of this study can be classified into exogenous, endogenous, and moderating variables. Subjective norms (X1) and Entrepreneurial passion (X2) are exogenous variables, Entrepreneurial Intention is endogenous, while Social Support is a moderating variable. Data collection was carried out by distributing online questionnaires to respondents. The questionnaire was measured using a 5-point Likert scale, with a scale of 1 indicating the respondent strongly disagreed, and a scale of 5 indicating the respondent strongly agreed. Furthermore, the data analysis process was carried out by SEM with AMOS.

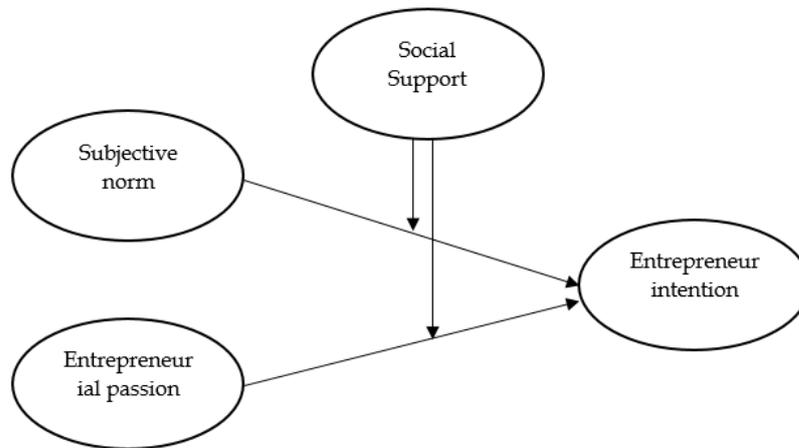


Figure 1. Conceptual Framework

4. Result and Discussions

4.1. Data Reliability Test

Based on the results of the standard loading forecast significance test on the measurement model, it can be objectively determined that each loading on each indicator on the latent variable is greater than 0.50 and all the indicators in it show a very significant value with a p value of 0.001. This finding shows the validity of all indicators to measure latent variables. With the acceptance parameter > 0.70, the Cronbach's Alpha reliability test is calculated using the SPSS version 23 program. The following equation is used to calculate the Construct Reliability (CR) and Average Variance Extracted (AVE) manually:

$$CR = \frac{(\sum_{i=1}^n \lambda_i)^2}{(\sum_{i=1}^n \lambda_i)^2 + (\sum_{i=1}^n e_i)}$$

$$AVE = \frac{(\sum_{i=1}^n \lambda_i^2)}{n}$$

An indicator can be said to be reliable for assessing latent variables if the Construct Reliability (CR) parameter has a value greater than 0.7. The Average Variance Extracted (AVE) parameter must be set to a value greater than 0.5. The indicators used can be said to be reliable based on the results of Cronbach's Alpha, Construct Reliability (CR), and Average Variance Extracted (AVE) parameter data processing. All these parameters meet the accepted requirements.

Table 1. Reliability Test Result

Latent Variable	Indicator measurement	Standard Loading	Ca	CR	AVE
Subjective Norms	SN1	0.762	0.786	0.872	0.577
	SN2	0.788			
	SN3	0.772			
	SN4	0.736			
	SN5	0.741			
Entrepreneurial Passion	EP1	0.871	0.771	0.890	0.670
	EP2	0.804			
	EP3	0.854			
	EP4	0.733			
Entrepreneurial Intention	EI1	0.785	0.793	0.911	0.674
	EI2	0.726			
	EI3	0.934			
	EI4	0.898			
	EI5	0.743			

Social Support	SS1	0.779	0.775	0.906	0.617
	SS2	0.785			
	SS3	0.745			
	SS4	0.883			
	SS5	0.747			
	SS6	0.779			

4.2. Model Fit Test

Chi-Square, CMIN/DF, AGFI, RMSEA, TLI, and CFI are the variables included in the fit model testing process. A good model shows that the research measurement model is consistent with population activity as observed in the real world. Table 4 displays the results of the research model feasibility test.

Table 2. Model Fit Test

	Critical Value	Test Results	Conclusion
Chi Square	-	1716.684	-
Degree of Freedom	-	863	-
p-Value	> 0.05	0.000	Fit
CMIN/DF	< 2.00	1.986	Fit
Root Mean Square Residual (RMR)	> 0.05	1.075	Fit
Root Mean Square Error of Approximation (RMSEA)	< 0.08	0.075	Fit
Goodness of Fit Index (GFI)		0.923	Fit
Adjusted Goodness of Fit (AGFI)		0.902	Fit
Comparative Fit Index (CFI)	≥ 0.90	0.910	Fit
Tucker Lewis Index (TLI)		0.910	Fit

4.3. Convergent Validity Test

By measuring the dimensions of the concepts examined in the study, this test was conducted to ensure the validity of each estimated indicator. A set of indicators can show one latent variable that underlies the latent variable if each indicator has a critical ratio (C.R.) value greater than twice the standard error (S.E.). Based on the test results and regression weight values, all indicators used in the study are valid for each latent variable because the critical ratio (C.R.) is more than twice the standard error (S.E.). Table 3 displays the regression weight values for each construct.

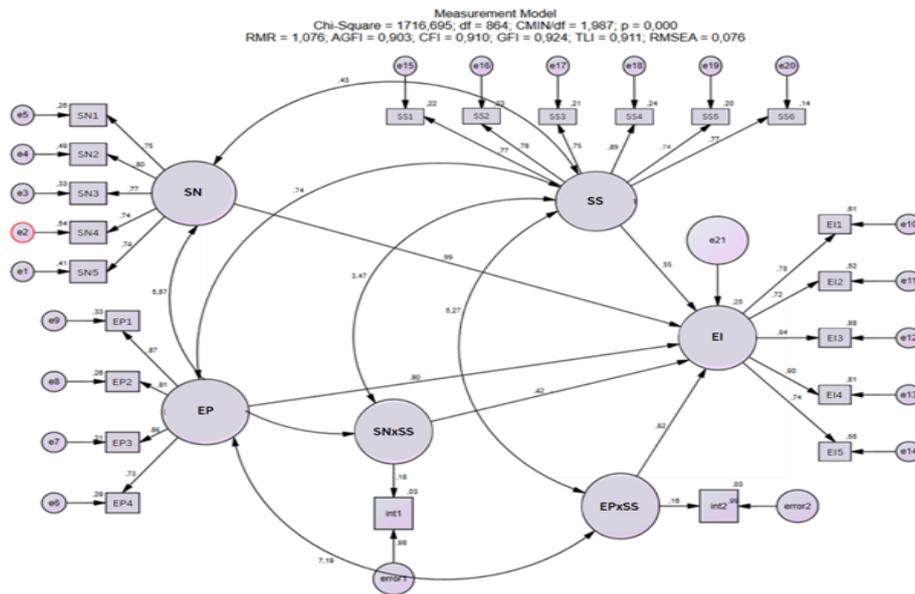
Table 3. Convergent Validity Test Result

	Estimate	S.E.	C.R.	P
SN5 ←- SubjectiveNorm	1.000			
SN4 ←- SubjectiveNorm	1.470	.111	13.214	***
SN3 ←- SubjectiveNorm	.753	.069	10.924	***
SN2 ←- SubjectiveNorm	1.155	.090	12.832	***
SN1 ←- SubjectiveNorm	.719	.074	9.733	***
EP4 ←- EntrepreneurialPassion	1.000			
EP3 ←- EntrepreneurialPassion	1.271	.115	11.027	***
EP2 ←- EntrepreneurialPassion	.909	.087	10.389	***
EP1 ←- EntrepreneurialPassion	1.391	.121	11.463	***
EI1 ←- EntrepreneurialIntention	1.000			
EI2 ←- EntrepreneurialIntention	.715	.088	8.172	***
EI3 ←- EntrepreneurialIntention	1.194	.133	8.988	***
EI4 ←- EntrepreneurialIntention	1.092	.127	8.575	***
EI5 ←- EntrepreneurialIntention	.802	.093	8.659	***

		Estimate	S.E.	C.R.	P
SS1	←- SocialSupport	1.000			
SS2	←- SocialSupport	.891	.072	12.451	***
SS3	←- SocialSupport	.979	.081	12.030	***
SS4	←- SocialSupport	.911	.070	12.921	***
SS5	←- SocialSupport	.747	.061	12.157	***
SS6	←- SocialSupport	.641	.057	11.215	***

4.4. Model Causality Test

This test was conducted to determine the causal relationship between variables by measuring the strength of the relationship between two or more latent variables. The results of calculations with AMOS 23 can be seen in Figure 1, Tables 4.



has a probability value of less than 0.05 based on the t-count significance in Table 6 with a probability value (p) = 0.05. Here are some clearer explanations:

1. Subjective Norms have a significant positive effect on Entrepreneurial Intentions with a probability value of less than 0.05 with a CR of 2.356 (H1 accepted).
2. Entrepreneurial Passion has a significant positive effect on Entrepreneurial Intention with a probability value of less than 0.05 with a CR of 3.810 (H2 accepted)
3. Social Support has a significant effect as a moderating variable on the causal relationship between Subjective Norms and Entrepreneurial Intentions with a probability value of less than 0.05. With CR 3.782 (H3a accepted).
4. Social support has a significant effect as a moderating variable on the causal relationship between Entrepreneurial Passion and Entrepreneurial Intention with a probability value of less than 0.05. With CR 5.107 (H3b accepted).

Table 4. Model Causality Test

		Estimate	S.E.	C.R.	P
EntrepreneurialIntention	←- SubjectiveNorm	.994	.422	2.356	.018
EntrepreneurialIntention	←- EntrepreneurialPassion	.800	.210	3.810	.011
EntrepreneurialIntention	←- SNxSS	.416	.110	3.782	.011
EntrepreneurialIntention	←- EpxSS	.618	.121	5.107	***

4.5. Discussion

This study aims to determine the effect of subjective norms and entrepreneurial passion in increasing entrepreneurial intentions with social support as a mediating variable in the scope of students. The results of the study show that subjective and entrepreneurial norms can increase students' intentions to do entrepreneurship. According to Bazan, (2022) subjective norms contain elements of motivation that have views and are considered to show behavior. According to Putra & Firman, (2022) a strong subjective norm, especially in the aspects of motivation and family size can strengthen one's intention to do entrepreneurship. These results are also supported by Jonathan (2022) which states that subjective norms refer to how a person can think and behave in his environment so that it can influence intentions to do entrepreneurship. When viewed from the point of view of the characteristics of the respondents, most of them already have knowledge about entrepreneurship which is the basis when they do business. Armed with this knowledge, students have confidence in the support, encouragement and motivation from the environment when starting a business.

In addition, this study also found that entrepreneurial passion has a positive effect on the intention to do entrepreneurship. This is in line with research Neneh (2022) which states that entrepreneurial passion is defined as a strong desire that encourages someone to carry out entrepreneurial activities. In addition, Stenholm (2019) also said that entrepreneurial passion has a strong relationship in encouraging one's intention which is marked by several different mechanisms underlies the need to be well understood to develop effective strategies to encourage entrepreneurship (Neneh, 2022; Newman, 2021). As such, there is a growing trend of research aiming to explore the mechanisms by which entrepreneurship influences entrepreneurial intentions (Anjum, 2021; Uy, 2021). Thus, the results of this study are in agreement with Feng (2020)

Then, this study also found that social support can moderate the relationship of subjective norms to entrepreneurial intention and entrepreneurial passion to entrepreneurial intentions. The results of hypothesis testing show that social support is able to strengthen the influence of subjective norms and entrepreneurial passion in increasing entrepreneurial intention so that the results of this study are in line with findings Neneh (2022). Social support can direct someone to increase their intention to carry out business activities, so that their role is considered quite important as a moderator in the context of increasing intention to do entrepreneurship.

5. Conclusions

In Indonesia, the interest in entrepreneurship from the younger generation is currently one of particular concern, given the high number of existing unemployment. This research was conducted to find out what factors can increase the entrepreneurial intention of students. In particular, the researchers focused on students who are members of the HIPMI organization, because this organization can be a forum for people in it to exchange ideas, gain insights, and obtain social support. The findings from this study indicate that entrepreneurial intentions are influenced by two internal aspects, namely subjective norms and entrepreneurial passion. In addition, this study also shows that the influence of subjective norms and entrepreneurial passion on entrepreneurial intention can be stronger when individuals feel social support from the environment and the people around them.

This research provides practical and theoretical implications. Theoretically, this research helps enrich the literature on entrepreneurial intention by expanding the determinants of it. Practically, this research shows that apart from being able to grow this intention from within themselves through the trust and passion they have, individuals also need support from external parties in order to have entrepreneurial intentions. For future research, this study suggests the need to conduct research in different contexts so that research results can be generalized. In addition, future research can also consider other moderating variables that can strengthen or weaken individual entrepreneurial intentions.

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