
| RESEARCH ARTICLE

Innovative Approaches and Entrepreneurial Intentions: Analyzing Indonesia's Youth through the Theory of Planned Behavior

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| ABSTRACT

This study aims to explore how innovation, subjective norms, and perceived behavior control impact entrepreneurial intention. It investigates the influence of innovation on attitudes and examines whether attitudes mediate the relationship between innovation and entrepreneurial intentions. The research follows a deductive quantitative approach, utilizing surveys as the primary research design. Analysis of both the outer and inner models was conducted using SmartPLS 3.0 software. The sample size of 140 respondents was selected through purposive sampling. Validity constructs and reliability tests were employed to assess the instruments used for testing. The findings affirm the positive impact of innovation, attitudes, subjective norms, and perceived behavior control on entrepreneurial intentions. Specifically, innovation significantly and positively affects entrepreneurial intentions directly, while subjective norms and perceived behavior control also directly contribute positively to entrepreneurial intentions. Attitudes play a role as a partial mediator between innovation and entrepreneurial intentions. Based on these empirical results, managerial implications suggest enhancing entrepreneurial innovation alongside focusing on subjective norms and perceived behavior control to bolster entrepreneurial intention.

| KEYWORDS

Attitudes, Entrepreneurial Intentions, Innovation, Perceived Behavioral Control, Subjective Norms.

| ARTICLE INFORMATION

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1. Introduction

A businessperson's ambitions lead to the development of their competence, which is proportional to the sacrifices made in terms of time, energy, finances, materials, social risks, and satisfaction with the accomplishments of their business venture. Entrepreneurs possess the ability to market ideas through products or goods. They are innovators striving to enhance welfare within their environment and society (Kusmintarti, 2017). Through embracing risk and uncertainty, entrepreneurs initiate new ventures, aiming for profitability and growth by identifying crucial opportunities and effectively utilizing available resources (Zimmerer, 2008).

This study extends the Theory of Planned Behavior, a well-known and extensively utilized framework in social media psychology, to predict and comprehend specific behavioral variations before innovation (Duong & Vu, 2023). Originating from attitude theory, this theoretical investigation evolves into the theory of attitudes and behavior (Al-Mamary & Alraja, 2022). Behavioral theory asserts that intention is implicit in attitudes, subjective norms, and behavior control (Ajzen, 1991). Innovation remains a pivotal factor in piquing the interest of businesspersons as it involves creating something entirely new or revolutionizing existing ideas. The looming issue of unemployment concerns governments globally. It's crucial for society to acknowledge the significance of work in sustaining life, considering the surplus of job seekers compared to available positions. A potential resolution lies in fostering novel creations since governments cannot feasibly generate enough jobs for everyone.

An escalating population density often triggers unemployment due to a disparity between job opportunities and the workforce, limited educational innovations, technological advancements linked to digitalization, and poverty. According to BPS data, Indonesia witnessed a surge in unemployment figures, reaching 8.4 million people between August 2021 and February 2022. Sita W. Kamdani, representing the General Chairperson of the Indonesian Employers' Association (APINDO), highlighted that digitalization has contributed to reduced job capacities and increased unemployment rates. Thus, entrepreneurship serves as a mechanism to mitigate domestic unemployment while fostering job creation.

Al-Mamary (2022) considers entrepreneurship an effective strategy, particularly for youth, in combating issues like unemployment. Entrepreneurship is hailed as the "engine of economic growth" in the business landscape (Al-Mamary, 2020). When leveraged effectively, it can significantly contribute to a country's economic and social development by generating employment opportunities and fostering advancements in various industries (Al-Mamary & Alraja, 2022). Students are seen as the catalysts for new entrepreneurship and widespread innovation (Huang & Mom, 2023).

Entrepreneurial motivation serves as the driving force guiding entrepreneurial psychology towards business objectives, emphasizing goal-oriented behavior and investment of energy (Bird, 1988). Consequently, universities play a crucial role in honing skills by offering entrepreneurship training, particularly targeting younger generations, such as students, to boost their inclination towards entrepreneurship, ultimately benefitting the nation's economy. This research seeks to explore factors shaping entrepreneurial intentions among the younger generation, focusing on theory-based expanded behavioral plans. Students are chosen as respondents owing to their potential to steer transformative changes, particularly in the economy, within their country.

2. Literature Review

2.1 Theory of Planned Behavior (TPB)

The theory of Planned Behavior explains the most well-known and widely applied social psychology theory to predict and study certain behavioral variations before innovation (Duong & Vu, 2023). TPB is an extension of TRA (Theory of Reasoned Action), which was first proposed by Ajzen (1980), which concluded that the intention to do something is caused by 2 factors, namely subjective norms and attitudes towards behavior (Fishbein & Ajzen, 1975). The original model's limitations were in addressing behavior over which a person does not have adequate voluntary control (Siqueira, Nascimento, and Freire, 2022). The theory of planned behavior states that intentions are implied by attitudes, subjective norms, and behavioral control (Ajzen, 1991). Al-Mamary and Alraja (2022) argue that TPB is a behavioral theory that studies the factors that cause the formation of human behavior.

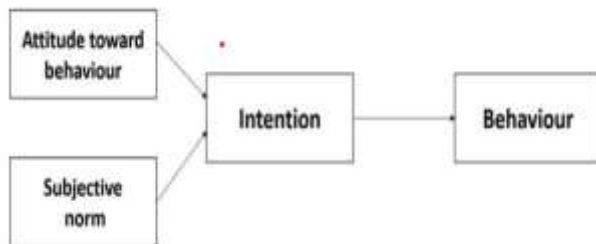


Figure 1.
Theory of Reasoned Action
Source: Martin & Ajzen, 1967

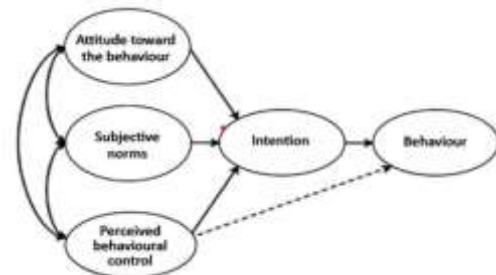


Figure 2.
Theory of Planned Behavior
Source: Ajzen, 1991

The significance of the TPB model becomes apparent in the necessity for a scientific approach to understanding human behavior (Al-Mamary & Alraja, 2022). Interestingly, while intuitive reasoning often enters the picture, hypothetical interactions are supported by limited empirical evidence (Locke, Chah, Harrison, & Lustgarten, 1989). Halim & Nuringsih (2021) assert that stepping out of one's comfort zone and embracing creative and innovative thinking is essential for aspiring entrepreneurs. Innovation emerges as a pivotal factor shaping an entrepreneur's interest, enabling the creation of something unprecedented or innovating upon existing concepts (Nathasia & Rodhiah, 2020). A favorable disposition towards innovation and creativity can significantly influence entrepreneurial intentions.

2.1.1 Attitude

Damiati et al. (2017) define attitude as the manifestation of emotions towards something or someone, indicating preferences or aversions. Ajzen (1991) describes an attitude toward a behavior as the degree to which an individual positively or negatively evaluates that behavior. Sumarwan (2014) suggests that attitude involves a consumer's feelings towards something, whether they like or dislike it, and also encompasses the confidence consumers have in various attributes and benefits. Based on the

comprehension of attitude from these perspectives, it can be inferred that attitude represents an individual's positive or negative reaction or response towards a specific object, expressed through preferences, approval, or disapproval of that object.

2.1.2 Subjective Norms

Norm subjective is the perception or view of an individual of a confident person, which influences his intention to behave (Sulistiani, 2012). Nilsson, Borgstede & Biel (2004) emphasize that norm subjective is a construction that describes confidence in somebody, which relates to influencing a person to behave a certain way and motivating them to fulfil standards. Subjective norms describe a person's beliefs, which are related to the influence of others on behavior in a certain way. Such as indicators of family roles, people who are considered important, and friend support, which concerns individual beliefs.

2.1.3 Perceived Behavioral Control

The perception of an individual's ability to easily or difficulty engaging in a specific behavior with confidence is referred to as behavioral control (Ajzen, 1991). Generally, greater positive attitudes, subjective norms, and perceived control lead to a stronger desire to engage in intended behaviors (Ajzen, 1991). According to Rhodes & Courtneya (2003), one's perception of control over factors impacting their behavior is crucial. The concept of Perceived Behavioral Control (PBC) assumes that individuals have the power to influence and alter their behavior by enhancing their perception of control. The Theory of Planned Behavior (TPB) suggests that perceived control over one's behavior directly impacts motivational intentions (Sulistiani, 2012).

2.2 Intention and Entrepreneurial Intention

As per the Theory of Reasoned Action (TRA), intention is shaped by two fundamental determinants, one associated with personal factors and the other linked to social influences (Suciati, 2017). Intention is closely tied to motivation, representing the drive within oneself, whether conscious or subconscious, to undertake a specific action with a particular objective (Sulistiani, 2012). Interest pertains to the desires, actions, or preferences of an individual. Having an interest in something involves selecting actions aligned with those interests (Fay, 1967). Entrepreneurial intention refers to a deliberate action that is inherent to human nature (Singh & Onahring, 2019). Individuals aspire to become entrepreneurs because they perceive entrepreneurship as a fitting career path for themselves (Xu & Yu, 2008). Bird (1988) defines entrepreneurial intention as the circumstances in which someone aims to initiate a new business, develop a new business plan, or create a new mark within a company.

2.3 Innovation

Innovation can be described as the synthesis of knowledge in valuable original products and processes, which provides a level of uniqueness that results in greater customer loyalty and lower price sensitivity (Luecke and Katz, 2003). Innovation can be seen as the ability to develop new ideas, products or technology methods (Fernandez & Husein, 2022). This diffusion process affects different social groups and tends to spread more quickly when the innovation is useful and easy to adopt (Holland, 2017).

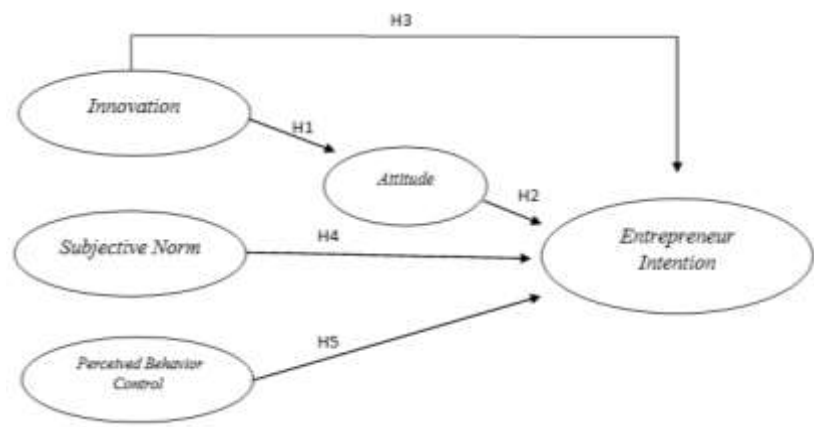


Figure 3.

Research Model

Source: Modification Model (Da Costa et al., 2023)

The hypotheses tested in this research include:

1. H1: Innovation has a significant positive effect on attitude.
2. H2: Attitude has a significant positive effect on entrepreneurial intention.
3. H3: Innovation has a significant positive effect on entrepreneurial intention.

4. H4: Subjective norms have a significant positive effect on entrepreneurial intention.
5. H5: Perceived behavior control has a significant positive effect on entrepreneurial intention.
6. H6: Innovation through attitude mediation towards entrepreneurial intention.

3. Methodology

This study employs a quantitative research methodology, which involves measuring and analyzing variables to derive outcomes. As per Hair et al., cited in Kuswati and Irmawati (2018), the sample size can be determined by multiplying the number of questionnaire items by 5 to 10. In this research, there are 23 indicator questions, leading to a calculated sample size of 138 respondents (23 multiplied by 6). Therefore, the sample population for this study was rounded up to 140 respondents, specifically targeting all young individuals in Indonesia, particularly students. The research utilizes purposive sampling, a method where researchers select samples based on specific characteristics deemed relevant to the research objectives (Uswatun & Rini, 2013). This approach was adopted due to the considerable number of students across Indonesia, which provides adequate representation for the respondents in this study.

3.1 Instrument of Variable

Table 1 lists the indicators for each instrument of entrepreneurial intention, innovation, subjective norm, perceived behavior control, and attitude. There are 23 items about the perception of students in the model of entrepreneurial intention.

Table 1.
Research Instruments

Variable	Indicator	Source
Entrepreneurial Intention	<ol style="list-style-type: none"> 1. Willing to do anything to become an entrepreneur 2. The goal of becoming an entrepreneur 3. Make every effort to run your own company 4. Create jobs 5. Be the boss 	Da Costa et al (2023)
Innovation	<ol style="list-style-type: none"> 1. Likes to change the way things are done 2. Able to identify business opportunities 3. Able to overcome difficulties with strategic skills 4. Believe in new and better ways to do things 5. Able to think creatively and innovatively in business 	Da Costa et al (2023)
Subjective norms	<ol style="list-style-type: none"> 1. Close family support in entrepreneurial decisions 2. Support from people who are considered important in entrepreneurial decisions 3. Support friends in entrepreneurial decisions 	Da Costa et al (2023)
Perceived behavior control	<ol style="list-style-type: none"> 1. Able to control the process of creating a new business 2. Confident in creating ways to improve products or services 3. Confident in inspiring by sharing the vision of the business you are living 4. Confident in identifying a team to grow the business 5. Confident and persistent when facing business management problems 6. Confident in being able to build a team in developing a business 	Da Costa et al (2023)
Attitude	<ol style="list-style-type: none"> 1. Becoming an entrepreneur implies more profits 2. Interested in an entrepreneurial career 3. Being an entrepreneur gives great satisfaction 4. Likes to make decisions as a leader or <i>leader</i> 	Da Costa et al (2023)

Source: Own Work (2023)

3.2 Validity and Reliability Instruments

Validation of this research instrument uses convergent and discriminant validity constructs. The results of this research's convergent and discriminant validity tests are valid. The convergent validity test is seen from the outer loading value >0.7 and AVE >0.5, while the discriminant validity test is seen from the cross loading value >0.7 (Indriana et al., 2023). In the reliability test results, Cronbach alpha and composite reliability values are > 0.8. So, all question instruments can be said to be reliable because the value is > 0.7. Meanwhile, the results of the multicollinearity test seen from the VIF values <10 and >0.1 can be said that there is no multicollinearity (Kuswati et al., 2021) and is declared good.

3.3 Hypothesis Testing

Hypothesis testing is a statistical process used to make decisions about a population based on a data sample. Hypothesis testing can be seen based on the results of the induced effect and direct effect. Indirect effect refers to an indirect influence between two variables through mediation, while direct effect refers to a direct relationship between two variables without a mediating variable.

4. Results and Discussion

4.1 Profile of Respondent

This research used samples of students throughout Indonesia; of the 140 samples, there were the following characteristics:

Table 2. Description of Gender Characteristics

	Amount	Percentage
Gender		
1. male	44	31,2%
2. Female	96	68,8%
Age (years old)		
<18	3	2%
18 – 25	133	95%
>25	4	3%
Education		
Bachelor degree	122	87%
Master degree	18	13%

Source: Own Work (2023)

The table above indicates that based on gender, the dominant characteristic among respondents is female, totalling 96 or 68.8%, while male students amount to 44 or 31.2%. In terms of age, the most dominant range falls between 18 to 25 years old. Regarding education, Bachelor's degree holders dominate, comprising 122 respondents.

4.2 Data analysis technique

A. Outer Model

The outer model is used to measure the validity and reliability of the model. Analysis of the outer model for inspection is a measurement that is used to be valid and reliable. The evaluation model is done with the use of test validity (validity convergent and validity discriminant), test reliability (reliability Cronbach's Alpha and total reliability composite), and multicollinearity tests. All instruments used by this researcher are valid and reliable in the following table:

Table 2. Results of Validation Instruments

Variable		Outer Loading	AVE	Cronbach Alpha	Composite Reliability	VIF
Attitude	AT1	0.757	0.631	0.805	0.872	1,556
	AT2	0.831				1,801
	AT3	0.811				1,701
	AT4	0.776				1,570
Entrepreneurial Intention	EI1	0.752	0.618	0.845	0.890	1,617
	EI2	0.806				1,854
	EI3	0.786				1,770
	EI4	0.789				1,734
	EI5	0.797				1,795

Innovation	IN1	0.815	0.654	0.868	0.904	1,965
	1N2	0.807				1,969
	IN3	0.792				1,859
	IN4	0.822				2,016
	IN5	0.808				1,973
Subjective Norm	SN1	0.863	0.734	0.819	0.892	1,888
	SN2	0.854				1,883
	SN3	0.852				1,734
Perceived Behavior Control (X3)	PBC1	0.801	0.653	0.893	0.919	2,072
	PBC2	0.783				1,896
	PBC3	0.817				2,120
	PBC4	0.827				2,376
	PBC5	0.779				1,911
	PBC6	0.840				2,414

Source: Primary Data, 2023

Based on Table 2, the convergent and discriminant validity tests in this study are valid because the outer loading value in Table 1 is > 0.7 , AVE > 0.05 , and cross loading > 0.7 . In the reliability test results, Cronbach alpha and composite reliability values are > 0.8 . So, all question instruments can be said to be reliable because the value is > 0.7 . From the results of the multicollinearity test, it can be concluded that there is no multicollinearity in a regression, which can be seen from the VIF magnitudes, which are < 10 and > 0.1 . So, the regression model in this study is declared good. The instrument validation results can be seen from the smart PLS outer model; the entrepreneur intention outer model can be seen in Figure 4.

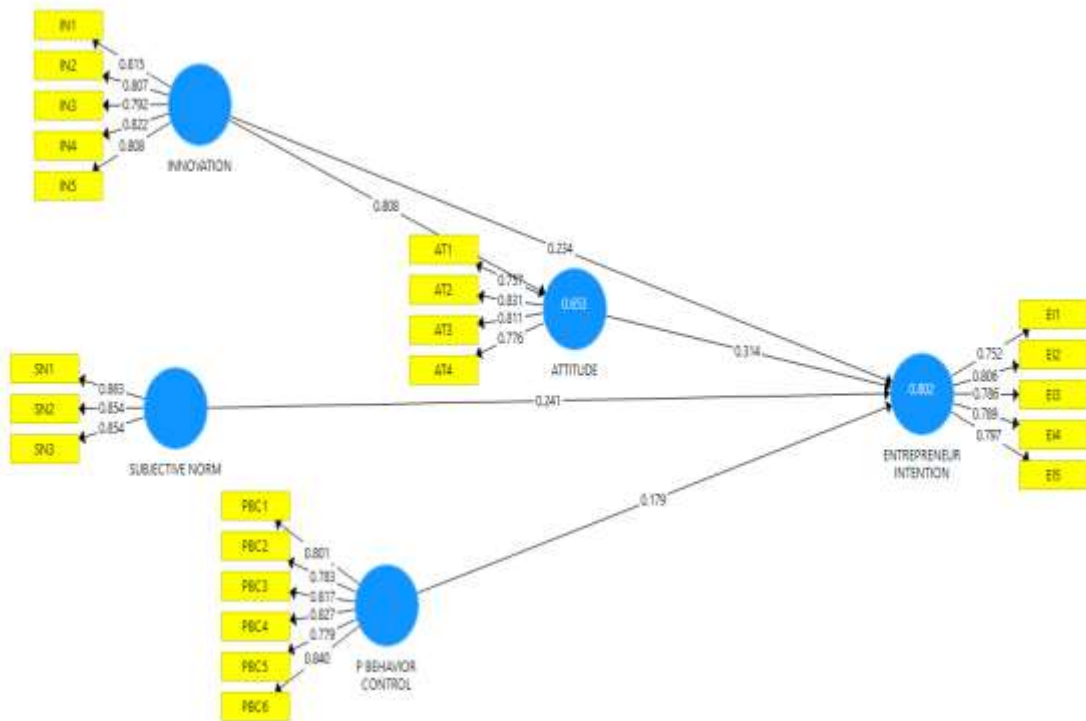


Figure 4. Outer Model
Source: Primary Data, 2023

B. Inner Model

The internal model is a structural model to predict cause and effect relationships of latent variables. Evaluation of this model was carried out using the coefficient of determination (R2), goodness of fit (GoF) and effect size test (f2).

1. Coefficient Determination (R2)

The R2 value is used to evaluate the influence of a particular independent latent variable on the dependent latent variable. According to Chin (1998), the R2 value is categorized as strong if > 0.67, moderate if > 55, and weak if > 0.19. Based on the results of this research, the influence of IN on AT is 65.3% (moderate), and the remaining 34.7% is influenced by other variables. Meanwhile, the magnitude of the influence of IN, SN, and PBC on EI is 80.2% (very strong), and the remaining 19.8% is influenced by other variables.

2. Goodness of Fit (GoF)

According to Ghozali (2011), GoF is carried out to measure the accuracy of the sample regression function in the statistical estimation of actual values. Based on the results of this research data processing, the Q-Square value is 0.931 or 93.1%. This shows that 93.1% of young people's entrepreneurial intentions in Indonesia are influenced by AT, SN, PBC, and IN through AT mediation. Meanwhile, the remaining 6.9% was influenced by other factors not included in the research.

3. Uji Effect Size (f2)

Based on the results of researchers' data processing, the AT value on EI is 0.125 (small influence), the IN value on AT and IN on EI is 0.064 (big influence), the SN value on EI is 0.36 (big influence), and the PBC value on EI is 0.84 (moderate). So, the influence of the independent variable on the dependent variable is small because the value is <0.15.

4.3 Hypothesis testing

Hypotheses are used to make decisions or conclusions about a population based on a sample of data. The hypothesis can be accepted if the p-value is <0.05 with a statistical t-value> 1.96 (Heir et al., 2024). Meanwhile, the magnitude of the relationship can be seen from the original sample values. Researchers use bootstrapping inner models, which include indirect effects and direct effects.

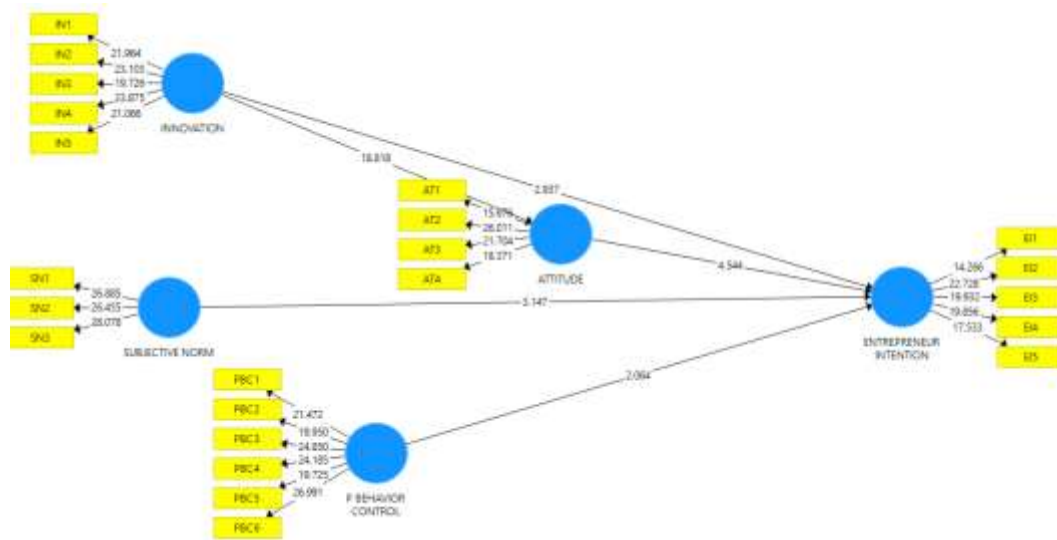


Figure 5. Inner Model
Source: Primary Data, 2023

Indirect effects aim to analyze how strong the influence of a variable is on other variables, both exogenous and endogenous. The hypothesis can be accepted if the p-value < 0.05 with a statistical t value > 1.96. Whereas a big connection is seen from the mark sample original.

Table 3. Result of Hypothesis Testing

Hypothesis	Original samples	T Statistics	P Values
Direct Effect			

H1. IN →AT	0.808	18,818	0.000	supported
H2. AT →EI	0.314	4,544	0,000	supported
H3. IN →EI	0.234	2,937	0.003	supported
H4. SN →EI	0.241	3,147	0.002	supported
H5. PBC →EI	0.179	2,064	0.040	supported
Indirect Effect				
H6. IN →AT →EI	0.253	4,544	0.000	supported

Sumber: Primary data analysis, 2023

Based on the results of the hypothesis test above, it can be concluded that all hypotheses are supported because they have a t-statistic value > 1.96 and a P value > 0.05, so each hypothesis is supported.

4.4 Discussion

This study seeks to uncover how innovation, subjective norms, and perceived behavioral control impact entrepreneurial intentions, alongside the influence of innovation on attitudes and its mediation effect on entrepreneurial intentions through attitudes. Six hypotheses were formulated and assessed utilizing Structural Equation Modeling (SEM) with assistance from Smart PLS 3.0 software. Table 3 presents the bootstrapping results, while the analysis of the hypothesis outcomes is detailed below.

The findings from this investigation of H1 indicate a positive and substantial correlation between innovation and attitudes. This is supported by a t-statistic value of 18.818, surpassing 1.96, and a p-value of 0.000, lower than 0.50, consistent with Åmo's study (2005) that linked entrepreneurial strategies to attitudes and innovation. Thus, this research corroborates the close relationship between innovation and an individual's attitude, emphasizing the generation of new ideas, concepts, products, or processes that add value. Regarding H2, which suggests that attitude significantly influences entrepreneurial intentions, the data analysis confirms this relationship. With a t-statistic value of 4.544 and a p-value of 0.000, in line with Pangesti (2020) and Hendrawan & Sirine (2017), this study supports the idea that a positive attitude plays a crucial role in entrepreneurship. The attitude young people hold toward their endeavors can predict their intentions in entrepreneurship.

H3 proposes that innovation significantly impacts entrepreneurial intentions, a relationship supported by a t-statistic value of 2.937 and a p-value of 0.003. This aligns with the findings of Halim & Nuringsih (2021) and Nathasia & Rodhiah (2020), suggesting that robust innovation motivates young individuals to pursue entrepreneurship. Conversely, a lack of innovation may impede economic growth in the future, as indicated by data from the August 2022 Central Bureau of Statistics (BPS), emphasizing the potential for entrepreneurship to alleviate unemployment and create jobs.

The influence of subjective norms (H4) on entrepreneurial intentions is supported by a t-statistic value of 3.147 and a p-value of 0.002. This corroborates Sulistiani (2012) and Nilsson, Borgstede & Biel (2004), highlighting the impact of social influences, such as those from parents, friends, or close associates, on individuals' beliefs regarding their actions. The Theory of Planned Behavior (TPB) further elucidates how attitudes, subjective norms, and behavioral control shape intentions, as supported by Al-Mamary and Alraja's (2022) research. H5 states that perceived behavior control significantly affects entrepreneurial intentions, supported by a t-statistic value of 2.064 and a p-value of 0.040. This is consistent with Sulistiani's (2012) research, underscoring that strong self-control beliefs in behavioral aspects positively influence young individuals' perception of entrepreneurship. Conversely, a lack of self-confidence in controlling one's actions may diminish intentions for entrepreneurship, as emphasized in Rezki Akhamdi's (2018) findings.

Lastly, H6 suggests that innovation mediates through attitude, influencing entrepreneurial intentions. The analysis confirms this mediation with a t-statistic value of 4.544 and a p-value of 0.000, indicating that innovation guided by a positive attitude tends to influence young individuals' intentions in business. This encompasses creativity, adaptability to change, and the inclination to devise new business solutions, as described by Wibowo & Mood (2017), shaping their attitudes towards open-mindedness, adaptability, and innovation.

5. Conclusion

The study's findings concerning the implementation of the Theory of Planned Behavior in assessing the entrepreneurial inclinations of young Indonesians highlight the pivotal role of innovation in shaping an individual's attitude toward entrepreneurship. This discovery echoes Åmo's research (2005), revealing that the ability to generate novel ideas or products can impact an individual's

inclination towards entrepreneurship. A positive outlook on entrepreneurship significantly influences one's intention to pursue entrepreneurial ventures. This underscores the importance of a supportive mindset, including the willingness to take risks and make decisions, in fostering the confidence needed to initiate a business venture. Halim & Nuringsih (2021) and Nathasia & Rodhiah (2020) emphasize the significant role of substantial innovation as a motivating factor for young entrepreneurs. The presence of fresh ideas and creativity strongly influences the inclination towards entrepreneurial activities. Additionally, subjective norms derived from social influences, such as parental and peer support, evidently affect an individual's confidence in pursuing entrepreneurship. This aligns with the Theory of Planned Behavior, highlighting the impact of subjective norms on shaping entrepreneurial intentions. Furthermore, an individual's self-regulation abilities also influence their entrepreneurial intentions. When someone possesses a strong belief in managing their behavior and controlling their beliefs, their inclination towards entrepreneurship tends to be higher. These findings collectively demonstrate that the Theory of Planned Behavior, incorporating elements like innovation, attitudes, subjective norms, and behavioral control, enriches our understanding of young Indonesians' entrepreneurial interests. This sheds light on how these interconnected factors interact and shape the inclination towards entrepreneurial pursuits.

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