

# The Effect of Social Support and Entrepreneurial Education on Entrepreneurial Intention Mediated by Learning Orientation on Students at South Tangerang University

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# The Effect of Social Support and Entrepreneurial Education on Entrepreneurial Intention Mediated by Learning Orientation on Students at South Tangerang University

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**Abstract.** This study aims to determine the influence of entrepreneur education, social support, self-efficacy, learning orientation on entrepreneurial intention towards 3 private universities in South Tangerang, namely Multimedia Nusantara University, Bina Nusantara University, and Prasetya Mulya. This research was conducted because of the problems seen by researchers from around the research environment where students or students are afraid to make decisions to start a business, this is due to a lack of motivation from the surrounding environment. The research was conducted using quantitative methods through the distribution of online questionnaires using google form with a target sample of 142 samples. In testing the hypothesis, the researcher uses the SEM (Structural Equation Modeling) technique assisted by the SmartPLS 3.2.9 software. This study shows that entrepreneurship education has an important role in increasing student interest in building a business.

**Keywords:** entrepreneur education · social support · entrepreneurial intention · self-efficacy · learning orientation

## 1 Introduction

Indonesia is a nation that have many islands, which reach 17.508 island so that Indonesia called archipelago state. Not only that, Indonesia has islands that spread from Sabang to Merauke. Not only from many islands, Indonesia also has an area of 1,913,578.68 km. With so many islands in Indonesia, and the vastness of the territory, Indonesia has its own culture, customs, characteristics and uniqueness in each region. Indonesia also has its own challenges to develop the economy in each region in a different way [1]. Indonesia is the fourth most populous country in the world. This ranking provides a lot of

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growth in terms of the population in Indonesia which will increase every year. According to administrative data (Adiminduk) in June 2021, the total registered population of Indonesia is 272,229,372 million, of which 137,521,557 are male and 134,707,815 million are female. The total population in Indonesia who have a productive age is (15–65 years) with 68.7% of the total population in Indonesia, in other words, if the total is 185.22 million people. As for the unproductive age in Indonesia, the age (0–14 years) is at 24.5% with the total population in Indonesia or around 66.05 million people, thus the unproductive age is at (65 years and over). as much as 6.7% of the total population or as many as 18.06 million people [2]. Thus, Indonesia gets a demographic bonus where the productive age in Indonesia is higher than the unproductive age. This has a good impact on Indonesia but has two conditions, where first the demographic bonus will have a good impact on the Indonesian economy so that it can boost Indonesia's ratio. Meanwhile, the second point is to have a bad impact, so that this can be a disaster for Indonesia if it is not prepared properly so that the impact does not increase Indonesia's ratio, it actually worsens Indonesia's ratio in the future. Based on the Central Statistics Agency (BPS) projections for the population in Indonesia in 2015–2045. So, from the projections that have been determined, they are divided into 4 categories, namely men 2015, men 2045, women 2015, and women 2045.

The Central Statistics Agency (BPS) has a projected population that will be estimated in 2015–2045. The number of people aged 15–64 years is a productive age that can help improve the Indonesian economy. According to Fig. 1, the population aged 15–64 years is 174.7 million people or is at 68% of the total population of Indonesia. According to the Central Statistics Agency, which has been researched for the year 2045, the Indonesian population aged 15–64 years is 206 million people.

In the Global Entrepreneurship Index in 2019, there are 5 developed countries listed in the table above, namely the United States, Switzerland, Canada, Denmark and the United Kingdom. In this case, it shows that Indonesia is still in 75th position with 26 points. Indonesia is still lagging behind neighboring countries such as Singapore which occupies 27th position with 52.4 points and Malaysia 43 with 40.2 points. With this significant difference, Indonesia must develop synergies to achieve the projection in 2050. To compete in the Global Entrepreneurship Index, Indonesia must increase the number of entrepreneurship in Indonesia. According to Teten Masduki, to become a developed country, it must have a ratio of at least 12% of the total population. So, to catch up, Indonesia must make gradual improvements. In this case, the interest in entrepreneurship is an important part in increasing the ratio of entrepreneurship in Indonesia. There is a demographic bonus that will be obtained by Indonesia in 2045. Indonesia can prepare its productive age population by providing entrepreneurship education to students which is useful for providing an understanding of entrepreneurship so that it can encourage students to become entrepreneurs.

## 2 Literature Review

### A. *Self-Efficacy*

According to Santrock [3], self-efficacy is person's belief in their ability at master the situation and generate something profitable. According to Niu [4], self-efficacy is the result of the interaction between the external environment, self-adjustment

mechanisms and personal abilities, experience and education. Self-efficacy which can be concluded from some of the explanations above is a person's belief about the extent to which a person can do tasks, achieve set goals, and plan actions to achieve a goal. Based on the description above, the hypothesis in this study is:

H1: Self-efficacy has positive effect on Entrepreneurial Intention.

#### B. Learning Orientation

According to Wolff et al. [5], Learning orientation is a set of values that are fundamental to the core of a company's learning orientation which is a fundamental value that is owned for learning where this value affects whether an organization tends to develop a learning culture or not, because these values and culture are a condition. According to Daft and Weick, 1984 in Wolff et al. [5], Learning orientation is a learning orientation that can be defined as the achievement of each member in the organization on a different understanding, interpretation, and insight with respect to the organization or its environment.

Individual learning refers to a dialectical process consisting of the acquisition of new knowledge and the integration of that knowledge into a set of current understandings [6], i.e., learning is a procedure of transforming new experiences into a mixture of existing and new knowledge [7, 8] This can improve individual abilities in various matters such as problem solving and risk management, from the experience they have continuously can provide new learning and knowledge so that they can produce an innovation [7].

With the development of high learning orientation, it can give benefit to entrepreneur to get new experience from past learning experience that they already have, because with past experience, they can solve problem better. Based on description above, the hypothesis in this study is:

H2: Learning Orientation has positive effect on Entrepreneurial Intention.

#### C. Entrepreneurial Education

According to Chimucheka [9] entrepreneurship education is the development and improvement of competencies needed to successfully build and run a business. Wira Bharata [10] argues that entrepreneurship education is a systematic effort in planning to help provide knowledge related to business opportunities that are still wide open and growing for now.

According to Rosyanti & Irianto [11] entrepreneurship education is a planned and applicable effort to increase the knowledge, intentions or intentions and competencies of students to develop their potential by manifesting themselves in creative, innovative and daring behaviour to take and manage risks.

Based on some of the expert opinions above, it can be concluded that entrepreneurship education is an educational program that is able to increase the knowledge and competence of students about entrepreneurship and change their attitudes and mindset to choose a career to become an entrepreneur. Based on the description above, the hypothesis in this study is:

H3: Entrepreneur Education has a positive effect on Self-efficacy

H4: Entrepreneur Education has a positive effect on Learning orientation

H7: Entrepreneur Education has a positive effect on Entrepreneurial Intention

#### D. *Social Support*.

According to Sarafino [12] individual who get social support believe they are loved and cared, recognized and feel valuable and they also feel they are part of social network, like family or social organization that can provide needs, helps, and protections when needed.

According to Vaux [13] social support is the provision of information either verbally or nonverbally, providing behavioral or material assistance obtained from valid social relationships or simply inferred from their presence that makes individuals feel cared for, valued and loved. so that it can benefit the welfare of the individual who receives it.

According to Bishop [14] defines social support as the help and support that a person gets from his interactions with others.

Based on some of the expert opinions above, it can be concluded that social support is comfort, attention, appreciation and assistance obtained by individuals based on the environment they have or the people around them. Based on the description above, the hypothesis in this study is:

H5: Social Support has a positive effect on Self-efficacy

H6: Social Support has positive effect on Learning Orientation

H8: Social Support has a positive effect on Entrepreneurial Intention.

### 3 Research Method

In this research of entrepreneurship, researcher used Descriptive Research Design in order to explain various role of variable. The variable involved are independent, moderation and dependent using survey method. This research function to explain relationship happen between variable that effect another variable so that variable change. According to Sekaran & Bougie [15], the survey method used was carried out by distributing questionnaires to the respondents (a sample of a population).

In this study, the Sampling Techniques used by researchers are Non-Probability Sampling. Because in selecting respondents, researchers have certain criteria that have been adjusted and there is no list of respondent data that has been determined. In the Non-Probability Sampling technique used by researchers, namely Judgmental Sampling. The analysis is using Structural Equation Model (SEM-PLS) that comprises two step of analysis: Measurement Model Evaluation and Structural model Evaluation. The study consisted of 142 respondents. While the respondents who met the criteria were 129 respondents. Respondents consist of Male and female, Minimum age 17 years, Undergraduate education at Multimedia Nusantara University, Bina Nusantara University and Prasetya Mulia University, Education period at Multimedia Nusantara University, Bina Nusantara University, and Prasetya Mulia University at least in semester 5, Get education related to entrepreneurship, have an environment that has a business or open your own business (Fig. 1).

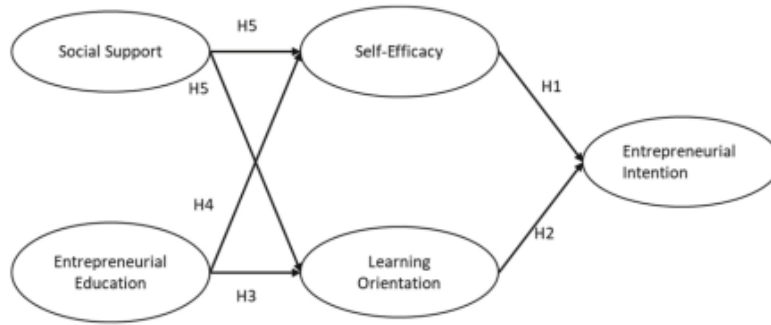


Fig. 1. Research Model

### 4 Result and Discussion

#### A. Measurement Model Evaluation

In the measurement model evaluation The composite reliability and validity are evaluated. The result all of the indicators and variables are valid and reliable as depicted in Table 1.

#### B. Structural Model Evaluation

In the structural model evaluation, the path analysis and also the significant test were conducting using t-test and p-test. The results are as depicted in Table 2.

#### C. Analysis and Discussion

Based on table above it can be explained that H1, H2, H3, H4, H5, H6. Has a t-statistic value greater than t-table. While the p-value has a value of 0.5, for H7 and H8 it has a p-value that is greater than the standard determined by the standard p-value criteria. With the results that have been through testing, it can be concluded that H1, H2, H3, H4, H5, H6 support while H7, H8 do not support.

1) *The Results of the Effect of Self-efficacy on Entrepreneurial Intention.*

Table 1. Measurement Mode Validity Test

Variable	Validity	Reliability	
	Average Variance Extracted (AVE)	Cornbach's Alpha	Composite Reliability
Entrepreneur Education	0,502	0,801	0,858
Entrepreneurial Intention	0,514	0,760	0,840
Learning Orientation	0,508	0,678	0,805
Self-Efficacy	0,561	0,736	0,835
Social Support	0,550	0,727	0,830

Source: Authors Analysis

Table 2. No caption

No	Hypothesis	Std Coefficient	T-Stat	P-Value	Concl
H1	<i>Self-efficacy influences entrepreneurial intention</i>	0.103	3.187	0.002	<i>Supported</i>
H2	<i>Learning orientation influences entrepreneurial intention</i>	0.082	4.552	0	<i>Supported</i>
H3	<i>Entrepreneur education influences self-efficacy</i>	0.083	4.173	0	<i>Supported</i>
H4	<i>Entrepreneur education influences learning orientation</i>	0.099	4.084	0	<i>Supported</i>
H5	<i>Social support influences self-efficacy</i>	0.08	6.037	0	<i>Supported</i>
H6	<i>Social support influences learning orientation</i>	0.105	3,527	0	<i>Supported</i>
H7	<i>Entrepreneur education influences entrepreneurial intention</i>	0.095	1.48	0.139	<i>Unsupported</i>
H8	<i>Social support influences entrepreneurial intention</i>	0.099	0.634	0.526	<i>Unsupported</i>

Source: Authors Analysis

The results of the first hypothesis test in the research conducted using the smartpls software show that self-efficacy has a positive and significant effect on entrepreneurial intention. By doing the test and get a p-value of 0.05 ( $0.002 < 0.05$ ). This can happen because of the confidence of someone who is very brave in making decisions so that it has a big impact on becoming an entrepreneur and with high self-confidence one can also set up a business. An indicator that has a big influence is being able to achieve the goals that have been made, it is because what has become a mindset forms a person to become an entrepreneur. The results of this study also have similarities with the research conducted by Jiun-hao Wang et al. [16] in a previous study showed that self-efficacy and entrepreneurial intention have a positive and significant relationship in accordance with the research conducted. So that the research that has been done has also produced a positive impact on the self-efficacy variable that affects entrepreneurial intention. This is useful for increasing success in building a business due to the self-confidence that has existed since now.

- 2) *The Results of the Effect of Learning Orientation on Entrepreneurial Intention.* The results of the second hypothesis test in the research conducted using the SmartPLS software show that learning orientation has a positive and significant effect on entrepreneurial intention. By doing the test and get a p-value of 0.05

( $0.000 < 0.05$ ). This can happen due to good communication between organizations or individuals which has a big impact on the relationships produced by individuals so that they have a high probability of being able to enter the business world. A big indicator is developing important decisions to take risks, so that individuals learn to develop something that must have risks that have an impact on future processes. So that by analyzing the problem and studying the problems that exist in an opportunity can minimize the risk they will get. These results have similarities with the research conducted by De Clercq et al. [7] in research conducted previously also had a positive influence between learning orientation and entrepreneurial intention. This also has a good impact on building a business with good relationships and communication between individuals. These results have similarities with the research conducted by De Clercq et al. [7] in research conducted previously also had a positive influence between learning orientation and entrepreneurial intention. This also has a good impact on building a business with good relationships and communication between individuals.

3) *The Results of Entrepreneur Education Effect on Self-efficacy.*

The results of the third hypothesis test in the research conducted using the smartpls software show that entrepreneur education has a positive and significant effect on self-efficacy. By doing the test and get a p-value of 0.05 ( $0.000 < 0.05$ ). In this case, it has an impact where a person's self-confidence can be increased by the experience they got in the past. There are indicators that play an important role, namely entrepreneurship is an important thing that is taught in lectures. With the entrepreneurial education learning that has been taught by the university, it provides some knowledge to increase self-confidence in running a business.

The results of this study have similarities with the results of previous research conducted by Puni et al., [17] which explains that the positive influence between entrepreneur education and self-efficacy has a positive effect on general knowledge about entrepreneurship on the development of business opportunity recognition. So that entrepreneurship education can increase a person's confidence in choosing entrepreneurship.

4) *The Results of Entrepreneur Education Influence on Learning Orientation*

The results of the fourth hypothesis test in the research conducted using the smartpls software show that entrepreneurial education has a positive and significant effect on learning orientation. By doing the test and get a p-value of 0.05 ( $0.000 < 0.05$ ). In conducting this research, entrepreneur education has a positive influence on learning orientation, this is because learning in entrepreneurship carried out in lectures has a good impact on learning orientation, from good communication to building relationships with various individuals. This also has a positive impact on increasing knowledge. There is an indicator that has a large significant level, namely entrepreneurship is an important thing that is taught in lectures.

The results of this study also have similarities with the results of research conducted by Soang et al. [18] which is used as the main journal in this study also explains that there is a positive influence between entrepreneur education and

learning orientation in establishing a business. This can have a positive influence on business development involving entrepreneur education and learning orientation.

5) *The Results of the Effect of Social Support on Self-efficacy.*

The results of the fifth hypothesis test in the research conducted using the smartpls software show that social support has a positive and significant effect on self-efficacy. By doing the test and get a p-value of 0.05 ( $0.000 < 0.05$ ). In this case, it has a positive impact because social support provides development to individual self-efficacy. With the indicators that have a big impact, my environment provides support for opening my own business. Thus, the environment has a good impact on increasing one's confidence in starting a business.

The results of this study also have similarities with Gubbins et al. [19] which in this study provides a positive relationship between social support and self-efficacy. With the support provided by others, it has a positive impact in increasing one's confidence in doing something.

6) *The Results of the Effect of Social Support on Learning Orientation*

The results of the sixth hypothesis test in the research conducted using the smartpls software show that social support has a positive and significant effect on learning orientation. By doing the test and get a p-value of 0.05 ( $0.000 < 0.05$ ). With the support in carrying out the learning provided, it can provide support to individuals in seeking experience and knowing the risks they will get. In this case, there is an indicator that has a big influence, namely my environment provides support for opening my own business. Thus, social support can increase learning which can be used as a new experience for an individual in carrying out what they run so as to provide an estimate of the risks that will occur in the future.

The results of this test also have similarities with Shafiq et al. [20] where there is a positive influence between social support and learning orientation, this acts as an approach taken to improve to achieve professional goals.

7) *The Results of the Effect of Entrepreneur Education on Entrepreneurial Intention*

The results of the seventh hypothesis test in a study conducted using the smartpls software showed that entrepreneurial education had a positive but not significant effect on entrepreneurial intention. By doing the test and get a p-value of 0.05 ( $0.139 > 0.05$ ). Based on the result of the study, showed that the background of final year students who received entrepreneurship education did not have a significant impact on interest in entrepreneurship.

The results of this test also have similarities with Osterbeek et al. [21] where the test results prove that entrepreneurial education does not have a significant effect on entrepreneurial intention. This study suggests that this condition is caused by the entrepreneurial intention not being owned by every individual, unless the individual has the intention from within to do entrepreneurship.

8) *The Results of the Effect of Social Support on Entrepreneurial Intention*

The results of the eighth hypothesis test in a study conducted using smartpls software showed that social support had a positive but not significant effect on entrepreneurial intention. By doing the test and get the result p-value 0.05 ( $0.526 > 0.05$ ). Based on the results obtained, it is explained that the influence of social

support does not have a significant effect on entrepreneurial intention<sup>24</sup>. Thus, the influence of the environment can be increased to give an influence on the interest in entrepreneurship.

The results of this test also have similarities with Monica Molino et al. [22] where the research conducted does not have a significant influence on the interest in entrepreneurship provided by social support.

## 5 Conclusion

This chapter will conclude the study by summarizing the key findings of the research aims and research questions, as well as the value and contribution thereof. It will also review the limitation of the study and propose opportunities for future research. The research seek to understand the effect of Social Support and Entrepreneurial Education on Student Entrepreneurial Intention mediated by Learning Orientation. The results shows that social support and entrepreneurial education influences the student entrepreneurial intention through elearning orientation.

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