

INTENTION OF UNIVERSITY STUDENTS TO BECOME SOCIAL ENTREPRENEUR

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Abstract: *Social entrepreneur is the people who harness the power of market forces and business principles to solve social problems, from poor health care, alleviating hunger, improving education to unemployment. Since year 2012, social entrepreneur has risen and has been attracted by the society. It is different with traditional entrepreneur and other types of entrepreneur which social entrepreneur does not emphasize on maximizing profit. The social entrepreneurs normally came with brilliant ideas and adhere to their ideas. Social entrepreneur not only looks for the new opportunities in the market to serve for the society, but also undertakes in learning, adaptation, and innovation continuously. Therefore, this study examines the factors that influence the intention of university's students to become social entrepreneur. The independent variables tested in this study are impact, personal motivation, consider of social and economy aspect, self-efficacy, and social influence. The theoretical foundations for this study are based on Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB). A total of 150 respondents from a Multimedia University, Malaysia participated in this research. Samples were selected using convenience sampling and the respondents answered the questionnaire via Google form. Data analysis methods used in this research were Descriptive Analysis, Reliability Analysis, Pearson correlation Analysis and Multiple Regression Analysis. This study concluded that only impact, personal motivation and social and economic aspect have a significant relationship with the intentions of university students to become social entrepreneur. The findings of this study will be highly beneficial and valuable to students, NGOs and the government as we are able to gauge and understand the factors influencing students' intention to become social entrepreneur. In addition, it will also help the University Entrepreneur Development Centre to encourage and organize more entrepreneurial activities among students in developing and producing more graduates that have high interests to become an entrepreneur.*

Keywords: *Intention, Social Entrepreneur*

Introduction

Social entrepreneur has the bold vision and they change the social fundamentally. They solve the reason of the problems directly and looking for the sustainable improvements and systematic changes in long-scale of economic. Social entrepreneur has the ability to motivate and boost the growth in their targetted perspectives such as health care, environment, education, economic development, and other social sectors (Dees, 1998). Besides, creating social value and determining social mission is the fundamental of social entrepreneur. They will only emphasize on the outcome of social value rather than maximizing profit and wealth for themselves. The social value is measured based on the impact made to the social but not profit nor satisfaction of their customers.

In Malaysia, there are Malaysian Social Enterprise Blueprint 2015-2018, which promoted by the Malaysia government. This blueprint is aiming to achieve the target of issuing more than 700 social entrepreneur's licences. This encourage the business in Malaysia to become more equitable, impact-driven, self-sustaining, and people-centric (Sani, 2017). There are about 1.5 million of Malaysia households, which occupied 5% of the total population, earned less than RM1,000.00 based on the statistic of Malaysian Department on year 2012. However, the growth of economic development is rapid. Therefore, the society need more social creative and innovative to solve the issues to increase the quality of life (Malaysian Social Enterprise Blueprint).

There are always a lot of challenging problems in the world which even governments, commercial entrepreneurs, and non-profit-organizations fail to solve it. Therefore, social entrepreneurs can come out with innovative methods to solve the social dilemmas and create social value at the same time. Thus, it is important to know the factors which affect the intention of university students to become social entrepreneur. Thus, the objectives of this research is to study the factors and intention which affect the university students to become social entrepreneur. The significance of this study will bring an impact to society, government, and by understanding what is the factor that affect the intention of university students to become social entrepreneur, this can allow the educators directly to provide the training or courses for the university students. This study will benefit the university students or the future university students as they might discover their intention or motivation which will drive them to achieve their career or self-employed by setting up social entrepreneurship. This can decrease their unemployment rate as well as provide a chance for them to take adventure with their passion and creative.

Therefore, this study examines the factors that influence the intention of university students to become social entrepreneur. The independent variables tested in this study are impact, personal motivation, consider of social and economy aspect, self-efficacy, and social influence.

Literature Review

The theoretical foundations for this study are based on Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB). Ajzen (1991) stated that intention is the direct antecedent of individuals to perform the behavior. He proposed that behavior of individuals is responding to reasonable and consistent information or situation by pushing events and rewarding events. Individuals recognize that social entrepreneur is the appropriate career for them as they want to be self-employed (Davidsson, 1995). University students might become social entrepreneur as

they believe that it is the suitable job for them. Barringer and Ireland (2010) also revealed that becoming social entrepreneur is one of the methods to fulfill individuals' intention to achieve the goals. They will also believe that this is one of the way to achieve their intrinsic motivation by working based on their ideas.

The dependent variable (DV) of this study is the intention of university student to become social entrepreneur. Ajzen (1991) stated that intention is the direct antecedent of individuals to perform the behaviour. He proposed that behaviour of individuals is responding to reasonable and consistent information or situation by pushing events and rewarding events. Individuals recognize that social entrepreneur is the appropriate career for them as they want to be self-employed (Davidsson, 1995). University students might become social entrepreneur as they believe that it is the suitable job for them. Barringer and Ireland (2010) also revealed that becoming social entrepreneur is one of the methods to fulfil individuals' intention to achieve the goals. They will also believe that this is one of the way to achieve their intrinsic motivation by working based on their ideas. Besides, a sample made up of university student is very common in entrepreneurship intention research because it offers the advantages of similar qualifications and age (Günzel-Jensen et al., 2020). Meanwhile, the independent variables (IV) tested in this study are impact, personal motivation, consider of social and economy aspect, self-efficacy, and social influence.

Based on Mueller, Brahm, and Neck (2015), impact can be explained as the point of view of individuals believe that they can influence the social or people around significantly by their behavior. Individuals might have the motivation to assist or influence on people around them, dedicate and create value to social, settle difficulties with innovative and creative solutions. For example, social entrepreneur might have the opinions of able to improve the social, make a difference in the social, and intention to influence social positively. With the belief of impact, university students will work hard against their intention to become social entrepreneur (Khan, Ahmed, Nawaz, & Ramzan, 2011). Hence, it can conclude that the higher level of belief in impact to change the social, the higher level of university students to have intention to become social entrepreneur (Lee, Lim, Lim, Ng, & Wong, 2012).

Personal motivation can be defined as the belief of individuals which they can perform certain behavior by their own motivation, interest, emotion, and value. Social entrepreneur with this factor should have the satisfaction once achieved the goals. Not only that, social entrepreneur will also feel very interested and passion on the action and feel motivated. They will aim for better target in life, own favoritism, and individuals' need for achievement (Mueller et al., 2015). Based on the study of Sagie and Elizur (1999), the need for achievement theory, developed by McClelland, shows that it is the important factor which affect the individuals to become social entrepreneur. University students will have the strong desire to achieve their inner motivation to be successful such as to become a social entrepreneur. This personal motivation will conduct them to solve the problems occurred in the social, set a clear and challenging goal, and try hard to fulfill their intention. Individuals with high level of personal motivation will put more effort in becoming successful social entrepreneur (Tong, Tong, & Lot, 2011).

Social entrepreneur might come from different parts and classes of social, this will allow to cover different segment of social and economy issues which they are familiar with them. They

will more consider on the issue of social and economy aspects, and become the intention for them to become social entrepreneur (Shaw & Carter, 2007). Besides, the feeling of empathy on the social and economy aspects inside the individuals also cause them to have the intention to become social entrepreneur (Cho, 2006). Social entrepreneurs with the strong recognize on others emotion will have the strong desire to help them (Vega & Kidwell, 2007).

Self-efficacy is defined as the belief of social entrepreneur about their understanding, memory, and ability to deal with the environment and the entrepreneur venture (Bandura, 1997). Not only that, Campo states that entrepreneurial self-efficacy is the degree to which one believes that he (she) is able to successfully start a new business venture (Campo, 2010). Social entrepreneurs will face a lot of difficulties and have to solve it. Hence, the self-efficacy is one of the crucial to become social entrepreneur (Lei, Prieto, & Hinrichs, 2010). In term of social entrepreneur, self-efficacy is an important factor for them to become success. This is because there are many social problems which social entrepreneur can work to solve them.

Based on Mair and Noboa (2006), they explained that the social entrepreneurs are influenced by the external control. Social influence can be explained as the belief from others will influence individuals to become social entrepreneur (Venkatesh, Morris, Davis, & Davis, 2003). Individuals will be influenced by the people surrounding them and then being motivated to become social entrepreneur (Hockerts, 2017). They are supported by the social or people around them to achieve the goals.

Methodology

Convenience sampling method is chosen to conduct the research. Convenience sampling is the way to choose respondent randomly when the respondents came across (Saunders, Lewis, & Thornhill, 2015). Samples were selected using convenience sampling and the respondents answered the questionnaire via Google form. According to G*Power analysis, the minimum sample size is 138. Therefore, a total of 150 samples have collected for this study from a Multimedia University, Malaysia participated in this research. The research instruments used in the study a set of questionnaires were adopted and has been measured through a Likert-type scale with five items from several journals. The dependent variable of Social Entrepreneurial Intention (Linan & Chen, 2009). While each independents variables questionnaire; Impact, Personal Motivation, Consider of social and economy aspects (Mueller, Brahm, & Neck, 2015), Self-efficacy (Bandura, 1997) and Social influence (Mair & Noboa, 2006). To analyse the demographic data, the relationship between the dependent and independent variables, Statistical Package for the Social Sciences (SPSS) is used in this study.

Research Framework

The research framework for this study is as below.

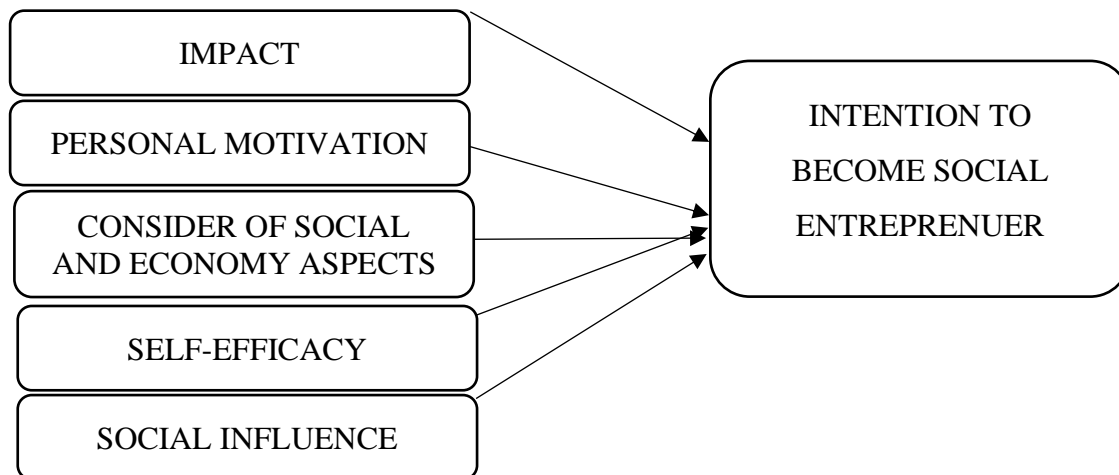


Figure 1. Research Framework (Developed for this research)

Hypothesis of the Study

These hypotheses were developed for this study to test the significance relationship between the dependent variable and independent variables.

- H1: There is significance relationship between impact and intention of university students to become social entrepreneur.
- H2: There is significance relationship between personal motivation and intention of university students to become social entrepreneur.
- H3: There is significance relationship between consider of social and economy aspects and intention of university students to become social entrepreneur.
- H4: There is significance relationship between self-efficacy and intention of university students to become social entrepreneur.
- H5: There is significance relationship between social influence and intention of university students to become social entrepreneur.

Findings and Discussion

Demographic

Table 1 shows the number and percentage of respondents' gender from the survey. Out of the total respondents (N=150), there are 82 respondents (54.70%) are female and 68 respondents (45.3%) are male.

Table 1 Respondents Gender

Gender	Frequency	Percent
Female	82	54.7
Male	68	45.3
Total	150	100.0

Reliability

Reliability is the degree to which the measure of constructs is consistent or dependent and the items are free from any errors that might affect the study (Bhattacharjee, 2012). In this research, reliability test can be carried out by Cronbach Alpha to measure the scale. Cronbach Alpha is one of the reliability coefficient that shows the positive relationship between the variables (Sekaran & Bougie, 2016). The findings are presented in tables below to provide a clear understanding.

Table 2 Cronbach's Alpha Analysis

Variables		Cronbach's Alpha	Number of Items
Intention of University Students to Become Social Entrepreneur	DV	0.841	5
Impact	IV 1	0.772	5
Personal Motivation	IV 2	0.909	5
Consider Social and Economy Aspects	IV 3	0.844	5
Self-Efficacy	IV 4	0.876	5
Social Influence	IV 5	0.812	5

Cronbach's Alpha measurement were analysed to find out the reliability of the questionnaires collected. The results of the survey were summarized in table 2. The Cronbach's Alpha value for Dependent Variable is 0.841, Impact is 0.772, Personal Motivation is 0.909, Consider Social and Economy Aspects is 0.844, Self-Efficacy is 0.876, and Social Influence is 0.812. All Cronbach's Alpha values are above 0.7 (ranged from 0.772 to 0.909). Therefore, the results are valid and reliable based on Sekaran and Bougie (2016).

Pearson correlation Analysis

Table 3 Summary of Pearson Correlation Analysis

		Dependent Variable Mean	Impact Mean	Personal Motivation Mean	CS Mean	Social Influence Mean	Self-Efficacy Mean
Dependent Variable Mean	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	150					
Impact Mean	Pearson Correlation	.356**	1				
	Sig. (2-tailed)	.000					

Personal Motivation Mean	N	150	150				
	Pearson Correlation	.306**	.233**	1			
	Sig. (2-tailed)	.000	.004				
CS Mean	N	150	150	150			
	Pearson Correlation	.259**	.172*	.100	1		
	Sig. (2-tailed)	.001	.035	.224			
Social Influence Mean	N	150	150	150	150		
	Pearson Correlation	.295**	.194*	.364**	.176*	1	
	Sig. (2-tailed)	.000	.017	.000	.032		
Self-Efficacy Mean	N	150	150	150	150	150	
	Pearson Correlation	-.009	.005	.078	-.040	.142	1
	Sig. (2-tailed)	.913	.953	.344	.626	.082	
	N	150	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Pearson Correlation analysis was used to find out the relationships between the independent variables and dependent variable of the study. Impact has the highest positive relationship among the Independent Variable ($r=0.356$), followed by Personal Motivation ($r=0.306$), Social Influence ($r=0.295$), and Consider Social and Economy Aspects ($r=0.259$). Self-Efficacy has the negative relationship to dependent variable ($r= - 0.009$). The p-value stated in the table 3 shows that all the hypotheses in this research are accepted as the p-value must below 0.9 (Hair, Babin, Money, & Samouel, 2003). If the correlation coefficient is higher than 0.9, then it will reveal the multicollinearity problem.

Multiple Linear Regressions Analysis

Table 4 Model Summary of Multiple Linear Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.485 ^a	.235	.209	.64608	1.569

a. Predictors: (Constant), SE Mean, Impact Mean, CS Mean, Personal Motivation Mean, Social Influence Mean

b. Dependent Variable: Dependent Variable Mean

Multiple Linear Regressions analysis was carried out to determine the formed hypotheses. It examines the relationship between the dependent variable and combination of independent variable (SE, IM, CS, PM, and SI) (Hair, Babin, Money, & Samouel, 2003). The analysis was generated and summarized in table 4. The model's coefficient of determination (R^2) is 0.209 (20.9%). This indicates that there are 20.9% of dependent variable can be explained by the independent variables (SE, IM, CS, PM, and SI).

Coefficients Analysis

Table 5 Summary of Coefficients

Hypotheses		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Remarks
	Model	B	Std. Error	Beta		
	(Constant)	.745	.536		1.390	.167
H1	Impact Mean	.323	.096	.256	3.359	Accepted
H2	Personal Motivation Mean	.147	.067	.175	2.199	Accepted
H3	Consider Society and Economy Aspects Mean	.172	.077	.168	2.246	Accepted
H4	Self-Efficacy Mean	-.036	.067	-.040	-.535	Rejected
H5	Social Influence Mean	.167	.085	.157	1.961	Rejected

a. Dependent Variable: Dependent Variable Mean

Based on the table 5, the linear regression equation for the intention of university students to become social entrepreneur is:

$$DV = 0.745 + 0.323IM + 0.147PM + 0.172CS + 0.167SI + (-0.036) SE$$

Based on the equation above, impact, Personal motivation, consider social and economy aspects, and Social Influence have positive relationship with intention of university students to become social entrepreneur, while self-efficacy has negative relationship to the dependent variable. Impact is the predictor variables that provide the highest to the variation of intention to become social entrepreneur. Every unit increase in impact, it will increase a sum of 0.323 unit of intention to become social entrepreneur while assuming other independent variables remain constant.

Based on the findings, the significant value of H1, H2, and H3 are 0.001, 0.029, and 0.026 respectively, which are smaller than 0.05. Therefore, it can be considered that these three hypotheses are accepted with clarifying that impact, personal motivation, and consider of social and economy aspects have significant relationship to the intention of university students to become social entrepreneur. However, H4 and H5 are having the significant value with larger

than 0.05 which are 0.593 and 0.052 respectively. Hence, it can be concluded that both these hypotheses are rejected with clarifying that self-efficacy and social influence do not have significant relationship to the intention of university students to become social entrepreneur.

Conclusion

In conclusion, the objectives of the study to examines the factors that influence the intention of university students to become social entrepreneur has been met. Based on the results of this study only three independent variables which are the impact, personal motivation, and consider of social and economy aspects have the significant. While the self-efficacy and social influence were not significance. The limitation of the study is that the sample size of the study is only 150 samples focusing on only one higher learning institution, hence it will not be able to represents the whole populations of university students in Malaysia. Bigger sample size and different demographic and geographical locations of the university also can be taken into considerations for future study to increase the accuracy and reliability of the study as the living standards in each state might be difference.

The implication of the study will be that the government can encourage the university students or future undergraduate students to develop in doing social entrepreneurship. With more and more people undertaking self-employed, this will decrease the unemployment rate as well as creative social value which benefits to the society. Government can also establish a special fund especially for social entrepreneur. This can provide subsidiaries to the future social entrepreneur to have enough fund in starting-up their business. With the concept of social entrepreneur, increasing in the social entrepreneurship can improve the quality of society and economy. Furthermore, this research can also benefit the undergraduate students or future undergraduate students. They can realize their inner motivation or desire to become social entrepreneur while they have any idea on contributing something to the society. With the stronger motivation and believe in their ability on impact, they can be more determinant in working hard to become a successful social entrepreneur.

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