



Social Entrepreneurship on Gen Z Students

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ABSTRACT

This study aims to reveal the dimensions that can influence social entrepreneurial intentions in Generation Z students. This study re-examines the usefulness of social entrepreneurship dimensions by earlier studies, such as innovation, proactiveness, and risk-taking with diverse objects. Using a population of 1500 from 2018-2020 private students who are contained in generation Z. The sampling technique utilized is convenience sampling with a sample of 98 people. Processing of data using SmartPLS 4.0. The results of data processing indicate that in this subject innovation and risk-taking have a significant effect on the social entrepreneurial intention of generation Z. Meanwhile, there is no proactive effect on the social entrepreneurial intention of generation Z.

Introduction

Ideas about social entrepreneurship and NGOs (Non-profit organizations) still overlap. Akhmetshin et al (2018) merely, that non-profit companies from the commencement were oriented to the public interest with the characteristics of collective ownership, and also had broader sources of financing. Meanwhile, social entrepreneurship accomplishes not only form social impacts, but also regards the financial benefits and sustainability of the business itself as well as the social impacts of financing it through loans, investments, and sales (Del Giudice et al., 2019; Gunawan, 2022; Singh et al., 2017). Shin (2018) argues that social enterprises should be able to generate income by providing products or services through commercial activities. It can be immensely confusing if it is not comprehended and analyzed the meaning of the two kinds of business, primarily social entrepreneurship.

Social entrepreneurship is one of those kinds of entrepreneurship that can be confusing at first. Not everyone comprehends this kind of entrepreneurship. Sekliuckiene & Kisielius (2015) comment that it is a relatively new and complex phenomenon truthfully. Baporikar (2015) research's that along with the increasing popularity of social entrepreneurs who basically do not have assurance and knowledge

of entrepreneurs, all movements are now called social entrepreneurs. It could be true as the researcher commented because people tend to terminate based on extremely slight information. However, at least, people have a cognition of social entrepreneurship. Sensitiveness and consideration in this regard will bring about changes in views and mindsets regarding social enterprises. Also, social business ideas or models can be considered by companies. This social entrepreneurship business idea is urgently required to encounter human necessities and the resources required to fulfill these needs (Ouazzani & Rouggani, 2022).

Social entrepreneurship doesn't mean being oriented only toward helping and improving social issues or fulfill needs, but balancing the company is needed to run on this type of entrepreneurship. The balancing means the company remains to survive while running the business which means optimal balance between social impact and sustain the business (Pacut, 2020; Syrjä et al., 2019). Hence, being an entrepreneur is not only struggling to create social value (Bacq et al., 2016; McMullen & Warnick, 2016), but it is necessary to still secure profits. In contrast to the opinion of Singh et al (2017), business leaders do not only talk about profit but sustainability with social development. The two contrasting opinions actually complement each other. When it comes to long-term sustainability in continuing to operate a business and company, both things are equally important. In addition, collaboration is needed for actors with the same goal of establishing principles to solve social problems (Gupta et al., 2020). Dickel & Eckardt (2021) expressed that social entrepreneurs are the agents of change to attract and create innovative solutions to solve social needs.

Cinar (2019) declared that social entrepreneurs can provide small-scale changes and also encourage large-scale changes in the long term, specifically for young people who will succeed in the nation. These young people have been expected to become agents of change to achieve a better world. Interestingly, Lamio & Sebillo (2022) support the younger generation to be the drivers of this change. This also applies in Indonesia where the population of the younger generation is large, especially Generation Z with an age range of 15-24 years occupying the largest population (27,94%) in Indonesia (Jayani, 2021). The age range is ready and has entered the world of lectures. Meanwhile, most of them already have a genuine preference for the entrepreneurial world, which means that according to Purnomo et al (2019) Gen Z can become the largest generation of entrepreneurs in Indonesia.

This good fact can be displayed that Generation Z in Indonesia is literate and understands entrepreneurship, and has the intention to naturally enter the world. Anggarini (2022) communicated that in his research, 47.7% tried to become an entrepreneur. It is undeniable even globally it has been remarkably supportive and the resources have understood entrepreneurship. Ip et al (2018) and Eysel & Vatansever Durmaz (2019) explain that social entrepreneurship is still relatively new in Asia and developing countries, as evidenced by the lack of government support, little general and specific understanding, and little support from universities or academies which are still obstacles in developing students into entrepreneurs. Furthermore, this study contributes to the current literature by showing social entrepreneurship as a variable that has prominent sub-dimensions of social entrepreneurship in developing countries

Indonesia and Gen Z students in particular.

Literature Review

Social Entrepreneurship

Based on Zahra et al (2009) research social entrepreneurship is activities and processes for discovering, defining and exploiting opportunities to increase social wealth by creating new forms of business or managing existing organizations more innovatively. Meanwhile, the results of research by Ouazzani & Rouggani (2022), Ratten (2018), and Zahra et al (2009) argue that social entrepreneurship focuses on economic conditions which are trying to reduce poverty in a country, lack of health, and education services. In essence, social entrepreneurship is answering and solving social problems, meeting social needs, and improving social welfare. Separated from that, Zhuang et al (2020) conveyed that social entrepreneurship also considers sustainability entrepreneurship in a wider and adequate scope (environment, social value, and economic benefits). Nsereko (2021) displayed that all the things that cannot be handled by the government, can only be handled by social actors who contribute through their role in creating social value, social enterprises, and social entrepreneurship. Based on the research results of Bazan et al (2020), Benneth Uchenna et al (2019), and Wismans et al (2020) stated that social entrepreneurship has several sub-dimensions, namely innovativeness, social proactiveness, and risk-taking motives.

Innovativeness

Innovation is required in solving social problems that are still unsolved, constructing social value in their main mission with the intention of providing benefits to individuals, society, communities, and other groups (Sekliuckiene & Kisielius, 2015). These innovative actions are the task of companies and social entrepreneurs by creating meaningful innovative solutions and movements. Shin (2018) the emphasis on innovation can be concluded if social business actors are much more innovative, because of their need to solve and meet social problems and needs. Because, innovative people tend to like complex things, such as solving social issues (Sekliuckiene & Kisielius, 2015; Weerawardena & Sullivan Mort, 2006). Innovation is also an attempt to build new competencies Andriyansah & Zahra (2017), sejalan dengan keadaan yang sesuai maupun tren yang terjadi saat ini.

H1: Innovativeness affects social entrepreneurial intentions

Risk-Taking

In every business, there must be risk-taking, including social entrepreneurship which is needed to recognize, take, and take advantage of risks to help a company or organization continue to grow and sustain (Buchholtz, 2021). Rahaman et al (2021) expressed their opinion that this risk-taking is one of the keys to progress. Progress in the company or organization as well as in the spirit of social entrepreneurship to achieve the main mission of social entrepreneurship itself. The results of this study indicate the effect of risk-taking on social entrepreneurial intentions (Chipeta & Surujlal, 2017).

H2: Risk-taking affects social entrepreneurial intentions

Social Proactiveness

The focus is on looking for opportunities (Nasip et al., 2017), or opportunities which means proactively representing forward-looking perspectives and anticipating things that will happen in the future (Wales et al., 2016). Rahaman et al (2021) commented on companies' or organizations' strategic planning that develop progress. In addition, Zhuang et al (2020) express this proactive company or organization deals with preventive measures in future adverse events. Also, anticipate future changes and adapt quickly to those changes (Rahaman et al., 2021; Wismans et al., 2020).

H3: Proactive influence on social entrepreneurial intentions

Social entrepreneurial intentions

According to the explanation by Tran & Von Korflesch (2016), social entrepreneurship is described as the belief, passion, and determination of a person in building a social enterprise. Social entrepreneurship intention is a tendency required in the formation of a company (Tiwari et al., 2017). Hossain (2021) supports this by saying, with intentions, the basis for starting a social business and creating a social business will be stronger. Thus, it is easy for individuals to identify social needs, decide, and implement out-of-the-box solutions to overcome these problems and generate financial benefits.

Method

This research is quantitative research because it explains phenomena through data collection in numerical form (Apuke, 2017). The study was conducted on generation Z (GEN Z) students who were students at the largest Islamic private university in Malang class 2018-2020 majoring in Management with a population of 1500 people. The sample will be based on Suharsimi (2013) for sampling it can be calculated as 10-15% of the total population if the population is more than 100. The sampling technique uses convenience sampling. Convenience sampling is the intentional selection of samples that happen to be located spatially, administratively, and geographically close to research and research data collection (Etikan, 2016). The percentage used in the sampling used is the lowest (10%) so 150 respondents are obtained. The selection of respondents was based on the main management who got information and learned about business, entrepreneurship and related to it. Furthermore, for the overall validity, reliability, and influence tests, they were tested using SmartPLS 4.0 with adjusted standard values based on several studies. The validity and reliability test is based on Ghazali & Latan (2015) which states that it is valid and reliable if the outer loading and AVE values are 0.5, and Cronbach's alpha and composite reliability are 0.6, respectively. The process, then when the evaluation of the effect test can be done by looking at the analysis of variance (R^2), is carried out using bootstrap according to Ghazali (2017) for the significance of seeing the results of t-statistics and p-values so that it can be said to be influential and significant.

This study adopts a framework from the research results of Tu et al (2021) and Naveed et al (2021), through the social entrepreneurship framework has three main dimensions, namely innovation, proactiveness, and risk-taking which are adopted to influence social entrepreneurial intentions. Each of the three sub-dimensions will be measured by three items to measure innovativeness, three to measure risk-taking, and

three to measure social proactivity based on research. Ultimately, there were nine items that were collected through the results of the studies (Bacq & Alt, 2018; Nguyen et al., 2019). Data will be collected through a google form which is distributed online. These items will be measured on a Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree).

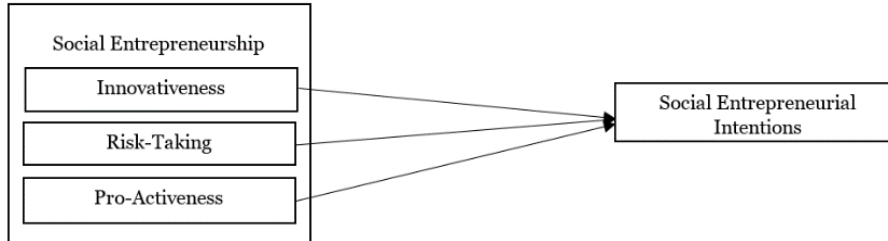


Figure 1 Framework

Based on that, can be drawn three hypotheses in Figure 1 sequentially, scilicet (a) innovation affects social entrepreneurial intentions, (b) risk-taking affects social entrepreneurial intentions, and (c) proactive affects social entrepreneurial intentions.

Result and Discussion

This research has been filled out by respondents with a total of 98 respondents who were pleased from 150 who filled out the questionnaire. Table 1 summarizes the overall demographic information of the respondents, 58 (59.18%) men and 40 women (40.82%) where men are more initiative and interested in social business. Meanwhile, students under the age of 20 years are only 2 (2.04%), 21 years and over (97.96%) meaning that there are many who are mature in thinking. In the 2018 class of 47 (47.96%) in the management department the highest number and the last batch in the lecture period, so their interest in the social world is much greater than in other batches, such as the 2019 (11.22%) and 2020 (37, 76%).

Table 1 Demographic characteristics of the respondents

	Frequency	(%)
<i>Age</i>		
20 and below	2	2.04
21 and above	96	97.96
<i>Gender</i>		
Male	58	59.18
Female	40	40.82
<i>Generation</i>		
2018	47	47.96
2019	11	11.22
2020	37	37.76

Data were analyzed using SmartPLS with two models (inner and outer). Figure 2 and table 2 will display the results of processing and analyzing the validity test data through the outer loading and AVE values. According to Ghazali & Latan (2015) values above 0.5 can be declared valid. Likewise, a reliability value of more than 0.6 will be declared reliable. Table and Figure 2 will illustrate the results of the study that all external loading values are more than 0.5 so it can be said to be valid. In line with the evaluation of external load measurements, AVE also got a value of more than 0.5, so it can be declared valid. Followed by an evaluation of the reliability assessment whose

value is more than 0.6 so that it can be said to be reliable. The two scoring systems in this outer model depict that each element that describes the variable is acceptable and reliable.

Table 2 Measurement Outer Result

	Measurement items	Outer Loadings	AVE	Cronbach's Alpha	Composite Reliability	R Square
INN			0.757	0.839	0.846	
INN1	I enjoy involving an innovative and experimental approach to solving problems in social business	0.859				
INN2	I believe there will always be new and better ways to develop social business	0.920				
INN3	I innovate in business to obtain social transformation	0.829				
P			0.740	0.825	0.842	
P1	I am at the vanguard of addressing social needs	0.803				
P2	I build a social business to decipher social problems	0.901				
P3	I emphasize every opportunity should be taken to develop social business	0.873				
RT			0.695	0.782	0.788	
RT1	I am willing to take risks in every business decision I make	0.853				
RT2	I believe the great risk will get a great return in social business	0.815				
RT3	I believe in every social business there must be a risk	0.833				
SEI			0.715	0.800	0.817	0.670
SEI1	I have a strong intention to initiate a social business	0.768				
SEI2	I will create every action to obtain social change with my business	0.894				
SEI3	I am willing to make every step to apply my business skills in order to reduce social inequality	0.869				

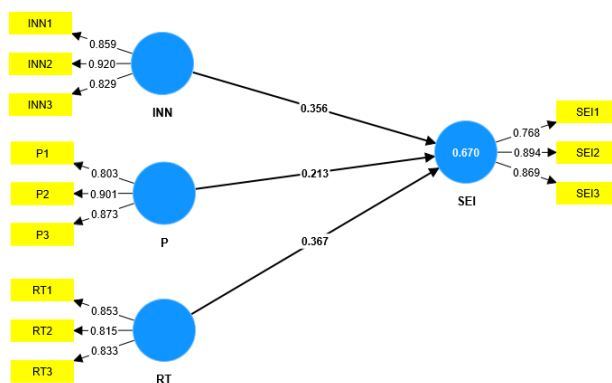


Figure 2 PLS Algorithm Result

The R-square value also confirms that social entrepreneurial intentions are influenced by innovativeness, proactiveness, and risk-taking only by 0.670 or 67%. In the next bootstrapping process, the t-values and p-values will be seen which will be shown in figure 3.

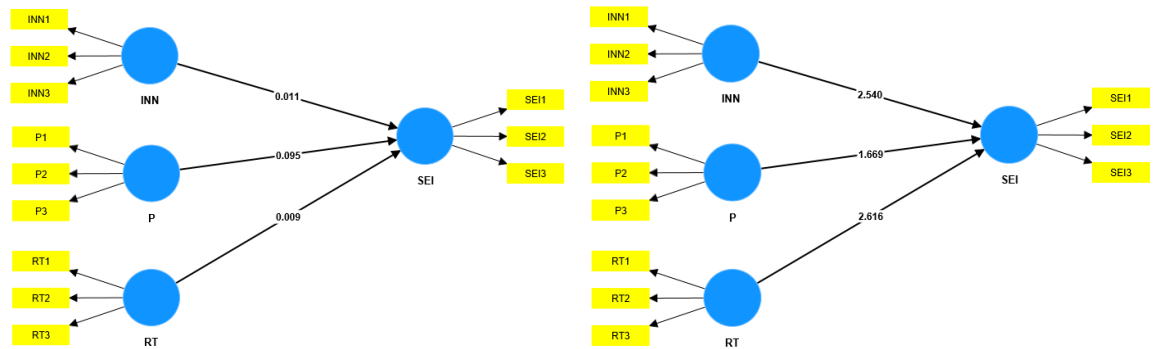


Figure 3 Bootstrapping

Figure 3 clearly shows the t-values of each dimension. This can be seen from the three dimensions of innovation, proactiveness, and risk-taking which have values that are clearly depicted in the middle of the direction pointing to the intention of social entrepreneurship (SEI).

H1: Innovation on social entrepreneurial intentions

In Figure 3 it has been shown that the t-value of innovativeness is 2.540 (>1.96) and p-values of 0.011 (<0.05) so that it passes the standard and is declared influential and significant. These results follow the results of previous studies that support innovation in influencing students' social entrepreneurial intentions (Rahaman et al., 2021; Tu et al., 2021). Individuals who always have different skills to keep moving forward in finding and solving in various ways. In accordance with the needs of human-oriented social business and all forms of complex problems. In the process of decoding and solving it, innovation is needed to encourage individuals to continue to learn and understand the solutions needed and developed. The current generation is very different, through the available information, access, and facilities, it is easier for them to develop and develop more.

H2: Risk-Taking on social entrepreneurial intentions

Based on Figure 3, the t-values (1.669) and p-values (0.009) were more than 1.96 and less than 0.05 so they were declared influential and significant. The good value of very small p-values close to 0 explains that the most important thing is risk-taking. No matter what business you do, you still need big and small risk takers. In line with the results of previous studies which clearly state that risk-taking has an effect on social entrepreneurial intentions (Rahaman et al., 2021). Witnessing Generation Z who have the courage to take risks and be prepared to face the consequences without imagining that they actually have a plan to grow their business in Indonesia.

H3: Proactive in social entrepreneurial intentions

The results showed that the t-values of proactive were 2,616 which was more than 1.96. As for the p-values contrast to 0.095 so it can be stated that there is no proactive effect of social entrepreneurial intention. It is not easy to take the initiative to take major and big steps. Especially the long-term movement of the program is oriented towards solving social problems. They may lack the initiative to see the

comfort they have with the real hardships they have to face. However, it must be admitted that Generation Z is following sufficiently the initiatives of its predecessors in the field of social business.

Conclusion

Social entrepreneurship is not only concerned with meeting needs to solving complex social problems. In achieving this goal, a balance between business and social goals is still needed, while still trying to find profit in order to solve social problems. These students, especially Generation Z who have fulfilled the country's major requirements, need to be continuously supported in honing the dimensions that can strengthen their intensity towards social business. They will run this nation in the future so full support must be without burden and distrust.

Limitations and future research potential

On the other hand, social entrepreneurship is a portion of the main concepts of social innovation and entrepreneurship, hence there is a lack of theoretical literature related to social entrepreneurship. This research can be useful for academics, teaching staff, and universities in conveying information to offer social entrepreneurship programs in particular. This will support efforts to expand young entrepreneurs and increase the number of entrepreneurs with a social nature.

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