

Culturally-Anchored Entrepreneurship: The Mediating Role of *Kasundaan* Value in Driving Business Behavior in West Java

Yus Nugraha

Fakultas Psikologi, Universitas Padjadjaran, Sumedang

International Association of Indigenous and Cultural Psychology, Inha University, Korea

Diana Harding

Fakultas Psikologi, Universitas Padjadjaran, Sumedang

Yuyus Suryana

Fakultas Ekonomi dan Bisnis, Universitas Padjadjaran, Sumedang

Nadia Ayu Safira, Aryo Bima Cahyono

Magister Psikologi Profesi, Fakultas Psikologi, Universitas Padjadjaran, Sumedang

Abstract. Entrepreneurship is not a cultural vacuum but deeply embedded in the social value of the community. Therefore, this research aimed to challenge Western-centric models by examining how *Kasundaan* (Sundanese) value system drives entrepreneurial behavior among 417 business owners in West Java, Indonesia. Path Analysis was used to investigate a complex mediation framework comprising entrepreneurial intention, self-efficacy, and orientation. The results showed that *Kasundaan* value act as a powerful cognitive driver, with the most profound impact observed on Entrepreneurial Orientation. This suggests that Sundanese cultural philosophy provides a robust strategic compass for risk-taking and proactiveness. Interestingly, the mediation through self-efficacy was the weakest, indicating that the cultural value influences strategic vision more than individual task-specific confidence. In conclusion, this research establishes a roadmap for “ethno-entrepreneurship” and provides empirical evidence for policy-makers to develop culture-based business interventions that leverage local wisdom to foster sustainable regional economic growth.

Keywords: Entrepreneurial self-efficacy, entrepreneurial intention, entrepreneurial orientation, Sundanese value system, entrepreneurial behavior

Kewirausahaan Berbasis Akar Budaya: Bagaimana Nilai *Kasundaan* Menggerakkan Perilaku Bisnis di Jawa Barat

Abstrak. Meskipun teori kewirausahaan sering kali didominasi oleh perspektif Barat, praktik bisnis di Indonesia sangat dipengaruhi oleh lanskap budaya lokal. Penelitian ini menelaah bagaimana Sistem Nilai *Kasundaan* berfungsi sebagai penggerak psikologis bagi wirausahawan Sunda di Jawa Barat. Dengan melibatkan 417 wirausahawan, penelitian ini menggunakan Analisis Jalur (*Path Analysis*) untuk menguji mekanisme mediasi melalui intensi, efikasi diri, dan orientasi berwirausaha. Temuan utama kami mengungkapkan bahwa nilai *Kasundaan* bukan sekadar identitas budaya, melainkan katalisator perilaku ekonomi yang signifikan. Secara khusus, nilai-nilai ini memiliki dampak paling kuat dalam membentuk Orientasi Berwirausaha, yang menunjukkan bahwa filosofi Sunda memberikan kerangka strategis dalam pengambilan risiko dan inovasi. Namun, pengaruh melalui efikasi diri ditemukan paling rendah, mengindikasikan bahwa nilai budaya lebih berperan dalam membentuk visi strategis daripada keyakinan kemampuan teknis individu. Studi ini memberikan kontribusi pada teori “etno-kewirausahaan” dan mendesak pembuat kebijakan untuk merancang program pengembangan bisnis yang terintegrasi dengan kearifan lokal guna menciptakan ekosistem wirausaha yang lebih resilien dan autentik di Jawa Barat.

Kata Kunci: efikasi diri berwirausaha, intensi berwirausaha, orientasi berwirausaha, nilai budaya, sistem nilai kasundaan, perilaku berwirausaha

Correspondence: Yus Nugraha. Email: yus.nugraha@unpad.ac.id

The prolonged economic crisis in Indonesia over the past decade and a half has exerted a widespread impact on various economic resources, with multidimensional influences. These conditions have also caused many large companies to experience shocks and require comprehensive restructuring to respond to the crises. Changing business conditions exerted a significant impact on various aspects of individual lives, prompting many employees to become new or impromptu entrepreneurs, or simply become investors for new business, particularly in the Micro, Small, and Medium Enterprises (MSMEs) sector.

To support a stronger national economic structure by 2024, the government targeted an entrepreneurship growth rate of 3.95% (Kemenkeu, 2022). Various initiatives have been made to strengthen the development ecosystem by promoting entrepreneurial awareness and activities across different sectors and levels of society. Currently, Indonesia entrepreneurship rate is only 3.47% (Dadag, 2023). This ratio remains behind other ASEAN countries, such as Thailand and Malaysia, which have exceeded 4%, and Singapore at 8.7%. The situation requires careful consideration, given that Indonesia is an archipelagic nation with limited and uneven infrastructure. Development patterns are highly dependent on regional conditions and characteristics, considering the cultural value and unique characteristics of each region.

According to Hunter et al. (2003), entrepreneurship is inseparable from the value and culture that develop in the business area. West Java is one of the regions with rapid development and ranked first among the provinces with the largest contribution to the creative economy, at 31.96% in 2016 (Jabar, 2019). Although this province is inhabited by a majority of Sundanese ethnic groups, only a few Sundanese entrepreneurs are widely recognized as icons. Documented research showed that Sundanese people primarily work as craftsmen, small traders, and traditional business owners in rural areas (Radjab, 1999).

Socio-psychological research on small food and beverage entrepreneurs in West Java indicated that the majority have a low future orientation, tend to be satisfied with current conditions, and frequently dwell on the past. This resigned outlook on life and lack of adaptability to challenges make the individuals less able to develop work sustainably. Work is viewed only as a means of earning a living, not a basis for creating further added value. The situation results in relatively low business competitiveness and increases vulnerability to environmental change (Nugraha, 2013). Sundanese entrepreneurs also tend not to prioritize financial gain, but rather simply fulfilling basic living needs and expressing gratitude.

Previous research showed that Sundanese people possess noble value passed down through generations. According to

Warnaen et al. (1987), tenacity and resilience have been part of the Sundanese way of life since childhood. These value are embodied in the motto "*Silih asih, silih asah, and silih asuh* (SILAS)," which reflects compassion, the development of knowledge, as well as the fostering and maintenance of harmonious social relationships (Suryalaga, 1995). Dienaputra (2011) explained that the community adheres to the Sundanese Value System (SVS), consisting of five aspects, such as *cageur, bageur, bener, pinter, and singer*. These aspects are internalized in daily life, including entrepreneurial activities (Nugraha, 2013).

Adiwidjaja (Suryalaga, 1995) stated that *silih asih* (*S-ai*) implies mutual affection, compassion, and love, demonstrating the intrinsic quality of humanity and the deeply compassionate value of friendship. *Silih asah* (*S-aa*) essentially indicates mutual sharpening of the mind and fostering intelligence, knowledge, and problem-solving skills. The essence of *asah* reflects an individual cognitive and psychomotor qualities, namely the ability, expertise, and skills in problem-solving.

Silih Asuh (*S-au*) signifies the concept of guiding, upholding, nurturing, and looking after each other. This, in turn, creates a harmonious, orderly, and professional state. The motto, which contains three value of *asih, asah, and asuh*, generally indicates a pattern of parental education for children and descendants passed down through generations. According to

Dienaputra (2011), the Sundanese people adhere to value or a sense of identity commonly referred to as the *Kasundaan*/SVS. These value consist of five aspects, namely *Cageur, Bageur, Bener, Pinter, and Singer* (CBBPS). The value system is embedded in daily lives, including in entrepreneurial endeavors (Nugraha, 2013).

Despite the strong cultural foundation, the community generally lacks the characteristics and potential to become successful entrepreneurs. Sundanese, with the Eastern customs, are often overshadowed by other ethnicities, despite being the second largest ethnic group after Javanese, and even in terms of identity and personal character. Therefore, questions arise regarding the value of the people, particularly entrepreneurs in West Java, that shape entrepreneurial behavior (EB). In this research, the Kasundaan value system takes the noble identity value of the *adiluhung urang Sunda* Dienaputra (2011), namely the CBBPS value, as part of SVS.

The CBBPS value was derived from research elicitation on several Sundanese entrepreneurs from the regional language. *Cageur* implies physically and mentally healthy, hence, individuals with these traits are friendly and smile often, rarely have negative thoughts, and rarely appear angry. *Bageur* means good behavior, politeness, and good manners. These individuals are helpful and giving, rarely refusing requests. *Bener* implies being honest, trustworthy, and behaving in line with one

words. *Pinter* means possessing knowledge, where smart individuals are described as intelligent, enjoy reading, have a high curiosity, and love to learn. Meanwhile, *Singer* means creative and innovative. Individuals who are singers are diligent in work, always strive to give the best effort, are agile, and are not picky in work. The development of these value, especially entrepreneurial activities or behavior, is assumed to be related to SVS. EB can be examined through the Theory of Planned Behavior (TPB).

EB is a collection of activities and practices independently undertaken by individuals at various levels, generating and using innovative resources to identify and pursue opportunities (Mair, 2005). This research adopted Mair (2005) approach because the theory emphasizes the context of traditional organizations and various levels of individuals. Meanwhile, Wang et al. (2022) stated that EB is the process of identifying opportunities and translating ideas into action. According to Bird & Schjoedt (2009), it is the proximal outcome of cognition and emotions, comprising experience, knowledge, skills, abilities, cognition, intelligence, learning, intentions, and motivation, all of which are manifested in action. Indicators include initiating relationships with investors, preparing business plans, and implementing business ideas (Bird & Schjoedt, 2009). Furthermore, EB can be manifested through product and technology development, exploring

new markets, as well as adapting procedures, regulations, and policies (DeTienne & Chandler, 2007).

Entrepreneurship is a planned behavior realized through deliberate action. Therefore, the formation of this behavior cannot be separated from the existence of an individual intentions (Ajzen, 1991). Within this framework, EI is understood as an individual conscious desire to engage in the related activity. Intention occupies a central position because it is viewed as the single strongest predictor of any planned behavior, including EB (Krueger et al., 2000). Furthermore, Kautonen et al. (2015) defined EI as an individual internal drive to start a business. Hmieleski & Corbett (2006) emphasized that EI refers to an individual goal of establishing a business, particularly one with a high growth orientation, and selecting a future role as an entrepreneur. Therefore, EI represents an individual psychological readiness, bridging personal value, beliefs, and orientations toward actual behavior.

EI comprises three motivational factors that affect behavior, as explained in the Theory of Planned Behavior (Ajzen, 1991). The first factor is attitude toward behavior, referring to the extent to which an individual has a positive or negative personal assessment of the choice to become an entrepreneur. This attitude has both affective and evaluative dimensions. In the affective dimension, individuals assess entrepreneurship based on

the accompanying feelings, such as liking, happiness, or interest in pursuing the role. Meanwhile, in the evaluative dimension, individuals consider the extent to which entrepreneurship is perceived as a profitable, valuable, and worthwhile choice. These affective and evaluative assessments collectively shape an individual attitude toward EB, which in turn contributes to strengthening the intention to engage in the activity.

The second factor is subjective norms, which is an individual perception of social pressure to engage in EB (Ajzen, 1991). Subjective norms relate to beliefs regarding the extent to which significant others, such as parents, family members, friends, or immediate social circle, will approve or disapprove of the decision to become an entrepreneur. Perceptions of social support or disapproval play a crucial role in shaping EI, particularly in cultural contexts that prioritize social relations and collective value as the guiding principles for decision-making.

The third factor is perceived behavioral control (PBC), which is an individual perception of the ease or difficulty of engaging in EB. PBC reflects the extent to which an individual feels capable of carrying out entrepreneurial activities (feeling of being able) and perceives behaviors to be within control (perception of behavioral controllability). These perceptions of ability and control not only influence EI but also directly contribute to

the actualization of EB, particularly when individuals face challenges and uncertainty in the process.

EI is the strongest predictor of the related behavior (Li et al, 2020). Bird (1988) identified individual domains (personality, motivation, and previous experience) and contextual variables (social, market, and economic contexts) as two dimensions responsible for shaping an individual EI. In general, this characteristic reflects both an individual aspiration to become an entrepreneur and the commitment to pursue activities. As stated by Krueger et al. (2000), intention is the critical mechanism through which attitudes influence behavior. Gieure et al. (2020) and Neneh (2020) also demonstrated that intention positively influences EB. The higher the intention, the stronger the desire to take action. EI is also shaped by internal individual factors, such as value. Hueso et al. (2021) showed that personal value influence EB, serving as guiding principles in life. Value can influence how people perceive situations, consider alternatives, and ultimately act (Holland & Shepherd, 2013). This suggests that intention mediates the role of value in EB.

Within the TPB framework, entrepreneurial self-efficacy (ESE) is generally considered a key component of perceived behavioral control. It is assumed to significantly strengthen the development of EB (Zhao et al, 2005). Feelings of entrepreneurship-related competence and confidence are viewed as an

individual perceived capability to complete tasks. This aspect is also a predictor of EB (Mair & Noboa, 2003). Shaheen & AL-Haddad (2018) and Li et al. (2020) reported that ESE has a positive impact on behavior. Individuals with high self-efficacy are more motivated to complete tasks in a business (Darmanto & Yuliari, 2018).

Culture is an important antecedent of ESE (Al-Jubari et al, 2019). It has varying degrees of influence on an individual intention to become an entrepreneur, perceptions of self-efficacy, and cognitive processes (Urbig et al, 2020). Therefore, different cultures show differences in motivation that lead to EB. Existing research suggests that culture influences an individual ESE and, ultimately, behavior.

Aside from influencing self-efficacy, culture shapes entrepreneurs strategic perspectives and behavioral tendencies in managing business. These strategic tendencies are reflected in EO, which in turn plays a role in predicting behavior. It guides individuals to achieve higher results and also serves as a form of strategy within an organization or company that is closely related to policies and basic work practices for developing actions to create a competitive advantage (Martens et al, 2018). Furthermore, EO is a characteristic and value embraced by entrepreneurs, including perseverance, risk-taking, speed, and flexibility (Utama & Hartono, 2018). Ginsberg (1988) also defined this characteristic as a tendency to

innovate, be proactive, and take risks when starting or managing a business. It acts as a bridge between cultural value and EB. Chew et al (2021) found that the impact is also cultural value, while Chowdhury & Audretsch (2021) found a significant relationship between EO and entrepreneurial activity.

According to Miller (1983) and Lumpkin & Dess (1996), EO comprises innovativeness, proactiveness, competitive aggressiveness, risk-taking, and autonomy. Innovativeness is the tendency to support new, experimental, and creative ideas earlier than competitors, for example, developing new products and markets (Covin & Miles, 1999). Risk-taking is the ability to transform an idea into an opportunity, demonstrated by finding ways to reduce, alter, or share risk (Keh et al., 2002). Furthermore, proactiveness is the pursuit of new opportunities related to current operations (Venkataraman, 1989). This includes, for example, introducing new products and brands before competitors, implementing strategic initiatives, namely reducing stages in the production life cycle, as well as anticipating and pursuing new opportunities. Competitive aggressiveness refers to the intensity with which a company strives to outperform competitors in the industry and to prioritize every opportunity (Lumpkin & Dess, 1996). This is characterized by a strong structure and aggressive responses to competitors. Finally, autonomy is the ability

to make decisions and act independently, including taking action after careful consideration (Lumpkin & Dess, 1996).

As an entrepreneur, an individual possesses a set of internalized value to express themselves uniquely. Value plays a motivating role in EB by providing the energy and drive to exert effort. The origin of the value is the social environment, through the broader culture and interactions with institutions. These value are then integrated into individual as a set of internalized meanings and contribute to the formation of self-identity (Kasser, 2002). Consequently, EB is influenced not only by external opportunities but also by internal value through which individuals interpret their experiences. Kirkley (2016) further stated that these value provide intrinsic motivation for individual behavior, characterized by independence, creativity, ambition, and courage.

Based on previous research, cultural value affect ESE (Jung et al, 2001; Morrison, 2000; Naktiyok et al, 2010), entrepreneurship (Liñán, 2008), and orientation (Sakari Soininen et al, 2013). At the same time, ESE (Le et al, 2023; Shaheen & Al-Haddad, 2018), intention (Calza et al, 2020; Duong, 2023; Duong & Vu, 2023), and orientation affect behavior (Chen et al, 2011; Stevenson & Jarillo, 1990). Within the TPB framework, attitudes influence behavior through the formation of intentions,

while the strength of these relationships depends on individual characteristics and situational conditions. The value and culture of Sundanese society, particularly among entrepreneurs, possess unique characteristics that foster indigenous entrepreneurship with a distinct style. Sundanese value presumably affect EB through intention, orientation, and self-efficacy.

The novelty of this research is grounded in the depiction of EB within the context of local culture, particularly Sundanese, characterized by a unique value system that has been relatively limited. Intention, orientation, and self-efficacy were examined as mediators of EB. Therefore, this research aimed to examine the influence of the SVS on EB through EI, self-efficacy, and orientation as mediators.

Based on the theoretical framework, the following hypotheses are proposed:

H1: The SVS positively influences EI.

H2: The SVS positively influences ESE.

H3: The SVS positively influences EO.

H4: EI positively influences EB.

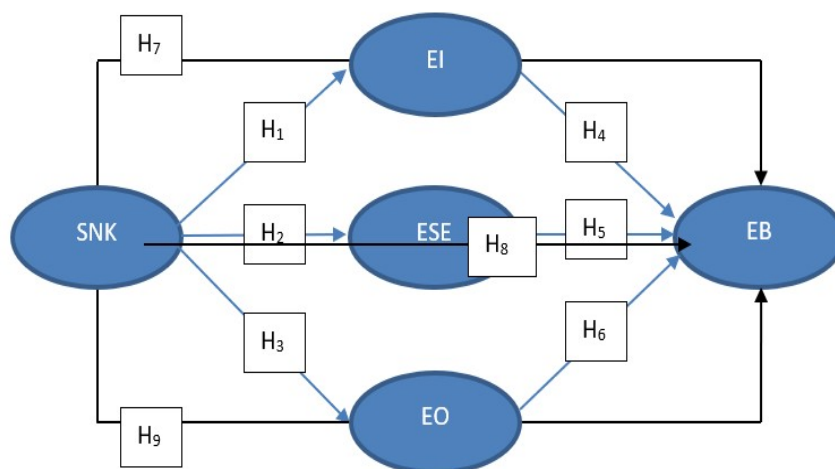
H5: ESE positively influences EB.

H6: EO positively influences EB.

H7: EI mediates the relationship between the SVS and EB.

H8: ESE mediates the relationship between the SVS and EB.

H9: EO mediates the relationship between the SVS and EB.

Figure 1*Hypothetical Framework*

Method

Participants and Procedures

This non-experimental causality research aims to explain the relationship between several variables through hypothesis testing. The proposed causal relationships were represented using a path model (Ferdinand, 2013). A quantitative approach was used by collecting data through a survey using a questionnaire as the primary data. Participants were selected using a convenience sampling technique, namely the free selection of samples at the author discretion, where all members of the population are considered appropriate when more than 30 and less than 500. Therefore, a sample size of 417 people was selected. The inclusion criteria included business actors or entrepreneurs in West Java whose one or both parents are Sundanese or have settled in the region, and recognized Sundanese value. The procedure followed the ethical

principles of psychological research and has received approval from the Ethics Commission Team of Padjadjaran University.

Measurement

The research instrument consisted of five self-reported scales, including EI, self-efficacy, orientation, and behavior, as well as the SVS.

Entrepreneurial Intention. The EI measurement tool was developed based on the theory of planned behavior (Ajzen, 1991). The author adapted 28 items comprising the dimensions of attitude toward behavior (ATB), social norms (SN), and perceived behavioral control (PBC). An example of an item in the ATB dimension is, *"By becoming an entrepreneur, I now have freedom in my work time"* (EI3). An example of an item in the SN dimension is, *"I am very happy with the opportunity to provide employment to others,"* and an example of an item in the PBC dimension is, *"I have fairly good*

persuasive skills" (EI23). Responses were graded using a Likert scale, ranging from 1 meaning "strongly disagree" to representing "strongly agree." This measuring instrument has a Cronbach's Alpha reliability value of .837 and fulfills the goodness of fit validity index value (Hair et al, 2010).

Entrepreneurial Self-efficacy. The ESE measurement tool was developed to overcome the limitations associated with measuring general self-efficacy. Mueller & Goiaë (2003) conceptualized ESE based on a process model originally proposed by Stevenson & Gumpert (1985), who divided activities into four stages, including searching, planning, marshalling, and implementing (Mueller & Goiaë, 2003). An example of an item in the searching stage is, "*I am able to develop new ideas to improve the results of my current business products.*" Meanwhile, an example of an item in the planning stage is, "*I am able to implement my ideas into a practical business plan.*" An item in the marshalling stage is, "*I am able to turn my business plan into a profitable business reality.*" Finally, an example of an item in the implementing stage is, "*I am able to grow my current business into a larger business.*" This scale, consisting of 20 statements, was graded using a Likert scale ranging from 1 meaning "strongly disagree" to 5 indicating "strongly agree." Moreover, it was found to have a Cronbach's Alpha reliability value of .971 and fulfilled the goodness of fit validity index criteria (Hair et al, 2010).

Entrepreneurial Orientation. EO is a combination of risk-taking, innovation, and proactiveness (Miller, 1983). The roles of these dimensions are clearly defined in improving performance. Lumpkin & Dess (1996) subsequently expanded the orientation framework by adding dimensions of autonomy and competitive aggressiveness. The measurement tool consisted of 35 items covering the dimensions of innovativeness, risk-taking, proactiveness, competitive aggressiveness, and autonomy. An example of an item in the innovativeness dimension is, "*I try to find new ideas in my current business field*" (EO01), while an item in the risk-taking dimension is, "*I try to produce new, more economical product variations*" (EO10). Moreover, an item in the proactiveness dimension is, "*I try to anticipate market needs for the products I produce*" (EO17). An item in the competitive aggressiveness dimension is, "*I am not anxious about having to compete with the best products from competitors*" (EO23). Finally, an item in the autonomy dimension is, "*Every time I act, it always begins with careful consideration*" (EO29). Responses were graded using a Likert scale ranging from 1, meaning "strongly disagree," to 5, which implies "strongly agree." This measuring instrument has a Cronbach's alpha reliability value of .953 and fulfills the goodness of fit validity index (Hair et al, 2010).

Entrepreneurial Behavior. EB was measured using an instrument adapted from Bird (1988), whose framework emphasized

observable entrepreneurial activities. Adaptations were made to 30 statement items consisting of four dimensions of opportunities, innovation, autonomy, and balanced nature. An example of an item in the opportunities dimension is, *"I will never waste an opportunity in front of me."* (EB1). Meanwhile, an item in the innovation dimension is, *"I utilize modern technology to improve the quality of my current product"* (EB10). An example of an item in the autonomy dimension is, *"With my business skills, I am able to establish similar business networks nationally"* (EB21), while an item in the balanced nature dimension is, *"I always try to explore regional/local potential as material for developing quality products"* (EB29). Responses were graded using a Likert scale ranging from 1 meaning "strongly disagree", to 5 suggesting "strongly agree". This measuring tool has a Cronbach's Alpha reliability value of .874 and fulfills the goodness of fit validity index (Hair et al., 2010).

Kasundaan/Sundanese Value System. The SVS scale was developed based on the Sundanese identity value proposed by Dienaputra (2011), which was then elicited by (Nugraha, 2013). It consists of 37 statement items arranged according to the dimensions of *cageur*, *bageur*, *bener*, *pinter*, and *singer*. An example of an item in the *cageur* dimension is, *"I think clarity of thought will really help an entrepreneur in making decisions during chaotic situations"* (CBBPS2). Meanwhile, an item in the *bageur* dimension is, *"I think*

BAGEUR shows an attitude of helping others, not only fellow entrepreneurs" (CBBPS11). An item in the *bener* dimension is, *"BENER entrepreneur is an ideal figure of a human being, because his words and actions are in harmony"* (CBBPS18), while an item in the *pinter* dimension is, *"I think PINTER is a characteristic that an entrepreneur must have to be able to create opportunities in chaotic situations"* (CBBPS25). Example of an item on the *singer* dimension is *"In my opinion, SINGER is a prominent characteristic of a Sundanese entrepreneur, because he works quite hard/diligently, hence someone will soon achieve success"* (CBBPS33). The items were graded using a Likert scale of 1, which means "strongly disagree", to 5, representing "strongly agree". This measuring instrument has a Cronbach Alpha reliability value of .984 and fulfills the goodness of fit validity index (Hair et al., 2010).

Statistical Analysis

This research used path analysis to test the causal relationship between independent and dependent variables (Lleras, 2005). The path analysis tested the hypotheses, including 1) SVS influences EI, 2) SVS influences ESE, 3) SVS influences EO, 4) EI influences EB, 5) ESE influences EB, 6) EO influences EB, 7) SVS influences EB through EI, 8) SVS influences EB through ESE, 9) SVS influences EB through EO.

Results

This research aimed to examine the influence of the SVS on EB mediated by EI, self-

efficacy, and orientation using path analysis. The classical assumption test was conducted first to examine whether the data met the criteria for path analysis. The normality test, conducted using the Kolmogorov–Smirnov test, produced a significance value of .07, which exceeded the threshold of .05. Accordingly, the null hypothesis was accepted, indicating that the residuals were normally distributed. A multicollinearity test was also conducted as one of the requirements for the classical assumption test. The results showed that all variables had a tolerance value above .10

and a VIF above 10, indicating the absence of multicollinearity. Furthermore, the Glejser test was conducted to examine the presence of multicollinearity symptoms in the data. The analysis results showed a significance value of .241, which is greater than .05. This indicates that there were no symptoms of heteroscedasticity in the data. Based on the three tests above, the data meet the classical assumption criteria for path analysis.

The results of the path analysis are as follows:

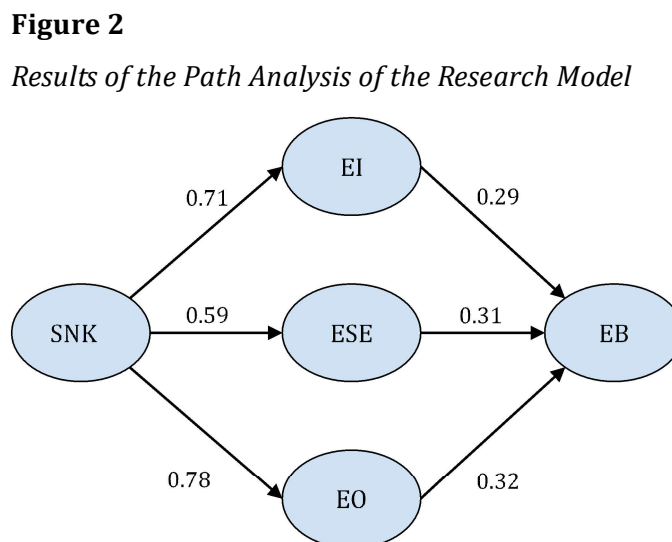


Table 1*Coefficient Value of Relationship between Variables*

Relationship	Coefficient	<i>p-value</i>	Description
Sundanese Value System → <i>Entrepreneurial Behaviour</i>	.384	< .001	Influential
Sundanese Value System → <i>Entrepreneurial Intention</i>	.706	< .001	Influential
Sundanese Value System → <i>Entrepreneurial Self-Efficacy</i>	.586	< .001	Influential
Sundanese Value System → <i>Entrepreneurial Orientation</i>	.776	< .001	Influential
<i>Entrepreneurial Intention</i> → <i>Entrepreneurial Behavior</i>	.286	< .001	Influential
<i>Entrepreneurial Self-Efficacy</i> → <i>Entrepreneurial Behavior</i>	.309	< .001	Influential
<i>Entrepreneurial Orientation</i> → <i>Entrepreneurial Behavior</i>	.322	< .001	Influential
Sundanese Value System → <i>Entrepreneurial Intention</i> → <i>Entrepreneurial Behavior</i>	.206	< .001	Influential
Sundanese Value System → <i>Entrepreneurial Self-Efficacy</i> → <i>Entrepreneurial Behavior</i>	0.181	< 0.001	Influential
Sundanese Value System → <i>Entrepreneurial Orientation</i> → <i>Entrepreneurial Behavior</i>	0.249	< 0.001	Influential

Based on the path analysis results presented in Figure 2 and Table 1, SVS showed a significant direct influence on EI, ESE, and orientation. These three variables also have a direct and significant influence on EB. Furthermore, the analysis results showed that the system has a significant indirect influence on EB through EI, self-efficacy, and orientation. All path coefficients in the model are statistically significant with a *p-value* < .001, hence, all hypotheses were accepted.

Discussion

The path analysis results indicate that SVS serves as a foundation of value consistently shaping EB, both directly and through more proximal psychological mechanisms and action orientations. The relationship patterns in the

research model showed that the internalization of Sundanese cultural value extends beyond the level of general attitudes to individual beliefs about self-capacity, clarity of EI, and tendencies toward strategic orientation in carrying out entrepreneurial activities. Therefore, cultural value function as a source of meaning and direction that organizes individual psychological processes before manifesting in actual behavior.

SVS, comprising *Cageur*, *Bener*, *Bageur*, *Pinter*, and *Singer*, forms a relevant cultural foundation for explaining these mechanisms. *Cageur* value, which represents a healthy physical and mental state, enables individuals to think clearly and make rational decisions. This condition supports an individual ability to view problems proportionally, accurately

recognize opportunities, and develop a long-term orientation in entrepreneurship. *Bener* value, emphasizing honesty and harmony between words and actions, serves as an ethical foundation that strengthens credibility and trust in business relationships. Honesty not only functions as a moral norm, but also social capital that supports the sustainability of entrepreneurial activities.

Bageur value, reflecting helpfulness and social concern, provides a strategic advantage in developing business that rely heavily on networks and interpersonal relationships. This value strengthens entrepreneurs capacity to build cooperation, trust, and social cohesion. *Pinter* value, defined as a love of learning, is a crucial prerequisite for entrepreneurship because it demands continuous learning, adaptation to change, and continuous improvement. Meanwhile, the *Singer* value, or creativity, enables individuals to respond to the dynamics of the times, changing consumer needs, competitive pressures, and the demands for innovation as prerequisites for business success.

Lewin (1951) theoretical framework provides a conceptual basis for understanding how these cultural value work to shape EB. In the formulation $B = f(PE)$, EB is understood as the outcome of the interaction between personal and environmental factors. In this context, environmental factors are reflected in Sundanese culture, which instills a value system, while personal factors are manifested in the

individual psychological structure, comprising beliefs, attitudes, motivations, and orientations. Therefore, EB results from the internalization of cultural value into personal factors, which are then expressed in concrete actions in the social environment.

Sundanese EB (B) is formed out of the cultural environment (E) through value instilled by both parents and society. The P (person) factor resulting from complex formation is mainly related to the development of individual mentality in which the CBBPS value (*Cageur*, *Bageur*, *Bener*, *Pinter*, and *Singer*) are formed. Within Sundanese tradition, the CBBPS value are often regarded as parental aspirations for the children, representing the ethical ideals and cultural ethos expected to guide personal development and entrepreneurial conduct throughout life.

These results are consistent with previous research suggesting that cultural value significantly influence entrepreneurial activity (Calza et al., 2020). Cultural value, specifically SVS, influence ESE, EI, and EO. It offers a strong foundation for Sundanese entrepreneurs, providing confidence in the ability to engage in entrepreneurship (ESE). These value fosters confidence in the capabilities to complete tasks and succeed in establishing a new business (Brändle et al., 2018).

Starting a business is a social process, as entrepreneurs interact with others in the community while gathering the necessary resources to identify opportunities.

Furthermore, the social environment, from a socio-psychological perspective, has a significant influence on individual motivation, perceptions, and attitudes. ESE can be viewed as an attitude toward starting a new venture within a specific social environment (Newman et al., 2019). This attitude is influenced by societal value and norms. Consequently, regional cultural value and belief systems determine the extent to which entrepreneurship is perceived as a desirable and socially supported form of behavior (Naktiyok et al., 2010).

Ajzen (1991) proposed that subjective norms and perceived behavioral control, as components of the Theory of Planned Behavior (TPB), are important determinants of EI, which subsequently predicts entrepreneurial behavior. Significant others, including parents, siblings, relatives, and even neighbors, play an important role in shaping EI and encouraging successful business engagement. Positive evaluation and support from close friends strengthen individual EI. This implies that individuals with an entrepreneurial background and certain family value tend to start a business (Liñán, 2008).

The results also indicate that ESE, EI, and EO have a significant positive influence on EB. Similarly, Shaheen & Al-Haddad (2018) stated that ESE significantly influences behavior. Self-efficacy is the capability to change one beliefs in the behavior to complete tasks for the success of building a new business. Bucurean et al.

(2011) stated that a strong cultural foundation fosters confidence, trust, and reliability, thereby creating conditions supporting EB. Individuals with strong beliefs in skills and abilities to establish a business are more probably to engage in entrepreneurial activities. The result is also consistent with the concept of the TPB, where components of perceived behavioral control, similar to self-efficacy, can predict behavior (Le et al., 2023).

As stated in previous research, EI is a positive antecedent of behavior (Duong, 2023). A positive relationship was found between EI and behavior (Calza et al., 2020; Duong & Vu, 2023). Orientation was also reported to have a positive relationship with behavior (Rafiki et al., 2021), where the development plays a key role as a driver for sustainable development in SMEs. Therefore, organizations need to select and manage EB through the development of specific organizational value and culture (Stevenson & Jarillo, 1990).

The mediating roles of ESE, EI, and EO between the SVS and EB provide additional support for previous studies examining the influence of cultural value on entrepreneurship (Le et al., 2023). Cultural value strongly and positively influences ESE and intention. Therefore, deeper social appraisals and assessments facilitate the activity. Supportive social evaluations and cultural reinforcement enhance individuals confidence in entrepreneurial abilities while simultaneously increasing the intention to establish and manage

a business (Turró et al, 2014; Urbig et al, 2020). Le et al. (2023) also reported significant mediating effects of ESE and intention on the relationship between cultural value and behavior. These results imply that entrepreneurial self-efficacy and intention transfer the influence of cultural value into behavior. Therefore, both variables can strengthen the impact of cultural value on behavior (Uysal et al, 2022). The impact of SVS on EB is greater when individuals have firmer beliefs about personal abilities and competencies with a higher intention (Adebusuyi et al, 2022). In this research, EO acts as an additional mechanism through which indigenous cultural value are translated into strategic entrepreneurial actions.

Theoretically, the results confirm that the SVS serves as a cultural foundation that shapes EB through psychological mechanisms such as EI, self-efficacy, and orientation. Practically, these results can inform policy formulation and the development of entrepreneurship programs in West Java that integrate local cultural value to encourage more adaptive and competitive EB.

Conclusion

In conclusion, the SVS can influence EB through EI, self-efficacy, and orientation among entrepreneurs in West Java. First, SVS shapes EB by strengthening intention, indicating that cultural value plays an important role in fostering individuals willingness to engage in entrepreneurial activities before these

intentions are translated into actual behavior. Second, this system also influences EB through self-efficacy. This indicates that cultural value also shapes individual beliefs in the ability to run a business. Third, SVS influences EB through orientation. Therefore, Sundanese value strongly shape perspectives and strategic tendencies in managing and developing the business.

Recommendation

To develop resilient and independent Sundanese entrepreneurs, it is necessary to improve EB by enhancing and developing aspects of intention, self-efficacy, and orientation comprehensively through training based on ethnicity. Future research should further examine the role of indigenous cultural value in shaping EB across different cultural contexts. These investigations would contribute to the development of culturally responsive models of indigenous entrepreneurship that reflect the diversity of local wisdom and entrepreneurial practices.

References

- Adebusuyi, A. S., Adebusuyi, O. F., & Kolade, O. (2022). Development and validation of sources of entrepreneurial self-efficacy and outcome expectations: A social cognitive career theory perspective. *The International Journal of Management Education*, 20(2), 100572. <https://doi.org/https://doi.org/10.1016/j.ijme.2021.100572>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–

211. [https://doi.org/https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/https://doi.org/10.1016/0749-5978(91)90020-T)
- Al-Jubari, I., Hassan, A., & Liñán, F. (2019). Entrepreneurial intention among university students in Malaysia: Integrating self-determination theory and the theory of planned behavior. *International Entrepreneurship and Management Journal*, 15(4), 1323–1342. <https://doi.org/10.1007/s11365-018-0529-0>
- Bird, B. (1988). Implementing entrepreneurial ideas: The case for intention. *Academy of Management Review*, 13(3), 442–453. <https://doi.org/10.5465/AMR.1988.4306970>
- Bird, B., & Schjoedt, L. (2009). Entrepreneurial behavior: Its nature, scope, recent research, and agenda for future research. In Carsrud A.L. & Brannback M. (Eds.), *Understanding the entrepreneurial mind* (pp. 327–358). New York: Springer. https://doi.org/10.1007/978-1-4419-0443-0_15
- Brändle, L., Berger, E. S. C., Golla, S., & Kuckertz, A. (2018). I am what i am - how nascent entrepreneurs' social identity affects their entrepreneurial self-efficacy. *Journal of Business Venturing Insights*, 9, 17–23. <https://doi.org/https://doi.org/10.1016/j.jbvi.2017.12.001>
- Bucurean, M., Costin, M.-A., & Marcu, M. (2011). Culture - a factor that determines the entrepreneurial. *Fascicle of Management and Technological Engineering*, x(xx), 3–6.
- Calza, F., Cannavale, C., & Zohoorian Nadali, I. (2020). How do cultural value influence entrepreneurial behavior of nations? A behavioral reasoning approach. *International Business Review*, 29(5), 101725. <https://doi.org/https://doi.org/10.1016/j.ibusrev.2020.101725>
- Chen, G., Du, H., & Chen, Y. (2011). Research on entrepreneurial orientation and entrepreneurial behavior: An empirical study. *International Conference on Management and Service Science*. <https://doi.org/10.1109/ICMSS.2011.5997918>
- Chew, T. C., Tang, Y. K., & Buck, T. (2021). The interactive effect of cultural value and government regulations on firms' entrepreneurial orientation. *Journal of Small Business and Enterprise Development*, 29(2), 221–240. <https://doi.org/10.1108/JSBED-06-2021-0228>
- Chowdhury, F., & Audretsch, D. B. (2021). A dynamic relationship between entrepreneurial orientation and entrepreneurial activity. *Journal of International Entrepreneurship*, 19(3), 339–356. <https://doi.org/https://doi.org/10.1007/s10843-021-00300-z>
- Covin, Jeffrey G, & Miles, Morgan P. (1999). Corporate entrepreneurship and the pursuit of competitive advantage. *Entrepreneurship Theory and Practice*, 23(3), 47–63. <https://doi.org/10.1177/104225879902300304>
- Dadag. (2023, March 23). *Rasio kewirausahaan jadi prasyarat indonesia menuju negara maju tahun 2045*. Pasar Dana. <https://pasardana.id/news/2023/3/10/rasio-kewirausahaan-jadi-prasyarat-indonesia-menuju-negara-maju-tahun-2045>
- Darmanto, S., & Yuliari, G. (2018). Mediating role of entrepreneurial self efficacy in developing entrepreneurial behavior of entrepreneur students. *Academy of Entrepreneurship Journal*, 24(1), 1–14.
- DeTienne, Dawn R, & Chandler, Gaylen N. (2007). The Role of Gender in Opportunity Identification. *Entrepreneurship Theory and Practice*, 31(3), 365–386. <https://doi.org/10.1111/j.1540-6520.2007.00178.x>
- Dienaputra, R. D. (2011). *Politik jati diri urang sunda: dalam memperkuat pembangunan karakter bangsa*. Sastra Unpad Press.
- Duong, C. D. (2023). A moderated mediation model of perceived barriers, entrepreneurial self-efficacy, intentions, and behaviors: A social cognitive career theory perspective. *Oeconomia Coperni-*

- cana, 14(1), 355–388. <https://doi.org/10.24136/oc.2023.010>
- Duong, C. D., & Vu, N. X. (2023). The single, complementary, balanced, and imbalanced influences of entrepreneurial attitudes and intentions on entrepreneurial behaviors: Polynomial regression with response surface analysis. *Heliyon*, 9(3). <https://doi.org/10.1016/j.heliyon.2023.e14604>
- Ferdinand, A. (2013). *Metode penelitian manajemen: pedoman penelitian untuk penulisan skripsi, tesis, dan disertasi ilmu manajemen*. Undip Press.
- Gieure, C., Benavides-ESpinosa, M. M., & Roig-Dobón, S. (2020). The entrepreneurial process: The link between intentions and behavior. *Journal of Business Research*, 112(2). <https://doi.org/10.1016/j.jbusres.2019.11.088>
- Ginsberg, A. (1988). Measuring and modelling changes in strategy: Theoretical foundations and empirical directions. *Strategic Management Journal*, 9(6), 559–575. <https://doi.org/https://doi.org/10.1002/smj.4250090604>
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate data analysis* (7th ed.). New Jersey: Pearson Prentice Hall
- Hmieleski, K. M., & Corbett, A. C. (2006). Proclivity for improvisation as a predictor of entrepreneurial intentions. *Journal of Small Business Management*, 44(1), 45–63. <https://doi.org/10.1111/j.1540-627X.2006.00153.x>
- Holland, Daniel V, & Shepherd, Dean A. (2013). Deciding to persist: Adversity, value, and entrepreneurs' decision policies. *Entrepreneurship Theory and Practice*, 37(2), 331–358. <https://doi.org/10.1111/j.1540-6520.2011.00468.x>
- Hueso, J., Jaén, I., & Liñán, F. (2021). From personal value to entrepreneurial intentions: A systematic literature review. *International Journal of Entrepreneurial Behaviour & Research*, 27(1), 205–230. <https://doi.org/10.1108/IJEBR-06-2020-0383>
- Hunter, A., Kapp, J., & Yonkers, V. (2003). A psychological model of entrepreneurial behavior. *Journal of Academy of Business and Economics*, 2, 180–192.
- Jabar, G. (2019). *Potensi industri kreatif jabar sangat tinggi*. Gapura Jabar (Gerbang Informasi Warga Jawa Barat). <https://www.kemenkeu.go.id/publikasi/berita/pemerintah-dukung-pengembangan-kewirausahaan-indonesia/>
- Jung, D. I., B.Ehrlich, S., Noble, A. F. De, & Baik, K. B. (2001). Entrepreneurial self-efficacy and its relationship to entrepreneurial action: A comparative study between the us and korea. *Management International*, 6(1), 41–53. <https://doi.org/10.59876/a-4cve-ymkw>
- Kasser, T. (2002) Sketches for a self-determination theory of value. In: Deci, E.L. and Ryan, R.M., Eds., *Handbook of self-determination research*, University of Rochester Press, Rochester (pp 123-140)
- Kautonen, T., Gelderen, M., & Fink, M. (2015). Robustness of the theory of planned behavior in predicting entrepreneurial intentions and actions. *Entrepreneurship Theory and Practice*, 39(3), 655–674. <https://doi.org/10.1111/etap.12056>
- Keh, Hean Tat, Der Foo, Maw, & Lim, Boon Chong. (2002). Opportunity evaluation under risky conditions: The cognitive processes of entrepreneurs. *Entrepreneurship Theory and Practice*, 27(2), 125–148. <https://doi.org/10.1111/1540-8520.00003>
- Kemenkeu, K. K. (2022). *Pemerintah dukung pengembangan kewirausahaan indonesia*. Kementerian Keuangan Republik Indonesia. <https://www.kemenkeu.go.id/publikasi/berita/pemerintah-dukung-pengembangan-kewirausahaan-indonesia/>
- Kirkley, W. W. (2016). Entrepreneurial behaviour: the role of value. *International Journal of Entrepreneurial Behavior & Research*, 22(3), 290–328. <https://doi.org/10.1108/IJEBR-02-2015-0042>

- Krueger, N. F., Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. *Journal of Business Venturing*, 15(5), 411–432. [https://doi.org/https://doi.org/10.1016/S0883-9026\(98\)00033-0](https://doi.org/https://doi.org/10.1016/S0883-9026(98)00033-0)
- Le, T. T., Doan, X. H., & Duong, C. D. (2023). A serial mediation model of the relation between cultural value, entrepreneurial self-efficacy, intentions and behaviors: Does entrepreneurial education matter? A multi-group analysis. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(2), 100064. <https://doi.org/https://doi.org/10.1016/j.joitmc.2023.100064>
- Lewin, K. (1951). *Field Theory in Social Science*. New York: Harper
- Li, C., Murad, M., Shahzad, F., Khan, M. A. S., Ashraf, S. F., & Dogbe, C. S. K. (2020). Entrepreneurial passion to entrepreneurial behavior: Role of entrepreneurial alertness, entrepreneurial self-efficacy and proactive personality. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.01611>
- Liñán, F. (2008). Skill and value perceptions: how do they affect entrepreneurial intentions? *International Entrepreneurship and Management Journal*, 4(3), 257–272. <https://doi.org/10.1007/s11365-008-0093-0>
- Lleras, C. (2005). Path analysis. *Encyclopedia of Social Measurement*, 3, 25–30. <https://doi.org/https://doi.org/10.1016/B0-12-369398-5/00483-7>
- Lumpkin, G. T., & Dess, G. G. (1996). Clarifying the entrepreneurial orientation construct and linking it to performance. *The Academy of Management Review*, 21(1), 135–172. <https://doi.org/10.2307/258632>
- Mair, J. (2005). Entrepreneurial behavior in a large traditional firm: Exploring key drivers. In T. Elfring (Ed.), *Corporate Entrepreneurship and Venturing* (pp. 49–72). Springer US. https://doi.org/10.1007/0-387-24850-1_3
- Mair, J., & Noboa, E. (2003). Social entrepreneurship: How intentions to create a social enterprise get formed. *IESE Business School, IESE Research Papers*, 503. <https://doi.org/10.2139/ssrn.462283>
- Martens, C. D. P., Machado, F. J., Martens, M. L., Silva, F. Q. P. de O. e, & Freitas, H. M. R. de. (2018). Linking entrepreneurial orientation to project success. *International Journal of Project Management*, 36(2), 255–266. <https://doi.org/https://doi.org/10.1016/j.ijproman.2017.10.005>
- Miller, D. (1983). The correlates of entrepreneurship in three types of firms. *Management Science*, 29(7), 770–791. <https://doi.org/https://doi.org/10.1287/mnsc.29.7.770>
- Morrison, A. (2000). Entrepreneurship: What triggers it?. *International Journal of Entrepreneurial Behavior & Research*, 6(2), 59–71. <https://doi.org/10.1108/13552550010335976>
- Mueller, S. L., & Goiaæ, S. (2003). East-west differences in entrepreneurial self-efficacy: Implications for entrepreneurship education in transition economies. *International Journal of Entrepreneurship Education*, 1(4), 613–632.
- Naktiyok, A., Nur Karabey, C., & Caglar Gulluce, A. (2010). Entrepreneurial self-efficacy and entrepreneurial intention: The turkish case. *International Entrepreneurship and Management Journal*, 6(4), 419–435. <https://doi.org/10.1007/s11365-009-0123-6>
- Neneh, B. N. (2020). Entrepreneurial passion and entrepreneurial intention: the role of social support and entrepreneurial self-efficacy. *Studies in Higher Education*, 47(3), 587–603. <https://doi.org/10.1080/03075079.2020.1770716>
- Newman, A., Obschonka, M., Schwarz, S., Cohen, M., & Nielsen, I. (2019).

- Entrepreneurial self-efficacy: A systematic review of the literature on its theoretical foundations, measurement, antecedents, and outcomes, and an agenda for future research. *Journal of Vocational Behavior*, 110, 403–419. <https://doi.org/https://doi.org/10.1016/j.jvb.2018.05.012>
- Nugraha, Y. (2013). *Pengaruh sistem nilai budaya terhadap perilaku berwirausaha melalui niat, keyakinan diri, dan orientasi berwirausaha*. Universitas Padjajaran.
- Radjab, B. (1999). Etos kewiraswastaan pada masyarakat sunda di pedesaan. *Jurnal Kebudayaan Sunda*, 1, 36.
- Rafiki, A., Nasution, M. D. T. P., Rossanty, Y., & Sari, P. B. (2021). Organizational learning, entrepreneurial orientation and personal value towards SMEs' growth in Indonesia. *Journal of Science and Technology Policy Management*, 14(1), 181–212. <https://doi.org/10.1108/JSTPM-03-2020-0059>
- Sakari Soininen, J., Puumalainen, K., Sjögrén, H., Syrjä, P., & Durst, S. (2013). Entrepreneurial orientation in small firms – value-attitudes-behavior approach. *International Journal of Entrepreneurial Behavior & Research*, 19(6), 611–632. <https://doi.org/10.1108/IJEBR-10-2012-0106>
- Shaheen, N., & AL-Haddad, S. (2018). Entrepreneurial self-efficacy and entrepreneurial behavior. *International Journal of Development and Sustainability*, 7(10), 2385–2402. <https://isdsnet.com/ijds-v7n10-03.pdf>
- Stevenson, H., & Gumpert, D. (1985). The heart of entrepreneurship. *Harvard Business Review*, 63(2), 85–94. https://doi.org/https://doi.org/10.20801/jsrpim.2.4_483_4
- Stevenson, H. H., & Jarillo, J. C. (1990). A Paradigm of entrepreneurship: Entrepreneurial management. *Strategic Management Journal*, 11, 17–27. <http://www.jstor.org/stable/2486667>
- Suryalaga, H. (1995). *Silih asih-silih asah dan silih asuh, beberapa paradigma penanda silas*. Lembaga Kebudayaan Unpas.
- Turró, A., Urbano, D., & Peris-Ortiz, M. (2014). Culture and innovation: The moderating effect of cultural value on corporate entrepreneurship. *Technological Forecasting and Social Change*, 88, 360–369. <https://doi.org/https://doi.org/10.1016/j.techfore.2013.10.004>
- Urbig, D., Bönnte, W., Procher, V. D., & Lombardo, S. (2020). Entrepreneurs embrace competition: evidence from a lab-in-the-field study. *Small Business Economics*, 55(1), 193–214. <https://doi.org/10.1007/s11187-019-00141-0>
- Utama, L., & Hartono, M. V. A. (2018). Pengaruh sumber daya pemilik waralaba terhadap kinerja penerima waralaba dengan orientasi kewirausahaan sebagai mediasi. *Conference On Management and Behavioral Studies*, 97–107.
- Uysal, P. K., Karadağ, H., Tuncer, B., & Pahin, F. (2022). Locus of control, need for achievement, and entrepreneurial intention: A moderated mediation model. *The International Journal of Management Education*, 20(2), 100560. <https://doi.org/https://doi.org/10.1016/j.ijme.2021.100560>
- Venkatraman, N. (1989). Strategic orientation of business enterprises: The construct, dimensionality, and measurement. *Management Science*, 35(8), 942–962. <http://www.jstor.org/stable/2632149>
- Wang, Y., Zhou, H., Zhang, Y., & Sun, X. (2022). Role of entrepreneurial behavior in achieving sustainable digital economy. *Frontiers in Public Health*, Volume 10, 829289. <https://doi.org/10.3389/fpubh.2022.829289>
- Warnaen, S., Rusyana, Y., Wibisana, W., Gama, Y., & Djiwapradja, D. (1987). *Pandangan*

hidup orang sunda seperti tercermin dalam tradisi lisan dan sastra sunda. Kemendikdasmen. <http://repositori.kemendikdasmen.go.id/id/eprint/28922%0A>

intentions. *Journal of Applied Psychology*, 90, 1265–1272. <https://doi.org/10.1037/0021-9010.90.6.1265>

Zhao, H., Seibert, S., & Hills, G. (2005). The mediating role of self-efficacy in the development of entrepreneurial

✱
Received 27 September 2023
Revised 7 January 2026
Accepted 30 January 2026