

The Effects of Entrepreneurial Orientation and Sustainability Orientation Towards Sustainable Entrepreneurship of MSMEs in Jakarta with Entrepreneurial Bricolage as Mediation

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ABSTRACT

This research is conducted to know the effects of entrepreneurial orientation and sustainability orientation towards sustainable entrepreneurship of MSMEs in Jakarta with entrepreneurial bricolage as mediation. This research used non-probability sampling through convenience sampling to obtain 119 respondents which are the people in MSMEs in Jakarta that are in the creative economy sector. Data are collected online through a questionnaire distributed through Google Forms. The data are processed with PLS-SEM method and SmartPLS 3.3.3 software. Result shows that entrepreneurial orientation and sustainability orientation influenced entrepreneurial bricolage of MSMEs in Jakarta positively and significantly, entrepreneurial bricolage influenced sustainable entrepreneurship of MSMEs in Jakarta positively and significantly, and entrepreneurial bricolage mediates both relationship of entrepreneurial orientation and sustainability orientation with sustainable entrepreneurship of MSMEs in Jakarta positively and significantly.

Keywords: *Entrepreneurial orientation, sustainability orientation, MSMEs, sustainable entrepreneurship, entrepreneurial bricolage*

1. INTRODUCTION

Sustainable entrepreneurship is a concept that combines the idea of sustainable development and entrepreneurship [1] that is proposed to create a dynamic market towards environmental and societal progresses [2]. Sustainable entrepreneurship can be a game-changer by utilizing sustainable opportunities to create a market-oriented solution and value to solve environmental damage, inequality, and inequity holistically [1][3].

The public have realized the importance sustainability, and sustainability-oriented laws and regulations encourage businesses to be socially responsible [2][4]. The sustainability concept allows consumers to change their buying preferences positively by them feeling happier when buying sustainable products and have emotional connection with sustainable products and/or companies [5]. The majority of the consumers have and will change their buying preferences based on the impact towards social, economy, and environment [5]. This is motivated by wanting to create a change for future generations, unfair workforce treatment, and other societal issues [5].

MSMEs (micro, small, and medium enterprises) play a huge and crucial role in many countries' economy by creating works, improving the quality of live, and the development of the global economy [6][7][8]. MSMEs hold a critical role in Indonesia's economy by contributing 61,07% of the country's GDP, absorbing 97% of the total workforce, and accumulating 60,4% of investments [9]. MSMEs can contribute more towards the GDP through tax, making creative economy MSMEs to be the country's development locomotive through digital transformation [10].

Triple bottom line (social, environmental, and financial) are connected to one and another and important to take care of in sustainable development [11][12][13]. Triple bottom line issues such as climate change, pollution, the decrease in biodiversity, and the limited amount of resources have the capability to change consumers' value and behavior towards environmental sustainability, social responsibility, and economic inclusiveness, which encourage companies to work on their sustainability aspect [5]. It is imperative to apply the concept of sustainability development to actualize the better condition in the future and achieving the state of sustainable economy, environment, and social [14].

It's important for MSMEs be sustainable in their businesses to earn profit without further damaging the environment [4]. MSMEs play a huge role in pollutions, resources usage, and huge waste production, thus making it imperative to be sustainable to respond the environmental issues, resource shortage, and fulfilling expectations that arise from social issues to balance the economy health, social equality, and the state of the environment [5][7][15].

Entrepreneurial orientation (innovative, proactive, taking risks) towards market opportunities is an important mindset for individuals and businesses to successfully create sustainable entrepreneurship [4][16]. Entrepreneurial orientation encourages the entrepreneur's behavior to proactively developing new ideas, concepts, and processes that are environmentally friendly, and taking business risks to create economic and non-economic profits [4][17].

Sustainability orientation plays a huge role in creating sustainable entrepreneurship by paying attention towards the environment and social responsibilities, thus motivating individuals to apply sustainable entrepreneurship concept [18]. Through this, entrepreneurs pay attention to profit and making environmental and societal values [15]. The environment's declining condition can leads to many opportunities, and sustainability-oriented individuals can identify and take it to create a sustainable condition [18].

MSMEs in combating limited resources and environmental issues should utilize the resources at hand to handle new problems and opportunity through entrepreneurial bricolage [5][19]. Entrepreneurial and sustainability orientation is important for MSMEs to be innovative, proactive, taking risk, and pay attention towards the environment to utilize resources at hand to create a new solution and objective [4]. MSMEs with entrepreneurial bricolage skills minimize the resources usage by only using what's on hand, and utilizing those for other than their main purposes [19].

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Resource-Based View

Resource-based view (RBV) theory analyses the business' resources condition, the relationship between profit and resources, and how the business manage resources at hand to achieve sustainable competitive advantage [20][21]. Sustainable competitive advantage is achieved when business can control their resources, tangible and intangible abilities that are precious, rare, and unable to be replicated and substituted [21][22]. RBV theory in entrepreneurship shows that entrepreneurship involves a unique awareness towards opportunities, and the ability to acquire the needed resources to exploit and recombine homogeneous input into a heterogeneous output [23]. Entrepreneurial opportunity presents itself when individuals are able to see the value of a resource that other people can't [22].

2.2. Sustainable Entrepreneurship

Osburg [24] defined sustainable entrepreneurship as "an entrepreneurial approach to developing business solutions to address the most urgent social and ecological challenge". Schaltegger and Wagner [2] explained sustainable entrepreneurship as "the realization of sustainability innovations aimed at the mass market and providing benefit to the larger part of society". Makki et al. [25] defined sustainable entrepreneurship as "a set of business activities blended with eco-conscious entrepreneurial ideas embracing a level of risk and focusing on minimizing the harmful impact on the environment while maintaining financial imperishability". From these, entrepreneurial bricolage is an

entrepreneurial approach that develops sustainable solutions and innovations to solve triple bottom line issues and minimize the negative environmental impacts and maintain the business' financial stability.

2.3. Entrepreneurial Orientation

Miller [16] defined entrepreneurial orientation as “an entrepreneurial firm is one that engages in product-market innovation, undertake somewhat risky ventures, and is first to come up with proactive innovations, beating competitors to the punch”. Anderson et al. [26] explained that entrepreneurial orientation is “a second-order, firm-level construct comprised of two lower-order dimensions: entrepreneurial behaviors (encompassing innovativeness and proactiveness) and managerial attitude toward risk (risk taking)”. Rauch et al. [27] proposed that entrepreneurial orientation is “the policies and practice that provide a basis for entrepreneurial decision and actions”. Therefore, entrepreneurial orientation is the tendency of individuals and businesses to be entrepreneurial in nature and behavior in processes, practices, and decision-making by being proactive, innovative, and taking risks.

2.4. Sustainability Orientation

Hooi et al. [4] defined sustainability orientation as “belief in the integration of environmental and societal considerations in business operations, and demonstrates the readiness of the organization to implement sustainability-related initiatives”. According to Kuckertz and Wagner [15], sustainability orientation is “individuals who are concerned with environmental and societal issues”. Sung and Park [18] explained sustainability orientation as “the level of concern about the environmental protection and social responsibility of individuals, and consists of items that measure the underlying attitudes and personal traits on environmental protection and social responsibility”. Therefore, sustainability orientation is one's concerns and beliefs on social and environmental responsibility, integration of environmental and social considerations in activities, and ready to implement sustainable initiatives to address social and environmental problems.

2.5. Entrepreneurial Bricolage

According to Baker and Nelson [19], entrepreneurial bricolage is “making do by applying combinations of the resources at hand to new problems and opportunities”. Entrepreneurial bricolage as defined by Cunha [28] is “the invention of resources from the available materials to solve unanticipated problems”. de Klerk [29] defined bricolage as “something that is available at a given time which can be tapped into as needed to access diverse talents and resources to create what could not be otherwise possible in a resource and institutionally constrained environment”. From these, entrepreneurial bricolage is a process and action of combining available resources to address new problems and opportunities in an environment with limited resources.

2.6. The Effect of Entrepreneurial Orientation on Entrepreneurial Bricolage

Entrepreneurial-oriented businesses have the tendency to do and have entrepreneurial bricolage skill to create innovative new products and/or services with resources at hand in an environment with limited resources and a dynamic market [19][30]. Entrepreneurship is commonly associated with entrepreneurial bricolage in recombining resources on hand to become a heterogeneous output [23]. Companies rely on entrepreneurial orientation to be innovative creating new products, and entrepreneurial bricolage pushes innovation in an environment with limited resources [4][19]. Previous studies conducted to SMEs in Malaysia and tech start-ups in India are both showing the evidence that entrepreneurial orientation influenced entrepreneurial bricolage positively and significantly [4][31]. Based on this discussion, the first hypothesis is:

H1: There is a positive and significant effect of entrepreneurial orientation on entrepreneurial bricolage.

2.7. The Effect of Sustainability Orientation on Entrepreneurial Bricolage

The company's concern for social and environmental issues can encourage companies to carry out sustainable activities and initiatives, as well as entrepreneurial bricolage activities [15][19]. Sustainability-oriented companies should perform entrepreneurial bricolage to manage and utilize the available resources to the fullest, thereby creating new solutions for triple bottom line problems and achieving sustainable competitive advantage [4][19][21]. Previous research done in Malaysia towards SMEs doesn't show a significant effect of sustainability orientation towards entrepreneurial bricolage [4]. However, it is suspected that the increase of environmental problems and the different stages of sustainability concept implementation in other countries can vary and encourage a significant relationship [4]. From this, the second hypothesis is:

H2: There is a positive and significant effect of sustainability orientation on entrepreneurial bricolage.

2.8. The Effect of Entrepreneurial Bricolage on Sustainable Entrepreneurship

Entrepreneurial bricolage encourages sustainability innovations in businesses and helps to achieve sustainable competitive advantage. Business opportunities rises as individuals are able to identify the value and benefit of a resource that has never been thought of before, and can be exploited with entrepreneurial bricolage to push sustainable entrepreneurship activity [4][19][23]. Through sustainable entrepreneurship, businesses can provide solutions to balance the triple bottom line. Previous study shows that there is a positive and significant effects of entrepreneurial bricolage on sustainable entrepreneurship [4]. Another study also shows that bricolage affects innovation catalysts positively and significantly, showing that bricolage is able to create social change through social entrepreneurship activities to reduce and overcome social problems, and encourage social entrepreneurial activities [32]. From these discussions, the third hypothesis is:

H3: There is a positive and significant effect of entrepreneurial bricolage on sustainable entrepreneurship.

2.9. Entrepreneurial Bricolage Mediates The Effect of Entrepreneurial Orientation on Sustainable Entrepreneurship

Entrepreneurial bricolage mediates the relationship of entrepreneurial orientation towards sustainable entrepreneurship by utilizing and combining the company's resources to create innovation and achieve sustainable competitive advantage to provide solutions to triple bottom line problems [2][17][19][23]. Previous studies show that entrepreneurial bricolage mediates the relationships of entrepreneurial orientation on sustainable entrepreneurship positively and significantly [4][31]. Entrepreneurial-oriented companies are able to recombine the resources on hand to create a solution that allows the company to be successful in all triple bottom line dimensions, and driving business to be a sustainable entrepreneurship [4][31]. From this, the fourth hypothesis is:

H4: Entrepreneurial bricolage positively and significantly mediates the relationships between entrepreneurial orientation towards sustainable entrepreneurship.

2.10. Entrepreneurial Bricolage Mediates The Effect of Sustainability Orientation on Sustainable Entrepreneurship

Sustainability-oriented companies have the tendency to identify and exploit sustainable business opportunities to provide solutions for triple bottom line issues, thus adopting the sustainable entrepreneurship concept [1][15][18]. Entrepreneurial bricolage pushes sustainability-oriented companies to control, utilize, and combine the available resources to the fullest, as well as providing solutions to triple bottom line problems to achieve a sustainable competitive advantage in sustainable entrepreneurship [21][23]. One study shows that the mediating effect of entrepreneurial bricolage is not significant in the relationship between sustainability orientation towards sustainable entrepreneurship [4]. However, another study shows that entrepreneurial bricolage as a mediation plays a critical role in the relationship between innovation ecology and catalytic innovation by supporting sustainability-oriented entrepreneurs to respond to new triple bottom line problems and

opportunities in an environment with limited resources, leading towards social entrepreneurship activities [32]. From this, the fifth hypothesis is:

H5: Entrepreneurial bricolage positively and significantly mediates the relationships between sustainability orientation towards sustainable entrepreneurship.

3. RESEARCH METHODOLOGY

This research uses a descriptive and cross-sectional design. The population is MSMEs in Jakarta that are engaged in the creative economy sector. The research samples are obtained with the non-probability sampling technique through convenience sampling. The questionnaire is distributed online through various social media platforms from November 19th to November 29th 2021. 155 data are collected, but only 119 are eligible for this research. Entrepreneurial orientation and sustainability orientation are the independent variables, while entrepreneurial bricolage is the mediation variable and sustainable entrepreneurship is the dependent variable. This study uses PLS-SEM as the data analysis technique with SmartPLS 3.3.3. as the software for the data analysis process. There are 25 indicators used, with 6 (six) for entrepreneurial orientation variable, 4 (four) for sustainability orientation variable, 10 (ten) for sustainable entrepreneurship variable, and 5 (five) for entrepreneurial bricolage variable [4]. To measure each indicator, Likert scale is used with the score range of 1-5, with 1 (one) being “strongly disagree” and 5 (five) being “strongly agree”.

4. RESULTS & DISCUSSIONS

This research uses Partial Least Square-Structural Equation Modeling (PLS-SEM) as the data analysis technique with SmartPLS 3.3.3. as the software for the data analysis process. There is an outer and inner model analysis [33]. Outer model analysis consists of validity and reliability analysis, and inner model analysis consists of as R^2 testing, effect size testing, predictive relevance (Q^2) testing, path coefficient testing, t-statistics testing, and p-values testing for hypothesis testing [33].

From the 119 respondents, the majority of them are from the younger generation with the age range of 21-30 years old (66.39%). The majority of respondents have their MSMEs located in West Jakarta (34.45%) and North Jakarta (28.57%). The majority of them owns and work in a micro enterprise (55.46%). Based on the sub-sectors of the creative economy sector, the majority of the respondents are MSMEs engaging in the culinary business (36.97%) and fashion business (18.49%).

The convergent validity test result through outer loadings test shows that there are 2 (two) invalid indicators with loading factors below 0.7 and removed from this research [33]. Those invalid indicators are EO1 (0.699) from entrepreneurial orientation variable and SE3 (0.662) from sustainable entrepreneurship variable. The average variance extracted (AVE) test result for convergent validity test shows that all variables have the AVE score above 0.5, making it valid [33].

Discriminant validity test is conducted with cross-loadings and Fornell-Larcker criterion test. The cross-loadings test shows that there are 4 (four) invalid indicators as its cross-loadings score is higher than the outer loadings score [33], thus removed from this research. Those invalid indicators are EO4 (0.941 > 0.829) from entrepreneurial orientation variable, SE1 (0.763 > 0.735) and SE5 (0.831 > 0.817) from sustainable entrepreneurship variable, and EB2 (0.881 > 0.861) from entrepreneurial bricolage variable. The Fornell-Larcker criterion test result shows that the AVE score is higher than the highest correlations with the other variables, making this research valid [33].

Reliability analysis is conducted with Cronbach's Alpha dan Composite Reliability test. The results in both tests are above 0.7, making this research reliable [33].

The R^2 test result shows that the entrepreneurial bricolage is 49.7% affected by entrepreneurial and sustainability orientation, the other 50.3% are affected by other variables that are not in this research. It also shows that the sustainable entrepreneurship is 35.4% affected by entrepreneurial bricolage, the other 64.6% are affected by other variables that are not in this research.

The predictive relevance (Q^2) test result for entrepreneurial bricolage is 0.280. The predictive relevance Q^2 test result for sustainable entrepreneurship is 0.190. These results are showing that this

research has a good predictive relevance to measure this research model as the predictive relevance scores are above 0 (zero) [34].

The effect size test yields result for the 3 (three) direct relationships in this research. Entrepreneurial orientation has a moderate effect on entrepreneurial bricolage with effect size 0.329 ($0.35 > 0.329 > 0.15$) [33]. Sustainability orientation has a big effect on entrepreneurial bricolage with effect size 0.367 ($0.367 > 0.35$) [33]. Entrepreneurial bricolage has a big effect on sustainable entrepreneurship with effect size 0.549 ($0.549 > 0.35$) [33].

Table 1 Path Coefficient, T-Statistics, P-Values, and Hypothesis Testing Result

Hypothesis	Path Coefficient	t-Statistics	p-Values	Results	Assessment
Entrepreneurial Orientation → Entrepreneurial Bricolage	0.426	6.771	0.0000	Positive and Significant	H1 Supported
Sustainability Orientation → Entrepreneurial Bricolage	0.45	6.688	0.0000	Positive and Significant	H2 Supported
Entrepreneurial Bricolage → Sustainable Entrepreneurship	0.595	8.677	0.0000	Positive and Significant	H3 Supported
Entrepreneurial Orientation → Entrepreneurial Bricolage → Sustainable Entrepreneurship	0.253	5.102	0.0000	Positive and Significant	H4 Supported
Sustainability Orientation → Entrepreneurial Bricolage → Sustainable Entrepreneurship	0.268	4.665	0.0000	Positive and Significant	H5 Supported

This research uses two-tailed t-value of 1.96 with the significance level of 5% to test if the hypothesis is supported or not. Table 1 shows the hypothesis testing results of all hypotheses in this research.

The first hypothesis proposed the idea that there is a positive and significant effect of entrepreneurial orientation on entrepreneurial bricolage of MSMEs in Jakarta. With path coefficient of 0.426, t-statistics of 6.771 (> 1.96), and p-value of 0.000 (< 0.05), H1 is supported as there is a positive and significant effect of entrepreneurial orientation on entrepreneurial bricolage of MSMEs in Jakarta.

The second hypothesis proposed that there is a positive and significant effect of sustainability orientation on entrepreneurial bricolage of MSMEs in Jakarta. With path coefficient of 0.450, t-statistics of 6.688 (> 1.96), and p-value of 0.000 (< 0.05), H2 is supported as there is a positive and significant effect of sustainability orientation on entrepreneurial bricolage of MSMEs in Jakarta.

The third hypothesis proposed that there is a positive and significant effect of entrepreneurial bricolage on sustainable entrepreneurship of MSMEs in Jakarta. With path coefficient of 0.595, t-statistics of 8.677 (> 1.96), dan p value of ($0.000 < 0.05$), H3 is supported as there is a positive and significant effect of entrepreneurial bricolage on sustainable entrepreneurship of MSMEs in Jakarta.

The fourth hypothesis proposed that entrepreneurial bricolage positively and significantly mediates the relationships between entrepreneurial orientation towards sustainable entrepreneurship of MSMEs in Jakarta. With path coefficient of 0.253, t-statistics of 5.102 (> 1.96), and p-value of 0.000 (< 0.05), H4 is supported as entrepreneurial bricolage positively and significantly mediates the relationships between entrepreneurial orientation towards sustainable entrepreneurship of MSMEs in Jakarta.

The fifth hypothesis proposed that entrepreneurial bricolage positively and significantly mediates the relationships between sustainability orientation towards sustainable entrepreneurship of MSMEs in Jakarta. With path coefficient of 0.268, t-statistics of 4.665 (> 1.96), and the p-value is 0.000 (< 0.05), H5 is supported as entrepreneurial bricolage positively and significantly mediates the

relationships between sustainability orientation towards sustainable entrepreneurship of MSMEs in Jakarta.

The H1 hypothesis result shows that there is a positive and significant effect of entrepreneurial orientation on entrepreneurial bricolage of MSMEs in Jakarta. This result supports previous studies which reveals that entrepreneurial orientation plays an important role in the entrepreneurial bricolage skills of SMEs in Malaysia [4] and tech start-up companies in India [31]. The result consistency in different parts of the world and time of study shows that entrepreneurial bricolage can be one of the main drive for individuals to have an entrepreneurial bricolage skill. This shows that the environment condition with limited resources encourages MSMEs in Jakarta that are engaging in the creative economy sector to become more innovative, proactive, and cautious in taking risks. By thinking outside the box with the resources at hand, MSMEs can utilize said resources to create something new.

The H2 hypothesis result shows that there is a positive and significant effect of sustainability orientation on entrepreneurial bricolage of MSMEs in Jakarta. This is in accordance to the theories and concepts related, even though it's not supported by previous research [4]. The increase in environmental problems in Jakarta in 2021 drives the society and business people to be aware of the importance of the sustainability concept. The Indonesia government also have recently pushes the agenda of the importance of sustainability development to create a change and stabilize the triple bottom line. Considering the current environmental situation and how the government have more hands in sustainable development, it is in accordance to the statement made by Hooi et al. [4] that it could influence sustainability orientation to make a positive and significant effect on entrepreneurial bricolage. In addition to that, those with sustainability orientation are more likely to perform entrepreneurial bricolage as they are aware of the current environmental and societal issues. They are more inclined to not further worsen the issues by utilizing the resources at hand to solve new problems, opportunities, and threats.

The H3 hypothesis result shows that there is a positive and significant effect of entrepreneurial bricolage on sustainable entrepreneurship of MSMEs in Jakarta. This result is consistent with the previous research on SMEs in Malaysia showing that there is a positive and significant effects of entrepreneurial bricolage on sustainable entrepreneurship [4]. MSMEs in Jakarta are able to utilize resources in a unique way through entrepreneurial bricolage and encourage the economic performance of MSMEs in sustainable entrepreneurship and create a social change through social entrepreneurship to decrease and overcome various societal issues [4][32].

The H4 hypothesis result shows that entrepreneurial bricolage positively and significantly mediates the relationships between entrepreneurial orientation towards sustainable entrepreneurship of MSMEs in Jakarta. This result is consistent with previous research conducted on SMEs in Malaysia [4] and tech start-ups companies in India [31], thus supporting those past studies. This to show that MSMEs in Jakarta have the entrepreneurial bricolage skill to develop solutions that allow the business to be successful in all 3 (three) pillars of triple bottom line, and driving towards business transformation into a sustainable entrepreneurship. By being resourceful in being innovative, proactive, and taking risks on the business, MSMEs could achieve a sustainable competitive advantage.

The H5 hypothesis yields a result that entrepreneurial bricolage positively and significantly mediates the relationships between sustainability orientation towards sustainable entrepreneurship of MSMEs in Jakarta. This result supported previous research which reveals that entrepreneurial bricolage drive sustainability-oriented entrepreneurs to respond to the triple bottom line issues and opportunities in an environment with limited resources, thus encouraging the act of social entrepreneurship [32]. Even though this result is not consistent with previous research conducted on SMEs in Malaysia, this to show that MSMEs in Jakarta are able to utilize the resources at hand to the fullest with them being highly sustainability-oriented. Through that, MSMEs in Jakarta could perform their business in a sustainable matter.

5. CONCLUSIONS & IMPLICATIONS

Based on this research, it can be concluded that there is a positive and significant effect of entrepreneurial and sustainability orientation on entrepreneurial bricolage of MSMEs in Jakarta, there is a positive and significant effect of entrepreneurial bricolage on sustainable entrepreneurship of MSMEs in Jakarta, and entrepreneurial bricolage positively and significantly mediates the relationships of entrepreneurial and sustainability orientation towards sustainable entrepreneurship of MSMEs in Jakarta. This study provides a better understanding as what are the drives for MSMEs to run with the sustainability entrepreneurship concept. It's important for consumers and business owners to care for the triple bottom line pillars to create a better and sustainable future. Entrepreneurial bricolage allows MSMEs with high entrepreneurial and sustainability orientation to gain profit and non-economic values from their business. By applying the sustainability entrepreneurship concept, MSMEs are able to create unique values and gain sustainable competitive advantage. And so, a high entrepreneurial and sustainability orientation with entrepreneurial bricolage skill can drive the sustainable entrepreneurship practice.

With the increasing importance of implementing the concept of sustainability to ensure environmental sustainability and community welfare, MSMEs should increase their level of entrepreneurial and sustainability orientation, as well as improving their entrepreneurial bricolage skills to run a sustainable business and transform into sustainable entrepreneurship. The learning and training process for MSMEs to obtain those knowledge and skills can be done by attending seminars, workshops, and entrepreneurial business training. These activities can be held by community organizations, companies, and governments to increase awareness, knowledge, and sustainable entrepreneurial activities, as well as increasing the contribution of MSMEs to the triple bottom line balancing process.

6. LIMITATIONS & SUGGESTIONS FOR FUTURE RESEARCH

There are several limitations when conducting this research. First, this research only used 119 samples. Future study should use a bigger sample size to represent MSMEs better. Second, this research is only conducted in Jakarta. Future research should do a research in other cities in Indonesia, or other countries to see if it yields the same result or varies. Third, this research only used MSMEs in Jakarta that are engaged in the creative economy sector as the population and sample. For future research, it'll be interesting to see the results in other sectors. Lastly, this research only uses entrepreneurial and sustainability orientation as the independent variable, sustainable entrepreneurship as the dependent variable, and entrepreneurial bricolage as the mediation variable. For future research, researchers can use other independent and mediation variables, and even add a moderating variable.

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