

THE EFFECT OF EMPATHY AND PREVIOUS EXPERIENCES ON SOCIAL ENTREPRENEUR BEHAVIOR WITH SELF-EFFICACY, OUTCOME EXPECTATIONS AND SOCIAL SUPPORT AS MEDIATOR IN JAKARTA

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ABSTRACT

This study aims to empirically examine the effect of empathy and prior experience on social entrepreneurial behavior with self-efficacy, outcome expectation and perceived social support as mediator. The sampling technique used in this research is non-probability sampling using convenience sampling technique. Data collection using a google form questionnaire distributed through social media with a total of 200 respondents. Data processing in this study using SmartPLS software version 3.2.9. The sample in this study is social entrepreneur who live in Jakarta. The results of the analysis of this study are: 1) self-efficacy can positively and significantly effect on social entrepreneurial behavior, 2) outcome expectation can positively and significantly effect on social entrepreneurial behavior, 3) perceived social support can positively and significantly effect on social entrepreneurial behavior, 4) empathy can positively and significantly effect on social entrepreneurial behavior with self-efficacy, outcome expectation and perceived social support, 5) prior experience can positively and significantly effect on social entrepreneurial behavior with self-efficacy, outcome expectation and perceived social support.

Keywords: *empathy; prior experience; self-efficacy; outcome expectations; perceived social support; social entrepreneurial behavior*

1. INTRODUCTION

Problems that arise in various fields pose obstacles to the realization of the living conditions that everyone wants, and to achieve these conditions is to remove obstacles that everyone does not want. This situation reveals people's tendencies towards social problems [1]. Social and environmental problems such as poverty, global warming and inequality, as well as public health challenges are increasingly attracting the attention of governments and communities [2]. Social problems arise through the interaction of many people, each responding to a different incentive structure and seeking to maximize the achievement of their goals. Social entrepreneurship is formed in response to the failure of states and markets to address social problems [3]. There are many factors that can influence the behavior of social entrepreneurs, one of which is by overcoming these problems using a country's social problems as indicators of entrepreneurial behavior [4]. Self-efficacy, outcome expectations, and social support as determinants of social entrepreneurial behavior, as well as the influence of empathy and previous experience represent indirect effects. Redmond [5] states that self-efficacy is influenced by encouragement and despair related to the individual's performance or ability to do something. Social support can be defined as a system of interpersonal relationships that includes the presence of people who love and care about the person and who can be trusted [6]. Empathy affects individuals' social values because they tend to react to the emotions and experiences of others [7]. Previous experience with social problems is related to one's experience or involvement in work with companies and social organizations facing various social problems [8].

2. RESEARCH METHOD

According to Kast and Rosenzweig [9] behavior is a way of acting that shows a person's behavior and is the result of a combination of anatomical, physiological, and psychological development. Boluk and Mottiar [10] define social entrepreneurs as people who recognize social problems and use entrepreneurial philosophy to organize, create, and manage businesses to make social change. Thus, social entrepreneurial behavior is human psychological behavior that persuades them to gather knowledge, understand ideas, and implement social business plans to become social entrepreneurs. Empathy. According to Drayton [11] aspiring social entrepreneurs must be rooted in an empathetic frame of mind if they hope to create real impact.

Prior experience is defined as people's practical experience working with social sector organizations, which can result in familiarity with these types of social problems [8]. Self-efficacy as a potential social entrepreneur in emerging markets is reported to show high self-efficacy, as it is associated with higher levels of innovation, social impact, expansion, and business sustainability [12]. According to Vanevenhoven and Liguori [13] outcome expectations are domain specific and refer to the perceived expected consequences of pursuing entrepreneurial-related activities or tasks.

Sarason et al. [14] defines social support as a situation that occurs when individuals feel the presence of people they can trust, respect and love, and overcome their problems.

Self-efficacy is considered as an individual's belief in their ability to contribute to the relief of social problems [8]. Since self-efficacy is associated with greater levels of expansion, innovation, social impact, and higher potential for business viability, social entrepreneurs must develop self-efficacy beliefs to adapt to the social entrepreneurial environment [15].

H1: There is a positive effect of self-efficacy on social entrepreneurial behavior.

Outcome expectations refer to people's beliefs about the positive or negative consequences of their involvement in a task or activity [16]. Individuals with higher levels of entrepreneurial self-efficacy develop more positive expectations of the outcomes of their entrepreneurial ventures, because they believe in their ability to successfully perform tasks [16].

H2: There is a positive effect of expected outcomes on social entrepreneurial behavior.

Perceived social support is considered as a personal belief in the actual and potential resources obtained from social networks [17]. Social entrepreneurs cannot solve complex social problems without the support of others in society. Various elements of society may play an important role in facilitating activities directed at meeting the needs of the poor.

H3: There is a positive effect of social support on social entrepreneurial behavior.

Social entrepreneurs perceive empathy as an emotional response of compassion and caring caused by witnessing others in need [18]. Individuals who are able to feel warmth and compassion for others in need are less prone to experiencing personal pressure. As a result, individuals who show high levels of empathy for others may feel more confident in their ability to help them through social entrepreneurship.

H4: There is an indirect effect of empathy on social entrepreneurial behavior through self-efficacy.

Outcome expectations involve the imagined consequences of performing a particular behavior [19]. Therefore, to understand that outcome expectations are people's beliefs about the consequences or effects if they become social entrepreneurs. Empathy supports outcome expectations that believe individuals are influenced by an action that brings social value by individuals with empathy when they experience the feelings of others [20].

H5: There is an indirect effect of empathy on social entrepreneurial behavior through expected outcomes.

This behavior to help others is more likely to be shown by individuals who have empathy as an important characteristic [21]. Social support as it is called in the field of communication, involves empathy, sympathy, concern, affection, validation of feelings, and encouragement to others [22]. Empathy is recognized as an important element that is most likely a contributor to social support [23]

H6: There is an indirect effect of empathy on social entrepreneurial behavior through social support.

Previous experience enhances individual self-efficacy because it provides opportunities for active mastery and role models. Skills and performance strategies that are useful for entrepreneurial roles tend to be acquired from previous experience as entrepreneurs [24]. Previous experience can also expose individuals to others on events such as training, volunteering. Individuals with previous experience will have more opportunities to observe and learn from successful models.

H7: There is an indirect effect of previous experience on social entrepreneurial behavior through self-efficacy.

Previous experiences such as entrepreneurial experience, education, and experience in dealing with social problems, have been considered as contextual factors influencing self-efficacy and outcome expectations [8]. Previous experiences reflect one's psychological perception of recent experiences with online services [25].

H8: There is an indirect effect of previous experience on social entrepreneurial behavior through expected results.

Refers to the degree of intensity of a person's beliefs that determine the individual's desire for a particular context of a behavior. Mair and Noboa [21] have postulated that this is determined by the support individuals expect to receive from the social environment. This support can be in the form of financial support or technological skills that an entrepreneur can have for entrepreneurship. Familiarity with social issues due to previous experience tends to support knowledge of the support systems of social entrepreneurship.

H9: There is an indirect effect of previous experience on social entrepreneurial behavior through social support.

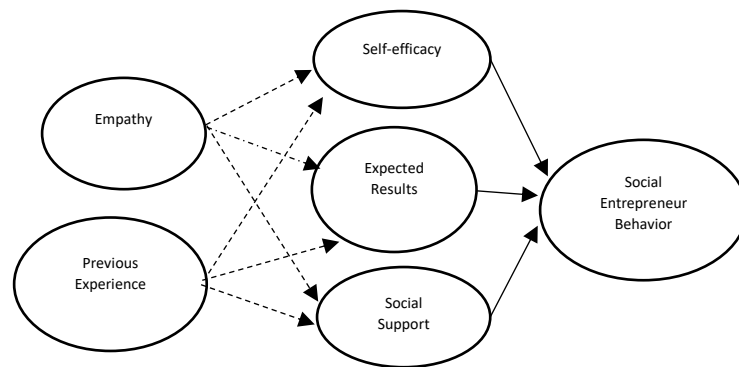


Figure 1. Research Model

Research design is defined as a work plan for data collection, measurement, and analysis made to provide answers to research questions [26]. This descriptive study uses a cross-sectional design technique in collecting data, because data is only collected once in a certain period of time to answer the questions in this study. This type of research is a quantitative research because the observed phenomena can describe the problem clearly in the form of numbers which will later be analyzed using statistics. The population used as the subject of this research is all social entrepreneurs in Indonesia. In this study, a non-probability sampling technique will be used in which not all elements in the population can have the opportunity to be sampled. In the non-probability sampling technique, the sample selection will be done using a convenience sampling technique. Convenience sampling technique was chosen to facilitate research in a very limited time. The sample in this study is a social entrepreneur who is domiciled in Jakarta. The data that has been collected is processed using SmartPLS v.3.2.9. Data collection was done by distributing questionnaires via online google form and using a Likert scale with a point range of 1-6. Starting from point 1 which means "Strongly Disagree" to point 6 which means "Strongly Agree".

3. RESULTS AND DISCUSSION

According to Sekaran and Bougie [26], the validity test is used to measure how well the instrument developed is to measure certain concepts. The results of the Average Variance Extracted analysis test are presented in Table 1 below:

Table 1. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Description
Empathy	0.795	Valid
Previous Experience	0.838	Valid
Self-efficacy	0.798	Valid
Expected Results	0.723	Valid
Social Support	0.752	Valid
Social Entrepreneur Behavior	0.824	Valid

Source: Data Processed by Using SmartPLS Version 3.2.9

Based on the results of the analysis above, the Average Variance Extracted (AVE) value of each tested variable is above 0.5 (> 0.5) so that the six variables have met the requirements of convergent validity [26].

According to Sekaran and Bougie [26], reliability tests are used to measure indications of stability and ensure consistency across various items in the instrument. The results of the analysis of Cronbach Alpha and composite reliability will be presented in Table 2 below:

Table 2. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Empathy	0.870	0.921
Previous experience	0.903	0.939
Self-efficacy	0.873	0.922
Expected results	0.810	0.887
Social support	0.834	0.901
Social Entrepreneur Behavior	0.929	0.949

Source: Data Processed by Using SmartPLS Version 3.2.9

Based on the results of the analysis above, the value of each Cronbach's Alpha and composite reliability is above 0.7 (> 0.7), then the variables studied are declared to meet internal consistency reliability [26]

Based on Table 3, the value of the Q-Square obtained is greater than 0 ($Q^2 > 0$) which indicates the variables studied can predict the research model well [27].

Table 3. Predictive Relevance (Q^2)

Variable	Q Square
Social Entrepreneur Behavior	0.386
Self-Efficacy	0.460
Expected Results	0.389
Social Support	0.383

Source: Data Processed by Using SmartPLS Version 3.2.9

Based on Table 4, an f-square value of 0.02 is considered weak, 0.15 is considered moderate, and a value of 0.35 is considered strong. Values less than < 0.02 can be ignored or considered to have no effect [28].

Table 4. Effect Size (f^2)

Variable	f^2
Self-Efficacy → Social Entrepreneur Behavior	0.024
Expected Results → Social Entrepreneur Behavior	0.104

Social Support → Social Entrepreneur Behavior	0.035
Empathy → Self-Efficacy	0.791
Empathy → Expected Results	0.467
Empathy → Social Support	0.481
Previous Experience → Self-Efficacy	0.167
Previous Experience → Expected Results	0.177
Previous Experience → Social Support	0.216

Source: Data Processed by Using SmartPLS Version 3.2.9

Based on Table 5, it can be seen that the p-value obtained is below 0.05 and the t-statistic is above 1.96 which indicates the variable has a significant positive influence on the variable of social entrepreneurial behavior [29].

Table 5. Path Coefficient

Variable	Original Sample	t-statistics	p-value
Self-Efficacy → Social Entrepreneur Behavior	0.196	2.930	0.004
Expected Results → Social Entrepreneur Behavior	0.361	3.876	0.000
Social Support → Social Entrepreneur Behavior	0.240	2.341	0.020
Empathy → Self-Efficacy	0.621	8.645	0.000
Empathy → Expected Results	0.532	5.623	0.000
Empathy → Social Support	0.526	6.744	0.000
Previous Experience → Self-Efficacy	0.285	4.213	0.000
Previous Experience → Expected Results	0.328	3.720	0.000
Previous Experience → Social Support	0.352	4.962	0.000

Source: Data Processed by Using SmartPLS Version 3.2.9

Based on Table 6, it can be seen that the p-value obtained is below 0.05 and the t-statistic is above 1.96, which indicates the variable has a significant positive influence on the social entrepreneurial behavior variable through self-efficacy, outcome expectations and social support [29].

Table 6. Specific Indirect Effects

Variable	Original Sample	<i>t-statistics</i>	<i>p-value</i>
E → SE → SEB	0.122	0.122	0.005

E → ER → SEB	0.192	0.192	0.000
E → SS → SEB	0.126	0.126	0.023
PE → SE → SEB	0.056	0.056	0.025
PE → ER → SEB	0.118	0.118	0.042
PE → SS → SEB	0.085	0.085	0.049

Source: Data Processed by Using SmartPLS Version 3.2.9

From the results of testing the nine hypotheses, it was found that in Hypothesis 1 (H1) it was found that self-efficacy has a positive and significant influence on social entrepreneurial behavior which indicates H1 is not rejected (supported by data). The higher the self-efficacy behavior of social entrepreneurs, the more the involvement of social entrepreneurship activities will be. The results of this study are in line with Akter et al. [20] which states that self-efficacy implies the ability to start new projects and engage in entrepreneurial activities. Hypothesis 2 (H2) shows that the expected results have a positive and significant influence on social entrepreneurial behavior which indicates H2 is not rejected (supported by data). The higher the expectations of the results of social entrepreneurship, the more the involvement of social entrepreneurship activities will be. The results of this study are supported by Liguori et al. [30] which supports a positive relationship between outcome expectations and social entrepreneurial behavior.

Hypothesis 3 (H3) shows that social support has a positive and significant influence on social entrepreneurial behavior which indicates H3 is not rejected (supported by data). The higher the social support of social entrepreneurship, the more the involvement of social entrepreneurship activities will be.

Hypothesis 4 (H4) shows that empathy has a positive and significant influence on social entrepreneurial behavior through self-efficacy which indicates H4 is not rejected (supported by data). The higher the empathy of social entrepreneurs, the more self-efficacy will be increased. The results of this study are supported by Bacq et al. [18] which states that empathy has a significant and positive effect on social entrepreneurial behavior with the mediating variable of self-efficacy.

Hypothesis 5 (H5) shows that empathy has a positive and significant influence on social entrepreneurial behavior through the expected results which indicate H5 is not rejected (supported by data). The higher the empathy of social entrepreneurs, the higher the expectation of results.

Hypothesis 6 (H6) shows that empathy has a positive and significant influence on social entrepreneurial behavior through social support which indicates H6 is not rejected (supported by data). The higher the empathy of social entrepreneurs, the more social support will be.

Hypothesis 7 (H7) shows that previous experience has a positive and significant influence on social entrepreneurial behavior through self-efficacy which indicates H7 is not rejected (supported by data). The higher the previous experience of social entrepreneurship, the more self-efficacy will increase.

Hypothesis 8 (H8) shows that previous experience has a positive and significant influence on social entrepreneurial behavior through the expected results which indicate H8 is not rejected

(supported by data). The higher the previous experience of social entrepreneurship, the higher the expectation of results.

Hypothesis 9 (H9) shows that previous experience has a positive and significant influence on social entrepreneurial behavior through social support which indicates H9 is not rejected (supported by data). The higher the previous experience of social entrepreneurship, the more social support will increase. The results of this study are supported by Ashraf [32] which states that previous experience has a significant and positive effect on social entrepreneurial behavior with the mediating variable of social support.

4. CONCLUSIONS AND SUGGESTIONS

Based on the data that has been collected and the results that have been tested on the data, the results of the research analysis can be concluded as follows: 1) Self-efficacy can affect social entrepreneurial behavior positively and significantly, 2) Expected results can influence social entrepreneurial behavior positively and significantly, 3) Social support can influence social entrepreneurial behavior positively and significantly, 4) Empathy can influence social entrepreneurial behavior positively and significantly through self-efficacy, outcome expectations and social support, 5) Previous experience can influence social entrepreneurial behavior positively and significantly through self-efficacy, outcome expectations and social support.

From the results of the data analysis, there are several suggestions that can be put forward and are expected to be useful for similar research in the future. Here are some suggestions and inputs in question: 1) Social entrepreneurs need to be better prepared to conduct market research that can help develop social enterprise products or services, conduct market research to deal with possible changes in social enterprise products or services for the better, 2) For further research that conducts similar research, it is recommended to use other variables that have the potential to influence social entrepreneurial behavior variables such as moral obligations, social values, risk tendencies, gender, social responsibility, innovation, perspective taking and others. Furthermore, it is also recommended to collect a larger number of respondent data and expand the scope of the research area so that the research can be more varied and can provide benefits to readers.

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