

The Influence of Social Entrepreneurial Orientation on Students' Social Entrepreneurial Intention Mediated by Attitude toward Prosocial Behavior

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Abstract

This study aims to examine the influence of social entrepreneurial orientation on social entrepreneurial intention among college students with attitude toward prosocial behavior as a mediator. This topic is chosen based on the development of the field of social entrepreneurship. The research method of this study is a cross-sectional design. The population is 3rd semester college students from the Faculty of Economics and Business of Universitas Negeri Surabaya. The sampling is done through simple random sampling, in which the sample size is 331. The analysis is done using PLS-SEM. Convergent validity and composite reliability of each construct is achieved. The results show that each hypothesis is confirmed based on the significance of path coefficients, which all of them are positive and significant. Based on the results, it is concluded that social entrepreneurial orientation influences social entrepreneurial intention mediated by attitude toward prosocial behavior.

Keywords: social entrepreneurial orientation, social entrepreneurial intention, attitude toward prosocial behavior, social entrepreneurship, social psychology

INTRODUCTION

Entrepreneurship has contributed significantly to economic growth for the past 25 years (Urbano, Aparicio, & Audretsch, 2019). Additionally, it has led ecological changes through the creation of sustainable development and sustainable business development (Hummels & Argyrou, 2021; Rosário, Raimundo, & Cruz, 2022). In regards to societal changes, entrepreneurship has provided new directions in reducing poverty (Si et al., 2021). In the context of social entrepreneurship, many entrepreneurs had committed socio-entrepreneurial behaviors in

providing for their communities during the Covid-19 pandemic (Bacq & Lumpkin, 2021).

While conventional entrepreneurship is generally oriented towards profitability and business growth, social entrepreneurship is focused primarily in creating social values instead (Urbano et al., 2019; Bacq & Lumpkin, 2021; Ghazy, Ghoneim, & Lang, 2022; Harianto et al., 2024). By its nature, a social entrepreneurial endeavor (social venture) is mainly influenced by intrinsic prosocial drives and the individual's orientation towards a specific social mission (Harianto et al., 2024). In addition,

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socio-cultural conditions can also bring about concerns that lead to a social venture (Harianto et al., 2024). In the Indonesian context, the mutual-cooperation culture (i.e., *gotong royong in Bahasa Indonesia*) can strengthen individuals' intention to improve the livelihood of their communities. Consequently, it is important to examine the development of social entrepreneurship through both the individual and social context.

Entrepreneurial intention can be recognized as intentional or planned behavior (Kautonen, van Gelderen, & Fink, 2015; Bernardus et al., 2020). This allows it to be a good predictor of entrepreneurial behavior, such as starting a business (Kautonen, van Gelderen, & Fink, 2015; Bernardus et al., 2020). In the context of social entrepreneurship, social entrepreneurial intention can predict socio-entrepreneurial behavior (Kautonen, van Gelderen, & Fink, 2015; Bacq & Lumpkin, 2021; Bernardus et al., 2020). By definition, social entrepreneurial intention is a form of intentional behavior in carrying out a social venture or a business that focuses not on profit, but on providing specific needs of a community (Bacq & Lumpkin, 2021).

In addition to entrepreneurial intention, entrepreneurial orientation is also a good predictor of a successful venture (Koe, 2016; Santos, Marques, & Ferreira, 2020; Ritala et al., 2021). In the context of social entrepreneurship, social entrepreneurial orientation can predict whether a social-based business or social venture is fruitful or not (Bacq & Lumpkin, 2021; Hummels & Argyrou, 2021). Essentially, social entrepreneurial orientation is a form of orientation or tendency in undertaking social entrepreneurship (Bacq & Lumpkin, 2021).

Previous studies on social entrepreneurship are focused primarily on examining social entrepreneurs. In contrast, this study focuses

on examining prospective social business actors, namely third-semester undergraduate students of the Faculty of Economics and Business (FEB) of Universitas Negeri Surabaya (UNESA). The reasoning behind the focus is because of the unique entrepreneurship bootcamp program (i.e., 'Bootcamp UNESA Kewirausahaan', abbreviated as 'BONEK') and the entrepreneurship program that exist in UNESA (Universitas Negeri Surabaya, 2024b). In addition, according to some lecturers in FEB UNESA, these students are currently working on their entrepreneurship projects, which make them relevant for this research.

Based on the what has described previously, the research questions are as follows: 1) does social entrepreneurial orientation (SEO) influence social entrepreneurial intention (SEI) among college students? Does SEO influence attitude toward prosocial behavior (ATPB) among college students? Does ATPB influence SEI among college students? And does ATPB mediate the influence of SEO on SEI among college students?

This study is expected to provide the following theoretical and practical benefits. Theoretically, this study provides an explanation of the factors influencing SEI, that are the direct influences of SEO and ATPB respectively, as well as the influence of SEO mediated through ATPB. Additionally, it provides a model of the relationship that is based on the Theory of Planned Behavior (TPB) between the research variables (the SEI and its influencing factors). As a consequence, this study brings about the application of TPB in the context of social entrepreneurship among college students. Practically, this study provides students (as research subjects) with insights regarding the variables when running a social-based business (a social venture). In addition, it can serve as a reference

for Universitas Negeri Surabaya and other universities in Indonesia in developing social entrepreneurship programs for students.

This study empirically tests the relationship model among variables, namely SEO (independent variable or variable X) as an antecedent, ATPB (variable M) as a mediator, and SEI (dependent variable or variable Y) as a consequence. As mentioned above, this study has theoretical novelty, namely the application of TPB in the context of social entrepreneurship among college students.

Theory of Planned Behavior (TPB) and Social Entrepreneurial Intention (SEI)

Social entrepreneurial intention (SEI) is a construct derived from the entrepreneurial intention construct (Hockerts, 2017; Naveed et al., 2021; Trajano et al., 2023; Harianto et al., 2024; Kruse et al., 2025; Murwani et al., 2025). Meanwhile, entrepreneurial intention is a construct derived from the intention construct (Kautonen, van Gelderen, & Fink, 2015; Koe, 2016; Bernardus et al., 2020). Intention can be explained by the Theory of Planned Behavior (TPB) developed by Ajzen (1991). The TPB explains how individual behavior is influenced by intention in which the intention itself is determined by three main factors: attitude toward the behavior, subjective norm, and perceived behavioral control (Ajzen, 1991). Attitude toward a behavior refers to “the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question” (Ajzen, 1991, p. 188). Subjective norm, then, reflects “the perceived social pressure to perform or not to perform the behavior” (Ajzen, 1991, p. 188). Perceived behavioral control is “the perceived ease or difficulty of performing the behavior and is assumed to reflect past

experience as well as anticipated impediments and obstacles” (Ajzen, 1991, p. 188). TPB can also be used to explain or predict individual intentions and behavior in specific contexts or settings (Ajzen, 1991; Bosnjak, Ajzen, & Schmidt, 2020), which in this study is SEI (which is derived from the construct of entrepreneurial intention). Entrepreneurial intention refers to a person’s intention to start or run a business (Kautonen, van Gelderen, & Fink, 2015; Koe, 2016; Bernardus et al., 2020; Trajano et al., 2023), while SEI is a person’s intention to engage in social entrepreneurship (Hockerts, 2017; Trajano et al., 2023; Harianto et al., 2024; Kruse et al., 2025; Murwani et al., 2025), in this case running a social-based business or a social venture to solve social problems (Hockerts, 2017; Naveed et al., 2021; Trajano et al., 2023; Harianto et al., 2024; Kruse et al., 2025; Murwani et al., 2025).

SEI as a construct (a latent variable) is further described into six indicators (manifest variables) by Kruse et al. (2025). These six indicators are intention to start a business: (1) “that addresses social problems that have not been solved so far”, (2) “that has a social mission (e.g. reducing poverty, improving education, helping disadvantaged people)”, (3) “that combines a social mission and an elaborated income strategy”, (4) “that acts innovatively to solve problems in society”, (5) “that persistently looking for new opportunities and resources to fulfil its social mission”, and (6) “that needs to deal with tensions arising from social and financial goals” (Kruse et al., 2025, p. 659).

Social Entrepreneurial Orientation (SEO)

Social entrepreneurial orientation (SEO) is a construct derived from the individual entre-

preneurial orientation (IEO) construct (Satar & Natasha, 2019; Naveed et al., 2021; Murwani et al., 2025). IEO is an individual's tendency "to behave entrepreneurially" (Murwani et al., 2025). Specifically, IEO is "the disposition of a person to be innovative, pro-active and take the risk for an opportunity in the market ..." (Naveed et al., 2021, p. 41). Referring to the definition of IEO from Naveed et al. (2021), IEO has three dimensions or sub-constructs including innovativeness, risk-taking, and proactiveness (Bolton & Lane, 2012; Kraus et al., 2019; Satar & Natasha, 2019; Naveed et al., 2021; Murwani et al., 2025).

SEO is an IEO in the context of social entrepreneurship (Satar & Natasha, 2019; Naveed et al., 2021; Murwani et al., 2025). SEO can be defined as an individual's tendency "to behave entrepreneurially in social entrepreneurial activities" (Murwani et al., 2025). SEO is a multidimensional construct (Kraus et al., 2017; Satar & Natasha, 2019; Naveed et al., 2021; Zainol & Saraswati, 2023; Murwani et al., 2025), encompassing three dimensions or sub-constructs of IEO, namely innovativeness, risk-taking, and proactiveness (Satar & Natasha, 2019; Naveed et al., 2021; Zainol & Saraswati, 2023; Murwani et al., 2025), and one additional dimension regarding social mission, namely socialness (Kraus et al., 2017; Satar & Natasha, 2019; Zainol & Saraswati, 2023).

In the context of social entrepreneurship, the three dimensions of IEO were adjusted by Kraus et al. (2017) to include: social innovativeness, social risk-taking, and social proactiveness. Therefore, this study adapts four dimensions of SEO, including social innovativeness, social risk-taking, social proactiveness (Kraus et al., 2017), and socialness (Kraus et al., 2017; Satar & Natasha, 2019; Zainol & Saraswati, 2023). Referring to previous studies (e.g., Bolton & Lane,

2012; Kraus et al., 2019), the adaptation of the four dimensions of SEO is an adaptation regarding the individual-level context.

The following are definitions of the four dimensions of SEO in an individual-level context. Social innovativeness refers to an individual's tendency to generate new ideas in solving social problems (Kraus et al., 2017, p. 989; Bernardus et al., 2023, p. 108). Social risk-taking refers to an individual's tendency to take the calculated risks in solving social problems (Kraus et al., 2017, p. 989; Bernardus et al., 2023, p. 108). Social proactiveness refers to an individual's tendency to detect new opportunities and initiate action in solving social problems (Kraus et al., 2017, p. 989; Bernardus et al., 2023, p. 109). Socialness refers to the tendency of individuals to prioritize achieving social missions over pursuing profits, voluntarily committing to providing benefits to others (Kraus et al., 2017, p. 989).

Attitude Toward Prosocial Behavior (ATPB)

Attitudes are "judgments or evaluative statements – either favorable or unfavorable - about objects, people, or events" (Robbins & Judge, 2024, p. 114). In the context of social psychology, attitudes can be defined as: (1) "tendencies to evaluate objects favorably or unfavorably" (Olson & Maio, 2003, p. 299), and (2) "the tendency to like or dislike an attitude object or behavior" (Maio, Olson, & Cheung, 2013, p. 275). Regarding "unlimited range of attitude objects" (Olson & Maio, 2003, p. 300; Maio, Olson, & Cheung, 2013, p. 276), an individual has thousands of attitudes (Robbins & Judge, 2024, p. 117). In addition, attitudes can be applied to "any identifiable object in our environment" (Olson & Maio, 2003, p. 299; Maio, Olson, & Cheung, 2013, p. 275), for examples

‘attitude toward a controversial issue’ (Olson & Maio, 2003, p. 300; Maio, Olson, & Cheung, 2013, p. 276), ‘attitude toward the President’ (Maio, Olson, & Cheung, 2013, p. 276), ‘attitude toward job’, ‘attitude toward an organization’ (Robbins & Judge, 2024, pp. 118–119), and ‘attitude toward prosocial behavior’ (Olson & Maio, 2003; Nilsson, 2008; Maio, Olson, & Cheung, 2013; Osgood & Muraven, 2015; Ma, 2020). In the research conducted by Robbins and Judge (2024, p. 118), it is found that an individual can express an attitude toward his/her work, by providing a positive or negative evaluation of his/her work.

This study examines attitude toward prosocial behavior that an individual can also express an attitude toward prosocial behavior, by providing a positive or negative evaluation of prosocial behavior (Olson & Maio, 2003; Nilsson, 2008; Maio, Olson, & Cheung, 2013; Osgood & Muraven, 2015; Ma, 2020). Regarding the positive or negative evaluations of prosocial behavior, it is important to pay attention to a key attribute of attitude that attitude is subjective (Olson & Maio, 2003, p. 300), or “attitude is a person’s subjective assessment of an attitude object” (Hanurawan, 2010). Positive or negative evaluations of prosocial behavior reflect how an individual subjectively assesses prosocial behavior, whether positive or negative, whether they like it or dislike it (Olson & Maio, 2003, p. 300; Hanurawan, 2010; Maio, Olson, & Cheung, 2013, p. 275). These subjective assessments do not necessarily reflect actual prosocial behavior (Olson & Maio, 2003, p. 300).

Furthermore, the term prosocial was introduced by social scientists as an antonym of antisocial (Batson & Powell, 2003, p. 463). Prosocial behavior refers to “the broad range of actions intended to benefit one or more people

other than oneself – behaviors such as helping, comforting, sharing, and cooperating” (Batson & Powell, 2003, p. 463).

ATPB as a construct (a latent variable) is then described into several indicators (manifest variables). In this study, ATPB indicators were adapted from four prosocial indicators developed by Baumsteiger (2019, pp. 219-220) and Baumsteiger and Siegel (2019, p. 314) including: (1) “comfort someone I know after they experience a hardship”, (2) “help a stranger find something they lost, like their key or a pet”, (3) “help care for a sick friend or relative”, and (4) “assist a stranger with a small task (e.g., help carry groceries, watch their things while they use the restroom)”.

Conceptual Framework and Research Hypotheses

As explained above, SEO is an individual’s tendency “to behave entrepreneurially in social entrepreneurial activities” (Murwani et al., 2025). More specifically, SEO is an individual’s tendency to generate new ideas (i.e., innovativeness), take calculated risks (i.e., risk-taking), detect new opportunities, and initiate action (i.e., proactiveness) (Kraus et al., 2017; Bernardus et al., 2023), all of which are aimed at solving social problems (Kraus et al., 2017), while simultaneously orienting toward achieving a social mission (Kraus et al., 2017; Satar & Natasha, 2019; Zainol & Saraswati, 2023). It has also been explained above that SEI is an individual’s intention to engage in running a social-based enterprise in order to solve social problems (Hockerts, 2017; Naveed et al., 2021; Trajano et al., 2023; Harianto et al., 2024; Kruse et al., 2025; Murwani et al., 2025). SEO and SEI both focus on solving social problems (Hockerts, 2017; Kraus et al., 2017; Naveed et al., 2021; Trajano et al., 2023; Harianto et al.,

2024; Kruse et al., 2025; Murwani et al., 2025). SEO oriented towards achieving a social mission (Kraus et al., 2017; Satar & Natasha, 2019; Zainol & Saraswati, 2023) will encourage individual intentions to run a social-based enterprise (Hockerts, 2017; Naveed et al., 2021; Trajano et al., 2023; Harianto et al., 2024; Kruse et al., 2025; Murwani et al., 2025). This is considering that social-based enterprises themselves are essentially focused on achieving a social mission (Margiono, Zolin, & Chang, 2018; Lucas & Park, 2023; Bird et al., 2025). Thus, the stronger a person's SEO, the stronger their SEI, and vice versa. Empirical studies (e.g., Naveed et al., 2021; Murwani et al., 2025) found that SEO has a positive influence on SEI.

Individuals with SEO who are oriented toward achieving a social mission can encourage their ATPB. It has been explained above that ATPB is an individual's subjective assessment of prosocial behavior, whether positive or negative, whether they like it or not (Olson & Maio, 2003; Hanurawan, 2010; Maio, Olson, & Cheung, 2013). Referring to several references (e.g., Batson & Powell, 2003; Olson & Maio, 2003; Hanurawan, 2010; Maio, Olson, & Cheung, 2013) that a person's positive ATPB can be indicated by the person's 'positivity' or 'liking' toward several prosocial behaviors such as helping, entertaining, sharing, and cooperating. Individuals with strong SEO tend to be more innovative, more willing to take calculated risks, more proactive in solving social problems (Kraus et al., 2017; Bernardus et al., 2023), and are also oriented towards achieving social missions (Kraus et al., 2017; Satar & Natasha, 2019; Zainol & Saraswati, 2023). Thus, the stronger a person's SEO, the more positive their ATPB, and vice versa. An empiri-

cal study conducted by Murwani et al. (2025) found that SEO has a positive influence on prosocial behavior. However, the prosocial behavior referred to is not in the context of actual behavior, but rather in the context of a tendency to act prosocially, and therefore prosocial behavior can be interpreted as ATPB (Al Sawaey et al., 2025).

Referring to the TPB (Ajzen, 1991), attitude is one of the main factors of intention. A social entrepreneur with a positive ATPB indicates a social entrepreneur's 'positivity' or 'desire' to provide social benefits (Douglas & Prentice, 2019). Douglas and Prentice (2019, p. 70) emphasized that a person with a positive ATPB is a necessary condition for that person's SEI. Thus, the more positive a person's ATPB, the stronger their SEI, and vice versa. An empirical study conducted by Douglas and Prentice (2019) found that ATPB positively influences SEI. Other empirical studies (e.g., Harianto et al., 2024; Al Sawaey et al., 2025; Murwani et al., 2025) found that prosocial behavior positively influences SEI. As explained above, the prosocial behavior referred to can be interpreted as ATPB (Al Sawaey et al., 2025).

ATPB can act as a mediator variable, in which mediating the positive influence of SEO on SEI. SEO has a positive influence on SEI directly and indirectly through ATPB. The mediating role of ATPB is derived from the direct influence of SEO on SEI and the direct influence of ATPB on SEI. Referring to the TPB (Ajzen, 1991), ATPB is one of the main factors prior to SEI. An empirical study conducted by Murwani et al. (2025) found this mediating role of ATPB. The conceptual framework (i.e., conceptual model) is summarized in Figure 1. Based on the conceptual framework and Figure 1, this study proposes the following four research hypotheses:

- H₁: SEO has a positive influence on SEI among college students.
- H₂: SEO has a positive influence on ATPB among college students.
- H₃: ATPB has a positive influence on SEI among college students.
- H₄: ATPB mediates the positive influence of SEO on SEI among college students.

METHOD

This study used a cross-sectional design (Bernardus et al., 2020; Harianto et al., 2024; Murwani et al., 2025). In a cross-sectional design, researchers do not conduct intervention procedures to test their effectiveness (Bernardus et al., 2020; Harianto et al., 2024; Murwani et al., 2025). The subjects were third-semester undergraduate students (S1) at the Faculty of Economics and Business (FEB) at Universitas Negeri Surabaya (UNESA). The selection of subjects was based on the relevance of the research subjects to the research objectives. In this case, the research subjects had completed a

bootcamp program in entrepreneurship [i.e., ‘Bootcamp UNESA Kewirausahaan’, abbreviated as ‘BONEK’] (Universitas Negeri Surabaya, 2024b). The population size is 2.260 students (Universitas Negeri Surabaya, 2024a). The sample size was calculated using the Sample Size Calculator web. The sample size calculation, with a 95% confidence level and a 5% margin of error, yielded a minimum sample size of 329 students. The sample was randomly drawn concurrently with the distribution of the questionnaire (data collection) via Google Form. In this case, the Google Form was randomly distributed to the study population with the assistance of the FEB UNESA academic community. From the random distribution of the online questionnaire, responses were obtained from 400 students. Of these 400 responses, 331 were suitable for analysis. On that basis, this study determined the sample size, namely 331 students.

Next is the measurement of variables, including SEO, SEI, and ATPB. Referring to Hair et al. (2019a, pp. 661–662), SEO, SEI, and

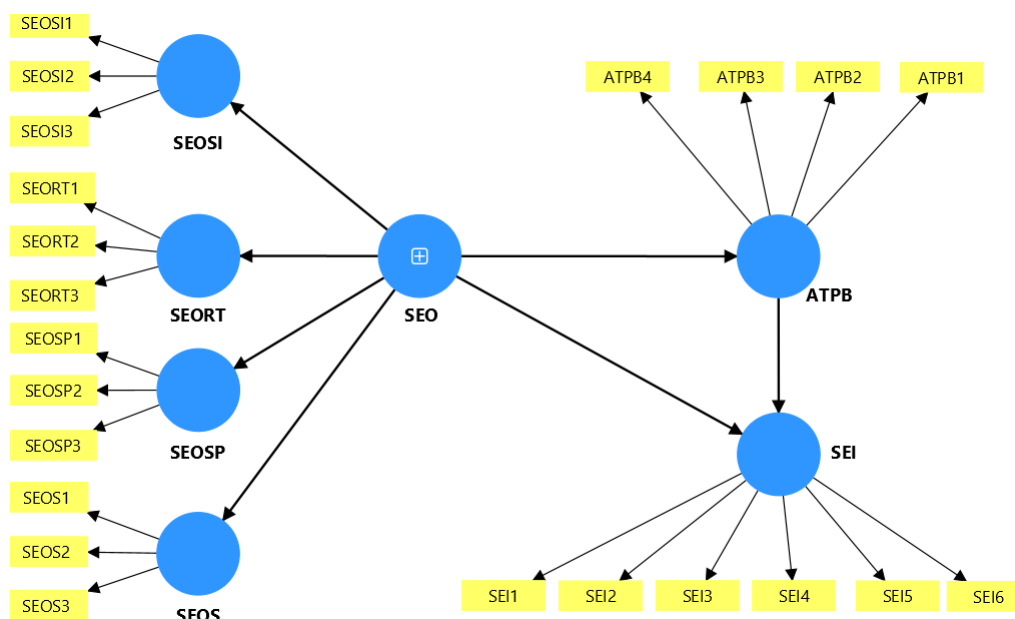


Figure 1 Conceptual Model

ATPB are constructs (latent variables), while the indicators used to measure these constructs are called manifest variables. First, it has been explained above that SEO is a multi-dimensional construct (Kraus et al., 2017; Satar & Natasha, 2019; Naveed et al., 2021; Zainol & Saraswati, 2023; Murwani et al., 2025), encompassing the following dimensions: social innovativeness [SEOSI], social risk-taking [SEORT], social proactiveness [SEOSP] (Kraus et al., 2017), and socialness [SEOS] (Kraus et al., 2017; Satar & Natasha, 2019; Zainol & Saraswati, 2023). SEO is measured using indicators adapted from Kraus et al. (2017). Referring to previous studies (e.g., Bolton & Lane, 2012; Kraus et al., 2019), the adaptation of indicators from Kraus et al. (2017) is an adaptation to the individual-level context. The distribution of indicators (manifest variables) in each construct dimension, namely three indicators measuring SEOSI, three indicators measuring SEORT, three indicators measuring SEOSP, and three indicators measuring SEOS (Kraus et al., 2017). Second, SEI was measured using indicators adapted from Kruse et al. (2025). There were six indicators (manifest variables) to measure SEI (Kruse et al., 2025).

Third, ATPB was measured using four prosocial-items adapted from the Past Prosocial Behavior Scale (PPBS) (Baumsteiger, 2019) and the Prosocial Behavioral Intentions Scale (PBIS) (Baumsteiger, 2019; Baumsteiger & Siegel, 2019). PPBS and PBIS both use the same four prosocial-items, covering ‘comforted someone,’ ‘helped a stranger find something they lost,’ ‘helped care for a sick friend or relative,’ and ‘assisted a stranger with a small task’ (Baumsteiger, 2019; Baumsteiger & Siegel, 2019). The difference lies in how respondents respond to the prosocial-items. In PPBS, respondents reported how fre-

quently (i.e., from ‘never/rarely’ to ‘always/almost always’) they behaved prosocially in the past month (Baumsteiger, 2019). Whereas in PBIS, respondents rate ‘how willing they are to perform each behavior’ from ‘definitely would not do’ to ‘definitely would do’ (Baumsteiger, 2019; Baumsteiger & Siegel, 2019). However, PBIS is also recognized as a scale for measuring prosocial attitude instead of prosocial intention (Ge et al., 2021). Referring to Ajzen (2006), an item (i.e., “exercising for at least 20 min, three times per week for the next three months”) can be constructed into several items in the context of attitude, intention, and behavior. Therefore, this study adapted those four prosocial-items in the context of attitude toward prosocial behavior. According to Ajzen (1991), attitude toward behavior refers to “the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question” (p. 188). Specifically, previous studies regarding attitude toward prosocial behavior (i.e., prosocial attitude) constructed the measurement of prosocial attitude using Likert scale ranging from ‘strongly disagree’ to ‘strongly agree’ (Osgood & Muraven, 2015; Paço, Shiel, & Alves, 2019; Shiel, Paço, & Alves, 2020; Afridi, Ali, & Zahid, 2024; Akođul, 2026).

In addition, referring to previous studies (Kraus et al., 2017; Baumsteiger & Siegel, 2019; Kruse et al., 2025), the one indicator was developed into the one questionnaire statement item. Respondents responded to each questionnaire statement item using a Likert scale ranging from ‘strongly disagree’ to ‘strongly agree.’ Adaptation of the questionnaire statement items was carried out using the translation and back-translation method from Brislin (1970). The complete adaptation of the questionnaire statement items can be seen in Appendix.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), including analysis of both the outer and inner models (Hair et al., 2019a; Hair et al., 2019b; Hair et al., 2022). The outer model analyzes the construct measurement model (Hair et al., 2019a; Hair et al., 2019b; Hair et al., 2022), including SEO, SEI, and ATPB. SEO is a multidimensional construct, so its measurement model is second-order (Hair et al., 2019a; Hair et al., 2019b; Hair et al., 2022). Meanwhile, SEI and ATPB are unidimensional constructs, so their measurement models are first-order (Hair et al., 2019a; Hair et al., 2019b; Hair et al., 2022). The second-order measurement model is analyzed using the repeated indicators approach (Ghozali, 2006). Meanwhile, the inner model analyzes the structural model related to testing the relationships between constructs (Hair et al., 2019a; Hair et al., 2019b; Hair et

al., 2022), as stated in the research hypothesis section. Before running PLS-SEM, item analysis was first conducted using the method developed by Tuckman and Harper (2012).

RESULTS

Item Analysis

The results of the item analysis are shown in Table 1, which shows significant results for all existing items. Therefore, all items can be used to measure the construct, because there is a relationship between “what the item is measuring and what the total scale is measuring” (Tuckman & Harper, 2012, p. 266). Referring to Tuckman and Harper (2012), on the items of the SEO construct, corrected item-to-total correlation coefficients between 0.637 and 0.839 were obtained, which are significant at the 1% significance level, so all items from the SEO

Table 1 Item Analysis

Item Number	Item Code	Item-to-Total Correlation Coefficient	Corrected Item-to-Total Correlation Coefficient	p-Values
1	SEOS11	0.749	0.728	0.000
2	SEOS12	0.681	0.651	0.000
3	SEOS13	0.775	0.754	0.000
4	SEORT1	0.776	0.757	0.000
5	SEORT2	0.764	0.735	0.000
6	SEORT3	0.672	0.637	0.000
7	SEOSP1	0.760	0.737	0.000
8	SEOSP2	0.856	0.839	0.000
9	SEOSP3	0.762	0.739	0.000
10	SEOS1	0.720	0.688	0.000
11	SEOS2	0.735	0.705	0.000
12	SEOS3	0.849	0.833	0.000
13	SEI1	0.833	0.862	0.000
14	SEI2	0.800	0.832	0.000
15	SEI3	0.811	0.844	0.000
16	SEI4	0.849	0.873	0.000
17	SEI5	0.897	0.915	0.000
18	SEI6	0.769	0.813	0.000
19	ATPB1	0.823	0.869	0.000
20	ATPB2	0.848	0.887	0.000
21	ATPB3	0.748	0.813	0.000
22	ATPB4	0.801	0.845	0.000

construct can be accepted. On the items of the SEI construct, corrected item-to-total correlation coefficients between 0.813 and 0.915 were obtained, which are significant at the 1% significance level, so all items from the SEI construct can be accepted. In the items of the ATPB construct, corrected item-to-total correlation coefficients were obtained between 0.813 and 0.887 which were significant at the 1% significance level, so that all items of the ATPB construct were acceptable.

Outer Model

As explained above, an indicator (a manifest variable) is developed into an item of questionnaire (Kraus et al., 2017; Baumsteiger &

Siegel, 2019; Kruse et al., 2025). The results of the outer model are shown in Tables 2 and 3. Table 2 displays the factor loadings (original sample [O] column) of all items in each construct or construct dimension. Thus, these items are referred to as manifest variables, while the constructs or construct dimensions are referred to as latent variables (Hair et al., 2019a, pp. 627, 661, 761; Hair et al., 2022, p. 7).

Table 2 reveals significant factor loadings (original sample [O] column) for all items. Factor loading on items from the SEOSI construct dimension, obtained a figure of 0.836 to 0.882 which is significant at a significance level of 1%. Factor loading on items from the SEORT construct dimension, obtained a figure of 0.701 to 0.848 which is significant at a significance

Table 2 Factor Loading

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	p-Values
SEOSI1* < SEOSI**	0.878	0.878	0.016	56.318	0.000
SEOSI2* <- SEOSI**	0.882	0.881	0.015	57.111	0.000
SEOSI3* <- SEOSI**	0.836	0.836	0.019	44.985	0.000
SEORT1* <- SEORT**	0.835	0.836	0.016	53.072	0.000
SEORT2* <- SEORT**	0.848	0.847	0.020	43.014	0.000
SEORT3* <- SEORT**	0.701	0.699	0.044	16.081	0.000
SEOSP1* <- SEOSP**	0.846	0.845	0.021	40.72	0.000
SEOSP2* <- SEOSP**	0.893	0.893	0.013	68.729	0.000
SEOSP3* <- SEOSP**	0.813	0.812	0.030	26.726	0.000
SEOS1* <- SEOS**	0.732	0.730	0.035	21.043	0.000
SEOS2* <- SEOS**	0.844	0.844	0.020	42.95	0.000
SEOS3* <- SEOS**	0.872	0.872	0.015	58.489	0.000
SEI1* <- SEI**	0.837	0.836	0.019	44.915	0.000
SEI2* <- SEI**	0.867	0.867	0.017	51.914	0.000
SEI3* <- SEI**	0.867	0.867	0.018	48.983	0.000
SEI4* <- SEI**	0.886	0.885	0.014	62.511	0.000
SEI5* <- SEI**	0.902	0.902	0.014	66.152	0.000
SEI6* <- SEI**	0.737	0.736	0.043	17.299	0.000
ATPB1* <- ATPB**	0.877	0.877	0.019	46.754	0.000
ATPB2* <- ATPB**	0.904	0.903	0.015	59.226	0.000
ATPB3* <- ATPB**	0.854	0.854	0.019	46.154	0.000
ATPB4* <- ATPB**	0.864	0.864	0.019	44.697	0.000

Notes:

*manifest variables (based on Hair et al., 2019a; Hair et al., 2022)

**latent variables (based on Hair et al., 2019a; Hair et al., 2022)

level of 1%. Factor loading on items from the SEOSP construct dimension, obtained a figure of 0.813 to 0.893 which is significant at a significance level of 1%. Factor loading on items from the SEOS construct dimension, obtained a figure of 0.732 to 0.872 which is significant at a significance level of 1%. Factor loading on items from the SEI construct, obtained a figure of 0.737 to 0.902 which is significant at a significance level of 1%. Factor loading on items from the ATPB construct, obtained a figure of 0.854 to 0.904 which is significant at a significance level of 1%. In this study, the validity of the research instrument was evaluated using construct validity, namely convergent validity (Harianto et al., 2024; Murwani et al., 2025). Table 2 shows that all factor loadings are significant, demonstrating the fulfillment of convergent validity requirements (Harianto et al., 2024; Murwani et al., 2025).

Table 3 displays Cronbach's alpha, rho_A, composite reliability (CR), and average variance extracted (AVE). Table 3 shows that the AVE values range from 0.556 to 0.765. These AVE values exceed the minimum threshold of 0.5, thus meeting the convergent validity requirements for each construct or dimension (Hair et al., 2019a, p. 659, 663, 760; Hair et al., 2022, p. 126). The reliability of each construct or dimension was then evaluated using Cronbach's alpha, rho_A,

and CR (Hair et al., 2019a; Hair et al., 2022, p. 126). Table 3 shows that the Cronbach's alpha, rho_A, and CR values are above the cut-off value of 0.7 (Hair et al., 2019a; Hair et al., 2022, p. 126). This demonstrates that the reliability requirements for each construct or construct dimension have been met (Hair et al., 2019a; Hair et al., 2022, p. 126).

Inner Model

First, the inner model was evaluated to determine whether there was collinearity in the inner model using the variance inflation factor (VIF) (Hair et al., 2019a; Hair et al., 2019b). In this study, VIF values were obtained ranging from 1,297 to 3,654. These VIF values were below the cut-off value, which was 5.0, so the inner model was free from collinearity (Hair et al., 2019a, p. 779; Hair et al., 2019b). Then, the inner model was also evaluated to determine its predictive ability using the R-Square value (Hair et al., 2019a; Hair et al., 2019b). As shown in Figure 2, the R-Square ATPB shows a figure of 0.453. The figure of 0.453 indicates that SEO has the ability to predict ATPB by 45.3%, the remaining 54.7 is explained by other variables, besides ATPB. Meanwhile, the R-Square SEI shows the figure of 0.747. The figure of 0.747 indicates that SEO and ATPB have the ability to predict SEI by 74.7%, the remaining 54.7 is explained by other variables,

Table 3 Cronbach's alpha, rho_A, CR, and AVE

Construct and Dimension of Construct	Cronbach's Alpha	rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)
SEOSI	0.832	0.832	0.900	0.749
SEORT	0.714	0.739	0.839	0.636
SEOSP	0.809	0.816	0.887	0.724
SEOS	0.751	0.766	0.858	0.670
SEI	0.923	0.926	0.940	0.724
ATPB	0.898	0.899	0.929	0.765

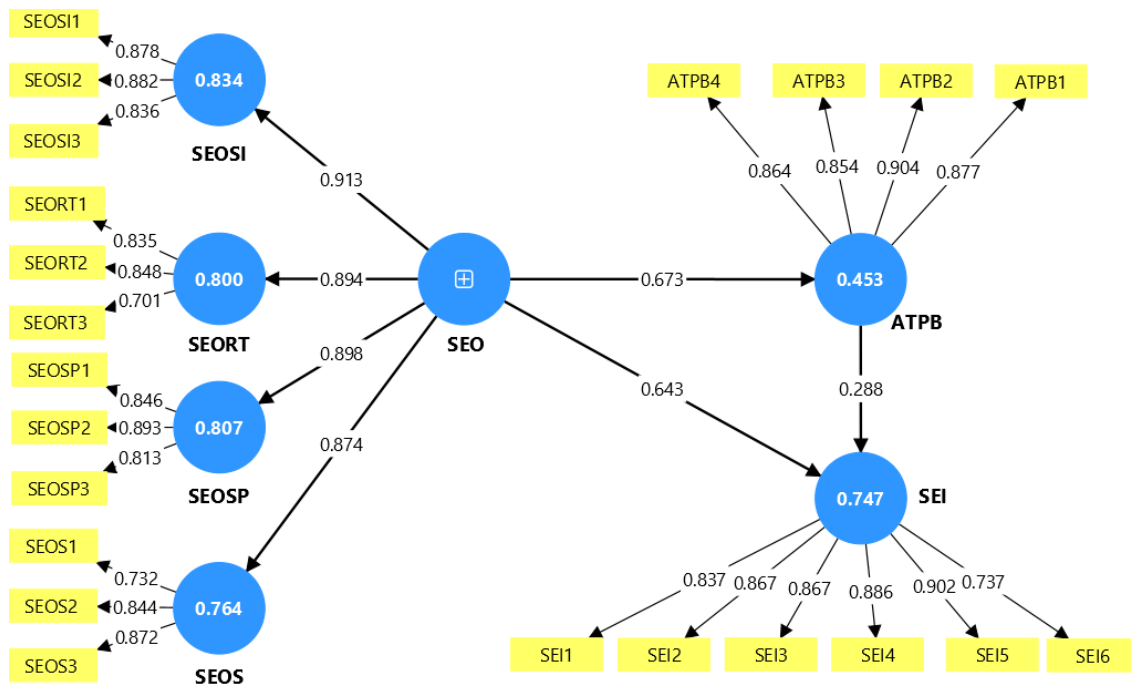


Figure 2 Empirical Model

Table 4 Hypotheses Testing

	Path	Path Coefficients	P-Value
H1	SEO -> ATPB	0.673	0.000
H2	SEO -> SEI	0.643	0.000
H3	ATPB -> SEI	0.288	0.000
H4	SEO -> ATPB -> SEI	0.194	0.000

besides SEO and ATPB. The magnitude of the two R-Square values (namely, 0.453 and 0.747) indicates a decent predictive ability (Hair et al., 2019a; Hair et al., 2019b). The predictive ability of SEO in predicting ATPB is categorized as moderate (moderate level of prediction), while the predictive ability of SEO and ATPB in predicting SEI is categorized as good (good level of prediction) (Hair et al., 2019a; Hair et al., 2019b).

Hypothesis Testing

The inner model was tested by looking at the significance (p-value) of the path coefficients as can be seen in Table 4. The influence

of SEO on SEI (H1) is positive and significant. Then the influence of SEO on ATPB (H2) is positive and significant. Then, the influence of ATPB on SEI (H3) is positive and significant. Furthermore, SEO directly influences SEI ($\beta = 0.643$, $p = 0.000$), and indirectly through ATPB influences SEI ($\beta = 0.194$, $p = 0.000$). Therefore, the influence of SEO on SEI with ATPB as a mediator (H4) is positive and significant.

DISCUSSION

The results of the outer model test indicate that convergent validity and reliability re-

quirements for each construct or construct dimension are met. The results of the inner model test indicate that H1, H2, H3, and H4 are confirmed or proven. Thus, this study successfully empirically tested the relationship model between the research variables: SEO (independent variable or X variable) as the antecedent, ATPB (M variable) as the mediator, and SEI (dependent variable or Y variable) as the consequence. The Theory of Planned Behavior (TPB) (Ajzen, 1991) is the primary theory underlying this research. Therefore, this study offers theoretical novelty, namely an application of the TPB in the context of social entrepreneurship among college students.

The influence of SEO on SEI is positive and significant. SEO oriented toward achieving a social mission (Kraus et al., 2017; Satar & Natasha, 2019; Zainol & Saraswati, 2023) positively and significantly increases individual intentions to run a socially-based enterprise (Hockerts, 2017; Naveed et al., 2021; Trajano et al., 2023; Harianto et al., 2024; Kruse et al., 2025; Murwani et al., 2025). This research finding supports previous empirical studies (e.g., Naveed et al., 2021; Murwani et al., 2025).

The influence of SEO on ATPB is positive and significant. Individuals with strong SEO positively and significantly increase their positivity or liking for a number of prosocial behaviors, such as helping, comforting, sharing, and cooperating (Batson & Powell, 2003; Olson & Maio, 2003; Hanurawan, 2010; Maio, Olson, & Cheung, 2013). The findings of this study support the empirical study conducted by Murwani et al. (2025). The influence of ATPB on SEI is positive and significant. This finding supports the TPB (Ajzen, 1991), which states that attitude is a determining factor before intention. A positive ATPB is a necessary condi-

tion for SEI (Douglas & Prentice, 2019). The findings of this study support previous empirical studies (e.g., Douglas & Prentice, 2019; Harianto et al., 2024; Al Sawaey et al., 2025; Murwani et al., 2025).

The influence of SEO on SEI, with ATPB as a mediator variable, is positive and significant. The mediating role of ATPB is confirmed, as previously demonstrated is the direct influence of SEO on SEI, and the indirect influence of ATPB on SEI. Furthermore, the direct influence of SEO on SEI is significant, and the indirect influence of SEO on SEI through ATPB is also significant. Referring to Baron and Kenny (1986), the mediating role of ATPB is partial mediation. The finding of ATPB's mediating role supports the TPB (TPB) (Ajzen, 1991), which posits that ATPB is a determining factor prior to SEI. This finding of ATPB's mediating role supports the empirical study conducted by Murwani et al. (2025).

Limitations, Implications, and Future Research

The objective of this research was to investigate the influence of student's social entrepreneurial orientation on their social entrepreneurial intention mediated by attitude toward prosocial behavior. However, there are limitations which must be mentioned and issues that are still open for future research. A possible limitation is that this study was confined to the students from a state university in Jawa Timur, Indonesia (i.e., UNESA) and it may not give the generalized findings for students studying in universities from other regions. On the other hand, this research can provide further insights in social entrepreneurial education, which can aid educators in cultivating future social entrepreneurs. Finally, it is encouraged that future research may be conducted on the topic with

different population in order to truly understand social entrepreneurship within the Indonesian and broader South East Asian context.

CONCLUSION

This study shows that individuals with strong SEO can motivate themselves to have strong SEI as well. Furthermore, individuals

with strong SEO can motivate themselves to have positive ATPB. Furthermore, individuals with positive ATPB can strengthen their SEI. Finally, ATPB plays a mediating role in the influence of SEO on SEI in which the indirect influence of SEO on SEI through ATPB (the mediating role of ATPB) is not as strong as the direct influence of SEO on SEI.

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APPENDIX

No.	Construct and Sub-Construct	Item Code	Original Item	Adaptation in Indonesian Language	Sources of Original Item
1	SEOSI	SEOSI1	Social innovation is important for our company.	<i>Inovasi sosial penting bagi usaha yang saya lakukan.</i>	Kraus et al. (2017)
2	SEOSI	SEOSI2	We invest heavily in developing new ways to increase our social impact or to serve our beneficiaries.	<i>Saya berusaha mengembangkan cara-cara baru dalam meningkatkan dampak usaha sosial saya atau dalam melayani para penerima manfaat dari usaha saya.</i>	Kraus et al. (2017)
3	SEOSI	SEOSI3	In our company, new ideas to solve social problems come up very frequently.	<i>Di usaha saya, ide-ide baru untuk memecahkan masalah sosial sering muncul.</i>	Kraus et al. (2017)
4	SEORT	SEORT1	Bold action is necessary to achieve our company's social mission.	<i>Tindakan yang tegas diperlukan untuk mencapai misi sosial usaha saya.</i>	Kraus et al. (2017)
5	SEORT	SEORT2	We are not afraid to take substantial risks when serving our social purpose.	<i>Saya tidak takut mengambil risiko besar saat menjalankan misi sosial usaha saya.</i>	Kraus et al. (2017)
6	SEORT	SEORT3	We avoid the cautious line of action if social opportunities might be lost that way.	<i>Saya menghindari tindakan yang terlalu berhati-hati jika peluang sosial dapat hilang.</i>	Kraus et al. (2017)
7	SEOSP	SEOSP1	We aim at being at the forefront of making the world a better place.	<i>Saya ingin menjadi pelopor dalam membuat dunia menjadi tempat yang lebih baik.</i>	Kraus et al. (2017)
8	SEOSP	SEOSP2	Our organization has a strong tendency to be ahead of others in addressing its social mission.	<i>Usaha saya memiliki kecenderungan untuk menjadi pelopor dalam menjalankan misi sosial.</i>	Kraus et al. (2017)
9	SEOSP	SEOSP3	We typically initiate actions which other social enterprises/social entrepreneurs copy.	<i>Usaha saya biasa menjadi perintis tindakan yang kemudian ditiru oleh wirasaha sosial lainnya.</i>	Kraus et al. (2017)
10	SEOS	SEOS1	The objective to accomplish our social mission precedes the objective to generate a profit.	<i>Misi sosial saya lebih penting dibandingkan untuk menghasilkan keuntungan.</i>	Kraus et al. (2017)
11	SEOS	SEOS2	Our organization places a strong focus on partnerships with other organizations and/or governments in order to ensure a greater and accelerated accomplishment of the social mission.	<i>Usaha saya bermitra dengan organisasi lain dan/atau pemerintah agar misi sosialnya dapat tercapai dengan lebih baik.</i>	Kraus et al. (2017)
12	SEOS	SEOS3	We set ourselves ambitious goals in regard to sustainability and incorporate them in all strategic decisions.	<i>Saya menetapkan tujuan terkait keberlanjutan (sustainability) yang saya pertimbangkan dalam keputusan strategis.</i>	Kraus et al. (2017)
13	SEI	SEI1	I have the intention to found an enterprise that addresses social problems that have not been solved so far.	<i>Saya berniat untuk mendirikan usaha yang mengatasi masalah sosial yang belum terpecahkan.</i>	Kruse et al. (2025)
14	SEI	SEI2	I have the intention to found an enterprise that has a social mission (e.g., reducing poverty, improving education, helping disadvantaged people).	<i>Saya berniat untuk mendirikan usaha yang memiliki misi sosial (misalnya, mengurangi angka kemiskinan, misi pendidikan, atau membantu orang-orang yang kurang beruntung).</i>	Kruse et al. (2025)

No.	Construct and Sub-Construct	Item Code	Original Item	Adaptation in Indonesian Language	Sources of Original Item
15	SEI	SEI3	I have the intention to found an enterprise that combines a social mission and an elaborated income strategy.	<i>Saya berniat untuk mendirikan usaha yang menggabungkan misi sosial dengan strategi pendapatan yang rinci.</i>	Kruse et al. (2025)
16	SEI	SEI4	I have the intention to found an enterprise that acts innovatively to solve problems in society.	<i>Saya berniat untuk mendirikan usaha yang secara inovatif memecahkan masalah di masyarakat.</i>	Kruse et al. (2025)
17	SEI	SEI5	I have the intention to found an enterprise that is persistently looking for new opportunities and resources to fulfil its social mission.	<i>Saya berniat untuk mendirikan usaha yang secara aktif mencari peluang dan sumber daya baru untuk memenuhi misi sosial.</i>	Kruse et al. (2025)
18	SEI	SEI6	I have the intention to found an enterprise that needs to deal with tensions arising from social and financial goals.	<i>Saya berniat untuk mendirikan usaha yang berhadapan dengan ketegangan antara isu sosial dan finansial.</i>	Kruse et al. (2025)
19	ATPB	ATPB1	Comfort someone I know after they experience a hardship.	<i>Saya mau menghibur seseorang yang saya kenal saat mereka mengalami kesulitan.</i>	Baumsteiger (2019); Baumsteiger and Siegel (2019)
20	ATPB	ATPB2	Help a stranger find something they lost, like their key or a pet.	<i>Saya mau membantu orang asing dalam mencari barangnya yang hilang (misalnya, kunci atau hewan peliharaan).</i>	Baumsteiger (2019); Baumsteiger and Siegel (2019)
21	ATPB	ATPB3	Help care for a sick friend or relative.	<i>Saya mau merawat teman atau kerabat yang sakit.</i>	Baumsteiger (2019); Baumsteiger and Siegel (2019)
22	ATPB	ATPB4	Assist a stranger with a small task (e.g., help carry groceries, watch their things while they use the restroom).	<i>Saya mau membantu orang asing dengan keperluan atau tugas ringan (misalnya, membawakan barang belanjaan atau menjaga barang mereka saat mereka ke kamar mandi).</i>	Baumsteiger (2019); Baumsteiger and Siegel (2019)

Note: Each indicator (manifest variable) is explained through one questionnaire item (Kraus et al., 2017; Baumsteiger & Siegel, 2019; Kruse et al., 2025).