

THE ROLE OF ATTITUDE AND FUTURE ORIENTATION IN STIMULATING SUSTAINABLE ENTREPRENEURIAL INTENTION

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Abstract

During a period of fast economic expansion and worldwide environmental issues, an increasing number of business owners are incorporating sustainable practices in order to make sure their companies contribute positively to society and safeguard the environment. This research investigates how the consideration of future consequences, attitude, and perceived behavioral control impact the intention to become an entrepreneur among students at Universitas Jenderal Soedirman. A total of 77 participants completed a questionnaire to provide data for the study. The results of the research suggest that the consideration of future consequences does not influence entrepreneurial intention. However, Sustainable Entrepreneurial Intention is positively impacted by Attitude and Perceived Behavioral Control. This study provides implications for students to get support in increasing their confidence in running a sustainable business, campuses as educational institutions to develop business incubation programs that focus on sustainable entrepreneurship, and the government can design policies that support positive attitudes towards sustainable entrepreneurship among young people, such as incentives and training.

Keywords: *Sustainable Entrepreneurial Intention, Consideration of Future Consequences, Attitude, Perceived Behavioral Control*

1. INTRODUCTION

The last two decades have shown significant growth in entrepreneurship in most developing countries, including Indonesia. Sustainable entrepreneurship is an achievement that is of concern to advance the country's economy. More specifically, sustainable entrepreneurship is about prioritizing the protection of nature, social systems, and communities when seeking out new business opportunities that lead to the creation of innovative products, procedures, and services with the aim of making a profit (Shepherd & Patzelt, 2011). This profit should encompass both financial gains and advantages that benefit people, the economy, and society as a whole. Intergenerational tensions arise when entrepreneurs make decisions that may not align with the demands of future generations, a challenge that sustainable development faces (Arnocky et al., 2014). To mitigate this conflict, entrepreneurs must take into account the needs of future generations.

The intricacy of the situation could impact a person's decision to embark on a sustainable business, with many believing that intention is the key factor in determining entrepreneurial actions (Krueger Jr et al., 2000). The extent to which complexity impacts an individual's decision to pursue a career in sustainable entrepreneurship is not well understood. Scholars believe that those who promote sustainable development need to

think about how their actions today will affect future generations in terms of fairness and justice (Arnocky et al., 2014). To date, the role of considering future consequences has been largely overlooked by sustainable entrepreneurship research (Vuorio et al., 2018). Hence, the objective of this research is to integrate this idea into the Theory of Planned Behavior (TPB) in order to elucidate the development of intention in sustainable entrepreneurship (Ajzen, 1991).

According to TPB, attitudes are a person's desire to act in a particular manner. The intention to really become a sustainable entrepreneur is strongly influenced by having a good attitude toward this goal (Vuorio et al., 2018). (Kuckertz & Wagner, 2010) discovered that those who have a more positive attitude toward sustainable conduct are more likely to act on their principles. Therefore, when someone has a positive attitude towards sustainable entrepreneurship, they are more likely to develop the intention to start a sustainable business.

Perceived behavioral control refers to an individual's personal perception of their capability to carry out a specific action (Ajzen, 1991). As per traditional writings on entrepreneurship, there is a close relationship between perceived control over one's actions and the desire to start a business (Krueger Jr et al., 2000). People who believe they have a strong influence over their actions are more inclined to create goals and view the process of completing tasks in a positive light when it comes to developing a sustainable business, according to Vuorio et al. (2018). As a result, the belief in control and competence has been proven to play a significant role in incorporating sustainable practices within a business environment (Cabral & Jabbour, 2020; Singh et al., 2019). People are more likely to have the desire to launch a sustainable firm when they assess sustainable entrepreneurship as having high behavioral control.

The sustainable entrepreneurial intention of college graduates at Universitas Jenderal Soedirman is still in the low category. In 2021-2023, the number of student teams that submitted proposals for business funding such as the Student Entrepreneurship Program was recorded at an average of 170 teams with a total number of students joining the team of 1,190 people. Compared to the number of active Universitas Jenderal Soedirman students of 21,035, this means that only around 5% have an interest in starting a business and a sustainable business. The strategic efforts that universities have begun to launch are : through the funding program, students will be honed their soft skills so that they are ready to become graduates who can create jobs (job creators), or at least become individuals with entrepreneurial character.

The novelty of this study lies in incorporating the concept of Consideration of Future Consequences (CFC) into the Theory of Planned Behavior (TPB) to explain sustainable entrepreneurial intentions among Universitas Jenderal Soedirman students. Although CFC has been discussed in the context of sustainability behavior in general, this study introduces its specific application in sustainable entrepreneurial intentions, an area that has been less explored in previous research, especially among university students in Indonesia. Therefore, this study aims to discuss strategies for improving attitudes and future orientations in stimulating sustainable entrepreneurial intention through consideration of future consequences, attitudes, perceived behavioral control in students who receive funding for the Entrepreneurship Program and members of Business organizations at Universitas Jenderal Soedirman.

2. LITERATURE REVIEW

2.1. Sustainable Entrepreneurial Intention

Intention is the desire to perform certain behaviors or actions. Entrepreneurs respond to more than just outside triggers or life experiences, but rather follow a deliberately planned process when starting a business (Krueger Jr et al., 2000). Entrepreneurial intention is said to be a desire in the field of entrepreneurship to run a business or become an entrepreneur. Schaltegger and (Kuckertz & Wagner, 2010) stated that sustainable development is the goal of sustainable entrepreneurs, who pursue commercial ventures. Therefore, they act pro-socially and pro-environmentally because their goal is to produce two types of self - improvement (economic) and self-transcending (social and environmental) values (Patzelt & Shepherd, 2011).

2.2. Consideration of Future Consequences (CFC)

A personality trait known as "consideration of future consequences" refers to how often people think about the possible consequences of their current conduct and how much those outcomes influence them. (1) Those with high CFC scores, such as those on the Consideration of Future Consequences scale, tend to emphasize the potential consequences of their actions in the future, while those with low CFC scores tend to prioritize their immediate needs and concerns; (2) CFC has been associated with a number of theoretically significant outcomes.

2.3. Attitude Towards Behavior

Attitude towards behavior is the perception of an individual who believes that when he/she carries out a behavior, a positive feeling will emerge or he/she will have a favorable attitude towards the behavior being displayed, whereas a person who believes that displaying a certain behavior will lead to negative results will have an unfavorable attitude (Ajzen, 1991).

First, a person's attitude toward behavior expresses whether they believe a particular behavior to be desirable. As a result, it characterizes the behavior's personally deemed attraction, which is turning into a sustainable entrepreneur. Behavioral beliefs, which characterize the anticipated possibility of either positive or negative effects from the conduct, determine attitude toward behavior (Ajzen, 1991). Again, these positive outcomes are considered to be self-transcending and self-enhancing within the framework of sustainable business (Vuorio et al., 2018).

2.4. Perceived Behavioral Control

According to Ajzen (1991), perceived behavioral control is the ability to carry out a desired behavior despite perceived difficulties. It is associated with the belief that opportunities and resources necessary to carry out a specific behavior are available or not, based on prior experiences and anticipation of challenges and barriers. Ajzen (1991) clarified that information from others might impact an individual's prior experiences with a conduct. He said that an individual's behavior is not solely within his control, but also necessitates control. Control beliefs, which are a collection of ideas about one's own abilities and potential facilitators and barriers, lead to perceived behavioral control.

3. RESEARCH METHODS

Data collection was conducted using a questionnaire method. The study was conducted on students who received funding from the Entrepreneurship Program and members of the business organization at Universitas Jenderal Soedirman. The target population in this study were students. The sampling technique in this study was determined by the convenience sampling technique.

The variables of this research are Consideration of Future Consequences, Attitude, Perceived Behavioral Control and Sustainable Entrepreneurial Intention. All items in the variable indicators are measured on a seven-point Likert scale of 1 (total disagreement) – 5 (total agreement).

The techniques of data analysis in this study consist of four key components. First, descriptive statistics are used to summarize and describe the main features of the data, including the minimum and maximum values, the standard deviation, the mean (average), and the total number of samples analyzed. This helps provide an initial understanding of the data distribution and variability. Second, a classical assumption test is performed to ensure that the data meet the requirements for further analysis. This includes three tests: the multicollinearity test, which uses the Tolerance Value and Variance Inflation Factor (VIF) to check for correlations between independent variables; the heteroscedasticity test using the Park test to assess whether the variance of errors is constant across all levels of the independent variable; and the normality test with the Kolmogorov-Smirnov (KS) method to verify if the data follow a normal distribution. Additionally, the autocorrelation test is conducted by examining the Durbin-Watson value to detect any correlation between residuals from different time periods.

Third, hypothesis testing is carried out to evaluate the relationships between variables. This requires calculating the R-squared value to assess how much of the variability in the outcome variable is accounted for by the predictor variables. The F-test is employed to evaluate the overall effectiveness of the model (level of fit), whereas the t-test investigates the impact of each individual predictor variable on the outcome variable (partial effect). A significance level of 95% ($\alpha = 0.05$) is applied to ascertain statistical importance. Ultimately, the research model implemented in the investigation is designed to scrutinize the connections and validate the hypotheses using the theoretical framework and variables outlined in the study. This comprehensive approach ensures a robust and reliable analysis of the data.

To determine the influence between research variables, the Multiple Regression Analysis tool is used using EVIEWS software. The following is the equation model analyzed.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y = Sustainable Entrepreneurial Intention

a = Constant

b = Coefficient of independent variable X

X₁ = Consideration of Future Consequences

X₂ = Attitude

X₃ = Perceived Behavioral Control

e = Standard error

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Respondent Characteristics

The questionnaire distributed to 77 respondents in this study produced the following information regarding respondent characteristics:

Table 1. Respondent Profile

| Respondent Profile | Information | Total | Percentage(%) |
|-----------------------|-------------------------------|-------|---------------|
| Business Ownership | Have a Business | 32 | 42 |
| | Have no Business | 45 | 58 |
| | Total | 77 | 100 |
| Gender | Woman | 53 | 69 |
| | Man | 24 | 31 |
| | Total | 77 | 100 |
| Income (Per Month) | < Rp. 1,000,000 | 57 | 74 |
| | Rp. 1,000,000 – Rp. 3,000,000 | 16 | 21 |
| | >Rp. 3,000,000 | 4 | 5 |
| | Total | 77 | 100 |

Based on the data collected from 77 respondents, 42% of them are business owners, while the majority, 58%, do not own a business. This suggests that more than half of the respondents are not engaged in entrepreneurial activities. In terms of gender distribution, women make up the majority at 69%, while men account for 31%, indicating a higher female participation in the survey. Regarding income levels, a significant proportion, 74%, earn less than Rp 1,000,000 per month, suggesting that a large portion of the respondents have relatively low incomes. Meanwhile, 21% have incomes ranging from Rp 1,000,000 to Rp 3,000,000, and only 5% earn more than Rp 3,000,000 monthly. This income distribution highlights the predominance of respondents from lower-income brackets.

4.1.2. Analysis of Multiple Regression

Multiple regression analysis was used to measure the correlation and show the direction of the relationship between the variables Consideration of Future Consequences, Attitude, and Perceived Behavioral Control on Sustainable Entrepreneurial Intention.

Table 2. Multiple Regression Analysis

| Variables | Coefficient β | T | Significant |
|---|---------------------|-------|-------------|
| Constant | 2.348 | 1.516 | 0.134 |
| Consideration of Future Consequences | 0.054 | 0.608 | 0.545 |
| Attitude | 0.313 | 3.873 | 0.000 |
| Perceived Behavioral Control | 0.166 | 3.113 | 0.003 |
| Adjusted R Square | 0.434 | | |
| F count | 20.406 | | 0.000 |

Based on the table of results of multiple regression analysis, the following equation can be concluded:

$$Y = 2.348 + 0.054 X_1 + 0.313X_2 + 0.166 X_3 + e$$

Based on the table 2, the R^2 value is 0.434, which means that the Consideration of Future Consequences, Attitude, and Perceived Behavioral Control can explain the Entrepreneurial Intention variable by 43.4%. While the remaining 56.6% is influenced by other variables.

Based on the T test in multiple regression analysis using alpha 0.05, n (sample) = 77 and k (number of variables) = 4 then df (nk) or 0.05 (77-4) can be determined that the t_{table} value is 1.992. Table 2 shows that partially Consideration of Future Consequences has a calculated t_{value} (0.608) > t_{table} value (1.992) and a significance value (0.545) > (0.05) meaning that Consideration of Future Consequences has no effect on Entrepreneurial Intention. The Attitude variable has a calculated t_{value} (3.873) > t_{table} (1.992) and a significance value (0.000) < (0.05) meaning that Entrepreneurial Intention is positively impacted by attitude. Meanwhile, the Perceived Behavioral Control variable has a calculated t_{value} (3.113) > t_{table} (1.992) and a significance value (0.003) < (0.05), meaning that Entrepreneurial Intention is positively impacted by perceived behavioral control.

The F test in multiple regression analysis shows that the calculated $F_{value} > F_{table}$ with df 0.05 (3;73) and a significance value < 0.05 so that the regression equation model is declared good (goodness of fit).

4.2. Discussion

The findings of the study indicate that the variable Consideration of Future Consequences does not have effect on Entrepreneurial Intention. Thus, it can be concluded that in making entrepreneurial decisions, an individual's ability to consider future consequences does not directly affect their intention to become a sustainable entrepreneur. Research conducted by (Yasir et al., 2021) shows that CFC, when combined with environmental values, can indirectly increase the intention to engage in sustainable

entrepreneurship. On the other hand, in the context of consumer behavior, (Srivastava et al., 2023) found that CFC positively influences the intention to lease an electric vehicle, suggesting that people who think about the future tend to have a more environmentally concerned attitude. However, the impact of CFC is not always direct and uniform. Research also shows that the role of CFC can vary based on context and individual characteristics. (Yasir et al., 2021) note that in some situations, CFC can even go the other way and inhibit entrepreneurial intentions. Therefore, while CFC can influence entrepreneurial intentions, such influence is not universal and is strongly influenced by contextual factors and individual values.

The Attitude variable towards entrepreneurship shows a positive influence on Entrepreneurial Intention. It can be concluded that a positive individual attitude towards sustainable entrepreneurship, such as the belief that becoming a sustainable entrepreneur is an attractive and rewarding choice, directly increases their intention to enter the world of sustainable entrepreneurship. This positive attitude is likely to encourage individuals to be more open to sustainable entrepreneurship opportunities and more motivated to take real steps in realizing these intentions.

A positive attitude can strengthen an individual's desire to enter the business world, as revealed by (Tulipa et al., 2024) who found that attitude has a significant effect on perceived desire, which in turn affects entrepreneurial intention. Moreover, attitudes also act as mediators in the relationship between other factors such as risk-taking propensity and entrepreneurial intentions, confirming the central role of attitudes in shaping such intentions (Talukder et al., 2024). Furthermore, support from entrepreneurship education has a positive impact on improving students' attitudes towards entrepreneurship, which in turn strengthens their intention to become entrepreneurs, as shown in the studies of (Vu et al., 2024) and (Mettan & Rahmawati, 2024). This confirms the importance of integrating entrepreneurship education in the education system to nurture entrepreneurial interest and intention among students.

The results of the study also show that Perceived Behavioral Control has a positive influence on Entrepreneurial Intention. This shows that the higher the individual's perception of their ability to control and carry out entrepreneurial activities, the greater their intention to become sustainable entrepreneurs. Perceived Behavioral Control includes individual beliefs about the skills, knowledge, and opportunities they have to start and run a business. When individuals feel they have enough control, they are more likely to take risks and plan real entrepreneurial actions.

Research (Tsaknis & Sahinidis, 2024) shows that the higher a person's perceived behavioral control, the more likely his or her entrepreneurial intention. PBC also acts as a mediator between entrepreneurship education and EI, meaning that educational programs that can increase PBC among students can result in stronger entrepreneurial intentions (Simamora & Sulisty, 2023). Furthermore, in the context of agriprenurship, PBC was shown to be an important factor in influencing individuals' decision to enter the field of agricultural entrepreneurship, emphasizing its wide applicability in various sectors (Ena & Huib, 2024). Although the positive influence of PBC on EI is supported by many studies, some studies also identified that other variables, such as social influence and level of self-confidence, play an important role in shaping entrepreneurial intentions. This suggests that entrepreneurial behavior involves a more complex interaction between variables (Gul et al., 2023).

The empirical of (Thelken & de Jong, 2020) findings emphasize the significance of future orientation and self-transcending principles in understanding attitudes toward sustainable entrepreneurship. Intentions to become a sustainable entrepreneur are positively impacted by attitudes and perceived behavioral control. Practically speaking, the findings imply that value activation techniques to change attitudes could be used by educators and other practitioners to promote sustainable entrepreneurial goals.

This research has several important implications that can provide benefits for various parties. For students, the results show that positive attitudes and strong perceived behavioral control play a significant role in increasing their intention to engage in sustainable entrepreneurship. Therefore, students need to be encouraged to develop more positive attitudes towards sustainable entrepreneurship and increase their confidence in running a sustainability-oriented business. Educational institutions, particularly universities, can support this development by strengthening the sustainable entrepreneurship curriculum and providing facilities such as business incubation programs, trainings and seminars that focus on developing entrepreneurial skills.

In addition, this study also provides implications for the government to design policies that support the growth of positive attitudes towards sustainable entrepreneurship among the younger generation. Incentive programs and training provided by the government can help the younger generation to be more interested and participate in environmentally and socially friendly businesses. In an academic context, the results of this study open up opportunities for further, more in-depth research. For example, separating respondents based on business ownership or adding other variables such as financial and social support may provide more comprehensive insights into the factors that influence sustainable entrepreneurial intentions.

Overall, this study emphasizes the important role of attitudes and behavioral control in shaping sustainable entrepreneurial intentions, and shows that considerations regarding long-term consequences do not have a significant influence in this context. This provides a foundation for various parties to take strategic actions to support sustainable entrepreneurship among university students and the younger generation.

5. CONCLUSION

Consideration of Future Consequences has no influence on entrepreneurial intention. This indicates that individuals' thoughts about the impact of long-term business decisions are not a significant factor in determining their intention to enter the entrepreneurial world. In contrast, the attitude variable has a positive influence on entrepreneurial intention. This means that the more positive one's attitude towards sustainable entrepreneurship, the greater the intention to participate in sustainable entrepreneurship. This positive attitude reflects an individual's awareness and desire to engage in business practices that support environmental and social sustainability.

In addition, the perceived behavioral control variable also has a positive influence on entrepreneurial intention. This perception reflects how much confidence individuals have in their ability to control and carry out entrepreneurial activities. The higher the level of individual confidence in managing entrepreneurial activities, the stronger their intention to become sustainable entrepreneurs. Thus, positive attitudes and strong

behavioral control play an important role in encouraging an individual to start a sustainable venture, while consideration of future consequences is not the main driving factor in this case.

Students need to develop a more positive attitude towards sustainable entrepreneurship. Universities should take steps to strengthen the curriculum related to sustainable entrepreneurship. The government and universities should work together to develop strategic efforts to create interest and to stimulate the intention formation students. Training programs, seminars and practical activities enable them to hone their skills and gain real-world experience in business and prepare the younger generation to face future challenges with an innovative and responsible entrepreneurial approach.

This study uses an online questionnaire via google form distributed to all respondents. Respondents have different business ownership backgrounds, some have businesses and some do not. This affects the results of the study related to a person's intention to start a business. It is hoped that in subsequent studies, respondents' business ownership can be grouped so that the research results become more specific. This study only examines the influence of Consideration of Future Consequences, Attitude, and Perceived Behavioral Control. It is hoped that further research can consider other independent variables that can influence Entrepreneurial Intention, such as Financial Resources.

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