



Determining factors of social entrepreneurial intentions of desa mandiri budaya in yogyakarta

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ABSTRACT

Desa Mandiri Budaya consists of a Cultural Village, Tourism Village, Prima Village and Preneur Village. The four components of Desa Mandiri Budaya must work well together. The community involved in these components must have a high spirit of social entrepreneurship. This research uses social entrepreneurship intentions through the *Theory of Planned Behavior*. Therefore, this study aims to determine the antecedents of social entrepreneurship intentions, namely *subjective norms*, attitudes towards social entrepreneurship and *perceived behavior control*. The focus of this research is 7 Desa Mandiri Budaya in the Special Region of Yogyakarta. This research is quantitative research. Data gathering strategies using surveys include self-administered, self-managed surveys sent via questionnaires. Non-probability sampling with the incidental sampling approach was employed. Regression analysis was the nonparametric statistical test employed in this investigation. During the early stages of testing and data processing, instrument testing included validity and reliability tests, as well as traditional assumption tests. Models and hypotheses are tested using Test F and Test t. The other factors were influenced by variables not explored in this study. As a result, perceived behavioral control, attitude toward becoming a social entrepreneur, and subjective norms are all significantly associated with the intention to engage in social entrepreneurship; subjective norms influence social entrepreneurial intention; attitude toward becoming a social entrepreneur has no influence on social entrepreneurial intention; and perceived behavioral control influences social entrepreneurial intention. The findings should give recommendations for Desa Mandiri Budaya

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INTRODUCTION

The Specialty of the Special Region of Yogyakarta was declared on 31 August 2012 by the President of the Republic of Indonesia. The declaration is based on the historical background of the role of the local government of Yogyakarta at that time in maintaining, filling, and maintaining the

integrity of the Republic of Indonesia. One of the implications of this law is the establishment of Desa Mandiri Budaya through Governor Regulation no 93 year of 2020 which only exists in the Yogyakarta Special Region

Desa Mandiri Budaya, as an autonomous village, is expected to be self-sufficient by utilizing all of its internal and external (supra-village) resources to actualize, develop, and preserve the wealth of its cultural potential, both tangible and intangible, through active citizen participation in community development and empowerment initiatives. (Sulfiantonno, 2020). From the perspective of the local government, Desa Mandiri Budaya is an area development strategy that collaborates 4 Regional Government Offices in developing a village Cultural Office accompanying the Culture Village (Desa Budaya), Tourism Office accompanying the Tourism Village (Desa Wisata), Office of Women Empowerment Service, Child Protection, and Population Control accompanying the Prima Village (Desa Prima) and Cooperative and SME Office accompanying the Preneur Village (Desa Preneur). From the composition of the activities of the community involved in Desa Mandiri Budaya, it can be seen that Tourism Village acts as a locomotive for the other three villages to develop its village. The Tourism Village is the 'melting pot' for the Cultural Village, Prima Village and Preneur Village to self-actualize according to their respective portions. Although each group of activities revolves on the axis of each according to its field, the four activities of the community group must be able to form harmonious orchestrations within Desa Mandiri Budaya. The spirit of working to achieve common goals is very important in the implementation of Desa Mandiri Budaya. Compact collaboration of the four elements of Desa Mandiri Budaya requires a high social entrepreneurship spirit of the community involved in the components of the organization.

There is a wide range of definitions of social entrepreneurship because it is based on different perspectives. The most relevant definition in the context of Desa Mandiri Budaya is the definition made by (Mair & Noboa, 2006) that social entrepreneurship is an innovative effort to utilize resources by utilizing opportunities for common welfare purposes. The above definition underscores the importance of (1) identifying potentials possessed by a region and (2) collaborating in utilizing these potentials into something that brings benefits that all elements of society in a region enjoy.

Various literature addresses social entrepreneurship from the perspective that social entrepreneurship is an antecedent to other variables and other variables that are an antecedent of social entrepreneurship. Wang (2022) states that social entrepreneurship affects economic growth and equalization of value through innovation as a variable mediation. The study provides an idea that community awareness to work together to achieve common goals allows people to pursue innovation in processing their local potentials will ultimately have a positive impact on economic growth in the region concerned and allow for new values. This study wants to emphasize more on what factors are antecedent to one's intentions in engaging in social entrepreneurship activities. The study will approach the variable intentions of social entrepreneurship through the Theory of Planned Behavior. Therefore, the study aims to get an idea of whether subjective norms, attitudes toward social entrepreneurship and perceived behavior control are the antecedents of social entrepreneurship intentions. Entrepreneurial intention is a commitment to some future behaviors, projected to start a business or organization (Krueger & Deborah Brazeal, 1994), thus becoming one of the important constructs in predicting TPB. Entrepreneurial purpose is a required predisposition toward the establishment of businesses, as well as a new topic of study that is attracting a huge number of scholars. According to Ziegler (2009) the factors that contribute to people becoming social entrepreneurs have not been well investigated.

The focus of this study is 7 Desa Mandiri Budaya in the Special Region of Yogyakarta. The concept of Desa Mandiri Budaya which is exclusively in the region declared recently in 2020 is the novelty of the research with similar research frameworks. The newness of this study also forms its attraction given the studies related to Desa Mandiri Budaya that have not been widely published.

RESEARCH METHOD

This study is quantitative. A survey was employed to obtain data for this investigation. Data collecting approaches using surveys include self-administered. Self-administered surveys that are self-managed by distributing questionnaires and having respondents fill out each questionnaire directly are examples of survey data collection methodologies (Cooper & Schindler, 2014). The questionnaire consists of statements rated from 1 to 5 (strongly disagree to greatly agree). This study was carried out by collecting and analyzing primary data derived from respondents' responses via questionnaire distribution, and then evaluating the study's findings (Neuman, 2011).

The population in this study is the officer of the Desa Mandiri Budaya in Yogyakarta. The sampling method used non-probability sampling with accidental sampling. The sample in this study was 105 officers of Desa Mandiri Budaya. Because 100 to 200 is the suitable sample size, this sample size is deemed to be representative of the population and satisfies the minimal criteria of statistical methods employed in the study (Hair, Jr, 2015). Data collection was carried out in 7 Desa Mandiri Budaya in Yogyakarta located in

Table 1. Sample of Desa Mandiri Budaya in Yogyakarta

No.	Desa Mandiri Budaya
1	Glagah, Temon, Kulonprogo
2	Giring, Paliyan, Gunungkidul
3	Jeruk Wudel, Girisubo Gunungkidul
4	Tanjungharjo, Nanggulan Kulonprogo
5	Banjarharjo, Kalibawang, Kulonprogo
6	Tuksono, Sentolo, Kulonprogo
7	Bangunjiwo, Kasihan, Bantul

The data in this study was tested using parametric statistical testing. Validity and reliability tests are performed on instruments throughout the early phases of testing and data processing. This is done in order to see whether the instruments in the study can measure the variables that exist and want to be measured. The classical assumption test is also carried out in the second stage. In this work, regression analysis was utilized to analyze data using SPSS 26.

RESULTS AND DISCUSSIONS

Result

In the early stages of testing and data analysis, instrument testing is carried out with validity tests and reliability tests.

Table 2. Validity Test Results

Item	Value	Information
SN1	0.729	Valid
SN2	0.811	Valid
SN3	0.586	Valid
SN4	0.646	Valid
ATSE1	0.631	Valid
ATSE2	0.585	Valid
ATSE3	0.635	Valid
ATSE4	0.695	Valid
ATSE5	0.506	Valid
PBC1	0.625	Valid
PBC2	0.592	Valid
PBC3	0.616	Valid
PBC4	0.705	Valid
PBC5	0.641	Valid
SEI1	0.796	Valid
SEI2	0.647	Valid
SEI3	0.615	Valid

SEI4 0.711 Valid

Source: Primary data, 2023

Table 2 shows the results of validity testing. According to the validity test findings, all statement items included had values more than 0.05. This demonstrates that all assertions are declared valid in order to measure the variables explored in this study.

Table 3. Reliability Test Results

Variable	Value	Information
Subjective Norms	0.602	Reliable
Attitude Towards Social Preneur	0.608	Reliable
Perceveid Behavioral Control	0.625	Reliable
Social Entrepreneurship Intention	0.639	Reliable

Source: Primary data, 2023

Table 3 shows the results of reliability testing. According to the reliability test findings, all statement items being observed have a Cronbach alpha value greater than 0.06. This indicates that all statements are considered reliable.

Table 4. Descriptive Respondents by Gender

Gender	Respondent
Man	58 people
Woman	47 people

Source: Primary data, 2023

Table 4 shows the demographic composition of the respondent based on gender. The data illustrates that there is more or less similar composition between male and female.

Table 5. Descriptive Respondents by Age

Age	Respondent
20-29 years old	21 people
30-39 years old	38 people
40-49 years old	22 people
50-59 years old	17 people
> 60 years old	7 people

Source: Primary data, 2023

Table 5 shows the demographic composition of the respondent based on the age of the respondents. The data illustrates that the respondents were dominated by the those aged from 20 years to 50 years.

Table 6. Descriptive Respondents by Occupation

Work	Sum
Entrepreneurial	34 people
Housewives	29 people
Village Officials	17 people
Private Employees	11 people
Farmers	9 people
Artists	3 people
Others	2 people

Source: Primary data, 2023

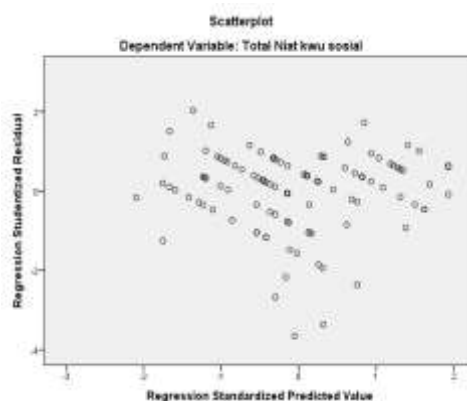
Table 6 shows a descriptive of respondents based on occupation Most of the activists of Desa Mandiri Budaya are mostly entrepreneurs, housewives and village officials.

After instrument testing and descriptive analysis, classical assumptions were tested which included normality, multicollinearity, heterokesdasticity and linearity tests. The test results show that the data is normally distributed, there is no multicollinearity and heteroscedasticity.

Table 7. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Total Subjective Norms	.526	1.901
	Total attitude towards becoming a social entrepreneur	.634	1.578
	Total perceived behavior control	.524	1.909

Source : Primary data, 2023



Grafik 1. Grafik Scatterplot.

The results of the tests reveal that the data is normally distributed, that there is no multicollinearity or heteroscedasticity. The results of the Monte Carlo normality test indicate a significance value of 0.200, implying that the data is normally distributed because the significance value is bigger than 0.05. Furthermore, the VIF value of all variables is greater than 10% (0.1), and the VIF value is less than 10, implying that multicollinearity does not exist. Based on the scatterplot test findings, the graph reveals that the dots do not form a pattern, indicating that the data does not have heteroscedasticity. The graph is presented in Graph 1.

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 ^a	.512	.497	1.451

Source : Primary data, 2023

Table 7. The Adjusted R square value in the Summary model is 0.497. This shows that social entrepreneurial intention is influenced by perceived behavior control, attitude towards a social entrepreneur and subjective norms by 49.7%. The remaining were impacted by variables not investigated in this study.

Table 8. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	223.104	3	74.368	35.306	.000 ^b
	Residual	212.744	101	2.106		
	Total	435.848	104			

Source : Primary data, 2023

Table 8. The results of Annova show a significance number value of 0.00, where this value is < 0.05 . This shows that perceived behavior control, attitude towards a social entrepreneur and subjective norms are fundamentally related to social entrepreneurial intention so that Hypothesis 1 is supported.

Tabel 9. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.349	1.857		-.188	.851
	Subjective Norms	.408	.100	.390	4.068	.000
	Attitude towards a social entrepreneur	.177	.101	.153	1.751	.083
	Perceived behavior control	.276	.094	.283	2.945	.004

Table 9. Shows the results of hypothesis testing using multiple regression analysis with t test as. The test results show the significance value of subjective norms is $0.00 < 0.05$, this means that H_0 is rejected and H_a is accepted so that subjective norms affect social entrepreneurial intention (H_2 supported). Furthermore, the test results show the significance value of attitude towards becoming a socialpreneur is $0.083 > 0.05$, this means H_0 is accepted and H_a is rejected so that attitude towards becoming a socialpreneur does not affect social entrepreneurial intention (H_3 is not supported). The test results show the significance value of perceived behavioral control is $0.04 < 0.05$, this means that H_0 is rejected and H_a is accepted so that perceived behavior control affects social entrepreneurial intention (H_4 supported).

Discussion

Entrepreneurial intention is a commitment to certain future actions, such as starting a firm or organization (Krueger & Deborah Brazeal, 1994), and has therefore become one of the major components in predicting TPB. Entrepreneurial purpose is a required predisposition toward the establishment of businesses, as well as a new topic of research that is attracting a huge number of scholars. According to (Ziegler, 2009) what preconditions contribute to encouraging people to behave as social entrepreneurs has not been well investigated. This study intends to focus further on the elements that influence one's inclinations to engage in social entrepreneurship activities. As a result, the study seeks to determine if subjective norms, attitudes toward social entrepreneurship, and perceived behavior control are predictors of social entrepreneurship intent.

Validity and reliability tests are performed on instruments throughout the early phases of testing and data processing. Validity and reliability tests are used in instrument testing throughout the initial phases of testing and data processing. Every statement item that was utilized had a value greater than 0.05, according to the validity test findings. This demonstrates that every statement has been deemed legitimate to quantify the variables examined in this investigation. All of the statement items utilized have a Cronbach alpha value over 0.06, according to the reliability test findings. This suggests that every remark is regarded as trustworthy.

There are 105 respondents in this survey. Men indeed predominate among Desa Mandiri Budaya's officers. Because the majority of Desa Mandiri Budaya's officers are individuals in their prime working years, the majority of research participants are between the ages of 30 and 39. The majority of the study's respondents were Desa Mandiri Budaya officials who also worked as entrepreneurs.

Desa Mandiri Budaya, as an autonomous village, is expected to be self-sufficient by utilizing all of its internal and external (supra-village) resources to actualize, develop, and preserve the wealth of its cultural potential, both tangible and intangible, through active citizen participation in community development and empowerment initiatives. Desa Mandiri Budaya consists of a Cultural Village, Tourism Village, Prima Village and Preneur Village. The four components of Desa Mandiri Budaya must work well together. The community involved in these components must have a high spirit of social entrepreneurship. Tourism villages are built with

social purposes to improve the welfare of the community and its residents. To gain the independence of a village, it is considered important to improve its economy. To enable its residents to be economically independent, villages need mobilizing figures, one of which is by establishing tourist villages. To ensure that the tourist village can survive in the future, the manager must have a strong entrepreneurial spirit. The managers of the original tourist villages are successful social entrepreneurs who take direct action and generate sustainability. The impulse to create a social enterprise progresses from observation to want, influenced by emotional cognitive conceptions. The perception of social support as an emotional factor, moral judgment as a cognitive factor, and the perception of the likelihood of action (perception of possibility) is influenced by moral judgment as a cognitive factor; and the perception of value is influenced by someone or something that allows something to happen (enabler), which is made up of the perception of value.

Annova's findings reveal a significance number value of 0.00, where this value is 0.05. This demonstrates that perceived behavior control, attitude toward a social entrepreneur, and subjective standards are profoundly connected to social entrepreneurial intention, hence supporting Hypothesis 1. If a person feels they have good or bad judgment or behavioral evaluations related to their performance, they will change their behavior (Armitage & Conner, 2001a). This assessment describes the attitude towards being. In this perspective of social entrepreneurial intentions, attitude becomes a strong predictor factor. In addition, ambient pressures, depicted in the concept of subjective norms, also serve as predictors of social entrepreneurial intentions (Liñán 2004). The perception of the ease or difficulty of being an entrepreneur is called behavioral control perception (Liñán & Chen, 2009a)

The test findings demonstrate that subjective norms have a significance value of 0.00 0.05, implying that H0 is rejected and Ha is accepted, implying that subjective norms influence social entrepreneurial intention and H2 is supported. Subjective norms are those that relate to the perceived social pressure to engage in some activities or refrain from engaging in others. This typically happens as a result of pressure from friends, family, and other significant individuals. Subjective norms are an individual's perception of social pressure to engage in or refrain from engaging in the behavior in issue (Ajzen & Fishbein, 1977). Sometimes the pressure from society to engage in a particular conduct does not match the real source of the pressure (Liñán & Chen, 2009b). The idea of planned behavior's most conflicting component has long been seen to be subjective standards. Subjective norms are reportedly a poor predictor of entrepreneurial ambition in several research. However, the prediction of entrepreneurial aspirations is significantly influenced by subjective norms (Iakovleva & Kolvereid, 2009; Kolvereid, 1997)

Furthermore, the significant value of attitude towards becoming a social entrepreneur is $0.083 > 0.05$, indicating that H0 is accepted and Ha is rejected, implying that attitude towards becoming a social entrepreneur does not influence social entrepreneurial intention (H3 is not supported). The amount to which a person has excellent or negative judgments or behavioral assessments in issues regarding performance or nonperformance Ajzen & Fishbein (2008); Ajzen & Madden (1986) is defined as attitude towards becoming. The term "attitude toward becoming" relates to a person's attitude and interest in a certain target's conduct. Armitage & Conner (2001b) define evaluative attitude toward specified intents. In the research of entrepreneurial intention, attitude toward becoming emerged as a significant component that positively promotes intention. Many research has found that attitude toward being a social entrepreneur is the second-greatest or second-strongest predictor of entrepreneurial intention, behind only perceived behavioral control (Krueger & Deborah Brazeal, 1994). But, the results of this study showed different results. This is possible where the officers of the Desa Mandiri Budaya have an assessment related to social entrepreneurship that is not used as a career choice so that how the attitude is owned does not have an impact on the higher or lower social entrepreneurship intentions.

The significant value of perceived behavioral control is $0.04 > 0.05$, indicating that H_0 is rejected and H_a is accepted, implying that perceived behavioral control influences social entrepreneurship intention then, H_4 supported. According to Armitage and Conner (2001), perceived behavioral control is the forerunner to the actual level of control. Perceived behavioral control may be described as an individual's belief in his ability to do a specific activity, which includes an assessment of the ability to carry out acts ((Ajzen & Madden, 1986) Perceived behavioral control is commonly used as a potent predictor in entrepreneurship research. Liñán & Chen (2009b) define perceived behavioral control as the perception of the ease or difficulty of becoming an entrepreneur. That is, the better perceived behavioral control, the higher the intention of social entrepreneurship.

CONCLUSION

Cultural Independent Village consists of a Cultural, Tourism, Prima, and Preneur Village. Desa Mandiri Budaya's four components must operate nicely together. The community that participates in these components must have a strong sense of social entrepreneurship. Identifying the motivators for the establishment of social entrepreneurship is critical for speeding the attainment of the Cultural Independent Village aims in DIY. If these characteristics are identified, both the local government and the community may work to achieve the goals of the Cultural Independent Village in particular, and regional development goals in general.

By 49.7%, perceived behavior control, attitude toward a social entrepreneur, and subjective norms impact social entrepreneurial intention. The remaining were impacted by variables not investigated in this study. Annova's results reveal a significance number value of 0.00, when the standard value is 0.05. This demonstrates that perceived behavior control, attitude toward a social entrepreneur, and subjective norms are all substantially connected to the intention to engage in social entrepreneurship. The t-test findings demonstrate that the significant value of subjective norms is $0.00 > 0.05$, indicating that subjective norms influence social entrepreneurial intention. Subjective norms have an essential influence in forecasting entrepreneurial intentions. Furthermore, the test findings demonstrate that the significant value of attitude towards becoming a social preneur is $0.083 > 0.05$, indicating that attitude towards becoming a social preneur does not influence social entrepreneurial intention. This is achievable if the officers of the Desa Mandiri Budaya have a social entrepreneurship evaluation that is not utilized as a career option, so that how the attitude is owned does not affect greater or lower social entrepreneurship intents. The test findings demonstrate that perceived behavioral control has a significant value of $0.04 > 0.05$, indicating that perceived behavioral control influences social entrepreneurial intention. The perceived level of behavioral control is thought to be the precursor to the actual level of control. The findings should give recommendations for Desa Mandiri Budaya

The research was conducted in 7 (seven) Desa Mandiri Budaya out of totally there is 25 (twenty five) Desa Mandiri Budaya in Yogyakarta Special Territory. Therefore, further research is necessarily conducted to the rest of Desa Mandiri Budaya to have a comprehensive picture of social entrepreneurship in Desa Mandiri Budaya.

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