

Antecedents Of Developing Entrepreneurial Orientation Among College Students In Indonesia

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Abstract: The objective of research is to construct a model that can investigate and develop entrepreneurial orientation among college students. By taking into consideration the concepts that previous studies have proposed, this research attempts to emphasize the importance of entrepreneurial orientation to the young generation. Research design is Structural Equation Modeling (SEM) and this design is operated with AMOS Version 22. Research object is college students in final semester. Data are collected through structured questionnaire given to 250 respondents. Research has several results. Social Capital affects Entrepreneurial Orientation, but does not affect Market Sensing Capability. Moreover, Market Sensing Capability does not have effect on Entrepreneurial Orientation. Islamic Relationship Value not only has great effect on Market Sensing Capability but also on Entrepreneurial Orientation. These results should be useful for the management of any colleges to develop policy to increase the number of entrepreneurs among college students, alumni, and society members. Young generation is expected to be familiar with entrepreneurship and then to develop new enterprises in their environment. These results are also the entry gate into the development of next model of entrepreneurship, and also have significant contribution to the body of knowledge about entrepreneurship.

Keywords: Social Capital, Islamic Relationship Value, Market Sensing Capability, and Entrepreneurial Orientation

1. INTRODUCTION

Entrepreneurship is one of the most effective methods to provide employment, to increase economic, and to create innovative young entrepreneurs to be always have incentive to be big entrepreneurs (York & Venkataraman, 2010). Entrepreneurial orientation, therefore, is defined as idea, attitude, and behavior of someone who is determined to attain better future (Uyar & Deniz, 2012). The ratio of entrepreneurs to Indonesian population is very low (Statistics, 2019). Therefore, new approach is needed to increase the interest of young generation in order to be inspired to choose entrepreneur as their future job. Previous studies have offered several models concerning how to develop entrepreneurial orientation, but so far, these models fail to be implemented optimally. Given this background, the current research is conducted at least to fill the gap by suggesting model that can be possibly implemented optimally. Growing the interest on entrepreneurship is very important work because being entrepreneurs is helping to improve economic growth and to reduce poverty level (Tang, Tang, Zhang, & Li, 2007). College students as young generation have great potentials to be entrepreneurs. They can be trained with entrepreneurship and then they will use it to create new enterprises, which then provides employment to the population. Entrepreneurial interest can be developed by implanting entrepreneurial mindset to college students who then respond it by building their capacity toward entrepreneurship (Soininen, Martikainen, Puumalainen, & Kyläheiko, 2012). Therefore, social capital might be helpful to develop entrepreneurial orientation among college students and convince them to start new enterprises. Some problems are formulated. First is how to create Social Capital among college students in order to develop Entrepreneurial Orientation. Second is how to create Social Capital in order to increase Market Sensing

Capability. Third is how to increase Market Sensing Capability in order to develop Entrepreneurial Orientation. Fourth is how to develop Islamic Relationship Value to increase Market Sensing Capability. Fifth, also the final, is how to develop Islamic Relationship Values to grow Entrepreneurial Orientation. Research is aimed to identify antecedents to Entrepreneurial Orientation among college students. These antecedents are identified to obtain proper formulation to produce young entrepreneurs. The indicators of Entrepreneurial Orientation are measured in this research.

2. LITERATURE REVIEW AND THEORETICAL BASE

Literature review in this research is an effort to look for theories that underline research concepts. These theories are comprehended and based on it, propositions are made. Usually, propositions describe the relationships across variables, and the relationships are the constituent of empirical models that indeed are made and used as the base of research (Peranginangin, 2015). Social capital is capability to process human capital to become individuals who are more creative and innovative (Coleman (1988). Besides developing individuals in order to be more creative and innovative, social capital also provides individuals with social mindset that might help them in building the networks (Dakhli and De Clercq (2004); and Hoffman, Hoelscher, and Sherif (2005). Social capital can be the stepping stone to the development and marketing of new products (Chang, Tein, and Lee (2010). Social capital helps entrepreneurs to develop capability of risk management, at least by allowing them to take measurable action to minimize the risk (Gao, Sung, and Zhang (2012). Social capital is a resource that actually adheres to the self of every human being. Everyone can use this inherent resource to develop

social relationship or to increase the added-value of a relationship (Still, Huhtamäki, & Russell, 2013). Social capital is needed to build entrepreneurial orientation among individuals, but talking this within Indonesian context, Islamic relationship values cannot be ignored. To be noted, Islamic relationship values help individuals to improve their market sensing capability, especially when they plan to develop and create new business units (Samad (1999). Indeed, Islamic cultures always affect market orientation (Zakaria and Talib (2010). Wilson (2012) explained that Islamic relationship values are like a new wave splashing new definition about world market. Islamic relationship values in economic sector, especially related with the development of entrepreneurial orientation, is a sustainable phenomenon that confers a strong wave-like effect. Anyway, the development of business and entrepreneurship cannot be separated from Islamic perspective (Rahman, Abdullah-Al-Mamun, Khan, and Jalil (2014). Conceptual definition of each variable in this research is given through several sections.

1. Conceptual Definition of Social Capital

Social capital is the capacity of individuals in creating and managing interaction or connection with others. Social capital is the main requirement if individuals want to develop wider network. Having social capital helps individuals to get easy access to any information needed to develop the business.

2. Conceptual Definition of Market Sensing Capability

Market sensing capability is the capability to capture the needed information, to process it systematically, and to elaborate it on the demand. Market sensing capability helps individuals to confirm that entrepreneurship opportunity is truly existed and thus, optimism is created because it is supported by accurate information.

3. Conceptual Definition of Islamic Relationship Value

Islamic relationship values are the rules of game that individuals should obey when they have interaction with others and then take action, either individually or with group, on this interaction. Islamic relationship values are also the order of conduct in managing business interaction where it must apply some important values such as honesty, trustworthiness, and strong commitment to the promise. Islamic relationship values also represent an enthusiasm to actualize the business through the features of Rasulullah SAW.

4. Conceptual Definition of Entrepreneurial Orientation

Entrepreneurial orientation is the attitude and behavior of someone who is about starting the business. Entrepreneurial orientation is also the concrete attitude to be accurately perceiving which business opportunity is giving optimum fortunes and which one is with high risk. Having

entrepreneurial orientation should create young entrepreneurs who are always optimistic.

2.1 Social Capital and Entrepreneurial Orientation

Social capital is giving significant effect on entrepreneurial orientation. High level of social capital is followed by high level of entrepreneurial orientation. According to Ferry, Deakins, and Whittam (2009), social capital is represented by social interaction, social network, social support, trust, and feedback from environment. Kwon and Adler (2014) said that social capital is good intention from individual or group to create social bonding across individuals or groups. Strong social capital is a capital with big thrusting power to develop entrepreneurial orientation (Li, Wang, Huang, & Bai, 2013). Social capital can be recognized through the presence of participation, social linkage, and commitment across individuals who interact one another. Social capital might become stronger if there is strict supervision on the information obtained, which thus can minimize the possible bias of information and interaction.

Based on the explanations above, first hypothesis is proposed:

H1: High level of social capital is followed by high level of entrepreneurial orientation.

2.2 Social Capital and Market Sensing Capability

Social capital is a capacity given by environment. The power of this capacity is strong and significantly impacting on the increase of market sensing capability of potential entrepreneurs (Ardayan (2016). High level of social capital is followed by high level of market sensing capability. Indeed, social capital strongly impacts on market sensing capability only if social capital is supported by the environment. It is expected that social capital is then to be the network and then becoming inter-networking consisting of several cooperations (Casanueva, Gallego, & Sancho, 2013). The increase of market sensing capability will improve information exchange across the networks. Market sensing capability, if successfully achieved, will strengthen the entrepreneurship. Given these explanations, second hypothesis is written as follows:

H2: High level of social capital is followed by high level of market sensing capability.

2.3 Market Sensing Capability and Entrepreneurial Orientation

Lindblom, Olkkonen, Mitronen, and Kajalo (2008) assert that market sensing capability improves entrepreneurial orientation. The indicators that shape market sensing capability include: understanding the trends of market (or environment), being capable to compile information systematically, being capable to collect information from different sources, and being capable to exchange information with other entrepreneurs. High level of potential entrepreneurs' market sensing capability is always followed by high level of entrepreneurial orientation. Information about immediate environment and its relevant trend has made entrepreneurs more openly in reading every

business opportunity. Market sensing capability will give entrepreneurs with the accurate hunch, and surely it helps them to lay strong base, along with their entrepreneurial orientation, in developing the business.

Pursuant to the elaborations above, the author generates third hypothesis as follows:

H3: High level of market sensing capability is followed by high entrepreneurial orientation.

2.4 Islamic Relationship Values and Market Sensing Capability

Islamic relationship values can improve market sensing capability (Roomi (2011)). It is also said that Islamic relationship values are the moral support that convinces individuals to master capability to identify the target market. Islamic relationship values are also the social support that mobilizes every line of community to produce strong market sensing capability. Therefore, high level of Islamic relationship values is followed by high level of market sensing capability. Peranginangin and Kusumawardhani (2018) explained that Islamic relationship values bestow individuals with adaptive capability. This capability facilitates individuals in developing friendship and sociable behavior. Either friendship or sociable behavior provides leeway for individuals to access resources and information that they need to develop their business (Jasmine & Sameer, 2015). Islamic relationship values represent a culture that advise individuals to have characteristics such as: not giving up easily, honesty, maintaining networking actively, and sustainability. Islamic relationship values also provides individuals with capabilities, such as to identify, to collect, and to utilize information, and to take benefits from it on demand.

Regarding to these elaborations, the author proposes fourth hypothesis as follows:

H4: High level of Islamic relationship values is followed by high level of market sensing capability.

2.5 Islamic Relationship Values and Entrepreneurial Orientation

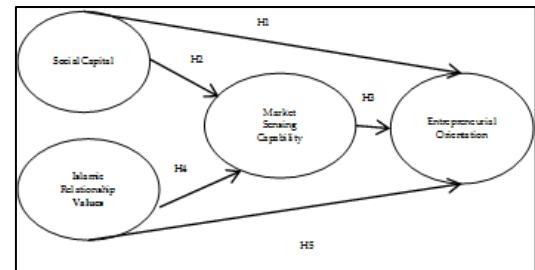
In previous section, it is said that Islamic relationship values confer some capabilities, which among other is to collect information that individuals can process for building their creativity and developing new innovation to enforce their entrepreneurship perspective (Heusinkveld, Benders, and van den Berg (2009)). Therefore, it is possible to remark that Islamic relationship values can improve entrepreneurial orientation. Individuals who respect Islamic relationship values are those who will have high level of entrepreneurial orientation. The obtained information is subjected to analysis and interpretation. Other information might be used as the supporting source to the earlier information, and even, both must be integrated to substantiate the reference bases (Peranginangin (2018)). Information must be analyzed before individuals make decisions, but still,

information should be utilized on demand. In regard to these descriptions, fifth hypothesis is given as follows:

H5: High level of Islamic relationship values is followed by high level of entrepreneurial orientation.

All hypotheses previously explained are then arranged into empirical model as follows:

Figure 1: Empirical Model



Source: Model is constructed for this research.

3. RESEARCH METHODOLOGY

Research object is the students of Faculty Economic in several colleges in Indonesia. Deep investigation is conducted on the development of entrepreneurial orientation among college students through market sensing capability with antecedents of social capital and Islamic relationship values.

3.1 Data Collection Technique

Data are collected through structured questionnaire. Sampling technique is purposive sampling with predetermined criteria. The targeted college students are those at final semester.

3.2 Validity Test

Validity test is performed in two stages. First stage is to determine content validity (face validity) through discussion with experts. Second stage is to investigate convergent validity where constructs are considered as good if they have same pattern with the data (Ferdinand, 2005).

3.3 Reliability Test

Reliability test is using construct reliability. A construct is considered as reliable if data processing result has fulfilled the required cut-off value (Bentler & Chou, 1987; Ghazali, 2007). In this research, the expected cut-off value of construct reliability is ≥ 0.70 .

3.4 Measurement

Research uses Likert Scale at point of 1 to 10 (Hair, Black, Babin, and Anderson (2014)). This research involves four variables and twenty indicators. Data are measured with Structural Equation Modeling (SEM) that is operated through AMOS Version 22. Exogenous variable includes Social Capital and Islamic Relationship Values, while endogenous variable comprises of Market Sensing Capability and Entrepreneurial Orientation. Structural Equation Modeling (SEM) is used as analysis instrument and it

requires the data to have goodness-of-fit before it starts data analysis (Fornell & Larcker, 1981); (Tabachnick & Fidell, 2013). The criteria of goodness-of-fit in SEM are provided in a separate section.

4. DATA ANALYSIS AND HYPOTHESIS TEST

4.1 Description of Research Object

The object of research is college students who have lecture at Faculty of Economic and who are still completing their final semester. There are 250 questionnaires distributed to these students, and the distribution is conducted based on criteria. After using the criteria, the remaining is 211 usable questionnaires, and therefore, the rate of return is 84.4%, which is still in good category.

4.2 Description of Respondent Characteristic

There are 211 respondents who return the questionnaire on criteria. Of this number, male respondent is 116 persons or 55% of total respondents, and female respondents is 95 persons or 45% of total respondents. The age of respondents is quite homogeneous at range between 19 and 23 years old. Therefore, age classification is considered as no longer necessary. Moreover, the respondent is college students who at least have completed five lecture semesters.

4.2.1 Convergent Validity Test

Convergent validity test is performed to understand the pattern of the construct. Convergent validity is achieved if the measuring instrument can obtain data with similar pattern to that is obtained by other measuring tools when they are used to measure same construct (Ferdinand, 2012). Software used to measure convergent validity is AMOS Version 22. Results of convergent validity, along with construct reliability and discriminant validity, is presented in the following table:

Table 1: Convergent Validity, Construct Reliability, and Discriminant Validity

Variable	Indicator	Factor Loading	Convergent Validity ≥ 0.50	Status	Construct Reliability ≥ 0.70	Status	Discriminant Validity ≥ 0.70	Status
Social Capital	MS1	0.721	0.653	Valid	0.882	Reliable	0.808	Valid
	MS2	0.723						
	MS3	0.883						
	MS4	0.889						
Islamic Relationship Values	IRV1	0.730	0.595	Valid	0.854	Reliable	0.771	Valid
	IRV2	0.799						
	IRV3	0.820						
	IRV4	0.707						

Variable	Indicator	Factor Loading	Convergent Validity ≥ 0.50	Status	Construct Reliability ≥ 0.70	Status	Discriminant Validity ≥ 0.70	Status
Market Sensing Capability	MS C1	0.731	0.500	Valid	0.814	Reliable	0.707	Valid
	MS C2	0.729						
	MS C3	0.643						
	MS C4	0.630						
	MS C5	0.680						
Entrepreneurial Orientation	EO1	0.728	0.529	Valid	0.816	Reliable	0.727	Valid
	EO2	0.833						
	EO4	0.663						
	EO5	0.672						

Source: Result of Data Processing (2019)

As shown in Table 1, convergent validity values of research variables are 0.653 for social capital, 0.595 for Islamic relationship values, 0.500 for market sensing capability, and 0.529 for entrepreneurial orientation. All convergent validity values (or the rate of Average Variance Extracted [AVE]) of the exogenous and endogenous variables are at the required number, which is 0.50. Therefore, it can be said that both exogenous and endogenous constructs have fulfilled the criterion of convergent validity. Construct reliability values of research variables are 0.882 for social capital, 0.854 for Islamic relationship values, 0.814 for market sensing capability, and 0.816 for entrepreneurial orientation. Based on these results, it can be said that all constructs are reliable and have fulfilled the criterion in Structural Equation Modeling (SEM), which determines that exogenous and endogenous constructs are reliable only if reliability value of these constructs is ≥ 0.70 . Moreover, discriminant validity values (or square root of AVE) of research variables are 0.808 for social capital, 0.771 for Islamic relationship values, 0.707 for market sensing capability, and 0.727 for entrepreneurial orientation. The obtained values signify that the constructs have fulfilled the criterion of discriminant validity in SEM.

4.3 Goodness-of-Fit Test in Structural Equation Modeling

Goodness-of-Fit Test in Structural Equation Modeling (SEM) is carried out to evaluate the fit between SEM-based model and data-based model. Three measures are used to estimate the fit of the models, and these include Absolute Fit Measures, Incremental Fit Measures, and Parsimonious Fit Measures. The measurement of Goodness-of-Fit in Structural Equation Modeling (SEM) is conducted through indicators, such as: Chi Square (χ^2), Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI),

The Minimum Sample Discrepancy Function (CMIN/DF), Tucker Lewis Index (TLI), Comparative Fit Index (CFI), and The Root Mean Square Error of Approximation (RMSEA).

Table 2: Goodness-of-Fit Indicators of Research Model

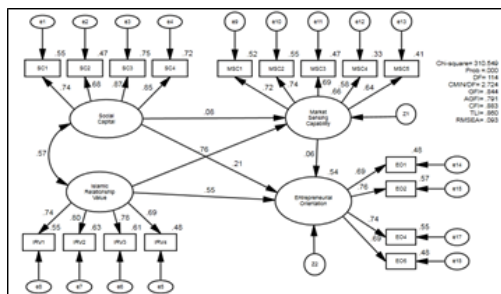
No	Goodness-of-Fit Indicators	Cut-off Value	Result of Test	Status
1	Chi-Square (χ^2)	Considered as small	310.549	Fit
2	Significance Probability	≥ 0.05	0.001	Fit
3	Goodness-of-Fit Index (GFI)	≥ 0.90	0.844	Marginally Fit
4	Adjusted Goodness-of-Fit (AGFI)	≥ 0.90	0.791	Marginally Fit
5	Comparative Fit Index (CFI)	≥ 0.95	0.884	Marginally Fit
6	The Minimum Sample Discrepancy Function (CMIN/DF)	2.0 or 3.0	2.274	Fit
7	Tucker Lewis Index (TLI)	≥ 0.90	0.860	Marginally Fit
8	Root Mean Square Error of Approximation (RMSEA)	≥ 0.08	0.09	Fit

Source: Result of Data Processing (2019)

4.4 Causality Test on Research Model

The norms of Structural Equation Modeling (SEM) are tested and the status of SEM measures have been confirmed. Based on this confirmation, hypothesis test can then be conducted. The full shape of Structural Equation Model is illustrated in the following figure.

Figure 2: Full Shape of Structural Equation Model



Source: Result of Data Processing (2019)

Data are processed with AMOS version 22. The author attempts to explain the result of this data processing through several words. There are two exogenous variables, namely, Social Capital and Islamic Relationship Values. The correlation rate of both variables is 0.57, which then can be said that they do not fulfill the condition of correlation across variables. The indicators of these variables have

factor loading value above 0.70, and if this value approaches to one (1), it signifies that all indicators are indeed conditioning the variables. Furthermore, data are processed with statistic tool of regression. The result of SEM-based regression weights is given in the following:

Table 3: Regression Weights of Structural Equation Model

No	Hypotheses	Estimation	S.E	C.R	P	Status
1	Social Capital → Entrepreneurial Orientation	0.163	0.068	2.399	0.016	Significant
2	Social Capital → Market Sensing Capability	0.062	0.069	0.908	0.364	Not Significant
3	Market Sensing Capability → Entrepreneurial Orientation	0.053	0.141	0.375	0.708	Not Significant
4	Islamic Relationship Values → Market Sensing Capability	0.771	0.115	6.695	***	Very Significant
5	Islamic Relationship Value → Entrepreneurial Orientation	0.522	0.156	3.356	***	Very Significant

Source: Result of Data Processing (2019)

Based on the data of this table, three hypotheses are accepted and proved to be significant, while two other hypotheses are not accepted. The rejected hypotheses are the effect of social capital on market sensing capability, and the effect of market sensing capability on entrepreneurial orientation. The detail of hypothesis test results is elaborated in the following paragraphs. As shown in Table 3, Hypothesis 1 has estimation parameter value of 0.163, error standard value of 0.068, critical ratio level of 2.399, and probability value of 0.016. The alpha (α) significance level is 0.05. Based on these conditions, there is strong empirical evidence to reject hypothesis zero (H0). Therefore, Hypothesis 1 stating that high level of social capital is followed by high level of entrepreneurial orientation is then accepted. Meanwhile, Hypothesis 2 has estimation parameter value of 0.062, error standard value of 0.069, critical ratio level of 0.908, and probability value of 0.364. Also, the alpha (α) significance level is 0.05. However, there is no strong empirical evidence to reject hypothesis zero (H0). Hypothesis 2 stating that high level of social capital is followed by high level of market sensing capability is thus rejected. As presented in Table 3, statistical test through regression on Hypothesis 3 has given estimation parameter value of 0.053, error standard value of 0.141, critical ratio level of 0.375, and probability value of 0.708. The alpha (α) significance level is 0.05. Unfortunately, strong empirical evidence to reject hypothesis zero (H0) is not found. Therefore, Hypothesis 3 stating that high level of market sensing

capability is followed by high level of entrepreneurial orientation is rejected. Furthermore, Hypothesis 4 has estimation parameter value of 0.771, error standard value of 0.115, critical ratio level of 6.695, and probability value of ***. The alpha (α) significance level is 0.05. There is strong empirical evidence to reject hypothesis zero (H₀). Therefore, Hypothesis 4 stating that high level of Islamic relationship values is followed by high level of market sensing capability is accepted. Finally, regression statistic test on Hypothesis 5 has given some results, such as estimation parameter value of 0.522, error standard value of 0.156, critical ratio level of 3.356, and probability value of ***. The level of alpha (α) significance is 0.05. Pursuant to these conditions, hypothesis zero (H₀) is rejected by strong empirical evidence. Hypothesis 5 stating that high level of Islamic relationship values is followed by high level of entrepreneurial orientation is thus accepted.

5. CONCLUSION

5.1 Conclusion of Hypothesis

Regression statistic test is conducted on Hypothesis 1, which states stating that high level of social capital is followed by high level of entrepreneurial orientation. This empirical test proves that there is significant effect from social capital on entrepreneurial orientation. Based on the result of the test, it can be said that high level of social capital can increase entrepreneurial orientation. Hypothesis 2, which states that high level of social capital is followed by high level of market sensing capability, is subjected to regression statistic test. This empirical test confirms that there is no significant effect from social capital on market sensing capability. Pursuant to the result of the test, high level of social capital cannot increase market sensing capability. Statistical test of regression is applied on Hypothesis 3, which states that high level of market sensing capability is followed by high level of entrepreneurial orientation. The empirical test does not discover the existence of significant effect from market sensing capability on entrepreneurial orientation. Therefore, it can be said that high level of market sensing capability does not increase entrepreneurial orientation. Regression statistic test is performed on Hypothesis 4, which states stating that high level of Islamic relationship values is followed by high level of market sensing capability. Empirical test proves that there is significant effect from Islamic relationship values on market sensing capability. Regarding to the result, it can be said that high level of Islamic relationship values is indeed improving market sensing capability. Hypothesis 5, which states that high level of Islamic relationship values is followed by high level of entrepreneurial orientation, is put under regression statistic test. The empirical test has found evidence that there is significant effect from Islamic relationship values on entrepreneurial orientation. Given this result, high level of Islamic relationship values is indeed developing entrepreneurial orientation.

5.2 Conclusion of Research Problem

This research attempts to develop research model consisting of several relationships across research variables. The model, basically, describes the arrangement of relationships from exogenous variables, namely social capital and Islamic relationship values, on endogenous variables, represented by market sensing capability and entrepreneurial orientation. Empirically, there are two strategies proposed to improve endogenous variables. First strategy is by strengthening social interaction, social network, and social support, and enforcing it with trust and feedback. Second strategy is by emphasizing the importance of honesty, trustworthiness, and strong commitment to keep the promises.

5.3 Theoretical Implication

Research has few theoretical implications and it concerns with the development of knowledge about research variables. Some insights and understandings have been obtained from this research, and most of them are contributive to the concepts delivered by previous studies. Of some insights offered by this research, it is found that Islamic relationship values has very strong contribution to the increase of entrepreneurial orientation. It should provide concrete guidance for the development of Islamic relationship values in the future. Next theoretical implication is that social capital has strong impact on the increase of entrepreneurial orientation. College students with high level of social capital should find themselves easier to develop start-up. Final theoretical implication is entrepreneurial orientation. Empirically, entrepreneurial orientation can be developed through social capital and Islamic relationship values. However, still few studies are conducted on whether entrepreneurial orientation has strong theoretical implication. Empirical concrete evidences are obtained by this research after processing the possible conceptual models. The empirical findings should provide understandings about patterns of how to develop entrepreneurial orientation through the other variables based on factor loadings of indicators that shape the variables.

5.4 Managerial Implication

The interesting part of this research is that it focuses on entrepreneurial orientation among college students who still undergo their final semester. To ensure whether they have entrepreneurial orientation or not, two variables are observed, respectively, social capital and Islamic relationship values. The managements of colleges, especially business schools, are required to provide conditions that stimulate the emergence of new entrepreneurs from the realm of campus. The factor with the biggest effect on the increase of entrepreneurial orientation is Islamic relationship values. The management of certain organization should be able to create conditions or atmospheres that support the building of Islamic relationship values. Business school management may command all departments to create

conditions that makes students to feel that they are supported in the campus. Next factor with direct effect on entrepreneurial orientation is social capital. The colleges might provide stimulant conditions by organizing events or activities in or out of campus to develop social capital of the students. During lecture session, students can be advised to take responsibility to accomplish the assignments and then be told that this accomplishment will give them opportunity to increase social capital. Social capital is achievable through intensive interaction between students with the internal and external persons of the campus. Students can develop intensive interaction with the internals by attending discussion group and joining into scientific activity that surely involves many social interaction. Interaction with the externals is possibly manifested when students apply their lecture assignments directly to the entrepreneurship world, which is mostly at the outside of the campus.

5.5 Social Implication

Research model might be used as the stepping stone by the society for the development of new entrepreneurs based on the existence of entrepreneurial orientation of the society members. The model can be elaborated in simple way but be implemented widely to develop entrepreneurial interest among the young generations.

5.6 Research Limit and Future Agenda

Concerning with the title of this research, research is still the preliminary study. It is not surprising if some limits are found. The object of research is only focused on college students in final semester, which it surely limits the scope of opinions. Extending this scope must need replication study to substantiate the position of research model. This current research also relies on direct opinion of the respondents, respectively final semester students, which possibly makes their subjectivity inevitable. This limit can be possibly solved by consulting this research with the lecturers who foster entrepreneurship subject, at least not only further descriptions are given, but also another references are obtained. Research variables have limited explanatory capacity. To obtain holistic explanation, future research should involve other variables. Moreover, research model can still be enforced through follow-up studies. These studies are aimed to give corrections on the existing research and make this research more comprehensive. Follow-up studies can add other object of research or other analysis unit. This addition should give strong generalization to the existing concepts. Follow-up studies can also do demographic comparison among the members of research object. This comparison should bring perfections on the concepts offered by the earlier research. Next research in the future is suggested to include other variables to enrich the understanding about research model, and the possible variables to add are collaborative capability, adaptive capability, and relationship quality.

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