

The Effect of Institutional Support, Proactive Personality, and Self-Efficacy on Sustainable Entrepreneurial Intention

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ABSTRACT

This study aims to analyze the influence of institutional support, proactive personality, and self-efficacy on sustainable entrepreneurship intentions, as well as to examine the mediating role of self-efficacy and proactive personality in this relationship. Data were collected from 204 SME entrepreneurs in the handicraft sector in Cianjur Regency using a questionnaire and analyzed using Structural Equation Modeling (SEM). The results indicate that institutional support and proactive personality have a significant positive influence on sustainable entrepreneurial intentions, both directly and indirectly through self-efficacy. Institutional support has the greatest influence on sustainable entrepreneurial intentions through self-efficacy. This study contributes theoretically by developing a sustainable entrepreneurship model that integrates internal factors (proactive personality, self-efficacy) and external factors (institutional support), and provides empirical evidence of the synergy between proactive personality, self-efficacy, and institutional support.

INTRODUCTION

The implementation of sustainable practices in the micro, small, and medium enterprise (MSME) sector is important in supporting sustainable economic development without neglecting social and environmental aspects. However, there is a gap between attitudes and actual actions in the implementation of sustainable practices by MSME actors, which is largely due to situational constraints faced in the field (Kornilaki et al., 2019). Therefore, understanding the factors that influence MSMEs' intentions to implement sustainable practices is crucial, both from internal and external factors. Research by Chahal and Baber (2024) shows that personal sustainability has a greater influence on the intention to engage in sustainable entrepreneurship than institutional sustainability, emphasizing the importance of the individual dimension in decision-making regarding green business practices.

One relevant internal factor in this context is self-efficacy, which is an individual's belief in their ability to manage a business using sustainability principles. SMEs with high levels of self-confidence tend to be more open to adopting innovative practices (Setiyawami et al., 2023), and self-efficacy is an important predictor in determining individual behavior and intentions in the context of sustainable entrepreneurship (Bandura, 1997). Sardianou and Genoudi (2013) also found a positive correlation between high levels of self-efficacy and the adoption of environmentally friendly practices in small and medium-sized enterprises. Additionally, Li et al. (2020) emphasize that self-efficacy significantly contributes to promoting decision-making that supports the sustainability of small businesses, particularly in addressing environmental changes and meeting green market demands.

On the other hand, external factors such as institutional support also play a crucial role in shaping sustainable entrepreneurial intentions. This support can take the form of conducive policies, technical information, mentoring, and access to green financing facilities that support the transformation of SMEs into more sustainable and competitive entities. Meanwhile, proactive personality as an internal factor also determines an individual's readiness to take initiative and take responsibility for changes toward more environmentally friendly business practices.

Based on this background, this study aims to analyze the influence of institutional support, proactive personality, and self-efficacy on sustainable entrepreneurship intentions among SME actors in Cianjur Regency. This study is expected to strengthen the literature on sustainable entrepreneurship intentions while providing practical recommendations for policymakers and SME actors in formulating adaptive, competitive, and market-aligned SME transformation strategies.

LITERATURE REVIEW

Sustainable Entrepreneurial Intentions

Sustainable entrepreneurial intentions are the intentions or commitments of individuals to start and run a business by considering economic, social, and environmental aspects in a balanced manner. This concept is rooted in the Triple Bottom Line (TBL) principle introduced by Elkington (1997), which emphasizes that business sustainability is not only measured by economic profit but also by environmental sustainability (planet) and social well-being (people). This principle serves as a crucial foundation for business actors in ensuring that business activities benefit various stakeholders without compromising the needs of future generations.

To explain the formation of intention, Ajzen's (1991) Theory of Planned Behavior (TPB) provides a relevant theoretical framework. TPB states that intention is the primary predictor of behavior, influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. Positive attitudes toward sustainable entrepreneurship will increase the intention to engage in such activities, while subjective norms are related to social environmental support from family, community, and government. Perceived behavioral control, closely linked to self-efficacy, indicates an individual's level of confidence in their ability to carry out sustainable business activities.

In the context of SMEs, Lopes de Sousa Jabbour et al. (2020) emphasize that while SMEs contribute significantly to the economy, they also contribute to resource consumption and environmental pollution. Integrating sustainability principles into business practices is crucial to ensuring long-term environmental and social sustainability. Davis-Peccoud et al. (2018) reveal that sustainability has become a key driver of contemporary economic growth, while Denicolai et al. (2021) emphasize that the implementation of sustainable practices positively impacts the competitiveness of SMEs in international markets. Additionally, customers are increasingly aware of the environmental impact of the products they consume (Khan et al., 2020; Rustam et al., 2020), and investors prioritize companies committed to sustainability (Durst & Gerstlberger, 2020; Eccles & Klimenko, 2019).

However, SMEs face internal and external challenges in implementing sustainability. The environmental awareness level of SMEs is often lower than that of large companies, with limited understanding of the environmental impact of their business activities (Battisti & Perry, 2011; Hillary, 2017). Some SMEs have also not yet leveraged sustainability as a strategy to strengthen relationships with customers and stakeholders (Revell & Blackburn, 2007). Additionally, government partnership programs often fail to yield significant results in improving SME sustainability practices (Rasi et al., 2014).

Nevertheless, the implementation of sustainable practices in SMEs will not only enhance business competitiveness but also make a significant contribution to preserving the environment and ensuring the sustainability of life as individuals and members of society (Loucks et al., 2010). Therefore, sustainable entrepreneurship intentions should be understood as a commitment by business actors to integrate economic, social, and environmental principles into their

business practices to create balanced long-term benefits for businesses, society, and the environment.

Institutional Support

Institutional support refers to the role of formal and informal institutions in facilitating entrepreneurship through the provision of policies, regulations, resources, and social norms that support economic activity (North, 1990). Institutions provide formal rules such as government policies and financial systems, as well as informal rules in the form of cultural values and social norms that provide certainty for entrepreneurs. Dobrovolska and Espejo (2018) refer to this support as legislative, informational, infrastructural, and financial measures to encourage business, in line with regulatory, normative, and cognitive pressures in Institutional Theory (Scott, 2005).

In the context of sustainable entrepreneurship, institutional support provides facilities, policies, and access to capital that encourage environmentally friendly business practices (Aidis et al., 2008; Graafland & Bovenberg, 2020). A supportive institutional environment helps reduce external barriers, improve access to capital, markets, and information, and strengthen entrepreneurial networks (Stephan et al., 2015; Adomako et al., 2021).

In Indonesia, the implementation of sustainability policies, such as the requirement for sustainability reports, is part of institutional support for achieving the SDGs (Hoang, 2018; Setyawan et al., 2023). Institutional support also facilitates regulatory stability and transparency, which can attract investment, transfer technology, and create jobs that promote sustainable development (Shpykuliak et al., 2024). Simarasl et al. (2022) explain that institutional support is multidimensional: regulatory (supporting regulations), normative (social values), and cognitive (shared meaning frameworks), which provide resources, legal protection, and encourage innovation and sustainability in entrepreneurship.

Proactive Personality

Proactive personality is an individual's tendency to take initiative, anticipate opportunities, and create positive change in their environment, rather than simply reacting to situations as they arise (Bateman & Crant, 1993). Individuals with this personality actively identify opportunities, anticipate potential problems, and take concrete steps to strategically influence their environment (Frese & Fay, 2001; Akın et al., 2015). In the context of entrepreneurship, proactive individuals tend to be more willing to take risks, make decisions amid uncertainty, and have the ability to identify new business opportunities (Crant, 1996).

According to Prabhu (2012) and Delle & Amadu (2016), proactive personality is characterized by not only adapting to conditions but also striving to create constructive change. Individuals with this personality are future-oriented, have a strong sense of responsibility, and strive to go beyond basic tasks by pursuing additional opportunities (Medina-Craven et al., 2023). They also contribute positively to organizations, take on leadership roles, and drive innovation (Osiri et al., 2019; Chiu et al., 2023).

Frese and Fay (2001) emphasize the importance of proactive personality in addressing future work dynamics, while Yorks & Nicolaides (2012) explain that proactive individuals are skilled at navigating complex work environments with a high sense of control. In the context of sustainable entrepreneurship, proactive personality helps entrepreneurs sustain their businesses by leveraging opportunities and addressing challenges innovatively (Alikaj et al., 2021; Hidayat et al., 2023). Proactive personality can be measured using indicators such as the ability to identify opportunities, demonstrate initiative, take concrete actions, and persistently tackle challenges (Covey, 2001), making it an important psychological asset to support the intentions and behaviors of sustainable entrepreneurship.

Self-efficacy

Self-efficacy is an individual's belief in their ability to organize and carry out the actions necessary to achieve a specific goal (Bandura, 1997). This concept is central to social cognitive theory, emphasizing that self-perception plays an important role in shaping behavior, persistence, and goal achievement (Pajares & Usher, 2008; Lent & Brown, 2019). Individuals with high self-efficacy view challenges as opportunities, approaching them with enthusiasm and perseverance (Scoot, 2002), and are able to adapt in complex conditions (Adenuga et al., 2013; Wang et al., 2023).

Self-efficacy is not merely self-confidence but the belief that an individual possesses the necessary elements to face and overcome various obstacles (Caprara et al., 2011; Caldwell & Hayes, 2016). In the workplace, individuals with high self-efficacy are more resilient and effective in their roles (Kumar Pradhan et al., 2021), and have a positive impact on career performance and personal well-being (Mauno et al., 2017).

In entrepreneurship, entrepreneurial self-efficacy (ESE) is an individual's belief in their ability to face business challenges, find solutions, and manage a business effectively (Biswas, 2024; Sadriwala & Khan, 2018). ESE serves as an important motivator in facing business risks and predicting entrepreneurial behavior in complex conditions (McGee et al., 2009). Individuals with high ESE are better able to overcome obstacles and sustain business continuity. Chen et al. (2001) divide self-efficacy into three dimensions: learning self-efficacy (belief in learning new skills), problem-solving self-efficacy (belief in solving complex problems), and coping self-efficacy (belief in overcoming stress and challenging situations). All three are important psychological assets in the development of sustainable entrepreneurship.

Institutional Support and Proactive Personality

Institutional support refers to a set of rules, policies, norms, and resources provided by formal and informal institutions to support the success of individuals or organizations (Dobrovolska & Espejo, 2018). Meanwhile, a proactive personality is an individual's tendency to take initiative, create or change their surroundings, and be forward-looking (Bateman & Crant, 1993). Research shows that institutional support has a positive effect on proactive personality. Institutional support can enhance individuals' initiative in innovating, coping with change, and encourage them to seize new opportunities (Wu et al., 2018; Fatima et al., 2023; Hidayat et al., 2023). In addition, higher education institutions can also foster students' proactive personality through entrepreneurship education and an ecosystem that supports innovation (Ojeleye et al., 2023; Verzat et al., 2017). Therefore, it can be concluded that optimal institutional support will promote the development of an individual's proactive personality.

Institutional Support and Self-Efficacy

Self-efficacy is an individual's belief in their ability to organize and carry out actions to achieve desired outcomes (Bandura, 1997). Institutional support – through policies, training programs, resources, and a conducive environment can strengthen an individual's self-efficacy (Eniola, 2020; Lynch et al., 2009). Several studies indicate that institutional support has a significant impact on enhancing self-efficacy, including among female entrepreneurs and college students (Nikmah et al., 2023; Dwi Lestari et al., 2022). Although some findings suggest that the relationship between formal institutional support and self-efficacy is not always significant (Kazumi & Kawai, 2017), in general, institutional support can boost individuals' confidence in facing challenges and making decisions (Muñoz & Kibler, 2016; Welter & Smallbone, 2008). institutional support has an important role in strengthening self-efficacy.

Proactive Personality and Self-Efficacy

Individuals with a proactive personality tend to have higher self-efficacy because they often take the initiative, view challenges as opportunities, and learn from experience (Li et al., 2020; Jiang, 2017). This strengthens their belief in their ability to cope with difficult situations (Bandura, 1997). Research indicates that a proactive personality can enhance self-efficacy in career decision-making, cross-cultural adaptation, and entrepreneurial intent (Fitwaturrusuliyah & Sawitri, 2017; Hua et al., 2020; Lestari et al., 2022). The more often proactive individuals succeed in overcoming challenges, the higher their self-efficacy (Chen et al., 2021; Choi et al., 2021). Therefore, a proactive personality has a role in enhancing an individual's self-efficacy.

Institutional Support and Sustainable Entrepreneurial Intention

Sustainable entrepreneurial intentions is an individual's commitment to starting a business while taking social and environmental aspects into account (Anaman et al., 2023). Institutional support can help entrepreneurs overcome barriers to implementing sustainable business practices, including in terms of funding, knowledge, and strengthening the entrepreneurial ecosystem (Álvarez Jaramillo et al., 2019; Das, 2024). Research shows that institutional support such as policies, regulations, education, and training programs contributes to increasing the intention for sustainable entrepreneurship (Saeed et al., 2018; Yadav et al., 2018; Achmad et al., 2023). Financial support and incentives from the government also help MSMEs adopt environmentally friendly practices (Lamoureux et al., 2019; Benito-Hernández et al., 2023). Thus, institutional support has a role in increasing sustainable entrepreneurial intentions among MSME actors.

Proactive Personality and Sustainable Entrepreneurial Intentions

Proactive personality is an individual's tendency to take initiative, create change, and be forward-looking (Bateman & Crant, 1993). Sustainable entrepreneurial intent, in turn, refers to an individual's commitment to starting a business that takes social and environmental aspects into account (Anaman et al., 2023). Research indicates that a proactive personality has a positive effect on sustainable entrepreneurial intent. Proactive individuals tend to be more prepared to seize opportunities and adopt sustainable practices (Prabhu et al., 2012; Rosalina & Satrya, 2022; Kumar & Shukla, 2022). Furthermore, a proactive approach among MSMEs can foster innovation and the adoption of environmentally friendly practices (Mustofa et al., 2020; Khan et al., 2021; Joeliaty, 2024). Therefore, a proactive personality plays a crucial role in enhancing the intention toward sustainable entrepreneurship among MSME actors.

Self-Efficacy and Sustainable Entrepreneurial Intention

Self-efficacy is an individual's belief in their ability to organize and carry out the actions necessary to achieve desired outcomes (Bandura, 1997). In the Theory of Planned Behavior, self-efficacy is closely related to perceived behavioral control, which influences the intention to act, including in the context of sustainable entrepreneurship (Ajzen, 1991; Hagger et al., 2022). Previous research indicates that self-efficacy has a positive effect on sustainable entrepreneurial intentions. Chidi and Fatoki (2021) and Kornilaki et al. (2019) found that entrepreneurs with high self-efficacy are more likely to adopt sustainable practices. Tufail Nawaz et al. (2019) emphasize that self-efficacy is a crucial psychological foundation in shaping entrepreneurial intentions. Maryani and Supardi (2023) demonstrate that self-efficacy influences green entrepreneurial intentions, with entrepreneurship education acting as a moderating factor. Pinuer et al. (2022) and Cortes and Lee (2021) show that self-efficacy drives the involvement of MSMEs in sustainable social entrepreneurship practices. Furthermore, Al-Zubaidi et al. (2022) and Prakash et al. (2023) found that the self-efficacy of MSME leaders plays a crucial role in coping with uncertainty to achieve competitive advantage. Alshebami (2023) emphasizes the

role of self-efficacy in driving environmentally friendly innovation, while Broccia et al. (2022) demonstrate that self-efficacy is linked to corporate social responsibility in supporting business sustainability. Thus, self-efficacy is a key factor in enhancing the intention toward sustainable entrepreneurship among MSME actors.

Institutional Support on Sustainable Entrepreneurial Intention through Self-Efficacy

Institutional support refers to a set of policies, regulations, norms, and resources provided by both formal and informal institutions to support the success of individuals and organizations (Dobrovolska & Espejo, 2018). This support can enhance the self-efficacy of MSME actors in implementing sustainable practices, which ultimately strengthens their intention toward sustainable entrepreneurship (Ajzen, 1991; Hagger et al., 2022). Research by Saadi and Razak (2019) shows that institutional support plays a crucial role in driving organizational outcomes and entrepreneurial behavior. Yang (2024) found that institutional support and green knowledge influence green entrepreneurial behavior through self-efficacy as a mediator. Wiyanto et al. (2024) also demonstrated that support in the form of training and mentoring enhances self-efficacy, which in turn strengthens entrepreneurial intentions.

Abiodun (2020) and Gonzalez-Tamayo et al. (2024) show that self-efficacy mediates the relationship between institutional support and entrepreneurial outcomes. Coetzer (2012) demonstrates that an institutional environment supportive of green entrepreneurship can enhance sustainability intentions. Noor et al. (2023) emphasize self-efficacy as a driving force in optimizing institutional support. Abdelmegeed Abdelwahed et al. (2022) also show that both formal and informal support can enhance the self-efficacy of women entrepreneurs. Thus, institutional support plays a crucial role in enhancing the self-efficacy of MSME actors, which in turn strengthens their Sustainable entrepreneurial intention.

Proactive Personality on Sustainable Entrepreneurial Intention through Self-Efficacy

Proactive personality is an individual's tendency to take initiative, bring about change, and be forward-looking (Bateman & Crant, 1993). Individuals with a proactive personality tend to have higher self-efficacy because they often view challenges as opportunities (Bandura, 1997), thereby increasing their intention to engage in sustainable entrepreneurship (Anaman et al., 2023). Research by Kumar and Shukla (2022) shows that a proactive personality is positively associated with entrepreneurial self-efficacy. Naz et al. (2020) and Rosalina and Satria (2021) found that self-efficacy mediates the relationship between proactive personality and entrepreneurial intention. Mei et al. (2017) also demonstrated that self-efficacy serves as an important mediator in this relationship. The research by Tufail Nawaz et al. (2019) and Broccia et al. (2022) shows that proactive individuals possess high self-efficacy, which supports sustainable innovation. Li et al. (2020) emphasize that self-efficacy helps individuals translate intentions into concrete actions in sustainable entrepreneurship. Prabhu et al.

(2012) also confirm the mediating role of self-efficacy in the relationship between a proactive personality and entrepreneurial intent. Based on this research, a proactive personality plays a crucial role in enhancing self-efficacy, which ultimately strengthens the intent toward sustainable entrepreneurship among MSME actors.

Institutional Support on Sustainable Entrepreneurial Intention through Proactive Personality

Institutional support provides resources, policies, and regulations that can help MSME entrepreneurs implement sustainable practices (Dobrovolska & Espejo, 2018). However, the proactive nature of entrepreneurs plays a crucial role in making optimal use of such support (Abid et al., 2021). Research by Stupak et al. (2021) shows that institutional support is more effective when MSME entrepreneurs exhibit a proactive nature. Piwowar-Sulej et al. (2024) and Khan et al. (2021) demonstrate that business owners with a proactive nature are better able to utilize training and support to operate sustainable businesses. Ojeleye et al. (2023) also emphasize the importance of fostering a proactive mindset to ensure that institutional support is utilized to its fullest potential. Jiang (2017) and Schunk and Mullen (2012) found that proactive individuals view obstacles as challenges, making it easier for them to leverage institutional support. Alikaj et al. (2021) and Benito-Hernández et al. (2023) emphasized the importance of institutional networks for proactive MSME entrepreneurs in sustainable innovation. Chen (2024) also shows that institutional support strengthens the relationship between a proactive personality and entrepreneurial intent. Thus, institutional support and a proactive personality have a synergistic effect in enhancing the intent toward sustainable entrepreneurship among MSMEs, where institutional support provides a conducive ecosystem, while a proactive personality enables the optimal utilization of such support for sustainable business practices.

METHODOLOGY

Research Design

This study aimed to investigate a model of sustainable entrepreneurial intention among MSMEs in the handicraft sector by testing the mediating role of self-efficacy in the relationship between institutional support and proactive personality and sustainable entrepreneurial intention. More specifically, this study aims to investigate the direct effects of institutional support and proactive personality on sustainable entrepreneurial intention and to examine the mediating role of self-efficacy in these relationships. To empirically explore the research model, this study employed a quantitative approach using a cross-sectional survey design. Data were collected by distributing structured questionnaires to MSME operators in the handicraft sector in Cianjur Regency, who were selected using purposive sampling. A structural equation model using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach was employed in the data analysis for this study. PLS-SEM was chosen because it aligns with the study's primary objective of simultaneously exploring and predicting relationships among constructs, and it is capable of handling the

complexity of models with high multicollinearity among constructs (Hair et al., 2021). Furthermore, PLS-SEM is more flexible with relatively small sample sizes and is frequently used in entrepreneurship and business research (Ringle et al., 2020).

Sample and Data Collection

This study focuses on MSMEs in the handicraft sector in Cianjur Regency, West Java, in line with the local government's focus on strengthening entrepreneurship and developing MSMEs as pillars of the local economy. The population in this study consists of 417 MSME operators in the handicraft sector (Cianjur Diskoperdagin, 2024), with the sample determined using the Taro Yamane formula for calculating samples from large populations with a 5% margin of error, resulting in a minimum sample size of 204 respondents (Santoso, 2023). The sample was selected using non-probability sampling with a purposive sampling method, with the criteria for respondents being business owners operating in the handicraft sector and located in urban areas and handicraft centers in Cianjur Regency (Ferdinand, 2006; Nasrudin, 2019).

The research instrument used a structured questionnaire based on the research variable indicators to ensure data accuracy and validity (Aithal & Aithal, 2020). Data collection was conducted using Google Forms, which were shared via WhatsApp and email with respondents during the period of March–May 2025. In the questionnaire, respondents were assured that their identities would remain confidential and were informed that participation was voluntary. After the data collection process, we conducted a data validity check and obtained 204 questionnaires that could be used for further analysis in this study.

The data collected covered four main variables: institutional support, proactive personality, self-efficacy, and intention to engage in sustainable entrepreneurship. Responses in the questionnaire were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), which facilitates quantitative analysis as required by the research (Joshi et al., 2015). Before being fully utilized in the study, the instrument was tested for validity and reliability to ensure that each statement item could consistently measure the intended construct.

In addition, this study also presents a profile of the respondents to provide an overview of the characteristics of the study participants, including gender, age, educational level, and the duration of their business operations. Descriptive results show that the majority of respondents are male (57%), with the largest age group being 36–45 years old (34%) and the majority having a high school or equivalent educational level (51%). In terms of business tenure, the majority of respondents had been in business for 5–10 years (32%), reflecting a fairly stable level of business experience in running craft sector enterprises in Cianjur Regency.

RESEARCH RESULT

Measurement Model Evaluation

The SEM-PLS procedure described by Hair et al. (2013, 2020) was used to analyze the data in this study. The first procedure was to test the convergent validity of each latent variable. Hair et al. (2013, 2020) stated that the threshold value for an acceptable factor loading (λ) is > 0.70 to meet the criteria for convergent validity. As reported in Table 4.10, it was found that of the 32 survey items representing the four research variables, all items had factor loadings ranging from 0.744 to 0.868 (> 0.70); thus, all items were deemed to meet the criteria for convergent validity and could be retained for further analysis.

Testing the discriminant validity of each latent variable using the Fornell and Larcker (1981) criteria and cross-loading. Discriminant validity is considered met if the root mean square error of approximation (AVE) value for each construct is higher than the correlation values between other constructs. The results of the discriminant validity test using the Fornell-Larcker criteria, as shown in Table 4.11, indicate that each variable has an AVE value higher than the correlation values between variables, thus fulfilling discriminant validity. Furthermore, based on the results of the cross-loading test in Table 4.12, all items have higher loading values on the variable they measure compared to their correlation values with other variables, indicating that each item exhibits good discrimination with respect to the construct it represents.

The final step was to conduct a construct reliability test using two indicators: Composite Reliability (CR) and Cronbach's Alpha (α). Hair et al. (2013) state that acceptable values for CR and Cronbach's Alpha to indicate construct reliability are > 0.70 . The results of the construct reliability testing, as shown in Table 4.13, indicate that all variables have Composite Reliability and Cronbach's Alpha values ranging from 0.902 to 0.958, indicating that all constructs in this study meet the criteria for good reliability. Thus, the results of the outer model testing in this study have met the criteria for convergent validity, discriminant validity, and reliability, and can therefore be used for structural equation modeling in the next stage.

Structural Model Evaluation

After testing the outer model, the next step was to test the structural model (inner model) to evaluate the relationships among the latent variables, following the analytical procedures outlined by Hair et al. (2013, 2020). The series of procedures carried out included: (1) the Goodness of Fit (GoF) test, (2) Standardized Root Mean Square Residual (SRMR) analysis, (3) the R-Square (R^2) test, and (4) the Q-Square (Q^2) test to measure the model's predictive validity. The first procedure, the Goodness of Fit (GoF) test, was used as a single measure to validate the combined performance of the measurement model and the structural model. GoF was calculated using the formula recommended by Wetzels et al. (2009), with GoF values categorized as 0.10 (low), 0.25 (moderate), and 0.36 (high). Based on the results of data processing in this study, the average R-squared value was 0.587 and the average communality value was 0.565, resulting in a GoF value of 0.57 ($\text{GoF} = \sqrt{(0.565 \times 0.587)} = 0.57$). These results indicate that the research model has a high level of fit and is able to explain data.

The SRMR test, which is used to evaluate the degree of fit between the model and the empirical data. Hair et al. (2014) recommend an SRMR threshold value of < 0.08 to indicate a good model fit. Based on the results of data processing using SmartPLS 4.0, an SRMR value of 0.063 was obtained, which means that this research model meets the model fit criteria because it is below the threshold value; thus, the model is suitable for further analysis.

Next, the R-Square (R^2) test was conducted to measure the contribution of the independent variables in explaining the dependent variable. Chin (1998) categorizes R^2 values as strong (> 0.67), moderate (> 0.33), and weak (> 0.19). Based on the analysis results, the R^2 values obtained were 0.486 for proactive personality, 0.630 for self-efficacy, and 0.632 for sustainable entrepreneurial intention. These values indicate that each of the endogenous latent variables in this study falls into the moderate category, meaning the model has a fairly good predictive ability in explaining the dependent variable.

The final procedure, Q-Square (Q^2), is used to measure the predictive validity of the model and indicates how well the model is able to predict the values of the endogenous variable. Hair et al. (2019) state that a Q^2 value > 0 indicates predictive relevance, categorized as low (< 0.25), moderate (0.25–0.50), and high (> 0.50). The analysis results show Q^2 values of 0.481 for the proactive personality variable, 0.509 for self-efficacy, and 0.519 for sustainable entrepreneurial intent. These results indicate that the model has moderate to high predictive validity, meaning the model has good predictive relevance in explaining the relationships among the tested variables.

Direct and Indirect Effects

The final step in testing the internal model is hypothesis testing. The test was conducted using the SEM-PLS bootstrap resampling method, with a one-tailed t-test threshold of 1.645 and a p-value of 0.050 (Hair et al., 2013). A hypothesis is accepted if the t-statistic is greater than 1.645 and the p-value is less than 0.05, and it is rejected if the t-statistic is less than 1.645 and the p-value is greater than 0.05. Table 1 indicates that all tested hypotheses were accepted, with t-statistic values ranging from 2.085 to 13.656 (> 1.645) and p-values ranging from 0.000 to 0.037 (< 0.05). These results indicate that the direct and indirect relationships among the variables in the model have been statistically validated.

Table 1. Summary of Hypothesis Testing

Hypothesis	Variable relationships	<i>t-statistic</i>	P-value	Conclusion
H1	DI→KP	13.656	0,000	Accepted
H2	DI→SE	4.110	0,000	Accepted
H3	KP→SE	5.635	0,000	Accepted
H4	DI→SEI	3.682	0,000	Accepted
H5	KP→SEI	2.115	0,034	Accepted
H6	SE→SEI	3.424	0,001	Accepted
H7	DI→SE→SEI	2.594	0,010	Accepted
H8	KP→SE→SEI	3.054	0,002	Accepted
H9	DI→KP→SEI	2.085	0,037	Accepted

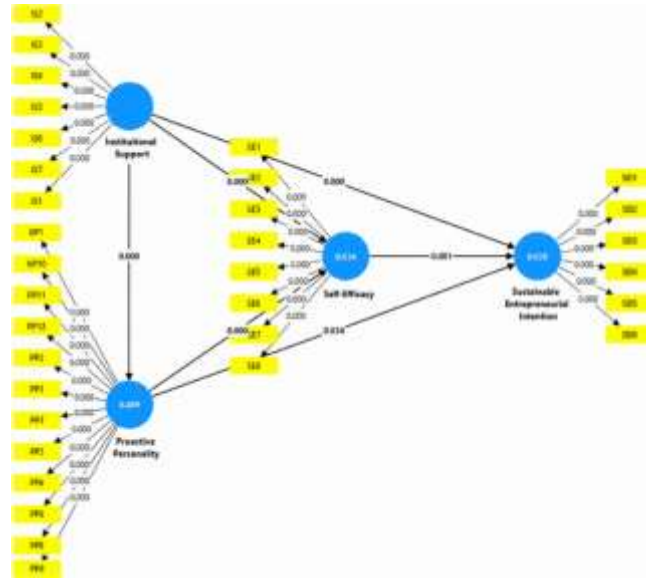


Figure 1. SEM-PLS-Based Research Model

Specifically, the first hypothesis (H1) suggests that institutional support has a positive and significant effect on proactive personality, meaning that an increase in institutional support will enhance the proactive personality of MSME entrepreneurs. The second (H2) and third (H3) hypotheses suggest that institutional support and proactive personality have a significant positive effect on self-efficacy, indicating that the higher the institutional support and proactive personality, the higher the self-efficacy of MSME entrepreneurs.

Furthermore, the fourth (H4), fifth (H5), and sixth (H6) hypotheses indicate that institutional support, proactive personality, and self-efficacy have a significant positive effect on the intention for sustainable entrepreneurship, meaning that the higher these three variables are, the higher the intention for sustainable entrepreneurship among MSME entrepreneurs.

In addition to direct effects, the mediation analysis also yielded significant results. Hypothesis 7 (H7) confirms that self-efficacy positively and significantly mediates the effect of institutional support on sustainable entrepreneurial intention. Hypothesis 8 (H8) indicates that self-efficacy also mediates the effect of proactive personality on sustainable entrepreneurial intentions. Hypothesis 9 (H9) indicates that proactive personality significantly mediates the effect of institutional support on sustainable entrepreneurial intentions.

DISCUSSION

Institutional support has been proven to have a positive and significant effect on the proactive personality of MSME actors. The higher the level of institutional support provided, whether in the form of information, policies, equipment, finance, technology, or legal aspects, the more it encourages MSME actors to be proactive. This aligns with previous research indicating that institutional support helps individuals become more daring in taking initiative, expressing creative ideas, and adapting to business challenges (Yan, 2015; Fatima et al., 2023; Hidayat et al., 2023). Support from the work environment and educational institutions has also been proven to help build courage in facing challenges, facilitate innovation, and foster SME actors' readiness to respond to business dynamics (Johari et al., 2022; Ojeleye et al., 2023; Rubiyanta & Sunaryo, 2023). Thus, the results of this study reinforce the finding that institutional support is an important foundation in building the proactive personality of SME actors.

Furthermore, institutional support has also been proven to have a positive and significant effect on the self-efficacy of SME actors. The higher the support provided, the higher the individual's confidence in their ability to run a business. These results are consistent with the research by Nikmah et al. (2023) and Eniola (2020), which show that government policies and institutional training programs play an important role in building the confidence of business actors, especially female entrepreneurs, to maintain and develop their businesses. Support in the form of resources, education, and an inclusive learning environment also contributes to strengthening individuals' self-efficacy in performing tasks and facing business challenges (Lynch et al., 2009; Prokes et al., 2021; Dwi Lestari et al., 2022). Thus, this study confirms that institutional support is a crucial factor in enhancing the self-efficacy of SME entrepreneurs.

The research findings also indicate that proactive personality has a positive and significant influence on self-efficacy. SME entrepreneurs with proactive personalities tend to be more confident in making decisions, facing challenges, and running their businesses. This aligns with Bandura's (2023) view that the success of proactive actions strengthens an individual's self-confidence. Previous research also shows that proactive individuals are better able to adapt to new situations, make career decisions confidently, and dare to try new things that can enhance self-efficacy (Fitwaturrusuliyah & Sawitri, 2017; Hua et al., 2020; Karina & Salim, 2020). Furthermore, self-efficacy also strengthens the relationship between proactive personality and entrepreneurial intent and involvement in business activities (Lestari et al., 2022; Chen et al., 2021; Naz et al., 2020). Proactive attitudes, such as seeking new ways, advocating ideas, challenging current conditions, and helping to solve problems, contribute to building self-confidence in facing business dynamics (Bakker et al., 2012; Crant et al., 2016; Maddux & Kleiman, 2018).

Furthermore, this study found that institutional support has a positive and significant influence on the intention of MSME actors to engage in sustainable entrepreneurship. The higher the level of institutional support, whether in the form of policies, training, funding, or the provision of infrastructure that supports sustainable business practices, the higher the intention of MSME actors to start and manage businesses based on sustainability principles. This finding reinforces previous research showing that institutional support can help SMEs overcome barriers to implementing sustainable practices, such as knowledge and funding constraints, and encourage them to be more active in running environmentally friendly businesses.

Additionally, proactive personality also has a positive and significant influence on sustainable entrepreneurship intentions. MSME actors with proactive personalities tend to have a stronger desire to engage in sustainable businesses because they have high initiative, are willing to take risks, can identify opportunities, and strive to overcome challenges in running their businesses. This proactive character is important in encouraging concrete actions to apply sustainability principles in their businesses.

Other findings indicate that self-efficacy has a positive and significant influence on sustainable entrepreneurship intentions among SME operators. Individuals with high self-efficacy have confidence in their ability to overcome challenges in implementing sustainable practices and feel capable of running a sustainability-oriented business. Self-efficacy serves as a psychological foundation for SME entrepreneurs to maintain motivation and determination to start and develop sustainable businesses despite facing various external and internal challenges.

This study also demonstrates the positive and significant influence of institutional support on sustainable entrepreneurship intentions through self-efficacy. Institutional support such as supportive policies, training, mentoring, and access to information on sustainable businesses enhances SME entrepreneurs' confidence in managing their businesses sustainably. This increased self-efficacy encourages individuals to be more confident in starting and running sustainable businesses. These findings are in line with Saadi and Razak (2019) and Yang (2024), who emphasize self-efficacy as an important mediator linking external support with entrepreneurial intentions.

Additionally, proactive personality positively and significantly influences sustainable entrepreneurial intentions through self-efficacy. Individuals with proactive traits, such as initiative and courage to take risks, tend to have high self-efficacy in facing entrepreneurial challenges, ultimately strengthening their intent to pursue sustainable businesses. These results support the findings of Kumar and Shukla (2022) and Naz et al. (2020), who found that self-efficacy mediates the relationship between proactive personality and entrepreneurial intention.

Furthermore, this study also demonstrates the indirect influence of institutional support on sustainable entrepreneurial intention through proactive personality. Institutional support in the form of supportive policies, training, and access to resources encourages the growth of proactive traits among SME actors, which in turn influences the intention to run a sustainable business. These findings support the research of Chen (2024) and Piwovar-Sulej et al. (2024), which shows a synergy between institutional support and proactive personality in promoting sustainable entrepreneurial intentions.

CONCLUSIONS AND RECOMMENDATIONS

This study aims to examine the influence of institutional support, proactive personality, and self-efficacy on sustainable entrepreneurial intentions among MSME owners in Cianjur, Indonesia. The findings indicate that institutional support has a positive and significant influence on proactive personality, self-efficacy, and sustainable entrepreneurial intentions. Proactive personality was also found to have a positive influence on self-efficacy and sustainable entrepreneurial intentions. Self-efficacy was found to have a significant effect on enhancing sustainable entrepreneurial intentions.

Furthermore, this study confirms the existence of a significant indirect effect, in which self-efficacy mediates the relationship between institutional support and proactive personality and sustainable entrepreneurial intentions. These findings indicate that institutional support and an individual's proactive personality not only directly enhance sustainable entrepreneurial intentions but also indirectly do so by increasing self-efficacy.

ADVANCED RESEARCH

This study has several limitations. First, it focused only on handicraft MSMEs in Cianjur Regency, limiting the generalizability of the findings. Future studies should include different MSME sectors and regions. Second, the use of closed-ended questionnaires restricted respondents' in-depth perspectives; therefore, future research could combine surveys with interviews. Third, this study examined only institutional support, proactive personality, and self-efficacy, while other factors such as social capital, financial literacy, and innovation may also influence sustainable entrepreneurial intentions. Finally, although the proposed relationships were significant, their strength was moderate to weak, and the cross-sectional design limited the analysis of changes over time. Future research should develop more comprehensive models by incorporating additional mediating or moderating variables and adopting longitudinal designs.

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