

# THE IMPACT OF SOCIAL ENTREPRENEURIAL PERSONALITY TO THE INCOME OF JAVANESE ENTREPRENEURS IN SURABAYA, INDONESIA

Andreani, F.<sup>1</sup>, Suprpto, W.<sup>2</sup> and Araminta, M.<sup>3</sup>

1 Hotel Management Program, Faculty of Economics, Petra Christian University, Jl. Siwalankerto 121-131, Surabaya 60236, [andrea@petra.ac.id](mailto:andrea@petra.ac.id)

2 Business Management Program, Faculty of Economics, Petra Christian University, Jl. Siwalankerto 121-131, Surabaya 60236, [joe.suprpto@petra.ac.id](mailto:joe.suprpto@petra.ac.id)

3 Business Management Program, Faculty of Economics, Petra Christian University, Jl. Siwalankerto 121-131, Surabaya 60236, [morla0612@gmail.com](mailto:morla0612@gmail.com)

## ABSTRACT

Entrepreneurs are expected to step in by creating job opportunities to reduce the rate of unemployment and poverty. For the Javanese society, the entrepreneurial personality, which stresses on an individual profit making orientation, seems contradicting with the social norms and attitudes which regard shared togetherness and communal prosperity as the life philosophy. Therefore, the social entrepreneurial model may fit in this society, as it balances between the traditional entrepreneurial mindset and the social responsibility. This research is to investigate the impact of the social entrepreneurial personality to the profitability of the Javanese owned business entities as seen in the ability of the entrepreneurs to make profits. This is a quantitative research. Data are collected from 100 Javanese entrepreneurs in Surabaya through questionnaires, and then they are analyzed using multiple regression. The results show that risk taking propensity has a negative impact to profitability. The need for independence and empathy has positive but insignificant impact on profitability. While innovativeness, need for achievement, pro-activeness and sense of social responsibility have positive and significant impacts on profitability.

*Keywords: Javanese social entrepreneurial personality, profitability, entrepreneurial personality, prosocial personality, small businesses*

## INTRODUCTION

*Gemah ripah loh jinawi* is a saying to describe a very fertile area with abundant natural resources. That saying comes from the Javanese community who depict the island of Java as such a land to live. Based on the data from Indonesian population census in 2010, the Javanese ethnic is the largest society, with 40.05% of the total Indonesian population (*Mengulik Data Suku di Indonesia*, 2015)<sup>[1]</sup>. The Javanese ethnic is known as the society that regards highly socio-cultural norms and value, as it can be observed through the communication system which consists of three different languages, the most polite, polite, and common language (Purwadi, 2011)<sup>[2]</sup>. The Javanese has to know the social norms and context to whom they are interacting. The Javanese culture is considered as the *budaya adiluhung* or noble culture that holds a lot of very noble values ranging from ethics and courtesy in the house to the public sphere (Sartini, 2009)<sup>[3]</sup>. This culture is one of the basic elements in the social life and has important roles in shaping the mindset and interaction of the society (Christiana, 2005)<sup>[4]</sup>. Therefore, the culture has indirectly influenced the formation of one's personality (Endraswara, 2018)<sup>[5]</sup>.

The Javanese society has some traits that consider the communal virtue and togetherness highly. The essence of togetherness can be seen in the concept of *gotong royong* or mutual cooperation to reach common prosperity (Herawati, 2012)<sup>[6]</sup>. The education in the Javanese family stresses on this togetherness by teaching family members how to live in harmony, peace, and tolerance (Endraswara,

2018)<sup>[5]</sup>. Therefore, the Javanese society considers the world of business as *pekerjaan kasar* or rough jobs because businessmen are chasing profits only (Pitoyo, 2008)<sup>[7]</sup>.

Because of this background, many Javanese have less interest in business, no business mindsets, negative perspective on business, and tend to avoid the world of business (Wibowo & Nulhaqim, 2015)<sup>[8]</sup>. The value in the business world, the profit-orientation, is regarded as the opposite to the virtue of Javanese culture, which expects no compensation or rewards after doing some deeds (*tidak mengharapkan pamrih*) and tries to maintain the harmony of life based on the attitude of peace and refrainment (Pitoyo, 2008)<sup>[7]</sup>. Recently, there is a shift in the life orientation of the Javanese society, especially those living in the cities. Since the community is moving from the agrarian society to the industrial society, the *adem ayem* (peaceful) lifestyle, which always holds the philosophy of *nrimo lan pasrah* (accepting and surrendering to the fate), has turned into a life that chases material riches daily to improve the level of economic life (Christiana, 2005)<sup>[4]</sup>.

The entrepreneurship seems to be contradicting with the Javanese culture, because they are always thinking about obtaining individual monetary benefits while the Javanese community considers highly the collective welfare (Pitoyo, 2008)<sup>[7]</sup>. Although there is a shift in the Javanese community on the business perceptions, the entrepreneurship model based on the conventional paradigms needs to be adjusted to suit the Javanese community. The business paradigm that only explores the potential of commercial business and only the pursuit of profit should be changed, and entrepreneurs should have insight and concern for the problems or social problems around them (Mengubah paradigma, 2011)<sup>[9]</sup>. One suitable model is the social entrepreneurship, which proposes the entrepreneurial mindset to solve some socio-economic problems, such as poverty and unemployment (Coker et al., 2017)<sup>[10]</sup>.

## LITERATURE REVIEW AND HYPOTHESES

### Social Entrepreneurship

In defining the social entrepreneur, Gregory Dees looks into the roots of the term “entrepreneur”, which comes from the French word meaning someone undertaking a special project or activity (Volkman, Tokarski, dan Ernst, 2012)<sup>[11]</sup>. Quoting Jean Baptiste Say, the 19th century French economist, the entrepreneur shifts the economic resources out of an area of lower and into an area of higher productivity and greater yield. In the early 20th century, John Schumpeter depicts entrepreneurs as the innovators who drive the “creative-destructive” process of capitalism and who reform the pattern of production by “exploiting an invention or an untried technological possibility for producing a new commodity or producing an old one in a new way” (Dees, 2011)<sup>[12]</sup>. Recently, Peter Drucker says, “the entrepreneur always searches for change, responds to it, and exploits it as an opportunity” (Drucker, 1985)<sup>[13]</sup>. Howard Stevenson, a leading theorist of entrepreneurship at Harvard Business School, adds an element of resourcefulness to the opportunity-oriented definition. In addition, social entrepreneurs are one species in the genus entrepreneur, as they are entrepreneurs with a social mission (Dees, 2011)<sup>[12]</sup>.

In this sense, social entrepreneurship as a form of entrepreneurial activity can be considered beneficial to society as a whole (Volkman, et al., 2012)<sup>[11]</sup>. Additionally, social entrepreneurship fills in the gap to social needs unmet by other business organizations or government. According to Seelos and Mair (2005)<sup>[14]</sup>, social entrepreneurship combines the resourcefulness of traditional entrepreneurship with a mission to change society by offering insights to stimulate ideas for more socially acceptable and sustainable business strategies and organizational forms. In contrary to social entrepreneurship, the traditional entrepreneurship is depicted as the ability and willingness to venture the business with any of its risks to make profit (Drucker, 1985)<sup>[13]</sup>.

## Social Entrepreneurial Personality

According to Ernst (2012)<sup>[15]</sup>, the social entrepreneurial personality is a blend of two kinds of personality, the entrepreneurial personality and the social oriented personality. Further, the entrepreneurial personality is described as the personality containing such elements as risk taking propensity, innovativeness, need for achievement, need for independence, and pro-activeness. If the business entrepreneurs strive for profits, the social entrepreneurs focuses on the social issues, which are considered as the sign of pro-social behavior and suggests the existence of the pro-social personality (Guclu, Dees, Anderson, 2002)<sup>[16]</sup>. Pro-social personality is defined as “an enduring tendency to think about the welfare and rights of others, to feel concern and empathy for them, and to set in a way that benefits them” (Penner and Finkelstein, 1998)<sup>[17]</sup>. Adopting Hans-Werner Bierhoff’s concept, Ernst (2012)<sup>[15]</sup> includes the elements of empathy and social responsibility in the pro-social personality.

Business is often depicted as high risk and uncertainty, therefore, risk taking propensity refers to a tendency to take the risk or to avoid the risk when facing an uncertainty situation (Guroi & Atsan 2006)<sup>[18]</sup>. Risk taking propensity can be conceptualized as one’s orientation when making decisions to jump into the opportunity in any business situation (Landqvist and Stalhandske, 2011)<sup>[19]</sup>. As the element of innovativeness, Drucker (1985)<sup>[13]</sup> considers it as the core of entrepreneurial activity. Innovativeness can be defined as the exploitation of new successful ideas as a result of the creative process of generating and implementing new products, services, procedures, and processes (Lebedeva and Grigoryan, 2013)<sup>[20]</sup>.

Some researchers state the need for achievement as a person’s need to strive hard to attain success (Cromie, 2000<sup>[21]</sup>; Volkman et al., 2012<sup>[11]</sup>, and Karabulut, 2016<sup>[22]</sup>). Dees (2011)<sup>[12]</sup> also mentions that social entrepreneurs relentlessly pursue new opportunities, which is often related to the need for achievement. Some studies conclude that entrepreneurs are also reluctant to work within boundaries and rules; therefore, this situation is associated with a need for independence or autonomy (Cromie, 2000)<sup>[21]</sup>. According to Morales-Gualdrón, Gutiérrez-Gracia, and Dobón (2009)<sup>[23]</sup> the need for independence is the feature of an entrepreneurial personality which refers to one’s desire to plan his own works and make his own decision. For pro-activeness, it is described as the effort to seek opportunities, to search the less competitive market to introduce new products or services, and to anticipate future demands by coping the changes and shaping the environment (Rauch, Wiklund, Frese, and Lumpkin, 2000)<sup>[24]</sup>. According to Chow (2006)<sup>[25]</sup>, pro-activeness is the tendency to take initiative to compete aggressively in order to outperform the competitors.

Empathy and social responsiveness are two additional elements that differentiate the social entrepreneurs from the business entrepreneurs. Empathy means recognizing the feelings of others, recognizing the cause of those feelings, and being able to participate in the emotional experiences of others without being a part of what is happening (Keen, 2007)<sup>[26]</sup>. According to Ioannidou & Konstantikaki (2008)<sup>[27]</sup>, empathy is further described as the process of understanding a person's subjective experience by sharing that experience while maintaining an observant attitude. As the last element of social entrepreneurial personality, sense of social responsibility is the trait which causes a sense of obligation to assist those in distress (Ernst, 2012)<sup>[15]</sup>. Wu and Yi (2014)<sup>[28]</sup> reveal that the sense of social responsibility is the attitude or emotional experience that a person has when positively carrying out social responsibility.

## Javanese Perception in Doing Business

It is hard to find the values of Javanese wisdom that provide direct basic guidelines for doing business. The Javanese values generally describe the ideal guidance to succeed in life or the ideal ethos in work. Mostly, they stress on the harmonious life with others within the rigid social structure (Purwadi, 2011)<sup>[2]</sup>. Pitoyo (2008)<sup>[7]</sup> writes that one Javanese wisdom, *tuna satak bathi sanak* (meaning lose a bit

to gain relatives) seems contradicting with the business intention of making profits. However, he relates the idea of *sanak* or relatives with the concept of a Javanese big family, which includes other societal members and also stresses on the harmony of an extended family togetherness by helping those in needs. Therefore, in conducting their business, the Javanese businessmen may sacrifice a little bit of the profit to gain new family members. This concept of doing business is also reaffirmed by Mangkunegaran IV, the King of one Javanese kingdom and a successful entrepreneur during his reign, through his writing of *Serat Darmawasita*, in which he describes eight guidances, or *asta gina*, to become a successful entrepreneur (Birsyada, Wasino, Suyahmo, Joebagio, 2016)<sup>[29]</sup>. Those guidances, among others, are *rigen* or smart in accessing the situation, *gemi* or frugal in managing and organizing resources, and *nastiti* or accurate in collecting data for business decision making (Drayono, 2007)<sup>[30]</sup>.

## Hypotheses Development

Considering the nature of business, entrepreneurs are seeking innovative ways to maximize the profit. The Javanese society, however, is bound to the social norms and values over generations. These wisdoms seem to hinder the Javanese society to conduct regular businesses. For this society, doing business is not only seeking monetary profits, but also talking about those norms, such as communal prosperity by living in harmony and respect without harming others. So the proposed hypotheses in this research are as follows:

- H1: Risk taking propensity has no significant impact on profitability.
- H2: Innovativeness has no significant impact on profitability.
- H3: Need for achievement has no significant impact on profitability.
- H4: Need for independence has no significant impact on profitability.
- H5: Pro-activeness has no significant impact on profitability.
- H6: Empathy has no significant impact on profitability.
- H7: Sense of social responsibility has no significant impact on profitability.

## RESEARCH METHOD

This quantitative research is to identify the extent and nature of the cause and effect relationship among variables, so the research is designed for the causal research or explanatory research (Cooper & Schindler, 2014)<sup>[31]</sup>. As this is a nonprobability research, the purposive sampling technique in which the respondents are chosen to match certain criteria is used (Ferdinand, 2014)<sup>[32]</sup>. The data are collected through questionnaires that are distributed to 100 respondents who are the Javanese entrepreneurs in Surabaya. The items in the questionnaire are measured the Likert scale of 1 to 5. Then, the data are processed with SPSS to conduct some tests on validity and reliability. Classical assumption tests are conducted to examine the normality of the data, the multicollinearity, and the heteroscedasticity. Finally, the t test and the F test are conducted to examine the hypothesis.

## FINDINGS

The questionnaires were distributed to 100 Javanese entrepreneurs. Most respondents are 67 male and 33 female entrepreneurs, with the majority age ranging from 31 to 40 years old (37% of the respondents) and the level of education is mostly high school graduates (58%). The profiles of their business vary from retailing shops (47%), home industries (12%), and services (14%). The size of the business based on their revenue can be classified as micro (51%), small (45%), and medium (4%) enterprises. The data also depict the measurement for each social entrepreneurial personality as shown in Table 1.

**Table 1**  
**The Descriptive Data For The Social Entrepreneurial Personality**

Variables	Mean	Category
Risk taking propensity	2.96	High
Innovativeness	2.83	High
Need for achievement	3.12	High

Need for independence	2.88	High
Pro-activeness	3.07	High
Empathy	3.12	High
Sense of social responsibility	3.14	High

In order to get valid data, the instrument for collecting data is tested its validity and reliability. All independent and dependent variables are valid as their significance is lower than 0.050. In addition, their values of Cronbach Alpha is also higher than 0.600. So the research instruments are reliable.

Proceeding to the next tests, a series of classical assumption tests are conducted. The normality test is to prove whether the independent and dependent variables are normally distributed. Based on the test with the Kolmogorov-Smirnov to residual regression, the significance value obtained is 0.200, which is higher than 0.050, as shown in Table 2. It can be concluded that the residual regression is normally distributed and qualifies the normality assumption.

**Table 2**  
**The Result of Normality Test with Kolmogorov-Smirnov**

		Unstandardized residual
N		100
Normal Parameter <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	1.93517079
Most Extreme Differences	Absolute	0.043
	Positive	0.036
	Negative	-0.043
Test statistic		0.043
Asym. Sig. (2-tailed)		0.200 <sup>c,d</sup>

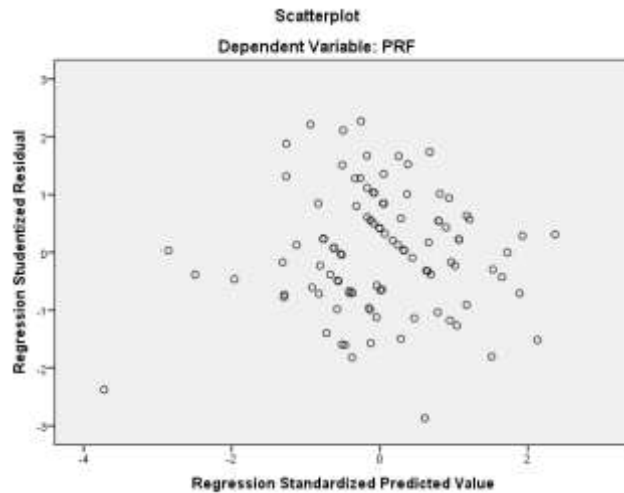
- a. Test distribution is normal
- b. Calculated from data
- c. Lilliefors Significance Correction
- d. This is a lower bound of the true significance

The next test is the multicollinearity test, which is to examine the similarities between independent variables. The multicollinearity is observed from the value of VIF (Variance Inflation Factor) and the value of tolerance. A good regression model will not have multicollinearity if the VIF is  $< 10$ , and the tolerance  $> 0.100$ . The results of the test can be observed in Table 3. As all values of VIF  $< 10$  and tolerance  $> 0.100$ , it can be concluded that this regression model does not have any multicollinearity.

**Table 3**  
**The Result of Multicollinearity Test**

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Risk taking propensity	0.584	1.713
Innovativeness	0.615	1.625
Need for achievement	0.631	1.584
Need for independence	0.654	1.528
Proactiveness	0.453	2.206
Empathy	0.650	1.537
Sense of social responsibility	0.608	1.644

The last classical assumption test is the heteroscedasticity test which is to examine the presence of heteroscedasticity, or variant differences from one observed residual to another, in the regression model. The absence of heteroscedasticity can be seen from the result of the scatterplot graph in Figure 1, which does not depict a certain pattern, and the data are scattered randomly. Therefore, this regression model does not contain any heteroscedasticity problems.



**Figure 1**  
**Heteroscedasticity Test or Scatterplot Graph**

A good multi regression model must be Best Linear Unbiased Estimator (BLUE), which means the data normally distributed, no multicollinearity, and no heteroscedasticity. In this research, all data comply with the requirements, so the multi linear regression analysis can be conducted, and the results can be observed in Table 4.

**Table 4**  
**The Results of Multi Linear Regression Analysis**

Model	Unstandardized coefficients		Significance
	B	Std. Error	
(Constant)	4.539	2.102	0.033
Risk taking propensity	-0.175	0.083	0.037
Innovativeness	0.258	0.109	0.021
Need for achievement	0.341	0.119	0.005
Need for independence	0.073	0.112	0.514
Proactiveness	0.278	0.116	0.018
Empathy	0.041	0.066	0.534
Sense of social responsibility	0.307	0.079	0.000

Based on Table 4., the multi linear regression model for this research is constructed as following:

$$Y = 4.539 - 0.175X_1 + 0.258X_2 + 0.341X_3 + 0.073X_4 + 0.278X_5 + 0.041X_6 + 0.307X_7 + \varepsilon$$

Table 4 shows the following results:

1. Risk taking propensity has negative (B = -0.175) but significant impact (sig. 0.037 < 0.050) on profitability.
2. Innovativeness has positive (B = 0.258) and significant impact (sig. 0,021 < 0.050) on profitability.
3. Need for achievement has positive (B = 0.341) and significant impact (sig.0.005 < 0.050) on profitability.
4. Need for independence has positive (B = 0.073) but insignificant impact (sig. 0.514 > 0.050) on profitability.
5. Proactiveness has positive (B = 0.278) and significant impact (0.018 < 0.050) on profitability.
6. Empathy has positive (B = 0.041) but insignificant impact (sig. 0.534 > 0.050) on profitability.
7. Sense of social responsibility has positive (B = 0.037) and significant impact (sig. 0.000) on profitability.

Furthermore, the result of F test (16.940) is higher than F table (2.110) with significant value of 0.000. So the regression model has fulfilled the goodness fit of model. In addition, the correlation coefficient

is 0.750 which closes to 1.00, so the correlation between independent variables and dependent variable is positive. Meanwhile, the coefficient of determination (Adjusted R2 = 0.530) meaning that the impact of independent variables on dependent variable is 53 %. The rest 47% is influenced by other variables that are not included in this research.

## DISCUSSION

The social entrepreneurial personality consists of two sides, which are the entrepreneurial traits and social or prosocial traits. The entrepreneurial traits are measured by several variables, such as the risk taking propensity, innovativeness, need for achievement, need for independence, and proactiveness. The prosocial traits are measured by such variables as empathy and sense of social responsibility. For the Javanese society, the social and cultural bindings are strong as reflected in the life philosophy of *mangan ora mangan waton kumpul* (literal translation: eating or not, stay together) (Haryanto, 2012)<sup>[33]</sup>. As a result, the social binding of the Javanese entrepreneurs is strong as well. It is proven by the calculation of the means which reflects the personality tendency of the Javanese entrepreneurs higher in the prosocial personality (mean: 3.130) than the entrepreneurial personality (mean: 2.972).

From the results, it is known that the five independent variables have influenced the dependent variable as much as 53%, whereas the rest of 47% is influenced by other variables that are not included in this research. The results also show that risk taking propensity has a negative significant impact to profitability. The need for independence and the empathy have no significant impacts to profitability. According to Salleh & Ibrahim (2011)<sup>[34]</sup>, the tendency to take risk generally is defined as the tendency of an entrepreneur to assume a certain level of risk related to the business, especially in making decision. In this research, the risk taking propensity has a significant impact to profitability in the negative way. It means that the higher the scale of the risk taking propensity personality, the lower the ability of the Javanese entrepreneurs in obtaining profits. This finding contradicts with a research by Azlin et al. (2014)<sup>[35]</sup> saying that the risk taking propensity has a positive significant impact to profitability of 150 small medium enterprises.

According to Serrat (2009)<sup>[36]</sup>, innovativeness is the exploitation of new successful idea as a result of a creative process, involving new product generation, new services, new procedures, and new feasibly desired process. The impact of the innovativeness to profitability is in accordance to the research of Baker & Sinkula (2009)<sup>[37]</sup> and Azlin et al. (2014)<sup>[35]</sup>. All research findings state that the innovativeness has a positive significant impact to profitability.

The need for achievement can be understood as one's effort to reach success (Volkman et al., 2012)<sup>[11]</sup>. In this research, the need for achievement brings a positive significant impact to profitability of Javanese entrepreneurs. This impact shows that the higher the personality scale for the need for achievement, the higher the ability to obtain profit as well. This finding is similar to the finding of a research by Azlin et al. (2014)<sup>[35]</sup>, which states the need for achievement influences profitability in 150 small medium enterprises.

According to Chow (2006)<sup>[25]</sup>, the proactiveness is a tendency to make an initiative to aggressively compete in order to outperform business competitors. The proactiveness of the Javanese entrepreneurs brings a positive significant impact to profitability, which means the higher the proactiveness personality, the better the ability to obtain profits. The finding of this research is similar to the finding of Azlin et al. (2014)<sup>[35]</sup>, which states the proactiveness as one of the most influential factors for profitability among 150 small medium enterprises.

According to Volkman et al. (2012)<sup>[11]</sup>, the sense of social responsibility is the trait that causes the obligation feeling to help those in difficulties. In this research, the sense of social responsibility has a positive significant impact to profitability of the Javanese entrepreneurs. This impact shows that the higher the sense of social responsibility personality, the bigger the ability to make profit for the Javanese entrepreneurs. The result of this research is in accordance with the research by Mahbuba &

Farzana (2013)<sup>[38]</sup> and Khan, Majid, Yasir, Arshad (2013)<sup>[39]</sup>, which explain a positive significant influence between the social responsibility and profitability.

The need for independence is described as a personality aspect that pushes someone to act solely than to work in a team (Fuduric, 2008)<sup>[40]</sup>. In this research, the need for independence does not bring any significant impact to profitability of Javanese entrepreneurs. This research is supported by a research by Azlin et al. (2014)<sup>[35]</sup> which reveals no significant impact from the need for independence to profitability of the 150 surveyed small and medium enterprises. The empathy is described as the ability to understand others' positions or point of views (Volkman et al., 2012)<sup>[11]</sup>. In this research, the empathy does not bring any significant impact to profitability of the Javanese entrepreneurs. This research contradicts with the research by Lywood, Stone & Ekinici (2009)<sup>[41]</sup> which proves the empathy having a significant impact to profitability of the 28 surveyed companies.

## CONCLUSIONS

The life philosophy of the Javanese society seems contradicting with the nature of entrepreneurial personality which stresses the risk taking propensity, innovativeness, need for achievement, and need for independence, proactiveness. For the society which puts plenty social norms on togetherness and communal prosperity, the social entrepreneurship can become a model for Javanese entrepreneurs to build their businesses by gaining profits, at the same time, to solve some social problems, such as unemployment and poverty.

The social entrepreneurial personality consists of the entrepreneurial personality and the prosocial personality. The Javanese entrepreneurs tend to be stronger in their prosocial personality than their entrepreneurial personality, as reflected from the calculation of each personality mean. Out of all hypotheses, there are two rejected hypothesis; they are the need for independence and the empathy, that have no significant impacts to profitability. The risk taking propensity has a negative significant impact to profitability. Finally, the innovativeness, the need for achievement, the proactiveness, and the sense of social responsibility have positive significant impacts to profitability of the Javanese entrepreneurs. Overall, the Javanese social entrepreneurial personality brings significant impacts to generate profits for their business. The statistical test suggests that the ability of the independent variables to bring significant impact to the dependent variable is 53%, meanwhile there are 47% other variables not included in this research that may affect profitability of the Javanese entrepreneurs.

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