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THE INFLUENCE OF ALERTNESS TO BUSINESS IDEAS,
ENTREPRENEURIAL OPPORTUNITIES TOWARDS START-UP BEHAVIOR
THROUGH INTENTION TOWARDS ENTREPRENEURSHIP (A STUDY ON
CONVENTIONAL CREATIVE INDUSTRY IN INDONESIA)

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Abstract

This study focuses on conventional creative industry business actors who have not utilized internet technology as a medium to conduct online sales and purchasing transactions. This study uses a quantitative approach. To collect the research data, a questionnaire was distributed to 150 respondents who met the research sample criteria. The results of the structural equation model (SEM) test show that alertness to business ideas and entrepreneurial opportunities have a significant influence on entrepreneurial opportunities, and in the end significantly influence startup behaviour. It is suggested that business actors who have not utilized internet technology for running their businesses must be more sensitive to current opportunities. This is related to the way to identify great opportunities for growth within a certain industry, and also to see developments in the business environment one is operating in. Besides that, this study may also inform other domains or industries to enrich the findings. Further, the variable development must also be conducted so that other factors influencing startup behavior – particularly in Indonesia - can be analyzed.

INTRODUCTION

In recent years, the technology, information, and communication (TIC) industry in Indonesia has experienced very significant growth. The Indonesian E-Commerce Association, Idea, in its publication in 2017 entitled 'The Indonesian E-Commerce Landscape' suggested that Indonesia already

has a strong foundation with regard to digital economy development. This can be seen from the following data.

Table 1. *Digital Economy Foundation in Indonesia*

No.	Notes	Year 2017
1	Total Population - Indonesia	262
2	Internet users	132,7
3	Social Media users	106
4	Mobile Subscription	371,4

Source: Idea, (2017)

The above table shows a huge potential market in the digital domain in Indonesia. More than 100 million internet users actively access social media and there are 92 million active cellular phone users. Based on APJII data (2016), internet users based on age are mostly 35-44 years old (29.2%). Meanwhile, the smallest group of users tend to be 55 years and older or 10%. Based on most viewed contents, internet users mostly access onlineshop websites 82.2 million, or 62%). Further, the most accessed social media content were Facebook (71.6 million users, or 54%) and Instagram (19.9 million users, or 15%) on the second place.

This development indicates a big opportunity in business which is closely related to the digital domain. Besides that, this also becomes a challenge and opportunity which, when utilized and maximized appropriately, can bring a positive effect to the society. This potential or opportunity is reflected in a report of Boston Consulting Group (BCG), (2013) in *Dailysocial* (2017), where the upper-middle class in Indonesia will multiply in 2020, and will reach 141 million, with more than 9 million entering the middle class consumer group every year. In 2015, the United Nations (UN) estimated that the Indonesian population would reach 270 million in 2025 and 290 million in 2045. The average age of the Indonesian population is approximately 28 years old with a percentage of 28.1% above 14 years old and 16.9% between 15 and 24 years old (*Dailysocial*, 2017).

In line with the various data and descriptions above, this results in a positive trend or increase in e-commerce market share in the world experiencing significant growth. The following is a list of four large countries with the biggest e-commerce growth in the world.

Table 2. *Largest E-Commerce Share in The World (2013 – 2017)*

No.	Country	2013	2014	2015	2016	2017
1	United Kingdom / Great Britain	11.7	13.1	14.5	15.6	16.7
2	People's Republic of China	8.3	10.1	12	13.8	15.5
3	United States of America	8	8	8	9	9
4	India	0.6	0.7	0.9	1.1	1.3

Source: Idea (2017)

As the table indicates, the United Kingdom (Great Britain) and China dominate the market share in the global e-commerce industry with 16.7% and 15.5% shares respectively in the year of 2017. Meanwhile, India is the only developing country on the fourth rank, successfully increasing the

growth of its e-commerce industry more than 100% within the last four years, from only 0.6% to 1.3% in 2017.

After China and India, ASEAN (Association of South East Asian Nations) has the third largest workforce in the world. Southeast Asia is also one of the most open economic regions in the world (Dailysocial, 2017). It seems that before Indonesia can compete globally, Indonesia must first compete regionally in the ASEAN region, since the penetration of the Indonesian society into the realm of e-commerce is still low. The following data show the ratio between population and penetration into the e-commerce market in a number of countries in Southeast Asia.

Table 3. *Total Population, Internet Penetration, and E-Commerce Penetration in Southeast Asia (in Millions)*

No.	Country	Total Population	Internet Penetration	E-Commerce Penetration
1	Indonesia	250	29%	13%
2	Philippines	98.73	32%	17%
3	Vietnam	91.94	34%	26%
4	Thailand	67.10	36%	24%
5	Malaysia	29.7	61%	33%
6	Singapore	5.3	75%	51%

Source: Idea (2017)

As Table 3 indicates, Indonesia's position in terms of internet penetration and penetration into the realm of e-commerce is low compared to the percentage of e-commerce penetration in other Southeast Asian countries, such as Singapore and Malaysia with an e-commerce penetration level of 51% and 33% respectively. This indicates that the e-commerce market in Indonesia is not yet optimal, although according to Idea (2017) the total e-commerce transactions in Indonesia in 2016 reached \$5.6 billion with an accumulation of 24.74 million buyers (conducting transactions) or only 9% of the total Indonesian population.

The e-commerce sector in Indonesia is a business sector with the largest contribution percentage (main contributor) in Indonesian startups. The following table indicates the largest business sectors contributing to the national startup industry.

Table 4. *Startups in Indonesia Based on Business Sectors*

No	Business Sector	Percentage
1	E-Commerce	21%
2	Financial technology	20%
3	On-Demand	13%

Source: Britcham (2017)

The table above shows that e-commerce contributes significantly to the nation's startup industry and plays an important role in the national growth of startups. The Indonesian startup industry has actually succeeded in attracting a large number of investors and funding in 2017. Google Indonesia in Dailysocial (2017) revealed that there were five most popular e-commerce entities in Indonesia, namely Lazada, Tokopedia, Bukalapak, Elevation, and

Blibli. Investments with the amount of \$500 million each were recorded for Traveloka and Tokopedia (still in process) in 2017.

On the other hand, in a different industry, the Creative Economy Board (*Badan Ekonomi Kreatif*) in 2016 revealed that Creative Economy has a significant contribution to the national economic growth. This sector contributes 852 trillion rupiah to the national GDP (7.38%) and an export value of US\$ 19.4 billion (12.88%). However, internet utilization was still not optimal since business practitioners tend to use it only for e-mail (82.1%), searching for information (76.29%), and providing services to customers (64.62%). It has not been used for online trade (electronic commerce). Only 30.39% of Creative Economy businesses have websites. The lack of involvement of creative business actors is in opposition to internet and electronic commerce growth in Indonesia.

A study conducted by Yasir, Majid, and Yasir (2017) shows that issues related to alertness to business ideas, entrepreneurial opportunities, and intention towards entrepreneurship may increase a person's chances to become involved in startup activities and improve his or her ability to become an entrepreneur. Therefore, this study attempts to provide a related contribution to a theoretical model to test the relationship between alertness to business ideas, entrepreneurial opportunities, and intention towards entrepreneurship which in the end will lead to the startup behavior of creative industry actors who have not yet utilized the internet for online purchasing and selling (electronic commerce).

LITERATURE REVIEW

Alertness to Business Ideas

Kirzner (1979) defines alertness as the ability of an individual to identify opportunities not considered by others. Tang, Kacmar, and Busenitz (2010) argue that the most important component of alertness is the assessment aspect which focuses on the evaluation of change, shifts, and new information and deciding whether this will reflect a business opportunity with profit potential. They also suggest that alertness consists of three different dimensions, namely alert scanning & search, alert association & connection, and evaluation & judgment or conducting evaluation on the availability of profitable opportunities. By developing entrepreneurial alertness, a person's level of disposition and experience can influence their level of alertness. For example, level of interest and passion may cause strong alertness. Level of alertness can also influence the type of opportunity presented. Finally, social cognition theory shows that decisions and inference processes can be improved by appropriate training and inferential techniques (Fiske & Taylor, 1984). Therefore, alertness is an ability that can be learned and improved, and may offer guidance to prospective entrepreneurs on how to consciously discover opportunities with profitable business potential.

Entrepreneurial Opportunities

The definition of entrepreneurial opportunities, according to Sarasvathy, Dew, Velamuri, and Venkataraman (2003), consists of new ideas or discoveries which may or may not lead to the achievement of one or more economic purposes made possible by the idea or discovery, the belief in profitable endeavors which result in the achievement of a valuable purpose,

and actions that result in and implement something of economic characters (products, services, companies, et cetera). Mitchell, Busenitz, Lant, McDougall, Morse, and Smith (2002) define opportunity as the main concept in the study of entrepreneurship. Although there are several disagreements on the meaning, roles, and characteristics of opportunities, Korsgaard (2012) explains that entrepreneurship is often defined as activities directed towards opportunities. Meanwhile, the concept of opportunity has become a main part of research on entrepreneurship in the last few decades by researchers such as Busenitz (1996), Gaglio and Katz, (2001), and Kaish and Gilad (1991) as exemplified in a discussion on alertness or pursuits. In the concept of opportunity, it is often used to mark relevant aspects of the external environment of entrepreneurial activities (Gartner, Carter, & Hills, 2003).

Intention towards Entrepreneurship

Intention is the tendency to conduct actions toward an object (Assel, 1988). The decision to become an entrepreneur is usually based on voluntary attitude and is made in full awareness (Krueger et al., 2000). Therefore, it makes sense to analyze how this decision is made. Entrepreneurship may be considered as a process that happens from time to time (Gartner, Shaver, Gatewood, & Katz, 1994; Kyro & Carrier, 2005). Within this understanding, entrepreneurial intention will become the first step in the creation process of new enterprises. This sometimes requires a long time (Lee, 2004). The desire to start, therefore, will then become the precursor to shape entrepreneurial behaviors (Fayolle, Gailly, & Lassas-Cler, 2006; Kolvereid, 1996a). Intention is considered as a predictor of behavior (Ajzen, 1991, 2001; Fishbein & Ajzen, 1975).

Start-up Behavior

With reference to previous research conducted by Yasir et al., (2017) related to startup behavior in environmental turbulence, the latter measured the behavior and intention of an individual to run a business startup based on theory (fundamental theory) presented by Ajzen in “The theory of planned behavior”, *Organizational Behavior & Human Decision Processes*. The theory of planned behavior (Ajzen, 1985) reveals that in committing actions, an individual’s actions are predictable or may be influenced by three variables, namely attitudes, subjective norms, and perceived behavioral control. These three antecedents are influenced by behaviour, normative, and control belief (Ajzen, 2006).

Alertness to Business Ideas and Intention towards Entrepreneurship

Alertness to business ideas helps an individual proactively capture various opportunities through the use of information collected from the external environment (Tang, 2008). Li and DaCosta (2015) revealed that internal and external factors are two main elements that may influence entrepreneurial intention towards the development of new enterprises in a country. Alertness to business ideas provides useful information regarding external entities such as current changes and potential environmental changes that may shape entrepreneurial intention; it can be used to execute more specific actions

(McGonagle & Vella, 2004). Alertness to business ideas not only provides useful information regarding opportunities arising because of market changes and technological changes, but also in a positive manner shapes an individual's intention towards entrepreneurship (Baron & Ensley, 2006). In line with this statement, Yasir et al. (2017) reveals that alertness to business ideas has a positive correlation with intention towards entrepreneurship.

Entrepreneurial Opportunities and Intention towards Entrepreneurship

Business owners and managers can identify opportunities from the environment and analyze them (Felin & Zenger, 2009; Majid, Yasir, & Yasir, 2017). Entrepreneurs become aware of various opportunities by utilizing knowledge and experience, market analysis, and awareness. On the other hand, in general only measurable opportunities possess strong commitments (Shane & Venkataraman, 2000). Karimi, Biemans, Lans, Chizari, and Mulder (2016) discovered that opportunities perceived to increase intention towards entrepreneurship will in the end increase startup behavior. In line with this statement, it has been proven that environmental turbulence and entrepreneurial opportunities influence intention towards entrepreneurship with regards to its ability to utilize opportunities (Yasir et al., 2017).

Intention towards Entrepreneurship and Start-Up Behavior

Karimi et al., (2016) discovered that opportunities perceived to increase intention towards entrepreneurship in the end can increase startup behavior. In line with this statement, it has been proven that environmental turbulence and entrepreneurial opportunities influence intention towards entrepreneurship with regards to its ability to utilize opportunities (Yasir et al., 2017). In theory of planned behavior, intention is defined as the will to execute desired behaviors (Ajzen, 1991) and is considered as a determinant of an individual's previous behavior. Wilson, Kickul, & Marlino (2007) define entrepreneurial intention as a reasonable motive to become involved in a new formation. Gurel, Altinay, and Daniele (2010) state that entrepreneurial behavior toward entrepreneurship depends on entrepreneurial intention. In other words, future behavior depends on an individual's relation towards the specific behavior.

Armitage and Conner (2001) revealed that entrepreneurial intention and startup behavior are positively correlated. Environmental turbulence helps to improve an individual's positive attitude towards entrepreneurship, and in the end may increase entrepreneurial intention. Intention also plays an important role in startup behavior (Karimi et al., 2016). Based on these descriptions above and previous studies, the hypotheses developed in this study are as follows:

H₁: There is a positive influence of alertness on business ideas toward intention towards entrepreneurship

H₂: There is a positive influence of Entrepreneurial opportunities on intention towards entrepreneurship

H₃: There is a positive influence of intention on entrepreneurship towards start-up behavior.

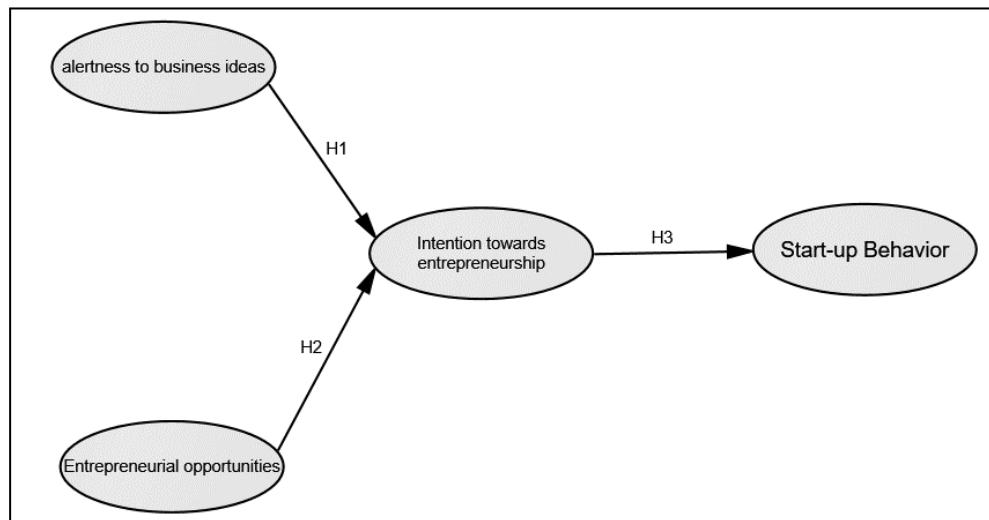


Figure 1. Conceptual Framework

MATERIALS AND METHODS

This study uses a quantitative approach. According to Punch (1998), a quantitative research method is empirical research where the data are presented in a format that can be quantified. The sampling technique used in this study is Purposive Sampling Technique, in which samples are selected based on certain considerations or criteria (Sekaran, 2010). The data collected are samples from a number of selected populations, namely conventional creative economy actors or entrepreneurs who do not have websites as online purchasing and selling media (electronic commerce). The appropriate sample size in most studies ranges between 30 and 500 respondents (Sekaran, 2003). Therefore, due to time and cost constraints, this study used 150 research samples.

RESULTS AND DISCUSSIONS

Validity and Reliability Test

An instrument validity test can be used to measure what is supposed to be measured. Sugiyono (2014) states that validity is the degree of determination between data that occur on the object of research with the power that can be reported by the researcher. The validity and reliability tests of this study are shown by the following table.

Table 5. *Validity and Reliability Test Results*

Indicator	Variable / Scale	Factor Loading	Cronbach Alpha
	Alertness to Business Ideas		0.881
AB1	I often see new combinations of people, material or products.	0.73	
AB2	I often have new connections and perceive new connections that arise among various information.	0.70	

AB3	I often discover differences between the way I view a certain situation and the way others view it.	0.85
AB4	I often discover ideas and conduct new approaches to resolve customer problems.	0.76
AB5	I often think “Outside the box”	0.68
AB6	I see connections between pieces of seemingly unrelated information.	0.78
AB7	I am good at “connecting the dots”	0.77
AB8	I often see connections between domains of information that previously did not seem to be connected.	0.78
Entrepreneur Opportunities		0.857
EO1	Creative industry offers many opportunities for innovation in technology.	0.73
EO2	Demand for new technology in creative industry is very developed.	0.81
EO3	New technologies are required for the growth of creative industry	0.74
EO4	There are great opportunities for growth in technology based creative industry.	0.71
EO5	Technology based creative industry offers many attractive opportunities for future growth.	0.81
EO6	Opportunities in technology based creative industry are bountiful	0.84
Entrepreneurship Intention		0.721
EI1	I am prepared to do anything to become an entrepreneur who utilizes technology and the internet	0.74
EI2	My professional objective is to become an entrepreneur	0.74
EI3	I will try my best to start and run a technology and internet based company	0.73
EI4	I am determined to create a technology and internet based company in the future	0.74
EI5	I am seriously considering to start a technology and internet based company	0.70
EI6	I have a strong intention to start a technology and internet based company some day.	0.79
Start-up Behavior		0,891
S1	In the next three months, starting a technology based business (startup) can expand my business	0.76
S2	For me, a business in technology based creative industry (startup) in the next three months can start well.	0.71

S3	In the next three months my environment will force me to start a business that utilizes technology and the internet.	0.74
S4	In association with business in the creative industry, in the next three months I really want to start a technology and internet based business.	0.80
S5	In the next three months, my customers will utilize technology and the internet for transactions.	0.71
S6	In association with the utilization of technology among my business associates within the next three months, I also want to do the same.	0.68
S7	In the next three months, I will have good knowledge in running a technology based business (startup).	0.77
S8	The strength of the influence of control factors are my provisions in knowledge related to technology based business (startup) which in the next three months may make it easier for me to develop my business.	0.65

Source: LISREL Processing Results, (2018)

The Cronbach's Alpha value of each construct is greater than 0.60, indicating that all constructs in this study may be considered reliable or the answers from all the respondents are consistent. Moreover, to determine whether or not the measurement instrument is valid, the researcher looked at the value of each loading factor from each indicator or measurement instrument on each variable in this study. This can be seen in the table above which shows that all measurement instruments in this study have a loading factor value > 0.60. Therefore, all the indicators in this study may be considered valid or have a correlation with each construct variable.

Evaluation of Model Conformity

The data in this study were analysed using the Structural Equation Model (SEM) with LISREL statistical software. The next figure is a framework or overall research model in relation to the data analysis results using Structural Equation Model method, generally called the SEM method.

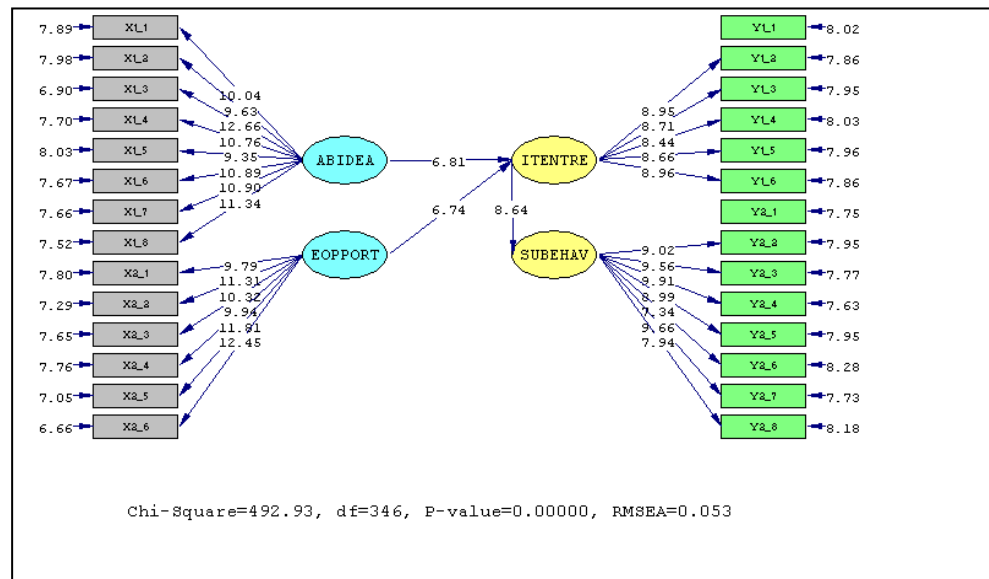


Figure 2. Full Structural Model

Hypothesis Test Results

The results of hypotheses tests in this study are summarized in the below table.

Hypothesis	Hypothesis Statement	TValues	Note
H ₁	There is a positive influence of alertness to business ideas toward entrepreneurship intention	6.81	Significant
H ₂	There is a positive influence of entrepreneurial opportunities toward entrepreneurship intention	6.74	Significant
H ₃	There is a positive influence of entrepreneurship intention toward startup behavior	8.64	Significant

Table 6. Results of Hypotheses Test

LISREL, Processing Results (2018)

This table shows that based on the results of the data analysis, t value >1,96. Therefore, all hypotheses proposed are accepted. In other words, there is a positive influence between dependent variables in this study.

Discussion of Findings

These study results support previous research conducted by Yasir et al. (2017) which reveals that alertness to business ideas has a positive influence on intention towards entrepreneurship. This result also supports the theory presented by Baron and Ensley (2006) which states that Alertness to business ideas not only provides useful information regarding opportunities arising as a result of changes in the market and technology changes, but also positively shapes an individual's intention towards entrepreneurship. The research also aligns with the statement theory presented by McGonagle and Vella (2004), proposing that alertness to business ideas provides useful information regarding external entities such as current changes and potential environmental changes that can shape entrepreneurial intention and can be used for the execution of more specific actions. Alertness to business ideas provides information summarized in several stages, starting from idea creation, recognition of opportunity, and intention towards entrepreneurship (Baum & Bird, 2010). Alertness to business ideas helps individuals proactively capture various opportunities through the utilization of information collected from the external environment (Tang, 2008). Li and DaCosta (2015) reveal that internal and external factors are two main elements that can influence entrepreneurial intention towards the development of new enterprises in a country. Therefore, the more the creative industry actors think outside the box and become more alert/sensitive towards new ideas in running their businesses, and see the correlation between pieces of information that seem unrelated, then attempt to connect them, then these aspects have been proven to have an influence on the increase of intention or the intention to run a technology based business. In other words, they can utilize the internet as a purchase and selling online medium with the purpose of marketing products/services.

Furthermore, the results of this study also support the study conducted by Karimi et al. (2016) and Yasir et al. (2017) which reveal that perceived opportunities can increase intention towards entrepreneurship which in the end can improve startup behavior. In line with this statement, it has been proven that entrepreneurial opportunities influence intention towards entrepreneurship with regard to the ability to utilize opportunities. This is in line with the theory proposed by Shane and Venkataraman (2000), which states that entrepreneurs are aware of various opportunities by utilizing knowledge and experience, market analysis, and awareness. On the other hand, only measurable opportunities are strongly committed. When creative industry offers many opportunities for innovations in technology, high demand of the use of new technology, and the requirement for technology to support creative industry may influence entrepreneurs/business actors in the conventional creative industry to increase utilization of technology as a means for online promotion and transactions.

Another finding in this study is the influence of intention on entrepreneurship towards startup behavior. Armitage and Conner (2001) reveal that entrepreneurial intention and startup behavior are positively correlated. Environmental turbulence helps to improve a person's positive attitude towards entrepreneurship. In the end, it may increase entrepreneurial intention. It is also found that this intention plays an important role towards startup behavior (Karimi et al., 2016). This result also supports the theory of Ajzen (1991) which states that in theory of planned behavior, intention is

defined as the will to execute desired behavior and is considered as the determinant of an individual's previous behavior. This study also implicitly shows that when creative business actors already have an intention to start an internet technology based business, they firmly state (with certainty) that in the future they will try to start a technology based business (startup) to expand their business (including online transactions) because they consider this very useful and their environment forces them to do this.

CONCLUSIONS

The results of this study show that there is a positive and significant influence of alertness to business ideas, entrepreneurial opportunity towards intention towards entrepreneurship, and a positive and significant influence of intention on entrepreneurship towards startup behavior. The findings of this study suggest to individuals who are considering to start a business as well as business actors who have not yet utilized internet technology as the basis of the business they run to develop more new connections and perceive new connections arising among various information, to think "Outside the box", and should view connections between information domains that were not previously connected. Moreover, sensitivity towards opportunities or current developments is a necessity. The sensitivity is required to identify great opportunities for growth in an industry and also to view developments within the business environment. Moreover, the researcher also strongly suggests that this study be published within other domains or businesses to enrich the findings of the research. Also, the development of variables must be conducted so that other factors influencing startup behavior, particularly in Indonesia, can be analyzed.

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