



The Role of Moral Obligation in Enhancing Social Entrepreneurial Intention: The Mediating Role of the Entrepreneurial Event Model

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Abstract

This study aims to examine the predictors of social entrepreneurial intention, namely empathy and moral obligation, among vocational high school students (SMKN) in Bandung City, with perceived behavioral control as a mediating variable. It is hypothesized that empathy and moral obligation positively influence students' social entrepreneurial intention. This research employs a quantitative survey method, with data collected through questionnaires. The population consists of accounting-track students from public vocational high schools (SMKN) across Bandung City, with a sample size of 212 respondents. Data were analyzed using regression analysis with SmartPLS version 3. The results indicate that perceived behavioral control fully mediates the effect of empathy on social entrepreneurial intention, while it partially mediates the effect of moral obligation on social entrepreneurial intention. These findings suggest that moral obligation and entrepreneurial self-efficacy are important factors that should be maintained and enhanced to foster social entrepreneurial intention among vocational high school students in Bandung City.

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INTRODUCTION

In the era of globalization, social challenges such as economic inequality, climate change, and unequal access to basic services have become increasingly complex. In this context, social entrepreneurship has emerged as an important and innovative approach to creating sustainable solutions with meaningful social impact. Numerous studies indicate that social entrepreneurship not only contributes to economic growth but also plays a crucial role in achieving the Sustainable Development Goals (SDGs) through ethical and socially responsible entrepreneurial practices. Global dynamics, including post-pandemic recovery and increasing economic pressures, further highlight the urgency of enhancing social entrepreneurial intention so that more individuals are involved in creating both social and economic value simultaneously (Ruiz-Rosa et al., 2020).

One of the key factors influencing social entrepreneurial intention is moral obligation. Moral obligation reflects an individual's sense of responsibility to contribute to solving social problems and supporting disadvantaged groups. This concept was introduced by Mair and Noboa (2006) [GS1.1] and has been reinforced by numerous studies demonstrating that moral obligation positively influences social entrepreneurial intention. Alongside empathy and self-efficacy, moral obligation motivates individuals to actively engage in social entrepreneurship (Hockerts, 2015). Therefore, fostering social entrepreneurial intention is not only economically important but also requires strengthening moral values and social awareness through education, public policy, and mentoring programs (Srimaryani et al., 2024).

In the Indonesian context, human capital development emphasizes the importance of balancing technical skill development with moral character formation. Economic development should not be measured solely by GDP growth or investment levels, but must also reflect values of integrity, justice, and so-

cial responsibility (Adi Sucipto et al., 2024). This principle aligns with the values of Pancasila, which place social justice and ethics as the moral foundation of the national economic system (Mubyarto, 2003). The application of moral obligation in economic practices, including business and production activities, encourages economic actors not only to pursue profit but also to consider social and environmental impacts. Studies on Islamic economic ethics show that values such as justice, transparency, and social responsibility support sustainable economic growth (Wati et al., 2024). Moreover, moral obligation plays a role in reducing opportunistic behavior and moral hazard, such as corruption and misuse of resources, thereby enabling economic development to proceed in a more equitable and efficient manner (Imran et al., 2023). Thus, moral obligation becomes a critical element in integrating economic objectives with ethical principles and social responsibility. Morally grounded economic development in Indonesia not only enhances material welfare but also strengthens social justice, solidarity, and sustainability for future generations.

Despite the fact that moral obligation has become a central topic and has been extensively explored in the international education literature, its effectiveness in fulfilling its promises across educational institutions remains debatable. Several studies report contrasting findings regarding how moral obligation influences students' social entrepreneurial intention. While moral obligation has been shown to have a significant positive effect on social entrepreneurial intention (Mair & Noboa, 2006; Tan et al., 2021; Tiwari et al., 2017a; Toufaily & Bou Zakhem, 2024; Zakaria et al., 2021), other studies find that moral obligation fails to enhance social entrepreneurial intention (Aloulou & Algarni, 2022; Duong, 2023a, 2024; Lacap et al., 2018). Some studies even report a negative effect (Ip et al., 2017).

Several studies have attempted to explain these inconsistencies by identifying factors that influence the role of moral obligation in shaping social entrepreneurial intention.

Most of these studies examine mediating variables related to personal characteristics, such as early experience (Aloulou & Algarni, 2022), entrepreneurial education, curriculum design, and lecturer competence (Duong, 2023b), as well as altruism and opportunity recognition (Razzak & Al Riyami, 2024). Other studies have proposed perceived desirability and perceived feasibility as mediating variables (Tan et al., 2021).

In this study, we propose behavioral factors that potentially strengthen the influence of moral obligation on students' social entrepreneurial intention, namely perceived desirability and perceived feasibility. Although these factors have been explored in various studies, empirical evidence examining their combined mediating roles remains limited.

First, to date, discussions regarding the relationship between moral obligation, perceived desirability, and social entrepreneurial intention remain scarce. Some researchers have examined the relationship between moral obligation and perceived desirability in shaping social entrepreneurial intention (Tan et al., 2021; Urban, 2017). However, previous studies have reported inconsistent findings regarding the role of perceived desirability (Shukla & Kumar, 2021).

Second, empirical research examining the mediating role of perceived feasibility in the relationship between moral obligation and social entrepreneurial intention is still limited (Tan et al., 2021). For example, Hockerts (2017) examined perceived feasibility not as a mediating variable. Moreover, empirical evidence regarding the non-significant relationship between moral obligation, perceived feasibility, and social entrepreneurial intention remains inconclusive.

Therefore, this study aims to address these research gaps by comprehensively exploring the mediating roles of perceived desirability and perceived feasibility in the relationship between moral obligation and social entrepreneurial intention in Indonesia. Furthermore, this study seeks to investigate the role of perceived feasibility in transmitting and strengt-

hening social entrepreneurial intention.

Theoretical Background and Hypothesis Development

The Entrepreneurial Event Model (EEM) developed by Shapero (1982)[GS2.1] is one of the classic theoretical frameworks explaining the formation of entrepreneurial intention through three main constructs: perceived desirability, perceived feasibility, and propensity to act. This model emphasizes that the interaction among these constructs determines the likelihood of an individual engaging in entrepreneurial behavior when a life change or "displacement" occurs that triggers behavioral change. EEM therefore provides a strong foundation for understanding how individual perceptions of entrepreneurship contribute to the formation of entrepreneurial intentions.

Although the traditional EEM focuses primarily on cognitive attributes such as desirability and feasibility, contemporary literature on social entrepreneurial intention highlights the need to incorporate moral elements as part of the psychosocial determinants that enrich the explanatory power of the model. For example, in social entrepreneurial intention models derived from EEM and the Theory of Planned Behavior (TPB), moral obligation is positioned as a proxy for subjective norms or the normative component influencing individuals' intentions to engage in social entrepreneurship. In this context, moral obligation reflects an individual's sense of moral responsibility to help society or fulfill perceived social duties. Thus, not only perceptions of attractiveness and capability but also ethical considerations become important determinants of intention.

Shapero and Sokol grounded their model in desirability, feasibility, and propensity to act on opportunities, emphasizing that specific "entrepreneurial events" trigger individuals to act rather than remain in inertia or habitual behavior. Meanwhile, the TPB model originates from Ajzen (1991) general theory and was adapted to entrepreneurship by Krueger and

Carsrud (1993). Unlike Shapero and Sokol, TPB assumes that behavior is preceded by deliberate planning. According to TPB, intention is formed by three elements: attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991).

Subsequently, Boyd and Vozikis (1994), extending Bird's model (Bird, 1988), argued that political conditions, economic climate, abilities, and personality traits influence entrepreneurial thinking and, in turn, entrepreneurial intention. Furthermore, Mair and Noboa (2006) proposed an original model of social entrepreneurial intention based on TPB (Ajzen, 1991) and SEE (Shapero, 1982), arguing that social entrepreneurial intention is formed through perceived desirability and perceived feasibility.

Perceived Desirability and Social Entrepreneurial Intention

Bird (1988) defined intention as a mental state that directs individual attention, experience, and behavior toward achieving a specific goal and as a key antecedent of behavior (Fillion, 2008). In this context, social entrepreneurial intention is defined as an individual's belief and self-recognition to establish a new social enterprise (Ip et al., 2017). Building on the social entrepreneurial intention model proposed by Mair and Noboa (2006), this study examines the roles of perceived desirability and perceived feasibility in shaping social entrepreneurial intention.

Perceived desirability reflects the extent to which individuals perceive social entrepreneurship as attractive, influenced by evaluations of behavioral outcomes and support from the social environment (Mair & Noboa, 2006). Numerous studies have demonstrated that perceived desirability positively influences entrepreneurial intention (Liñán, 2008; Liñán & Chen, 2009; Luc, 2018). In the context of social entrepreneurship, individuals who perceive social entrepreneurial activities as meaningful and attractive are more likely to develop intentions to become social entrepreneurs.

Furthermore, social entrepreneurial intention (SEI) is defined as an individual's conscious belief to become a social entrepreneur in the future (Ernst, 2011). Prior studies consistently confirm that perceived desirability is an important determinant of entrepreneurial intention (Autio et al., 2001; Krueger et al., 2000; Saeed et al., 2014). Therefore, the following hypothesis is proposed: H_{1a}: Perceived desirability has a positive effect on social entrepreneurial intention.

Perceived Feasibility and Social Entrepreneurial Intention

Perceived feasibility refers to individuals' beliefs in their own capability to establish and manage a social enterprise and functions as a key motivational factor in entrepreneurship (Mair & Martí, 2006). Individuals who intend to establish a business generally evaluate potential barriers and assess their ability to overcome such challenges (Kedmenec et al., 2015; Politis et al., 2016). In this regard, perceived feasibility reflects self-confidence in creating and operating a new venture (Mair & Noboa, 2006).

Previous studies have consistently shown that perceived feasibility significantly influences entrepreneurial intention because individuals are more likely to pursue entrepreneurial activities when they believe they possess the required competencies, knowledge, and resources (Autio et al., 2001; Krueger et al., 2000; Saeed et al., 2014). In the context of social entrepreneurship, the relationship between perceived feasibility and social entrepreneurial intention has also been supported by prior empirical findings (Hockerts, 2017; Urban & Kujinga, 2017). However, inconsistent findings regarding the effects of perceived feasibility on social entrepreneurial intention indicate the need for further investigation. Therefore, the following hypothesis is proposed: H_{1b}: Perceived feasibility has a positive effect on social entrepreneurial intention.

Moral Obligation, Perceived Desirability, Perceived Feasibility, and Social Entrepreneurial Intention

neurial Intention

The second organism related to social entrepreneurship is a heightened sense of moral obligation to help marginalized individuals (Hockerts, 2017). Moral obligation reflects the extent to which individuals feel morally responsible for addressing the problems faced by socially marginalized groups as a result of perceived societal values and moral norms within the community (Paramita et al., 2022). Perceived moral beliefs act as an important predictor of behavior (Sousa-Filho et al., 2020). Accordingly, adherence to moral standards is considered another foundational pillar of the social entrepreneurship literature, and personal moral values have been identified as key attributes of social entrepreneurs (Muldoon et al., 2022). Recently, several studies have argued that a sense of moral obligation to support marginalized communities in fulfilling their basic needs constitutes an important antecedent of entrepreneurial intention (Hockerts, 2017; Sousa-Filho et al., 2020).

Moral obligation is characterized by the perception that social norms imply a responsibility to assist marginalized individuals (Hockerts, 2017). Ip et al. (2017) argue that social entrepreneurs are individuals who exhibit high levels of moral obligation and are motivated by the need to remain faithful to their principles and social responsibilities. Nevertheless, moral obligation is necessary to trigger awareness and the desire to establish a social enterprise (Hockerts, 2018; Lacap et al., 2018). Therefore, the following hypothesis is proposed: H_{2a}: Moral obligation has a positive effect on social entrepreneurial intention.

Moreover, moral obligation has also been associated with individuals' perceptions regarding the attractiveness and feasibility of social entrepreneurship. Similar to empathy, moral obligation directs individuals toward socially oriented behavior rather than profit maximization, and social norms make them feel more confident in choosing to become social entrepreneurs rather than purely profit-oriented entrepreneurs (Cook et al., 2003; Lee, Chae Won & Oh, Hyemi, 2017; Tiwari

et al., 2017b). Consequently, individuals with stronger moral values are more likely to perceive social entrepreneurship as desirable and feasible.

Therefore, the following hypotheses are proposed: H_{2b}: Moral obligation has a positive effect on perceived desirability; and H_{2c}: Moral obligation has a positive effect on perceived feasibility.

The Mediating Role of Perceived Desirability and Perceived Feasibility

This study further examines the mediating roles of perceived desirability and perceived feasibility in the relationship between moral obligation and social entrepreneurial intention based on the model proposed by Mair and Noboa (2006). Previous studies indicate that entrepreneurial personality traits positively influence attitudes and self-efficacy, which subsequently shape entrepreneurial intention (Chipeta & Surujlal, 2017; Kedmenec et al., 2015). In the context of social entrepreneurship, perceived desirability and perceived feasibility are expected to serve as psychological mechanisms through which moral obligation influences social entrepreneurial intention.

Accordingly, the following hypotheses are proposed: H_{3a}: Perceived desirability toward social entrepreneurship mediates the relationship between moral obligation and social entrepreneurial intention; and H_{3b}: Perceived feasibility toward social entrepreneurship mediates the relationship between moral obligation and social entrepreneurial intention.

METHODS

This study employs a survey research approach, with data collection conducted through questionnaires. The determination of the sample size follows the recommendation of Krueger and Carsrud (1993), who suggests that to accurately measure entrepreneurial intention, samples should be drawn from a relatively large population. Although many studies on social entrepreneurial intention have used university students as respondents, no

previous Indonesian study has examined vocational high school students (SMK), particularly from the perspective of moral obligation, in measuring social entrepreneurial intention (SEI). Primary data were collected by distributing questionnaires to students enrolled in finance and business majors at leading public vocational high schools (SMKN) in Bandung City. A random sampling technique was employed. Prior to administering the questionnaire, the researchers explained key concepts such as social enterprise, social entrepreneurship, and social entrepreneurial intention to the participants.

The questionnaire consisted of 43 items representing the antecedents examined in this study, including control variables (gender and family business background). A total of 300 questionnaires were distributed, of which 212 were returned fully completed, resulting in a response rate of 75%. Overall, 74% of the respondents were female and 26% were male, with an average age of approximately 17 years.

Social entrepreneurial intention was measured using a five-point scale adapted from Liñán and Chen (2009). The items were assessed on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The items included: "I am determined to create a social enterprise in the future"; "I intend to establish a social enterprise one day"; "My professional goal is to become a founder of a social enterprise"; "I am serious about starting a social enterprise"; "I am willing to do whatever it takes to start a social enterprise"; and "I am making every effort to run a social enterprise."

Moral obligation was treated as an independent variable and measured using a scale developed by Hockerts (2017), consisting of three items. These items were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The adapted items included: "There is an ethical responsibility to help people who are less fortunate than ourselves"; "We are morally obligated to help socially disadvantaged people"; "Social

justice requires us to help those who are less fortunate than ourselves"; and "One of the principles of our society is that we should help socially disadvantaged people."

Perceived desirability was measured using a scale developed by Emin (2003), consisting of five items. These items were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The items included: "I feel that I have an entrepreneurial spirit"; "I am enthusiastic about starting my own business"; "I believe that starting a business will be appreciated by my social environment"; and "I want to realize the business ideas that I have."

Perceived feasibility was also treated as an independent variable and measured using a scale developed by Emin (2003), consisting of four items. These items were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The items included: "Starting a new business feels feasible for me"; "I am confident that the business I run will be successful in the future"; "I am confident in my ability to start and complete a business"; and "I believe that business success depends on my willingness and determination."

Data Analysis Method

This study employs Partial Least Squares–Structural Equation Modeling (PLS-SEM) as the primary analytical technique. This approach is considered appropriate and effective for validating newly developed models. The use of PLS-SEM in this study is justified by several advantages, including its ability to estimate latent variables, its minimal reliance on strict statistical assumptions, its tolerance for non-normally distributed data, and its suitability for relatively small to moderate sample sizes. In addition, PLS-SEM is capable of handling multivariate data efficiently (Ghozali & Latan, 2015).

Furthermore, PLS-SEM has been widely developed as an analytical tool for exploratory and explanatory research, particularly in contexts where theoretical foundations are

still evolving or not yet well established (Hair et al., 2022). Beyond model estimation, PLS-SEM is also effective in confirming theoretical relationships and explaining the presence or absence of structural relationships among latent variables (Ghozali, 2014).

To implement the PLS-SEM analysis, this study utilizes SmartPLS version 3.2.7 software, developed by (Hair et al., 2022).

Table 1. Respondent Description

Aspect	Description	Total	Percentage (%)
Gender	Male	14	6.6
	Female	198	93.4
Age	< 16 years	3	1.41
	16–17 years	187	88.21
	> 18 years	22	10.38
Family Background	Entrepreneurial family	31	14.62
	Non-entrepreneurial family	181	85.38

Source: Processed Primary Data (2025)

Outer Model Evaluation

To assess the adequacy of the measurement model, this study examines construct validity (both convergent and discriminant validity) as well as construct reliability. Convergent validity is evaluated to determine the degree of association between the latent variables and their measurement instruments, which is assessed through factor loadings and the Average Variance Extracted (AVE). According to (Chin et al., 2008), a construct is considered to exhibit adequate convergent validity when factor loadings exceed 0.60 and AVE values are greater than 0.50. As shown in Table 2, all indicators have factor loading values above 0.60. In addition, Table 2 also indicates that the AVE values for moral obligation, perceived desirability, perceived feasibility, and social entrepreneurial intention exceed the recommended threshold. Therefore, the results of the evaluation confirm that all constructs meet the criteria for convergent validity.

To assess whether the analyzed constructs are distinct and not unidimensional, discriminant validity is examined using the Fornell–Larcker criterion (Hair et al.,

RESULTS AND DISCUSSION

The respondents in this study consisted of male and female students, accounting for 32% and 68% of the sample, respectively. The demographic characteristics of the respondents are summarized in Table 1 below.

2022). The results presented in Table 3 demonstrate that all constructs satisfy the discriminant validity criterion, as the correlations between different constructs are lower than the correlations of each construct with its own indicators (Garson, 2016). Accordingly, it can be concluded that each reflective construct exhibits a strong association with its respective indicators.

Cronbach's alpha is commonly used to assess the internal consistency of measurement items in representing a construct. However, in practice, reliability testing may encounter certain limitations. Therefore, this study employs Composite Reliability (CR) as an alternative measure to evaluate instrument reliability. A construct is considered reliable if both Composite Reliability and Cronbach's alpha values exceed 0.70 (Ghozali, 2014). Nevertheless, Yamin and Kurniawan (2011) argue that a construct can still be considered reliable even if Cronbach's alpha is below 0.50, provided that the Composite Reliability value exceeds 0.70. Based on Figure 2 and Table 2, all Composite Reliability values in this study surpass the minimum required threshold.

Thus, the measurement instruments used in this study can be regarded as reliable in predicting the examined variables.

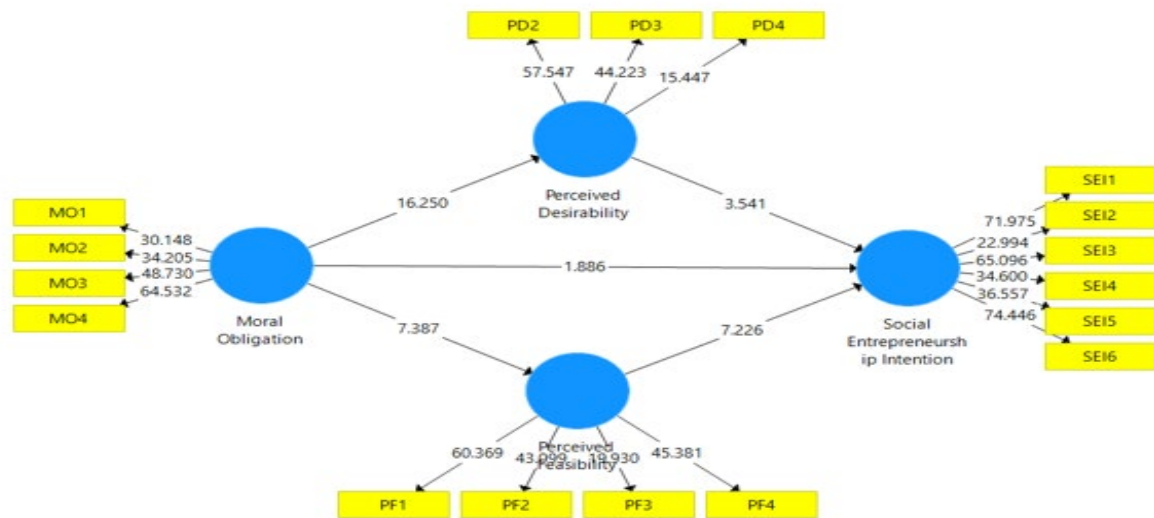


Figure 1. Loading Factor Output

Table 2. Measurement Model Indicators

Variable	Indicator	Loading Factor	CR	AVE
Moral Obligation (MO)			0.923	0.749
	MO1	0.808		
	MO2	0.842		
	MO3	0.897		
	MO4	0.912		
Perceived Desirability (PD)			0.882	0.714
	PD2	0.892		
	PD3	0.859		
	PD4	0.781		
Perceived Feasibility (PF)			0.925	0.755
	PF1	0.900		
	PF2	0.887		
	PF3	0.804		
	PF4	0.881		
Social Entrepreneurial Intention (SEI)			0.955	0.782
	SEI1	0.923		
	SEI2	0.839		
	SEI3	0.915		
	SEI4	0.872		
	SEI5	0.842		
	SEI6	0.910		

Source: Processed Primary Data (2025)

Furthermore, discriminant validity is presented to ensure that each latent construct in the model is empirically distinct from the other variables. Discriminant validity testing is conducted to assess the extent to which a

measurement instrument accurately measures the construct it is intended to measure (Ghozali, 2014). The results of data analysis using the SmartPLS 3 application are presented in Table 3 as follows.

Table 3. Discriminant Validity (Fornell–Larcker Criterion)

No.	Construct	1	2	3	4
1	Moral Obligation	0.866			
2	Perceived Desirability	0.680	0.845		
3	Perceived Feasibility	0.435	0.641	0.869	
4	Social Entrepreneurial Intention	0.538	0.685	0.701	0.884

Source: Processed Primary Data (2025)

In this study, Table 4 is used to present the measurement of the structural model required to evaluate the coefficient of determination (R-square). This analysis is conducted to understand the extent to which the R-square values of the dependent variables provide a clear explanatory power of the model. Table 5 reports the R-square values for perceived desirability (PD) = 0.462, perceived feasibility (PF) = 0.189, and social entrepreneurial intention (SEI) = 0.595.

According to the guidelines proposed by Ghozali and Latan (2015), R-square values can be categorized into several levels: a value of 0.75 is considered substantial, 0.50 is regarded as moderate, and 0.25 is often classified as weak. Based on these criteria, perceived desirability, perceived feasibility, and social entrepreneurial intention in this study are classified as moderate, weak, and moderate models, respectively. As shown by the R-square values, PD has an R-square of 0.462, PF has an R-square of 0.189, and SEI has an R-square of 0.595.

These results indicate that 46.2% of the variance in perceived desirability can be explained by the independent variables included in the model, while the remaining 53.8% is influenced by other factors not included in the model. Similarly, 18.9% of the variance in perceived feasibility can be explained by the variables used in the model, whereas the

remaining 81.1% is explained by factors outside the model. Furthermore, 59.5% of the variance in social entrepreneurial intention is explained by the variables incorporated in the model, while the remaining 40.5% is attributable to other factors beyond the scope of this study. These results are presented in Table 4 as follows.

Table 4. R-Square Results

Construct		R Square	R Square Adjusted
Perceived Desirability (PD)		0.462	0.460
Perceived Feasibility (PF)		0.189	0.185
Social Entrepreneurial Intention (SEI)		0.595	0.589

Source: Processed Primary Data (2025)

Furthermore, to assess model fit, this study employs several goodness-of-fit indicators, including the Standardized Root Mean Square Residual (SRMR), the Normed Fit Index (NFI), and RMS theta. To achieve an acceptable model fit, these indicators are required to meet the recommended threshold values, namely an SRMR value below 0.08, an NFI value above 0.90, and an RMS theta value close to zero.

Table 5. Model Fit Assessment

Fit Index	Saturated Model	Estimated Model
SRMR	0.063	0.105
d_ULS	0.605	1.683
d_G	0.312	0.411
Chi-square	373.163	436.518
NFI	0.876	0.855
RMS theta	0.167	-

Source: Processed Primary Data (2025)

Based on the output presented in Table 5, the SRMR value is 0.063, which is below the recommended threshold of 0.08. The NFI value is 0.876, which is slightly below the suggested cutoff of 0.90, while the RMS theta value is 0.167, indicating a value close to zero. Considering these three indicators, it can be concluded that the proposed model demonstrates an acceptable level of model

fit. Therefore, the model is deemed suitable and adequate for explaining the relationships among the examined variables.

In this study, hypothesis testing is conducted to determine whether the variables included in the model have significant effects on the relationships among constructs. Hypothesis testing is performed using a one-tailed test, indicating that the study assumes a directional (direct) effect, where the relationships between variables are expected to be positive and significant. The significance of the hypotheses is assessed using the T-statistic, with a critical value greater than 1.65 at a 95% confidence level, and the p-value, with a threshold of less than 0.05. Table 6 presents the results of the direct effect hypothesis testing, indicating whether the relationships among variables are statistically significant. Meanwhile, Table 7 reports the results of the indirect effect (mediation) hypothesis testing.

Table 6. Direct Effect Hypothesis Testing

No	Direction of Effect	Original Sample (O)	T Statistics (O/STDEV)	P Values	Results
H_1	PD → SEI	0.310	3.541	0.000	significant
H_2	PF → SEI	0.444	7.226	0.000	significant
H_3	MO → PD	0.680	16.250	0.000	significant
H_4	MO → PF	0.435	7.387	0.000	significant
H_5	MO → SEI	0.134	1.886	0.060	not significant

Source: Processed Primary Data (2025)

Table 7. Indirect Effect Hypothesis Testing

No	Direction of Effect	Original Sample (O)	T Statistics (O/STDEV)	P Values	Results
H_6	MO → PD → SEI	0.210	3.424	0.001	significant
H_7	MO → PF → SEI	0.193	5.413	0.000	significant

Source: Processed Primary Data (2025)

This study was conducted to develop an integrative model that measures social entrepreneurial intention among Indonesian vocational high school (SMK) students by incorporating the personality trait of moral obligation and the Entrepreneurial Event Model (EEM). The findings examine how moral obligation

influences the formation of social entrepreneurial intention and how this relationship is mediated by two antecedents, namely perceived desirability and perceived feasibility.

Within the EEM framework, the hypothesis testing results strengthen previous findings indicating that the two EEM dimensions

perceived desirability and perceived feasibility are strong predictors of social entrepreneurial intention (Hockerts, 2017; Mair & Noboa, 2006; Tan et al., 2021). This study demonstrates that both antecedents mediate the effect of moral obligation on social entrepreneurial intention.

Regarding perceived desirability and perceived feasibility in entrepreneurship, the role of vocational high schools (SMKs) as sources of entrepreneurial knowledge plays a crucial role in shaping students' entrepreneurial mindset, which ultimately enhances perceived desirability. In this context, SMKs contribute by equipping students with relevant skills, beliefs, processes, ways of thinking, behaviors, and experiences necessary to initiate new ventures, thereby positively influencing their social entrepreneurial intention (Rosniawati & Yunizar, 2025; Salam et al., 2021; Sopiati et al., 2025). Furthermore, perceived feasibility defined as individuals' beliefs in their own capability to engage in entrepreneurial activities also significantly influences the formation of social entrepreneurial intention (Urban & Kujinga, 2017). Therefore, SMKs play a critical role in developing students' competencies and self-confidence based on the knowledge and skills they acquire, which in turn positively affect their social entrepreneurial intention (Kartikasari & Santi, 2024; Prasetyo, 2019). The higher the level of perceived feasibility, the stronger the individual's social entrepreneurial intention.

The results also indicate that moral obligation is a significant predictor of social entrepreneurial intention. This finding aligns with previous studies showing that individuals with a strong sense of moral obligation are more likely to choose entrepreneurship as a future career path. Moral obligation functions as an intrinsic motivation that encourages individuals to engage in social entrepreneurial activities, even when financial gain is not the primary objective. Individuals with higher levels of moral obligation tend to feel a stronger responsibility to act, which enhances the perceived desirability of social entrepreneurship

and strengthens their intention to establish or manage socially oriented ventures (Jatinigrum et al., 2021).

Additionally, this study confirms that both antecedents fully mediate the relationship between moral obligation and social entrepreneurial intention. This is evidenced by the non-significant direct relationship between moral obligation and social entrepreneurial intention among students in Indonesia as a developing country. This finding contrasts with previous research, which reported that perceived desirability did not mediate the relationship between moral obligation and social entrepreneurial intention in developing countries, while perceived feasibility did serve as a mediator (Tan et al., 2021).

The full mediation observed in this study may be attributed to contextual factors, particularly institutional support. In the Indonesian context, entrepreneurship has become a national agenda, with strong government support aimed at fostering entrepreneurial development. One of the key initiatives in this agenda is the formulation of policies, programs, and ecosystems that support the emergence and growth of entrepreneurs across all segments of society.

From a policy perspective, the Indonesian government issued Presidential Regulation No. 2 of 2022 on National Entrepreneurship Development 2021–2024, which serves as a legal framework to expand support for entrepreneurship, including incentives and regulatory facilitation for new entrepreneurs and micro, small, and medium enterprises (MSMEs) (Ministry of MSMEs Indonesia, 2025). The agenda targets an increase in the national entrepreneurship ratio, which was approximately 3.47 percent, toward higher levels in subsequent years to approach those of developed countries. In implementing this agenda, the government has launched various strategic programs, including a national entrepreneurship training program that reaches all regions of Indonesia through more than 4,000 training centers managed by central and local governments to enhance entrepreneurial skills and readiness.

In addition, the government has focused on strengthening the entrepreneurial ecosystem through initiatives such as the Integrated Entrepreneur Hub (E-Hub), which provides mentoring, market access, and integrated services via digital platforms to broaden support for entrepreneurs.

CONCLUSION

Based on the results of the analysis, it can be concluded that moral obligation has a positive but insignificant effect on social entrepreneurial intention. This finding indicates that although individuals with a higher level of moral obligation tend to show an increasing tendency toward engaging in social entrepreneurship, the magnitude of this effect is not strong enough to directly generate a significant level of intention. Therefore, moral obligation alone cannot be considered a direct determinant of social entrepreneurial intention.

Furthermore, the results reveal that perceived desirability and perceived feasibility act as mediating variables in the relationship between moral obligation and social entrepreneurial intention. Moral obligation is proven to enhance individuals' desire to engage in social entrepreneurship as well as their perceptions of self-feasibility in carrying out social entrepreneurial activities, which in turn significantly contribute to the formation of social entrepreneurial intention. These findings suggest that the influence of moral obligation on social entrepreneurial intention is indirect and operates through psychological mechanisms in the form of motivational drive and self-belief.

Overall, this study emphasizes that moral obligation must be supported by internal factors, namely perceived desirability and perceived feasibility, in order to effectively foster social entrepreneurial intention. Consequently, efforts to promote social entrepreneurship should not only focus on the development of moral values but also on strengthening individuals' motivation and confidence in their social entrepreneurial capabilities.

This study also provides several practical implications. Educational institutions, particularly vocational high schools (SMKs), are encouraged to design entrepreneurship learning programs that not only strengthen moral awareness and social responsibility but also increase students' confidence and interest in social entrepreneurship through practical training, mentoring, and real-world social business projects. In addition, policymakers and government institutions may strengthen social entrepreneurial ecosystems by providing entrepreneurship support programs, access to training, business incubation, and funding opportunities for young social entrepreneurs.

From a theoretical perspective, this study contributes to the development of the Entrepreneurial Event Model (EEM) by integrating moral obligation as a personality trait within the social entrepreneurship context. The findings enrich the literature by demonstrating that moral obligation does not directly influence social entrepreneurial intention, but instead operates indirectly through perceived desirability and perceived feasibility. Thus, this study extends previous research by providing empirical evidence regarding the mediating mechanisms underlying the relationship between moral obligation and social entrepreneurial intention in a developing country context, particularly Indonesia.

Despite these contributions, this study has several limitations. First, the study focused only on vocational high school students in Indonesia, which may limit the generalizability of the findings to other educational levels or cultural contexts. Second, the cross-sectional design limits the ability to observe changes in social entrepreneurial intention over time. Third, this study only examined moral obligation, perceived desirability, and perceived feasibility, while other potentially influential variables such as empathy, self-efficacy, entrepreneurial education, social support, and prior entrepreneurial experience were not included in the model.

Therefore, future research is recommended to involve more diverse samples from

different educational backgrounds, regions, or countries in order to improve the generalizability of the findings. Future studies may also apply longitudinal approaches to better understand the development of social entrepreneurial intention over time. In addition, further research is encouraged to incorporate other psychological, educational, and environmental factors that may influence social entrepreneurial intention in order to develop a more comprehensive model of social entrepreneurship intention formation.

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