Sustainable Entrepreneurship in Street Food Business: Government, Incentives and Community Role During Covid-19 Pandemic

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ABSTRACT

During Covid-19 Pandemic, it necessary to learn about street food business sustainable entrepreneurship behavior. This sector business is a potential sector to apply green practice and the number constantly increasing every year. None of the previous studies during a pandemic had conduct research on this sector business to learn about their sustainable entrepreneurship behavior. In this research, we try to find the role of government policy, financial incentives and the community surrounding the role of street food business sustainable entrepreneurship behavior. Our research was conduct to 187 street food business owners in South Kalimantan – Indonesia as samples during the Covid-19 pandemic. We used purposive sampling to taken samples and using questionnaires as a research instrument. Data analysis had done by quantitative descriptive and structural equation model This study had found the financial incentives and community surrounding had a significant impact to street food business behavior and more important to consider by street food owner during Covid-19 pandemic than government policy which has no significant effect to sustainable entrepreneurship street food business behavior.

Keywords

role, relationship, effective contributions, impact, green practices, correlations, structural equation model.

1.   INTRODUCTION

Street food businesses can be found easily in several major cities and some cities have made the street food business a part of tourism activities that are continuously developed to attract foreign and domestic visitors, so it is not It is undeniable that this business has a significant role for the economic development of an area (Zulfikar et. al, 2019).   The emergence of this business can be regarded as a form of the community effort to reduce the unemployment rate in an area or city (Satrya, 2010).

Looking at the number and business of street food businesses in South Kalimantan that continue to grow and the number approaches 1.000 street food business every year and still increase (BPS Data, 2018), can actually be used as a potential to apply the concept of green practice if taken seriously, but also can be a barrier if it does not get Serious attention from local governments. The resulting business waste will surely be a serious potential for environmental damage if the business owner does not have sufficient environmental awareness and knowledge (Zulfikar & Mayvita, 2019). Also, this business can potentially open a new job-oriented to the environment (green jobs) If the business owner has supplemented with entrepreneurial skills-oriented on the environment.

Many of the conceptual frameworks have expressed on the role of government policies, financial incentives, surrounding communities, customers and competitors who have an important role to determine the sustainable entrepreneurship behavior of SMEs (Yadav et.al, 2018; Vuorio et.al, 2018) and many research about sustainable entrepreneurship have conducted (Moorthy, et al, 2012; Nulkar, 2014; Zulfikar et al, 2020), but they're still had differences opinion about the external driver's role and none specifically conduct in pandemic condition.

The spread of the COVID-19 virus has attracted so much worldwide attention because of its spread, but for Small and Medium Enterprises, the issue of COVID-19 is also a business opportunity that can be exploited because the government has made efforts to stop imports to prevent the spread of this virus. An interesting thing to study is how the role of government, incentives and environmental conditions towards the behavior of sustainable entrepreneurship of SMEs in the condition of the COVID-19 pandemic.

Based on the above background, a formulation of the problem that will be the basis of this research is as follows:

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1. What are government policy factors, financial incentives, and surrounding communities influencing sustainable entrepreneurship behavior in the street food business in the condition of the COVID-19 pandemic?

2. How big is the contribution of government policies, financial incentives and surrounding community variables influencing sustainable entrepreneurship behavior in the street food business in the condition of the COVID-19 pandemic?

3. How can a model describe the relationship between variables in shaping sustainable entrepreneurial behavior in the street food business in the condition of the COVID-19 pandemic?

STATE OF THE ART
Sustainable Entrepreneurship

Sustainable entrepreneurship behavior will lead the entrepreneur to search for more opportunities for better economic, social and environmental circumstances (Hahn et.al, 2010; Thompson et.al, 2011). Sustainable entrepreneurship in meaning has two goals i.e. (1) as the driving force for environmental management operation

Financial Incentives

The form of grants, subsidies, loans, and tax breaks proved to have a significant impact on forming the behavior of the business owner (Chang, et.al, 2011; Roxas & Coetzer, 2012; Teri, 2015; Zulfikar et al, 2020). Financial applications that can motivate environmental-oriented actions such as carrying out waste management processes and recycle activities are financial incentives. (Gunsilius, 2015).

Government has to provide more financial incentives for small business because the financial incentives are the driven force for small business to apply green practice (Mutz, 2015) and many studies have found the small business commitment to apply green activities (Sezen & Cankaya, 2013; Chang, et.al, 2011). Based on previous study conclusion, these research hypotheses were:

$H_3 =$ Financial incentives give a significant impact on SMEs sustainable entrepreneurship behavior

Community Surrounding

Community surroundings give a significant influence on SMEs to conduct green activities (Williams & Donovan, 2015; Jansson et.al, 2017; Wattapinyo & Mol, 2013) it becomes the most important factor to encourage SME to have sustainable entrepreneurship behavior (Gandhi et.al, 2018). Based on previous study conclusion, these research hypotheses were:

and (2) increase the environmental conditions that have destructed (Munoz & Dimov, 2015).

Sustainable entrepreneurship behavior as considered as activities consist of (1) Energy savings, (2) Water savings, (3) Applying Waste Management, (4) Not releasing air pollutants and (5) Not releasing water and soil pollutants. To conduct environmentally-oriented behaviors in SME, external factors such as government policy, financial incentives, and community surroundings become the most essential factor (Yadav et.al, 2018).

Government Policy

The government can control sustainable entrepreneurship behavior by policies, rules, and training. Government policy factors found to give significant influence to encourage SME's sustainable behavior (Gandhi et.al, 2018; Zulfikar et al, 2020). The government can encourage SMEs to apply green practices by rules (Cambra-Fierro & Ruiz-Benítez, 2011). Based on previous study conclusion, our research hypothesis was :

$H_1 =$ Government policy has a positive impact on SMEs sustainable entrepreneurship behavior

$H_5 =$ Community surrounding give a significant impact on SMEs sustainable entrepreneurship behavior

MATERIAL AND METHOD

Our research was conducted in South Kalimantan Province. The sample was 187 street food business and taken using a purposive sampling technique in the condition of the COVID-19 pandemic. Our research instrument was an online questionnaire. Data analysis techniques were (1) Test the validity and reliability of the instrument to see the validity and reliability level of the questionnaire, (2) Influence and Sobel's test to prove the hypothesis used in this study, (3) Effective contribution analysis by observing square multiple correlations to explain which factors are dominant to influencing the sustainable entrepreneurship behavior. Analysis using Structural Equation Model (SEM).

In SEM analysis, several analyzes conduct before the model can answer the hypotheses including the normality test, multicollinearity, and outliers, the model suitability test, where the research model must meet the criteria for the goodness of fit index, the model modification step if the model in the study does not meet SEM prerequisite test, model suitability test, and construct validity and reliability test for the construct validity and reliability level. Our research design used is in the figure. 1.
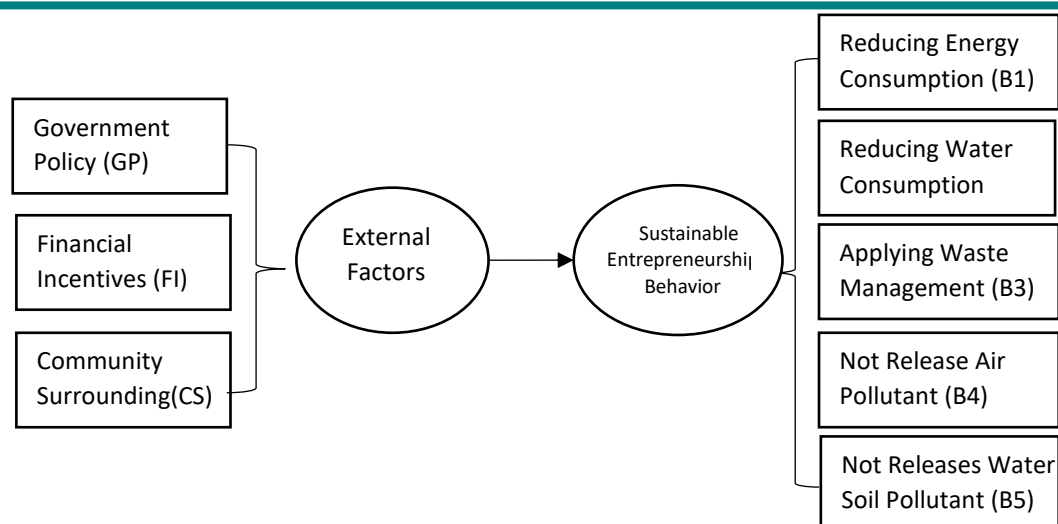
Figure 1. Research Design

2. RESULT

3.1. Respondent Characteristics

The respondent's profile used in the study was dominated by the owner, a male with several workers is less than 3 workers and has been running a business between 3-5 years (Table 1). While the sustainable entrepreneurship behavior of respondents in this study the majority has adopted the concept of green practice and only a small portion of which states not to apply at all (Table 2).

Table 1. Respondent Characteristics

Characteristics	F	%
Owner's Gender		
- Male	108	58.0%
- Female	79	42.0%
Numbers Of Workers		
- Less Than 3 workers	94	50.3%
- Between 3 – 10 workers	73	39.0%
- More Than 10 workers	20	10.7%
Business Running		
- Under 2 years	45	24.1%
- Between 2 - 5 years	92	49.2%
- Between 5 -10 years	22	11.8%
- Longer than 10 years	28	15.0%

Table 2.   The Level Of Sustainable Entrepreneurship Street Food Business Behavior

Sustainable Entrepreneurship Behavior	Yes		Still Consider		No	
	F	%	F	%	F	%
(1) Making energy savings,	84	44.9%	56	29.9%	47	25.1%
(2) Making water savings,	126	67.4%	43	23.0%	18	9.6%
(3) Implementing Waste Management,	102	54.5%	46	24.6%	39	20.9%
(4) Not releasing air pollutants	165	88.2%	17	9.1%	5	2.7%
(5) Not releasing water and soil pollutants.	138	73.8%	37	19.8%	12	6.4%

3.2. Data Analysis

Before conducting research, an instrument test in the form of a validity test and a questionnaire reliability test is used. In determining instrument validity used Pearson Correlation test and reliability test by looking at the value of Cronbach's alpha. We used 27 question item and the validity test result found 2 question items were invalid had to eliminated from the questionnaire. Our research continued with 34 question items (Table 3). Based on the reliability test, all components give a reliability value above 0.8 and we can conclude the questionnaire we used was a high-reliability instrument (Arikunto, 2010).

Table 3. Instrument Validity Test Result

No	Question	Validity Test		
		Pearson Correlation	Sig.	Conclusion
1	Gov_Policy-1	0.685	0.000	Valid
2	Gov_Policy-2	0.539	0.000	Valid
3	Gov_Policy-3	0.586	0.000	Valid
4	Gov_Policy-4	0.524	0.000	Valid
5	Fin.Incentive-1	0.566	0.000	Valid
6	Fin.Incentive-2	0.807	0.000	Valid
7	Fin.Incentive-3	0.631	0.000	Valid
8	Fin.Incentive-4	0.026	0.878	Not valid
9	Community_1	0.754	0.000	Valid
10	Community_2	0.655	0.000	Valid
11	Community_3	0.804	0.000	Valid
12	Community _4	0.574	0.000	Valid
13	Reduce_Energ-1	0.771	0.000	Valid
14	Reduce_Energ-2	0.859	0.000	Valid
15	Reduce_Energ-3	0.749	0.000	Valid
16	Reduce_Water-1	0.508	0.000	Valid
17	Reduce_Water-2	0.364	0.027	Valid
18	Reduce_Water-3	0.695	0.000	Valid
19	Waste_Man-1	0.790	0.000	Valid
20	Waste_Man-2	0.647	0.000	Valid
21	Waste_Man-3	0.747	0.000	Valid
22	Air_Pollutant-1	0.782	0.000	Valid
23	Air_Pollutant-2	0.512	0.000	Valid
24	Air_Pollutant-3	0.546	0.000	Valid
25	Wtr_Pollutant-1	0.754	0.000	Valid
26	Wtr_Pollutant-2	0.688	0.000	Valid
27	Wtr_Pollutant-3	0.109	0.565	Not valid

Table 4. Reliability Instrument Test Result

No	Predictors	Reliability Test	
		Cronbach's Alpha	Conclusion
1	Government Policy	0.935	Reliable
2	Economic Incentives	0.907	Reliable
3	Community Surrounding	0.963	Reliable
4	Reducing Energy	0.933	Reliable
5	Reducing Water	0.921	Reliable
6	Waste Management	0.928	Reliable
7	Air Pollutant Release	0.971	Reliable
8	Water and Soil Pollutant Release	0.915	Reliable

This study used SEM analysis, before further analysis conduct, several SEM analysis prerequisite tests such as normality, multicollinearity, and outliers are tested (Ghozali, I & Fuad., 2011; Waluyo, 2016).). For normality tests, all indicators give a cr value in the range between -2.58 until +2.58 (Table 5) and all indicators we used in this research have normally dispersion (Ghozali, I & Fuad., 2011).

Table 5. Data Normality Test Result

Variable	min	max	Skew	c.r.
GP	7.000	10.000	.401	-2.477
FI	6.000	12.000	.604	1.662
CS	7.000	10.000	.010	-2.379
B5	7.000	11.000	.351	-2.198
B4	7.000	11.000	.419	-2.234
B3	7.000	11.000	.458	-2.401
B2	7.000	11.000	.327	-2.116
B1	7.000	11.000	.300	-2.166
Multivariate				-1.356

The next SEM requirements test was the multicollinearity and singularity test, where the multicollinearity presence and singularity can be determined through determinant values of covariance matrices that are small or close to zero (Ferdinand, 2004). The determinant value of the covariance matrix was 3,834 and the number was far from zero and it could be said that the research data used have no multicollinearity and no singularity (Hair, 2006).

Our research also tested multivariate outliers by observing the value of Mahalanobis distance and the calculation of the Mahalanobis distance value resulting in the value of p1 and p2. If the value of p1 and p2 is less than 0.05, the data should have an outlier. Based on data research result (Table 6), we found 6 data indicated outliers that must be eliminated to do further analysis, that is data 45th, 48th, 50th, 51th, 62th, and 66th.

Table 6. Outliers Data

Observation number	Mahalanobis d-squared	p1	p2
51	21.762	.005	.635
48	20.940	.007	.397
62	19.852	.011	.334
45	18.678	.017	.380
66	17.120	.029	.630
50	16.630	.034	.619

The next step of our research was to change the model based on the modification indices suggested by AMOS software by connecting several covariances to produce a model that meets GOF criteria. The modification indices suggested connecting the covariance e8 to e2 and the covariance e5 to e8 (Table 7).

Table 7. Modification Indices

	Estimate	S.E.	C.R.
e8 <--> e2	.032	.085	.376
e5 <--> e8	-.228	.080	-2.850

The purpose of this study is to find external factors that affect sustainability entrepreneurship, it is necessary to test the level of validity and reliability of the constructs used in the study. Validity test is done by calculating AVE

(Average Variance Extracted) and construct reliability test by calculating the value of CR where if AVE is more than and equal to 0.5, the construct is valid and if the value of CR more than and equal to 0. 7, so it is reliable (Ferdinand, 2004). The results of this analysis were all the values of AVE have a loading value more than and equal to 0. 5 and the value of CR has a loading value more than and equal to 0. 7, so it can be said that all indicators have good validity and reliability for use in research. From our result, it shows that AVE value for the entire predictors more than and equal to 0. 5, as the result all the predictors were valid and all research constructs have reliability value were above 0.7 (Table 8). This result showed us that the value of the construct reliability (CR) has been qualified reliable.

Table 8. Validity And Reliability Constructs Test Result

			Factor Loading	Standard Error	AVE	CR
GP	←	External	0.859	0.290	0.7779	0.796
FI	←	External	0.760	0.473		
CS	←	External	0.746	0.700		
B1	←	Behavior	0.834	0.410	0.8868	0.814
B2	←	Behavior	0.712	0.620		
B3	←	Behavior	0.866	0.610		
B4	←	Behavior	0.752	0.580		
B5	←	Behavior	0.744	0.480		

The suitability of the model as Goodness Of Index (GOF) criteria, by observing the value of Chi-square, probability, GFI, AGFI, TLI, CFI, CMIN/DF, and RMSEA values. The model produced in this study gives a chi-square value of 20.568 (small), probability value (0.991), GFI value (0.985), AGFI value (0.974), TLI value (1.124), CFI value (0.95), CMIN / DF value (0.542) and RMSEA value (0.000). As a result, the research model has met the required GOF index criteria (Figure 2).

Chisquare=10.396
Df=17
P=.886
GFI=.986
AGFI=.971
TLI=1.084
CFI=1.000
RMSEA=.000
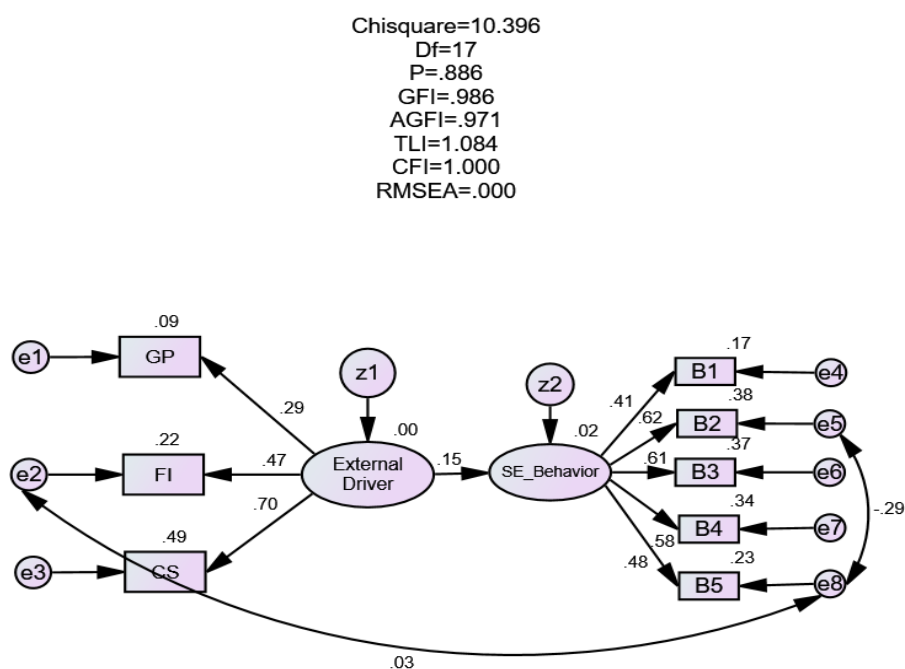
Figure 2.

Structural Equation Model Research

After the research model meets the GOF criteria, the next step is the hypothesis test to proposed if the hypothesis was accepted or rejected. Hypothesis testing done by observing the P-value of the studied variable based on maximum likelihood estimates wherein said variable observed gives significant effect if the CR value more than 1.96 and probability were less than 0.05. In this research, we also used a Sobel test to see the effect of indicators that are not displayed by SEM.

According to influence test and Sobel test (table 9), we found the results of our study did not support hypothesis 1, i.e. government policy give no significant influence on the behavior of sustainable entrepreneurship because the P-value is 0.192 and more than 0.05, but our results support hypothesis 2, i.e. financial incentives give a significant effect on sustainable entrepreneurship because the P-value is 0.01 and less than 0.05 and our research result also supports hypothesis 3, i.e. community surrounding gives a significant effect on sustainable entrepreneurship because the P-value is 0.02 and less than 0.05.

Table 9. Influence Test Results

			Estimate	SE	CR	P	Conclusion
Behavior	←	External	1.108	0.278	3.153	0.024	Supported
GP	←	External	0.400	0.290	1.968	0.049	Supported
Behavior	←	GP[*)]	1.303	0.340		0.192	Not Supported
FI	←	External	0.834	0.473	2.013	.044	Supported
Behavior	←	FI[*)]	1.612	0.575		0.01	Supported
CS	←	External	1.199	0.700	2.655	0.018	Supported
Behavior	←		1.574	0.844		0.02	Supported

[*)] Based on Sobel Test

Our study also measured the determination coefficient (R2) of each predictor to investigate the effective contribution of all predictors (Table 9). As a result, the government policy explain 8.5 percent of its variance, the economic incentives explain 22.2 percent of its variance, and the community surrounding explains 49.2 percent of its variance.

To support the existing hypotheses, this study also measures the total effect caused by all predictors (Table 10). As the result, the highest total effect gave by community surrounding (46.9 %), and the second-highest total effect gave by financial incentives (29.2%) and followed by government policy (15.0%).

Table 10. Effective Contribution and Total Effects

External Driver Predictors	R^2	Total Effect
Government Policy (GP)	0.085	0.150
Financial Incentives (FI)	0.220	0.292
Community Surrounding (CP)	0.492	0.469

4.   DISCUSSION

Based on our research,   the result does not support previous studies that argue that government policies have a positive impact on sustainable entrepreneurship (Gandhi et.al, 2018) but our results support the previous study concluded that financial incentives such as grants, tax deductions gives impact on SME's sustainable entrepreneurship behavior (Chang, et.al, 2011; Roxas & Coetzer, 2012). Our results also support previous research opinions stating that surrounding community conditions have an impact on sustainable entrepreneurship behavior (Wattapinyo & Mol, 2013; Williams & Donovan, 2015; Jansson et.al, 2017).

Government policy does not affect the behavior of street food business can occur, because at present, the street food business has not received much attention from the government and the government's role has not been optimal in providing training and knowledge to Street food business owners. Governments tend to provide more rules that restrict the movement of businesses in the field of street food than trying to further develop their business, especially in the COVID-19 pandemic to decreased the pandemic spreading.

While the financial incentive factor and surrounding community factors have a more positive impact on street food business in shaping their behavior.   The provision of

financial incentives such as ease of obtaining loans with cheap interest may be a factor that becomes their consideration for the ongoing entrepreneurship behavior. Factors surrounding the community condition we get a positive effect on the behavior of the owner that can be caused because they feel more concerned about what is done by the environment and try not to do the opposite With its environment.

Our findings on the magnitude of effective contributions (R2) and the total effects of each factor have explained that the surrounding communities and financial incentives tend to be more considered by SMEs to form in entrepreneurial behavior Their ongoing government policy. These results support the opinion that in general, the factors surrounding the community are the main factors considered by SMEs to behave as sustainable entrepreneurship (Gandhi et.al, 2018). But it has a distinction of the opinion that the main reason that encourages SMEs to behave in sustainable entrepreneurship is government and legislation (Aghelie, 2017). The differences in this finding may be due to differences in government policies where previous research was conducted as well as the business sectors that became the object of research.

5.   CONCLUSION

This study had found that the role of community surrounding and financial incentives were given significant effect to street food business behavior in the condition of the COVID-19 pandemic and more important to consider by street food owner than government policy which has no significant effect to sustainable entrepreneurship street food owner behavior. The findings of our research also provide for the effective contributions and total effect of the community surrounding as a dominant factor in enhancing sustainable entrepreneurship behavior in street food business than government policy and financial incentives.

6.   SUGGESTION

Our suggestions for future research are needed to explore other external drivers such as business culture, organizational and capital structure and social norm as other external drivers that considered by the street food business to behave sustainable entrepreneurship in the condition of the COVID-19 pandemic.

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