Does Rural Entrepreneurship Performance Support Sustainable Development Goals (SDGs) and Sustainable Entrepreneurship?

Review of Integrative Business & Economics Research

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ABSTRACT

Rural areas in Indonesia face many problems, such as economic, environment, education, and community business gaps. The role, integrity, and coordination of stakeholders consisting of the government, village leaders, investors, and rural communities must be well established for sustainable development of rural areas by developing rural and regional innovation networks to encourage rural entrepreneurs' performance. Villages at least BUMDes, according to Indonesia's Minister of Development of Disadvantaged Regions and Transmigration (BUMDes), might be an instrument for achieving the five Village Sustainable Development Goals (SDGs) initiatives. The research focuses on the eighth Village SDGs goal, rural economic growth. This research aims to achieve the eighth Village SDGs: employment and village economic growth. The research question focuses on sustainable entrepreneurship instruments to achieve sustainable development goals and rural entrepreneurship performance instruments to enhance sustainable entrepreneurship. The quantitative study employs structural equation modeling (SEM) to analyze the results. The main results show that rural entrepreneurship performance can potentially affect sustainable entrepreneurship. Sustainable entrepreneurship shows potential effects on rural development, economic growth, and SDGs. Village and national governments must remove current barriers to rural entrepreneurship and implement programs to encourage village entrepreneurs to start enterprises for the SDGs to be met as planned.

Keywords: Rural Entrepreneurship; Entrepreneurship Performance; Sustainable Entrepreneurship; Sustainable Development Goals.

1. INTRODUCTION

The development gap between rural and urban areas is increasingly visible today. In general, the lack of capital for micro and small enterprises, the skills of unqualified entrepreneurs, and unsustainable counseling or workshops are all entrepreneurship issues in rural areas. Rural areas and less privileged regency, which frequently lack an entrepreneurial environment and have a limited customer base, pose a threat to the expansion of rural entrepreneurs. Public intermediaries should integrate rural areas by developing rural and regional innovation networks to encourage rural entrepreneurs (Udimal et al., 2019). Entrepreneurial activity contributes significantly to economic growth (Cantillon, 1756) (Stel *et al*., 2005) (Chowdhury *et al*., 2019). Based on continuous scholarly discussions, especially since the establishment of the United

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Nations' Sustainable Development Goals (SDGs), the role of entrepreneurship in addressing "grand challenges" (e.g., inequality, poverty, climate change, pollution, conventional economies are being disrupted as an effect of digitization (George *et al.*, 2016) as well as pursuing the SDGs (Günzel-Jensen *et al.*, 2020) are developing and may constantly evolve (Ricciardi *et al.*, 2021). The GEM Adult Population Survey (APS) may be used to make inferences since it accurately represents the underlying structure of the host population in terms of age, gender, and geography (GEM, 2021). Being an integral platform allows rural entrepreneurs to enhance their innovative skills continually (Ferreira *et al.*, 2017). Entrepreneurship education is essential for rural development since it generates economic activity (Hagebakken *et al.*, 2021). Rural entrepreneurship is conceptualized by emphasizing the role of innovation in developing economic value in rural areas (Rytkönen & Oghazi, 2021).

Business possibilities co-evolve with social-ecological systems, and continuous entrepreneurial learning is essential to grow entrepreneurship's contribution to the SDGs through time (Jones *et al.*, 2019). Minister of Development Planning/Head of Bappenas Indonesia revealed in the SDGs Annual Conference 2021 that the funding needed to achieve the Sustainable Development Goals (TPB/SDGs) reached Rp 67,000 trillion based on the SDGs roadmap towards 2030. Indonesia is always committed not to making the achievement targets set in the 2030 SDGs decline, even though the disruption to achieving the SDGs targets is affected by the Covid-19 pandemic. The Indonesian president stated that due to the pandemic, extreme poverty over the world increased again from the originally expected 7.5 percent in 2021, rising back to 9.4 percent. In this study, the provincial government, namely the Governor of West Java, supports village-owned enterprises called Badan Usaha Milik Desa (BUMDes). All villages are targeted to have BUMDes by 2023 so that the economic cycle of villages in West Java can be even more advanced. Later, these BUMDes will collaborate with state-owned enterprises (BUMN) and regional-owned enterprises (BUMD). BUMDes are an economic empowerment initiative for rural communities designed by the Indonesian government to contribute to rural entrepreneurship growth by utilizing the potential of locally-owned resources. However, the BUMDes program's implementation and impact remain questionable. Furthermore, this study investigates the challenges associated with executing the BUMDes program (Kania *et al.*, 2021).

The Minister of Village, Development of Disadvantaged Regions, and Transmigration said, at the minimum BUMDes could be an instrument to achieve the five Village Sustainable Development Goals (SDGs) programs. First, the eighth Village SDGs, namely employment and village economic growth. Village economic growth is supposed to be evenly distributed. Second, the tenth Village SDG is villages without gaps. When economic growth through BUMDes has materialized, the gap must be anticipated. Third, the sixteenth village SDG is peaceful and just villages. The aspect of justice that BUMDes can realize is economic justice, where there is no big gap between rich and poor. Fourth, the seventeenth Village SDGs, namely partnerships for village development. BUMDes is expected to be able to establish partnerships with SOEs, local governments, and the private sector. Fifth, the eighteenth Village SDGs, namely dynamic village institutions and adaptive village culture. "This means that innovations in the village are carried out while still trying to customs in the village that is already running well but continues to try to make innovations so that there is acceleration and improvement in the village and residents. As global awareness of sustainable development grows, stakeholders from all sectors are worried about firms disclosing the

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substance of the Sustainable Development Goals (Kuo et.al, 2022). This research aims to achieve the eighth Village SDGs: employment and village economic growth.

In 2015, the United Nations announced a new specific goal called the Sustainable Development Goals (SDGs) to reduce inequality and enhance the quality of life. The SDGs comprise 17 goals and 169 related targets that must be accomplished during the next 15 years, from 2016 to 2030. This has been asserted that countries with large development gaps between rural and urban areas will face greater challenges in achieving the SDGs, especially because issues including poverty, agriculture, and public welfare are strongly linked to rural areas and contribute to developing countries' instability (Yin, Chen & Li, 2019). Therefore, the study intends to address this issue by assessing the impact of rural entrepreneurship performance on the performance of the SDGs using the BUMDes of Indramayu regency as a case study. Furthermore, this study identifies several factors that influence the entrepreneurial performance of the BUMDes. The findings that emerge from this research will provide evidence that can shape practical policies on rural entrepreneurship. Using the notion of rural entrepreneurship, this study investigates the intervening processes by which entrepreneurship performance impacts sustainable development goals.

2. LITERATURE REVIEW

Entrepreneurship is a critical part of regional growth, and innovation and knowledge play an essential role in its development (do Adro et al., 2021). Highlighted entrepreneurship sectors already contribute significantly to sustainable development and which areas have a significant need (Horne et al., 2020). Based on established research, there is a summary of rural entrepreneurship performance (Adeyanju et al., 2021) as shown on table 1.

Table 1**.** Summary of outcome space category, commonality and variation between outcome space and existing theory of RE.

Outcome space–main category	**Commonality**	**Variation**
Opening of new market	Innovation–taking risks under true uncertainty	Start-ups are often related to self-employment
Institutional change and embeddedness	Path-breaking– market conditions change for good	Ability to convert embeddedness into assets
Implementing new ideas / imitating others	Taking risks under partial uncertainty	SE plays a role in succeeding new products, business models, and services.
Business models	Risk management	Collaboration and social capital play a key role for success

Multiple sources of passion can drive an entrepreneur, which can either complement or clash with one another, affecting the growth of entrepreneurial performance (Schulte-Holthaus, 2019). Meaningful entrepreneurial orientation study must continue to emerge and be challenged, relating behavior to antecedents and outcomes of established theoretical and practical value (Covin & Wales, 2019). According to research, this approach to measuring EO is becoming more acceptable (McKenny et al., 2018) and provided significant insights on EO research topics suitable for further research (Chowdhury et al., 2019) . Entrepreneurial Orientation is defined as "a behavior involving a firm's decision-making style and tactics to set itself apart from competitors" (Montiel-Campos, 2018). Institutional variables, such as direct involvement in establishing and

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sustaining a supportive environment for entrepreneurship, have an influence on the entrepreneurial effort (Lembana et al., 2021).

Innovativeness is a company's willingness to engage in and encourage new creative ideas, experimentation, innovation, and processes, which can lead to new goods, services, improved progress, or technological advancements. As discussed in Covin (Covin & Miller, 2014) and Yu (Yu et al., 2021), EO's ''innovativeness'' component. Innovativeness has many manifestations beyond the development of new products or services, and this is more of what "being entrepreneurial" entails (Covin & Wales, 2019). According to Rauch et al. (2009), EO has a beneficial impact on (particularly non-financial) performance characteristics. The potential role of entrepreneurship in supporting future research and policymaking in sustainable development goals. Policymakers should build support structures and dependable ecosystems to expand SDG related to entrepreneurship across the entire country to increase the contribution to specific objectives (Horne et al., 2020).

For more than 40 years, researchers from various disciplines have studied sustainability issues. Since the landmark Brundtland Report of the World Commission on Environment and Development in 1987, sustainable development has grown significantly (Nhemachena & Murimbika, 2018). Sustainability focuses on behavioral improvements that support the stabilization of unstable systems (Gray et al., 2014). Ecological, social, and economic values all come together in sustainable entrepreneurship (Ben Youssef et al., 2018). Creation, environmental and social value strategies can create sustainable entrepreneurship. The discovery, creation, and exploitation of entrepreneurial opportunities contribute to sustainability through providing social and environmental benefits for others in societies referred to as sustainable entrepreneurship (Pinkse & Groot, 2015). Communities, nature, and sources of life support are three constructs that must be sustained in sustainable entrepreneurship. Furthermore, economic, and non-economic gains to society and individuals are the constructs to be developed in sustainable entrepreneurship (Shepherd & Patzelt, 2011).

On the other hand, sustainable entrepreneurship is critical to achieving important Sustainable Development Goals (SDGs). Environmental and Social (intrinsic and extrinsic benefits) values are interconnected, implying that those involved in sustainable development should anticipate the long-term consequences (Yasir et al., 2021). In rural areas, social enterprises are distinguished by their embeddedness in dense local networks that stimulate social innovation (Richter, 2019). The study focuses on the eighth Village SDGs goal, village economic growth. According to several works of literature, the research question focuses on rural entrepreneurship instruments to contribute to long-term sustainability. The contribution is based on the hypotheses:

1. Rural entrepreneurship performance has potential effects on Sustainable Goals.
2. Sustainable entrepreneurship has potential effects through Sustainable Development Goals on sustainable entrepreneurship.
3. Sustainable entrepreneurship has potential effects on Sustainable Development Goals.

The research contribution is to Indonesia's growth. Indonesia had over 255 million people population in 2015 and became the world's fourth most populous country after China, India, and the United States (Ambarwulan et al., 2016). Indramayu regency can be seen in Figure 1 which is one of the regencies located in West Java Province, this region has an area of 2.099 km^2.

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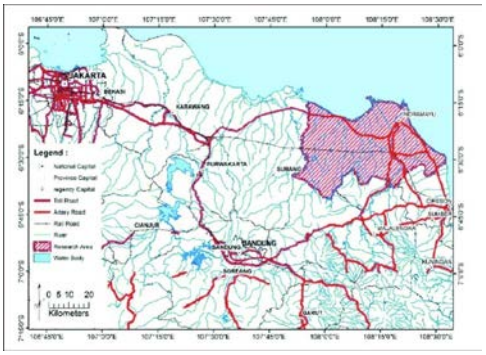

Figure 1. Situation map of Indramayu Regency in Java Island of Indonesia (Ambarwulan, Widiatmaka, & Nahib, 2018).

Referring to Village Minister Regulation No. 20 of 2020, there are stages that the village government must go through in the preparation of the Village Medium Term Development Plan (Village RPJM). RPJM contains the following:

1. Village head visits and missions;
2. The direction of the Village Development Planning policy that leads to the efforts of the Village SDGs; and
3. Program plans and/or activities for the implementation of Village Government, implementation of development, community development, and community empowerment which are efforts to implement the Village SDGs.

Rural entrepreneurship can be one way to support the Village Medium Term Development Plan. This research focuses on the eighth Village SDGs goal: employment and village economic growth.

3. METHODOLOGY

This research included both qualitative and quantitative methods. The surveys are then distributed personally, and the data gathering results are collected more quickly. The quantitative study employs structural equation modeling (SEM) to analyze the results. The major data source was in-depth interviews to village leaders, chief of BUMDes, and rural entrepreneurs, as well as surveys. The minimal sample size calculated by Slovin with a margin of error of 10% was 76. The number of samples we collected is 83. Survey used Likert technique to measure perception attitude of respondents. In addition, we used secondary data from a range of reliable sources, both public and private, to support our research. This study used a correlational approach to analyze the relationship between entrepreneurship performance, sustainable entrepreneurship, and Sustainable Development Goals. The questionnaire measuring scales are made up of elements that represent the respondents' knowledge and attitudes regarding entrepreneurship performance, sustainable entrepreneurship, and Sustainable Development Goals.

This research examines how entrepreneurial performance affects sustainable development goals and sustainable entrepreneurship indirectly by examining the intervening mechanisms. The study focuses on the eighth Village SDGs goal: village economic growth. Figure 2 describes the framework of the research.

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Figure 2. Research Design Framework

We have selected 3 variables as research design framework, some dimensions and indicators, as shown in table 2.

Table 2. Variable, Dimension, Indicator of Research, and Statement to Respondents

Variable	Dimension	Indicator & Statement to Respondents
Entrepreneurial Performance	**Entrepreneurial Orientation**	**Innovativeness** (Chowdhury et al., 2019; Covin et al., 2020; Deb & Wiklund, 2017; do Adro et al., 2021; Ferreira et al., 2017; Shan et al., 2016; Udimal et al., 2019) Innovation is crucial in entrepreneurship
		Proactiveness (Covin et al., 2020; Deb & Wiklund, 2017; do Adro et al., 2021; Udimal et al., 2021); Entrepreneurs need to be proactive.
		Knowledge Acquisition (Udimal et al., 2019, 2021); Entrepreneurs need to have entrepreneurial knowledge.
		Entrepreneurial Competencies(Al Mamun et al., 2019; Kyal et al., 2021); Entrepreneurs must have entrepreneurial skills.
		Government Intervention (Kyal et al., 2021) Government intervention in the entrepreneurial program is required.
	Passion (Schulte-Holthaus, 2019)	**Self-regulatory mode** (Cardon et al., 2009; Mueller et al., 2017) Entrepreneurs can self-regulate their enthusiasm and motivate themselves to remain motivated.
		Entrepreneurship training (Gielnik et al., 2017) Entrepreneurship education can help you develop your entrepreneurial spirit.
		Entrepreneurial self-efficacy (Gielnik et al., 2017) Entrepreneurial self-potential can boost the entrepreneurial spirit.
	Risk Taking (do Adro et al., 2021; Wiklund & Shepherd, 2003)	**Self-efficacy** (Macko & Tyszka, 2009) Creating self-potential as a way to reduce risk in entrepreneurship
		Projected behaviours (Xu et al., 2018) To succeed as an entrepreneur, you must control your risk-taking behaviour so that it does not harm others.
		Measuring actual behaviour (Mamerow et al., 2016) Measuring behaviour can genuinely improve attitude awareness and reduce the risk of starting a business.
		Entrepreneurship education (Bandera et al., 2018) Entrepreneurship education can lead to more positive attitudes regarding taking risks as an entrepreneur.
		Skilled individuals (Ruedl et al., 2016) Skilled individuals maintain a higher level of vigilance and make more informed decisions.
	Autonomy (do Adro et al., 2021; Lumpkin & Dess, 1996)	**Performance risks and security, or privacy risks and intrusiveness autonomy** (Benlian et al., 2020; Bertrandias et al., 2021; Yang & Lee, 2019) **Autonomy** (rights, powers, and responsibilities for household management) focuses on the risk of improved usage performance as a desirable outcome.

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		Entrepreneurial satisfaction (Gelderen, 2016) Autonomy is not just the most common source of entrepreneurial satisfaction, but it is also the most common source of entrepreneurial inspiration.
		Planning and structural autonomy (Johnson, 2012) To succeed as an entrepreneur, you must plan ahead and have structural liberty.
	Towards Opportunities (do Adro et al., 2021)	**Methods that are rigorous and participatory** (Fang et al., 2016) The correct approach, established in detail with maximum participation, will provide excellent entrepreneurial opportunities.
		Strategic plans (Thorisson & Lambert, 2016) It is easier to obtain good possibilities and reduce adverse business risks when you have a strategy and proper plan in place.
		Specific plans for opportunity exploitation (Hmieleski & Baron, 2008) To establish business chances, entrepreneurs must create particular business plans.
		Response to ecosystem degradation and environmental in response to identified opportunities (Nhemachena & Murimbika, 2018) Sensitivity to the business ecosystem and the environment is needed to seize opportunities.
Sustainable Development Goals	**Entrepreneurship Performance** (Horne et al., 2020)	**Value Creation** (Abrahamsson et al., 2019; Yasir et al., 2021) Entrepreneurship must in still social and environmental values.
		Environmental (Yasir et al., 2021) In sustainable entrepreneurship, the environment is essential.
		Social Values (Yasir et al., 2021) In sustainable entrepreneurship, the environment is essential.
		Entrepreneurial ecosystem (Autio et al., 2018; Horne et al., 2020) It is necessary to improve the entrepreneurial ecosystem to improve the performance of entrepreneurial success.
Sustainable Entrepreneurship	**Value Creation** (Yasir et al., 2021)	**Technology failure** (Zhang et al., 2018) Technology failure should be avoided if you want to avoid company complaints and reduce the amount of value produced.
		Strong post-materialist societies (Hechavarría et al., 2017) Entrepreneurs in strong post-materialist societies will prioritize social and environmental value creation goals over economic goals.
		Processes or user experiences (Pulkka et al., 2016) It takes the experience of these users to provide value for customers.
	Environmental (Yasir et al., 2021)	**Corporate governance** (Aguilera et al., 2021) Corporate governance of environmental sustainability is behaviours and strategies that reflect the rights and responsibilities of companies around sustainability ecological issues.
		Industrial and supply chain activities (Sarkis & Zhu, 2018) Industrial activities and supply chains have an impact on environmental issues
		Desire to address the degradation of the natural environment (Shepherd & Patzelt, 2011) Environmental entrepreneurs are motivated by a desire to address the degradation of the natural environment.
	Social Values (Yasir et al., 2021)	**Community norms and expectations** (Pret & Carter, 2017) Community norms and expectations can be the main motivator for entrepreneurs to pursue social value creation.

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		Social corporate entrepreneurship scale (Kuratko et al., 2017) The social corporate entrepreneurship scale can measure corporate entrepreneurship related to social value creation.
		Information and communications technology (Lashitew et al., 2020) Information and communication technology can help advance social value creation by reducing business model costs.
		Values are relatively stable during adulthood and young adulthood (Milfont et al., 2016) Building good social values begins at a young age to have a good impact on social values in the future
		Foster diversity of ideas (Sagiv & Roccas, 2017; Sanderson & McQuilkin, 2017) Cultivating a diversity of ideas will bring interesting things that can increase the value of various things.
		Cultures vary (Hanel et al., 2018) Diversity of variation will increase social value in society.
	Consideration of future consequences (Singh & Singh, 2019; Yasir et al., 2021)	**Environmental attitudes and behaviours** (Suárez et al., 2020; Vásquez-Echeverría et al., 2018) Consideration of Future Consequences (CFC) is positively connected with environmental attitudes and behaviours.
		Greater dedication to the environment (Suárez et al., 2020; Vásquez-Echeverría et al., 2018) A higher CFC level is associated with a greater dedication to the environment.
		Anticipated regrets and emotions (Toepoel, 2010) Consideration of Future Consequences was also discovered to have significant psychological effects on anticipated regrets and emotions.
		Variance in the magnitude of relationships (Arieli et al., 2020; Hanel et al., 2018; Smith et al., 2020) The diversity of relationships that are built early on will affect the correlation in the future.
	Business model innovation (Autio et al., 2018)	**Emerging technologies** (Bastug et al., 2017; Jin et al., 2018; Russell & Norvig, 2020) The emergence of several new technologies, such as 3D printing, can transform traditional business production techniques into more advanced ones.
		Digitalization (Bleicher & Stanley, 2016) Digital value drivers and digitalization may drive business model innovation.
		Upgrading their production systems (Atkinson, 2019) Improving the production system provides a more advanced business model innovation.
		Innovation, structure, and governance (Snihur, 2016) Business model innovation requires innovation, structure, and business governance.
		Innovative ideas (Bogers & Horst, 2014) Innovative ideas provide real change to improve business model innovation ideas.
		Strategic decisions (Leigh et al., 2020) Strategic decisions and given business value will influence the business innovation model.
		Knowledge spill overs (Holtz-Eakin & Kao, 2003) Having good knowledge will give birth to interesting ideas and the achievement of goals that impact business model innovation.
	Entrepreneurial ecosystem (Autio et al., 2018)	**Studies of industrial clusters, regional economics, and government policy** (Malecki, 2018) Studies of industrial clusters, regional economy, and public policy are the concepts of an entrepreneurial ecosystem.

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		Value of the individual elements (Stam & van de Ven, 2021) The relationship of individual element values shows a change in the entrepreneurial ecosystem.
		Formal roles in workplaces (Bolino et al., 2016) The formal role of an individual will form an entrepreneurial ecosystem.
	Market with effectiveness (Marino & Pariso, 2021)	**Positive change**s (Wang et al., 2017) A change in a positive direction will produce new things that can increase the market.
		Well-established concepts (Ferreira et al., 2019) ; Well-established concepts will help accelerate achieving a goal.
		Overcome Market Barriers (Cohen & Winn, 2007; Pinkse & Groot, 2015) ; Entrepreneurs need to face market challenges to develop their businesses.
		Unique value (Bendor-Samuel, 2017) ; Its uniqueness will increase the added value that can positively impact entrepreneurship.
		Business maintenance (CGI, 2016) ; Carrying out maintenance in running a business will provide an evaluation and help achieve a goal that has been established.

4. ANALYSIS AND FINDING

The population of BUMDes in the Indramayu regency was 309 units by the end of 2021. The respondents are rural entrepreneurs whom BUMDes foster. Researchers have distributed questionnaires through BUMDes leader and administrators in several of Indramayu regency's area, including Ujunggebang, Ilir, and Kedokanagung Regency. Respondents consisted of 59% women and 41% men. There were 36 respondents aged 31-40 years old, 24 people aged 21-30, 15 people aged 41-50, 7 people aged more than 50 years old, and less than 20 years old is one person for a total of 83 respondents.

Entrepreneurship experience of BUMDes shown in Figure 3. Rural entrepreneurs vary in business ownership as shown in Figure 4.

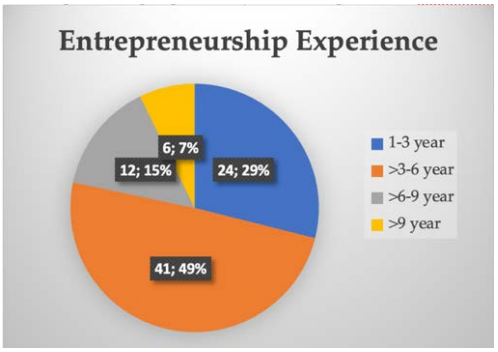

Figure 3. Entrepreneurship Experience of Rural Entrepreneur in Indramayu Regency

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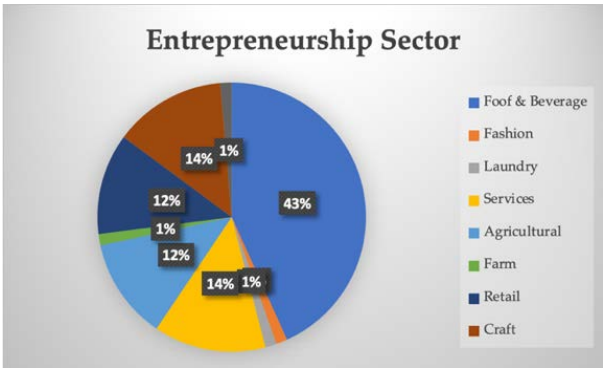

Figure 4. Entrepreneurship Experience of Rural Entrepreneur in Indramayu Regency

According to this study, rural entrepreneurship performance directly influences the SDGs using rural entrepreneurs in the Indramayu regency for research samples. In addition, this research reveals several variables that affect BUMDes' entrepreneurial performance. The results of this study will help create policy on rural entrepreneurship based on factual facts.

4.1. Outer Model / Indicator Test

The outer model test is carried out to check that the measurement utilized may be used as a measurement (valid and reliable). Indicator test using the Smart PLS program loading factor above 0.70 to get valid and reliable results. Table 3 shows the results of the indicator test. The results that all indicators were valid and reliable.

Table 3. Value of the Loading Factor

Construct	Entrepreneurial Performance	Sustainable Development Goals	Sustainable Entrepreneurship
x1	0.868		
x10	0.846		
x11	0.852		
x12	0.861		
x13	0.897		
x14	0.841		
x15	0.841		
x16	0.821		
x17	0.877		
x18	0.836		
x19	0.842		
x2	0.907		
x20	0.859		
x3	0.888		
x4	0.830		
x5	0.774		
x6	0.855		
x7	0.898		
x8	0.886		
x9	0.870		
y1		0.883	
y2		0.953	
y3		0.934	
y4		0.900	
z1			0.868
z10			0.881
z11			0.877
z12			0.868

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Construct	Entrepreneurial Performance	Sustainable Development Goals	Sustainable Entrepreneurship
z13			0.894
z14			0.816
z15			0.850
z16			0.883
z17			0.866
z18			0.863
z19			0.871
z2			0.882
z20			0.880
z21			0.810
z22			0.901
z23			0.870
z24			0.905
z25			0.841
z26			0.831
z27			0.881
z28			0.824
z29			0.870
z3			0.857
z30			0.858
z31			0.893
z4			0.896
z5			0.780
z6			0.821
z7			0.873
z8			0.870
z9			0.824

The discussion then continues with the findings of the structural model. Model assessment of the relationship assessment model, or, in other words, the relationship between exogenous variables and endogenous variables. The quantitative study employs structural equation modeling (SEM) to analyze the results.

Convergent validity can also be shown in the Average Variance Extracted (AVE) value, in addition to the loading factor value. The AVE value of each construct/variable in this study was more than 0.50 as shown as table 4.

Table 4. Average Variance Extracted (AVE)

Construct	**Average Variance Extracted (AVE)**
Entrepreneurial Performance	0.736
Sustainable Development Goals	0.843
Sustainable Entrepreneurship	0.743

Due to the absence of convergent validity issues, the next thing to test is discriminant validity issues. Table 5 is the result of the discriminant validity test.

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Table 5. Cross Loading

Construct	Entrepreneurial Performance	Sustainable Development Goals	Sustainable Entrepreneurship
x1	**0.868**	0.815	0.822
x10	**0.846**	0.730	0.793
x11	**0.852**	0.747	0.810
x12	**0.861**	0.780	0.839
x13	**0.897**	0.804	0.877
x14	**0.841**	0.801	0.837
x15	**0.841**	0.779	0.824
x16	**0.821**	0.755	0.811
x17	**0.877**	0.772	0.849
x18	**0.836**	0.760	0.821
x19	**0.842**	0.771	0.823
x2	**0.907**	0.821	0.849
x20	**0.859**	0.827	0.853
x3	**0.888**	0.802	0.842
x4	**0.830**	0.775	0.761
x5	**0.774**	0.717	0.724
x6	**0.855**	0.787	0.803
x7	**0.898**	0.808	0.827
x8	**0.886**	0.821	0.814
x9	**0.870**	0.721	0.800
y1	0.816	**0.883**	0.829
y2	0.859	**0.953**	0.877
y3	0.834	**0.934**	0.857
y4	0.831	**0.900**	0.846
z1	0.824	0.814	**0.868**
z10	0.847	0.816	**0.881**
z11	0.850	0.830	**0.877**
z12	0.841	0.850	**0.868**
z13	0.853	0.814	**0.894**
z14	0.721	0.710	**0.816**
z15	0.775	0.746	**0.850**
z16	0.831	0.777	**0.883**
z17	0.839	0.812	**0.866**
z18	0.854	0.829	**0.863**
z19	0.881	0.836	**0.871**
z2	0.822	0.829	**0.882**
z20	0.864	0.832	**0.880**
z21	0.805	0.781	**0.810**
z22	0.868	0.867	**0.901**
z23	0.858	0.860	**0.870**
z24	0.878	0.841	**0.905**
z25	0.793	0.766	**0.841**
z26	0.790	0.732	**0.831**
z27	0.859	0.801	**0.881**
z28	0.813	0.733	**0.824**
z29	0.819	0.801	**0.870**
z3	0.808	0.762	**0.857**
z30	0.812	0.799	**0.858**
z31	0.854	0.854	**0.893**
z4	0.851	0.805	**0.896**
z5	0.689	0.671	**0.780**
z6	0.743	0.732	**0.821**
z7	0.830	0.829	**0.873**
z8	0.827	0.812	**0.870**
z9	0.784	0.807	**0.824**

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As shown in Table 6, each item on the construct has a loading value greater than its cross-loading value. The results of this test indicate that the indicators for all three variables are valid. This test is valid because it has greater than 0.70 convergent and discriminant validity values. To ensure no measurement issues exist, the final step in evaluating the outer model is to examine the composite model's reliability. If the composite reliability value exceeds 0.80, it is considered acceptable or good.

Table 6. Composite Reliability Value

Construct	Composite Reliability
Entrepreneurial Performance	0.982
Sustainable Development Goals	0.955
Sustainable Entrepreneurship	0.989

Table 6 shows that the composite reliability value for all constructs is above 0.80, which indicates that all variables are declared reliable. The reliability test can also be strengthened with Cronbach's Alpha, which gives the results in table 7.

Tabel 7. Cronbach’s Alpha

Construct	Cronbach's Alpha
Entrepreneurial Performance	0.981
Sustainable Development Goals	0.937
Sustainable Entrepreneurship	0.988

The recommended value is above 0.70, and the table above shows that the Cronbach's Alpha value for all constructs is above 0.70, which indicates that all variables are declared reliable. The lowest value is 0.937 in the Sustainable Development Goals variable.

4.2. Structural Test / Inner Model

After the estimated model meets the outer model criteria, the following is a structural model test (inner model). The following is the value of R-square or what is often called the Coefficient of Determination R^2. The coefficient of determination R2 or R-square in this study, namely:

1. The Sustainable Development Goals are influenced by an entrepreneurial performance by 82.8%, while the remaining 17.2% is influenced by other factors not included in the model.
2. Meanwhile, sustainable entrepreneurship is influenced by sustainable development goals by 86.2%, while the remaining 13.8% is influenced by other factors not included in the model.

4.3. Hypothesis Test

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Table 8. Path Coefficient

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Entrepreneurial Performance -> Sustainable Development Goals	0.910	21.972	0.000
Entrepreneurial Performance -> Sustainable Entrepreneurship	0.845	13.381	0.000
Sustainable Development Goals -> Sustainable Entrepreneurship	0.928	30.008	0.000

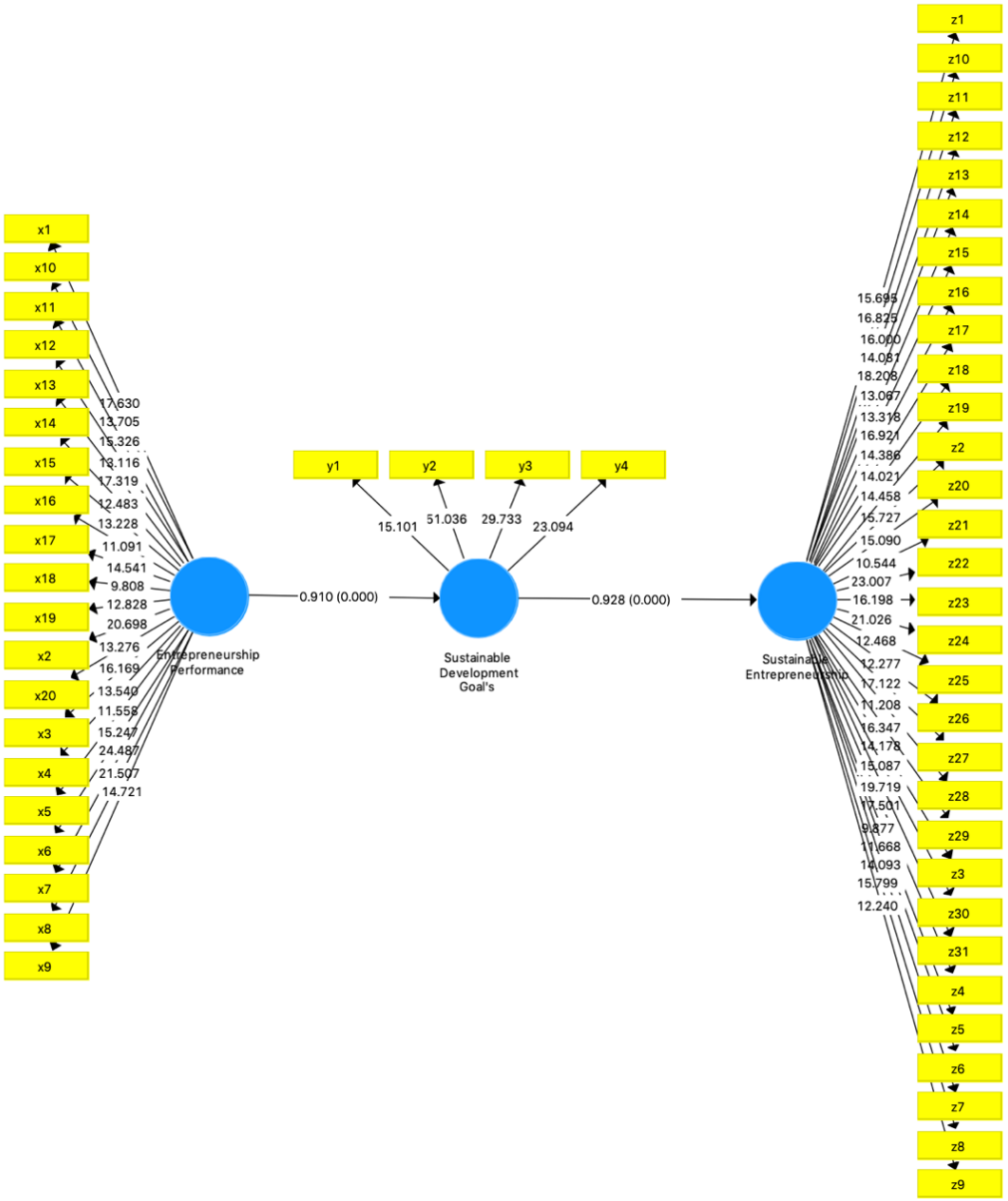

Figure 5. P-value and Path Coefficient Value

a. The influence of Entrepreneurial Performance on the Sustainable Development Goals is 0.91 (p-value <0.05), meaning that there is a positive and significant effect. The higher the Entrepreneurial Performance, the higher the Sustainable Development

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Goals. Our study is in line with previous research that entrepreneurship performance has contribute significantly to sustainable development goals (Horne et al., 2020)

b. The indirect influence of Entrepreneurial Performance through Sustainable Development Goals on Sustainable Entrepreneurship is 0.845 (p-value < 0.05), meaning that Entrepreneurial Performance indirectly has a positive and significant effect. The higher the Entrepreneurial Performance, the higher the Sustainable Entrepreneurship indirectly.
c. The effect of Sustainable Development Goals on Sustainable Entrepreneurship is 0.928 (p-value < 0.05), meaning a positive and significant effect. The higher the Sustainable Development Goals, the higher the Sustainable Entrepreneurship.

5. DISCUSSION

5.1. Conclusions

The study aims to examine the relationship between entrepreneurship performance, sustainable entrepreneurship, and intention to pursue sustainable development goals using exogenous attitudinal constructs. The quantitative study employs structural equation modeling (SEM) to analyze the results. Several implications can be formed based on the analysis results. First, the study's findings are consistent with many previous studies that entrepreneurship performance affects Sustainable Development Goals, which explains why it is necessary to improve the performance of rural entrepreneurs in the Indramayu regency, West Java Province. The study's findings also indicate the impact of entrepreneurial performance on sustainable entrepreneurship as measured by the Sustainable Development Goals. This result suggests the interconnectivity of the three pillars to strengthen the economy, particularly SDG 8, namely employment and village economic growth. Furthermore, the analysis results are consistent with earlier research, namely that the Sustainable Development Goals impact sustainable entrepreneurship. Second, qualitative research shows that BUMDes provide several benefits for rural entrepreneurs, including optimizing the potential of village resources, starting with motivation, training, networking with outsiders, and improving sales. In other words, the finding is consistent with the goal of BUMDes, which is to serve as a driver of increasing rural community income as well as a vehicle for establishing reciprocal relationships between village communities and the government to improve the village economy through village financial management based on the Village Development and Expenditure Budget.

Strengthen the alignment of entrepreneurship policies with the 2030 Agenda: recognizing underlying restrictions and unmet requirements within the ecosystem are critical to promoting entrepreneurship. Encouragement of entrepreneurship strategy to achieve long-term prosperity in all of these areas needs a comprehensive framework including all sectors of society and environmental sustainability.

5.2. Limitations

There are limitations to every study; this study is no exception. There are constraints to getting as many respondents as possible to make the expected analysis more leveraged with a margin of error of 10% of the population. Therefore, data collection in this research was carried out personally with rural entrepreneurs. The online interview process also encountered problems with poor communication signal networks. A limitation of this study is the COVID-19 condition, which does not allow for in-person interviews.

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Research in the future should focus on all BUMDes throughout Indonesia, not only the Indramayu regency area, so that findings may be more widely applicable.

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