

## Exploring the Path to Social Entrepreneurship: How Prior Experience Shapes Student Intentions through Outcome Expectations

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### ABSTRACT

**Introduction/Main Objectives:** Using the framework of the Social Cognitive Career Theory (SCCT), this study attempts to investigate how Prior experience and outcome expectations affect the intention to engage in social entrepreneurship. **Background Problems:** In the Indonesian context, social entrepreneurship has only emerged and developed in the last few years, social entrepreneurship alone is only about 2% of all entrepreneurs in Indonesia. **Novelty:** Due to the theoretical gap in predicting SEI and to address the gap of previous studies, this study considers the relationship of social entrepreneurs' outcome expectations and social entrepreneurs' self-efficacy and social entrepreneurial intentions, as described by Social Cognitive Career Theory (SCCT). **Research Methods:** In this study, 114 respondents from three universities in Indonesia were sampled. Using Structural Equation Modeling (SEM) method for data analysis. **Finding/Results:** The findings indicate that while prior experience is not directly related to intention, outcome expectancy has a significant impact on social entrepreneurship intention. But through outcome expectancy, past experience affects the inclination to engage in social entrepreneurship. **Conclusion:** The results show a key factor influencing people's intention to use entrepreneurship to bring about social change is the interplay between past experiences and outcome expectations. Therefore, further research is needed to better understand the dynamics involved in shaping social entrepreneurial intentions to support the development of social enterprises that have a positive impact on society and the environment.

**Keywords:** Outcome Expectations, Prior Experience, Social Cognitive Career Theory, Self- Efficacy, Social Entrepreneurial Intention.

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## 1. INTRODUCTION

There are worries about the effects on the economy and the possibility that social issues could get worse globally during this period of unpredictability in the global economy brought on by a number of events. One way to lessen reliance on the global economy is to develop the home economy. To do this, one strategy is to support individuals in launching new companies. Research indicates a clear connection between economic expansion and entrepreneurship (Bosma, Content, Sanders, & Stam, 2018; Doran, McCarthy, & O'Connor, 2018; Salgado-Banda, 2007; Stoica, Roman, & Rusu, 2020; Vatavu, Dogaru, Moldovan, & Lobont, 2022; Zhang & Geng, 2023).

As governments face challenges in providing aid to address emerging issues, they are increasingly focusing on encouraging entrepreneurs to establish social enterprises (Wibisono & Thao, 2023). Social entrepreneurship, which combines social and business concepts, is the form of entrepreneurship that is being promoted. Social Entrepreneurship (SE) involves pursuing profit while prioritizing social value and development (Mair & Noboa, 2006). Social entrepreneurship focuses on the process of creating value by combining different resources in innovative ways, and in particular on exploring and capitalizing on opportunities to create shared prosperity (Lan, Zhu, Ness, Xing, & Schneider, 2014). The core focus of this social entrepreneurship concept is to create social value for society with the social goals and missions of entrepreneurial activities (Bacq, Hartog, & Hoogendoorn, 2016; Jokela & Elo, 2015).

Sustainable social change requires robust and sustainable initiatives in the form of social entrepreneurship. Social entrepreneurship is an innovative approach that blends business and social aspects to realize goals that include social, environmental improvement, and enhancing people's well-being. Social entrepreneurship has emerged to address gaps that the public and private sectors have been unable to reach. It has played a crucial role in alleviating unemployment, poverty, and significant community and environmental issues (Ambad, 2022). In the Indonesian context, social entrepreneurship has only emerged and developed in the last few years (Margiono & Feranita, 2021). In 2018, there were about 300,000 social enterprises in Indonesia, or about 2% of the country's total entrepreneurs, according to research from British Council, (2021). Social entrepreneurship alone is only about 2% of all entrepreneurs in Indonesia (British Council, 2021). A study by the British Council in collaboration with the National Development Planning Agency (BAPPENAS) shows that social enterprises contribute significantly to Indonesia's economy at 2 percent of gross domestic product (GDP). This projects an increase in the sector's GDP over the next few years, as envisioned in the national development plan.

Based on "Social Cognitive Career Theory (SCCT)" (Lent, Brown, & Hackett, 1994) which is built on the foundation of Bandura Social Cognitive Theory (Bandura, 1986), Social cognitive theory's self-efficacy, result expectations, and personal objectives are integrated into SCCT as key components that influence profession interest and choice. The core components of SCCT are these three variables: goals, outcome expectations, and self-efficacy beliefs (Zola, Yusuf, & Firman, 2022a). This theory states that experiential learning shapes self-efficacy and outcome expectations, which influence career goals and interests.

Consistently, researchers continue to conduct research to explore the factors that predict individuals to establish social enterprises (Belchior & Lyons, 2021; Lacap, Mulyaningsih, & Ramadani, 2018; Tan, Pham, & Bui, 2021; Tiwari, Bhat, & Tikoria, 2022; Vieira, de Oliveira, & Miki, 2023; Yunanto, Suhariadi, Yulianti, Andajani, & Subagyo, 2021). Social Entrepreneurial Intentions (SEI) denote a person's mindset characterized by the desire and determination to pursue specific social goals, which guide and direct entrepreneurial actions in setting up a social enterprise (Bacq & Alt, 2018; Tiwari, Bhat, & Tikoria, 2017). Several conceptual models have been developed for the investigation of Social Entrepreneurial Intentions (SEI) such as the model from (Kai Hockerts, 2017; Mair & Noboa, 2006) and several previous studies related to entrepreneurial intentions that refer to the Theory of Planned Behavior (TPB) (Ayob, Yap, Sapuan, & Rashid, 2013; Cao & Ngo, 2019; Kruse, 2020; Luc, 2020; Politis, Ketikidis, Diamantidis, & Lazuras, 2016; Ruiz-Rosa, Gutiérrez-Taño, & García-Rodríguez, 2020).

Few research on SEI have explored social entrepreneurship as a career choice using SCCT as the theoretical basis. Social cognition theory's self-efficacy, result expectations, and personal objectives are incorporated into SCCT as important factors influencing profession interest and choice (Lent & Brown, 2019; Lent *et al.*, 1994; Zola *et al.*, 2022a). To address the theoretical gap in predicting SEI and to bridge the gap in previous studies, this study explores the relationship between social entrepreneurs' outcome expectations, self-efficacy, and social entrepreneurial intentions, as described by SCCT.

In studying the various factors that influence social entrepreneurial intentions, the role of prior experiences (Ashraf, 2021; Asma *et al.*, 2019; Aure, 2018; Darmanto & Pujiarti, 2020; de Sousa-Filho, Matos, da Silva Trajano, & de Souza Lessa, 2020; Ghatak, Chatterjee, & Bhowmick, 2020; Kai Hockerts, 2017; Liu, Liang, Chang, Ip, & Liang, 2021) and outcome expectations (Blaese, Noemi, & Brigitte, 2021; Liguori, Winkler, Vanevenhoven, Winkel, & James, 2020; Santos & Liguori, 2020) is one of the important things to consider. Although Prior experience and outcome expectations have been identified as variables that may impact social entrepreneurial ambitions, little is known about how they function, particularly in the context of social entrepreneurship (Ip, Liang, Lai, & Chang, 2021a; Luc, 2020). To close this knowledge gap, research on the influence of prior experience and outcome expectations on social entrepreneurial ambitions is essential.

## 2. LITERATURE REVIEW

### *Social Cognitive Career Theory (SCCT)*

The foundation of Social Cognitive professional Theory (SCCT) is Social Cognitive Theory (Bandura, 1986), which was created by Lent *et al.*, (1994) and aims to clarify three related aspects of professional development: (1) the formation of fundamental academic and career interests; (2) the process of making decisions regarding education and careers; and (3) the accomplishment of academic and career success. Previous career theories have identified a number of aspects that influence career development; these include interests, abilities, values, and environmental influences. These factors are all included in this theory. When attempting to explain decision-making behavior with regard to work-related matters, SCCT is widely utilized. According to this theory, an individual's desire to participate in a certain behavior is impacted by cognitive elements like self-efficacy and outcome expectations.

“Social Cognitive Career Theory (SCCT)” is a powerful motivational theory for examining the development of career interests and choices. According to SCCT, an individual's self-efficacy and outcome expectations - for a particular work or career pathway - can be influenced by personal and contextual factors that shape relevant learning experiences. The theory suggests that self-efficacy beliefs, outcome expectations, and goals are interrelated variables that constitute its fundamental components (Zola, Yusuf, & Firman, 2022b). The next section will discuss each variable separately.

### *Social Entrepreneurship Intention*

Social entrepreneurial intention (SEI) is a mental state characterized by individuals' desire and determination to pursue a social mission, guiding their entrepreneurial actions in establishing social enterprises (Aquino & Reed, 2002; Tiwari *et al.*, 2017). A person's belief and self-awareness in wanting to start a new social venture are known as their social

entrepreneurship intention (Ip, Wu, Liu, & Liang, 2017a). In line with the opinion of (Ha *et al.*, 2020) entrepreneurial intentions signify an individual's aspiration and resolve to embark on creating a new venture. Thus, in the context of social entrepreneurship, a person's motivation, resolve, and faith in starting a new social enterprise might be interpreted as their SEI.

### ***Prior Experience and Social Entrepreneurial Intention***

Previous experience is crucial in enhancing positive attitudes, increasing confidence, and motivating one to become an entrepreneur (Ambad, 2022). In the realm of social entrepreneurship, previous experience refers to an individual's perceived exposure to or involvement in working with social enterprises or organizations addressing various social issues (Kai Hockerts, 2017; Mulyaningsih and Ramadani, 2017). Previous experience in entrepreneurship and entrepreneurship education can serve as a trigger and guide for aspiring entrepreneurs as it can nurture and encourage them to start a business (Keat, Selvarajah, & Meyer, 2011).

Moreover, as per the perspectives of (Bosma, Hessels, Schutjens, Van Praag, & Verheul, 2012; Van Auken, Fry, & Stephens, 2006) familiarity with social organizations can facilitate prospective social entrepreneurs in recognizing opportunities and envisaging outcomes in their social entrepreneurial endeavors. In the realm of SEI research, the experience of engaging in social or volunteer work is considered an antecedent of SEI. This notion is supported by Kai Hockerts (2017), who suggests that individuals who have experience assisting victims of natural disasters, poverty, unemployment, or other social issues tend to develop a positive attitude towards practicing social entrepreneurship.

**Hypothesis 1: Prior experience has a positive effect on social entrepreneurial intention.**

### ***Outcome Expectation and Social Entrepreneurial Intention***

Outcome expectancy, or an individual's ideas about the likely consequences of their actions, is another component of SCCT (Lent and Brown, 2019). Bandura, (1986), explains that outcome expectancy entails the anticipated consequences of engaging in a specific behavior (i.e., if I do this, what will happen). SCCT posits that individuals are motivated to engage in an action when they anticipate positive outcomes and are disinclined to do so when they expect negative outcomes (Liguori *et al.*, 2018).

Lent & Brown, (2008), describe outcome expectations as individuals' perceptions of the positive or negative results of engaging in specific activities. This description is consistent with that of Ratten, (2016), who claims that outcome expectations are views about the favorable or unfavorable consequences of specific actions. The expected outcomes that people imagine when they engage in particular behaviors are included in outcome expectations (Liguori *et al.*, 2020).

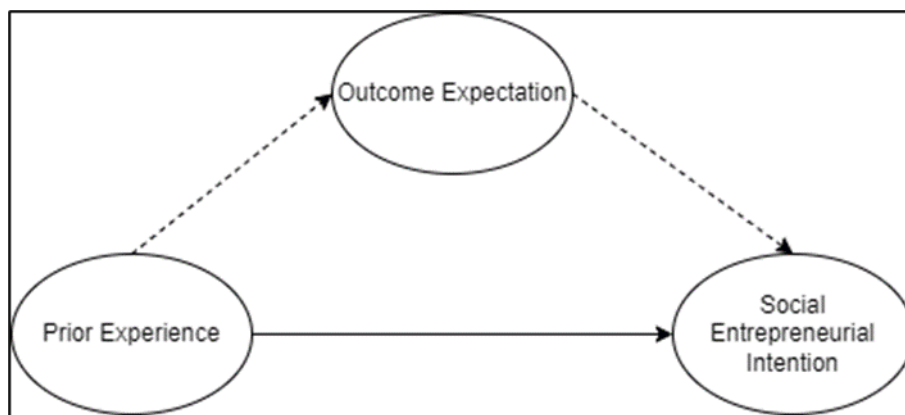
In social entrepreneurship, outcome expectations refer to a person's beliefs about the outcome or impact that will occur if they become a social entrepreneur (Tran & Von Korflesch, 2016). Economic and social goals are combined to drive social entrepreneurship (Saebi, Foss, & Linder, 2019). Social entrepreneurs are motivated to achieve their social goals, such as promoting social justice and addressing social issues (Baierl *et al.*, 2014; Christopoulos and Vogl, 2015; Germak and Robinson, 2014; Yitshaki and Kropp, 2016). According to Tran & Von Korflesch, (2016), outcome expectations in social entrepreneurship relate to a person's beliefs about the result or impact that will happen if they become a social entrepreneur. Economic and social goals are combined to drive social entrepreneurship (Saebi *et al.*, 2019). The pursuit of social objectives, such

as addressing social challenges and advancing social justice, drives social entrepreneurs (Baierl, Grichnik, Spörrle, & Welppe, 2014; Christopoulos & Vogl, 2015; Germak & Robinson, 2014; Yitshaki & Kropp, 2016).

According to the researchers, individuals are more likely to create social enterprises when they expect positive economic and social results from engaging in social entrepreneurship. Conversely, they are less likely to have social entrepreneurial intentions when they cannot foresee the desired outcomes or when they do not value the outcomes they may achieve. Based on the aforementioned viewpoints, the author concludes that positive outcome expectations will positively impact intentions to create or participate in social entrepreneurship.

**Hypothesis 2: There is a significant influence of Outcome Expectation on social entrepreneurial intention.**

**Hypothesis 3: Outcome Expectation mediates the effect of Prior Experience on social entrepreneurial intention.**



**Figure 1. Theoretical framework**

### 3. METHOD, DATA, AND ANALYSIS

#### *Sample and procedures*

This study took data from members of student organizations at 3 universities in Indonesia. The data collection tool in this study used a questionnaire which was used to obtain primary data on research variables. The number of respondents collected was 114 respondents from 3 universities represented by several members of student organizations. Table 1 displays the characteristics of the research sample. More than half of the research sample is female (69%), and the majority of the age range of the research sample is 16 to 20 years old (63%), and regarding the year of study, students who have entered the second year of study make up the majority of the sample (46%), followed by third-year students (23%).

Table 1. Characteristics of the sample

Variabel	Categories	Frequency	Percent (%)
Gender	Male	35	31
	Female	79	69
Age	16-20 Years old	72	63
	21-25 Years old	42	37
	Over 25 Years old	0	0

Semesters	First Year	11	10
	Second Year	52	46
	Third Year	26	23
	Fourth Year	15	13
	More Fourth year	10	9

Note: 114 Sample

### **Measurement**

Each statement item provides several answer choices which are basically in the form of ordinal categories. For the answers chosen on each indicator, they are converted into numbers called scoring. In this research, all variables were assessed using a 5-point Likert scale. The scale ranges from 1 for "strongly disagree" to 5 for "strongly agree".

The measurement of SEI variables in this study refers to research conducted by (Kai Hockerts, 2017; Ip, Wu, Liu, & Liang, 2017b) According to him, there are four indicators to measure social entrepreneurial intentions, namely ideas, goals, and efforts in doing social entrepreneurship. In this research, the scale used to measure prior experience (PE) in relation to social entrepreneurship is based on K Hockerts, (2017). Experience working with social issues, volunteer experience or working with social organizations. Knowledge of social organizations.

Ip *et al.*, (2021b) developed a measurement scale for outcome expectancy that encompasses the characteristics and objectives of a social enterprise, such as commitment, adherence to a social mission, financial independence, and the creation of social value through market activities.

### **Data Analysis**

"The Partial Least Squares (PLS) Structural Equation Modeling (SEM) "technique approach was adopted in analyzing the hypotheses of this study with the help of Smart-PLS software (Ringle, Wende, & Becker, 2015). A statistical method called "Partial Least Squares Structural Equation Modeling (PLS-SEM)" is utilized in research to examine causal links between latent components (Hair, Ringle, & Sarstedt, 2011). This approach evolved for "Structural Equation Modeling (SEM)" which has gained popularity in recent years due to its advantages over other SEM techniques, such as its ability to handle non-normal data, small sample sizes, and formative indicators (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014). The measurement model, the structural model, and the model's goodness and fit are all evaluated as part of the PLS model evaluation in this study.

## **4. RESULT AND DISCUSSION**

### **Measurement Model Evaluation**

The measurement model in this study consists of a reflective measurement model where the variables of prior experience, outcome expectation, and Social Entrepreneurship Intention are measured together reflectively. In reflective measurement, factor coding  $\geq 0.70$ , Composite Reliability (CR)  $\geq 0.70$ , and Average Variance Extracted (AVE) value  $\geq 0.50$  are considered as part of the model evaluation, according to Hair Jr *et al.*, (2021). Additionally, discriminatory validity is evaluated by examining the output of the Fornell-Larcker Criterion table (Fornell & Larcker, 1981) and the HTMT (Heterotrait-Monotrait Criterion) output (Henseler, Ringle, & Sarstedt, 2015)  $\leq 0.90$ .

Table 2. The Result of The Measurement Model

Constructs	Items	loadings	CR	AVE
PRIOR EXPERIENCE			0.856	0.665
Have volunteered or participated with a social organization	PE1	0.806		
Considerable experience in working with social issues	PE2	0.839		
Have knowledge of social organizations	PE3	0.800		
OUTCOME EXPECTATION			0.950	0.792
Social entrepreneurship can effectively help the disadvantaged	OE1	0.837		
Social entrepreneurship can help reduce poverty, improve education, or improve the environment.	OE2	0.920		
Social entrepreneurship can alleviate sustainable social problems	OE3	0.931		
Social entrepreneurship can further emphasize the social mission continuously	OE4	0.899		
Social entrepreneurship can draw more public attention to social issues	OE5	0.858		
SOCIAL ENTREPRENEURSHIP INTENTION			0.896	0.743
I have a basic concept for a social venture that I want to start in the future	SEI1	0.791		
My career aspiration is to work as a social entrepreneur	SEI2	0.905		
committed to going above and beyond to become a social entrepreneur	SEI3	0.886		

Note: CR = Composite Reliability; AVE = Average Variance Extracted

Table 2 displays the outcomes of the reflective measurement model utilized in this study to assess the constructs of Prior Experience (PE), Outcome Expectation (OE), and Social Entrepreneurship Intention (SEI). Each construct is evaluated through several indicators with consistent factor loadings exceeding the 0.70 threshold (ranging from 0.791 to 0.931), indicating that these indicators effectively reflect the measured constructs. Additionally, the Composite Reliability (CR) values surpass 0.70, specifically 0.856, 0.950, and 0.896, while the Average Variance Extracted (AVE) exceeds 0.50. The true reliability of internal consistency is indicated by an AVE value of 0.50, which denotes that the average variation of the measurement items within the variable exceeds 50%. The assessment findings verify that the measurement model satisfies the requirements for convergent validity.

Table 3. Discriminant Validity of Constructs.

Variables	OE	PE	SEI
Fornell–Larcker Criterion			
OE	<b>0.890</b>		
PE	0.523	<b>0.815</b>	
SEI	0.539	0.332	<b>0.862</b>

## Heterotrait–Monotrait Criterion

OE		
PE	0.624	
SEI	0.606	0.417

*Note:* Diagonal values represent AVE, while other values represent the squared correlation. OE= Outcome Expectations, PE= Prior Experience, SEI= Social Entrepreneurship Intention; AVE= average variance extracted.

The evaluation of discriminant validity at the variable level employs the Fornell-Lacker Criterion approach. According to this criterion, the root AVE of Outcome Expectations (0.890) is higher than its correlation with Prior Experience (0.523) and its correlation with Social Entrepreneurship Intention (0.539). In a similar vein, social entrepreneurship intention and prior experience have greater root AVE values than correlations with other variables. It is deemed appropriate to evaluate discriminant validity using Fornell and Lacker's criterion. Furthermore, according to the standards set by Fornell and Lacker, each variable pair's HTMT value in the HTMT table is less 0.90, showing strong discriminant validity of the variables (Hair Jr *et al.*, 2021).

**Structural Model Evaluation**

The results of the hypothesis test and the assessment of the measurement model are displayed in Table 4. The hypothesis testing results indicate a significant relationship between Social Entrepreneurship Intention (SEI) and Outcome Expectation (OE) ( $b = 0.503$ ;  $p$ -value = 0.000), as well as between Prior Experience (PE) and OE ( $b = 0.523$ ;  $p$ -value = 0.000), and among PE, OE, and SEI ( $b = 0.263$ ;  $p$ -value = 0.000). However, the construct Prior Experience does not exhibit a statistically significant relationship with SEI. While there is support for the direct association between social entrepreneurial intention and prior experience (H1), there is not support for the direct relationship between social entrepreneurial intention and outcome expectations (H2). Through outcome expectations, there is evidence to establish the indirect relationship between prior experience and the intention of social entrepreneurship (H3).

Table 4. Hypotheses and Path Coefficients Testing Results

Hypothesis	$\beta$	P Value	97.5% CI	Report	VIF	F <sup>2</sup>	R <sup>2</sup>
Direct Effects							
H2: OE ->SEI	0.503	0,000	[0.335, 0.658]	Supported	1.377	0.261	0.294
H1: PE -> SEI	0.068	0,464	[-0.114, 0.252]	Not Supported	1.000	0.377	0.274
Indirect Effects							
H3: PE -> OE ->SEI	0.263	0,000	[0.164, 0.389]	Supported		0.069	

The measurement model in this study is also assessed by looking at the coefficient of determination (R<sup>2</sup>), effect size (f<sup>2</sup>). Table 4 shows that the R<sup>2</sup> value of the Outcome Expectations and Prior Experience variables explains 29.4% and 27.4% of Social Entrepreneurship Intention. According to Cohen, (2013) , effect sizes of 0.02, 0.15, and 0.35 indicate minor, medium, and large impacts, respectively, for the measurement of the



effect (F2).. So, when viewed from the F2 value, the Outcome Expectations and Prior Experience variables have a large effect on Social Entrepreneurship Intention with a value of 0.261 and 0.377 and the Prior Experience variable on Outcome Expectations has a small effect with a value of 0.005.

Table 5. Out-of-Sample Predictive Power Analysis

Item	PLS Result		LM Result		RMSE <sub>PLS</sub> -RMS <sub>LM</sub>
	RMSE	Q <sup>2</sup> _predict	RMSE	Q <sup>2</sup> _predict	
OE 3	0.670	0.166	0.679	0.142	-0.009
OE 4	0.724	0.190	0.735	0.165	-0.011
OE 5	0.678	0.240	0.684	0.226	-0.006
OE 2	0.670	0.188	0.669	0.191	0.001
OE 1	0.684	0.169	0.693	0.147	-0.009
SEI3	0.775	0.074	0.793	0.031	-0.018
SEI1	0.878	0.067	0.891	0.038	-0.013
SEI2	0.916	0.033	0.920	0.026	-0.003

Note. PLS = partial least squares; RMSE = root mean square error; LM = linear model.

Finally, we use PLSpredict analysis (Shmueli *et al.*, 2019) with default parameters (10 folds and 10 repetitions) to assess the model's out-of-sample predicting ability. Table 5 presents the findings, which center around the Social Entrepreneurship Intention (SEI) and Outcome Expectation (OE) variables as the primary goal constructs. As per the recommendations given by Shmueli *et al.* (2019), every Q2 prediction value in the PLS results section is larger than zero. High predictive power is also indicated by the fact that all PLS items' root mean square error (RMSE) statistics are fewer than the RMSE values under the linear model (LM) results. The complete model, which includes factor loadings or correlation weights, path coefficients, and R2 values for the endogenous constructs in the model, is shown in Figure 2.

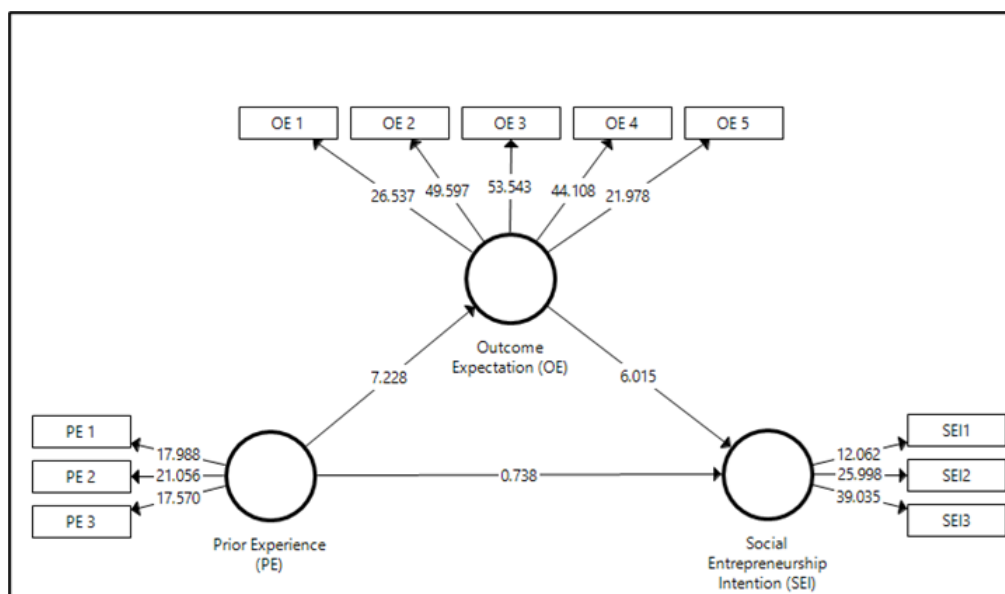


Figure 2. Final Framework

Social entrepreneurship has emerged to address gaps that the public and private sectors have been unable to reach. It has played a crucial role in alleviating unemployment, poverty, and significant community and environmental issues (Ambad, 2022). Social entrepreneurship is an increasingly important topic in many countries worldwide. However, there is a lack of research on predicting the intention of becoming a social entrepreneur. Researchers are consistently exploring the predictors of social entrepreneurship. The goal of this study is to examine how outcome expectations mediate the link between previous experience and intentions toward social entrepreneurship, as well as to explore the influence of previous experience on these intentions.

This research explores a conceptual model within Social Cognitive Career Theory (SCCT) that summarizes the classic factors that influence Social Entrepreneurial Intentions (SEI). Broadly speaking, the results highlight the important role of the concept of outcome expectations as a reliable factor in shaping SEI. The main finding is that the relationship between outcome expectations and social entrepreneurial intentions shows significance (H1). This is in line with several previous studies which also revealed that outcome expectations have a positive relationship with social entrepreneurial intentions as identified by (Blaese *et al.*, 2021; Liguori *et al.*, 2020; Santos & Liguori, 2020)

The findings suggest that individuals interested in social entrepreneurship are not primarily driven by salary or job stability. Rather, their main motivation relates to the opportunity to create change in a social environment or a problem they care about in accordance with the concepts described by Kai Hockerts, (2017). However, an interesting finding is that prior experience was not shown to have a significant influence on SEI (H2). This is in contrast to the results of some earlier research, as Kai Hockerts, (2017) describes, which show that people who have experience with social concerns typically have stronger inclinations to engage in social entrepreneurship.

Speaking of experience, an assumption arises that the sample under study may lack experience in social issues or social activities. This perspective corresponds to the view of Noerhartati *et al.*, (2019), which states that entrepreneurs with experience in social activities tend to care more about disadvantaged and socially marginalized groups.

However, an intriguing finding was the significant impact of prior experience on SEI, mediated by outcome expectations. This suggests that outcome expectations could be a key factor that shapes social entrepreneurial intentions (H3). This perspective aligns with the viewpoint of Liguori *et al.*, (2020), which suggests that positive expectations for future entrepreneurial outcomes, including financial rewards, social recognition, and increased personal freedom, motivate individuals to have higher intentions to start a venture. The mediating role of outcome expectations is in line with the findings Duong *et al.*, (2023) revealing that prior experiences such as education positively influence students' entrepreneurial intentions by forming positive outcome expectations. Thus, while previous experience in social issues may not directly influence SEI, the expected outcomes of social entrepreneurial action can be a significant factor in shaping such intentions. When thinking about social entrepreneurship, it's critical to pinpoint the elements that could impede or enhance the correlation between goals and expected results. These elements could include potential job paths, socially conscious activities, and perspectives on professional aspirations (Ip *et al.*, 2021a). This difference in findings highlights the complexity of understanding the factors that shape social entrepreneurial intentions, and emphasizes the need for further research to explore the dynamics involved in this process.

These findings highlight the complexity in the factors that shape social entrepreneurial intentions, suggesting that it is not only prior experience or outcome

expectations that influence, but also the complex interactions between the two that play an important role. Additional research is required to investigate and gain a better understanding of the dynamics involved in the formation of SEI.

## 5. CONCLUSION AND SUGGESTION

This research emphasises that the motivation for pursuing social entrepreneurship is primarily linked to outcome expectations, rather than traditional factors such as salary or job stability. Outcome expectations, which include expectations of financial reward, public recognition and personal freedom, are the primary drivers of individuals' intentions to start a social enterprise. Although prior experience in social issues may not directly influence the intention to engage in social entrepreneurship, The relationship between prior experience and social entrepreneurship intention is mediated by outcome expectations, which emphasizes the complexity of factors influencing SEI. The findings confirm that the interaction between prior experience and outcome expectations is an important aspect that shapes individuals' intention to create social change through entrepreneurial endeavors. Therefore, further research is needed to better understand the dynamics involved in shaping social entrepreneurial intentions to support the development of social enterprises that have a positive impact on society and the environment.

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