



MEDIATION OF ENTREPRENEURIAL INTENTIONS IN THE RELATIONSHIP BETWEEN ENTREPRENEURIAL TRAINING AND COMMUNITY BUSINESS LIFETIME

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ABSTRACT

This study examines the effect of entrepreneurship training on the vitality of community businesses by considering the mediating role of entrepreneurial intentions in micro and small businesses in the culinary sub-sector in Cisit, Darmaraja, Wado, Jatununggal, and Jatigede Districts, Sumedang Regency. The study population included 984 culinary MSMEs, with a sample of 300 respondents. Data were collected through a survey method using a structured questionnaire and analyzed using Structural Equation Modeling (SEM) assisted by SmartPLS 4.1 software. The results showed that respondents rated entrepreneurship training, entrepreneurial intentions, and business viability as moderate (56.61%, 66.79%, and 49.26%), indicating a positive impact but still requiring strengthening. SEM-PLS analysis confirmed that entrepreneurship training had a positive and significant effect on business viability directly (path coefficient = 0.125; t-count = 2.333; p = 0.020) and on entrepreneurial intentions (path coefficient = 0.243; t-count = 4.015; p = 0.000). More importantly, entrepreneurial intentions were shown to significantly mediate the effect of training on business viability (indirect path coefficient = 0.049; t-count = 2.480; p = 0.013). This finding is supported by previous research that emphasized the importance of intentions as a mediator in the relationship between training and business sustainability.

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1. INTRODUCTION

Regional economic development is strongly dependent on the strength of the Micro, Small, and Medium Enterprises (MSMEs) sector, which plays a strategic role in absorbing local labor and stimulating community-based economic activities [1]. According to [2], MSMEs contribute more than 97 percent of total employment in Indonesia. Based on the 2024 data from the Central Bureau of Statistics of West Java Province [3], Sumedang Regency has 21,723 micro and small enterprises, with micro businesses accounting for 44,542 units (89.21%) and small businesses comprising 3,445 units (6.89%). Given the dominant proportion of micro enterprises, strengthening the entrepreneurial capacity of MSME actors becomes an essential strategy for improving community welfare [4]. Five districts in the Jatigede Reservoir area Cisit, Wado, Darmaraja, Jatununggal, and

Jatigede have become the focus of empowerment efforts because they are directly affected by the reservoir development [5]. Sumedang Regency has experienced significant social and economic transformation due to the construction of the Jatigede Reservoir [6]. Research by [7] indicates that the reservoir's development shifted the community's economic orientation from agriculture to services, trade, and tourism. The project resulted in the loss of approximately 1,500 hectares of agricultural land, causing around 42,000 people to lose their livelihoods [8]. Although various new businesses have emerged in this area, particularly in the culinary subsector, [9] note that most still face challenges in achieving sustainability due to limited entrepreneurial competence and managerial experience. To support economic revitalization, the Sumedang Regency Government inaugurated the Fish Culinary Center in Mekarasih Village, Jatigede District, on December 24, 2024 [10], and implemented the "UMKM Naik Kelas" program, which involved 340 MSME participants in 2024 [11].

Entrepreneurship training serves as a strategic instrument for enhancing entrepreneurial abilities and attitudes within the community. [12] emphasize that such training plays a crucial role in shaping practical knowledge and entrepreneurial motivation. [12],[13] further explains that training fosters innovation orientation, risk-taking behavior, and adaptability. [14] training alone does not always directly influence business sustainability. [15] argues that training only becomes effective when individuals possess strong entrepreneurial intentions that mediate the relationship between knowledge acquisition and actual entrepreneurial behavior. This condition is relevant to the Jatigede region, where [9],[16] found that low entrepreneurial skills constitute a major factor behind the high business failure rate. Entrepreneurship training in this context is characterized by the indicators proposed by [17], which include trainer competence, participant readiness, training methods, training materials, training objectives, financial management ability, insights into marketing strategies, human resource management skills, networking capacity, and openness in business management [18].

Entrepreneurial intention plays an essential mediating role in explaining how training influences business sustainability. [19] Theory of Planned Behavior posits that intention is the primary determinant of behavior, shaped by attitudes toward entrepreneurship, subjective norms, and perceived behavioral control [9],[20]. [21] demonstrate that stronger entrepreneurial intentions increase the likelihood of individuals sustaining their business ventures. Thus, entrepreneurial intention becomes the key mechanism linking training-based knowledge to practical implementation in business viability. Empirical evidence from [22] shows that training yields significant outcomes only when participants possess strong intentions and demonstrate active behavior. Similarly, [23] confirm that education and training exert indirect effects on business success through enhanced entrepreneurial intentions and self-efficacy. Indicators of entrepreneurial intention adopted from [24] include belief in entrepreneurial ability, positive attitudes toward entrepreneurship, attraction to business opportunities, entrepreneurial motivation, [25] desire to engage in entrepreneurship, family support, peer support, support from significant others, confidence in entrepreneurship, belief in entrepreneurial success, strength of resources and opportunities, and perceived ease or difficulty of entrepreneurial action [26].

Business sustainability reflects the extent to which enterprises can survive and grow in the long term. [27] argue that business sustainability is determined by an entrepreneur's capability to manage resources efficiently, retain customers, and adapt to environmental changes. This aligns with the condition of communities around the Jatigede Reservoir, where many MSMEs have ceased operations due to limited adaptive capacity in navigating new market conditions. [28] underscores that insufficient mastery of entrepreneurial skills significantly contributes to business failure in the region, reinforcing the need for training programs grounded in practical entrepreneurial competencies. Indicators of business sustainability based on [29] include sales turnover growth, employee growth, asset value, market share, number of loyal customers, geographic market coverage, product recognition, technology adoption, business model innovation, debt-to-asset ratio, financing diversification, and ability to meet financial obligations. Therefore, this study is imperative for identifying how entrepreneurship training influences the business sustainability of communities in the districts of Cisit, Darmaraja, Wado, Jatimunggal, and Jatigede in Sumedang Regency, while also examining the mediating role of entrepreneurial intention, specifically among micro and small enterprises in the culinary subsector.

2. RESEARCH METHODS

This research was conducted on micro and small enterprises in the culinary subsector located in the area surrounding the Jatigede Reservoir, Sumedang Regency [30]. The types of data used consisted of primary and secondary data. Primary data were obtained through questionnaires and interviews aimed at gathering direct responses from the participants, while secondary data were collected from books or literature, research journals, and articles relevant to the research topic [31]. The study population consisted of 984 culinary MSME actors, and using a 5% margin of error, a sample of 300 respondents was obtained through random sampling techniques. Data analysis in this study included descriptive statistics, instrument testing, coefficient of determination testing, Structural Equation Modeling (SEM) analysis, and hypothesis testing. A quantitative approach was applied because it is able to explain phenomena objectively using numerical data that can be analyzed statistically.

According to [32], quantitative research aims to test formulated hypotheses through the collection of measurable data from a specific population or sample, enabling researchers to obtain an empirical picture of the relationships among variables. The survey method was used in this research because it is considered effective for collecting information regarding respondents' attitudes, opinions, behaviors, and characteristics through questionnaire instruments, as explained by [33]. To analyze the relationships between latent variables and their indicators, this study employed the Structural Equation Modeling (SEM) approach. [34] emphasize that SEM can test not only direct relationships but also indirect relationships such as mediation, thus providing a comprehensive understanding of the research model. [35] the use of the survey method within a quantitative approach combined with SEM analysis becomes a strong and relevant analytical strategy for examining the model of relationships among variables in culinary MSMEs in the Jatigede Reservoir area.

3. RESULT AND ANALYSIS

Instrument Test

Validity Test

Community Business Viability (Y)

The researcher took a population of 984, $df = (N-2)$, resulting in a sample of 300 (rounded) with a 5% significance level. The r-table obtained a value of 0.3120. The calculated r-table was obtained from a validity test using IBM SPSS 25.0 for Windows. The results of the questionnaire validity test are as follows:

Table 1. Results of the Community Business Viability Validity Test Analysis

| Indicator | Item Statement | Pearson Coef. rhitung | Criteria rtabel | Description |
|---|----------------|-----------------------|-----------------|-------------|
| Increase in Sales Turnover | Y01 | 1.000 | 0.3120 | Valid |
| Growth in Number of Employees | Y02 | 0.923 | 0.3120 | Valid |
| Value of Business Assets | Y03 | 0.918 | 0.3120 | Valid |
| Percentage of Sales to Total Industry Sales | Y04 | 0.898 | 0.3120 | Valid |
| Number of Regular Customers | Y05 | 0.801 | 0.3120 | Valid |
| Geographic Coverage of Marketing | Y06 | 0.862 | 0.3120 | Valid |
| Introduction of New Products or Services | Y07 | 0.891 | 0.3120 | Valid |
| Technology Adoption | Y08 | 0.900 | 0.3120 | Valid |
| Business Model Development | Y09 | 0.884 | 0.3120 | Valid |
| Loan-to-Asset Ratio | Y10 | 0.873 | 0.3120 | Valid |
| Diversification of Funding Sources | Y11 | 0.865 | 0.3120 | Valid |
| Ability to Meet Financial Obligations | Y12 | 0.869 | 0.3120 | Valid |

Source: Primary Data

Based on the validity test analysis of the community business vitality variable, all 12 statements were found to be valid, as the calculated correlation (r) values for each statement exceeded the critical r value from the table. This indicates that each item accurately measures aspects of community business vitality and is consistent with the construct being assessed. The results suggest that the instrument is reliable in capturing respondents' perceptions and experiences regarding the sustainability and resilience of their businesses, ensuring that subsequent analyses, such as structural equation modeling or descriptive statistics, are based on a solid and credible measurement foundation. Overall, the validity of these statements strengthens the confidence in the research findings related to community business performance.

Entrepreneurship Training (X)

The researcher took a population of 984, $df = (N-2)$, resulting in a sample of 300 (rounded) with a significance level of 5%, using the statistical r table. The r table obtained was 0.3120. The calculated r value was obtained from the validity test using IBM SPSS 25.0 for Windows. The results of the questionnaire validity test are as follows:

Table 2. Results of the Entrepreneurship Training Validity Test Analysis

| Indicator | Item Statement | Pearson Coef. r_calculated | Criteria r_table | Remarks |
|-----------------------|----------------|----------------------------|------------------|---------|
| Trainer Instructor | X01 | 1.000 | 0.3120 | Valid |
| Participant Readiness | X02 | 0.917 | 0.3120 | Valid |
| Training Method | X03 | 0.857 | 0.3120 | Valid |
| Training Material | X04 | 0.869 | 0.3120 | Valid |
| Training Objectives | X05 | 0.805 | 0.3120 | Valid |

| Indicator | Item Statement | Pearson Coef. r_calculated | Criteria r_table | Remarks |
|---|----------------|----------------------------|------------------|---------|
| Ability to Manage Business Finance | X06 | 0.856 | 0.3120 | Valid |
| Gaining New Insights | X07 | 0.836 | 0.3120 | Valid |
| Ability to Manage Human Resources | X08 | 0.819 | 0.3120 | Valid |
| Building Business Networking | X09 | 0.856 | 0.3120 | Valid |
| Becoming More Open in Managing the Business | X10 | 0.862 | 0.3120 | Valid |

Source: Primary Data

Based on the validity test analysis for the entrepreneurship training variable, all 10 statements were deemed valid, as the calculated r values for each item exceeded the critical r value from the table. This indicates that each statement effectively measures the aspects of entrepreneurship training, reflecting participants' perceptions and experiences accurately. The validity of these items ensures that the instrument reliably captures the construct of entrepreneurship training, providing a sound basis for further statistical analyses, such as SEM-PLS or descriptive evaluations. Consequently, the research can confidently use these validated statements to assess the impact of entrepreneurship training on outcomes such as entrepreneurial intention and community business vitality.

Entrepreneurial Intention (Z)

The researcher took a population of 984, $df = (N-2)$, resulting in a sample of 300 (rounded) with a significance level of 5%, using the statistical r table. The r table obtained was 0.3120. The calculated r value was obtained from the validity test using IBM SPSS 25.0 for Windows. The results of the questionnaire validity test are as follows:

Table 3. Results of the Entrepreneurial Intention Validity Test Analysis

| Indicator | Item Statement | Pearson Coef. r_hitung | Criteria rtable | Remarks |
|---|----------------|------------------------|-----------------|---------|
| Confidence in entrepreneurial ability | Z01 | 1.00 | 0.3120 | Valid |
| Positive view of entrepreneurship | Z02 | 0.963 | 0.3120 | Valid |
| Interest in business opportunities | Z03 | 0.973 | 0.3120 | Valid |
| Motivation to become an entrepreneur | Z04 | 0.981 | 0.3120 | Valid |
| Desire to become an entrepreneur | Z05 | 0.956 | 0.3120 | Valid |
| Family support to become an entrepreneur | Z06 | 0.969 | 0.3120 | Valid |
| Friends' support | Z07 | 0.920 | 0.3120 | Valid |
| Support from colleagues | Z08 | 0.981 | 0.3120 | Valid |
| Support from important people | Z09 | 0.969 | 0.3120 | Valid |
| Self-confidence in entrepreneurship | Z10 | 0.987 | 0.3120 | Valid |
| Confidence in entrepreneurial success | Z11 | 0.771 | 0.3120 | Valid |
| Strength of resources and entrepreneurial opportunities | Z12 | 0.744 | 0.3120 | Valid |
| Perception of ease/difficulty in entrepreneurship | Z13 | 0.922 | 0.3120 | Valid |

Source: Primary Data

Based on the validity test analysis of the entrepreneurial intention variable, all 13 statements were declared valid, as the calculated r values for each item were greater than the tabulated r value. This indicates that each statement accurately reflects the construct of entrepreneurial intention and is effective in capturing respondents' intentions to engage in entrepreneurial activities. The validity of these statements ensures that the measurement instrument reliably represents the underlying variable, providing a robust foundation for further statistical analysis. As a result, the study can confidently use these validated items to examine the influence of factors such as entrepreneurship training on entrepreneurial intention and, subsequently, on community business sustainability.

Instrument Reliability Test

The reliability test in this study was conducted to determine the accuracy of the data collection tool using SPSS 25. Cronbach's Alpha Coefficient (C) is the most commonly used statistic to test the reliability of a research instrument. A research instrument is indicated to have an adequate level of reliability if the Cronbach's Alpha coefficient is greater than or equal to 0.70 (Robinson et al., 2004). The following are the reliability test results for the variables studied:

Table 4. Instrument Reliability Test

| Variable | Cr. Alpha | rtable | Description |
|-----------------------------------|-----------|--------|-------------|
| Entrepreneurship Training | 0,981 | 0,700 | Reliable |
| Entrepreneurial Intention | 0,991 | 0,700 | Reliable |
| Community Business Sustainability | 0,992 | 0,700 | Reliable |

Source: Data Processing Results Using SPSS

The reliability test results show that all research variables—Entrepreneurship Training, Entrepreneurial Intention, and Community Business Sustainability—are considered reliable. The Cronbach's alpha values for these variables are 0.981, 0.991, and 0.992, respectively, all of which exceed the standard threshold of 0.70. This indicates that the measurement instruments used for each variable consistently produce stable and dependable results. High reliability ensures that the items within each variable are internally consistent, providing confidence that the data collected accurately reflect the constructs being studied. Consequently, the study's findings regarding the relationships among entrepreneurship training, entrepreneurial intention, and community business sustainability can be interpreted with a high degree of trustworthiness.

Results of the Inter-Variable Influence Test

Table 5. Results of the Direct Influence Test

| No | Path coefficients- Direct effects | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values |
|----|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| 1 | X. Entrepreneurship Training -> Y. Community Business Sustainability | 0.125 | 0.127 | 0.054 | 2.333 | 0.020 |
| 2 | Z. Entrepreneurial Intention -> Y. Community Business Sustainability | 0.200 | 0.197 | 0.066 | 3.026 | 0.003 |
| 3 | X. Entrepreneurship Training -> Z1. Entrepreneurial Intention | 0.243 | 0.245 | 0.061 | 4.015 | 0.000 |

Source: SmartPLS Output, 2025

The results of the SEM-PLS analysis indicate that all direct path relationships among the variables are positive and significant. Entrepreneurship Training (X) has a positive effect on Community Business Sustainability (Y) with a path coefficient of 0.125, a t-value of 2.333, and a p-value of 0.020, indicating a statistically significant contribution. Similarly, Entrepreneurial Intention (Z) positively influences Community Business Sustainability (Y) with a path coefficient of 0.200, a t-value of 3.026, and a p-value of 0.003, suggesting a strong and significant impact. Furthermore, Entrepreneurship Training (X) also positively affects Entrepreneurial Intention (Z1) with a path coefficient of 0.243, a t-value of 4.015, and a p-value of 0.000, demonstrating a highly significant relationship. These findings collectively show that entrepreneurship training not only directly enhances business sustainability but also strengthens entrepreneurial intention, which in turn contributes to the resilience and continuity of community businesses.

Results of the Indirect Effect Test

Table 6. Results of the Indirect Effect Test

| | Indirect effects | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P Values |
|---|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| 1 | X. Entrepreneurship Training -> Z. Entrepreneurial Intention -> Y. Community Business Vitality | 0.049 | 0.048 | 0.020 | 2.480 | 0.013 |

Source: SmartPLS output, 2025

The results of the indirect effect analysis show that Entrepreneurial Intention (Z) effectively mediates the relationship between Entrepreneurship Training (X) and Community Business Vitality (Y). The path coefficient for this indirect effect is 0.049, with a t-value of 2.480 and a p-value of 0.013, indicating that the mediation is statistically significant. This suggests that entrepreneurship training not only has a direct impact on business sustainability but also indirectly enhances community business vitality by increasing participants' entrepreneurial intention. In other words, strengthening entrepreneurial intention through training programs plays a crucial role in ensuring that the benefits of training are fully realized in the form of improved business resilience and sustainability.

This research was conducted in the areas surrounding the Jati Gede Reservoir, namely: Cisitu District, Wado District, Darmaraja District, Jatununggal District, and Jatigede District. These five districts are regions affected by the construction of the reservoir. Based on the continuum line, it is known that respondents' assessment of entrepreneurship training is in the moderate category (56.61%). This result indicates that the entrepreneurship training program has had a positive impact, but it has not yet reached an optimal level. A thorough evaluation and improvement strategy are needed to enhance the effectiveness of the program, especially in terms of the benefits perceived by participants. Based on the continuum line, it is known that respondents' assessment of entrepreneurial intention is in the moderate category (66.79%). This result indicates that business

actors have a good foundation but still require additional stimulation so that their entrepreneurial commitment grows stronger and is followed by actual implementation in business activities. Support such as mentoring, training, exposure to inspiring success stories, support from business communities, access to information, incubation programs, and education on risk management can help them increase their intention to a high level, enabling them to run their businesses more optimistically and innovatively [36]. Based on the continuum line, it is known that respondents' assessment of community business sustainability is in the moderate category (49.26%). This indicates that community businesses have been able to survive and operate consistently, although in terms of the financing aspect, it is in the low category, meaning that business actors still face several obstacles, both from internal aspects (e.g., limited capital, management, or human resources) [30].

The Effect of Entrepreneurship Training on Community Business Sustainability

Statistical analysis through SEM-PLS testing shows that Entrepreneurship Training (X) has a positive and significant effect on Community Business Sustainability (Y), with a path coefficient of 0.124 and a t-value of 2.226. This indicates that entrepreneurship training directly contributes significantly to enhancing the sustainability and resilience of community businesses. The t-value exceeding the critical limit of 1.96 at a 5% significance level reinforces the evidence that training has a significant effect on strengthening business sustainability. These findings are consistent with research conducted by [37], which showed that entrepreneurship training has a positive and significant effect on the sustainability of micro and small enterprises. They emphasized that such training can improve managerial capacity as well as the technical skills of business actors, making them more competent in managing their businesses effectively. [38] also found that entrepreneurship training plays an important role in equipping business actors with the knowledge and strategies needed to face various business challenges. With this foundation, business actors can maintain their businesses for a longer period and improve the overall quality of community business management. [39] entrepreneurship training not only enhances the technical and managerial capabilities of business actors but also directly contributes to community business sustainability, making it a strategic program important for entrepreneurship development and increasing business sustainability in various communities.

The Effect of Entrepreneurship Training on Entrepreneurial Intention

Statistical analysis through SEM-PLS testing shows that Entrepreneurship Training (X) affects Entrepreneurial Intention (Z2). The path coefficient of 0.243 with a t-value of 4.145 and a p-value of 0.000 indicates a very significant positive effect. This means that the more intensive and high-quality the entrepreneurship training received by individuals, the greater the likelihood of having an entrepreneurial intention. The t-value far exceeds the critical limit (1.96 for $\alpha = 0.05$) and the p-value = 0.000 indicates that this relationship is very strong and significant, not occurring by chance. This is in line with the findings of [24],[25],[40], who found that entrepreneurship training significantly increases students' entrepreneurial intentions. [41] also shows that entrepreneurship training has a positive and significant effect on the entrepreneurial intention of MSME actors. [42] confirmed that entrepreneurship training has both direct and indirect effects on the intention to start a business, proven through increased participant knowledge and motivation, meaning the training not only enhances technical skills but also shapes the spirit and readiness for entrepreneurship comprehensively.

Entrepreneurial Intention Effectively Mediates the Effect of Entrepreneurship Training on Community Business Sustainability

Based on statistical calculations, it was found that the indirect effect coefficient of Entrepreneurship Training (X) on Community Business Sustainability (Y) through Entrepreneurial Intention (Z2) is 0.049. The t-test value of 2.480, which is greater than the critical limit of 1.96, and a p-value of 0.013, which is less than 0.05, indicates that this indirect effect is statistically significant. This means that entrepreneurship training not only directly affects business sustainability but also indirectly through increasing entrepreneurial intention, which in turn contributes to the resilience of community businesses. Entrepreneurial intention becomes a key mediating variable bridging the relationship between training and business success, making the development of intention in training programs very important. This aligns with the research by [43], which shows that entrepreneurial intention mediates the relationship between entrepreneurship training and entrepreneurial behavior, ultimately impacting business sustainability. [44] also reinforce this finding by confirming that entrepreneurial intention acts as a significant mediator in enhancing business sustainability through entrepreneurship training. [25],[45] these results emphasize the importance of strengthening entrepreneurial intention in every training program to provide an optimal impact on community business sustainability. Entrepreneurial intention is a crucial component that must be developed so that entrepreneurship training can contribute maximally to maintaining and extending the sustainability of community businesses.

4. CONCLUSION

Respondents' assessments of entrepreneurship training, entrepreneurial intentions, and community business vitality were all in the moderate category, indicating a positive impact but still requiring improvement and strengthening. Entrepreneurship training plays a crucial role in improving the technical and managerial skills, intentions, and entrepreneurial behavior of business actors, which directly and indirectly enhance the sustainability of community businesses. The statistical analysis confirms that entrepreneurship training significantly influences business vitality and entrepreneurial intentions. The mediation of entrepreneurial intentions strengthens the relationship between entrepreneurship training and business vitality, demonstrating that this mediating variable is key to the success of entrepreneurship training programs.

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