

Research Article

The Social Entrepreneurship Intention on Islamic Boarding School in Garut Regency

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ABSTRACT

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The purpose of this paper is to examine the social entrepreneurship intentions of Islamic boarding school students in Garut Regency, as well as to analyze the moderation of the TPB component's creativity. The Grand Theory used is Ajzen's Theory of Planned Behavior. There are 260 students in Islamic boarding schools in the city of Garut. Collect data by questionnaire, five-point numerical type scale. Meanwhile, data analysis using Regression Analysis results identified that the TPB component consisting of Attitudes towards behavior, Subjective Norms, and Perceived Behavioral Control had a positive and significant effect on social entrepreneurship intentions, while creativity did not moderate the effect of entrepreneurial attitudes on social entrepreneurship intentions. The limitation of this research lies in the number of samples and students in the Garut Regency. It is suggested to predict social entrepreneurship intentions in Islamic boarding school students in the Garut district and examine variables other than TPB and creativity components

1. INTRODUCTION

The low development of entrepreneurship in Indonesia remains one of the significant issues at the national level, according to A. Muharram, Deputy Minister of Cooperatives and SMEs for Human Resources Development (Fajri, 2012), in 2012, only about 1.56% of the entire Indonesian population were entrepreneurs. This figure is far below the ideal target that Indonesia should achieve, which is 2% as stated by the United Nations. The UN asserts that a country is considered to be developing when it has 2% of its population as entrepreneurs (Alma, 2010).

Compared to other countries, Indonesia's entrepreneurship development significantly lags behind, for example, its neighboring country Malaysia, which reaches 5%. It's important to understand that Indonesia's low number of entrepreneurs indicates that efforts to promote and support entrepreneurship need to be intensified. Developed entrepreneurship can be crucial to economic growth, job creation, and overall societal welfare. Therefore, there is a need for strategic measures from the government and relevant parties to facilitate entrepreneurship growth, provide support, training, and incentives for potential entrepreneurs, and create a conducive environment for the development of small and medium-sized enterprises in Indonesia. By doing so, it is hoped that Indonesia's entrepreneurship rate can increase and approach the desired international standards.

To address this issue, strategic steps need to be taken, such as developing the private sector to create more job opportunities, encouraging entrepreneurship by providing support and incentives to entrepreneurs, and improving the quality and relevance of education and job training to align with the needs of the job market.

In Islam, every aspect of life has been perfectly regulated, from the smallest to the largest matters, including economic activities like muamalah. Below are some Quranic verses related to entrepreneurship that will be discussed in this article.



يَا أَيُّهَا الَّذِينَ ءَامَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ
 اللَّهَ كَانَ بِكُمْ رَحِيمًا ﴿٢٩﴾

O you who believe, do not consume one another's wealth unjustly, but only [in lawful] business by mutual consent. And do not kill the soul which Allah has forbidden, except by right. Indeed, Allah is ever merciful to you. (Surah An-Nisa: 29)

فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِن فَضْلِ اللَّهِ وَاذْكُرُوا اللَّهَ كَثِيرًا لَّعَلَّكُمْ تُفْلِحُونَ ﴿١٠﴾

When the Friday prayer is concluded, disperse through the land and seek the bounty of Allah, and remember Allah often, so that you may prosper. (Surah An-Jumu'ah: 10)

This verse emphasizes the importance of using wealth in the path of Allah. In the context of social entrepreneurship, it is interpreted as utilizing resources to achieve social goals that benefit society. In social entrepreneurship, the intention to do business with a focus on providing positive social impact becomes highly relevant and emphasized.

The verse also reminds us that to achieve these social goals, one should avoid actions that may cause harm to oneself or others. In the context of social entrepreneurship, it emphasizes that a social entrepreneur must act with good intentions and responsibility in conducting their business activities, with the primary goal of benefiting society.

A social entrepreneur must have a strong determination to do good and provide benefits to society. However, while doing so, they are also reminded to maintain a balance between the aspects of sustainability and business continuity to continue contributing to creating positive social change sustainably.

This research aims to understand the extent to which specific factors, especially those related to the Theory of Planned Behavior and creativity, influence the intentions of Islamic boarding school students in Garut to engage in social entrepreneurship. The novelty of this research lies in its specific approach to social entrepreneurship intentions among Islamic boarding school students, the utilization of the Theory of Planned Behavior, an examination of the role of creativity, and the potential practical applications within the context of Garut's Islamic boarding schools.

2. RESEARCH METHODS

This research adopts an explanatory research approach, which aims to explain the reasons behind events and develop or test theories (Neuman, 2013). The population under study consists of students belonging to the Muslim community in the city of Bandung. To determine the sample size, the researcher used the formula from Isaac & Mical (Sugiyono, 2016), resulting in a total sample of 220 respondents selected through the Proportionate Stratified Random Sampling technique.

Data collection for this study was done using questionnaires. The collected data will be presented in the form of descriptive statistics, such as tables, graphs, diagrams, and pictograms, as well as measures of central tendency, deciles, percentiles, data dispersion, and percentages. By employing the explanatory research approach and appropriate data collection and analysis techniques, this study aims to provide a deeper understanding of the phenomena being studied, namely the students in Islamic boarding schools in the Garut regency. The variables used in this study are social entrepreneurship intention as the dependent variable, attitude, subjective norms, and perceived behavioral control are the independent variables, and creative attitude as the moderator variable.

Social entrepreneurship intention is a key antecedent of action, and the study of entrepreneurial intention can deepen people's understanding of entrepreneurial cognition and behavioral patterns. The formation of entrepreneurial intention is a product of the interaction between individuals and the environment, and research focuses on the factors influencing entrepreneurial intention (Sun et al., 2011). Entrepreneurial intention refers to an individual's inclination or desire to engage in entrepreneurial activities, such as starting, developing, or managing their own business. Entrepreneurial intention is the initial stage in the process of becoming an entrepreneur, where a person plans and considers the possibility of running their own business. Entrepreneurial intention plays a crucial role in directing someone toward the decision to become an entrepreneur and create an impact on the business and economic world. The description of this variable is obtained based on the questionnaire scores on entrepreneurial intention. The higher someone's score, the higher their entrepreneurial intention. To measure entrepreneurial intention in this study, the steps developed by Armitage (2001) were used, measured with 3 (three) items: "I am willing to do anything to start a social project," "My professional goal is to be a promoter of social projects," "I am determined to create a social project in the future."

Attitude towards behavior, as referred to in this study, is an individual's belief about the favorable or unfavorable outcomes of becoming a social entrepreneur. Thus, the more positive the evaluation of the outcomes of starting a new business, the more likely the individual will become a social entrepreneur (Entrialgo and Iglesias, 2016; Sieger and Monsen, 2015). The description of this variable is obtained based on the questionnaire scores on social entrepreneurship attitudes, where the higher someone's score on social entrepreneurship attitudes, the higher their level of social entrepreneurship attitude. To measure the construct of social entrepreneurship attitude, this study refers to the steps developed by Liñán and Chen (2009). The items used to measure social entrepreneurship attitude encompass both affective considerations (developing social entrepreneurial projects and/or engaging in activities that generate satisfaction) and other more objective aspects. Social entrepreneurship attitude is measured with 3 (three) items, namely: "Being a social entrepreneur has more benefits than disadvantages for me," "A career as a promoter of social projects is appealing to me," and "Promoting social projects would bring great satisfaction to me." Subjective norm, as referred to in this study, is a concept in the field of entrepreneurship that can take positive or negative values, meaning it is perceived by people close to the individual to either approve or disapprove of their decision to become an entrepreneur (Lopez 2021). The description of this variable is obtained based on the questionnaire scores on subjective norms. The higher someone's score, the higher their level of subjective norms. To measure the construct of subjective norms, this study refers to the steps developed by Lin-an and Chen (2009), which are measured with 3 (three) items: "If you decide to start a social project, will the people in your close environment approve of that decision?" The items include: "Your closest family"; "Your friends"; "Your study partners".

Perceived Behavioral Control (PBC) is a concept in the Theory of Planned Behavior proposed by Icek Ajzen (1991). The Theory of Planned Behavior is a social psychology theory that explains human behavior based on the intention to act. PBC is one of the three main factors influencing an individual's intention to perform a behavior. Perceived Behavioral Control refers to an individual's perception of the extent to which they have control or ability to perform a specific behavior. It is related to an individual's belief about how much they can overcome barriers or obstacles that may arise in performing that action. If someone feels a high level of control, they are more likely to have a stronger intention to perform that behavior. The description of this variable is obtained based on the questionnaire scores on perceived behavioral control. The higher someone's score, the higher their level of perceived behavioral control. To measure the construct of perceived behavioral control in this study, the steps developed by Zhao et al. (2005) were used, measured with 6 (six) items: "Identify new opportunities," "Create new products and services," "Apply my creativity," "Become a leader and communicator," "Build professional contact networks," and "Successfully manage projects."

Creativity plays a very important role in entrepreneurship. In the context of entrepreneurship, creativity refers to the ability to generate new ideas, innovative solutions, and unique approaches to address challenges or create business opportunities. Creativity is a crucial component of individual cognitive processing and can generate new and valuable ideas by combining and matching information and knowledge (Zhang and Zhang, 2018). The description of this variable is obtained based on the questionnaire scores on creativity. The higher someone's score, the higher their level of creativity. To measure creativity in this study, the steps developed by Biraglia and Kadile (2017) were used, measured with 6 (six) items: "I often come up with creative solutions to problems," "I am good at providing new approaches to problems," "I often come up with new and practical ideas," "I often have new and innovative ideas," "I am good at generating creative ideas," and "I often promote and advocate ideas to others."

Hypothesis Development Social Entrepreneurship Intention According to the Theory of Planned Behavior (TPB), individual behavior can be predicted from their intention (Ajzen and Fishbein, 1970). Researchers have described intention in many different ways. Bird (1988) defined intention as a state of mind that motivates someone towards a goal or a specific path. Intention can be seen as a prerequisite that governs planned behavior (Souitaris et al., 2007). According to Krueger and Brazeal (1994), "Entrepreneurial intention can be defined as an individual's commitment to some future behavior, which is projected to create a business or organization." Various studies emphasize the importance of intention as a crucial construct in predicting planned behavior (Krueger and Brazeal, 1994). Entrepreneurial intention, thus, is a highly necessary propensity towards the formation of a company and also an area of new research that attracts a significant amount of research work. Ziegler (2009) states that the prerequisites contributing to motivating people to act as social entrepreneurs have not been fully explored (Ziegler, 2009).

The ATB variable refers to the extent to which someone has a positive or negative evaluation of the behavior in question. ATB refers to an individual's interest in a specific target behavior. The most sought-after construct in TPB is ATB. According to Ajzen and Fishbein (1980), ATB is "an individual's positive or negative assessment toward performing or not performing a particular behavior" (Ajzen and Fishbein, 1980). Thus, attitude differs from trait in

that it relates to evaluative tendencies toward specific intentions (Armitage and Conner, 2001). In entrepreneurship intention studies, ATB is an important factor in positively influencing intentions (Koçoğlu and Hassan, 2013). ATB has a direct and strong positive influence on entrepreneurial intentions. Therefore, efforts need to be made to change an individual's attitudes (Krueger and Brazeal, 1994). Therefore, for this research study, we adopt ATB as the attitude towards becoming a social entrepreneur, i.e., the extent to which someone has a positive or negative evaluation of social entrepreneurship as a career choice. Hence, the following hypothesis:

H₁: Social entrepreneurship attitude positively affects social entrepreneurship intention.

Subjective norm (SN) refers to the perceived social pressure to perform or not perform a behavior, consisting of pressures from family, friends, and other significant individuals. Ajzen defines SN as "an individual's perception of social pressure to perform or not perform the behavior under consideration" (Ajzen and Fishbein, 1977). Researchers unanimously agree about the societal pressure in performing a specific behavior but are not in line with the actual sources of pressure (Liñán, 2004). SN is always considered the most controversial element in TPB. A meta-analytical study conducted by Armitage and Conner (2001) found SN to be a weak predictor of entrepreneurial intention.

The role of SN in TPB has been discussed by many prominent researchers, stating its importance in predicting entrepreneurial intentions. One stream of researchers finds that SN has an insignificant role in predicting intention (Krueger et al., 2000; Autoo et al., 2001; Linan, 2008). Some researchers find SN to have a significant role in predicting entrepreneurial intentions (Kolvereid, 1996; Iakovleva and Kolvereid, 2009), and some researchers completely ignore SN when measuring intention processes (Peterman and Kennedy, 2003; Veciana et al., 2005). In SEI studies, Ernst (2011) also found a non-significant relationship between SN and the antecedents used in the research. However, a direct relationship between SN and SEI was found to be significant in her study. As India is a society with clear collectivist traits, it means high preferences are given to the social framework. Family, friends, and various other related sub-groups influence an individual's decision-making process. Thus, it is crucial to assess whether SN will help predict SEI or not. Therefore, the following hypothesis is developed:

H₂: Subjective norm positively affects social entrepreneurship intention.

Perceived Behavioral Control (PBC) can be considered an antecedent to the actual level of control (Armitage and Conner, 2001). More specifically, PBC is an individual's belief about their ability to perform a specific task. Therefore, PBC includes the evaluation of the "capability" of the target behavior (Ajzen and Thomas, 1986). In entrepreneurship research, PBC is considered one of the strongest predictors of intention. Liñán and Chen (2009) define PBC as "perception of how easy or difficult it is to become an entrepreneur." In this regard, in the above definition, the researcher uses PBC as the ease or difficulty of becoming a social entrepreneur. In intention studies of entrepreneurship, there is an ongoing debate about the fact that SEff and PBC are the same because both measure the ability to perform a specific activity. Similarly, Ajzen (2002) considers SEff as part of PBC. In this study, SEff is not considered equivalent to PBC. However, for this research, SEff was identified as a specific task (Krueger and Dickson, 1994), while PBC was a broader concept. As defined by Ajzen (2002), PBC is the perceived acceptance or difficulty in performing a behavior; thus, it encompasses various activities required to perform that task. Therefore, in this study, SEff and PBC are used and measured separately. Therefore, the following hypothesis is developed based on the above explanations:

H₃: Perceived behavioral control positively affects social entrepreneurship intention.

Creativity is an essential component of individual cognitive processing and can generate novel and valuable ideas by recombining and matching information and knowledge (Zhang and Zhang, 2018). Divergence in the academic circle of the definition of creativity is vast. Torrance (1966) defines creativity as a process, wherein first, individuals become aware of difficult-to-identify problems, flaws, and discrepancies, and then they need to find solutions and hypotheses, and finally test and modify those hypotheses to produce successful outcomes. Miranda et al. (2017) used TPB to study the impact of attitude, subjective norm, and perceived behavioral control on entrepreneurial intention, finding that entrepreneurial intention is influenced by creativity, perceived utility, and entrepreneurial experience and that creativity can have a positive impact on entrepreneurial attitudes. Hu et al. (2018) explored to what extent entrepreneurial alertness moderates the impact of proactive personality and student creativity on entrepreneurial intention. According to the TPB and entrepreneurship model, Zhao et al. (2005) explained the logic of the impact of creativity on entrepreneurial intention as individuals with high creativity can maintain a positive attitude and high self-confidence in entrepreneurial activities. In the current encouraging entrepreneurship environment, tacit social norms will also support individuals to opt for creative work. Although creativity is highlighted as an important resource for entrepreneurs (Khedhaouria et al., 2015), research has not fully explored the role of creativity in TPB.

This research is designed to fill this gap and investigate the impact of creativity on the moderation of creativity, through the TPB theory.

3. RESULTS AND DISCUSSIONS

The results of the research related to attitude toward behavior variables, subjective norms, perceived behavioral control, and creativity can be seen in Table 1.

Table 1. Summary of the average scores for each research variable

Variabl	Indicat	Avera	Categor
Attitudes towards behavior (X1)	Becoming a social entrepreneur has more advantages than	83	High
	A career as a promoter of social projects is appealing to me	80	High
	Promoting social projects would bring me great satisfaction	78	High
Subjective Norm (X2)	Your closest family	80	High
	Your friends	79	High
	Your study partners	84	High
Perceived Behavioral Control	Identify new opportunities.	85	High
	Create new products and services.	88	High
	Apply my personal creativity.	87	High
	Become a leader and communicator.	83	High
	Build a professional network of contacts.	80	High
	Successfully organize/manage projects.	80	High
	Be confident in facing obstacles or support.	81	High
Creativity (X4)	I can create creative solutions to solve problems	82	High
	I am skilled in providing new approaches to problems	85	High
	I often generate new and practical ideas	88	High
	I frequently come up with new and innovative ideas	88	High
	I am adept at generating creative ideas.	87	High
	I often promote and advocate ideas to others	88	High
Social Entrepreneurial Intention (Y)	Choosing entrepreneurship.	82	High
	Planning to start a business	80	High
	Entrepreneurial career	81	High
	Improving social status and self-esteem as an entrepreneur	84	High
	Achieving better income	84	High

The hypothesis testing for the research model is explained in Table 2.

Table 2. The results of the One-Way ANOVA test for substructure one

Model	F	Sig	R	R Square
Structure 1	122.061	0,01	0,410	0,168

Based on the calculations in the first model test, the influence of attitude towards behavior (X1), subjective norm (X2), and perceived behavioral control (X3) on social entrepreneurship intention (Y) obtained an R² of 0.168 and F = (P = 0.01) for the significance test. This means that attitude towards behavior (X1), subjective norm (X2), and perceived behavioral control (X3) have a positive effect on social entrepreneurship intention (Y). The magnitude of the influence of attitude towards behavior (X1), subjective norm (X2), and perceived behavioral control (X3) on social entrepreneurship intention (Y) is 16.8%, and the remaining 83.2% is influenced by other unexamined factors. The more positive the attitude towards behavior (X1), subjective norm (X2), and perceived behavioral control (X3), the higher the social entrepreneurship intention.

This research uses path analysis; therefore, based on the developed hypotheses and the structure under investigation, the authors conducted calculations with the research model. The model tests the influence of attitude towards behavior (X1), subjective norm (X2), and perceived behavioral control (X3) on social entrepreneurship intention (Y). The results of the calculations are presented in Table 3.

Table 3. Hypothesis test results

Model	The Influence of Variables	Path Coefficients	t value	Sig	Hypothesis
1	Attitude towards behavior (X1)	0,213	1.013	.002	Accepted
	Subjective norm (X2)	0,184	2.761	.006	Accepted
	Perceived behavioral control (X3)	0,310	2.422	.012	Accepted

The testing of the model on the influence of attitude towards behavior (X1), subjective norm (X2), and perceived behavioral control (X3) on social entrepreneurship intention (Y) is as follows:

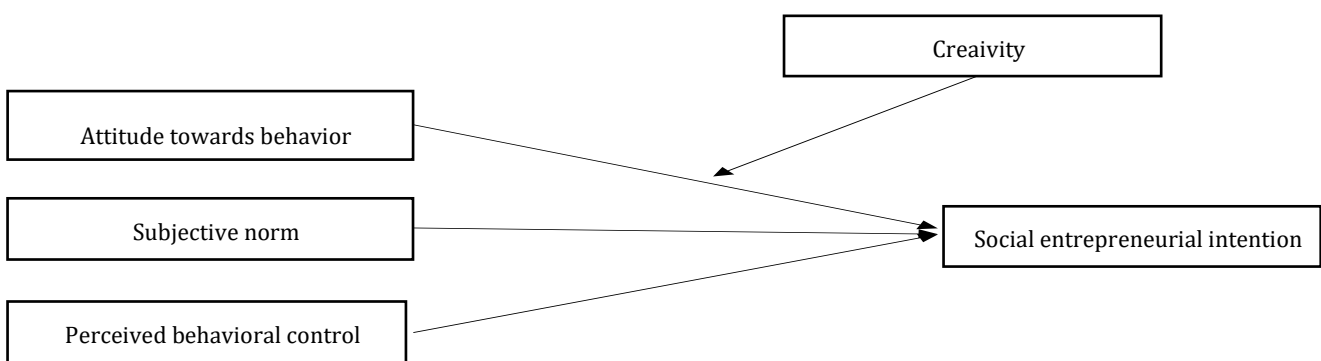
1. The influence of attitude towards behavior on social entrepreneurship intention: The results show $t = 1.013$, $p = 0.002$, indicating a significant influence. This means that there is a positive influence on attitude towards behavior on social entrepreneurship intention, with a magnitude of 0.213. In other words, the magnitude of the influence of attitude towards behavior on social entrepreneurship intention is $(0.213)^2 = 0.045369$ or 4.53%, and the remaining 95.47% is influenced by other unexamined factors. The more positive the attitude towards behavior, the higher the social entrepreneurship intention.
2. The influence of subjective norm on social entrepreneurship intention: The results show $t = 2.761$, $p = 0.006$, indicating a significant influence. This means that there is a positive influence of subjective norms on social entrepreneurship intention, with a magnitude of 0.184. In other words, the magnitude of the influence of subjective norm on social entrepreneurship intention is $(0.184)^2 = 0.033856$ or 3.38%, and the remaining 96.62% is influenced by other factors. The more positive the subjective norm, the higher the social entrepreneurship intention.
3. The influence of perceived behavioral control on social entrepreneurship intention: The results show $t = 2.442$, $p = 0.012$, indicating a significant influence. This means that there is a positive influence of perceived behavioral control on social entrepreneurship intention, with a magnitude of 0.310. In other words, the magnitude of the influence of perceived behavioral control on social entrepreneurship intention is $(0.310)^2 = 0.0961$ or 9.61%, and the remaining 90.39% is influenced by other factors. The more positive the perceived behavioral control, the higher the social entrepreneurship intention.

For hypothesis testing, the research model testing is explained in Table 4.

Table 4. The results of the ANOVA test for the research model

Model	F	Sig	R	R Square
Structure 1	122.061	0,01	0,410	0,168

Based on the calculations in the first model test, the influence of attitude towards behavior (X1), subjective norm (X2), and perceived behavioral control (X3) on social entrepreneurship intention (Y) resulted in $R^2 = 0.168$, $F = 122.61$ ($P = 0.01$), indicating a significant test. This means that attitude towards behavior (X1), subjective norm (X2), and perceived behavioral control (X3) have a positive influence on social entrepreneurship intention (Y). The magnitude of the influence of attitude towards behavior (X1), subjective norm (X2), and perceived behavioral control (X3) on social entrepreneurship intention (Y) is 16.8%, and the remaining 83.2% is influenced by other unexamined factors. The more positive the attitude towards behavior (X1), subjective norm (X2), and perceived behavioral control (X3), the higher the social entrepreneurship intention.

**Figure 1.** The empirical model of the research

The main objective of this study is to assess the influence of attitude toward behavior, subjective norms, and perceived behavioral control on social entrepreneurship intention. Specifically, the author aims to explore the

importance of each component of the theory of planned behavior in explaining social entrepreneurship intention. The results of the calculations show that attitude toward behavior, subjective norms, and perceived behavioral control have a positive and significant influence on social entrepreneurship intention. This indicates that attitude toward behavior, subjective norm, and perceived behavioral control are determining factors in forming social entrepreneurship intention. In particular, social entrepreneurship intention is explained by attitude towards behavior, with an influence of 0.213 or 4.5%. This means that the level of social entrepreneurship intention is influenced by attitude towards behavior. Therefore, attitude towards behavior is an important variable in determining social entrepreneurship intention. This is consistent with the findings of Vuorio et al. (2015), who showed that attitude toward behavior is one of the drivers of social entrepreneurship intention. Additionally, Miranda et al. (2017) found a similar influence on academic entrepreneurship. Roy et al. (2017) also stated a positive relationship between attitude toward behavior and social entrepreneurship intention when personal attitudes are reinforced by knowledge and feasible entrepreneurial career choices. In recent studies, Naushad et al. (2018), Padilla-Angulo (2019), and Paray and Kumar (2020) supported previous research that found positive personal attitudes toward entrepreneurship increase the desire to become an entrepreneur. Furthermore, studies like Souitaris et al. (2007) also confirmed the relationship in two different contexts.

Social entrepreneurship intention is explained by subjective norm, with an influence of 0.184 or 3.38%. This means that the level of social entrepreneurship intention is influenced by subjective norms. Therefore, the subjective norm is an important variable in determining social entrepreneurship intention. This is in line with Ajzen's (1991) suggestion that subjective norm has been considered a predictor that influences social entrepreneurship intention. The findings of this study are consistent with Kolvereid and Isaksen (2006) and Tkachev and Kolvereid (1999), who showed that subjective norm influences social entrepreneurship intention. However, the results of this study differ from Autio et al. (2001) and Krueger et al. (2000).

The positive relationship between subjective norms and social entrepreneurship intention can be understood as entrepreneurs being influenced by the opinions of people in their closest environment about their social entrepreneurship intentions, consistent with the findings of Tiwari et al. (2017). The results of the pre-moderation test are explained in Table 5. The results of the moderation test are explained in Table 6.

Table 5. The results of the pre-moderation test

R	R ²	Unstandardized Coefficients		Standardized Coefficients	F	T	Sig.	
		B	Std. Error	Beta				
Model 1	(Constant)	,769	,591	4,183	1,377	167,641	3,039	,003
	X1			,409	,034		12,171	,000
	Z			,367	,078		4,680	,000

a. Dependent Variable: Social Entrepreneurial Intention

Table 6. The results of the moderation test

Table 6: The results of the moderation test								
	R	R2	Unstandardized Coefficients		Standardized Coefficients	F	T	Sig.
Model			B	Std. Error	Beta			
2 (Constant)	,758	,574	7,353	1,592		103,680	4,618	,000
X1			,300	,486	,243		3,403	,001
Z			,396	,334	,592		8,695	,000
XI*Z			,002	,001	S-,070		-1,305	,214

a. Dependent Variable: Social Entrepreneurial Intention

In the results of the moderation test, it is found that creativity as a moderator variable is not able to strengthen the influence between attitude towards behavior and social entrepreneurship intention among students in the Garut Regency boarding schools. This is evident from the analysis results with a t-value of $-1.305 < t\text{-table of } 1.651$ and a significance value of $0.214 > 0.05$, which means that H_0 is accepted and H_a is rejected. This indicates that creativity is a Predictor Moderator variable, this moderating variable only acts as a predictor (independent variable) in the established relationship model. Creativity as a moderator variable is not able to strengthen or weaken the influence between attitude towards behavior and social entrepreneurship intention among students in the Garut Regency boarding schools. It can be concluded that the higher the creativity, the weaker the influence of attitude toward behavior on social entrepreneurship intention.

Based on the above research results, creativity has a negative influence on the influence of attitude toward behavior on social entrepreneurship intention. If the creativity of the students is higher, then the influence of attitude toward behavior will be lower. This is in line with the findings of Yongchuan et al. (2020), which showed that creativity weakens the influence of attitude toward behavior on social entrepreneurship intention.

Based on the research results, it is found that creativity as a moderator variable is not able to strengthen or weaken the influence between attitude towards behavior and social entrepreneurship intention among students in the Garut Regency boarding schools.

4. CONCLUSION

Based on the hypothesis testing results and discussions, it can be observed that all components of the theory of planned behavior, namely:

Attitude towards behavior has a positive influence on social entrepreneurship intention among students in the Garut Regency boarding schools. This indicates that to increase social entrepreneurship intention among students, boarding school teachers should instill entrepreneurial attitudes so that the students develop a positive attitude towards entrepreneurship. Consequently, the more positive the entrepreneurial attitude, the higher the social entrepreneurship intention.

Subjective norms have a positive influence on social entrepreneurship intention among students in the Garut Regency boarding schools. This suggests that to increase social entrepreneurship intention among students, boarding school teachers should instill entrepreneurial norms so that the students have a positive perception of entrepreneurship. Consequently, the more positive the subjective norms, the higher the social entrepreneurship intention.

Perceived behavioral control, has a positive influence on social entrepreneurship intention among students in the Garut Regency boarding schools. This indicates that to increase social entrepreneurship intention among students, boarding school teachers should instill perceived behavioral control related to entrepreneurship so that the students develop a positive perception of entrepreneurship. Consequently, the more positive the perceived behavioral control, the higher the social entrepreneurship intention.

Creativity, on the other hand, was found to not moderate the influence of attitude towards behavior on social entrepreneurship intention. This suggests that creativity is not a factor that strengthens or weakens the influence of attitude toward behavior on social entrepreneurship intention. Therefore, it is recommended to explore other factors apart from creativity.

In conclusion, the study found that the theory of planned behavior components, namely attitude towards behavior, subjective norms, and perceived behavioral control, have a positive influence on social entrepreneurship intention among students in the Garut Regency boarding schools. However, creativity was not found to be a moderator in this relationship. Further research on other influencing factors is recommended.

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