

THESIS

EFFECTS OF INDIVIDUAL ENTREPRENEURIAL
ORIENTATION TO HOSPITALITY ENTREPRENEURIAL
INTENTION: EXAMINING THE MEDIATING ROLE OF
SELF-ESTEEM



PRADIP KADEL

Student ID: 165002542/PS/MM

MASTER OF MANAGEMENT STUDY PROGRAMME
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THESIS APPROVAL

Name : PRADIP KADEL
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Concentration : International Business (IB)
Thesis Title : Effects of Individual Entrepreneurial Orientation to Hospitality
Entrepreneurial Intention: Examining the Mediating Role of
Self-esteem

Supervisor's Name

Date

Signature

Mahestu Noviandra Krisjanti, M.Sc. IB, Ph.D.

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Examiners' Name

Date

Signature

Mahestu Noviandra Krisjanti, M.Sc. IB, Ph.D.

23/05/2018

Dr. Jeanne Ellyawati, M.M.

23/05/2018

Budi Suprpto, M.B.A., Ph.D.

23/05/2018

Master of Management Programme Head

Dr. Jeanne Ellyawati, M.M.

PASCASARIJANI

DEDICATION



Buba, Mummy and Dada

For unconditional love and inspiration...

ABOUT THE AUTHOR

Pradip Kadel, author of this thesis paper, is an international student from Nepal at the Universitas Atma Jaya Yogyakarta (UAJY), Indonesia. He is one of the recipients of Kemitraan Negara Berkembang (KNB) scholarship programme offered by the Indonesian government. He pursued his postgraduate degree in MM (Master of Management) with specialization in ‘International Business’ programme under the Faculty of Economics, UAJY for the academic year 2016/18.

In addition, his research interest lie mainly in the area of business and management, particularly in entrepreneurship. Moreover, he is an occasional writer and active participant in academic and policy debates.

STATEMENT OF AUTHENTICITY

I the undersigned,

Name : Pradip Kadel
Student ID : 165002542/PS/MM
Study Program : Master of Management (MM)
Specialization : International Business (IB)
University : Universitas Atma Jaya Yogyakarta (UAJY)
Faculty : Postgraduate School of Economics (FE-UAJY)

...with faith declare that the scholarly content of this research paper entitled **“Effects of Individual Entrepreneurial Orientation to Hospitality Entrepreneurial Intention: Examining the Mediating Role of Self-esteem”** is the result of my own original work. Further, this research paper doesn't contain others' work apart from those that have been acknowledged and pointed out as references.

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Yogyakarta, June 2, 2018



Pradip Kadel

ABSTRACT

Entrepreneurial orientation of an individual is often cited as the prime trigger for entrepreneurship. Despite this consideration, there continues to be colossal upsurge in number of researches carried out over the role played by individual entrepreneurial orientation to entrepreneurial intention in particular industrial segments. In addition, researchers witnessed several underlying forces that unexpectedly adjust the effect of some specific variables on another. No wonder, such alignment counter the natural setting and results in an unanticipated outcomes. One of them is the self-esteem, which is predicted to have mediating role in the effect of individual entrepreneurial orientation to hospitality entrepreneurial intention.

The focus of this research is to analyze the effect of individual entrepreneurial orientation to entrepreneurial intention in the hospitality industry context. Moreover, it proposes to examine the type of mediating effect that self-esteem is supposed to have in this relationship. Furthermore, sample of this research consists of 612 hospitality management students from Australia, Indonesia and Nepal. Besides, questionnaires comprising 37 close-ended items was developed in three different languages to collect the quantitative data. Similarly, five-point Likert scale was used to measure the opinion of respondents. Based on the mediating effect analysis model suggested by Zhao et al. (2010), researcher conducted simple regression analysis to identify the relationship between variables.

Overall, this research shows that individual entrepreneurial orientation is certain to have effect on hospitality entrepreneurial intention. In addition, self-esteem has the mediating role in the effect of individual entrepreneurial orientation to hospitality entrepreneurial intention. From the mediating effect analysis, it appeared that self-esteem has the complementary mediating role in this relationship.

Keywords: Entrepreneurship; Individual Entrepreneurial Orientation; Self-esteem; Mediation; Hospitality Entrepreneurial Intention.

INTISARI

Orientasi kewirausahaan dari seorang individu sering disebut sebagai pemicu utama untuk kewirausahaan. Terlepas dari pertimbangan ini, terus ada peningkatan besar dalam sejumlah penelitian dilakukan tentang peran yang dimainkan oleh orientasi wirausaha individu terhadap niat wirausaha dalam segmen industri tertentu. Selain itu, para peneliti menyaksikan beberapa kekuatan yang mendasari yang secara tak terduga menyesuaikan efek dari beberapa variabel tertentu pada yang lain. Tidak heran, keberpihakan semacam itu bertentangan dengan hal yang alami dan menghasilkan hasil yang tak terduga. Salah satunya adalah harga diri (self-esteem), yang diprediksi memiliki peran mediasi dalam efek orientasi wirausaha individu terhadap niat kewirausahaan perhotelan.

Fokus dari penelitian ini adalah untuk menganalisis pengaruh orientasi wirausaha individu terhadap niat kewirausahaan dalam konteks industri perhotelan. Selain itu, ia mengusulkan untuk memeriksa jenis efek mediasi yang seharusnya dimiliki oleh harga diri dalam hubungan ini. Selanjutnya, sampel penelitian ini terdiri dari 612 mahasiswa manajemen perhotelan dari Australia, Indonesia dan Nepal. Selain itu, kuesioner yang terdiri dari 37 item tertutup dikembangkan dalam tiga bahasa yang berbeda untuk mengumpulkan data kuantitatif. Demikian pula, skala Likert lima-poin digunakan untuk mengukur pendapat responden. Berdasarkan model analisis efek mediasi yang disarankan oleh Zhao et al. (2010), peneliti melakukan analisis regresi sederhana untuk mengidentifikasi hubungan antar variabel.

Secara keseluruhan, penelitian ini menunjukkan bahwa orientasi wirausaha individu pasti berpengaruh pada niat kewirausahaan perhotelan. Selain itu, harga diri memiliki peran mediasi dalam pengaruh orientasi wirausaha individu terhadap niat kewirausahaan perhotelan. Dari analisis efek mediasi, tampak bahwa harga diri memiliki peran mediasi komplementer dalam hubungan ini.

Kata Kunci: Kewirausahaan; Orientasi Wirausaha Individu; Harga diri (Self-esteem); Mediasi; Niat Kewirausahaan Perhotelan.

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TABLE OF CONTENTS

TITLE PAGE	I
THESIS APPROVAL: SUPERVISOR	II
THESIS APPROVAL: EXAMINATION COMMITTEE	III
DEDICATION	IV
ABOUT THE AUTHOR	V
STATEMENT OF AUTHENTICITY	VI
ABSTRACT	VII
INTISARI	VIII
ACKNOWLEDGEMENT	IX
TABLE OF CONTENTS	X-XVI
LIST OF TABLES	XVII
LIST OF FIGURES	XVIII
LIST OF EQUATIONS	XIX
LIST OF APPENDICES	XX
ABBREVIATIONS	XXI-XXII
EXPLANATORY NOTES	XXIII
PRESENTATION AND PUBLICATION	XXIV

CHAPTER 1: RESEARCH BACKGROUND

1.1	Introduction	1
1.2	Research Background	3
1.2.1	The Study Context: Australia	7
1.2.1.1	Profile of Entrepreneurship in Australia	7
1.2.1.2	Australian Hospitality Industry	8
1.2.1.3	Hospitality Entrepreneurship in Australia	9
1.2.2	The Study Context: Indonesia	10
1.2.2.1	Profile of Entrepreneurship in Indonesia	11
1.2.2.2	Indonesian Hospitality Industry	12
1.2.2.3	Hospitality Entrepreneurship in Indonesia	13
1.2.3	The Study Context: Nepal	14
1.2.3.1	Profile of Entrepreneurship in Nepal	14
1.2.3.2	Nepalese Hospitality Industry	15
1.2.3.3	Hospitality Entrepreneurship in Nepal	16
1.3	Problem Formulation	17
1.4	Scope of the Study	18
1.5	Contribution of the Study	19
1.5.1	Theoretical Contribution	19
1.5.2	Practical Contribution	20
1.6	Objectives of the Study	20
1.7	Thesis Structure	21

CHAPTER 2: LITERATURE REVIEW

2.1	Introduction	25
2.2	Antecedents of Entrepreneur and Entrepreneurship	26
2.2.1	Entrepreneur	26
2.2.2	Entrepreneurship	29
2.3	Hospitality, Hospitality Industry and Hospitality Entrepreneurship	30
2.3.1	Hospitality	30
2.3.2	Hospitality Industry	31
2.3.3	Hospitality Entrepreneurship	33
2.4	Understanding Entrepreneurial Orientation (EO)	35
2.5	Measuring Individual Entrepreneurial Orientation (IEO)	37
2.5.1	Innovativeness	40
2.5.2	Proactiveness	40
2.5.3	Risk-taking	41
2.5.4	Autonomy	42
2.5.5	Competitive aggressiveness	43
2.6	Hospitality Entrepreneurial Intention (HEI)	44
2.7	Mediating Variable	45
2.7.1	Self-esteem	47
2.8	Theoretical Framework	54
2.9	Hypothesis Development	55
2.9.1	IEO and HEI	56

2.9.2	Components of IEO and HEI	56
2.9.2.1	Innovativeness and HEI	57
2.9.2.2	Proactiveness and HEI	58
2.9.2.3	Risk-taking and HEI	59
2.9.2.4	Autonomy and HEI	61
2.9.2.5	Competitive Aggressiveness and HEI	62
2.9.3	IEO, HEI and the Mediating Role of Self-esteem	63
CHAPTER 3: RESEARCH METHODOLOGY		
3.1	Introduction	66
3.2	Research Methodology	67
3.3	Research Design	68
3.4	Population	69
3.5	Sample	70
3.6	Data Collection	72
3.6.1	Primary Data	73
3.6.1.1	Sources of Questionnaire	73
3.6.1.2	Pre-testing Questionnaire	74
3.6.1.3	Personally Administered Questionnaire	75
3.7	Measurement: Scaling, Reliability and Validity	76
3.7.1	Scales	76
3.7.2	Reliability	77

3.7.3	Validity	78
3.8	Data Analysis	79
3.8.1	Descriptive Statistics Analysis	80
3.8.2	Mediation Analysis	80
3.8.2.1	Simple Regression Analysis	81
3.8.2.2	Individual Significance Test (T – statistical test)	84
3.8.2.3	Adjusted Coefficient of Determination (R^2_{adj})	85
3.8.2.4	Mediating Effect Analysis	86
CHAPTER 4: DATA ANALYSIS AND DISCUSSION		
4.1	Introduction	90
4.2	Response Rate	92
4.3	Reliability and Validity Tests	94
4.3.1	Reliability Test	95
4.3.2	Validity Test	97
4.4	Demographic Information	99
4.4.1	Age	100
4.4.2	Gender	101
4.4.3	Citizenship of Respondents	102
4.4.4	Education	103
4.4.5	Occupational Family Background	104
4.5	Mediating Effect Analysis	105

4.5.1	Mediating Effect Analysis for Australian Sample	107
4.5.1.1	Path a: Regression analysis between IEO components and Self-esteem	109
4.5.1.2	Path b: Regression analysis between Self-esteem and HEI	112
4.5.1.3	Path c: Regression analysis between IEO components and HEI	112
4.5.1.4	Interpreting the mediating role of Self-esteem in the effect of IEO to HEI	115
4.5.2	Mediating Effect Analysis for Indonesian Sample	117
4.5.2.1	Path a: Regression analysis between IEO components and Self-esteem	119
4.5.2.2	Path b: Regression analysis between Self-esteem and HEI	121
4.5.2.3	Path c: Regression analysis between IEO components and HEI	122
4.5.2.4	Interpreting the mediating role of Self-esteem in the effect of IEO to HEI	125
4.5.3	Mediating effect analysis for Nepalese sample	126
4.5.3.1	Path a: Regression analysis between IEO components and Self-esteem	129
4.5.3.2	Path b: Regression analysis between Self-esteem and HEI	131
4.5.3.3	Path c: Regression analysis between IEO components and HEI	132
4.5.3.4	Interpreting the mediating role of Self-esteem in the effect of IEO to HEI	135
4.6	Hypothesis Testing Summary	136
4.7	Discussion	138
4.7.1	Identifying the effect of Innovations to HEI	138
4.7.2	Identifying the effect of Proactiveness to HEI	139

4.7.3	Identifying the effect of Autonomy to HEI	140
4.7.4	Identifying the effect of Competitive Aggressiveness to HEI	141
4.7.5	Identifying the effect of IEO to HEI	141
4.7.6	Identifying the mediating role of Self-esteem in the effect of IEO to HEI	142
CHAPTER 5: CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS		
5.1	Introduction	144
5.2	Conclusions	144
5.2.1	For Australia	145
5.2.2	For Indonesia	145
5.2.3	For Nepal	146
5.2.4	Summary	147
5.3	Limitations and Recommendations	148
5.3.1	Limitations	148
5.3.2	Recommendations	150
REFERENCES		151 - 170
APPENDICES		171 - 248

LIST OF TABLES

Table 2.1 :	Elements defining the term Entrepreneur	27
Table 2.2 :	Definition of the term Entrepreneurial Orientation (EO)	36
Table 2.3 :	Five Entrepreneurial Orientation (EO) dimensions and definitions	39
Table 2.4 :	Summary of Selected Previous Researches	50
Table 4.1 :	Summary of responses from Australia, Indonesia and Nepal	93
Table 4.2 :	Reliability Test	96
Table 4.3 :	Validity Test	98
Table 4.4 :	Age of Respondents	100
Table 4.5 :	Gender of Respondents	101
Table 4.6 :	Citizenship of Respondents	102
Table 4.7 :	Education Level of Respondents	103
Table 4.8 :	Occupational Family Background of Respondents	104
Table 4.9 :	Summary of Statistical outcome for different variables in <i>path a</i> , <i>path b</i> and <i>path c</i> on behalf of Australian Samples	108
Table 4.10 :	Summary of Statistical outcome for different variables in <i>path a</i> , <i>path b</i> and <i>path c</i> on behalf of Indonesian Samples	118
Table 4.11 :	Summary of Statistical outcome for different variables in <i>path a</i> , <i>path b</i> and <i>path c</i> on behalf of Nepalese Samples	128
Table 4.12 :	Hypothesis Testing Summary	137

LIST OF FIGURES

Figure 1.1 : Thesis Structure (Outline of the Study)	24
Figure 2.1 : Theoretical Framework	54
Figure 2.2 : The Sequence of Hypothesis Formulation	55
Figure 3.1 : A typical case of Mediation analysis	87
Figure 3.2 : Mediation and its types	89
Figure 4.1 : Data analysis process	90
Figure 4.2 : Regression analysis pattern for variables in different paths	106

LIST OF EQUATIONS

Equation (i) :	Standardized Cronbach's alpha (α)	78
Equation (ii) :	Validity test using correlated item – total correlation	79
Equation (iii) :	Simple regression analysis between innovativeness and Self-esteem	81
Equation (iv) :	Simple regression analysis between proactiveness and Self-esteem	81
Equation (v) :	Simple regression analysis between risk-taking and Self-esteem	81
Equation (vi) :	Simple regression analysis between autonomy and Self-esteem	82
Equation (vii) :	Simple regression analysis between competitive aggressiveness and Self-esteem	82
Equation (viii) :	Simple regression analysis between Self-esteem and HEI	83
Equation (ix) :	Simple regression analysis between innovativeness and HEI	83
Equation (x) :	Simple regression analysis between proactiveness and HEI	83
Equation (xi) :	Simple regression analysis between risk-taking and HEI	83
Equation (xii) :	Simple regression analysis between autonomy and HEI	83
Equation (xiii) :	Simple regression analysis between competitive aggressiveness and HEI	83
Equation (xiv) :	Adjusted Coefficient of Determination (R^2_{adj})	86
Equation (xv) :	Total Response Rate	92


LIST OF APPENDICES

Appendix 1 : Research Questionnaire in English Version	171 - 174
Appendix 2 : Research Questionnaire in Indonesian Version	175 - 178
Appendix 3 : Research Questionnaire in Nepalese Version	179 - 182
Appendix 4 : Sources of Questionnaires	183 - 185
Appendix 5 : Validity and Reliability analysis	186 - 193
Appendix 6 : Data analysis result for Australian Sample	194 - 205
Appendix 7 : Data analysis result for Indonesian Sample	206 - 217
Appendix 8 : Data analysis result for Nepalese Sample	218 - 229
Appendix 9 : Journal	230 - 248

ABBREVIATIONS



ABS	Australian Bureau of Statistics
ANZSIC	Australian and New Zealand Standard Industrial Classification
ASBFEO	Australian Small Business and Family Enterprise Ombudsman
ASEAN	Association of South East Asian Nations
BHA	British Hospitality Association
BPS	Badan Pusat Statistik / Central Bureau of Statistics
CAUSEE	Comprehensive Australian Study of Entrepreneurial Emergence
DFT	Distance to Frontier
DSCI	Department of Cottage and Small Industries
EO	Entrepreneurial Orientation
EEA	Entrepreneurial Employee Activity
FY	Fiscal Year
GDP	Gross Domestic Product
GEDI	Global Entrepreneurship and Development Index
GEI	Global Entrepreneurship Index
GEM	Global Entrepreneurship Monitor
GERA	Global Entrepreneurship Research Association
GII	Global Innovation Index
HEI	Hospitality Entrepreneurial Intention
HSI	Hospitality Standard Institute



IEO	Individual Entrepreneurial Orientation
MoPE	Ministry of Population and Environment
NABL	National Australian Bank Limited
NRB	Nepal Rastra Bank
PIN	President Instruction Number
RBA	Reserve Bank of Australia
RI	Republic of Indonesia
RISTEKDIKTI	Ministry of Research, Technology and Higher Education of RI
SMEs	Small and Medium Enterprises
SPSS	Statistical Package for the Social Science
TEA	Total Entrepreneurial Activity
UMKM	Ministry of Cooperation and Medium & Small Business
UN	United Nations
UNWTO	United Nations World Tourism Organization
WBGES	World Bank Group Entrepreneurship Survey
WTTC	World Travel and Tourism Council

EXPLANATORY NOTES

1. The following symbols have been used in the table throughout this thesis paper.

- .. **Two dots** indicate that data are not available or are not separately reported.
- **A dash** indicates that the amount is nil or negligible.
- . **A full stop** is used to indicate decimals.
- **A hyphen** indicates that the item is not applicable.
- **A minus sign** indicates deficit or decrease, except as indicated.
- / **A slash** between years indicates a crop year or financial year, for example, 2017/18.
- **Use of hyphen between years**, for example, 2017-2018, signifies the full period involved, including the beginning and end years.

2. The following country codes, currency codes and currency symbols have been used throughout this thesis paper for different countries.

<i>Country Name</i>	<i>Country Code</i>	<i>Currency Name</i>	<i>Currency Code</i>	<i>Symbol</i>
<i>Australia</i>	AU	Australian Dollar	AUD	A\$
<i>Indonesia</i>	ID	Rupiah Indonesia	IDR	Rp.
<i>Nepal</i>	NP	Nepalese Rupees	NPR	Rs.
<i>United States of America</i>	USA	American Dollar	USD	\$

PRESENTATION AND PUBLICATION

In the course of this thesis writing, research paper referring to sample from specific country has been presented in the international conference as well as submitted, accepted and proceeded for publication in the Scopus indexing journal (Appendix 9). I hereby acknowledge the meaningful contribution of **Mahestu N. Krisjanti, M.Sc. IB, Ph.D.** in the preparation of following papers:

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Kadel, P. and Krisjanti, M. (2018). Effects of Individual Entrepreneurial Orientation to Hospitality Entrepreneurial Intention: Examining the mediating role of Self-esteem. *International Journal of Economics and Management*, Vol. 12, Special Issue.