

CHAPTER 5

CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS

5.1 Introduction

One of the main objectives of this concluding chapter is to address research questions by delivering major research findings in a summarized form, hence conclusions are put forward accordingly. In addition, this chapter ends with recommendations for future researchers preceded by limitations that are expected to illuminate the research frontier.

5.2 Conclusions

Results of this study have been obtained after the mediating effect analysis and testing of hypothesis carried out in the previous chapter (i.e. in chapter 4). During the reliability test, it appears that 'risk-taking' is not the reliable IEO component, thus was not used for further statistical analysis. Therefore, only four IEO components (i.e. innovativeness, proactiveness, autonomy and competitive aggressiveness), Self-esteem and HEI are used during the data analysis activity.

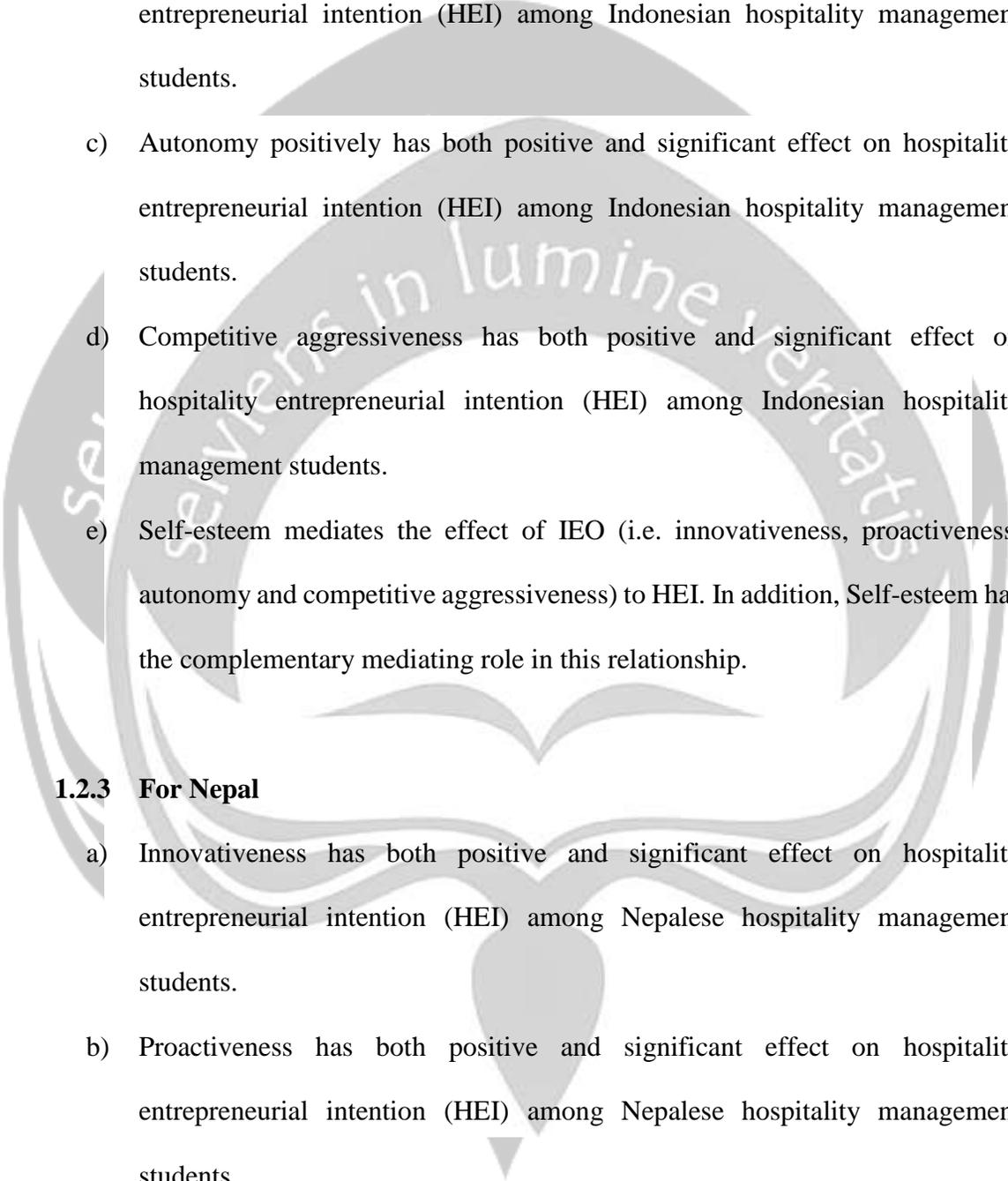
Mediating effect analysis for Self-esteem in the effect of IEO to HEI resulted in different outcomes for three different countries. Major research findings, that are expected to provide the appropriate solution to major research problems, are listed as below:

1.2.1 For Australia

- a) Innovativeness has both positive and significant effect on hospitality entrepreneurial intention (HEI) among Australian hospitality management students.
- b) Proactiveness has both positive and significant effect on hospitality entrepreneurial intention (HEI) among Australian hospitality management students.
- c) Autonomy has both positive and significant effect on hospitality entrepreneurial intention (HEI) among Australian hospitality management students.
- d) Competitive aggressiveness has both positive and significant effect on hospitality entrepreneurial intention (HEI) among Australian hospitality management students.
- e) Self-esteem mediates the effect of IEO (i.e. innovativeness, proactiveness, autonomy and competitive aggressiveness) to HEI. In addition, Self-esteem has the complementary mediating role in this relationship.

1.2.2 For Indonesia

- a) Innovativeness has both positive and significant effect on hospitality entrepreneurial intention (HEI) among Indonesian hospitality management students.

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- b) Proactiveness positively has both positive and significant effect on hospitality entrepreneurial intention (HEI) among Indonesian hospitality management students.
 - c) Autonomy positively has both positive and significant effect on hospitality entrepreneurial intention (HEI) among Indonesian hospitality management students.
 - d) Competitive aggressiveness has both positive and significant effect on hospitality entrepreneurial intention (HEI) among Indonesian hospitality management students.
 - e) Self-esteem mediates the effect of IEO (i.e. innovativeness, proactiveness, autonomy and competitive aggressiveness) to HEI. In addition, Self-esteem has the complementary mediating role in this relationship.

1.2.3 For Nepal

- a) Innovativeness has both positive and significant effect on hospitality entrepreneurial intention (HEI) among Nepalese hospitality management students.
- b) Proactiveness has both positive and significant effect on hospitality entrepreneurial intention (HEI) among Nepalese hospitality management students.

- c) Autonomy positively has both positive and significant effect on hospitality entrepreneurial intention (HEI) among Nepalese hospitality management students.
- d) Competitive aggressiveness has both positive and significant effect on hospitality entrepreneurial intention (HEI) among Nepalese hospitality management students.
- e) Self-esteem mediates the effect of IEO (i.e. innovativeness, proactiveness, autonomy and competitive aggressiveness) to HEI. In addition, Self-esteem has the complementary mediating role in this relationship.

1.2.4 Summary

Since simple regression analysis conducted between four distinct IEO components (i.e. innovativeness, proactiveness, autonomy and competitive aggressiveness) and HEI upon samples from three different countries resulted in both positive and significant relationship, IEO is certain to have effect on HEI. Therefore, it is wise to conclude that IEO and its components have both positive and significant effect to entrepreneurial intention in hospitality industry. In addition, from the mediating effect analysis, it has been confirmed that Self-esteem has a complementary mediating role in the effect of IEO to HEI.

1.3 Limitations and Recommendations

Limitation and recommendation section has been principally driven by two major objectives. First, it aims to ascertain issues and contextual factors that are not applied in this study due to various reasons. Based on this experience, researcher will provide some valuable recommendations accordingly that can be implemented by future researchers in their studies. For the easier understanding of the reader, major limitations and future recommendations of this study are listed as follows:

5.3.1 Limitations

Research limitations generally illuminate various standards and circumstances that are considered in this study. Moreover, it also encompasses different factors that are omitted to be used in the present study. Limitation of this research paper is confined to the following assumptions:

- a) It considers merely selected three countries (i.e. Australia, Indonesia and Nepal) since both internal and external factors needs to be considered during the data collection process. Internal factors involve time and cost constrains, whereas external factors encompasses environmental factors including geographical approachability. Therefore, generalization of this study in the case of other countries may not be possible.
- b) This research paper assessed the topic entirely from the hospitality industry perspective, where hospitality management students are one and only source

for study samples. However, all other industrial segments and groups of people that might have affinity to entrepreneurship are omitted. Therefore, the final outcome of this study might not be relevant to parties having association in industries other than hospitality.

- c) Overall sample size represents very small proportion of the available population. This could lead to biasness on the adoption of research findings.
- d) Although, several theories and variables are available to analyze the mediating role of Self-esteem in the entrepreneurship research, it uses Zhao et al. (2010) model to analyze the mediating role of Self-esteem in the effect of IEO to HEI.
- e) Only three different types of variables are used. IEO is the independent variable, Self-esteem is mediating variable and HEI acts as the dependent variable.
- f) IEO components – innovativeness, proactiveness, risk-taking, autonomy and competitive aggressiveness – are derived from Lumpkin and Dess (1996). All other variables are exposed to the data analysis process. However, risk-taking variable is not used for the data analysis process, since it was found to be unreliable during the reliability test.

5.3.2 Recommendations

Based on the research findings, discussion and conclusion, following recommendations are advised for future researches in order to enhance the scope of impending research that will be pertinent with this study.

- a) Initially, future researchers are recommended to conduct similar studies in the multi-country model (more than already existed) so as to enrich the wider applicability of research finding. Since a person is surrounded by an extended range of cultural, social, economic, political, demographical and technological factors (Turker and Selcuk, 2009), scholars are advised to consider those attributes in future studies.
- b) The second aspect which could be improved in future research is the selection of industrial type. In contrast to the hospitality industry, it is strongly suggested to perform similar studies in other industrial context too.
- c) Thirdly, future research might also focus on the application of up-to-date and larger data sets. Limitation in sample size can be improved by involving not only students but also self-motivated individual(s) those who are interested in entrepreneurship.
- d) Ultimately, future researchers are equally encouraged to test this (i.e. mediating effect analysis) model either with an application of theories (e.g. Theory of Planned Behavior) or variables other than previously used in this study or beyond.

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APPENDIX 1

RESEARCH QUESTIONNAIRE

You are kindly requested to complete the given questionnaire. Read each of the following items carefully and put tick mark (✓) to the statement that is true in describing you. In addition, all the information provided will be kept highly confidential. For your willingness to fill the following questionnaire, I say thank you.

NB: Select only one box (right-hand side) for each item.

A) Respondents' Profile:

i. AGE

Years

ii. GENDER

Male

Female

iii. CITIZENSHIP

Australian

Others

iv. FAMILY BACKGROUND

Hospitality Business

Other than Hospitality Business

Not any Business

v. LEVEL OF STUDY

Diploma

Undergraduate (Bachelor's Degree)

Postgraduate (Master's Degree)

HOSPITALITY BUSINESS: This research study considers Hospitality Business as the commercial activity that is primarily concerned with Accommodation, Food & Beverage, and Travel & Tourism businesses.

B) Research Variables:

Following section includes different items that are used to evaluate Entrepreneurial Orientation, Hospitality Entrepreneurial Intention and Self-esteem of the individual. Read each of the items carefully and put a tick mark (✓) on the statement that is true in describing you.

NB: Choose only one option (right-hand side) for each statement.

- | | | | | | |
|-----|-----------|---------------------|-----|-----------|------------------|
| [1] | SD | : Strongly Disagree | [4] | A | : Agree |
| [2] | D | : Disagree | [5] | SA | : Strongly Agree |
| [3] | N | : Neutral | | | |

PART ONE → Individual Entrepreneurial Orientation (IEO) analysis

S.N	STATEMENT	1	2	3	4	5
		SD	D	N	A	SA
1.	I often like to try new and unusual activities that are not typical but not necessarily risky.					
2.	I prefer to try my own unique way when learning new things rather than doing it like everyone else does.					
3.	I favor experimentation and original approaches to problem solving rather than using methods others generally use for solving problems.					
4.	I tend to plan ahead on projects.					
5.	I usually act in anticipation of future problems, needs or changes.					
6.	I prefer to 'step up' and get things going on projects rather than sit and wait for someone else to do it.					
7.	I like to take bold action by venturing into the unknown.					
8.	I am willing to invest a lot of time and / or money on something that might yield a high return.					
9.	I tend to act 'boldly' in situations where risk is involved.					
10.	I prefer to act and think without interference.					

11.	While performing task, I prefer to make and instigate changes in my own way.					
12.	I prefer freedom and independence to decide on my own how to go about doing anything.					
13.	I prefer self-authority and self-responsibility to act for something that I believe is appropriate.					
14.	I prefer competition in work.					
15.	I usually take a bold or aggressive approach when competing.					
16.	I always try to win during the competition.					

PART TWO → Hospitality Entrepreneurial Intention (HEI) analysis

Have you ever seriously considered becoming a hospitality entrepreneur?

Yes

No

S.N	STATEMENT	1	2	3	4	5
		SD	D	N	A	SA
1.	I am ready to do anything to be hospitality entrepreneur.					
2.	My professional goal is becoming a hospitality entrepreneur.					
3.	I am determined to create a hospitality firm in the future.					
4.	I have very seriously thought in starting a hospitality firm.					
5.	I have got the intention to start hospitality firm someday.					
6.	I will make every effort to start and run my own hospitality business.					

PART THREE → Self-esteem analysis

S.N	STATEMNT	1	2	3	4	5
		SD	D	N	A	SA
1.	I feel confident about my abilities.					
2.	I feel frustrated or raftered about my performance.					
3.	I feel as smart as others.					
4.	I feel that others respect and admire me.					
5.	I feel good about myself.					
6.	I feel unattractive.					
7.	I feel self-conscious.					
8.	I am worried about what other people think of me.					
9.	I feel worried about the impression I am making.					
10.	I am worried about whether I am regarded as a success or failure.					

THANK YOU



APPENDIX 2

KUESIONER PENELITIAN

Anda dimohon untuk mengisi kuesioner penelitian ini. Bacalah setiap item berikut dengan hati-hati dan berilah tanda (\checkmark) pada kolom yang tersedia sesuai dengan kondisi Anda saat ini. Setiap identitas yang Anda berikan akan dirahasiakan. Atas kesediaan Anda mengisi kuesioner ini, saya ucapkan terimakasih.

NB: Memilih hanya satu kontak untuk setiap item.

A) Profil Responden:

i. USIA

Tahun

ii. JENIS KELAMIN

Laki-Laki

Perempuan

iii. KEWARGANEGARAAN

Indonesia

Lainnya

iv. LATAR BELAKANG KELUARGA

Punya Bisnis Hospitality

Punya Bisnis diluar Hospitality

Keluarga tidak punya Bisnis

v. TINGKAT PENDIDIKAN

Diploma

Sarjana (S1)

Pascasarjana (S2)

BISNIS HOSPITALITY: Bisnis hospitality yang dimaksud dalam penelitian ini adalah bisnis yang terkait dengan perhotelan, kuliner, agen perjalanan, dan wisata.

10.	Saya lebih suka bertindak dan berpikir tanpa gangguan.					
11.	Ketika melakukan pekerjaan, saya lebih suka melakukannya dengan cara saya sendiri.					
12.	Saya lebih suka kebebasan dan kemerdekaan untuk memutuskan sendiri bagaimana melakukan sesuatu.					
13.	Saya lebih suka menanggung tanggung jawab pribadi pada hal yang saya yakin benar.					
14.	Saya lebih suka kompetisi dalam pekerjaan.					
15.	Saya biasanya mengambil pendekatan yang berani atau agresif ketika bersaing.					
16.	Saya selalu berusaha memenangkan persaingan.					

BAGIAN KEDUA → Analisis Niat Kewirausahaan Perhotelan (HEI)

Apakah Anda pernah serius dianggap menjadi pengusaha perhotelan?

Ya

Tidak

S.N	PERNYATAAN	1	2	3	4	5
		STS	TS	N	S	SS
1.	Saya siap untuk melakukan apa saja untuk menjadi pengusaha perhotelan.					
2.	Tujuan profesional saya menjadi pengusaha perhotelan.					
3.	Saya bertekad untuk menciptakan sebuah perusahaan perhotelan di masa depan.					
4.	Saya sangat serius memikirkan untuk memulai sebuah perusahaan perhotelan.					
5.	Saya punya niat untuk memulai perhotelan perusahaan suatu hari nanti.					
6.	Saya akan melakun apapun untuk memulai dan menjalankan bisnis perhotelan saya sendiri.					

BAGIAN KETIGA → Analisis 'Self-esteem'

S.N	PERNYATAAN	1	2	3	4	5
		STS	TS	N	S	SS
1.	Saya merasa yakin dengan kemampuan saya.					
2.	Saya merasa frustrasi dan putus asa dengan kinerja saya.					
3.	Saya merasa sependai orang lain.					
4.	Saya merasa bahwa orang lain menghormati dan mengagumi saya.					
5.	Saya merasa baik tentang diri saya sendiri.					
6.	Saya merasa tidak menarik.					
7.	Saya merasa sadar diri.					
8.	Saya khawatir dengan apa yang orang lain berpikir tentang saya.					
9.	Saya merasa khawatir dengan kesan yang saya buat.					
10.	Saya khawatir apakah saya dianggap berhasil atau gagal.					

TERIMA KASIH



APPENDIX 3

सर्वेक्षण प्रश्नावली

सर्बप्रथम तपाईंलाई निम्न प्रश्नावली भर्नुहुन अनुरोध गर्दछु। तपाईंको आफ्नो वर्तमान अवस्था अनुसार निम्न प्रश्नहरूको उपलब्ध खाली ठाउँमा (√) चिन्ह भर्नुहोस्। साथै, यस अनुसन्धानका क्रममा तपाईंले प्रदान गर्नु भएका सम्पूर्ण जानकारीहरू पूर्ण गोप्य राखिने ब्यवस्थाको पनि जानकारी गराउछु। यो प्रश्नावली भर्ने क्रममा तपाईंबाट प्राप्त सहयोगप्रती हार्दिक कृतग्यता ब्यक्त गर्दछु।

नोट: प्रत्येक प्रश्नको लागि कुनै एक मात्र उत्तर चयन गर्नुहोस्।

क) व्यक्तिगत जानकारी:

अ. उमेर

वर्ष

आ. लिंग

पुरुष

महिला

इ. नागरिकता

नेपाली

अन्य

ई. पारिवारिक पृष्ठभूमि

आतिथ्य-सत्कार व्यवशाय

अन्य व्यवशाय

कुनै व्यवशाय नभएको

उ. अध्ययन स्तर

प्राविधिक शिक्षा (डिप्लोमा)

स्नातक

स्नाकोत्तर

आतिथ्य-सत्कार व्यवशाय: यस अनुसन्धानका क्रममा आतिथ्य-सत्कार व्यवशाय भन्नाले आवाश (होटल), पाक, पेय, यात्रा एजेन्ट र पर्यटन व्यवशाय भन्ने बुझाउछ।

ख) अनुसन्धान चर:

निम्न बुदाहरु मार्फत कुनै पनि व्यक्तिको उद्यमशीलता अभिमुखीकरण, उद्यमशीलता इरादा र आत्म-सम्मान मूल्याङ्कन गर्न प्रयोग गरिने बिभिन्न कारकहरु दिइएको छ। तल दिइएका बुदाहरु ध्यान दिएर पदनुहोस् र तपाईं आफुलाई वर्णन गर्ने उत्तरको पछाडि ठीक (✓) चिन्न भर्नुहोस्।

नोट: प्रत्येक प्रश्नको लागि कुनै एक मात्र उत्तर चयन गर्नुहोस्।

- | | | | | | |
|-----|------------|---------------|-----|------------|--------------|
| [१] | पूअ | : पूर्ण असहमत | [४] | स | : सहमत |
| [२] | अ | : असहमत | [५] | पूस | : पूर्ण सहमत |
| [३] | त | : तटस्थ | | | |

पहिलो खण्ड → व्यक्तिगत उद्यमशीलता अभिमुखीकरण विश्लेषण

क्र.श	विवरण	१	२	३	४	५
		पूअ	अ	त	स	पूस
१.	म अक्सर नयाँ र असामान्य जुन विशिष्ट तर कम जोखिमपूर्ण पनि नभएका गतिविधिहरु प्रयास गर्न चाहन्छु।					
२.	म नयाँ कुरा सिक्ने बेला अरू सबैले गरिरहेको भन्दा भिन्न तरिकाले र आफ्नै अद्वितीय बाटोमा प्रयास गर्न रुचाउँछु।					
३.	म समस्या समाधान गर्ने क्रममा सामान्यतया अरूले प्रयोग गर्ने विधि भन्दा आफ्नै प्रयोग र मूल दृष्टिकोणको अनुसरण गर्छु।					
४.	म परियोजनाहरु भन्दा अगाडिनै योजना गर्ने गर्दछु।					
५.	म सामान्यतया भविष्यमा आइपर्नसक्ने समस्या, आवश्यकता वा परिवर्तनको पूर्वानुमानका आधारमा कार्य गर्ने गर्दछु।					
६.	कुनै पनि परियोजनाका कार्यहरु कसैले गर्नेछ भनेर अरुको प्रतीक्षा गरेर बस्नु भन्दा म आफै गर्न रुचाउँछु।					
७.	म अज्ञात (आफुलाई खासै ज्ञान नभएको) उद्यमशीलतामा संलग्न भएर साहसिक निर्णयहरु लिन चाहन्छु।					
८.	म आफ्नो समय र/वा पैसा उच्च प्रतिफल प्राप्त हुनसक्छ भन्ने क्षेत्रमा लगानी गर्न इच्छुक छु।					
९.	मलाई जोखिम समावेश भएको परिस्थितिमा 'साहसीक' कार्य गर्न मनपर्छ।					

१०.	म अरुको हस्तक्षेपबिना सोच र कार्यहरु गर्न रुचाउँछु।					
११.	कार्य प्रदर्शन गर्ने क्रममा म आफ्नै तरिकले घटनाहरुको बिकाश र परिवर्तन गर्न स्व: उत्प्रेरित हुन्छु।					
१२.	कुनै पनि काम कसरी गर्ने भनेर निर्णय गर्ने सन्दर्भमा म आफ्नो स्वतन्त्रता र स्व: निर्भरतालाई महत्व दिन्छु।					
१३.	आफुलाई उपयुक्तभनी विश्वास लागेको कुनैपनी काम गर्ने सन्दर्भमा म आफ्नो आत्म-अधिकार र आत्म-जिम्मेवारीलाई प्राथमिकता दिन्छु।					
१४.	म काम गर्ने क्रममा प्रतिस्पर्धा गर्न रुचाउँछु।					
१५.	प्रतिस्पर्धा गर्ने क्रममा म सामान्यतया चुनौतिपूर्ण वा आक्रामक दृष्टिकोण लिने गर्दछु।					
१६.	म प्रतिस्पर्धाहरुलाई आफुले सकेसम्म पूर्ववत र बाहिर-युद्धाभ्यास गर्ने प्रयास गर्ने गर्दछु।					

दोस्रो खण्ड → आतिथ्य-सत्कार उद्यमशिलता गर्ने सोचको विश्लेषण

के तपाईंले कहिल्यै गम्भीर भएर आतिथ्य-सत्कार उद्यमी बन्ने विचार गर्नु भएको छ ?

छ

छैन

क्र.श	विवरण	१	२	३	४	५
		पूअ	अ	त	स	पूस
१.	म आतिथ्य-सत्कार उद्यमी बन्न जेसुकै गर्न तयार छु।					
२.	मेरो व्यावसायिक लक्ष्य आतिथ्य-सत्कार उद्यमी बन्ने रहेको छ।					
३.	म भविष्यमा आतिथ्य-सत्कार व्यवसाय सिर्जना गर्न कटिबद्ध छु।					
४.	मैले आतिथ्य-सत्कार व्यवसाय सुरु गर्ने कुरा धेरै गम्भीर भएर बिचार गरेको छु।					
५.	कुनै दिन आतिथ्य-सत्कार व्यवसाय सुरु गर्ने मेरो दृढ सङ्कल्प भयो।					
६.	मेरो आफ्नै आतिथ्य-सत्कार व्यवसाय स्थापना र सञ्चालन गर्न म सक्दो प्रयास गर्नेछु।					

तेस्रो खण्ड → आत्म-सम्मान विश्लेषण

क्र.श	विवरण	१	२	३	४	५
		पूअ	अ	त	स	पूस
१.	म आफ्नो क्षमता बारे पूर्ण विश्वस्त छु।					
२.	मलाई आफ्नो प्रदर्शन बारे निराश वा दिक्क लाग्छ।					
३.	म आफुलाई अरु भन्दा चतुर (स्मार्ट) ठान्छु।					
४.	मलाई अरुले आदर र अत्मसाथ गरुन् भन्ने लाग्छ।					
५.	मलाई आफु राम्रो छु भन्ने लाग्छ।					
६.	मलाई आफु कम आकर्षक छु भन्ने लाग्छ।					
७.	म आफु कुनै पनि कुरामा सजक छु जस्तो लाग्छ।					
८.	मेरो बारेमा अरु मान्छेहरुले के सोच्लान् भनेर म चिन्तित हुने गर्दछु।					
९.	मैले मान्छेहरुमा आफुबारे कस्तो छाप (प्रभाव) छोड्न सफल भएहोला भनेर चिन्तित हुने गर्दछु।					
१०.	म आफु एक सफल वा असफल मान्छे मध्ये आखिर के हुला भनेर चिन्तित हुन्छु।					

धन्यवाद



APPENDIX 4

SOURCES OF QUESTIONNAIRES

Following are the original sources that are used as the reference material while preparing the final questionnaire for this research study. Items used to measure individual entrepreneurial orientation (IEO), Hospitality Entrepreneurial Intention (EHI) and Self-esteem of the respondent(s) are derived from four major sources. In addition, all the items below are not used while developing research questionnaire for this study, instead items are rationally selected and modified as required.

NB: Items 'YES' and 'NO' behind every statement (Right-hand side) indicates the items used and not used, respectively while preparing the final questionnaire for this research study. Further, Yes or No question from *Liñán and Chen, 2006* (Table 3) is also adopted to evaluate the HEI of the respondents.

Table 1: Items measuring three components of individual entrepreneurial orientation (IEO), i.e. risk-taking, innovativeness and proactiveness. Derived from *Bolton and Lane (2012)*.

IEO Factors:		Yes	No
Risk-taking	I like to take bold action by venturing into the unknown.	Yes	
	I am willing to invest a lot of time and/or money on something that might yield a high return.	Yes	
	I tend to act 'boldly' in situations where risk is involved.	Yes	
Innovativeness	I often like to try new and unusual activities that are not typical but not necessarily risky.	Yes	
	In general, I prefer a strong emphasis in projects on unique, one-of-a-kind approaches rather than revisiting tried and true approaches used before.		No
	I prefer to try my own unique way when learning new things rather than doing it like everyone else does.	Yes	
	I favor experimentation and original approaches to problem solving rather than using methods others generally use for solving problems.	Yes	
Proactiveness	I usually act in anticipation of future problems, needs or changes.	Yes	
	I tend to plan ahead on projects.	Yes	
	I prefer to 'step up' and get things going on projects rather than sit and wait for someone else to do it.	Yes	

Table 2: Items measuring competitive aggressiveness and autonomy components of EO. Derived from *Hughes and Morgan (2007)*.

EO Factors:		Yes	No
Competitive aggressiveness	Our business is intensely competitive.	Yes	
	In general, our business takes a bold or aggressive approach when competing.	Yes	
	We try to undo and out-manuever the competition as best as we can.	Yes	
Autonomy	Employees are permitted to act and think without interference.	Yes	
	Employees perform jobs that allow them to make and instigate changes in the way they perform their work tasks.	Yes	
	Employees are given freedom and independence to decide on their own how to go about doing their work.	Yes	
	Employees are given freedom to communicate without interference.		No
	Employees are given authority and responsibility to act alone if they think it to be in the best interests of the business.	Yes	
	Employees have access to all vital information.		No

Table 3: Items measuring Entrepreneurial Intention (EI). Derived from *Liñán and Chen (2006)*.

Have you ever seriously considered becoming an entrepreneur? Yes No

EI Factors:	Yes	No
I'm ready to make anything to be an entrepreneur.	Yes	
My professional goal is becoming an entrepreneur.	Yes	
I will make every effort to start and run my own firm.	Yes	
I'm determined to create a firm in the future.	Yes	
I have very seriously thought in starting a firm.	Yes	
I've got the firm intention to start a firm someday.	Yes	

Table 4: Items measuring Self-esteem. Derived from *Heatherton and Polivy (1991)*.

Self-esteem Factors:		Yes	No
Performance	I feel confident about my abilities.	Yes	
	I feel frustrated or rattled about my performance.	Yes	
	I feel that I am having trouble understanding things that I read.		No
	I feel as smart as others.	Yes	
	I feel confident that I understand things.		No
	I feel that I have less scholastic ability right now than others.		No
	I feel like I'm not doing well.		No
Appearance	I feel satisfied with the way my body looks right now.		No
	I feel that others respect and admire me.	Yes	
	I am dissatisfied with my weight.		No
	I feel good about myself.	Yes	
	I am pleased with my appearance right now.		No
	I feel unattractive.	Yes	
Social	I am worried about whether I am regarded as a success or failure.	Yes	
	I feel self-conscious.	Yes	
	I feel displeased with myself.		No
	I am worried about what other people think of me.	Yes	
	I feel inferior to others at this moment.		No
	I feel concerned about the impression I am making.	Yes	
	I am worried about looking foolish.		No



APPENDIX 5

1. Reliability and Validity test for Innovativeness variable

Case Processing Summary

		N	%
Cases	Valid	612	100.0
	Excluded ^a	0	.0
	Total	612	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.663	3

Item Statistics

	Mean	Std. Deviation	N
I1	3.72	.970	612
I2	3.96	.927	612
I3	3.77	.882	612

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I1	7.73	2.357	.444	.611
I2	7.49	2.296	.522	.503
I3	7.68	2.546	.461	.586

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.45	4.621	2.150	3

2. Reliability and Validity test for Proactiveness variable

Case Processing Summary

		N	%
Cases	Valid	612	100.0
	Excluded ^a	0	.0
	Total	612	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.601	3

Item Statistics

	Mean	Std. Deviation	N
P1	3.95	1.023	612
P2	3.89	.830	612
P3	3.99	.996	612

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	7.88	2.205	.426	.477
P2	7.95	2.814	.376	.551
P3	7.84	2.255	.435	.461

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.83	4.547	2.132	3

3. Reliability and Validity test for Risk-taking variable

Case Processing Summary

		N	%
Cases	Valid	612	100.0
	Excluded ^a	0	.0
	Total	612	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.484	3

Item Statistics

	Mean	Std. Deviation	N
R1	3.37	1.137	612
R2	4.06	.913	612
R3	3.51	1.003	612

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
R1	7.57	2.419	.258	.480
R2	6.88	3.024	.242	.480
R3	7.43	2.312	.428	.162

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.94	4.624	2.150	3

4. Reliability and Validity test for Autonomy variable

Case Processing Summary

		N	%
Cases	Valid	612	100.0
	Excluded ^a	0	.0
	Total	612	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.675	4

Item Statistics

	Mean	Std. Deviation	N
A1	3.83	.966	612
A2	3.73	.937	612
A3	3.86	.963	612
A4	4.00	.881	612

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A1	11.58	4.446	.427	.629
A2	11.69	4.459	.451	.613
A3	11.56	4.385	.447	.615
A4	11.42	4.460	.506	.579

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.42	7.118	2.668	4

5. Reliability and Validity test for Competitive Aggressiveness variable

Case Processing Summary

		N	%
Cases	Valid	612	100.0
	Excluded ^a	0	.0
	Total	612	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.618	3

Item Statistics

	Mean	Std. Deviation	N
C1	3.88	.977	612
C2	3.35	1.049	612
C3	3.91	.963	612

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C1	7.26	2.584	.489	.429
C2	7.79	2.636	.392	.572
C3	7.23	2.837	.403	.551

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.14	5.073	2.252	3

6. Reliability and Validity test for Hospitality Entrepreneurial Intention (HEI) variable

Case Processing Summary

		N	%
Cases	Valid	612	100.0
	Excluded ^a	0	.0
	Total	612	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.861	6

Item Statistics

	Mean	Std. Deviation	N
H1	3.63	1.057	612
H2	3.98	.964	612
H3	3.98	.982	612
H4	3.86	1.002	612
H5	3.94	.952	612
H6	4.08	.939	612

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
H1	19.83	15.327	.496	.868
H2	19.48	14.463	.703	.829
H3	19.49	14.348	.704	.829
H4	19.60	14.276	.696	.830
H5	19.52	14.574	.697	.830
H6	19.38	15.000	.642	.840

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.46	20.547	4.533	6

7. Reliability and Validity test for Self-esteem variable

Case Processing Summary

		N	%
Cases	Valid	612	100.0
	Excluded ^a	0	.0
Total		612	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.722	10

Item Statistics

	Mean	Std. Deviation	N
SE1	4.14	.935	612
SE2_r	3.74	1.098	612
SE3	3.20	1.094	612
SE4	3.49	1.026	612
SE5	3.64	1.010	612
SE6_r	3.52	1.133	612
SE7	3.66	.977	612
SE8_r	3.23	1.266	612
SE9_r	2.89	1.274	612
SE10_r	2.79	1.273	612

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SE1	30.16	31.478	.304	.712
SE2_r	30.56	30.518	.315	.711
SE3	31.09	29.559	.402	.697
SE4	30.81	31.311	.277	.716
SE5	30.66	29.112	.496	.684
SE6_r	30.78	29.243	.409	.696
SE7	30.64	32.540	.184	.728
SE8_r	31.07	27.080	.520	.675
SE9_r	31.41	28.373	.409	.696
SE10_r	31.51	27.560	.476	.684

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
34.30	35.542	5.962	10



APPENDIX 6

1. Australia: Regression analysis between Innovativeness and Self-esteem.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Inn ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: SE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.199 ^a	.040	.035	.55554

a. Predictors: (Constant), Inn

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.474	1	2.474	8.016	.005 ^a
	Residual	59.874	194	.309		
	Total	62.347	195			

a. Predictors: (Constant), Inn

b. Dependent Variable: SE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.003	.263		11.413	.000	2.484	3.522
	Inn	.182	.064	.199	2.831	.005	.055	.310

a. Dependent Variable: SE

2. Australia: Regression analysis between Proactiveness and Self-esteem.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Pro ^a		Enter

a. All requested variables entered.

b. Dependent Variable: SE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.236 ^a	.056	.051	.55093

a. Predictors: (Constant), Pro

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.463	1	3.463	11.410	.001 ^a
	Residual	58.884	194	.304		
	Total	62.347	195			

a. Predictors: (Constant), Pro

b. Dependent Variable: SE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.876	.259		11.119	.000	2.366	3.386
	Pro	.212	.063	.236	3.378	.001	.088	.336

a. Dependent Variable: SE

3. Australia: Regression analysis between Autonomy and Self-esteem.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Auto ^a		Enter

a. All requested variables entered.

b. Dependent Variable: SE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.219 ^a	.048	.043	.55314

a. Predictors: (Constant), Auto

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.990	1	2.990	9.772	.002 ^a
	Residual	59.358	194	.306		
	Total	62.347	195			

a. Predictors: (Constant), Auto

b. Dependent Variable: SE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.030	.230		13.164	.000	2.576	3.484
	Auto	.184	.059	.219	3.126	.002	.068	.301

a. Dependent Variable: SE

4. Australia: Regression analysis between Competitive Aggressiveness and Self-esteem.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Comp ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: SE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.248 ^a	.061	.057	.54920

a. Predictors: (Constant), Comp

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.832	1	3.832	12.706	.000 ^a
	Residual	58.515	194	.302		
	Total	62.347	195			

a. Predictors: (Constant), Comp

b. Dependent Variable: SE

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
		1	(Constant)	2.890			.241	
	Comp	.213	.060	.248	3.565	.000	.095	.332

a. Dependent Variable: SE

5. Australia: Regression analysis between Self-esteem and Hospitality Entrepreneurial Intention (HEI).

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	SE ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.263 ^a	.069	.064	.85727

a. Predictors: (Constant), SE

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.579	1	10.579	14.396	.000 ^a
	Residual	142.572	194	.735		
	Total	153.151	195			

a. Predictors: (Constant), SE

b. Dependent Variable: Total_HEI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.432	.411		5.923	.000	1.622	3.241
	SE	.412	.109	.263	3.794	.000	.198	.626

a. Dependent Variable: Total_HEI

6. Australia: Regression analysis between Innovativeness and Hospitality Entrepreneurial Intention (HEI)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Inn ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.291 ^a	.085	.080	.84994

a. Predictors: (Constant), Inn

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.004	1	13.004	18.001	.000 ^a
	Residual	140.147	194	.722		
	Total	153.151	195			

a. Predictors: (Constant), Inn

b. Dependent Variable: Total_HEI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.284	.403		5.673	.000	1.490	3.078
	Inn	.418	.099	.291	4.243	.000	.224	.613

a. Dependent Variable: Total_HEI

7. Australia: Regression analysis between Proactiveness and Hospitality Entrepreneurial Intention (HEI)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Pro ^a	.	Enter

- a. All requested variables entered.
- b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.271 ^a	.073	.068	.85534

- a. Predictors: (Constant), Pro

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.218	1	11.218	15.333	.000 ^a
	Residual	141.933	194	.732		
	Total	153.151	195			

- a. Predictors: (Constant), Pro
- b. Dependent Variable: Total_HEI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.418	.402		6.022	.000	1.626	3.210
	Pro	.382	.097	.271	3.916	.000	.189	.574

a. Dependent Variable: Total_HEI

8. Australia: Regression analysis between Autonomy and Hospitality Entrepreneurial Intention (HEI)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Auto ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.258 ^a	.067	.062	.85842

a. Predictors: (Constant), Auto

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.195	1	10.195	13.835	.000 ^a
	Residual	142.957	194	.737		
	Total	153.151	195			

a. Predictors: (Constant), Auto

b. Dependent Variable: Total_HEI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.663	.357		7.454	.000	1.958	3.367
	Auto	.341	.092	.258	3.719	.000	.160	.521

a. Dependent Variable: Total_HEI

9. Australia: Regression analysis between Competitive Aggressiveness and Hospitality Entrepreneurial Intention (HEI)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Comp ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.294 ^a	.087	.082	.84920

a. Predictors: (Constant), Comp

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.249	1	13.249	18.372	.000 ^a
	Residual	139.903	194	.721		
	Total	153.151	195			

a. Predictors: (Constant), Comp

b. Dependent Variable: Total_HEI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.393	.373		6.408	.000	1.656	3.129
	Comp	.397	.093	.294	4.286	.000	.214	.579

a. Dependent Variable: Total_HEI



APPENDIX 7

1. Indonesia: Regression analysis between Innovativeness and Self-esteem

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Inn ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: SE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.248 ^a	.061	.057	.48223

a. Predictors: (Constant), Inn

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.240	1	3.240	13.934	.000 ^a
	Residual	49.533	213	.233		
	Total	52.773	214			

a. Predictors: (Constant), Inn

b. Dependent Variable: SE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.554	.181		14.142	.000	2.198	2.909
	Inn	.181	.048	.248	3.733	.000	.085	.276

a. Dependent Variable: SE

2. Indonesia: Regression analysis between Proactiveness and Self-esteem

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Pro ^a		Enter

a. All requested variables entered.

b. Dependent Variable: SE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.226 ^a	.051	.046	.48492

a. Predictors: (Constant), Pro

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.687	1	2.687	11.427	.001 ^a
	Residual	50.086	213	.235		
	Total	52.773	214			

a. Predictors: (Constant), Pro

b. Dependent Variable: SE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
		1	(Constant)	2.557			.198	
	Pro	.167	.049	.226	3.380	.001	.069	.264

a. Dependent Variable: SE

3. Indonesia: Regression analysis between Autonomy and Self-esteem

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Auto ^a		Enter

a. All requested variables entered.

b. Dependent Variable: SE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.114 ^a	.013	.008	.49450

a. Predictors: (Constant), Auto

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.687	1	.687	2.810	.095 ^a
	Residual	52.086	213	.245		
	Total	52.773	214			

a. Predictors: (Constant), Auto

b. Dependent Variable: SE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.903	.190		15.302	.000	2.529	3.277
	Auto	.082	.049	.114	1.676	.095	-.014	.178

a. Dependent Variable: SE

4. Indonesia: Regression analysis between Competitive Aggressiveness and Self-esteem

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Comp ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: SE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.263 ^a	.069	.065	.48024

a. Predictors: (Constant), Comp

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.649	1	3.649	15.821	.000 ^a
	Residual	49.124	213	.231		
	Total	52.773	214			

a. Predictors: (Constant), Comp

b. Dependent Variable: SE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.622	.153		17.134	.000	2.320	2.923
	Comp	.170	.043	.263	3.978	.000	.086	.255

a. Dependent Variable: SE

5. Indonesia: Regression analysis between Self-esteem and Hospitality Entrepreneurial Intention (HEI)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	SE ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.232 ^a	.054	.049	.67987

a. Predictors: (Constant), SE

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.580	1	5.580	12.072	.001 ^a
	Residual	98.454	213	.462		
	Total	104.034	214			

a. Predictors: (Constant), SE

b. Dependent Variable: Total_HEI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.842	.305		9.331	.000	2.241	3.442
	SE	.325	.094	.232	3.474	.001	.141	.510

a. Dependent Variable: Total_HEI

6. Indonesia: Regression analysis between Innovativeness and Hospitality Entrepreneurial Intention (HEI)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Inn ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.348 ^a	.121	.117	.65520

a. Predictors: (Constant), Inn

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.595	1	12.595	29.340	.000 ^a
	Residual	91.438	213	.429		
	Total	104.034	214			

a. Predictors: (Constant), Inn

b. Dependent Variable: Total_HEI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.581	.245		10.521	.000	2.097	3.065
	Inn	.356	.066	.348	5.417	.000	.226	.485

a. Dependent Variable: Total_HEI

7. Indonesia: Regression analysis between Proactiveness and Hospitality Entrepreneurial Intention (HEI)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Pro ^a		Enter

- a. All requested variables entered.
- b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.455 ^a	.207	.203	.62237

- a. Predictors: (Constant), Pro

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.529	1	21.529	55.581	.000 ^a
	Residual	82.504	213	.387		
	Total	104.034	214			

- a. Predictors: (Constant), Pro
- b. Dependent Variable: Total_HEI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.020	.254		7.954	.000	1.520	2.521
	Pro	.471	.063	.455	7.455	.000	.347	.596

a. Dependent Variable: Total_HEI

8. Indonesia: Regression analysis between Autonomy and Hospitality Entrepreneurial Intention (HEI)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Auto ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.325 ^a	.106	.101	.66094

a. Predictors: (Constant), Auto

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.986	1	10.986	25.148	.000 ^a
	Residual	93.048	213	.437		
	Total	104.034	214			

a. Predictors: (Constant), Auto

b. Dependent Variable: Total_HEI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.636	.254		10.395	.000	2.136	3.136
	Auto	.327	.065	.325	5.015	.000	.199	.456

a. Dependent Variable: Total_HEI

9. Indonesia: Regression analysis between Competitive Aggressiveness Hospitality Entrepreneurial Intention (HEI)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Comp ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.402 ^a	.161	.157	.63998

a. Predictors: (Constant), Comp

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.794	1	16.794	41.004	.000 ^a
	Residual	87.240	213	.410		
	Total	104.034	214			

a. Predictors: (Constant), Comp

b. Dependent Variable: Total_HEI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.612	.204		12.810	.000	2.210	3.014
	Comp	.365	.057	.402	6.403	.000	.253	.478

a. Dependent Variable: Total_HEI



APPENDIX 8

1. Nepal: Regression analysis between Innovativeness and Self-esteem

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Inn ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: SE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.323 ^a	.104	.100	.57087

a. Predictors: (Constant), Inn

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.542	1	7.542	23.142	.000 ^a
	Residual	64.852	199	.326		
	Total	72.393	200			

a. Predictors: (Constant), Inn

b. Dependent Variable: SE



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.435	.196		12.443	.000	2.049	2.821
	Inn	.245	.051	.323	4.811	.000	.145	.346

a. Dependent Variable: SE

2. Nepal: Regression analysis between Proactiveness and Self-esteem

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Pro ^a		Enter

a. All requested variables entered.

b. Dependent Variable: SE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.476 ^a	.227	.223	.53031

a. Predictors: (Constant), Pro

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.430	1	16.430	58.422	.000 ^a
	Residual	55.964	199	.281		
	Total	72.393	200			

a. Predictors: (Constant), Pro

b. Dependent Variable: SE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.991	.183		10.908	.000	1.631	2.351
	Pro	.359	.047	.476	7.643	.000	.266	.452

a. Dependent Variable: SE

3. Nepal: Regression analysis between Autonomy and Self-esteem

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Auto ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: SE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.239 ^a	.057	.052	.58572

a. Predictors: (Constant), Auto

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.123	1	4.123	12.017	.001 ^a
	Residual	68.271	199	.343		
	Total	72.393	200			

a. Predictors: (Constant), Auto

b. Dependent Variable: SE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.476	.257		9.616	.000	1.968	2.983
	Auto	.226	.065	.239	3.467	.001	.097	.354

a. Dependent Variable: SE

4. Nepal: Regression analysis between Competitive Aggressiveness and Self-esteem

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Comp ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: SE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.225 ^a	.051	.046	.58769

a. Predictors: (Constant), Comp

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.663	1	3.663	10.605	.001 ^a
	Residual	68.731	199	.345		
	Total	72.393	200			

a. Predictors: (Constant), Comp

b. Dependent Variable: SE



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.683	.211		12.718	.000	2.267	3.099
	Comp	.183	.056	.225	3.257	.001	.072	.293

a. Dependent Variable: SE

5. Nepal: Regression analysis between Self-esteem and Hospitality Entrepreneurial Intention (HEI)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	SE ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.277 ^a	.077	.072	.64766

a. Predictors: (Constant), SE

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.958	1	6.958	16.588	.000 ^a
	Residual	83.474	199	.419		
	Total	90.432	200			

a. Predictors: (Constant), SE

b. Dependent Variable: Total_HEI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.834	.260		10.919	.000	2.322	3.346
	SE	.310	.076	.277	4.073	.000	.160	.460

a. Dependent Variable: Total_HEI

6. Nepal: Regression analysis between Innovativeness and Hospitality Entrepreneurial Intention (HEI)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Inn ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.502 ^a	.252	.248	.58297

a. Predictors: (Constant), Inn

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.801	1	22.801	67.089	.000 ^a
	Residual	67.632	199	.340		
	Total	90.432	200			

a. Predictors: (Constant), Inn

b. Dependent Variable: Total_HEI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.273	.200		11.371	.000	1.879	2.667
	Inn	.427	.052	.502	8.191	.000	.324	.529

a. Dependent Variable: Total_HEI

7. Nepal: Regression analysis between Proactiveness and Hospitality Entrepreneurial Intention (HEI)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Pro ^a	.	Enter

- a. All requested variables entered.
- b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.551 ^a	.304	.300	.56254

- a. Predictors: (Constant), Pro

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.459	1	27.459	86.771	.000 ^a
	Residual	62.974	199	.316		
	Total	90.432	200			

- a. Predictors: (Constant), Pro
- b. Dependent Variable: Total_HEI



Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
				1				
	Pro	.464	.050	.551	9.315	.000	.366	.563

a. Dependent Variable: Total_HEI

8. Nepal: Regression analysis between Autonomy and Hospitality Entrepreneurial Intention (HEI)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Auto ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.401 ^a	.161	.156	.61760

a. Predictors: (Constant), Auto

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.528	1	14.528	38.089	.000 ^a
	Residual	75.904	199	.381		
	Total	90.432	200			

a. Predictors: (Constant), Auto

b. Dependent Variable: Total_HEI

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.221	.271		8.182	.000	1.686	2.756
	Auto	.424	.069	.401	6.172	.000	.289	.560

a. Dependent Variable: Total_HEI

9. Nepal: Regression analysis between Competitive Aggressiveness and Hospitality Entrepreneurial Intention (HEI)

Model	Variables Entered	Variables Removed	Method
1	Comp ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Total_HEI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.370 ^a	.137	.133	.62626

a. Predictors: (Constant), Comp

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.385	1	12.385	31.579	.000 ^a
	Residual	78.047	199	.392		
	Total	90.432	200			

a. Predictors: (Constant), Comp

b. Dependent Variable: Total_HEI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.636	.225		11.725	.000	2.193	3.079
	Comp	.336	.060	.370	5.620	.000	.218	.454

a. Dependent Variable: Total_HEI



APPENDIX 9

**Effects of Individual Entrepreneurial Orientation to Hospitality
Entrepreneurial Intention: Examining the Mediating Role of Self-Esteem**

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ABSTRACT

This paper aims to examine the mediating role to self-esteem in the effect of individual entrepreneurial orientation (IEO) to hospitality entrepreneurial intention (HEI). Sample of this study consisted of 215 undergraduate students representing 3 different universities in Indonesia and pursuing bachelor degree in hospitality management. A questionnaire comprising 37 close-ended items was developed. Linear regression analysis was conducted to identify relationship between variables. Overall, results indicated that components of IEO (i.e., risk-taking, autonomy and competitive aggressiveness) have significant relationship with HEI. In addition, this study also revealed that the aforesaid relationship is positively mediated by self-esteem. Further, it appeared that self-esteem has the complementary mediating role in the effect of IEO to HEI.

Type of Paper: Empirical

Keywords: Entrepreneurship, Entrepreneurial Intention, Entrepreneurial Orientation, Hospitality, Self-esteem.

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Introduction

In the contemporary world, hospitality industry (accommodation, food and beverage, travel and tourism) has undergone remarkable changes. In the last thirty years, there has been increased entrepreneurial interest in small hospitality and tourism firms (Skokic et al., 2016). Since the contribution of hospitality industry to Indonesian economy is higher (i.e., 1.8 % of GDP in 2016, and was forecasted to rise to 4.3% in 2017 according to WTTC¹, 2017), this segment possesses greater and endless opportunities for hospitality entrepreneurs in Indonesia. Moreover, the Ministry of Tourism, Indonesia, has worked towards and expected to reach the target of 20 million foreign tourists and 275 million domestic tourists in 2019. This further widens the scope of hospitality entrepreneurship in Indonesian archipelago and beyond.

Bula (2012) promoted entrepreneurship as the multi-dimensional concept. Despite the fact that the concept of entrepreneurship encompasses a wide variety of issues, processes and practices, the development of entrepreneurship research is more promising, specifically in the context of entrepreneurial orientation (EO). Entrepreneurship literature has witnessed substantial empirical and conceptual considerations regarding the phenomenon of EO in the last three decades (Rauch et al., 2009). Previously, researchers and academicians frequently allied EO predominantly with the firm-level performance. In the recent years, however, researchers have suggested that EO can also be regarded as the individual level construct (Robinson & Stuthbberud, 2014, cited in Koe, 2016). In particular, the researchers believe that IEO determines a prospective employee's success in a

¹ World Tourism and Travel Council (WTTC) is an international forum for the travel and tourism industry.

company, an individual's ability to start own business, and minimises the risk level of new business venture. In addition, research has indicated that IEO imposes positive effect to individual's entrepreneurial intention (EI). Meanwhile, researchers such as Bolton and Lane (2012), Ibrahim and Lucky (2014), and Koe (2016), among others, have generated, validated, tested and statistically proven the positive correlation between IEO and EI. Nevertheless, several researchers also realised the important contribution of mediating variable in developing the entrepreneurial intention. For example, Zhao, Seibert and Hills (2005) found that self-efficacy fully mediates the effect of perceived learning from entrepreneurship-related courses, previous entrepreneurial experiences, and risk propensity on entrepreneurial intentions. Although limited number of research has been carried out to identify the role of mediating variable, literature review of existing journals and related publications has not provided any evidence regarding the past research that used self-esteem as the mediating variable to theorise the effects of independent variable on the dependent variable, especially in the hospitality industry context. However, a previous research by Kunday and Cakir (2014) found a positive relationship between self-esteem and IEO. Similarly, Vogelsang (2015) also reported that there is relationship between self-esteem and intention for entrepreneurship. Thus, we could anticipate that self-esteem might mediate the effect of IEO on HEI. Therefore, this research work was carried out to examine the mediating role of self-esteem in the effect of IEO to HEI. This study was conducted in the area of hospitality industry as one of the significant industries for the country's economy.

Review of Related Literature

Individual Entrepreneurial Orientation (IEO)

EO research was initiated from the work of Miller (1983), who proposed three different characteristics – innovation, proactiveness and risk-taking – as the main characteristics of EO. These three characteristics are often combined to create a higher-order indicator of firm-level entrepreneurship (Covin & Wales, 2012). In response to previous research, Lumpkin and Dess (1996) proposed two additional dimensions – competitive aggressiveness and autonomy – and further described the domain of EO. The same five distinct traits used in determining the level of organizational EO have been examined to determine individual's entrepreneurial orientation (Rauch, 2009, cited in Vogelsang, 2015).

IEO, which is the willingness of entrepreneurs to exploit opportunities, is a function of various individual differences (Shane & Venkataraman, 2000). Earlier research indicates that risk-taking (assuming personal risk and willingness to make commitments) traits yielded reliable results for determining an individual's EO (Bolton & Lane, 2012). In addition, Lumpkin and Dess (1996) explained autonomy as the independent action of an individual or a team in bringing forward an idea or a vision and carrying it through to completion, whereas competitive aggressiveness is characterised by the responsiveness, which may take the form of head-to-head confrontation.

Risk taking

Risk taking is individual propensity to engage in bold rather than cautious actions.

An individual who takes risks is someone who takes the chance of a business idea even though the opportunity to be successful is low (Smith-Hunter et al., 2003).

Risk taking is an important component of IEO as it describes the ability of entrepreneurs to face and deal with the challenges that may occur. Lumpkin and Dess (1996) believe that risk taking as the quality that is frequently used to describe entrepreneurship. A person's risk-taking ability signifies how far a person or a firm is willing to go in order to make large commitments to resources or a change in action.

Autonomy

Autonomy means self-governing which relates to an ability and willingness of an individual to be independent in decision making and pursuit of opportunities. An exercise of autonomy ensures the freedom to act independently that will eventually encourage entrepreneurship by promoting risk taking on behalf of new ideas and promising breakthroughs (Kanter, 1983; Peters & Waterman, 1982). Several researchers, including Lumpkin and Dess (1996), claimed that entrepreneurship has flourished because independently minded people chose to leave secure positions in order to promote novel ideas or venture into new markets, rather than allowing others to inhibit them. Meanwhile, Uddin and Bose (2012) revealed autonomy as one of the significant determinants for business intentions among Bangladeshi students.

Competitive aggressiveness

Competitive aggressiveness is an individual's ability to directly and intensely challenge its competitors to achieve entry or improve position, that is, to outperform opponents (Lumpkin & Dess, 1996). Researchers believe that competitive

aggressiveness reflects a willingness to be unconventional rather than rely on traditional methods of competing, i.e. to persuade and perform entrepreneurial activity in an unconventional way. Adopting competitive aggressiveness means discarding conventional tactics to challenge industry leaders (Cooper et al., 1986), analysing and targeting competitor's weakness (Macmillan & Jones, 1984) and focusing on high value added output, while carefully considering discretionary expenses (Woo & Cooper, 1981).

Entrepreneurial Intention (EI)

Krueger (1993) explained EI as the commitment and appetite for venturing into a new business. However, entrepreneurship comes through choice, not by accident. Entrepreneurship is an intentional and planned behaviour (Krueger et al., 2000) which encompasses various elements and phases. An ultimate entrepreneurial activity passed through various stages; whereby one of them is formation of entrepreneurial intention (Hisrich et al., 2013). Individuals will not embark into any business without demonstrating sufficient level of intention towards entrepreneurship. The initial stage in becoming an entrepreneur is that the person shows certain level of entrepreneurial intention (Bird, 1988). Choo and Wong (2006) confirm that analysing EI is worthwhile because it is a reliable predictor of entrepreneurial behaviour.

IEO and EI

IEO and EI are indispensable to each other because entrepreneurial intention is always purposeful and motivated by different EO. Several research studies

conducted to understand the connection between IEO and EI exhibited convinced level of affiliation. For instance, Suartha and Suprapti (2016) and Ozaralli and Rivenburgh (2016) found that students' IEO have positive relationship with their EI.

Furthermore, Bolton and Lane (2012) reported the significant effect of entrepreneurial orientation on the entrepreneurial intention among university students. Ibrahim and Mas'ud (2016) and Ozaralli and Rivenburgh (2016) found the significant contribution of entrepreneurial orientation to entrepreneurial intention (EI).

Self-esteem

Rosenberg states self-esteem as self-acceptance, feeling of competence, and positive attitude towards self (Zimbardo & Gerrig, 2008, as cited in Kunday & Çakir, 2014). Similarly, Battle and Blowers (1982) confirms that self-esteem is an important human need that is related to fundamental source of identity. Moreover, he indicates that self-esteem would imply an individual's ability to perform significant work influences, including the view of productivity, performance, personal control, as well as role status. Research shows that high self-esteem provides a buffer against different stressors that might impede motivation to perform on a task in a way that is consistent with their own self-image (Ferris et al., 2010).

In the area of entrepreneurship studies, the work conducted by Roberts and Robinson (2010) suggests the necessity to compare individual entrepreneurial

orientation with that of individual's self-esteem measurement. The study reported that entrepreneurs would possess a high regard for their abilities in business, which results in high measures of self-esteem. Similar with the previous study, Kunday and Çakir (2014) found the strong relationship between self-esteem and IEO. Moreover, Koh (1996); Utsch and Rauch (2000); Mueller and Thomas (2001); Nga and Shanmuganathan (2010) found that personal qualities influence an individual desire for venture creation. Self-esteem is one of the personal qualities (personality traits) that is believed to have significant impact on the individual's entrepreneurial intention.

Based on the previous studies, this study would test the possibility of self-esteem in playing the role of the mediating variable on the effect of individual entrepreneurial orientation, which consists of risk-taking, autonomy, and competitive aggressiveness to hospitality entrepreneurial intention. Therefore, based on the above discussions, three hypotheses were prepared, as follows:

H1: Self-esteem mediates the effect of risk-taking to HEI.

H2: Self-esteem mediates the effect of autonomy to HEI.

H3: Self-esteem mediates the effect of competitive aggressiveness to HEI.

Research Methodology

Variable measurement

A questionnaire comprising 37 close-ended items was used to collect the primary data. In the beginning, five general items were used to collect the demographic

information of the respondents. The three items were taken from Bolton and Lane (2012) to measure one component of IEO, i.e. risk-taking. Similarly, seven items used to measure the remaining two components of IEO (autonomy and competitive aggressiveness) were taken from Hughes and Morgan (2007) with modifications as required (See: Table 1). In addition, seven items, including one Yes / No question, were derived from Liñán and Chen (2006) to measure entrepreneurial intention (EI) of the respondents in the hospitality industry (See: Table 2). Finally, ten previously validated items from Heatherton and Polivy (1991) were used to analyse the respondents' self-esteem (See: Table 3). Additionally, five-point Likert scale with an opinion ranging from strongly disagree (1) to strongly agree (5) was deployed to measure IEO, HEI and self-esteem of the respondents.

The respondents of this study represented three different universities that are located in various geographic locations in Indonesia. 215 respondents of this study are pursuing hospitality education (i.e., Diploma, Bachelor and Masters Degrees) at the moment. Moreover, reliability and validity analysis proved 214 respondents were qualified for this study, although one of them was disqualified. Hence, the total response rate was 99.53%.

From the statistics, the descriptive analysis shows that the dominant age group is between 17 to 20 years old, representing almost 82.80% of the total sample. Meanwhile, the remaining 17.20% represents > 20 years age group. Similarly, 107 (49.77 %) of the total respondents are males and the remaining 108 (50.23%) are females. In terms of their educational qualifications, 202 (93.95%) respondents are

pursuing bachelor degree in hospitality management and 13 (6.04%) respondents are pursuing master's degree in hospitality management. 20 (9.30%) respondents have background in hospitality family business, 70 (32.56%) respondents have business family background which is non-hospitality related business and the remaining 125 (58.14%) respondents do not have any business family background.

“Insert Figure 1 here”

This study used the concept that was originally developed by Lumpkin and Dess (1996) to measure EO, which was later adopted and used by multiple researchers including Koe (2016) to measure the effect of individual entrepreneurial orientation (IEO) on entrepreneurial intention (EI). However, modifications in the variables and methods are ensured, as required. In addition, the method recommended by Zhao et al. (2010) was used to examine the mediating role of self-esteem.

Results and Discussion

The role of Self-Esteem as mediating variable in the effect of IEO on HEI was tested. Three characteristics of IEO, which are Risk taking, Autonomy, and Competitive Aggressiveness, were tested separately. The results of the regression analysis showed a significant positive relationship between self-esteem and entrepreneurial intention.

“Insert Table 4 here”

As shown in Table 4, the linear regression analysis shows that risk-taking ($\beta = 0.287, p = 0.000$) has significant relationship with self-esteem in '*path a*'. Similarly in '*path b*', self-esteem ($\beta = 0.174, p = 0.001$) is significant with HEI. Finally in '*path c*', risk taking ($\beta = 0.428, p = 0.000$) is significant with HEI.

“Insert Table 5 here”

As summarised in Table 5, linear regression analysis results show that autonomy ($\beta = 0.279, p = 0.000$) has a significant relationship with self-esteem in '*path a*'. Moreover in '*path b*', self-esteem ($\beta = 0.174, p = 0.001$) is significant with HEI. Ultimately in '*path c*', autonomy ($\beta = 0.325, p = 0.000$) is significant with HEI.

“Insert Table 6 here”

As depicted in Table 6, linear regression analysis results show that competitive aggressiveness ($\beta = 0.0.221, p = 0.001$) has a significant relationship with self-esteem in '*path a*'. Furthermore, self-esteem ($\beta = 0.174, p = 0.001$) is significant with HEI in '*path b*'. Eventually in '*path c*', competitive aggressiveness ($\beta = 0.402, p = 0.000$) is significant with HEI.

At this point, it appears that self-esteem mediates the effects of risk-taking, autonomy and competitive aggressiveness on HEI. As a result, hypotheses H1, H2 and H3 are accepted. Since the multiplication of three coefficients $a \times b \times c$ (0.0175) is positive, the role of self-esteem as the mediating variable is considered as the complementary mediation.

Three components of IEO assumed by this study are risk-taking, autonomy and competitive aggressiveness. The significant relationship found between the risk-

taking component of IEO and intention for entrepreneurship is somehow similar to the previous research findings of Luthje and Franke (2003). However, this differs from the previous finding of Koe (2016). Similarly, the significant relationship found between autonomy and entrepreneurial intention in this study partially supported the previous research finding of Al-Jubari et al. (2017). In addition, the significant relationship found between the competitive aggressiveness components of IEO and HEI has added a new contribution to the entrepreneurship research.

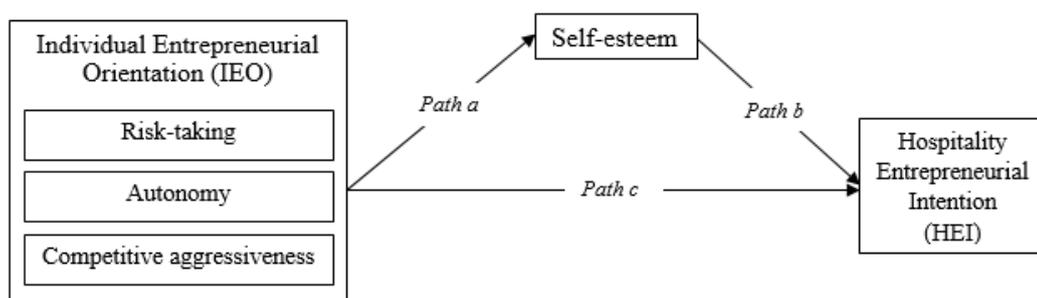
Furthermore, this study found the positive relationship between IEO and self-esteem, which supports the previous research finding of Vogelsang (2015). In addition, Kunday and Cakir (2014) also stated that self-esteem has a positive relationship with the intention for entrepreneurship. This study further proved the previous research findings of Kunday and Cakir (2014), although our study particularly focused on the hospitality industry.

Although some previous studies have provided important contributions to the antecedents of entrepreneurial orientation and entrepreneurial intentions, this research is a step forward than others to prove the mediating role of self-esteem in the effects of IEO on HEI. The analysis performed in this study revealed that the effects of hospitality students' individual entrepreneurial orientation (IEO) on their hospitality entrepreneurial intention (HEI) are complementarily mediated by the degree of their own self-esteem.

Conclusion

Theoretically, this paper has endorsed the significance of studying the role of self-esteem as the mediating variable in the effects of IEO on HEI. Practically, it suggested that the effects of university level hospitality students' individual entrepreneurial orientation (i.e., risk-taking, autonomy and competitive aggressiveness) on their intention for hospitality entrepreneurship are mediated by the degree of their own self-esteem. However, self-esteem has the complementary mediating role in this relationship. Therefore, it is important to acknowledge the mediating role of self-esteem while determining the effects of individual entrepreneurial orientation on their intention for entrepreneurship, especially in hospitality entrepreneurship. The outcome of this study can contribute to a better understanding of the role of self-esteem as the mediating variable in entrepreneurship research.

Figure 1: Conceptual Framework to mediate the effects of IEO on HEI



(Source: Zhao et al., 2010)

Table 1: Items measuring Individual Entrepreneurial Orientation (HEI)

Items	Questions
RISK1	I like to take bold action by venturing into the unknown.
RISK2	I am willing to invest a lot of time and/or money on something that might yield a high return.
RISK3	I tend to act 'boldly' in situations where risk is involved.
AUTO1	I prefer to act and think without interference.
AUTO2	While performing task, I prefer to make and instigate changes in my own way.
AUTO3	I prefer freedom and independence to decide on my own how to go about doing anything.
AUTO4	I prefer self-authority and self-responsibility to act for something that I believe is appropriate.
COMP1	I prefer competition in work.
COMP2	I usually take a bold or aggressive approach when competing.
COMP3	I try to undo and out-manoeuvre the competition as best as I can.

Table 2: Items measuring Hospitality Entrepreneurial Intention (HEI)

Items	Questions
HEI1	I am ready to do anything to be hospitality entrepreneur.
HEI2	My professional goal is becoming hospitality entrepreneur.
HEI3	I am determined to create a hospitality firm in the future.
HEI4	I have very seriously thought in starting a hospitality firm.
HEI5	I have got the intention to start hospitality firm someday.
HEI6	I will make every effort to start and run my own hospitality business.

Table 3: Items measuring self-esteem

Items	Questions
SE1	I feel confident about my abilities.
SE2	I feel frustrated or raftered about my performance.
SE3	I feel as smart as others.
SE4	I feel that others respect and admire me.
SE5	I feel that good about myself.
SE6	I feel unattractive.
SE7	I feel self-conscious.
SE8	I am worried about what other people think of me.
SE9	I feel worried about the impression I am making.
SE10	I am worried about whether I am regarded as a success or failure.

Table 4: Testing the Mediating Effect (H1)

Paths	Variables		Coefficient Beta (β)	Probability (ρ)	Adjusted R ²	Sig.
	Ind.	Dep.				
<i>Path a</i>	Risk taking	Self-esteem	0.287	0.000	0.078	0.000
<i>Path b</i>	Self-esteem	HEI	0.174	0.010	0.026	0.001
<i>Path c</i>	Risk taking	HEI	0.482	0.000	0.229	0.000

Table 5: Testing the Mediating Effect (H2)

Paths	Variables		Coefficient Beta (β)	Probability (ρ)	Adjusted R ²	Sig.
	Ind.	Dep.				
<i>Path a</i>	Autonomy	Self-esteem	0.279	0.000	0.074	0.000
<i>Path b</i>	Self-esteem	HEI	0.174	0.010	0.026	0.001
<i>Path c</i>	Autonomy	HEI	0.325	0.000	0.101	0.000

Table 6: Testing the Mediating Effect (H3)

Paths	Variables		Coefficient Beta (β)	Probability (ρ)	Adjusted R ²	Sig.
	Ind.	Dep.				
<i>Path a</i>	Competitive aggressiveness	Self-esteem	0.221	0.001	0.045	0.001
<i>Path b</i>	Self-esteem	HEI	0.174	0.010	0.026	0.001
<i>Path c</i>	Competitive aggressiveness	HEI	0.402	0.000	0.157	0.000

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