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LIFE SKILLS TRAINING (BUSINESS, IT AND ENVIRONMENT): THE DRIVING FORCE OF ENTREPRENEURIAL INTENTION AND PRO ENVIRONMENTAL BEHAVIOR

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ABSTRACT:

This study focuses on youth who are dropped out and unemployed including those who already have business but can't well develop. The study is cooperation result of research team with one of State Own Enterprises company who have CSR program. The rapid development of tourism industry in East Java, especially in Lamongan Regency, need to be welcomed and anticipated by providing life skills training in business, environment and information technology in order to improve self-efficacy and self-esteem so they are expected to have entrepreneurial intention to improve pro environmental behavior. The purposive sampling survey is conducted by giving questionnaires to respondents who had attended business, information technology (IT) and environment management training. Statistical techniques use Partial Least Square. Researcher also conducted interviews with some respondents to support the study results. The result shows that entrepreneurial intention is influenced by self-efficacy and self-esteem. Similarly, entrepreneurial intention has an effect on pro environmental behavior.

Keywords: life skills training (business, IT and environment), self-efficacy, self-esteem, entrepreneurial intention, pro environmental behavior.

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1. INTRODUCTION

Lamongan Regency is known as a successful district in alleviating poverty. The percentage of poor people in Lamongan Regency is decline continually. Since 2008 to 2016, the number and percentage of poor people in Lamongan Regency is always decreasing every year (<https://lamongankab.bps.go.id/pressrelease/2017/06/13/14/kemiskinan-2016.html>, accessed on January 9, 2018). The number of Lamongan Residence becoming a labor in big city such as Surabaya, Gresik, and Tuban which located side the Lamongan Regency is increasing. It seems that the labor absorption still can not solve the problem especially unemployment because the labor absorbed in the new emerging industry is not an educated workforce or who has a bachelor's degree/equivalent. The increase of new emerging industries are not yet optimal enough to absorb fresh graduates to work. It is known from the few graduates who work in the industrial sector. From the data, it is recorded that the number of graduates working in the industrial sector only increased by 50.14 percent in the last 5 years (<https://lamongankab.bps.go.id/menu/32/artikel.html>, accessed on January 9, 2018).

Lamongan Regency has good tourism potential, especially in Paciran District; Wisata Bahari Lamongan, Sunan Drajat religious tourism, and several other tourism potentials. Along with the development of the Paciran District, it becomes a tourist center in Lamongan Regency, and it will raise the entrepreneur potential work for the Paciran District residence (<http://www.paciran.com/p/about.html>, accessed on January 9, 2018). Based on observations in the field, there are several business such as café, clothing line, online games, online business and similar activities.

The emergence of new business players is very positive because it is expected to absorb labor, reduce unemployment, and increase economic growth. On the other hand, they should be given training and counseling about business management and environmental management because the study results from Muafi et al. (2010: Zuhriah, 2010) said that the community needs life skills. Besides that, most of the residence become fishermen, have slum and dirty settlements and tend to ignore environmental aspects. They need sanitation, clean water, and drainage (Zuhriah, 2010). In addition, Zuhriah (2010) recommends that they need physical improvement of the fishermen's settlement environment through the improvement of facilities and infrastructure in accordance with their needs. The great development of tourism and business in the Paciran District trigger unemployed youth to have a resilient soul, never give up, and high creativity. Therefore, self-efficacy and self-esteem is needed to increase entrepreneurship interest and pro environmental behavior.

These situations and conditions trigger unemployed youth to have resilient soul, unyielding and high creativity. Therefore, self-efficacy and self esteem are needed to enhance their entrepreneurial intention and pro environmental behaviors. This study focuses on unemployment problem that happened in Paciran District, Lamongan Regency, especially on dropped out youth who do not have permanent job or have business but can not develop. Researcher works with state-owned company that manage CSR programs and earmarked for education and training programs for coastal communities. The state-owned company has allocated CSR funds intended for education, health, poverty alleviation, conservation and environmental conservation, and socio-cultural preservation. The cooperation form with the researcher is provide training for dropped out youth in the form of sewing skills, computer technicians, cooking, information technology and other life skills skills as capital to establish and manage their business. The goal is improving their life skills so the self efficacy and self esteem is also improved. Besides, they are also given training and counseling about the importance of environmental management so they have strategic and innovative thinking and behavior in handling the surrounding environment. So when they are established and manage

their business, they have been thinking about the preservation and cleanliness of the business environment in order not to slum and stay healthy.

Creed et al. (1996, 2001) proves that training for unemployment is closely related to one's self efficacy and self esteem in the long term, and may be useful for finding a job (Muafi et al., 2010). A person with low self-efficacy should be prioritized for training (Muafi et al., 2010; Creed et al., 1996, 2001). Laguna (2013) finds out that entrepreneurial and general self-efficacy beliefs are important predictors of entrepreneurial intention. Intent plays an important role to start a new business. Ozaralli and Rivenburgh (2015) also said that it is time for school students to be given more training and entrepreneurship education to start a new business because by having a strong intention then one's behavior will improve (Wijayani et al., 2017; Kimiecik, 1992; Parker et al., 1992; Ajzen, 2005; 2002; 1991; 1988; 1985; Beck, & Ajzen, 1991; Kashima et al., 1993).

There are several factors that can affect a person's pro-environmental behavior. Rachmawati and Handayani (2014) concluded that pro-environment behavior is influenced by attitudes, subjective norms, behavioral control perceptions, consequences perception, situational factors, and behavioral intentions. Pro environmental behavior means a person who consciously wants to minimize the negative impacts of one's actions on nature and the environment (Kollmus and Agyeman, 2002). Therefore, it takes the youth responsibility to maintain the cleanliness and sustainment of the business environment and the surrounding environment, before it is too late.

This research wants to fill the research gap by integrating the pattern of relationship between self-efficacy and self-esteem to entrepreneurial intentions and pro environmental behavior of dropped out youth who have not worked or who already have business. It is important because if they have high self-efficacy and self-esteem, they are expected to increase their entrepreneurial intentions and pro environmental behavior in the future.

2. LITERATURE REVIEW AND HYPOTHESIS

Self-Efficacy (Sec) and Entrepreneurial Intention

CSR program for *State Owned Enterprises* (SOEs) in Indonesia is a mandatory program from the government that aims to clarify the role and function of SOEs in serving the community. SOEs are allowed to set aside their net profit in order to implement CSR programs. Some state-owned enterprises in Indonesia termed CSR as Partnership and Community Development Program (PKBL) (Suparyono, 2012). Indonesia's current Minister of State-Owned Enterprises, Rini Soemarno explained that nowadays society neednot only fund aspect butalso training and coaching to support the local economy, such as training to have micro businesses. CSR funds which is distributed to communities should be well targeted, organized and well planned (<http://www.dunia-energi.com/kegiatan-csr-perusahaan-bumn-harus-dorong-perekonomian-masyarakat>/accessed on November 9, 2017).

CSR/PKBL is directed to help (1) reduce the number of unemployed (pro-job) (2) reduce the number of poor residence (pro-poor) and (3) increase in economic growth (pro-growth). The educational programs and training for the community are very important so that the government can empower the potential and economic conditions, social, and environmental community with focus that is directed to populist economy development in creating equitable development (Muafi, 2016; Muafi, 2017a; Muafi, 2017b; Surjanti et al., 2018a; 2018b). It appears to be in line with the company's CSR program to improve the dropped out youth skills in coastal areas who generally have less life skills and have a low concern on the environment. They do not have any provision to start a business, although there is successful

entrepreneurship with slightly capital and strong determination. They also do not have any provisions in environmental management.

Other research results conclude that self efficacy and self esteem play a significant role in entrepreneurship research (Muafi, et al., 2010; Bandura, 1977; Muafi, 2017a; 2017b; Pihie and Bagheri, 2003). Self-efficacy is defined as "a personal judgment of" how well one can execute courses of action required to deal with prospective situations "(Bandura, 1982). While, Kreiner and Kinicki (2009) argue that self efficacy is a person's belief about the opportunity to complete specific tasks. Self efficacy comes from the gradual acquisition of complex cognitive, social, language or physical skills through experience. Factors affecting self efficacy are derived from; experience or "enactive attainment", modeling, or "vicarious experience", social persuasion and physiological factors (Bandura, 1982).

Research related self-efficacy with behavioral intention has been done by many researchers (Pihie and Bagheri, 2003). Self-efficacy is identical with perceived social norms and perceived behavior (Sabah, 2016). Muafi et al. (2010) concludes that there are significant differences in self-efficacy and self-esteem of dropped out youth before and after training. After the training, the learners have self-efficacy and increased self-esteem. Training to improve life skills is very supportive to have positive self-efficacy and self-esteem. There is an intent difference to develop its business. Campo (2011) examines the gender moderation role in the relationship between self-efficacy and individual intention to become entrepreneurs in Barranquilla-Colombia. Entrepreneurial self-efficacy (ESE) seen as the ability to change one's confidence in himself and accomplish the tasks which are required to succeed in starting and building new business. There is a relationship between self-efficacy and the individual intention to become an entrepreneur, but the relationship is not moderated by sex. These findings are reinforced by Oyugi (2016) that self-efficacy mediates the influence of entrepreneurship education and entrepreneurial intention. Pihie and Bagheri (2013) added that student should have self-efficacy that affects entrepreneurial intention.

H1 There is a significant positive effect of self-efficacy (Sec) on entrepreneurial intention (Ei)

Self Esteem (Set), Entrepreneurial Intention, Pro Environmental Behavior (Peb)

This research also focuses on the importance of self-belief based on whole self-evaluation or often called as self-esteem. In general, positive self-esteem is a good thing for the students and the youth. In fact, self-esteem feelings formed by circumstances and how others treat someone. People with high self-esteem will be easier to overcome failure than those who has low self-esteem (Kreiner and Kinicki (2009). Akhtar and Liu (2017) prove that self-esteem affects entrepreneurial intention in business students which conducts business electronically. The research results are also reinforced by Kundai and Cakir (2014). Some entrepreneurial researchers focus on entrepreneurial intention and entrepreneurial behavior. Entrepreneurship is introduced as a target behavior because it wants to test its behavior in the future (Kundai and Cakir, 2014; Krueger, et al., 2000). Entrepreneur intend prediction towards entrepreneurial behavior refers to Theory of Planned Behavior in which one's intentions can be used to predict its behavior in the future. Some researchs have proven it. People's role behavior is often called as strategic behaviors such as attempts to increase a better life quality. It is regarded as "the driving force of strategic behavior" which in some business literature has not received much attention.

This study tend to focus on pro-environmental behavior that is directed to predict youth behavior who wants to establish new business or even develop existing business with maintaining high awareness to the environment surrounding their business. They must have the responsibility to support, maintain, and preserve their business environment. Solopova

(2008) has been studying the same thing but the respondents are children. Beside the business aspect, environmental management needs to be introduced to the community from an early age in order to have knowledge about the future pro environmental behavior for the sustainable country development. Education and the establishment of pro environmental behavior needs to be conducted early because it will impact their future behavior.

Kollmus and Agyeman (2002) concluded that pro-environmental behavior is strongly influenced by external factors (institutional, economic, social, and cultural) and internal factors (motivation, knowledge, awareness, values, attitudes, emotion, locus of control, responsibilities and priorities). While this study refers to TPB where a person's intentions can influence his behavior, including pro-environmental behavior. Kee (2013) found that the youth intention to care with the environment (turning off lights at home) is influenced by attitude, subjective norms and perceived control behaviors. Other determinants of pro environmental behavior are past behavior, organizational influence, altruism and self-identity. The finding of this study has implication that it is important to conduct an environmental campaign so youth have a positive awareness of the environment.

H2 There is a significant positive effect of self-esteem (Set) on entrepreneurial intention (Ei)

H3 There is a significant positive influence of entrepreneurial intention (Ei) on pro environmental behavior (PEB)

3. RESEARCH METHODS

This study was conducted precisely in Paciran District, Lamongan Regency that faced with the unemployment problem of dropped outyouth. This study cooperates with one State-Owned Enterprises whom CSR program focuses on education and training program for society. This study is using 4 variables believe; self-efficacy (Sec), self esteem (Set), entrepreneurial intention (Ei) and pro environmental behavior (PEB) with population of all dropped out youths in Paciran Districts who aged 15 years and over. Researchers collected the data by distributing questionnaires and conducting interviews with several respondents. The sampling technique was done purposively and the questionnaire was distributed to 100 dropped out youth. Response rate of this research is 73% so that data can be processed further is 73 respondents. Statistical techniques using Partial Least Square. The validity and reliability test results found that the overall items and variables are valid and reliable.

4. RESEARCH RESULT

The majority of respondents were women (78%), aged 21 to 25 years (67%), chose entrepreneurship rather than as laborers (78%), did not finish high school (84%), dropping out's reason because there was no cost (69%), and have never attended training (70%). The hypothesis test with the PLS technique yields the inner model which can be seen in Table 1. Seen that the three proposed hypotheses are accepted (significant at alpha 0.05).

Table 1 Inner Model Test Result

Hypothesis	Path	Original Sample (O)	Sample Mean (M)	Standard Error (STERR)	T Statistics (O/STERR)
1	EI -> Sec	0.580	0.603	0.109	5.331*
2	EI -> Set	0.545	0.561	0.103	5.294*
3	SB -> Ei	0.298	0.320	0.136	2.187*

*significant at alpha 0.05

5. DISCUSSION AND IMPLICATION

The results concluded that self-efficacy was able to increase entrepreneurial intention. Their search results reinforce some previous research that someone who has a high self-efficacy will be able to increase entrepreneurial intention (Laguna, 2013, Oyugi, 2016; Pihie, and Bagheri, 2013). Self-efficacy have close relationship with one's expertise level (Gist and Mitchell, 1992). The result of field interviews was they were in desperate need and waited for life skills training (business, information technology and environment) as a capital for them to establish and manage the business. Especially if provided with environmental management training. They have not been concerned about the environment all this time. They averagely live in fishermen's settlements which are slum and dirty. They also have no sanitation, clean water, and drainage.

They feel satisfied and very like it. After the training, their self-confidence increases and they are optimistic to be success in starting and building new businesses or even developing existing ones. For those who already own a business, they feel that they only armed from strong determination in order to survive and not bother the parents. The fishermen jobs who have been the mainstay of coastal communities is not attractive anymore because the risks are very heavy and give unbalanced income. They prefer as casual workers at fish auction sites or even become towing andong or becak because they do not have any skills. It also do not routinely done because the job is just replaced or there are colleagues who ask for help. Their self-esteem feels better and improves after training. It reinforces the statement and research of Kreiner and Kinicki (2009; Akhtar and Liu, 2017; Kundai and Cakir, 2014). Gautam et al.,2016; Musthofa et al., 2017; Rengamani, et al., 2017).

During this time, they feel inferior because they are unable to continue education or even dropped out from school. The main reason is the family economy. They do not want to trouble the parents. Since they were child, they have been invited by their parents to work as fishermen, farm laborers or transport workers at the fish auction. They have perception that others debase their social and economic status. Majority, after they dropped out, their friends become Indonesian labor. Therefore, economic and social pressures make them struggle to improve the family economy. The desire to set up a business is very hard and strong. The main reason is they do not have enough capital and skills. Therefore, in accordance with Creed et al. (1996, 2001; Muafi et al., 2010) research results that training for unemployment has a close relationship with self esteem and self efficacy in the long run. In the future, the government needs to have a routine and non-spontaneous program.

Evaluation and monitoring need to conduct to monitor the psychological condition and the development of their business related to entrepreneurial intention which is expected to influence their strategy behavior in the future. Behavioral role strategic oriented can be realized by innovative behavior (Schuler and Jackson, 1987). Changes and complex environmental pressures require that they have innovative or even opposite behavior (Muafi, 2009; Muafi, 2017b). In the future, they are expected to have innovative behavior that can change their perspective towards more optimistic future, have new ideas to establish and develop business, creative, championing, explore opportunities and always apply innovative behavior in every action. Grundy and Wensley (1999; Muafi, 2009 Syamala et al., 2018)) recommend that beneficial behaviors are those that can improve the better life quality than current conditions. Therefore, it is necessary to form self-help groups so that dropped youth can create creativity and innovation in entrepreneurship so they can produce creative works that are efficient and can compete in the future.

Environmental aspects should also be a top priority to be concern. The preservation and restoration of the natural environment must be there and the community responsibility so that the surrounding community more aware with the environment. The physical improvement of the fishermen's settlement environment in Paciran District can be done through the improvement of facilities and infrastructures such as sanitation ownership, clean water and drainage program and it must be a mutual concern. According to Steg & Vlek (2009: Kee (2013: Stern, 2005), human behavior has always change in finding technical solutions because of the growing consumption which always moving. Therefore, youth and community must have innovative behavior on the use of environmentally friendly energy in an efficient and effective way such as energy-saving equipment, home insulation, and water-saving devices. Solopova (2008) recommends that energy efficiency education programs can be divided into two: action competence education and energy efficiency educational programs. Both, require knowledge and insight, commitment, vision and action experience. This program should be introduced and implanted since childhood so in the future they will have positive pro environmental behavior.

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