

Social Experience, Social Entrepreneurship Self-Efficacy, and Self-Esteem on Therapist BE (Bio-Electric): SMEs in Healthcare Case

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Abstract

This research uses traditional cross-section research to find out the impact of social experience on social self-efficacy, self-esteem, and social entrepreneurial intentions, as well as the mediation of social self-efficacy and self-esteem. The framework mentioned above is linked to micro-sized social entrepreneurship in the field of health alternatives in Indonesia. The alternative health appointment is based on the concept of solving Indonesian social problems related to harmony and equitable distribution of health where comprehensive acting as a sociopreneur. In this research, 68 respondents were experimented quantitatively with the support of SmartPLS 4.0 software and analysis. Through this, it was found from this research that the impact of social experiences was positive and significant on social entrepreneurial self-efficacy, self-esteem, and social entrepreneurial intentions. Likewise, the mediating role of self-efficacy and self-esteem in influencing social entrepreneurial intentions. Furthermore, this research describes the conditions of social entrepreneurship associated with health alternatives in Indonesia by counting empirical and practical depictions. These depictions should be able to stimulate research on social entrepreneurship in Indonesia and extend the practice of social entrepreneurship concepts in Indonesia.

Keywords: Social entrepreneurship, SMEs, Alternative healthcare, Social experience, Self-Efficacy, Self-Esteem



INTRODUCTION

The phrase social entrepreneurship is remembered readily and clearly, its meaning is linked to social values and social activities in the field of entrepreneurship. Moreover, in entrepreneurship research, the preference and conversation of social themes have been explored. Unfortunately, Tran & Von Korflesch (2016) consider that there is nonetheless a lack of broad understanding regarding the term social entrepreneurship, considerable researchers agree that the creation of innovation from social values leans on the social spirit of social entrepreneurs which is indeed distinct from commercial entrepreneurship. In the world, global social entrepreneurship (companies, institutions, businesses) has been implemented to provide social benefits, welfare, justice, and well-being and progressively acquire a suitable ecosystem for their social enterprises (Rustandi et al., 2023). Meanwhile, in Indonesia itself, progress has been demonstrated, but the business nevertheless requires to be conceived and the ecosystem improved so that it is applicable and profitable (Rustandi et al., 2023). This is because, in the abiding, social entrepreneurship resolve be the solution to solving Indonesia's social problems, therefore more social activists or what is named social entrepreneurs are required. Social entrepreneurs are agents of change who encourage and create innovative solutions to meet the social needs of society (Dickel & Eckardt, 2021) by building social entrepreneurship with a genuine social orientation.

The growth of genuine social entrepreneurship is based on resolving social problems that nonetheless exist in Indonesia and could work in miscellaneous business fields, such as culinary, technology, agriculture, education, and health (Faroh et al., 2022; Kusumasari, 2015; Sofia, 2015). In the health sector, the numerous common and unique entrepreneurship in Indonesia is the alternative health sector. Alternative health concentrates on alternative treatments other than standard medical treatment, for example, massage, acupuncture, therapy (cupping, bio-electric, and chiropractic), herbal consumption, and reflexology. This treatment is the main treatment option considered by the public because of its accessibility, affordable, and minimal side impacts (Andira, 2020). However, most alternative treatments addressed by therapists reach from micro, small, and medium businesses. This is because the foundation for handling alternative medicine entrepreneurs is confined to helping individuals selflessly and not attempting to develop a more sustainable business. That is, therapists emphasize social value as part of social entrepreneurship.

In this regard, the social entrepreneurial intentions of therapists should not mistrust in meeting the demands of others evolve attractive for further competition if combined

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with multifarious variables that drive the intensity of sociopreneurs who have implemented social values, such as social entrepreneur self-efficacy and self-esteem. Moreover, Hsu et al. (2018) stated on the contrary that an individual who becomes an entrepreneur without endeavoring to conduct their personal needs would not have a powerful intention to start a business, whatever their level of entrepreneurial success. It is immensely formidable, even though it is deeply comprehended, that social entrepreneurial intentions are influenced by social entrepreneurial self-efficacy and self-esteem (Khurshid et al., 2021; Sousa-Filho et al., 2020; To et al., 2020). Hockerts (2015) accentuated that in his research, separated from that, individuals who experience or sense social problems could influence social entrepreneurial intentions. Implicitly, social experiences may combine with the antecedents that influence social entrepreneurial intentions. This is because in discovering or creating opportunities the creation of knowledge, skills, and experience (García-Rodríguez et al., 2022).

Based on the research results of Ko & Kang (2022), it was revealed that their research was to explore social experience in social entrepreneurship so that the relationship between social experience and social self-referent (social self-efficiency and self-esteem) was examined and a significant influence was encountered. This research desires to continue prior research, it is intriguing to further discuss the relationship between social experiences in the background of social entrepreneurship. This combination does not yet appear familiar in research on social entrepreneurship. To confine the combined role of each variable in predicting individual social entrepreneurial behavior in sociopreneurs. This research underlines the social entrepreneurial intentions of therapists by identifying social experiences, social self-efficacy, and self-esteem to predict the actions behind the social entrepreneurship they have carried out so far.

LITERATURE REVIEW

Social Entrepreneurship in Indonesia

Social entrepreneurship is a field of entrepreneurship that is evolving to diminish social problems in society by providing innovative ideas and solutions to change the current system in solving these problems (Ouazzani & Rouggani, 2022). Burga & Rezanía (2016) and Sampe et al. (2022) added that not merely that, social entrepreneurs must also have the enthusiasm to generate independent profits with the hope of not merely contributing in the form of ideas and solutions but also contributions committed to social entrepreneurship. This is because social enterprises frequently operate on their own without depending on anyone, even though social enterprises have a major goal of

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IJEBIR, Volume 02 Issue 06, 2023



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improving the system for the common interest. Rostiani et al. (2014) suggest that it is crucial to bear out an unambiguous mapping of social entrepreneurship, heeded by the mission, characteristics, types, and social aspects to understand the shape of entrepreneurship and overcome business challenges so that they could discover solutions and formulate proper steps in implementing social entrepreneurship sufficiently. However, it would be more uncomplicated for the government and further social entrepreneurship partners to coalesce in acknowledging the vision and mission of social entrepreneurship.

In this case, Sofia (2015) conveyed that there are even social entrepreneurship communities that encourage the growth of sociopreneurs, scilicet Indonesia Setara, and the Indonesian Social Entrepreneurship Association (AKSI). This indicates that Indonesia has begun to evolve seriously about bearing social entrepreneurship further, the presence of an enormous community in social entrepreneurship must accommodate more sociopreneurs for the sake of consistency, commitment, and sustainability. In line with that, added that underlined social entrepreneurship is social value, benefits to society or civilians, innovation, and economic movements that defend entrepreneurial desires. So, accomplish merely concentrate on the development phase and enduring process, but complete sustainability.

Social Experience

The social experience is unexplored in social entrepreneurship research, despite it makes sense to involve it in exploring the background of social entrepreneurship further. Usman et al. (2022) suggest that to be more comprehensive, the addition of an experience dimension is required to be assessed in future social entrepreneurship research. Moreover, experience is conveyed to be a source of opportunities, and benefits to be more aware of potential challenges in business, and could scrutinize the development of the entrepreneurial process (Winkler et al., 2023). Experience is related to entrepreneurship in general. However, this time the priority is better on social experiences where individuals experience direct and indirect experiences in dealing with existing social problems.

H1: Social experience has a positive and significant effect on social entrepreneurship intentions



Social Entrepreneurship Self-Efficacy (SESE)

Entrepreneurial self-efficacy is formed through a series of contingent movements that make entrepreneurs adjust goals, and resources used in various stages, or construct strategies to encounter current difficulties or challenges (To et al., 2020). Doanh & Bernat (2019) support that most individuals have substantial personal beliefs that could contribute to solving social problems or challenges if they are serious about it. This makes sense when entrepreneurial self-efficacy could improve social entrepreneurial intentions because perception and belief in one's ability to be successful as a sociopreneur could stimulate social entrepreneurial intentions to build value through social entrepreneurship (Chandra et al., 2020).

The results of studies on entrepreneurial self-efficacy which encourage the expansion variable itself to become social entrepreneurial self-efficacy, concentrate more on enthusiasm in the social abilities of those who are capable of forming social entrepreneurial actions with the social values that exist within them. However, Liu & Huang (2020) suggest creating products or services that are required to address social problems. Therefore, by recognizing social entrepreneurship self-efficacy they could demonstrate the feasibility of their social products or services. The results of research from Tho et al. (2023) and Bacq & Alt (2018) found that social entrepreneur self-efficacy is a crucial aspect that significantly influences social entrepreneurial intention (SEI). In addition, the research results of Aloulou (2022) convey the mediating role of social self-efficacy on the influence of social experience on social entrepreneurial intentions.

H2: Social experience has a positive and significant effect on social entrepreneurship self-efficacy

H3: Social experience has a positive and significant effect on social entrepreneurship intentions through social entrepreneurship self-efficacy

Self-Esteem

Previously, Omoto & Packard (2016) linked the topics of people's self-esteem and community service to show their social action. People with high self-esteem are more likely to initiate and persist in assisting, especially if they help individuals with certain stigmas (Omoto & Packard, 2016). Moreover, people with high self-esteem contribute more time to helping others, are more empathetic, and positively spread the word to others who need support (Galinsky, 2015; Thoits et al., 2013). Relatively emitting, they more repeatedly bear effort in helping others who are familiar with social values in social entrepreneurial action. In several cases revealed by Dixit et al. (2022), that by becoming

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a sociopreneur, other individuals or people around them succeed in increasing their self-esteem so that they could help more people exactly. Khurshid et al. (2021) and Abbassi & Sta (2019) support through significant and positive research results regarding social entrepreneurial intentions. In addition, social experience has a direct influence on self-esteem and self-esteem as a mediator in influencing social entrepreneurship intentions (Ko & Kang, 2022).

H4: Social experience has a positive and significant effect on self-esteem

H5: Social experience has a positive and significant effect on social entrepreneurship intentions through self-esteem

Social Entrepreneurial Intention (SEI)

Doanh & Bernat (2019) declared that the tension of social entrepreneurship was initially a form of business that could simultaneously be the best prescription for social problems and social needs of society so an investigation into the intentions of social entrepreneurs was required. Chandra et al. (2021) agree that the core domain of social entrepreneurship is the individual's intensity in taking risks as a genuine sociopreneur or understanding their social entrepreneurial intentions. Hence, the intention of social entrepreneurship is raised separately. Social entrepreneurial intentions are described as people's intentions to create innovative business ventures that produce sustainable solutions to social problems that are consistently of concern (Zhang et al., 2020). Austin et al. (2006) added that people with high social entrepreneurial intentions have a powerful basic desire to become agents of social change. The proof is the research results of Solórzano-garcía et al. (2022) revealed that people's ideas for building social entrepreneurship arise from the needs of other people. These sociopreneurs recognize the social needs of society as the fundamental of their social business.

MATERIALS AND METHOD

In this research, what will be described are BE (Bio Electric) therapists who have been involved in the world of therapy for at least 2 years. These therapists are familiar with the world of social entrepreneurship in the field of alternative health, therefore they were chosen as respondents. Comprehensively, BE (Bio-Electric) therapists are expected to contribute to maintaining alternative health localities and provide authentic instances of social entrepreneurship practices so that they are considered appropriate to the targets of this research.



Following the procedure of Usman et al. (2022) prioritizing ethics during the research process is important. Therefore, before giving the questionnaire which was distributed online using Google Forms and traditional forms, the therapists were contacted in the PERTHI JATIM WhatsApp group (East Java Therapists) for their willingness and willingness to fill out the questionnaire while explaining the purpose of this research. Furthermore, respondents were invited to fill out the questionnaire based on their convenience. This research uses primary data that has been collected to obtain a population taken from participants who are members of the PERTHI JATIM group of 152 people who in total have been in the therapeutic profession for more than 2 years. Sampling was based on simple random sampling which gave therapists the same opportunity to fill out the questionnaire given. Of the 152 people who returned the questionnaire, 74 people were quite active and could be contacted online or offline within the group. Of the 74 people, 8 people responded that it was not used because the entry was incomplete, resulting in a total of 68 respondents in this study.

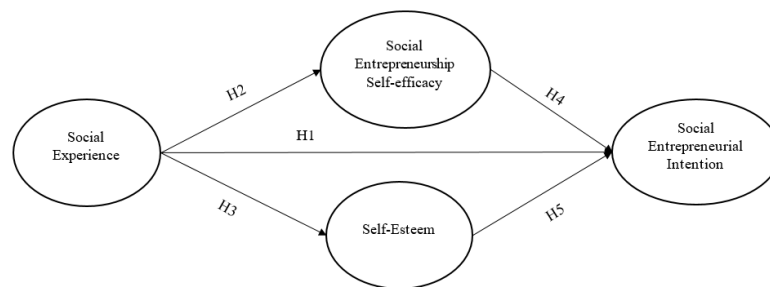


FIGURE 1. FRAMEWORK

Based on the results of prior research molded, a research framework was obtained (Aloulou, 2022; Hockerts, 2015; Sousa-Filho et al., 2020) (Fig 1). Through the framework presented the dependent variable here is social experience. Social experience was measured using statements adopted from research by Ko & Kang (2022), Urban (2015), Bacq & Alt (2018), and Nguyen et al. (2019). A whole of 5 statements was selected and conveyed to respondents on a 5-point Likert scale ranging from "never" to "very often". Continuing the mediator with 5 statements for each variable, scilicet self-efficacy and self-esteem of social entrepreneurs by applying statements from researchers that are the same as respondents' answers on a scale ranging from "strongly agree" to "strongly disagree". Finally, position as an independent variable is the main social entrepreneurial intention, apart from that is social entrepreneurial self-efficacy and self-esteem in this

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research. Respondents were asked to fill out a questionnaire with a scale of "1=strongly disagree" to "5=strongly agree".

Statistical analysis approach using Smart-PLS 4 software, empirically. This software is used to calculate and analyze respondents' answers based on the statements given for partial least squares (PLS) modeling. The use of Smart-PLS 4 is based on the assumption that the distribution is not normally distributed, is appropriate for multivariate testing, is straightforward to operate, and is well reflected by completely complex regression analysis models by adding mediation (Hair et al., 2017; Sarstedt et al., 2020). Sequentially, the outer model, and measurement model to test validity and reliability, as well as measuring a latent variable with its indicators. Subsequently, the inner model compares latent variables through construct indicators (Edwards & Bagozzi, 2000; Ghozali & Latan, 2015).

RESULT AND DISCUSSION

Manually calculated, from 68% of respondents the gender characteristics were found, 69.1% were women and 30.9% were men with a majority age of 40-50 years (72.06%). Middle-aged women dominate the profession as therapists compared to men. Overall, therapy is the main job (57.4%) and a side job (42.65%) with the duration of therapy work being mostly > 5 years (75%). It is described that more people work as professional therapists than as therapists as a side job. Income as a therapist is < 1 million rupiah (48%) and 2-5 million rupiah (20%). In the context of income, in contrast to the argument of Trajano et al. (2023) which states that people with high incomes are more capable and committed to solving social problems.

Before testing each proposed hypothesis, it is very important to test the validity and reliability of the research measurements. Several validity and reliability tests included in the outer model are based on the provisions of Hair et al. (2017). In the first phase, the PLS algorithm is used to rotate constructs, such as convergent validity and discriminant validity. Bearing in mind that to prevent method bias, the measurement of latent variables for validity is carried out using convergent validity and discriminant validity to make it more convincing. Through the PLS-SEM algorithm, convergent validity values were calculated and found with outer loading (>0.70) and AVE (>0.50). Furthermore, when reliability was assessed in two complementary ways, high Cronbach's alpha and Composite Reliability values (> 0.70) were approved as reliable (Nunnally, 1979).



Table 1. Convergent validity

Latent Variable	Outer loading	AVE	Cronbach's alpha	Composite reliability
Social Experience (SE)		0.716	0.0.868	0.910
SE1	0.845			
SE3	0.849			
SE4	0.844			
SE5	0.847			
Social Entrepreneurship Self-efficacy (SESE)		0.958	0.956	0.978
SESE2	0.979			
SESE3	0.978			
Self-esteem (SES)		0.845	0.817	0.916
SES1	0.927			
SES3	0.912			
Social Entrepreneurial Intention (SEI)		0.748	0.915	0.937
SEI1	0.856			
SEI2	0.823			
SEI3	0.896			
SEI4	0.848			
SEI5	0.898			

In testing discriminant validity with Fornell-Larcker (lower between latent variables and latent variables) several settings are required where those with high values compared to the latent variable must be discarded before being approved as valid (Ghozali & Latan, 2015). This requires to be accomplished to notice the correlation between other latent variables so that method bias is not found. Apart from that, comprehensively, the results show that the construct is valid and reliable.

table 2. Discriminant validity - fornell larcker

Variabel laten	SES	SEI	SESE	SE
SES	0.919			
SEI	0.879	0.885		



SESE	0.812	0.853	0.979	
SE	0.782	0.839	0.715	0.846

After knowing the validity and reliability, proceed with hypothesis testing by running bootstrapping which bears directly into the inner model. The inner model is comprehended to test and reveal the significance and influence values between latent variables. As measurement standards, R-Square and f2 (effect size) are used, which are goodness-fit (GoF) model tests, as well as significance (two-tailed) with a significance of 5% (1.96).

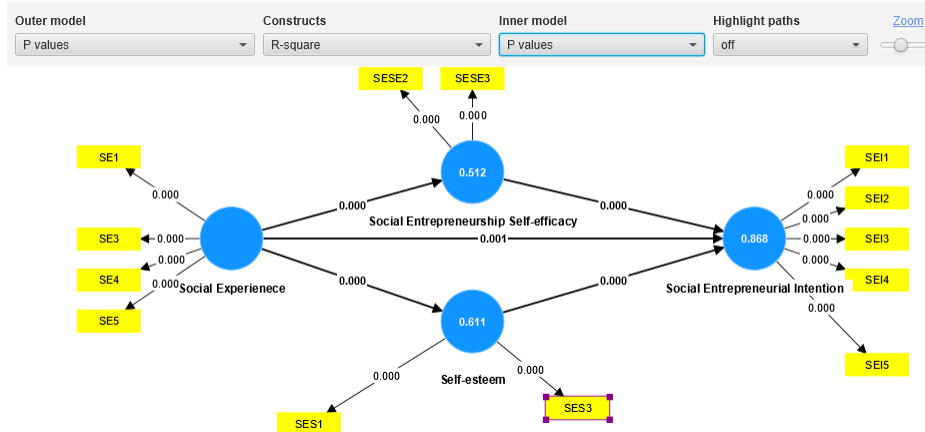


Figure 2. Framework after bootstrapping

Figure 3. Direct and indirect effect

Hypothesis	Original sample (O)	T statistics (O/STDEV)	P-values	Decision
SE → SEI	0.321	3.196	0.001	Accepted
SE → SESE	0.715	6.581	0.000	Accepted
SE → SESE → SEI	0.275	3.355	0.001	Accepted
SE → SES	0.782	8.450	0.000	Accepted
SE → SES → SEI	0.284	3.320	0.001	Accepted

From Figure 1, it is found that the R-Square values are respectively social entrepreneurial self-efficacy (0.512), self-esteem (0.611), and social entrepreneurial intention (0.868). This proves that overall it is more than 50% influenced by the main latent variables tested in this research. As articulated by Chin (1998), an R-Square value of more than 0.67 is considered strong and between 0.67 and 0.33 is considered moderate. The conclusion is that this research model shows a moderate model. Then, the f^2 (effect size) value shows more of a medium effect with a range of 0.15-0.3 ($SE \rightarrow SEI$; 0.288) ($SE \rightarrow SES$ 0.270), serta >0.35 ($SE \rightarrow SESE$ 1.048). This value can be stated that the latent predictor variable has a sufficient and enormous influence at the structural level (Chin, 1998).

As can be seen in Table 3, all hypotheses are stated to be positive and significant. For the hypothesis of the influence of social experience on social entrepreneurship intentions ($SE \rightarrow SEI$) ($O=0.321$; $t \text{ value} > 1.96$; $p\text{-value} < 0.01$), social entrepreneurship self-efficacy ($SE \rightarrow SESE$) ($O=0.715$; $t \text{ value} > 1.96$; $p\text{-value} < 0.01$), self-esteem ($SE \rightarrow SES$) ($O=0.782$; $t \text{ value} > 1.96$; $p \text{ value} < 0.01$) are accepted. The hypothesis of indirect effect with mediation through social entrepreneurial self-efficacy ($SE \rightarrow SESE \rightarrow SEI$) ($O=0.275$; $t \text{ value} > 1.96$; $p\text{-value} < 0.01$) dan self-esteem ($SE \rightarrow SESE \rightarrow SEI$) ($O=0.284$; $t \text{ value} > 1.96$; $p\text{-value} < 0.01$) on social entrepreneurship intentions is accepted, although in partial mediation. This shows that all accepted hypotheses have been accepted.

This research aims to validate empirically and provide unexplored information about the impact of social experiences experienced directly or indirectly, social entrepreneur self-efficacy, and self-esteem, on social entrepreneurial intentions. Understanding those variables is worth discussing. Evidently, with hypotheses H1, H2, and H4, the results openly state the influence of social experience on social entrepreneurial self-efficacy, self-esteem, and social entrepreneurial intentions among BE (Bio Electric) therapists.

These things illustrate the determinants of social entrepreneurial intention (SEI) when they work in the field of social entrepreneurship with a health focus. Even though the results are the same as earlier research by Ko & Kang (2022), it can be enunciated that there is nonetheless not broadly to confirm that social experience itself is not merely ordinary experience in influencing social entrepreneurial intentions. It turns out that social experience recreates a role in influencing people's social entrepreneurial intentions, although the direct influence is lower than the mediation of social entrepreneurial self-efficacy and self-esteem. On the other hand, social experiences directly influence social entrepreneurship self-efficacy and self-esteem. These findings show that the social



experiences people have had in the past have had a great impact on their social beliefs and self-esteem to endure social action. Chandra (2017) explores social entrepreneurship as a means for individuals who seek to escape from their past experiences, build new meaning in life, and connect socially with new people and their future.

These BE (Bio Electric) therapists have emphasized the existence of real social experiences, "I have experienced social problems", and "I have dealt with social problems," which ultimately forms their commitment to becoming agents of change and promoting a social vision and mission ("I am committed to becoming an agent of change", "I am committed to prioritizing a social vision and mission in my life"), as well as making them know themselves well ("I feel that I have several good qualities in myself", "I feel that I am a valuable person "). Hence, they have fundamental strengths when entering the world of alternative social entrepreneurship in the health sector. Based on events that have happened to individuals, they have been personally moved to become sociopreneur figures who help more people live better lives.

It should be noted that there are numerous well-known sociopreneur figures in Indonesia, such as Dr. Gamal, Mesril Koto, Dea Valencia, and many more. These sociopreneurs demonstrate their genuine actions in collaborating on innovation and social transformation in society with a focus on health, education, the environment, etc. Roy et al. (2014) describe the characteristics of social entrepreneurship, scilicet believing in the capacity of people to contribute to social and economic development, having a strong drive to make action real, practical but innovative, persistent in measuring and monitoring the social impact of programs - having high standards for organizations and communities, and regularly seek feedback and continually improve. Chandra (2017) highlights that what is important in social entrepreneurship is that organizations must be formed with autonomy from an exclusive focus on profitability to enable sociopreneurs to achieve a level of emancipation both for themselves and the people they serve.

The results of H3 and H5 are confirmed based on earlier research by Ko & Kang (2022), these BE (Bio-Electric) therapists in total show strong intensity in implementing social action by building businesses in the field of social entrepreneurship to advance Indonesia by frequently reaching out through mediation for Social self-efficacy and self-esteem. Social experiences need to pass through personal self-control to achieve strong social entrepreneurial intentions where internal factors increase their business desires. In contrast, the dominance of cognitive complexity over the self is more caused by external factors in the embeddedness of their efforts (Puspadewi et al., 2019).



Literacy-wise, the development of social entrepreneurship in Indonesia unfortunately has to be discussed more deeply in the academic world. Moreover, the topic of local wisdom that Indonesia has can be raised, such as health alternatives, Islamic boarding schools, and cooperatives. However, social entrepreneurship has received little attention from researchers and academics as shown by the small number of articles on social entrepreneurship in Indonesia. Separated from that, there is not much explanation about the diversity of factors influencing social entrepreneurial intentions with their social experiences. However, Hockerts (2015) conveyed that "experience" alone underlies entrepreneurial intentions. Therefore, this research specifically raises the theme of social entrepreneurship in Indonesia with additional social variables. Next, investigate further the impact of social self on therapists' social entrepreneurial intentions which is linked to the results of previous research which points to the intensity of social entrepreneurship. The findings of this research have outlined and expanded the empirical literature related to social entrepreneurship and social factors internal to individuals, thereby helping more experts take up the topic of social entrepreneurship.

In practice, social entrepreneurship in Indonesia is seen as a prospective approach to solving social problems in Indonesia that cannot be solved by the government (Roy et al., 2014). Iskandar et al. (2022) declared that the idea of social entrepreneurship was introduced by the Indonesian government in 2015 which unfortunately experienced the impact of the global crisis, political instability, government bureaucracy, and society. However, continuing to involve policymakers in Indonesia at the macro and micro levels can make social entrepreneurship in Indonesia more systematic. In addition, building a strong regulatory system specifically for social entrepreneurship can help the success of social entrepreneurship itself, provide a center of awareness, and provide recommendations to help society navigate Indonesia's complex cultural landscape (Iskandar et al., 2022).

Therefore, this research suggests expanding the vision to achieve success in carrying out social entrepreneurship and also involving more third parties to support the sustainability of social entrepreneurship can greatly help business sustainability. Sociopreneurs in building their social business nevertheless require an umbrella to protect their business so that it can develop further and be sustainable over a long period. Gumulya et al. (2022) are currently designing entrepreneurial strategies in several phases of business growth and development aimed at improving entrepreneurial performance in achieving sustainability.



CONCLUSION

Investigating the structure of social entrepreneurship involving social experience, self-efficacy, and self-esteem, this research suggests more specific measurements of indicators of each variable. This study is based on the essence of social entrepreneurial intentions which refer to social abilities and beliefs within oneself, which are closely related to social experiences that have been experienced directly or indirectly by individuals to describe the basic reasons they enter the field of social entrepreneurship to take health alternatives. Continuing this, a review of several studies adding the variables of motivation, self-regulation, religion, and culture allows the formation of a conceptual framework for social entrepreneurial intentions which is continued in individual social action. This research develops a social experience framework model with self-reference as an expansion of understanding of each variable in the field of social entrepreneurship. Even though it was found to be valid and significant overall each indicator needed to be elaborated more unfortunately, many indicators had to be discarded.

This research aims to highlight the local wisdom that Indonesia has in the health sector which needs to be discussed again in several sectors. Observations regarding this can compare the implementation of innovation and social entrepreneurship which have unique social missions and initiatives to solve different social problems, specifically social entrepreneurship for small and medium enterprises. Moreover, in the alternative health sector which has more sub-domains, it is possible to describe them one by one in detail in one integrated health alternative. Therefore, future research should explore more variables used with certain phenomena both self and social in the context of social entrepreneurship to support additional information about social entrepreneurship in Indonesia. For example, concepts that must be applied to Indonesian social entrepreneurship, and strategies that need to be used in Indonesian social entrepreneurship. In the end, this research contributes to the introduction of health alternatives in the field of social entrepreneurship which can be a unique feature or representation of local Indonesian wisdom in the context of social entrepreneurship in Indonesia.

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