

DETERMINANTS OF ENTREPRENEURIAL INTENTION: PREDICTING THE ROLE OF MUSLIM LIFESTYLE AND THE MEDIATION OF ENTREPRENEURIAL INTEREST

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Abstract: Purpose: The purpose of this study is to forecast the mediating role of entrepreneurial interest between Muslim lifestyles and entrepreneurial intention in the context of Muslim communities. **Design/methodology/ approach:** This study employed quantitative research method. While using quantitative method, questionnaire survey is carried out to collect data from the students residing in Islamic dormitories. By employing simple random sampling, data is collected from 169 Muslim students. Partial Least Square-Structural Equation Modeling (PLS-SEM) is employed for data analysis. **Findings:** It is found that, Muslim lifestyle has positive role to promote entrepreneurial intention and entrepreneurial interest. Similarly, entrepreneurial interest has positive effect on entrepreneurial intention. In addition, entrepreneurial interest mediates the relationship between Muslim lifestyle and entrepreneurial intention. Hence, it is observed that, Muslim lifestyle and entrepreneurial interest has the ability to enhance entrepreneurial intention among Muslim communities. **Practical implications:** The findings of this study lead to the valuable practical implications. This study provided important insights for the practitioners to enhance intrapreneurial intention among the Muslim communities. It is recommended that practitioners should promote Muslim lifestyle along with the entrepreneurial interest to enhance entrepreneurial intention. Therefore, policymakers can enhance entrepreneurial activities among the Muslim communities by using the results of this study. **Originality/value:** Several studies carried out research on entrepreneurial intention, however, it is rarely addressed among the Muslim communities. The relationship between the Muslim lifestyle and entrepreneurial intention is quite rare in previous studies in relation to Muslim communities. Additionally, the mediating role of intrapreneurial interest is first time considered between Muslim lifestyle and entrepreneurial interest.

Keywords: entrepreneurship, entrepreneurial intention, entrepreneurial interest, Muslim lifestyle, spiritual wellbeing.

Introduction

Entrepreneurial potential demands potential entrepreneurs (Fuller et al., 1994). Aspiring entrepreneurs of the future are potential entrepreneurs. Because of their entrepreneurial actions/behavior, their existence is vital for economic resiliency. There are numerous reasons why entrepreneurial action is a renewable resource that brings economic and societal advantages. For instance, when prior entrepreneurs fail, grow weary, or become complacent and conservative, the supply of new entrepreneurs must be periodically replaced. Given the high failure rate of new firms, the constant influx of new entrepreneurs who establish new businesses and social enterprises or acquire existing businesses and social organizations is essential for the economic and social well-being of a nation (Douglas, 2020). Living entrepreneurship is regarded as a key contributor to long-term economic growth and development because it stimulates market spending, the transfer of knowledge, and innovation. Previously, (Meyer & De Jongh, 2018) entrepreneurship was solely regarded as a concentration of wealth and mobility (Benhabib, Bisin, & Luo, 2019). Therefore,

in order to revitalize entrepreneurship in the future, the next generation must be educated so that the regeneration of entrepreneurial players has the desired effect. The importance of entrepreneurship to many types of economic development has been supported by research (Baptista & Leito, 2015; Antoncic, 2020; Israr & Saleem, 2018; Ramadani et al., 2020).

A potential entrepreneur does not need to have a detailed business establishing strategy, nor does he or she need to have a strong intent to launch a business. This is due to the latent nature of the 'potential' concept, which arises causally and chronologically – even prior to the appearance of purpose. And it is known that intention is the most accurate predictor of behavior (Leong et al., 2022), which makes it worthwhile to investigate intention in many circumstances. Aim before conduct - indicates that an individual's entrepreneurial activity is determined by his or her entrepreneurial intention. In the entrepreneurial literature, 'intention' has been stressed as a concept or study variable because its capacity to predict entrepreneurial activity or behavior is superior to that of other antecedents,