

Original Article

The Influence of Family Support, Finance, and Business Networks on the Success of Young Entrepreneurs with Innovation Capability as Mediation

¹Thomas, ^{2*}Lydiawati Soelaiman

^{1,2}Faculty of Economics and Business, Universitas Tarumanagara, Jakarta Barat, Indonesia.

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Abstract: *This study's goal is to investigate the variables that affect young Jakartan entrepreneurs working in the food industry's capacity for innovation. This study also examines the role of innovation capability in mediating antecedent variables and the impact of innovation capability on business success. Culinary business is a business that is most favored by young entrepreneurs because it can be started with small capital but has broad market potential. The population in the study were young entrepreneurs aged 22 - 42 years. The purposive sampling method was used for data collection. The PLS-SEM approach was used to process the data. The findings of this study demonstrate that, in contrast to financial help, family support and business networks have an impact on innovative capability. This study also demonstrates that innovation capability can mediate family support and business networks on business success but cannot mediate financial support on the business success of young entrepreneurs in Jakarta.*

Keywords: *Family Support, Financial Support, Networking, Innovation Capability, Business Success.*

I. INTRODUCTION

Indonesia's entrepreneurship still needs to be higher compared to other ASEAN countries. Indonesia has an entrepreneurship ratio of 3.18% of the total population, while neighboring countries such as Thailand have a balance of 4.2%, Malaysia 4.7%, and Singapore 8.7%. The ratio reflects that Indonesia is lags neighboring countries (Supianto, 2022). By implementing numerous entrepreneurship programmes, the Ministry of Cooperatives and Small and Medium Enterprises hopes to raise Indonesia's entrepreneurship ratio to 3.95% of the population by 2024. The program was met with enthusiasm from young entrepreneurs. More than 5000 entrepreneurs participated in this program, with most of business actors engaged in the culinary sector (mediaindonesia.com, 2022).

Today, the culinary business is still the most popular industry for young entrepreneurs. It takes work for young entrepreneurs to start and maintain their business continuity. The ability to manage internal resources in a way that adapts to the external environment increases the efficacy and efficiency of the firm. Several factors support the success of a business, especially for young entrepreneurs, such as financial management, business planning, support from relatives, government, networks, internal resources, and creating innovative products (Beaver, 2003; Tan et al. 2019; Watson et al. 1994). In this study, just three variables that are expected to be antecedent determinants of company success are considered.

The first is family support. Family support is the assistance received by family members from other family members in practical and concrete forms (Putra, 2018). Family support is essential for entrepreneurs to sustain business ventures, especially start-ups (Tan et al., 2019). Family support will shape a person's personality to remain firm and enthusiastic in entrepreneurship. However, excessive family support can sometimes discourage young entrepreneurs from starting their businesses (Bignotti & le Roux, 2020). Family support includes financial support and social capital so that business actors can develop business services to be more innovative. The greater the family support, the higher the entrepreneurial spirit in increasing innovation to develop their business (Ahmad et al., 2021).

In addition to family support, financial is also a factor that drives business success. According to Pergelova & Angulo-Ruiz (2014), financial support is an initial resource for young entrepreneurs for innovative processes such as product enhancement through trademarks, patents, brand names, and internal organizational development that will differentiate them in the marketplace. Financial assistance to small businesses is critical to achieving excellence in business development (Pedchenko et al., 2018). Small business actors' most prominent obstacle is the need for financial capital (Tan et al., 2019). Getting loans from financial organisations is one of the most challenging tasks for small businesses (Orser, 2000). Limited financial support will hinder entrepreneurs from innovating and developing their businesses.

The business network is another element that has an impact on business performance. According to Tan et al., (2019), the business network is an activity where entrepreneurs build and manage personal relationships in their environment. Broad (2012) states that a business that opens itself to the outside environment can be used as organizational learning. An extensive business network, such as connections with other partners, will help entrepreneurs grow their businesses. The right person can tremendously impact the business (Yueh, 2007). Business networks in small businesses usually start from personal networks and play an essential role in success. An extensive network can help companies innovate so their business can grow and succeed (Candra & Soelaiman, 2022).

The most crucial thing in business success is innovation capability. Iddris (2016) defines innovation capability as a company's capacity to produce innovation through ongoing learning, knowledge transformation, creativity, and exploitation of its internal and external resource base. The ability of an organisation to foster the development of novel products, services, procedures, and systems is referred to as innovation capability (Balan & Lindsay, 2010). Innovation capability continuously is required to compete in a highly competitive market (Brem & Voigt, 2009). Innovation is one that affects a business' success because it relates to ongoing business processes and adapting to the environment (Setiawan & Soelaiman, 2022).

This study tries to pinpoint the factors that affect a company's performance. In order to understand how innovation supports the success of culinary enterprises led by young entrepreneurs, this study uses innovation capability as a mediating variable.

II. MATERIALS AND METHODS

In this study, the only independent factors were family support, financial assistance, and business networks. The mediator was creative capability, and the dependent variable was company success. The study model's description of how these factors interact is shown in Figure 1.

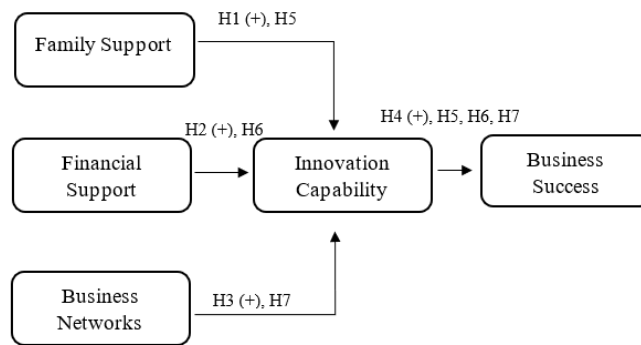


Figure. 1 Research Framework

Based on the research model above, the research hypothesis formed is as follows:

- H1: Family Support has a positive effect on innovation capability
- H2: Financial Support has a positive effect on innovation capability
- H3: Business Network has a positive effect on innovation capability
- H4: Innovation capability has a positive effect on business success
- H5: Innovation capability can mediate family support's effect on business success.
- H6: Innovation capability can mediate the effect of financial support's effect on business success.
- H7: Innovation capability can mediate business networks' effect on business success.

Descriptive research, which focuses on describing demographic characteristics or current happenings, was the method of choice for this study (Manjunatha, 2019). The survey method is one of several descriptive research techniques. The survey method is a technique that involves giving out surveys and questionnaires to participants in order to use their responses as a research instrument (Jumoke & -Oyebanji, 2017). The sample selection was constructed using non-probability sampling techniques with purposive sampling techniques. Researchers selected individuals or respondents relevant to the research design (Showkat et al., 2017). The sample in this study was young culinary entrepreneurs in Jakarta. Data collection using an online questionnaire using google form. Screening questions were made to ensure the respondents fit the requirements' purpose. The filter questions include age criteria around 22 - 42 years (Gen Y & Gen Z) who have been in the culinary business for at least one year. The number of samples obtained was 81 respondents.

The Likert scale utilised in this study has a five-scale calculation, with 1 denoting strongly disagree and 5 denoting strongly agree. Each variable is operationalized as follows:

Table 1. Variable Operationalization

Variable	Indicator	Source
Family Support	- Business support - Support for business actions - Support in the form of labor - Support in the form of suggestions or ideas - Financial support - Support without remuneration	Osorio et al., (2017); Powell & Eddleston, (2013)
Financial Support	- Funds to expand business - The role of business capital - The importance of access to business credit - The importance of investors	Ming-Yen Teoh, (2008)
Business Networks	- Make time for networking - Have many partners - Have aligned values - Mutual trust with partners - Exchange experiences	Barnir & Smith, (2002); Brinckmann, (2007)
Innovation Capability	- Implementing a new idea - Introducing a new product - Creating a special menu - Run the business creatively - Expanding the market segment - Marketing with new methods - Establishing a good relationship with customers	Al-Ansari et al., (2013); Dibrell et al., (2014)
Business Success	- Business development - Increased profit - The satisfaction of achievement - Business has exceeded expectations	Chu et al., (2011)

Four tests carried out in this study, namely: outer model, inner model, hypothesis testing, and mediation test. In the outer model, there are two tests validity and reliability. Validity using the outer loadings and AVE test, while reliability uses composite reliability. The inner model uses the R-Square test, F-Square, hypothesis testing, and mediation testing.

III. RESULTS AND DISCUSSION

A. Characteristics of Respondents

The following is a description of the respondents' traits:

Table 2. Characteristics of Respondents

Respondent Description	Amount
Gender:	
- Male	52
- Female	29
Age Range:	
- 19 - 24 Years	8
- 25 - 30 Years	25
- 31 - 35 Years	30
- 36 - 42 Years	18
Types of Culinary Businesses:	
- Snacks	21
- Indonesian Cuisine	38
- Asian Cuisine	3
- Western Cuisine	5
- Cafe	13
Business Domicile:	
- West Jakarta	52
- North Jakarta	5
- East Jakarta	2

- South Jakarta	1
- Central Jakarta	21

Source: Google Form

It can be concluded that most respondents are men with 52 people, then most of the respondents' age range is between 31 - 35 years, 30 people. The type of culinary business that is the majority in this study is archipelago cuisine, with 38 businesses. For domicile, the majority is West Jakarta, with 52 businesses domiciled in West Jakarta.

B. Outer Model

The measuring model, also known as the outside model, is a path model that links structures and contains indicators. In the outer model, there are two types of tests, namely the first is validity testing. The validity test is a measurement that measures whether a statement or questionnaire is appropriate. The validity test measures whether the instrument is good or not for the concept being measured, then the second is reliability testing (Sekaran & Roger, 2016). What is used in this study is to test the validity using the outer loadings and AVE tests. The requirement for the outer loadings test is that the outer value must be above the value of 0.5 to be acceptable. If it is below 0.5, the data is invalid (Hair et al., 2020).

Table 3. Outer Loadings test results

Family Support		Financial Support		Business Networks		Business Success		Innovation Capability	
DK1	0.833	DN1	0.722	JU1	0.856	KU1	0.848	KI1	0.916
DK2	0.839	DN2	0.654	JU2	0.935	KU2	0.896	KI2	0.844
DK3	0.797	DN3	0.897	JU3	0.886	KU3	0.822	KI4	0.871
DK4	0.905	DN4	0.910	JU4	0.879	KU4	0.895	KI5	0.909
DK5	0.861			JU5	0.872			KI6	0.849
DK6	0.864							KI7	0.624

Source: SmartPLS 3 data processing results

To achieve the above results, one statement that does not pass, namely KI3, must be removed so that the results of outer loadings show that 25 statements have a value above 0.5 and that the data is said to be valid. Additionally, the Average Variance Extracted (AVE) test is run to see if the construct has enough explanatory power. An AVE value of 0.50 or above 0.50 means that the research construct is sufficient to explain, while if it is below 0.50, it means that the research construct has an error (Hair et al., 2014). The AVE value in Table 4 indicates that all construct variables are thought to have a value more than 0.50, making them all deemed sufficient to explain.

Table 4. AVE test results

Variable	AVE
Family Support	0.723
Financial Support	0.646
Business Networks	0.785
Business Success	0.749
Innovation Capability	0.708

Source: SmartPLS 3 data processing results

The dependability test also demonstrates the instrument's precision in measuring the build. Composite reliability is used in the reliability test. With the requirement that the value must be greater than 0.7, combine reliability (Hair et al., 2014).

Table 5. Composite Reliability test results

Variable	Composite Reliability
Family Support	0.940
Financial Support	0.877
Business Networks	0.948
Business Success	0.923
Innovation Capability	0.935

Source: SmartPLS 3 data processing results

The data utilised in this study are reliable because, according to the following table, all variables have composite reliability values over 0.7.

C. Inner Model

Inner model is an element that contains constructs. In the inner model there is an R-square test, namely the coefficient of determination, to assess how much influence the independent has on the dependent. If the R-square value is 0.75, the value is considered strong, 0.5 is considered moderate, and if the value is 0.25, it is considered weak (Hair et al., 2014).

Table 6. R-square test results

Variable	R Square Adjusted	Results
Business Success	0.479	Weak
Innovation Capability	0.738	Moderate

Source: SmartPLS 3 data processing results

Based on the data above, with the provisions that the R-square value > 0.25 is considered weak, while R-square > 0.5 is considered moderate.

D. Hypothesis Testing

To ascertain whether the study's hypothesis is plausible or not, hypothesis testing is done. The test uses the significant level of the research model from the t value. The test is considered significant if the t value is above 1.96 (Hair et al., 2020), and the F-square measurement test has a guideline value of 0.02 which means a small effect, 0.15, which means a medium, and 0.35 which means a large effect. The F-square test measures how much of an impact the construct has on the endogenous construct (Hair et al., 2014).

Table 7. Hypothesis test results

	Original Sample	T Statistics	P Value	F Square	Results
H1: Family Support => Innovation Capability	0.303	2.555	0.011	0.140	Positive, Significant, Small Effect
H2: Financial Support => Innovation Capability	0.136	0.955	0.340	0.025	Positive, Not Significant, Small Effect
H3: Business Networks => Innovation Capability	0.492	3.783	0.000	0.240	Positive, Significant, Moderate Effect
H4: Innovation Capability => Business Success	0.696	10.124	0.000	0.942	Positive, Significant, Large Effect

Source: SmartPLS 3 data processing results

Since the p-value is less than 0.05 and the hypothesis testing t-statistic value is over 1.96 based on the aforementioned data, it is deemed significant. Then F-Square to determine how much effect is produced and the original Sample to determine the positive or negative effect.

Hypothesis 1

Based on the results of testing, the family support variable on innovation capability has an original sample of 0.0303 (positive), F-Square of 0.140 < 0.15 has a small effect, T value of 2.555 > 1.96 and P value of 0.011 < 0.05. It can be concluded that H1 is accepted, which states that family support significantly improves innovation capability.

Hypothesis 2

Based on the results of testing, the family support variable on innovation capability has an original sample of 0.136 (positive), F-Square of 0.025 < 0.15 has a small effect, T value of 0.955 < 1.96 and P value of 0.340 > 0.05. It can be concluded that H2 is rejected, which states that financial support does not significantly improve innovation capability.

Hypothesis 3

Based on the results of testing, the family support variable on innovation capability, the original sample is 0.492 (positive), the F-Square is 0.240 > 0.15 has a moderate effect, the T value is 3.783 > 1.96 and the P value is 0.000 < 0.05. It can be concluded that H3 is accepted, which states that business networks significantly improve innovation capabilities.

Hypothesis 4

Based on the results of testing, the family support variable on innovation capability has an original sample of 0.696 (positive), F-Square of 0.942 > 0.35 has a large effect, T value of 10.124 > 1.96 and P value of 0.000 < 0.05. It can be concluded that H4 is accepted, which states that innovation capability significantly increases business success.

E. Mediation Test

The mediation test is used to determine whether there is a relationship between the independent factors and the mediating variable, which in turn influences the dependent variable. The mediation test requires a value of 0.05 to detect the influence of the mediating variable. A direct relationship means that the Independent Variable (X) is related to the Dependent Variable (Y). At the same time, the indirect relationship means that the Independent Variable (X) is related to the Mediating Variable (M) and then through the Mediating Variable is related to the Dependent Variable (Y) (Nitzl et al., 2016).

Because both the direct and indirect variables have a substantial impact on business success, innovation's potential to mediate family support has partial mediation. Furthermore, the ability of innovation to mediate financial support variables on business success has no mediation effect because the direct and indirect variables are both insignificant. Then the ability of innovation to mediate business network variables on business success has partial mediation type mediation because direct and indirect variables are equally significant.

Table 8. Mediation test results

	P Value	Results	Mediation Analysis
H1: Family Support => Business Success	0.011	Significant	Partial Mediation
H5: Family Support => Innovation Capability => Business Success	0.013	Significant	
H2: Financial Support => Business Success	0.340	Not Significant	No Effect
H6: Financial Support => Innovation Capability => Business Success	0.362	Not Significant	
H3: Business Networks => Business Success	0.000	Significant	Partial Mediation
H7: Business Networks => Innovation Capability => Business Success	0.001	Significant	

Source: SmartPLS 3 data processing results

Hypothesis 5

Based on the results of testing the family support variable on innovation capability has an original sample of 0.211 (positive), a T value of $2.481 > 1.96$ and a P value of $0.000 < 0.05$. H5 is accepted, which states that innovation capability can significantly mediate the relationship between family support and business success with the type of partial mediation.

Hypothesis 6

Based on the results of testing the family support variable on innovation capability, the original sample is 0.094 (positive), the T value is $0.912 < 1.96$ and the P value is $0.362 > 0.05$. It can be concluded that H6 is rejected, which states that innovation capability cannot mediate the relationship between financial support and business success.

Hypothesis 7

Based on the results of testing the family support variable on innovation capability has an original sample of 0.343 (positive), a T value of $3.482 > 1.96$ and a P value of $0.001 < 0.05$. H7 is accepted, which states that innovation capability can significantly mediate the relationship between business networks and business success with partial mediation.

IV. CONCLUSION

Family support significantly influences innovation capability and business success in young entrepreneurs. Family support keeps business actors innovating by providing input ideas for their businesses to develop and succeed.

Furthermore, financial support does not have a significant influence on innovation capability and business success. Young business owners in the culinary industry do not believe that receiving outside financial assistance directly affects their ability to innovate and improve their company's performance. Young entrepreneurs rely more on funding or capital from family support than credit loans and investors. Young entrepreneurs may still consider external financial support in the form of credit or through investors as a risk.

Business networks have a significant influence on innovation capability and business success. Young entrepreneurs use business networks to help find solutions and exchange experiences for their problems. Business actors can also get new ideas related to business development by having broad partners so that they are following market orientation.

Finally, Business success is significantly influenced by innovation capability. Young entrepreneurs have realized the importance of innovation because by continuing to innovate, product quality can be improved and increase business productivity.

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