

Entrepreneurial Self-Efficacy, Passion, and Opportunity Recognition in Garut's Millennial Coffee Entrepreneurs

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The background of this research lies in the limited practice of opportunity recognition, particularly among the millennial generation in Garut Regency. The lack of ability to recognize business opportunities hampers economic growth, innovation, and entrepreneurial development. Opportunity recognition is a critical component of entrepreneurial success, as it determines the ability of entrepreneurs to identify and act upon profitable market gaps. This study aims to analyze the influence of entrepreneurial self-efficacy and entrepreneurial passion on opportunity recognition among millennial entrepreneurs, with a specific focus on coffee MSMEs (Micro, Small, and Medium Enterprises) in Garut Regency. The research adopts a quantitative survey approach, utilizing data from 75 respondents collected through a structured questionnaire distributed via Google Forms. The data were analyzed using SmartPLS 4.0 software. Sampling was conducted using simple random sampling, a probability-based method that ensures each subject has an equal chance of selection. The analytical techniques include evaluation of R-Square values and hypothesis testing via the bootstrap method and T-statistics. The results reveal a significant positive effect of entrepreneurial self-efficacy on opportunity recognition among millennial entrepreneurs, with an original sample coefficient of 0.290. Additionally, entrepreneurial passion also shows a stronger significant effect, with a coefficient of 0.512. The combined influence of both variables on opportunity recognition reaches an R-Square value of 0.536, indicating that 53.6% of the variance in opportunity recognition is explained by entrepreneurial self-efficacy and passion, while the remaining 46.4% is attributed to other factors not included in this model.

Keywords: Entrepreneurial Self-Efficacy, Entrepreneurial Passion, Opportunity Recognition

I. INTRODUCTION

A country's economy can reach optimal conditions when supported by a large number of entrepreneurs, so the government encourages the growth of the entrepreneurial community, especially among the millennial generation. Currently, entrepreneurship is becoming an increasingly common activity, especially among young people, in response to the impact of globalization and limited employment opportunities [1]. Although the concept of entrepreneurship is widely known in Indonesia, the number of young entrepreneurs, especially from the millennial generation, is still far behind developed countries such as Singapore. The percentage of entrepreneurs in Indonesia is only around 2-3% of the total population, whereas to become a developed country, ideally at least 5% of the population is involved in entrepreneurial activities [2]. Data from the Ministry of Cooperatives and SMEs (2022) shows that the proportion of entrepreneurs in Indonesia reaches 3.47% of the approximately 270 million population. This figure is still behind other ASEAN countries such as Singapore (8.76%), Thailand (4.26%), and Malaysia (4.74%), making it a challenge for Indonesia's productive generation to increase the

number of entrepreneurs through innovation and utilization of abundant resources [3].



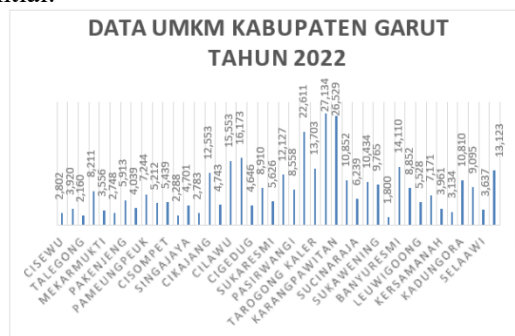
Source : [3]

Figure 1 Number of Entrepreneurs in ASEAN Countries

Data shows that the proportion of entrepreneurs in Indonesia is still relatively small compared to other ASEAN countries, reflecting that only a small portion of the millennial generation chooses to be involved in the world of entrepreneurship. Based on data from the Indonesian Millennial Generation Profile, as many as 52.7% of the millennial generation prefer to become workers such as laborers, employees, or civil servants, while only 24.33% choose the entrepreneurial path, the rest are spread across freelance jobs (9.74%) and working with family (13.22%). The millennial generation, namely



those born around 1980 to the early 2000s, is known to be adaptive to technological developments and has high expectations of the meaning of work [4], and their number covers around 34% of the total population of Indonesia in 2020. However, the ability of this generation to identify business opportunities is still relatively low. Based on data from the Global Entrepreneur Monitor, only around 13.8% of men and 17.5% of women aged 18–24 years are able to recognize business opportunities, while in the 25–34 age group the figure increases to 30.1% (men) and 28.2% (women), still lower than countries such as Vietnam (56.8%) and the Philippines (53.77%) (Larasaty, 2020). This condition is also reflected in Garut Regency, where the level of utilization of business opportunities by the millennial generation is still low. With a population of 2,422,300 people, the number of MSMEs recorded is only around 358,393 units, far below the national average of 3% of the population [5], which indicates the low ability of the younger generation to utilize the available economic potential.



Source: [5]

Figure 2. Data on MSMEs in Garut Regency in 2022

Jabar Open Data (2022) data shows that the distribution of 358,393 MSMEs in Garut Regency is only around 3% of the total population of 2.42 million people, still concentrated in urban areas, which indicates low utilization of opportunity recognition in the outskirts [5]. In fact, the processing industry sector contributes an average of 20.55% to the national Gross Domestic Product (GDP) and is recognized as a driving force for the local economy [6]. One of Garut's leading MSMEs is coffee, which in terms of production and land area is the second largest in West Java after Bandung [6]. In fact, Garut coffee has succeeded in penetrating export markets such as Taiwan as much as 15 tons and is preparing to be exported to Ukraine. However, according to APEKI Garut data (2021), there are only 104 active coffee shop MSMEs, and some of them have stopped operating due to weak management and lack of ability

to recognize business opportunities, while shops from outside such as Starbucks are starting to enter the area [7].

The ability to recognize opportunities (opportunity recognition) is the core of entrepreneurship, namely the process of identifying business prospects before starting a business [8]. This process is influenced by various factors such as active search, social networks, prior knowledge, environmental awareness, and strong social relations [9]. In addition, self-efficacy, namely an individual's belief in their abilities, also plays an important role in this process because it can encourage someone to be proactive in pursuing existing opportunities [10]. A high level of entrepreneurial self-efficacy makes individuals more confident in taking risks, expanding networks, and accessing important information in the entrepreneurial process [11].

In addition to self-efficacy, entrepreneurial passion is also an important factor in recognizing business opportunities, because high passion for entrepreneurial activities will encourage commitment and perseverance in running a business [12]. There are three main forms of entrepreneurial passion, namely the desire to create, establish, and develop a business, all of which are interrelated with the spirit of entrepreneurship [13]. This passion encourages creativity, resilience in facing challenges, and effectiveness in business decision making [14].

Previous studies have shown that entrepreneurial self-efficacy and entrepreneurial passion have a significant relationship with the ability to recognize business opportunities, especially in the millennial generation [10]. Although the millennial generation has great potential in developing businesses, in reality many of them are still less able to recognize opportunities well. Therefore, this study focuses on "The Influence of Entrepreneurial Self-Efficacy and Entrepreneurial Passion on Opportunity Recognition in Millennial Generation Entrepreneurs (Survey on Coffee UMKM in Garut Regency)".

II. LITERATURE REVIEW

2.1 Opportunity Recognition

Opportunity recognition is an important process in entrepreneurship that includes an individual's ability to identify business opportunities that have not been optimally utilized. This process involves observing the market and technology, as well as utilizing previous experience and knowledge in



recognizing profitable business potential [15]. An entrepreneur tends to use his cognitive abilities to recognize business opportunities through an individual, creative, and innovative process [15]. This ability is highly dependent on sensitivity to change, such as technological advances, which can create new opportunities, especially in the digital sector [16]. Successful entrepreneurs are usually responsive and quick in reading and taking advantage of opportunities before being preceded by others [17].

In this context, opportunity recognition is not only about finding ideas, but also connecting various seemingly unrelated information, in order to form new business patterns and prospects. Therefore, this skill requires continuous practice, as well as a strategic approach such as the use of prototype models in recognizing relationships between events related to business potential [17]. An entrepreneur must be able to see market needs and respond to them appropriately, as a basis for developing appropriate products or services.

According to Larasaty (2020), there are six main indicators in the opportunity recognition process, namely: alertness, searching for information, gathering information, communicating or discussing with relevant parties, addressing customer needs, and evaluating potential business ideas. This entire process is the initial part of a very crucial entrepreneurial journey because it is the foundation for starting or developing a new business.

2.2 Self-Efficacy

Self-efficacy refers to an individual's belief in their ability to deal with certain situations and achieve desired goals. This belief is personal and can motivate someone to act positively, or conversely, trigger negative behavior depending on their perception of themselves [18]. Individuals with high levels of self-efficacy usually have strong self-confidence in carrying out tasks or jobs effectively and have a greater chance of achieving success, including in entrepreneurship [19]. This perception of self-ability not only reflects the individual's emotional readiness, but is also an important factor in decision-making and problem solving, especially in the business world [19].

Self-efficacy is also explained in the context of social learning theory which emphasizes the interaction between behavior, personal factors, and the environment in influencing individual actions. Those with high levels of self-efficacy tend to be more

mentally prepared and able to adapt to challenges, and are persistent in achieving goals [20]. This belief will shape an energetic attitude, responsiveness to opportunities, and adaptive ability in dealing with rapid business changes.

According to Suparyanto and Rosad (2015, 2020b), there are three main dimensions in self-efficacy, namely magnitude, strength, and generality. The magnitude dimension reflects how much challenge the individual feels about the task; the higher the perception of task difficulty, the greater the influence on self-efficacy. The strength dimension refers to the strength of an individual's belief in facing a particular task, where mental resilience and experience play an important role in overcoming difficulties. Meanwhile, the generality dimension describes the extent to which a person's self-belief can be applied in various situations; the wider the scope, the higher the level of self-efficacy they have [21].

2.3 Entrepreneurial Self-Efficacy

An entrepreneur needs to have the ability to find and recognize opportunities, as well as self-confidence in order to run a business effectively. This ability is known as Entrepreneurial Self-Efficacy (ESE), which is an individual's belief in his/her capacity to carry out entrepreneurial roles and responsibilities successfully [22]. ESE plays an important role in shaping entrepreneurial intentions and in predicting a person's likelihood of engaging in business activities, because those who are confident in their entrepreneurial abilities tend to be more motivated to start a business [23]. This belief is not only related to objective reality, but rather to the internal motivation of individuals who believe that they are capable of completing entrepreneurial tasks [21]. ESE also reflects an individual's capability in mobilizing the drive, cognitive resources, and actions needed to achieve success in entrepreneurial activities [24].

Entrepreneurial Self-Efficacy helps individuals face business challenges, from recognizing opportunities, managing resources, to developing a business sustainably. [25]. This belief distinguishes entrepreneurs from other individuals, because the majority of entrepreneurs have high levels of ESE. ESE also includes various specific beliefs about an individual's ability to carry out entrepreneurial functions such as generating innovative ideas, preparing business plans, collecting and managing resources, and implementing them effectively in business practices [20]. According to Larasaty (2020),

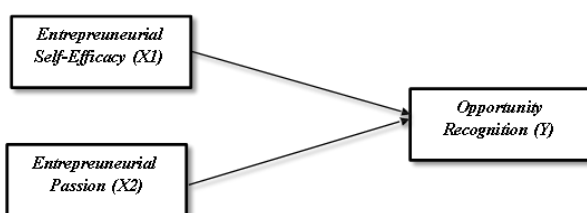


indicators of Entrepreneurial Self-Efficacy include five important aspects: marketing, innovation, management, risk taking, and financial control. Marketing shows an individual's confidence in setting market goals and strategies; innovation reflects the ability to generate and implement new ideas; management refers to the ability to organize and handle uncertainty; risk taking concerns the ability to make decisions in uncertain situations; while financial control reflects confidence in managing and overseeing the financial aspects of a business efficiently.

2.4 Entrepreneurial Passion

Entrepreneurial passion is a positive motivation and feeling that is inherent in individuals who want to become entrepreneurs, encouraging them to focus on building a business despite facing obstacles [14]. This passion is closely related to personal identity as an entrepreneur and helps overcome uncertainty and challenges in business [26]. Entrepreneurial passion is considered a key factor in business growth because it increases the enthusiasm and dedication of entrepreneurs [27]. This passion is divided into three dimensions: personal, environmental, and behavioral, each of which influences emotional involvement and social support [28].

The main characteristic of entrepreneurial passion is a strong positive feeling related to entrepreneurial activities, which makes entrepreneurs more motivated and dedicated [30]. Monica (2017) identified five indicators of passion, namely meaningful connection, internal drive, immersion in work, joy, and feeling of having energy, all of which contribute to motivation and success in business.



Source : [10]

Figure 3 Research Model

In the context of this research, the following hypotheses have been formulated:

H1: Entrepreneurial Self-efficacy has a significant effect on opportunity recognition.

H2: Entrepreneurial Passion does not have a significant effect on opportunity recognition.

III. RESEARCH METHODS

Research design is a framework that describes the process and strategy of collecting, measuring, and interpreting data to answer research problems [29]. This study uses a quantitative approach with a causal design and non-experimental survey method, which aims to test the causal relationship between variables [30]. The research population is coffee MSME actors in Garut Regency with an age range of the millennial generation (17-39 years), who were chosen because they have entrepreneurial experience so they can provide accurate and reliable data. The research sample was taken using a non-probability simple random sampling technique from a population of 92 coffee MSMEs in Garut based on data from the Indonesian Coffee Farmers Association (APEKI) in 2021. The number of samples was calculated using the Slovin formula with an error rate of 5% [30]. The research instrument was a closed questionnaire that functions to collect data through statements with limited answer choices [31]. The questionnaire is an effective tool for obtaining respondents' opinions and attitudes towards the variables studied [32].

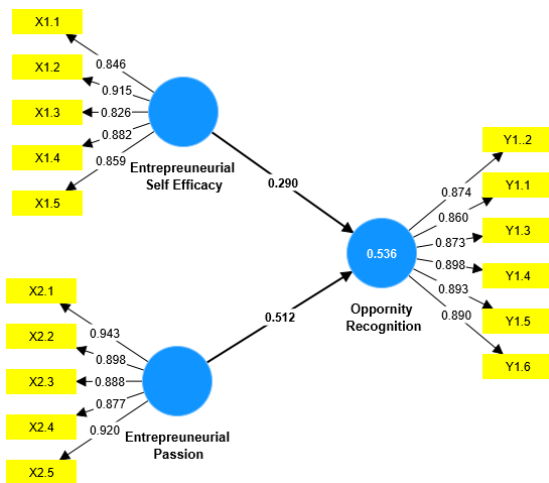
Data measurement uses an ordinal scale, which allows respondents to state their level of agreement with statements in the questionnaire. This scale is important for measuring respondents' behavior, perceptions, and attitudes quantitatively [31]. The use of valid and reliable instruments is crucial so that the data obtained can be trusted and the analysis of research results can provide accurate answers to research problems [35].

IV. RESULTS AND DISCUSSION

4.1 Outer Model

Outer model testing is carried out through two main approaches, namely construct validity testing and reliability testing. Construct validity testing is divided into two important aspects, namely convergent validity and discriminant validity. The outer model testing process aims to obtain validity and reliability analysis values, which are used to measure the extent to which the indicators used are able to represent latent variables accurately. The validity and reliability were tested using Smart-PLS software involving a sample of 75 respondents. Furthermore, the results and findings of the outer model testing will be described to provide an overview of the quality of the indicators and the relationships between variables in this study.





Source: [36]

Figure 4 Results of Algorithm Analysis

Average Variance Extracted (AVE) measures the internal correlation between indicators in the construct in each latent variable. If the AVE root value of each construct is greater than the correlation value between the construct and other constructs in the model, and the AVE value of the construct is > 0.50 , then the construct is considered to have good discriminant validity. The following are the AVE values of each indicator in the research variables.

Table 1. Average Variance Extracted (AVE)

| Variables | Average Variance Extracted (AVE) | Information |
|-------------------------------|----------------------------------|-------------|
| Entrepreneurial Self-Efficacy | 0.750 | Valid |
| Entrepreneurial Passion | 0.820 | Valid |
| Opportunity Recognition | 0.777 | Valid |

Source: [37]

Based on the table above, it can be concluded that the AVE value for the Entrepreneurial Self-Efficacy variable is 0.750, which is greater than 0.5. Furthermore, the AVE value of the Entrepreneurial Passion variable also shows results > 0.5 with a value of 0.820. While the Opportunity Recognition variable has an AVE value of 0.777, which also exceeds the minimum limit of 0.5. This indicates that all variables have met the criteria for good discriminant validity in their respective constructs and can be considered valid, because the AVE value for each variable is higher than its correlation with other latent variables. Thus, all indicators of these variables have met the requirements

for use in research and are ready to be analyzed in the next stage.

Table 2. Reliability Test

| Variable | Cronbach's Alpha | (Rho_A) | Composite Reliability (Rho_C) |
|-------------------------------|------------------|---------|-------------------------------|
| Entrepreneurial Self-Efficacy | 0.919 | 0.967 | 0.938 |
| Entrepreneurial Passion | 0.945 | 0.951 | 0.958 |
| Opportunity Recognition | 0.943 | 0.943 | 0.954 |

Source: [37]

Based on the data presented in the table above, it is known that the composite reliability value for the Entrepreneurial Self-Efficacy variable is 0.938, Entrepreneurial Passion is 0.958, and Opportunity Recognition is 0.954. Meanwhile, the Cronbach's Alpha value of each variable also shows high results, namely 0.919 for Entrepreneurial Self-Efficacy, 0.945 for Entrepreneurial Passion, and 0.943 for Opportunity Recognition. All values for both composite reliability and Cronbach's Alpha are above the minimum threshold of 0.70, indicating that each variable has a very good level of reliability. Thus, it can be concluded that all indicators in this study have shown strong internal consistency, so that the instruments used are classified as accurate and worthy to be continued to the next stage of analysis.

4.2 Inner Model

Table 3. R Square

| | R-Square | R-Square Adjusted |
|-------------------------|----------|-------------------|
| Opportunity Recognition | 0.536 | 0.523 |

Source: [37]

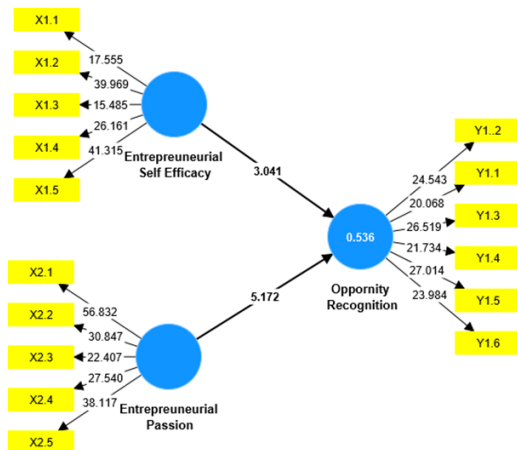
Based on the presentation in table 3 above, the inner model test shows a relationship between constructs and significant values and R-Square values. Based on the output results, the R-Square value obtained is 0.536 or 53.6% indicating that the variability of the Opportunity Recognition value construct can be explained by Entrepreneurial Self-Efficacy and Entrepreneurial passion by 53.6% while the remaining 46.4 is explained or influenced by other variables outside the variables in this study.

4.3 Hypothesis Test

Hypothesis testing is carried out based on the results of the Inner Model (Structural Model) analysis, including r-square output, coefficient parameters, and t-statistics. To determine the acceptance or rejection of a hypothesis, factors such as the significance value



between constructs, t-statistics, and p-values are taken into consideration. Hypothesis testing in this study was carried out using SmartPLS (Partial Least Square) software and these values were revealed through bootstrapping results. The general guideline used in this study is if the t-statistic value exceeds 1.96 with a p-value significance level of 0.05 (5%), and the beta coefficient shows a positive value.



Source: [36]
Figure 5 Bootstrap Model

The influence between Entrepreneurial Self-Efficacy and Opportunity Recognition on millennial generation entrepreneurs.

The first hypothesis tests the effect of Entrepreneurial Self-Efficacy on Opportunity Recognition. The results of the analysis show that Entrepreneurial Self-Efficacy has a significant effect on Opportunity Recognition in millennial generation coffee UMKM actors in Garut Regency. The beta coefficient value of 0.290 with a t-statistic of 3.041 (> 1.96) and a p-value of 0.002 (< 0.05) indicates a significant positive relationship [33]. Thus, H1 is accepted, meaning that the higher the entrepreneur's self-confidence in entrepreneurial abilities, the higher their ability to recognize business opportunities.

Table 4 Test T Statistics Hypothesis 1

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics | P Values |
|--|---------------------------|-----------------------|----------------------------------|-----------------|-------------|
| Entrepreneurial Self-Efficacy -> Opportunity Recognition | 0.290 | 0.294 | 0.095 | 3,041 | 0.002 |

Source: [37]

The results of the descriptive analysis show that the Entrepreneurial Self-Efficacy variable is in the fairly high category with an average score of 4,149. The highest assessment is in the indicator of the ability to develop systems and control finances, while the lowest value is in the marketing strategy and analysis aspects. This reflects that coffee MSME actors in Garut Regency have the ability to manage their businesses efficiently, especially in technical and financial aspects [34]. This finding is in line with previous research which states that increasing entrepreneurial self-efficacy can strengthen an individual's ability to recognize business opportunities, because high self-efficacy encourages self-confidence and expands the social network that supports the process. Of the five self-efficacy indicators tested, the risk-taking indicator showed the highest value, indicating that millennial generation coffee MSME actors in Garut have the courage to face challenges and uncertainty, as well as the ability to take strategic steps in capturing business opportunities [35].

The Influence Between Entrepreneurial Passion and Opportunity Recognition on Millennial Generation Entrepreneurs.

The second hypothesis tests the effect of Entrepreneurial Passion on Opportunity Recognition. The test results show that there is a significant effect, with a T-statistic value of 5.172 which is greater than the significance limit of 1.96, and a P-value of 0.000 which is less than 0.05. Thus, the H2 hypothesis is declared accepted. This finding shows that entrepreneurial spirit contributes significantly to increasing the ability of millennial generation coffee UMKM actors in Garut Regency to recognize business opportunities [33].

Table 5 Test T Statistics Hypothesis 2

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics | P Values |
|--|---------------------------|-----------------------|----------------------------------|-----------------|-------------|
| Entrepreneurial Passion -> Opportunity Recognition | 0.512 | 0.511 | 0.099 | 5.172 | 0.000 |

Source: [37]

The results of the descriptive analysis show that the average respondent's assessment of the



Entrepreneurial Passion variable is quite high, namely 4.656. The highest item is "I feel happy because I do my work and finish it" (X2.11), while the lowest is "When I work, I am fully focused and sometimes forget the time" (X2.8). This indicates that happiness in working contributes to increasing business opportunity recognition, as indicated by an influence value of 0.512 and a T-statistic of 5.172 (> 1.96). The assessment of the Opportunity Recognition variable is also high, with an average of 4.913. The highest statement is the evaluation of business risks and benefits (Y1.6), indicating good opportunity analysis skills. This finding is in line with research by Yuqi et al. (2023) and Jiani & Xiaohu (2017) which found that entrepreneurial passion has a significant effect on opportunity recognition. Entrepreneurs with high passion tend to be more focused, persistent, and proactive in recognizing and utilizing business opportunities [36].

V. CONCLUSION AND SUGGESTIONS

Based on the research findings, Entrepreneurial Self-Efficacy (ESE) has a statistically significant influence on Opportunity Recognition (OR) among millennial entrepreneurs in coffee MSMEs in Garut Regency, with a path coefficient of 0.290, t-statistic = 3.041, and p-value = 0.002. This suggests that increased self-confidence in key entrepreneurial dimensions such as marketing, innovation, management, risk-taking, and financial management positively enhances the ability to recognize viable business opportunities. Among these, the risk-taking indicator holds the highest score, reflecting entrepreneurs' willingness to confront uncertainty and ambiguity in the business environment.

Additionally, Entrepreneurial Passion (EP) also shows a significant positive effect on Opportunity Recognition, with a t-statistic = 5.572 and p-value = 0.000. This indicates that strong emotional engagement and enthusiasm for entrepreneurship enhance an individual's sensitivity to recognizing and seizing business opportunities. The joy indicator emerged as the most influential component of entrepreneurial passion, demonstrating that experiencing happiness while working fosters optimism, creativity, and alertness to market changes. This research contributes to the academic discourse by empirically validating the influence of psychological constructs specifically self-efficacy and passion on opportunity recognition, a crucial early-stage

entrepreneurial behavior. The study enriches existing literature by providing evidence from a specific demographic and industry context millennial coffee entrepreneurs in Indonesia thereby offering nuanced insights into how internal cognitive-emotional traits translate into practical entrepreneurial behaviors. It bridges theoretical gaps between psychological entrepreneurship frameworks and opportunity-based theories in emerging economies.

For entrepreneurs, these findings emphasize the importance of self-development through continuous learning, mentoring, and exposure to entrepreneurial experiences that build self-efficacy and nurture passion. Entrepreneurs are encouraged to engage in environments that foster motivation, resilience, and reflective practice to sharpen their opportunity recognition skills.

For government and policy-makers, the study suggests the need for targeted entrepreneurship programs that go beyond technical skills and address the psychological readiness of young entrepreneurs. Initiatives such as mindset-based training, entrepreneurial bootcamps, and showcasing role models of successful youth entrepreneurs can effectively enhance both ESE and EP.

For future researchers, it is recommended to broaden the scope of the sample across different sectors and regions, and to employ mixed-method approaches (e.g., in-depth interviews or longitudinal studies) to uncover additional internal or external factors influencing opportunity recognition. Exploring mediating or moderating variables such as entrepreneurial alertness, social capital, or market knowledge may further deepen the understanding of this phenomenon.

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