Jun Surjanti [1]
Yoyok Soesatyo
Sanaji
Setya Chendra Wibawa

TRA (THEORY OF REASONED ACTION) MODEL OF SUSTAINABLE BEHAVIORAL INTENTIONS IN CULINARY SMEs IN SURABAYA

Abstract: *Culinary street vendors are part of Small Medium Enterprises that have not optimally contributed to achieve the Sustainable Development Goals. In this study, Theory of Reasoned Action was used as a model to measure Sustainable Behavioral Intentions in culinary SMEs in Surabaya. This study used an explanatory quantitative approach with the population was culinary SMEs who joined the Surabaya street vendor center. Sampling was taken from six Surabaya culinary centers using purposive random sampling technique. Data were analyzed using Structural Equation Model with Partial Least Square to determine how Organizational Climate, Entrepreneurial Self Efficacy, and Sustainable Attitude influenced Sustainable Behavioral Intentions. The results showed that among three variables assessed, only Sustainable Attitude was proved to have a significant influence on Sustainable Behavioral Intentions, while the other two variables, Organizational Climate, and Entrepreurial Self Efficacy, had no significant influence.*

Keywords: *Street Vendor, Sustainable Behavioral Intentions, Organizational Climate, Entrepreneurial Self Efficacy, Sustainable Attitude (SA).*

1. Introduction

Since years ago, there have been many important problems must be solved, one of which is about the Sustainable Development Goals (SDGs). SDGs are a world economic development agenda aimed at human welfare and the Earth's environment. As part of the world community, Indonesia should also incorporate the SDGs agenda in its national development plan by designing plans and policies to develop economic stability related to the conservation of natural resources. According to Next & Skill (2009), people went to deep gaps unless they changed their way of life and behaved based on three pillars of sustainability (environmental, economic and social), so efforts to contribute to the development needs of the economic community were done perfectly. Culinary SMEs is SMEs that focused on selling food and beverage products. Similar to others, culinary SMEs also contribute to the Indonesian economy. Yudi (2017) stated that SMEs had a major role in the Indonesian economy as proved by their survival through the 1997-1998 monetary crises. Thus, SMEs could be relied upon to help stabilize the economy. In addition, SMEs, especially in Indonesia, have very important role in absorbing workers, thus they significantly

[1] Jun Surjanti
Email: junsurjanti@unesa.ac.id

contribute to reducing the unemployment. As one of the supporters in the SDGs program, culinary SMEs also has principles such as building trust, equality, participation, and accountability and mutual benefit as outlined in the 2015-2019 long-term development plans. Culinary SMEs was also part of a community that utilizes natural and other resources. Fayolle, Liñan, & Moriano (2014) stated that the utopia of social relations in society was no longer determined by market law and proved that the importance of collective organization and the production of relational values were not only for individuals and their work, but also for affective connections among them. In Indonesia, as individual and as part of the community, the role of street vendors has been increasingly visible especially when they are located in a developemental area.

Almost all local governments in Indonesia, including Surabaya, deal with police issues, structuring, and empowering street vendors. The concern of the Surabaya government on culinary street vendors was showed by many locations prepared by the government as street culinary center in Surabaya. These centers were developed to become community-based tourism which was expected to be a solution as well as contributed to trourism without ignoring environmental aspects. This was in line with Satriyo. D.G (n.d) who stated that culinary street vendors were informal sectors that not only contributed to the city but also directly benefited from the dynamics of tourism. Based on observational data taken in March 2018 several findings were showed that almost all vendors did not maintain the cleanliness and health of their products (both food and beverages). Similarly in Nigeria, SMEs did not take conventional and traditional roles (Alarape, 2014). As designed by Indonesian government, culinary street vendors were prepared to be developed as one of tourism sectors similar to Singapore (Savage, Huang, & Chang, 2004), yet the actual condition was far from the reaching standard. This condition might be answered by Povilanskas R. (2008) who mentioned on the importance of implementing Actor-Network-Theory (ATN) in developing natural and cultural tourism sustainability as a tourism network and complex facilities.

Simon Moss (2009) argued that human social behavior was guided by three types of beliefs, one of which was behavioral beliefs that produced positive and negative behaviors. Ajzen (1991) in Hussein & Zolait (2014) explained that in the theory of planned behavior of the decision process, three constructs determining intention of use were attitude, subject norms, and behavioral control. Meanwhile Orces et al. (2005) used a theoretical framework from Theory of Reasoned Action to find extrinsic motivators, social-psychological strengths, and organizational climate factors to share individual knowledge. This study assumed that culinary SMEs' intentions in implementing sustainability were influenced by knowledge sharing, subjective norms, and organizational climate. This was in line with the study conducted by Dileo, Pereiro, and Lasurdo (2013) who considered important human behavior and individual perceptions to describe the intentions of a new company from time to time.

Hansen, Mors, & Løvås (2005) argued that in culinary SME centers, different social networks were generated from various ways of sharing knowledge. Boström et al. (2015) mentioned that synergies and trade-offs between the various dimensions of sustainable development for social sustainability were driven by the ability to hold attention, frames, resources, as well as related institutions and infrastructure. Sharing knowledge was part of sustainable behavioral intention that might affect achievement. Orces et al. (2005) stated that the attitude of knowledge sharing, subjective norms and organizational climate determined the intention to share knowledge and also affected the organizational climate. This

study considered the importance of organizational climate, enterpreneurial self-efficacy, and sustainable attitude as variables influenced the sustainable behavioral intention. Thatcher & Matthews (2012) in terms of theoretical models, attitudes, social norms, and self-efficacy predicted the intention of software piracy. Ferdousi et al. (2010) stated that self-efficacy was one of the intention's determinants.

This study was also measure the Entrepreneurial self-efficacy of the street vendor actors in influencing Sustainable Behavioral Intension. In addition, this study developed TRA model of Fishbein & Ajzen as well as metacognitive study of Tyson, Covey, & Rosenthal (2014) to determine how Organizational Climate (OC), Entrepreneurial Self-Efficacy (ESE), and Sustainable Attitudes (SA) influenced Sustainable Behavioral Intentions (SBI) on culinary SMEs' actors.

To develop and build Sustainable Behavioral Intentions (SBI), individual of culinary SMEs should be well-maintained, so they would possibly contribute in achieving SDGs. This study proved that Organizational Climate, Enterpreneurial Self-Sfficacy, and Sustainable Attitudes in TRA model influenced the Sustainable Behavioral Intentions of culinary SMEs in Surabaya. Significantly, it assisted government to make better policies and programs to develop the community's economy. Significantly, this study was able to serve as reference for other similar researches and studies especially in SMEs development and provide information for economic institutions and other policy makers to design and prepare the best policies and plans regarding economic development.

2. Literature Review

2.1 Prior Studies

This research was referred to utilize the TRA model in Sustainable Behavioral Intentions, especially in developing SMEs. Fishbein, Ajzen, & Tyson and Covey & Rosenthal (2014) found that the TRA model provided a valuable framework to design the interventions in order to change heterosexual risk behaviors. While Mishra, Akman, & Mishra (2014) mentioned that external factors such as public trust, respondent formation sector, and level of awareness had a significant influence on attitudes toward intention adoption. In contrary, Trafimow (2009) believed that the existing empirical evidences were less adequate to evaluate TRA model, thus further researches were needed in order to provide more explanations of the theory. Hansen, Mors, & Løvås (2005) found that at culinary SMEs' centers, different social networks explained the results of sharing knowledge in different ways. Boström et al. (2015) stated that synergies and trade-offs among various dimensions of sustainable development for social sustainability were driven by the ability to hold attention, frames, resources, as well as related institutions and infrastructure. Prior to this study, Surjanti et al. conducted similar study focusing on the SMEs development, such as Hijab SMEs in Lamongan, embroidery SMEs in Sidoarjo, and fish-based products SMEs in Lamongan. These studies mainly discussed what aspects influenced the SMEs development.

2.2 Surabaya Street Vendors as part of Culinary SMEs

The Surabaya street vendors were regulated in Regional Government Regulation No. 17 year 2013 about the regulation and empowerment of street vendors. There were several locations selected as street vendors' centers, namely Bungkul Park, Dukuh Menanggal, Siwalankerto, masjid Agung, and Prestasi Park. Despite those locations, other locations such as in West part of Surabaya showed the declining condition or almost considered as bankrupt. Those places were Sumberejo, Kandangan, Lidah Wetan,

Pakal, and Sumemi. In normal situation, these places should be occupied by 40 booths, but in actual condition, only 10-15 were occupied. At worse, in some centers, almost no tenant occupied the booths. From the interview, it was found that most tenants closed their business as there was no profit earned. Here indicated that the 18 billion rupiahs funds from national budget allocated by the Ministry of Cooperation and SMEs to develop the street vendor center did not have expected results.

According to Hamzah Y. (2016), SMEs were able to absorb most workforces with limited or small capital. Street vendors should be appropriately handled in accordance with regulations, so there would be no negative influnce for the regional development. Therefore, regular, continuous planning, coordination, systems, and sustainable behavior were needed. In his study, Hamzah concluded that street vendors' existance and their development were not optimal and did not meet the objectives designed in the Decree of the Mayor of Surabaya No. 03 year 2005 about structuring and coaching street vendors. According to Media Rujak, there were 9 street vendors located in Surabaya, namely Gayung Sari, Urip Sumoharjo, Bungkul Park, Ketabang Kali, Prestasi Park, Gunung Sari, Benowo, Bulak, and Karah. They got a management and counseling guidance, business development programs, as well as guidance and assistance on how to get capital and to improve the quality of their business. This study focused on conducting research of culinary street vendors located in six area in Surabaya, namely Bungkul Park, Dukuh Menanggal, Siwalankerto, Masjid Agung, Prestasi Park, and Karah.

2.3 Characteristics of Street Vendors as Indonesian SMEs

In accordance with the Law of the Republic of Indonesia No. 20 year 2008 about Micro, Small and Medium Enterprises, SMEs were clearly differentiated through their business scales, especially due to the net worth (excluding land and buildings) or turnover (sales value) (see Table 1).

Table 1. SMEs Characteristics based on Regulation of Republic of Indonesia No. 20 Year 2008

No.	Business Type	Net Worth	Annual Sales
1.	Micro	≤ 50 million IDR	≤ 300 million IDR
2.	Small	50 – 500 million IDR	300 – 500 million IDR
3.	Medium	500 million – 10 billion IDR	500 million – 2.5 billion IDR

Source: Regulation of Republic of Indonesia No. 20 Year 2008

Simply, with SMEs, calculating annual turnover was easier than calculating the net worth. This was due to the inappropriate financial management, including reports on net assets. It was easy to calculate daily, monthly, or annual average turnover of SMEs in which was truly helpful in providing research data. Indonesia used turnover or annual sales criteria for data collection, but the criteria for total assets and labor were not legally noted. Therefore, the criteria for SMEs used in this study were general criteria agreed in Indonesia. Aline with this, culinary SMEs in Indonesia considered as micro-businesses.

2.4 TRA (Theory of Reasoned Action) Model

Mishra et al. (2014) argued that TRA was used by researchers to investigate humans. The relationship between TRA constructs (attitudes, subjective norms, behavioral intentions, and actual behavior) was environmentally responsible for influencing purchasing behavior. While Fishbein &

Ajzen (1975) stated that subjective norms are related to normative beliefs that are obeyed and expected from other people such as family, friends, supervisors, or society. Intention, on the other hand, is the determination of action. This study limits the TRA model to the antecedents of organizational climate, entrepreneurial attitudes, and self efficacy.

Orces et al. (2005) developed institutional structures that referred to organizational culture or climate as part of subjective norms that influence intention. Attitudes as important factors for predicting intention were created by Park, Nam, and Cha (2012); Fokides and Author (2017); Ferdousi et al. (2010); Şahİn & Mcilroy (2014); & Technology, Tam, & Studies (2010). Similarly, Mafabi, Nasiima, Muhimbise, Kasekende, & Nakiyonga (2017) stated that attitudes also had a positive and significant relationship with behavioral intentions.

Mohammed Fathi, Cyril Eze, & Guan Gan Goh (2011) stated that each individual was important to consider how to develop and maintain a high perception of self-efficacy. Furthermore, self efficacy was influenced by warm intentions (Ferdousi et al., 2010). Bandura and Bandura (1997) associate comprehensive self-efficacy with behavioral factors. With PISA as a basis, Bandura and Bandura's idea of self-efficacy is supported by Dinther, Dochy, & Segers (2010) and Mafabi, Nasiima, Muhimbise, Kasekende, & Nakiyonga (2017); D. J. Ferla et al (2009).

2.5 Sustainable Behavioral Intentions (SBI)

Theoretically, Reunamo and Pipere (2011) believe that ESD is the solution for SGD, in the form of models, theories and motives to achieve a better future. Theoretical clarity and strength help in defining the development process. ESD is a cultural product. Oliveira and Rodrigues (2010) define ESD as an indicator as: 1) ESD for all levels determined by biological, physical and economic resources (IS1); 2) individual welfare regardless of natural welfare (IS2); 3) sustainability involvement has a significant positive influence on attitudes towards the purchase of sustainable products (IS3); and 4) when I think about my life, I imagine myself to be part of the big cycle life process (IS4).

2.6 Organizational Climate (OC)

Institutional structures were usually referred to as organizational culture or organizational climate (Orces et al., 2005). Many debates developed in organizational science especially about the differences between organizational culture and organizational climate. References to organizational culture and organizational climate discuss general phenomena, such as the creation and influence of social contexts in organizations. Climate referred to a contextual situation at a point in time and its relationship with the thoughts, feelings, and behavior of organizational members where the indicators are measured through the dimensions of affiliation (Affi), innovative (Inov), and Fairness (Fair).

2.7 Entepreneurial Self-Efficacy (ESE)

Ferdousi et al. (2010) stated that self efficacy is one of intention determinants. This study was in line with research conducted by Bandura & Bandura (1997). They found that comprehensive self-efficacy was associated with behavioral factors. Dinther, Dochy, & Segers (2010) & Diseth (2011) argue that there was a strong relationship between all variables of motivation, self-efficacy, and goal orientation. Especially in predicting learning objectives, self-efficacy provides theoretical integration of goal orientation between the construction of motivational classes and learning strategies (Mafabi, Nasiima, Muhimbise, Kasekende, and Nakiyonga, 2017) and promotes knowledge sharing and positive norms to influence intention behavior as mediation in predicting

knowledge of sharing behavior.

Adopted from DJ Ferla et al. (2009) and developed from Bandura (1997), PKL self-efficacy scores are measured mathematically to understand how well the business goes with the questions referred to: 1). how data about business interests is taken; 2. how to predict a particular output at the price level; 3. how to calculate profits; 4. how to understand business profits and losses; 5. how to solve problems faced by vendors; 6. how to properly set prices and quantities of products; 7. how to balance costs and profits; and 8. How to predict the selling price and number of products in various combinations.

2.8 Sustainable Attitude (SA)

Developing the importance of the intention to implement sustainability was largely determined by the Sustainable Attitudes (SA) of street vendors in a community. The role of individuals as social capital was very important. Despite individual as social capital, Swart & Kinnie (2003) mentioned that their intellectual capital. Bhattacherjee & Premkumar (2004) mentioned that attitude was a key construct that seems to influence individual intentions. His opinion shows that attitudes were able to predict intention to behave affecting individual behavior on the use of technology, although the criteria were sufficient. These statements supported by Park et al.'s opinions (2012) which mentioned that attitudes influence learning intentions as well as supported by Fokides & Author (2017); Ferdousi et al. (2010); (İahİn & Mcilroy, 2014); (Technology et al., 2010) examined the practice teacher's intention to use a virtual environment by involving attitudes. Likewise with the research of Mafabi, Nasiima, Muhimbise, Kasekende, & Nakiyonga (2017) attitudes also showed a positive and significant relationship to behavioral intentions.

This research develops an indicator of Sustainable Attitude (SA) by measuring research indicators (Ferdousi et al., 2010). Therefore, Sustainable Attitudes (SA) indicators were sustainability was a good idea; sustainability was profitable; sustainability was easy to utilize; sustainability was a positive step towards easy instruction; sustainability was nice thing; I love to implement sustainability; sustainability provided an attractive environment; and as instruction was fun and very interesting.

2.4 Small Medium Enterprices (SMEs) Empowerment

The study of Sustainable Behavioral Intentions in street vendors' centers in Surabaya was supported by previous research conducted by researchers. Among them were studies on the embroidery industry in Sidoarjo conducted in 2007, 2013 and 2014 which mainly explored the characteristics of embroidery to increase the prosperity of SMEs' actors. Another study on the textile industry was the development of Mandalungan batik in Pasuruan (2012), here objects were batik SMEs and conducted from 2015 to 2017. A different study in exploring the fish-based MSME empowerment model in Lamongan was another study serving as reference for Sustainable Behavioral Intentions (SBI) study. Overall, several SMEs -based studies underlied this study, especially in terms of the characteristics of respondents. That's because of their position as SME groups even though with different products.

3. Method

This study is an explanatory quantitative approach. Population was culinary SMEs joining in the street vendors' center Surabaya. Samping was taken from sixstreet vendors center located in Bungkul Park, Dukuh Menanggal, Siwalankerto, Masjid Agung, Prestasi Park, and Karah using random sampling technique. Respondents were street vendors in the selected locations.

Data were analyzed using Structural Equation Model (SEM) with Partial Least Square (PLS) to determine how Organizational Climate (OC), Entrepreneurial Self-Efficacy (ESE), and Sustainable Attitudes (SA) influence Sustainable Behaviorial Intention (SBI) referring TRA model.

4. Result and Discussion

4.1 Respondents Characteristics

Respondents were defined as gender, origin, status, age, education, business period, family background, average daily turnover, and pre-business activities. Table 2 shows the characteristics of respondents based on age, sex, education, status, and business period.

Table 2 Respondent Characteristics

No.	Respondent Characteristics	Total	
		N	%
1	Gender		
	a. Male	46	46%
	b. Female	54	54%
2	Location		
	a. Gayungan	23	23%
	b. Karah	16	16%
	c. Siwalan	13	13%
	d. Tapres (Taman Prestasi)	21	21%
	e. Bungkul	27	27%
3	Marital Status		
	a. Bachelor	9	9%
	b. Married	91	91%
4	Age		
	a. Youngster (12-25 years old)	3	3%
	b. Adult (26-45 years old)	46	46%
	c. Adult (45> years old)	51	51%
5	Education background		
	a. Elementary School	17	17%
	b. Junior High School	19	19%
	c. Senior High School	56	56%
	d. Diploma	1	1%
	e. Undergraduate	7	7%
6	Business Duration		
	a. New (1-5 years)	21	21%
	b. Average (6-10 years)	21	21%
	c. Old (>10 years)	58	58%
7	Family Background		
	a. Enterpreneur	63	63%
	b. Others	37	37%
8	Average Daily Sales		
	a. Very low (0 - 50,000 IDR)	0	0%
	b. Low (50,000 - 100,000 IDR)	8	8%
	c. Adequate (100,000 - 300,000 IDR)	48	48%
	d. High (300,000 - 500,000 IDR)	33	33%
	e. Very high (> 500,000 IDR)	11	11%
9	Participate in Training on Environmental Sustainability		
	a. Ever	19	19%
	b. Never	81	81%

Source: data analysis

Table 2 explains that among these characteristics, some overshadow others. For individual characteristics, such as gender, marital status, age, educational background,

and family background were clearly occupied by certain groups such as women (53%), married (91%), elders (51%), high school graduates (56%), and entrepreneurial background (63%) respectively. While for business characteristics, most vendors had an average daily tunover average (48%) and experienced more than 10 years.

To explain the responses, researcher referred to Ghozali (2018: 19) who argued that descriptive statistics provide descriptions of data from the mean, standard deviation, variance, maximum, minimum, number, range of kurtosis, and skewness. Each answer described the respondent's answers based on the percentage, frequency values, and average score after being analyzed using the SPSS/Microsoft Excel program. The average score was then categorized to get respondents' answers into the Three Box Method (Ferdinand, 2006: 292). Interval classes follow the rules to the highest lowest score divided by the number of classes, namely: Low (1.00 - 2.33), Medium (2.34 - 3.67), and High (3.68 - 5.00). Figure 1 illustrates how each variable is related to each other.

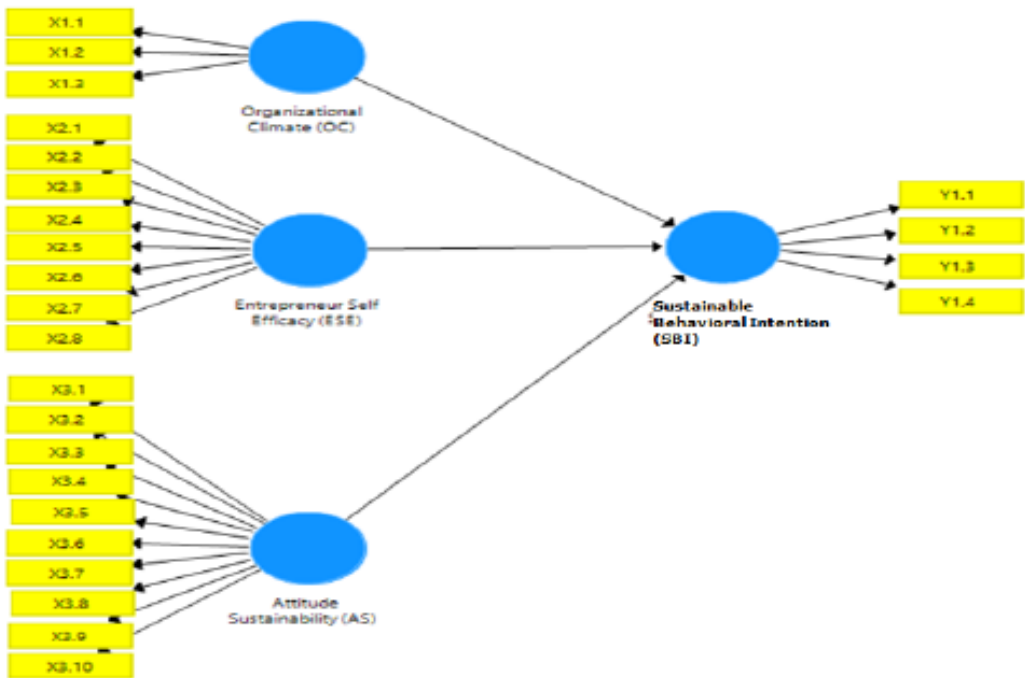

Figure 1 Design of Research Model

4.2 Statistical Descriptive Analysis

Through statistical descriptive analysis, each research variable (OC, ESE, and SA) was seen as its influence and relationship to SBI. In Sustainable Behavioral Intentions (SBI), the TRA model implementation consisted of four indicators, as: a) maintaining biological, physical, and economic resources scored 4.58 and was categorized as high; b) becoming part of natural welfare scored 4.43 and was categorized as high; involving in sustainability actions score 4.39 and was categorized as high; and becoming a part of large life cycle process scored 4.13 and categorized as high. In conclusion, Sustainable Behavioral Intentions (SBI) averagely was 4.38 and categorized as high.

Organizational Climate (OC) had 3 dimensions with several indicators. These three dimensions were Organizational Affiliation (OCAff), Organizational Innovativeness (OCinv), and Organizational Fairness (OCfair). From analysis, it was obtained the value of each indicator in each dimension. Dimension of Organizational Affiliation (OCAff) showed: a) maintaining a relationship considered a high level (4.44); b) deliberating other opinions considered high (4.20); c) having strong ties of each member considered high (4.21); and d) having high teamwork considered high (4.38). In Innovativeness (OCinv), indicators showed: a) having creative ideas considered high (4.08); b) being a risk taker considered as moderate (3.54); and generating new business ideas considered high (3.88). In addition, in dimension of fairness (OCfair), indicators showed: a) openness considered high (4.20); fairness considered high (3.93); and favoritism considered high (4.05). These meant that the Organizational Climate (OC) averagely considered high (4.07).

For the Entrepreneurial Self Efficacy (ESE), the analysis indicated that each indicator resulted as a) believed in data implementation considered high (3.73); b) belief predictions considered as almost medium (3.69); c) trust calculation of profit considered as high (4.07); d) trust of profit and loss understanding calculation considered as high (4.12); d) problem solving trust considered as high (3.85); e) trust combinations considered high (4.11); f) trust calculation of costs and profits considered as high (4.05); and g) predictive combination beliefs considered as high (3.96). These indicated that Entrepreneurial Self Efficacy (ESE) considered high (3.95).

Meanwhile, in general, the indicators on the Sustainable Attitudes (SA) was a high level, as: a) "sustainability was a good idea" considered high (4.38); b) "sustainability was profitable" considered as high (4.43); c) "sustainability was very profitable" considered as (4.24); d) "sustainability was a positive step towards instruction" considered high (4,28); e) "sustainability was easy" considered medium (3.62); f) "sustainability was pleasant" considered high (3.97); g) "I like to implement sustainability" considered high (4.19); h) "sustainability provided an attractive environment" considered high (4,16); i) "sustainability was fun instruction" considered high (4.09); and j) "sustainability was very interesting instruction" considered high (4,11). These indicated that averagely Sustainability Attitudes (SA) was 4.15 and categorized high.

4.3 Discussion

By analyzing the data, of three variables used in this study, only one variable was proved to have an influence on culinary SMEs in the Surabaya street vendors' center. This variable was Sustainable Attitudes (SA). While Sustainable Attitudes (SA) had a positive influence on Sustainable Behavioral Intentions (SBI), Organizational Climate (OC) and Entrepreneurial Self-Efficacy (ESE) were proved to have no positive influence on Sustainable Behavioral Intentions (SBI). The t-statistic on the relationship between Organizational Climate (OC) and Sustainable Behavioral Intentions (SBI) showed $1.495<1.96$ meaning that Organizational Climate (OC) had no significant influence on Sustainable Behavioral Intentions (SBI). In the relationship between Entrepreneurial Self-Efficacy (ESE) and Sustainable Behavioral Intentions (SBI), t-statistics scored $1.043<1.96$ meaning that Entrepreneurial Self-Efficacy (ESE) had no significant influence on Sustainable Behavioral Intentions (SBI).

Meanwhile, on the relationship between Sustainable Attitudes (SA) and Sustainable Behavioral Intentions (SBI), t-statistics scored $2.084>1.96$ meaning that there was significant influence on Sustainable Attitudes (SA) to Sustainable Behavioral Intentions (SBI). From the results, it was

obtained a significance of 0.315 meaning that the higher the Sustainable Attitudes (SA) was, the higher Sustainable Behavioral Intentions (SBI) was, and vice versa.

These results prove that Organizational Climate and Entrepreneurial Self-Efficacy were proved to have no effect on Sustainable Behavioral Intentions. This indicated that the organization of culinary street vendors did not influence the Sustainable Behavioral Intentions (SBI). These results were able to answer the problem in study conducted by Orces et al (2005). He mentioned that the organizational climate which was previously debated with organizational culture was possible, as seen in this study, although there were organizations and regulations governing street vendors, such as about hygiene standards, but in reality it did not change situation of the street vendors. Thus, it meant that individual culture as a member of organization reflected the organizational culture by creating organizational climate.

In addition, the results indicated that Entrepreneurial Self-Efficacy (ESE) did not influence Sustainable Behavioral Intentions (SBI), as seen from the lack of confidence of culinary SMEs' actors, and therefore, it indirectly did not influence Sustainable Behavioral Intentions (SBI). From several interviews with street vendors, researcher found a situation in which they believed that without the Entrepreneurial Self-Efficacy (ESE) their business sustainability still remained.

The results also proved that Sustainable Attitudes (SA) positively influenced Sustainable Behavioral Intentions (SBI) meaning that the higher the Sustainable Attitudes (SA), the higher the Sustainable Behavioral Intentions SBI. The results supported the opinion of Bhattacherjee & Premkumar (2004); (Park et al., 2012); Fokides & Author (2017); Ferdousi et al. (2010); (İahİn & Mcilroy, 2014); (Technology et al., 2010); Mafabi, Nasiima, Muhimbise, Kasekende, & Nakiyonga (2017). They mentioned that attitudes were key constructs that were possibly influlnce the individual intentions.

From the analysis, it was found that the TRA model could be developed to answer the issue of Sustainable Behavioral Intentions (SBI). The TRA model in this research was in line with the TRA model from Mishra et al. (2014). Hence, the Sustainable Attitudes (SA) was a form of purchasing behavior in a green environment. Thus, both this study and Mishra were in line with the basic theory of TRA models from Fishbein and Ajzen (1975). Those phenomenon derived a condition where SMEs gave a positive response to the Sustainable Attitudes (SA), proved by the score obtained was 4.15 or categorized as very high. This meant that Sustainable Attitude (SA) was a good idea to support the success of SDGs.

5. Conclusion

In conclusion, from the three selected variables (Organizational Climate, Entrepreneurial Self-Efficacy, and Sustainable Attitudes) used to improve Sustainable Behavioral Intentions, only Sustainable Attitudes was proved to have a positive effect on SBI indicated by its score as 2.084 or more than 1.96 (2.084>1.96). While two other variables (Organizational Climate and Entrepreneurial Self-Efficacy), did not influence Sustainable Behavioral Intentions indicated by the OC's score as 1.495 or less than 1.96 (1.495 <1.96) and the ESE's score as 1.043 or less than 1.96 (1.043 <1.96). Finally, to develop Sustainable Behavioral Intentions, Sustainable Attitudes need to be improved through assistance from related institutions or agencies such as the cooperation office to ensure business continuity which in turn obtained the SGDs.

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Jun Surjanti
Universitas Negeri Surabaya,
Surabaya,
Indonesia
junsurjanti@unesa.ac.id

Anang Kistyanto
Universitas Negeri Surabaya,
Surabaya,
Indonesia
Kistantyo2012@gmail.com

Tony Seno Aji
Universitas Negeri Surabaya,
Surabaya,
Indonesia
tonysenoaji03@gmail.com