

Original Article

# Factors Affecting Behavioral Intentions Mediated by Customer Satisfaction

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**Abstract:** The research objective is to examine the effect of Behavioral Intentions mediated by Customer Satisfaction on Richeese Factory Customers in Bekasi. The research design used in this research is quantitative. The sampling method used in this study was purposive sampling, using 229 respondents in Bekasi. The data for this study used primary data, and questionnaires were distributed to respondents. This research uses SmartPLS 3.0 as a testing tool. The outcomes are as follows: Hedonic Value and Costumer Value do not influence Behavioral Intention, while Utilitarian Value, Customer Perceived Value and Customer Satisfaction influence Behavioral Intentions, respectively. Customer Perceived Value influences Customer Satisfaction, and Customer Perceived Value influences Behavioral Intentions mediated by Customer Satisfaction.

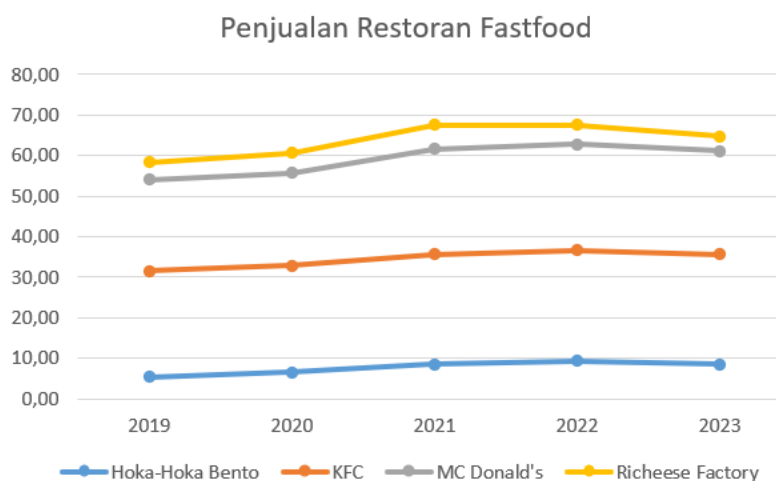
**Keywords:** Hedonic Value, Utilitarian Value, Conditional Value, Customer Perceived Value, Customer Satisfaction, Behavioral Intentions.

## I. INTRODUCTION

The culinary business is currently growing rapidly and is favored by many young people. Especially food and drinks are the main needs in everyday life. In addition, population growth in Bekasi city is currently increasing. From the increasing population growth, food and drinks are a daily necessity, especially fast food. Fast food is very easy to get, and customers do not wait long to buy.

Based on data on population growth in Bekasi city sourced from bps.go.id from 2018 amounting to 2,943,859 to 2020, there was an increase of 3,083,644, which significantly resulted in the dense activities of the surrounding community. As a result, people do not have much time to rest, so they need fast food that is healthy and nutritious. Especially in the city of Bekasi, fast food is very popular among the public, especially young people.

The development of fast food restaurants in Indonesia is fairly rapid, as fast food restaurants are generally found in urban areas. However, along with the times, fast food restaurants have spread to various regions, including small towns. Fast food is very popular with young people; they even make fast food restaurants a favourite place to visit.



**Fig. 1 Sales Data of Fast Food Restaurant**



Based on the picture above, various sales data can be seen. Hoka-Hoka Bento experienced an increase from 2019 to 2022, but in 2023, it decreased. KFC experienced an increase from 2019 to 2021, but from 2022 to 2023, it stagnated. McDonald's experienced an increase in 2019 to 2022, but in 2023, it decreased. Richeese Factory in 2019 to 2020 experienced an increase from 4.30% to 4.90% and continued to increase in 2021 to 5.90%, but in 2022 to 2023, it decreased from 4.70% to 3.70%. Richeese Factory experienced the sharpest decline in 2023 compared to the others, so this condition is an interesting phenomenon to research.

## II. LITERATUR REVIEW

### A) *Hedonic Value*

According to Pramita and Danibrata (2021), Hedonic Value is a value that influences consumer interest in using a product that does not satisfy their basic needs but is based on subjective considerations in order to satisfy their desires, satisfy their emotional side and excitement. Pramita and Danibrata (2021) state that there is an influence of Hedonic Value on Behavioral Intentions. In his research, Hasan (2021) stated that Hedonic Value significantly affects Behavioral Intentions. According to Hanzae and Rezaeyeh (2013), Hedonic Value has no effect on Behavioral Intentions.

Based on the above, the hypothesis is formulated:

**H1. Hedonic Value effects on Behavioral Intentions on Richeese Factory customers in Bekasi.**

### B) *Utilitarian Value*

Pramita and Danibrata (2021) state that Utilitarian Value is a value that represents consumer interest in using a product based on its practical use, properties and functions because there are needs that must be met. According to Nejati and Moghaddam (2012), Utilitarian value was found to have a significant and positive relationship with behavioral intentions. Consistent with Hasan's research (2022) states that the relationship between Utilitarian Value and Behavioral Intentions is significant. Ryu et al. (2009) stated that Utilitarian Value is significantly related to Behavioral Intentions.

Based on the above, the hypothesis is formulated:

**H2. Utilitarian value effects on Behavioral Intentions of Richeese factory customers in Bekasi.**

### C) *Conditional Value*

According to Sangroya and Nayak (2017) Conditional Value concludes that conditions such as discounts, incentives, subsidies and others can help a person to influence environmentally friendly consumption products. According to Hasan (2022), Conditional Value significantly affects Behavioral Intentions. In line with Pura's research (2005), Conditional Value has a positive effect on Behavioral intentions. According to Safitri and Emilisa (2022) there is a positive influence of Conditional Value on Behavioral Intention.

Based on the above, the hypothesis is formulated:

**H3. Conditional Value effects on Behavioral Intentions on Richeese factory customers in Bekasi.**

### D) *Customer Perceived Value*

Theresia and Briliana (2021) state Perceived Value as a customer assessment of a product or service that compares the benefits obtained and the costs incurred. According to Theresia and Briliana (2021) there is an effect of Perceived Value on Customer Satisfaction. According to Danti and Sutrisno (2023), Perceived Value influences Behavioral Intention. According to Muharmi and Sari (2019), Consumer Satisfaction fully mediates the relationship between Perceived Value and Behavioral Intentions.

Based on the above, the hypothesis is formulated:

**H4. Customer Perceived Value effects on Customer Satisfaction for Richeese factory customers in Bekasi.**

**H5. There is an effect of Customer Perceived Value on Behavioral intentions for Richeese factory customers in Bekasi.**

**H7. Customer Perceived Value effects on Behavioral Intentions mediated by Customer Satisfaction for Richeese Factory customers in Bekasi.**

### E) *Customer Satisfaction*

Triandewo and Dewantoro (2021) state that Customer Satisfaction can be defined as a customer's feeling of pleasure or displeasure resulting from comparing the performance of the product or service received and his expectations. Customer satisfaction can be defined as the feeling consumers have toward the performance of the goods; they have expectations for the product and feel satisfied when the product performs better than anticipated. This conclusion can be drawn from the need to adhere to customer standards to increase customer satisfaction. According to Danti and Sutrisno (2023), there is an effect of Customer Satisfaction on Behavioral Intention for consumers of simple restaurants in Bekasi city. According to Ryu et al. (2009), Customer Satisfaction positively impacts Behavioral Intentions.

Based on the above, the hypothesis is formulated:

**H6. Customer Satisfaction effects on Behavioral Intentions for Richeese Factory customers in Bekasi.**

### III. RESULTS AND DISCUSSION

In this study, the design used is quantitative research. The object used is food products at the Richeese Factory. Data collection in this study will use a questionnaire distributed directly. The number of samples used in this study was 229 samples. The data analysis method will use the Structural Equation Model (SEM), which will be assisted by SPSS 25 Software for descriptive statistical data processing and SmartPls 3.0., with the sample criteria as follows:

1. Consume Richeese Factory 1 time in 1 month.
2. Respondents aged > 18 years.
3. Have income.
4. First consumed Richeese Factory 1 year ago.
5. Respondents live in Bekasi.
6. Respondents who are Decision Makers.
7. Buy and consume Richeese Factory.

**Table 1: Respdent's Characteristics**

Criteria of respondents	Frequency	Percent (%)
<b>Age</b>		
18-22 years	150	65,5
23-27 years	35	15,3
28-32 years	32	14,0
>32 years	12	5,2
<b>Employment</b>		
students	17	54,6
private employees	62	27,1
entrepreneur	16	7,0
civil servant	14	6,1
More	20	8,7
<b>Educational Background</b>		
Jr. high school	3	1,3
Sr. high school	123	53,7
Associate degree	18	7,9
Bachelor's degree	3	35,4
Magister	2	1,3
Doctoral Degree	2	0,4
<b>Monthly income</b>		
<Rp 1.000.000	61	26,6
Rp 1.000.000 – Rp 3.000.000	55	24,0
Rp 3.000.001-Rp 5.000.000	38	16,6
Rp 5.000.001-Rp 7.000.000	42	18,3
>Rp 7.000.000	33	14,4
<b>Where Respondents Get Information about Richeese Factory in Bekasi</b>		
Family	27	11,8
Friend	69	30,1
Social media	77	33,6
Branch in other cities	1	0,4
Direct Visit	55	24,0
<b>Respondents' intensity in visiting Richees Factory in Bekasi</b>		
1-4 times a year	160	69,9
More than 4 times a year	69	30,1
<b>Recommend Richeese Factory in Bekasi to others</b>		
Yes	229	100
<b>Buy and consume Richeese Factory in Bekasi to other people</b>		
Yes	229	100

*Source: Data Processing Using SPSS 25.*

As many as 250 respondents were collected; among them, 229 were used; thus, 21 respondents were dropped, of which 11 were not in accordance with the criteria, and 10 were due to outlier data. Table 1 shows that the dominant group is 18-22 years old, private employees, and high school students.

**Table 2: Measurement Scales, Confirmatory Factor Analysis Result, and Reliabilities**

<b>Construct and measurement items</b>	<b>Loading</b>
Hedonic Value ( $\alpha = .824$ ; CR = .884; AVE = .655) (Pramita and Danibrata, 2021)	
The minimalist interior design attracts me to hang out with friends	0,825
The flavor of cheese sauce in food makes me feel like I'm escaping from my busy life	0,746
The instagramable atmosphere of Richeese Factory makes me feel exotic	0,838
The layout and aesthetics of the Richeese Factory facility are pleasant and unique to me	0,826
Utilitarian Value ( $\alpha = .810$ ; CR = .888; AVE = .725) (Pramita and Danibrata, 2021)	
The food I ordered was good, so I enjoyed it	0,848
The food portion at Richeese Factory is sufficient, satisfying my hunger	0,837
I like the variety of menu choices at Richeese Factory	0,868
Conditional Value ( $\alpha = .871$ ; CR = .912; AVE = .721) (Sangroya and Nayak, 2017)	
I would go to Richeese Factory over similar restaurants	0,834
I will go to Richeese Factory rather than similar restaurants when there are food vouchers	0,842
I will go to Richeese Factory rather than similar restaurants when there are discounts on food or promotional activities	0,844
I will go to Richeese Factory rather than similar restaurants when Richeese factory is available	0,876
Customer Perceived Value ( $\alpha = .842$ ; CR = .905; AVE = .760) (Theresia and Briliana, 2021)	
Richeese Factory offers great value for money	0,885
The Richeese Factory experience is worth the price	0,854
Richeese Factory gives me great value compared to other food options	0,877
Customer Satisfaction ( $\alpha = .845$ ; CR = .906; AVE = .763; R2 = .755; Q2 = .568) (Triandewo and Dewantoro, 2021)	
I am satisfied with my experience at Richeese Factory	0,887
The satisfaction I get when visiting the Richeese Factory exceeds what I expected	0,868
I really enjoy the atmosphere at Richeese Factory	0,866
Behavioral Intentions ( $\alpha = .893$ ; CR = .921; AVE = .700; R2 = .895; Q2 = .615) (Pramita and Danibrata, 2021)	
I would like to return to Richeese Factory in the future	0,868
I would consider revisiting Richeese Factory in the future	0,792
I would recommend Richeese Factory to my friends and others	0,859
I will say positive things about Richeese Factory to others	0,826
I will encourage others to visit Richeese Factory	0,837

Source: Smart Pls 3.0 data processing

Table 2 indicates all loadings > 0.70 and AVE values > 0.50, meaning all indicators satisfy Convergent Validity standards. The outcome reveals that Cronbach Alpha and CR are > 0.70, meaning that all variables possess high reliability. It shows that the outcome of R2 is a strong model, and Q2 explains that exogenous latent variables possess good predictive validity on endogenous latent variables.

**Table 3: Cross Loading**

	<b>X1 Hedonic Value</b>	<b>X2 Utilitarian Value</b>	<b>X3 Conditional Value</b>	<b>X4 Customer Perceived Value</b>	<b>Y Behavioral Intentions</b>	<b>Z Customer Satisfaction</b>
<b>X1.1</b>	<b>0.825</b>	0.643	0.640	0.689	0.647	0.662
<b>X1.2</b>	<b>0.746</b>	0.614	0.591	0.682	0.647	0.660
<b>X1.3</b>	<b>0.838</b>	0.646	0.749	0.739	0.705	0.723
<b>X1.4</b>	<b>0.826</b>	0.664	0.700	0.691	0.664	0.707
<b>X2.1</b>	0.672	<b>0.848</b>	0.625	0.623	0.674	0.658
<b>X2.2</b>	0.633	<b>0.837</b>	0.575	0.637	0.683	0.600
<b>X2.3</b>	0.718	<b>0.868</b>	0.682	0.702	0.728	0.720
<b>X3.1</b>	0.727	0.615	<b>0.834</b>	0.735	0.723	0.711
<b>X3.2</b>	0.693	0.647	<b>0.842</b>	0.672	0.713	0.697
<b>X3.3</b>	0.667	0.584	<b>0.844</b>	0.664	0.665	0.680
<b>X3.4</b>	0.729	0.658	<b>0.876</b>	0.736	0.727	0.709
<b>X4.1</b>	0.754	0.686	0.708	<b>0.885</b>	0.784	0.764
<b>X4.2</b>	0.733	0.651	0.673	<b>0.854</b>	0.797	0.724
<b>X4.3</b>	0.777	0.676	0.780	<b>0.877</b>	0.797	0.784
<b>Y.1</b>	0.724	0.749	0.714	0.815	<b>0.868</b>	0.770
<b>Y.2</b>	0.673	0.620	0.655	0.732	<b>0.792</b>	0.689
<b>Y.3</b>	0.712	0.709	0.704	0.790	<b>0.859</b>	0.781
<b>Y.4</b>	0.665	0.667	0.705	0.738	<b>0.826</b>	0.765
<b>Y.5</b>	0.672	0.667	0.710	0.725	<b>0.837</b>	0.751
<b>Z.1</b>	0.723	0.669	0.669	0.766	0.791	<b>0.887</b>
<b>Z.2</b>	0.771	0.678	0.754	0.766	0.770	<b>0.868</b>
<b>Z.3</b>	0.737	0.686	0.736	0.746	0.793	<b>0.866</b>

Source: Smart Pls 3.0 data processing

**Table 4: Fornell Larcker**

	<b>X1 Hedonic Value</b>	<b>X2 Utilitarian Value</b>	<b>X3 Conditional Value</b>	<b>X4 Customer Perceived Value</b>	<b>Y Behavioral Intentions</b>	<b>Z Customer Satisfaction</b>
<b>X1 Hedonic Value</b>	0.810					
<b>X2 Utilitarian Value</b>	0.793	0.851				
<b>X3 Conditional Value</b>	0.830	0.738	0.849			
<b>X4 Customer Perceived Value</b>	0.866	0.769	0.827	0.872		
<b>Y Behavioral Intentions</b>	0.824	0.817	0.834	0.909	0.837	
<b>Z Customer Satisfaction</b>	0.851	0.775	0.823	0.869	0.898	0.874

Source: Smart Pls 3.0 data processing

Table 3 indicates the data meets discriminant validity. Besides, Table 4 shows the discriminant validate test through Fornell-Larcker, according to Ghazali (2021, 45) Fornell-Larcker, which is seen from the AVE root value, which must be greater than the correlation value between constructs. Based on the table above, the root AVE correlation of Hedonic Value is lower than Conditional Value, Behavioral Intentions, Customer Perceived Value, and Customer Satisfaction. Likewise, the root AVE correlation of Customer Perceived Value is lower than Behavioral Intention, and the root AVE correlation of Behavioral Intentions is lower than Customer Perceived Value and Customer Satisfaction. From this condition, it shows that the discriminant equation is not satisfied. However, discriminant validity can still be considered by looking at cross-loading, as seen in Table 3.

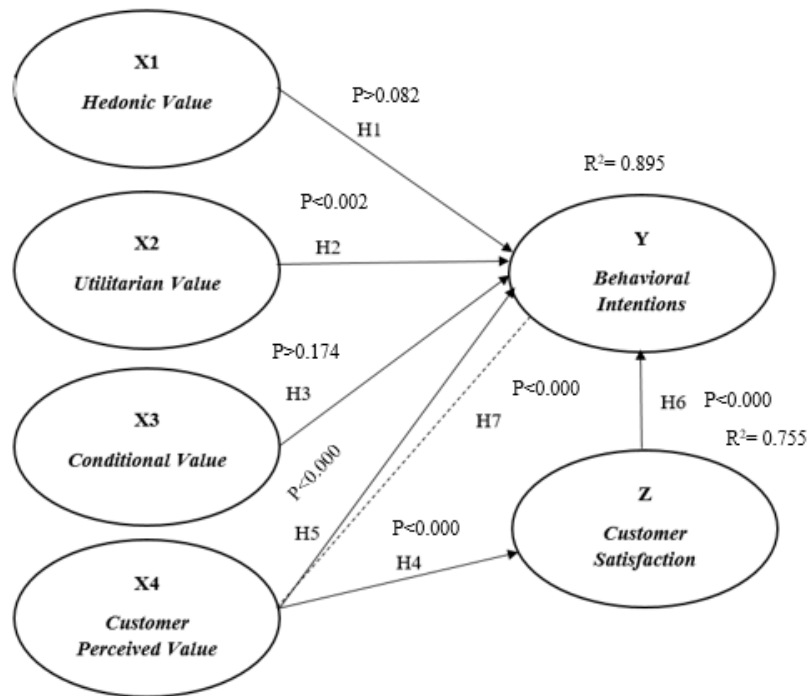


Fig. 2: Full Structural Model

Table 4: Path Coefficients, P-value, and T-value

Hypothesis	Path	Original Sample	Sample Mean (M)	T-Statistic ( $ O/STDEV $ )	P Values	Supported
H1	HV → BI	-0,161	-0,149	1,740	0,082	NO
H2	UV → BI	0,212	0,201	3,106	0,002	YES
H3	CV → BI	0,130	0,121	1,362	0,174	NO
H4	CPV → CS	0,869	0,868	29,917	0,000	YES
H5	CPV → BI	0,466	0,463	4,459	0,000	YES
H6	CS → BI	0,359	0,368	4,639	0,000	YES
H7	CPV → CS → BI	0,312	0,319	4,504	0,000	YES

Source: Smart Pls 3.0 data processing

Based on the explanation of the table above, it can be concluded as follows:

- Hypothesis 1 (H1) has  $1.74 < 1.96$  for the t-value and  $0.082 > 0.05$  for the p-value. It indicates no influence of Hedonic Value on Behavioral Intention among Richeese Factory customers in Bekasi. This is consistent with the research results from Hanzae & Rezaeyeh (2013) that Hedonic Value was found to have no significant relationship with Behavioral Intentions. This aligns with research by Kim et al. (2011), who stated that the relationship between hedonic value and behavioral intentions is insignificant and supported.
- Hypothesis 2 (H2) has a p-value of  $0.002 < 0.05$  and a t-value of  $3.106 > 1.96$ . It indicates there is an influence of Utilitarian Value on the Behavioral Intention of Richeese Factory customers in Bekasi. This is consistent with research results from Hanzae & Rezaeyeh (2013) that Utilitarian Value was found to have a significant relationship with Behavioral Intentions. As well as research results from research by Ryu et al (2009) Utilitarian Values have a significant relationship with Behavioral Intentions. In line with Hasan's (2022) research, it is stated that Utilitarian Value has a positive effect on Behavioral Intentions. Lamidi and Rahadhini (2018) stated that there is a significant influence between Utilitarian Value and Behavioral Intention.
- Hypothesis 3 (H3) has  $1.362 < 1.96$  for the t-value and  $0.174 > 0.05$  for the p-value. It indicates Conditional Value has no effect on Behavioral Intention for Richeese Factory customers in Bekasi. This is consistent with the research results from Biswas & Roy (2015).
- Hypothesis 4 (H4) has a p-value of  $0.000 < 0.05$  and a t-value of  $29.917 > 1.96$ . It indicates Customer Perceived Value influences Customer Satisfaction among Richeese Factory customers in Bekasi. This is consistent with research by Slack et al. (2020) and Kusuma (2019).

5. Hypothesis 5 (H5) has a p-value of  $0.000 < 0.05$  and a t-value of  $4.459 > 1.96$ . It indicates Customer Perceived Value influences the Behavioral Intentions of Richeese Factory customers in Bekasi. This is consistent with research by Trand & Le (2020), Muharmi & Sari (2019), and research by Danti & Sutrisno (2023).
6. Hypothesis 6 (H6) has a t-value of  $4.639 > 1.96$  and a p-value of  $0.000 < 0.05$ . It indicates Customer Satisfaction influences the Behavioral Intentions of Richeese Factory customers in Bekasi. This is consistent with research by Slack et al. (2020), Hanzae & Rezaeyeh (2013), Danti & Sutrisno (2023), Ha & Jang (2010), and research from Kusuma (2019).
7. Hypothesis 7 (H7) has a t-value of  $4.504 > 1.96$  and a p-value of  $0.000 < 0.05$ . It indicates Customer Perceived Value influences Behavioral Intentions mediated by Customer Satisfaction. This is consistent with research by Kusuma (2019) and Muharmi and Sari (2019).

#### IV. CONCLUSION

##### A) Practical Implications

The practical implication of this research is that Richeese Factory is expected to be able to establish good relationships with customers, provide the best service, and always present a new menu that makes Richeese Factory more famous. So, Richeese Factory can be the first choice consideration for customers who want to consume food at fast food restaurants.

Mostly, the outcomes are in accordance with previous research. However, some different outcomes exist, such as the effect of Hedonic Value on Behavioral Intentions and Utilitarian Value on Behavioral Intentions, which is inconsistent with some previous studies.

This study indicates that Customer Perceived Value on Behavioral Intentions is fully mediated by Customer Satisfaction.

##### B) Limitations and Future Research

Limitations obtained during the research, among others: (1) Limited costs, time and energy needed to complete this research. (2) The limited number of respondents who participated in this study only amounted to 229 respondents. (3) This research only focuses on one object, namely the Richeese Factory located in Bekasi. (4) The Fornel-Larcker table states that discriminant validity is not met in this study.

Based on the conclusions and limitations above, this study suggests several recommendations that are expected to help further research, namely: (1) Being able to estimate the amount of time, cost and energy required when conducting research. (2) Adding more respondents. (3) Using other regions or cities besides Bekasi. (4) Using other variables applied in this research model.

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