

Knowledge of Religiosity as A Mediation: Extrinsic and Intrinsic Motivation to Sustainability Performance

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Abstract. The purpose of this study is to test and analyze the mediation role of knowledge of religiosity on the influence of motivation (extrinsic and intrinsic) on sustainability performance in (Muslim) MSME actors. Methodology: this study is a quantitative study where questionnaires are used to collect data, there are 220 respondents in the form of MSME actors who focus on female gender (Muslim), using tools in the form of SEM-PLS, the results show that there is a positive and significant influence, both direct and indirect. It is clear that the independent variable is able to be a good predictor of success in the sustainability of performance in making an art, in this case traditional food as one of the cultural characteristics of each region. The novelty in this study is the success of knowledge of religiosity and the use of respondents in this case women, focus on traditional food in area Indonesia

Keywords: sustainability performance, knowledge of religiosity, intrinsic motivation, extrinsic motivation.

I. INTRODUCTION

The impact of the existence of a pandemic-covid 19 has a positive impact where many people are increasing their creativity in managing a product that is a daily necessity, in this case food, developing traditional food that has its own taste and uniqueness. As a result of unstable growth due to the pandemic-covid 19, many factors cannot survive well, one of the factors that has been affected by the virus-19 is the economic sector (Kamanga, 2022). Various activities are carried out to be able to maintain life in all sectors by creating a product to be able to maintain sustainability (Alessa & Durugbo, 2021; Salam, 2022). In Indonesia, the development of MSMEs has experienced a fairly significant increase and certainly has the potential to support various sectors, especially the economic sector, where the number can reach 99% of all existing business units. In 2023, MSME business actors can reach 66 million. The contribution of MSMEs reaches 61% of Indonesia's Gross Domestic Product (GDP), equivalent to IDR 9,580 trillion. MSMEs absorb around 117 million workers (97%) of the total workforce (source: <https://kadin.id/data-dan-statistik/umkm-indonesia/>). Data related to the growth of MSMEs in Indonesia are presented in (Table 1.1) below:

TABLE 1 MSME Growth 2018-2023

Year	2018	2019	2020	2021	2022	2023
Number of MSMEs (Million)	64.19	65.47	64	65.46	65	66
Growth (%)		1.98%	-2.24%	2.28%	-0.70%	1.52%

Source: (Kadin, 2024)

From Table 1 it can be seen that there has been a change in MSMEs from 2018 to 2023, experiencing a development that is considered to have increased, although not drastically. This shows that there is a value that can maintain an activity in the form of making products produced by entrepreneurs in the form of products that can be consumed by all parties from various age groups and backgrounds (Thurlings, Evers, & Vermeulen, 2014). Entrepreneurship as a person's behavior to create a product that has its own uniqueness which on the other hand as a hobby can also reduce boredom (Akrouit & Damak Ayadi, 2022; Chang, Hsu, Huang, & Chen, 2020; Hachicha & Mezghani, 2018). The behavior of producing this product is due to the existence of an intention (Ajzen, 1991;

Lang et al, 2021; Tiwari, Bhat, & Tikoria, 2017). One of the activities carried out by MSME actors is to defend themselves against uncertain economic changes which result in sustainable performance which can take the form of innovation (Saether, 2019; Venkatesamy & Lew, 2022).

Sustainability performance is the ability and understanding of knowledge of individuals to create and provide a uniqueness to products using various techniques (Devloo et al., 2015). It can be said that sustainability performance is a behavior which is supported by a strong desire that what is created is something that has creative art (Javed, et al., 2019; Solhi & Rahmanian Koshkaki, 2016).

The components that form sustainability performance are knowledge of religiosity, intrinsic and extrinsic motivation (Khan, Ismail, Hussain, & Alghazali, 2020; Solhi & Rahmanian Koshkaki, 2016; Thurlings et al., 2014). Knowledge of religiosity is knowledge, insight that is possessed by a person in this way to differentiate between what is good and what is not good (Belay, Negash, Yirdaw, Tefera, & Wondyifraw, 2023; Corney, 2015) from this, a product will be produced that has its own appeal.

On the other hand, sustainability performance can also emerge due to intrinsic factors, which in this case are factors that exist within oneself without any influence from external parties related to the drive or inspiration that makes an individual fascinated by a task for his own sake (Siyal et al., 2021; Deci & Ryan, 1985). In the extrinsic motivation factor which according to (Deci Edward L & Ryan Richard M, 2000) which is a type of motivation derived from within a person that leads to a certain and has a certain purpose. The research aims to a). Test the direct influence of motivation on knowledge of religiosity. b). Test the direct influence of motivation on sustainability performance. c). Test the mediating role of knowledge of religiosity on motivation on sustainability performance.

II LITERATURE REVIEW

MSMEs IN THE INDONESIA

The number of MSMEs that focus on food is quite large, this requires a study and policy that must implement a standardization, one of which is halal certification of products from micro, small and medium enterprises (MSMEs). In accordance with the provisions of Article 4 of Law Number 33 of 2014 concerning Halal Product Assurance (UU JPH), products that enter, circulate, and are traded in the territory of Indonesia must be halal certified. This obligation is outlined in the implementing regulations of the JPH Law, namely Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Assurance Sector (PP No. 39 of 2021), that the voluntary nature of halal certification for certain products will end on October 17, 2024. This means that as of October 18, 2024, all food and beverage products must be halal certified, both for large, medium, small, and micro entrepreneurs (source: https://berkas.dpr.go.id/pusaka/files/info_pendek/Info%20Singkat-XVI-7-I-P3DI-April-2024-195.pdf)

ENTREPRENEURSHIP

Entrepreneurship emphasizes an activity that involves a process to create products that can produce added value. In carrying out this activity, human resources are needed who are capable and understand not only theory but also practice (Abd-hamid, Azizan, & Sorooshian, 2015; Ahl, 2022). The actors must be sensitive to the existing challenges, both internal and external challenges, which need to be considered and resolved wisely. The thing that is attractive in itself is that entrepreneurship can be a means to increase economic growth and can be an area that can be relied on so that it can be competitive in maintaining the sustainability of its business.

KNOWLEDGE OF RELIGIOSITY

Knowledge of religiosity is a process carried out by a person where the process carried out includes stages that are interrelated with feelings and intentions according to sharia, good planning, creating, promoting and implementing ideas that are owned so as to create a product that has its own characteristics which in turn (Gupta, 2019; Liu, Gao, Xing, & Wang, 2021). Knowledge of religiosity has a close relationship with work performance, so this behavior is more easily accepted in an environment.

EXTRINSIC MOTIVATION

Activities carried out by a person cannot be separated from extrinsic motivation, extrinsic motivation as a motivation that is influenced by external parties (outside) the environment where a person is. Forms of extrinsic motivation can be in the form of money, promotion, promotion, salary, wages, vacation and one of the extrinsic motivations in the form of encouragement from various parties in the environment which can be from friends, relatives, influence from people who have experience. Several previous studies (Putra, Cho, & Liu, 2015; Vasil, 2015; Weaver, 2015) has found evidence of a relationship between extrinsic motivation and knowledge of

religiosity, where someone who carries out and understands existing laws will certainly maintain norms, especially the sustainability of a business and resources, especially human resources.

H1: Extrinsic influences knowledge of religiosity

H2: Extrinsic influences sustainability performance

H3: Knowledge of religiosity mediates the influence of extrinsic motivation on sustainability performance.

INTRINSIC MOTIVATION

Intrinsic motivation is an urge within a person or group of people to carry out a certain behavior (Putra et al., 2015). According to (Deci & Ryan, 1985; Deci Edward L & Ryan Richard M, 2000) where intrinsic motivation is a behavior carried out by a person to achieve satisfaction with what is felt and not a satisfaction obtained from the encouragement of other parties. Several studies state that intrinsic motivation is a motivation that is within oneself which is carried out to produce a certain product that provides attraction and uniqueness because of an understanding of the applicable law, of course to maintain survival (Kundu, Kumar, & Lata, 2020; Su & Chen, 2020; Venkatesamy & Lew, 2022; Zhu & Xin, 2023).

H4: Intrinsic motivation has an effect on knowledge of religiosity

H5: Intrinsic motivation has an effect on sustainability

H6: Knowledge of intrinsic motivation influences innovation behavior through good knowledge.

KNOWLEDGE OF RELIGIOSITY

UMKM in running its business needs a serious understanding of the products that will be managed and produced, the behavior of an entrepreneur should understand the existence of a law in accordance with sharia and understand the health of users of the products produced. So that this is focused on the greatest insight and expertise possessed by a person can create a product that can provide benefits that are not only time-oriented but more towards how users can feel comfortable using the product (Alhogail, 2020; Mert, 2010). A person who has knowledge certainly has a strong emotional connection to the product produced with the hope of being able to provide an impression that is not only environmentally friendly but provides added value for users in terms of all ages because the product produced has a level of health (Marino-romero & Palos-sanchez, 2023; Zhang, Zhang, & Wang, 2022).

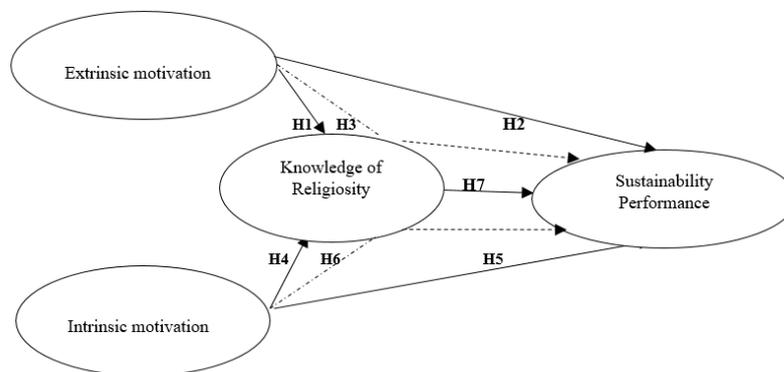


FIGURE 1. Framework

III. RESEARCH METHODOLOGY

This research is a type of quantitative research where data collection is carried out by collecting questionnaires that have been distributed to respondents (MSME actors - women spread throughout Indonesia) who have been running their businesses for more than 3 years, have employees and make traditional regional food products. After the data is collected, the data is processed using WarpPLS (SEM) software.

IV. RESULTS AND DISCUSSION

RESULTS

There are 220 respondents who have filled in perfectly who are female, the reason behind why women are because women are one of the most important parts of the family who are able to help improve the family economy, women are not only mothers but women are able to make the sustainability of a family survive in the face of

uncertain environmental changes and have knowledge of the laws in sharia between good and right. Income of 3 - 5 million / month with a total of 194 people which is an opinion that can be an additional income for the economy and the smallest income is less than between 500 - 2 million with a total of 21 people and the rest of it is dominated by respondents who have income above 5.1 million / month. This income factor triggers a strong desire from batik business actors to continue to strive to create creative products by processing traditional products into innovative products.

CONVERGENT VALIDITY

TABLE 2 Convergent Validity

Variables	Indicator	Outer Loading	AVE
Extrinsic Motivation	EX1	0.711	0.884
	EX2	0.815	
	EX3	0.876	
	EKS4	0.912	
	EXCEL5	0.879	
	EX6	0.830	
	EKS7	0.841	
	EKS8	0.819	
Knowledge of Religiosity	KR 1	0.841	0.682
	KR 2	0.781	
	KR 3	0.752	
	KR4	0.871	
	KR 5	0.716	
	KR 6	0.764	
	KR 7	0.714	
	KR 8	0.821	
	KR 9	0.871	
Sustainability Performance	SP 1	0.818	0.712
	SP 2	0.872	
	SP 3	0.747	
	SP 4	0.781	
	SP 5	0.714	
	SP 6	0.781	
	SP 7	0.841	
Intrinsic Motivation	INT1	0.853	0.637
	INT2	0.827	
	INT3	0.853	
	INT4	0.763	
	INT5	0.878	
	INT6	0.888	
	INT7	0.792	
	INT8	0.821	

Source: processed data, 2023

Based on the analysis results shown in Table 2 above, all questionnaire items each have a loading factor value of more than 0.7 so that all indicators or questionnaire items are valid and significant in forming their respective latent variables. Based on Table 1.1, the AVE value is ≥ 0.5 . So that all variables used in the study have convergent validity parameters that are suitable for use.

DISCRIMINANT VALIDITY

TABLE 3 Discriminant Validity

Indicator	Extrinsic Motivation	Knowledge of Religion	Sustainability Performance	Intrinsic Motivation
EX1	0.811	0.457	0.476	-0.026
EX2	0.714	0.460	0.467	-0.013
EX3	0.877	0.498	0.537	-0.009
EKS4	0.807	0.481	0.487	0.007
EXCEL5	0.900	0.550	0.456	-0.036
EX6	0.930	0.514	0.507	0.006
EKS7	0.931	0.504	0.504	-0.008
EKS8	0.917	0.489	0.501	-0.054
KR 1	0.508	0.823	0.677	0.378
KR 2	0.372	0.799	0.563	0.442
KR 3	0.393	0.741	0.591	0.292
KR4	0.616	0.861	0.700	0.482
KR 5	0.557	0.851	0.728	0.363
KR 6	0.415	0.800	0.568	0.380
KR 7	0.351	0.814	0.628	0.472
KR 8	0.361	0.746	0.532	0.373
KR 9	0.459	0.881	0.708	0.433
SP1	0.614	0.795	0.918	0.416
SP2	0.397	0.609	0.769	0.265
SP3	0.362	0.582	0.778	0.413
SP4	0.392	0.618	0.833	0.438
SP5	0.419	0.706	0.814	0.346
SP6	0.500	0.698	0.881	0.330
SP7	0.448	0.644	0.865	0.309
INT1	-0.059	0.392	0.335	0.835
INT2	-0.035	0.370	0.294	0.817
INT3	0.010	0.418	0.389	0.833
INT4	-0.096	0.359	0.208	0.743
INT5	0.013	0.429	0.370	0.778
INT6	-0.039	0.341	0.284	0.788
INT7	-0.009	0.379	0.368	0.792
INT8	0.065	0.439	0.431	0.792

Source: processed data, 2024

Based on the analysis results shown in Table 3 above, it shows the value *cross loading* Each indicator against its respective variable shows a greater value when compared to the cross loading value of the indicator against other variables in the model.

RELIABILITY

TABLE 4 Reliability Table

Variables	Cronbach's Alpha	Composite Reliability
Extrinsic Motivation	0.882	0.886
Knowledge of Religiosity	0.871	0.846
Sustainability Performance	0.829	0.843

Intrinsic Motivation	0.818	0.833
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Source: processed data, 2024

Based on the analysis results shown in Table 4 above, it shows that the Cronbach's alpha and composite reliability values of each latent variable have values of more than 0.7. This shows that each indicator can be said to be reliable and has accuracy, consistency, and precision in measuring its latent variables.

STRUCTURAL MODEL EVALUATION (INNER MODEL) COEFFICIENT OF DETERMINATION (R^2)

TABLE 5 Determination Coefficient (R^2)

Variables	R Square
Knowledge of Religiosity	0.561
Sustainability Performance	0.652

Source: processed data, 2024

Mark R^2 of 56.1% means the diversity of variable values knowledge of religiosity which can be explained by the exogenous variables is 56.1% while the rest can be explained by other variables that are not included in the model. The value R^2 of 65.2% means the diversity of variable values sustainability performance which can be explained by exogenous variables is 65.2% while the remainder can be explained by other variables not included in the model.

PREDICTION RELEVANCE (Q^2)

Mark Q^2 The value obtained is 0.878, this value shows that the exogenous latent variable has good model prediction ability, in other words, the exogenous latent variable is good (appropriate) as a latent variable that is able to explain the endogenous variable in the model.

TABLE 6 Direct Effect Test

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Extrinsic Motivation -> Knowledge of Religiosity	0.576	0.523	0.081	8,581	0,000
Extrinsic Motivation -> Sustainability Performance	0.426	0.331	0.121	3,272	0,000
Knowledge of Religiosity -> Sustainability Performance	0.575	0.621	0.088	5,002	0,000
Intrinsic Motivation -> Knowledge of Religiosity	0.603	0.532	0.061	6,801	0,000
Intrinsic Motivation -> Sustainability Performance	0.235	0.135	0.051	3,723	0.003

Source: processed data, 2024

TABLE 7 Test Indirect Influence

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Extrinsic Motivation -> Knowledge of Religiosity -> Sustainability Performance	0.227	0.212	0.067	3,051	0,000
Intrinsic Motivation -> Knowledge of Religiosity -> Sustainability Performance	0.397	0.305	0.081	4,077	0,000

Source: processed data, 2024

It can be seen that the p-value is less than 0.05, it can be concluded that knowledge of religiosity can mediate the influence of exogenous variables on endogenous variables

DISCUSSION

Extrinsic motivation influences knowledge of religiosity, it can be seen that there is an influence in the form of support from the environment in the form of predecessors who have been successful, it is clear that the actors with extrinsic motivation have an influence on good knowledge, the actors in this case women are very motivated even though they are busy as housewives but with the enthusiasm from external parties it has an impact on knowledge of religiosity, the results of this study are supported by (Aleksi, 2022; Butt & Ahmad, 2020).

Extrinsic motivation influences sustainability performance, It is inevitable that the existence of full support from external parties given to UMKM actors of traditional regional food products processed using traditional tools has a strong influence on behavior to create a product that has a uniqueness that is its own characteristic. The existence of support from family, relatives and friends is able to make actors behave to make a product that is different from other products, the results of this study are supported by (Law et al, 2016; Nguyen, Nham, Froese, & Malik, 2019; Ruti, 2017) where the results of previous research stated that external support can influence behavior that can produce something creative.

Knowledge of religiosity mediates the influence of extrinsic motivation on sustainability performance. The insight, expertise and understanding possessed by MSME actors that are applied in a product, in this case, are able to play an important role in mediating the influence of support provided by external parties in the form of inspiration and moral support, which can influence the formation of certain behavior in the form of sustainability performance. (Law et al, 2016; Nguyen et al., 2019; Ruti, 2017).

Intrinsic motivation influences knowledge of religiosity, there is a drive within oneself that makes someone want to do certain behavior, motivation that exists within oneself in the form of the existence that what is done has been thought about first, there is strength within oneself that with the ability that is possessed it will become the strength to behave in a certain way, this is certainly the case that UMKM actors, especially women, already understand the risks that will be faced, so that the ability within themselves will encourage the actors to have a strong belief that they are able to provide something of value, this test is something with existing research (Rover, 2013; Sedighi et al., 2018; Yoo, 2014).

Intrinsic motivation influences sustainability performance. Innovative behavior which is part of sustainability performance which is manifested in a particular product certainly requires expertise and skills possessed by MSME actors, of course it requires a drive within that individuals have a strong belief that individuals in this case MSME actors can behave innovatively which is said to be the product produced has differentiation compared to other products, the results of this study are supported by existing research. (Cui & Yu, 2021; Liu et al., 2021; Niu, 2014).

Knowledge of religiosity mediates the influence of intrinsic motivation on innovative behavior. The knowledge possessed by MSME actors has a very good value, this certainly makes individuals more confident that the knowledge they possess is able to mediate the influence of intrinsic motivation within individuals on sustainability performance. (Shin, Yuan, & Zhou, 2016; Yuan & Wu, 2022). Sustainability performance of a person because they have been able to make a product that has more value because of a strong drive within a person which is coupled with good knowledge that a person has, so that this becomes a good influence and mediation in this influence test. (Yu, Wang, & Yan, 2018).

Knowledge of religiosity influences sustainability performance. A person certainly has knowledge that cannot be underestimated, the knowledge possessed by MSME actors is able to make a person creative so that it results in creative behavior. (Pian, Jin, & Li, 2019; Rover, 2013). When this creativity can be realized well because of the good knowledge possessed by a person, it can be said that good knowledge of religiosity from a person is because this person has tried to always make improvements from things that are felt not to have a positive impact, so that with good knowledge it will have an impact on sustainability performance. (Al, 2016; Tsai, 2018).

CONCLUSION

The hypothesis in this study has a significant positive effect where all variables from the predictor are able to become the constructs they should be. The existence of knowledge of religiosity as an important point of the individual, the knowledge possessed is not only theoretical but also must be practical, this is an appropriate combination. Knowledge must of course exist and must be applied, of course to form this there needs to be a role of motivation both extrinsic and intrinsic in the individual as an actor of entrepreneurship.

IMPLICATION OF THEORY

Seen from the variables that have been tested and analyzed, then this will give an impact that behavioral theory is very necessary in shaping the behavior of individuals in making a product that has more value not only

in terms of economy, but also in terms of culture provides more value or points. In addition to the existence of behavior is also influenced by the existence of motivation in the form of intrinsic and extrinsic motivation.

IMPLICATION OF PRACTICE

Practical implications are very important in the results of this study because they can provide a contribution, first for MSME actors, especially traditional food product actors, traditional food where this must be maintained in order to survive, secondly, employees in traditional food businesses are encouraged to have an understanding of sharia law that supports the creation of art and uniqueness because with traditional food, one of the cultures remains sustainable and continues to survive. Third, knowledge of religiosity is very important in producing products that have added value, because with knowledge of religiosity it will become its own competitiveness and will be able to face competition. Our findings show that knowledge of religiosity can be a good dimensional variable for motivation towards sustainability performance and the presence of female gender in producing a product that has its own uniqueness. Therefore, MSME actors are advised from these findings to encourage and facilitate opportunities for teams to exchange and share knowledge.

LIMITATION

Respondents who in this case are female in running a regional traditional food business and there is a uniqueness in the business.

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