



## Sustainable purchase behavior for products of disabled entrepreneurs: The roles of product quality, empowerment, and innovation behavior

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### ABSTRACT

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#### Keywords

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This study examines the influence of empowerment, innovative behavior, product quality, and pricing strategy on sustainable purchase behavior for products of disabled entrepreneurs. The sustainability of businesses run by disabled entrepreneurs is a crucial factor in ensuring their long-term survival. The research approach employed is quantitative. Data analysis utilizes Structural Equation Modeling (SEM) with SPSS-AMOS 24 software. The respondents consist of 145 consumers. A purposive sampling technique was used to select participants. Data collection was conducted using an electronic questionnaire. The research concluded that empowerment and product quality positively influence innovation behavior and sustainable purchase behavior for products of disabled entrepreneurs. However, the pricing strategy did not have a positive impact on sustainable purchase behavior for these products. The sustainable empowerment of disabled entrepreneurs, whether carried out by the government or the community, played a positive role in promoting sustainable purchase behavior and ensuring the continuity of their businesses. Empowerment has a positive influence on the innovative behavior of entrepreneurs with disabilities. Consumer decisions to make repeat purchases are based on empowerment, innovative behavior, and product quality. These are essential indicators of the sustainability of products made by entrepreneurs with disabilities. The government needs to strengthen entrepreneurial skills through sustainable empowerment programs, increased access to capital, and infrastructure improvements to promote sustainable purchasing behavior for products of disabled entrepreneurs.

**Contribution/Originality:** This study contributes to the existing literature on sustainable purchase behavior. It is one of the few studies that have investigated consumers of disabled entrepreneurs. The primary contribution of this paper is identifying that empowerment and innovative behavior influence sustainable purchase behavior. Additionally, this study documents the business sustainability of disabled entrepreneurs.

## 1. INTRODUCTION

Entrepreneurship among persons with disabilities in the business world is a crucial topic for ensuring the long-term survival of entrepreneurs. According to the Coordinating Ministry for Human Development and Culture of the Republic of Indonesia, in 2022, the number of disabled persons in Indonesia was nearly 28.5 million, or approximately 8.5% of the total Indonesian population. These impairments include visual, hearing, intellectual, and physical disabilities. Data from the Central Statistics Agency indicates that 0.81% of people with disabilities, or nearly 182,000 individuals, have chosen to become entrepreneurs. Additionally, data from e-Disability in East Java Province in 2024

shows that the number of disabled people in East Java reached 16,798 (Marchante, 2024). More than 500 of these individuals are entrepreneurs engaged in various business fields, including (1) handicrafts, (2) culinary arts, (3) information technology, and (4) services. The East Java Provincial Government and the Social Services Agency have developed various programs to support the empowerment of disabled entrepreneurs to achieve business sustainability. These programs include skills training, access to capital, and business coaching. In reality, disabled entrepreneurs in East Java still face various challenges, including: (1) difficulty accessing capital; (2) infrastructure that is not accessible for people with disabilities; (3) lack of access to technology; and (4) persistent negative stigma from the community, which considers them less competent in running a business (Anggraeni, 2014; Aprilia, Permana, & Syarifah, 2019; Balcazar, Kuchak, Dimpfl, Sariepella, & Alvarado, 2014). The implementation of government training and empowerment programmes has not been intensive, inclusive, or sustainable. As a result, not all entrepreneurs with disabilities can create high-quality products that guarantee repeat purchases from consumers (Surwanti & Hindasah, 2018). Entrepreneurs with disabilities face difficulties in setting prices due to the presence of highly competitive competitors (Surwanti & Hindasah, 2018). Entrepreneurs with disabilities also face challenges in accessing digital marketing for their products. These difficulties threaten the sustainability of entrepreneurship among people with disabilities. Epriliyana (2024b) concluded that four factors determine consumers' purchase of products from entrepreneurs with disabilities, namely: (1) product quality; (2) competitive prices; (3) impulse buying; and (4) pity. If pity is the primary reason consumers buy products from disabled entrepreneurs, it could threaten the sustainability of disabled entrepreneurship. According to Lin and Lu (2006) and Parthasarthy and Hammond (2002), product quality influences innovation behavior. Research by Shan, Luo, and Xiang (2022); Lee (2014), and Ingenbleek, Frambach, and Verhallen (2010) states that pricing strategy influences innovation behavior. Meanwhile, Khayru, Amri, and Gani (2021) and Surwanti and Hindasah (2018) state that product quality and pricing strategies do not influence sustainable purchasing behavior. These differences are influenced by consumer behavior factors with distinct characteristics. Some consumers consider product quality when purchasing, while others consider price. Some consumers make purchases without any consideration. Empowerment influences innovative behavior (Dan et al., 2018; Echebiri, Amundsen, & Engen, 2020; Singh & Sarkar, 2019; Supriyanto et al., 2023). The empowerment carried out has an impact on innovation because the empowerment model applied is appropriate to the needs and on target. Vătămănescu, Dinu, Gazzola, and Dabija (2025) state that empowerment influences sustainable purchase behavior. Several other studies, such as Lapsomboonkamol, Songkram, Thamsuwan, and Songkram (2022); Chukwunwem and Ndubueze (2021); Wang et al. (2019), and Al-Salamini and Al-Hassan (2016) state that innovation behavior does not mediate the impact between product quality, pricing strategy, empowerment on sustainable purchase behavior. According to Sarfraz et al. (2022), innovation behavior mediates the influence between product quality and sustainable purchasing behavior. Differences between findings and research results may be explained by factors such as empowerment models, characteristics of empowered entrepreneurs, and diverse consumer behaviors related to product quality, price, empowerment, and innovation. This study combines these variables for further research, contributing to the theory of sustainable purchasing behavior. There is a discrepancy between expectations and reality regarding the sustainability of entrepreneurship among disabled persons, particularly in terms of product quality, pricing strategies, empowerment, innovative behavior, and sustainable purchasing behavior. The government and entrepreneurs with disabilities need to collaborate to ensure business sustainability. The government should motivate empowerment programs for disabled individuals, while disabled entrepreneurs must continue innovating to maintain the sustainability of their products. Consumers also need to make repeat purchases to establish a pattern of sustainable purchasing behavior. The concept of SPB Prodisapreneurs, which is realized through product quality, pricing strategies, empowerment, and innovative behavior, is an interesting finding that was studied. This study aims to analyze and describe SPB Prodisapreneurs in terms of product quality, pricing strategies, empowerment, and innovative behavior. SPB Prodisapreneurs are expected to contribute to the sustainability of products from entrepreneurs with disabilities as they develop their businesses.

## 2. LITERATURE REVIEW

### 2.1. Sustainable Purchase Behavior for Products of Disabled Entrepreneurs (SPB Prodisapreneurs)

Sustainable purchasing behavior is consumer action driven by environmental, social, and economic awareness to select products or services that support sustainability (Joshi & Rahman, 2019). Research by Kašperová (2021) defined disabled entrepreneurs as self-employed individuals or business owners with long-term impairments or health conditions. Sustainable Purchase Behavior for Products of Disabled Entrepreneurs (SPB Prodisapreneurs) is defined as a continuous consumer purchasing behavior of products made by disabled entrepreneurs. Consumer purchasing behavior originates from the Theory of Buyer Behavior (Howard & Sheth, 1969). Later, the theory developed into the Theory of Reasoned Action (Ajzen & Fishbein, 1975), which states that a person's actions are influenced by two factors, namely (a) subjective norms and (b) attitude toward behavior. The theory was further developed through the findings of Engel, Blackwell, and Miniard (1991) which states that purchasing decisions and purchasing behavior are influenced by psychological processes, described as follows: (a) need recognition; (b) information search and processing; (c) pre-purchase alternative evaluation; (d) purchase consumption; (e) post-consumption alternative evaluation; (f) divestment. Anwer, Deshpande, Derry, and Basil (2020) re-examined the values in marketing decision-making. In their findings, there are three consumer values in making business purchasing decisions, such as: (a) convention; (b) humanity; (c) bottom line. Epriliyana (2024a) found that the humanitarian spirit in purchasing decisions is also present in purchasing decisions for products made by disabled entrepreneurs. The humanitarian spirit is one of the reasons consumers make purchases. The humanitarian spirit also means the spirit of entrepreneurs with disabilities in building businesses through innovation and product development, as well as in attracting consumers to continue buying their products. From the consumer's perspective, there is a spirit to collaborate with entrepreneurs with disabilities by continuing to buy their products.

The concept of 'Sustainable' in the principle of product sustainability originates from the 'Sustainable Development Concept' (World Commission on Environment and Development, 1987), which consists of: environmental sustainability, economic sustainability, and social sustainability. The concept of sustainability was then developed by Elkington (1997) through the 'Triple Bottom Line Concept', which consists of: (a) environmental quality; (b) economic prosperity; (c) social justice. Research of Majid and Koe (2012) then adopted the 'Triple Bottom Line in the concept of Sustainability Entrepreneurs, which consists of: (a) sustainability covers the preservation of the domains of social, economic, environmental, and cultural through continuous commitment from the entrepreneurs; (b) entrepreneurs need innovation to make a change in their businesses, processes, or products for sustainability. Sustainable Entrepreneurship then developed into: (a) social entrepreneurship; (b) ecopreneurship; (c) inclusive entrepreneurship; (d) impact entrepreneurship. Inclusive entrepreneurship, which is discussed in this study, is divided into: (a) Entrepreneurial Awareness; (b) Nascent Entrepreneur; (c) Early Startup; (d) Sustain Growth (Shaheen, 2016). This study discusses disabled entrepreneurs who have achieved sustainable growth. They are growing and continuously need guidance, training, seminars, and workshops to develop their businesses to achieve independence. The CARE model (Hsieh, Molina, & Weng, 2019) is expected to serve as a prototype for developing disabled entrepreneurs in the sustainable growth stage to support SPB Prodisapreneurs. Indicators of the SPB Prodisapreneurs include (Epriliyana, 2024b; Hsieh et al., 2019):

- a. Self-development, which is the entrepreneur's willingness to develop themselves.
- b. Consistency, which is the entrepreneur's consistency in running their business.
- c. Social support, which is the support from the entrepreneur's surrounding environment for the business being managed.
- d. Digitalisation, the use of technology, such as the marketplace chosen by the entrepreneur to run their business.
- e. Expanding networking, which is the entrepreneur's ability to build partnership networks.
- f. Entrepreneurial motivation, namely, the mental resilience of entrepreneurs in facing business challenges and obstacles.

- g. Creativity to create profit, namely the creativity of entrepreneurs in developing products to generate profits.
- h. Competitive product, namely the competitiveness of products produced by entrepreneurs compared to other similar products.
- i. Competitive pricing is the degree to which entrepreneurs' prices are lower than those of similar products.
- j. Humanitarian spirit, which is the spirit of entrepreneurs with disabilities, to exist in building a business by innovating product development.

## 2.2. Product Quality to Innovation Behavior and SPB Prodisapreneurs

Product quality is defined as the alignment between consumer expectations and the actual product quality (Putra, Riana, Nurmala, & Kuswoyo, 2023). Customer expectations and achieving good product quality are key actions in a company (Pacana & Siwec, 2021). Good product quality builds customer trust in a company's products. A good product has characteristics that match consumer desires and needs. According to Heriyati and Septi (2012), companies must differentiate their products from competitors' products to maintain their competitive advantage in the market. The dimensions of product quality are: (a) performance; (b) reliability; (c) feature; (d) conformance; (e) design; (f) durability; (g) serviceability; (h) perceived quality. Parthasarthy and Hammond (2002) and Lin and Lu (2006) state that product quality influences innovation behavior. Research by Fauziah, Arisman, and Pauzy (2022) states that product quality does not have a significant effect on product innovation. Findings by Khayru et al. (2021); Joshi and Rahman (2017); Sheikh, Mirza, Aftab, and Asghar (2014), and Mahesh and Ganapathi (2012) state that product quality affects sustainable purchase behavior. Surwanti and Hindasah (2018) state that product quality does not affect sustainable purchase behavior.

*H<sub>1</sub>: Product Quality positively influences Innovation Behavior.*

*H<sub>2</sub>: Product Quality positively influences SPB Prodisapreneurs.*

## 2.3. Pricing Strategy to Innovation Behavior and SPB Prodisapreneurs

Pricing strategy is a plan or approach used by companies to set prices for products or services offered to consumers (Putra et al., 2023). Pricing strategy considers factors such as (a) production market demand; (b) company objectives; (c) costs; (d) competition; (e) desired market position. Then, Kotler and Keller (2016) argue that there are four dimensions of pricing strategy, as follows: (a) affordability of the pricing strategy; (b) alignment between the pricing strategy and quality; (c) alignment between the pricing strategy and benefits; (d) competitiveness. Meanwhile, Shan et al. (2022), Lee (2014), and Ingenbleek et al. (2010) state that pricing strategy influences innovation behavior. De Toni, Reche, and Milan (2022) found that pricing strategy does not influence innovation; rather, it is influenced by innovation. However, Joshi and Rahman (2017), Sheikh et al. (2014); Mahesh and Ganapathi (2012) state that pricing strategy influences sustainable purchase behavior. Whereas Khayru et al. (2021) and Surwanti and Hindasah (2018) state that pricing strategy does not affect sustainable purchase behavior.

*H<sub>3</sub>: Pricing Strategy positively influences Innovation Behavior.*

*H<sub>4</sub>: Pricing Strategy positively influences SPB Prodisapreneurs.*

## 2.4. Empowerment to Innovation Behavior and SPB Prodisapreneurs

Nwokorie and Devlieger (2019) argue that empowerment is used to describe support services for disabled entrepreneurs. Empowerment means taking actions to increase the capacity development of entrepreneurs with disabilities and help them become independent, both financially and in terms of productivity. Entrepreneurs' empowerment programmes for persons with disabilities in Indonesia include (Novaria, Utama, & Pujileksono, 2023; Surwanti & Hindasah, 2018): (a) collaboration and business partnership cooperation; (b) job training; (c) mentoring for the improvement of creative economic enterprises; (d) skills improvement to enhance product quality; (e) provision of access to business capital. Findings by Supriyanto et al. (2023); Echebiri et al. (2020); Singh and Sarkar (2019); Dan

et al. (2018), and Berraies, Chaher, and Yahia (2014) state that empowerment influences innovation behavior. Whereas Dewinta, Nilasari, and Nisfiannoor (2023) state that psychological empowerment does not affect innovative work behavior. Then, Vătămănescu et al. (2025) state that empowerment affects sustainable purchase behavior. However, research by Ahdanisa (2019) states that empowerment does not affect sustainable purchase behavior.

*H<sub>5</sub>: Empowerment positively influences Innovation Behavior.*

*H<sub>6</sub>: Empowerment positively influences SPB Prodisapreneurs.*

## 2.5. Innovation Behavior to SPB Prodisapreneurs

Innovation behavior refers to the ability to generate original ideas, leverage work results as potential ideas, and apply new ideas to work practices (Birdi, Leach, & Magadley, 2016). Research by Zaoui, Hamou-ou-Brahim, Zhou, Omrane, and Huang (2021) and Birdi et al. (2016) states that innovation behavior is reflected in business management, including: (a) Innovation strategy; (b) innovation culture; (c) product innovation; (d) technological capability; (e) customer and supplier relationship. Zaoui et al. (2021) and Rayi and Aras (2021) state that innovative behavior influences sustainable purchase behavior. However, Sanjaya (2016) states that innovation does not influence sustainable purchase behavior.

*H<sub>7</sub>: Innovation behavior positively influences SPB Prodisapreneurs.*

## 2.6. Product Quality, Pricing Strategy, and Empowerment to SPB Prodisapreneurs through Innovation Behavior

Sustainable Purchase Behavior for Products of Disabled Entrepreneurs (SPB Prodisapreneurs) in this study refers to ongoing consumer purchasing behavior of products made by disabled entrepreneurs. SPB Prodisapreneurs indicators include: (a) self-development; (b) consistency; (c) social support; (d) digitalisation; (e) expanding networking; (f) entrepreneurial motivation; (g) creativity to create profit; (h) competitive product; (i) competitive price; (j) humanitarian spirit. According to Sarfraz et al. (2022), innovation behavior mediates between product quality and sustainable purchase behavior. However, Lapsomboonkamol et al. (2022) and Parthasarthy and Hammond (2002) state that innovation behavior does not mediate the influence of product quality on sustainable purchase behavior. Zhang, Tian, Lin, and Liu (2023) state that innovation mediates pricing strategy and sustainable purchase behavior. Wang et al. (2019) and Al-Salamin and Al-Hassan (2016) state that innovation behavior does not affect sustainable purchase behavior. Fuchs and Schreier (2011) state that innovation mediates the influence of empowerment on sustainable purchase behavior. Chukwunwem and Ndubueze (2021) and Grošelj, Černe, Penger, and Grah (2021) state that innovation behavior does not mediate the influence of empowerment on sustainable purchase behavior.

*H<sub>8</sub>: Innovation Behavior mediates the influence of Product Quality SPB Prodisapreneurs.*

*H<sub>9</sub>: Innovation Behavior mediates the influence of Pricing Strategy SPB Prodisapreneurs.*

*H<sub>10</sub>: Innovation Behavior mediates the influence of Empowerment SPB Prodisapreneurs.*

The conceptual frameworks are explained in Figure 1.

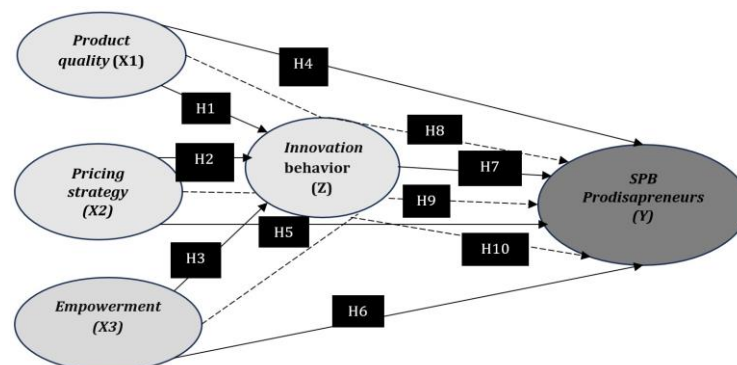


Figure 1. Conceptual frameworks.



### 3. METHODS

#### 3.1. Analysis Method

This research design is a quantitative approach, implementing SPSS–AMOS 24 software with Structural Equation Modeling (SEM). This research describes and evaluates the impact of Product Quality, Pricing Strategy, Empowerment, and Innovation Behavior on SPB Prodisapreneurs. The research employs Structural Equation Modeling to analyze the influence between constructs and validate the theoretical framework. This also explains the relationship between the variables being studied (Hair, Risher, Sarstedt, & Ringle, 2019).

#### 3.2. Population and Sampling

The population of this study consists of all consumers who have purchased products from disabled entrepreneurs. Purchases can be made offline or online. The target population is as follows: (a) consumers who have made repeat purchases; (b) consumers who have made purchases offline and/or online; (c) consumers who are buyers from entrepreneurs with disabilities who operate in the culinary field (food and/or beverages); (d) consumers from entrepreneurs with disabilities who have business legality, such as a Business Registration Number and/or a Home Food Business Permit.

The sampling method is non-probability sampling. Consumers were sampled using purposive sampling. According to Hair et al. (2019), the sample size was determined by multiplying the number of indicators (a total of 27) by a factor of five to ten. The research population size is unknown. The minimum sample size required is 135, and the maximum is 270. In this study, 145 respondents from East Java, Indonesia, participated.

#### 3.3. Data Collection

The study employed various data collection techniques, including e-questionnaires, direct interviews with disabled entrepreneurs, and observation, to systematically record variables. Data were collected via e-questionnaires distributed to a sample of 145 consumers via Google Forms. These consumers were asked to complete questionnaires in July–August 2025 to collect information. The researchers conducted interviews by visiting the business locations and asking several questions necessary for the research data.

#### 3.4. Measurements

All variables were measured using widely accepted and established procedures, as outlined in Table 1, to facilitate comparison with this study. The measurement of data was conducted using modified indicators from previous studies, which were then adjusted to the conditions of the research object.

**Table 1.** Variables measurement.

| Variables             | References                                        | Indicators                                                                                 | Questionnaire statements                                                                                                                                                                                                                                                                                                              |
|-----------------------|---------------------------------------------------|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Product quality (X1)  | Heriyati and Septi (2012) and Putra et al. (2023) | a. Performance;<br>b. Reliability,<br>c. Durability,<br>d. Perceived Quality               | a. I find the product packaging is appealing;<br>b. I find that the raw materials used in the product are of good quality.<br>c. I find that the product can last for several days after packaging.<br>d. The quality of the product meets my expectations.                                                                           |
| Pricing strategy (X2) | Kotler and Keller (2016)                          | a. Affordability of pricing strategy;<br>b. Accuracy between pricing strategy and quality; | a. I consider the pricing strategy for the product to be affordable for consumers.<br>b. I consider the quality of the product to be in line with the price offered;<br>c. I consider the benefits of the product to be in line with the price offered;<br>d. I consider the price set to be competitive with other similar products. |

| Variables                | References                                             | Indicators                                                                                                                                                                                                                                                                                                                                                              | Questionnaire statements                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------------|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                          |                                                        | <ul style="list-style-type: none"> <li>c. Accuracy of pricing strategy and benefits;</li> <li>d. Price competitiveness.</li> </ul>                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Empowerment (X3)         | Novaria et al. (2023) and Surwanti and Hindasah (2018) | <ul style="list-style-type: none"> <li>a. Job training;</li> <li>b. Assistance for improvement;</li> <li>c. Business partnership cooperation;</li> <li>d. Skill enhancement to improve product quality;</li> <li>e. Provision of access to business capital.</li> </ul>                                                                                                 | <ul style="list-style-type: none"> <li>a. I believe that the job training that entrepreneurs have participated in has had a positive impact on the business.</li> <li>b. I believe that external assistance has had a positive impact on the sustainability of the businesses.</li> <li>c. I believe that partnership programmes have a positive impact on the sustainability of businesses.</li> <li>d. I believe that external skills programmes have a positive impact on improving the quality of entrepreneurs' products.</li> <li>e. I believe that easy access to capital can positively impact the growth of entrepreneurs' businesses.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Innovation behavior (Z)  | Zaoui et al. (2021)                                    | <ul style="list-style-type: none"> <li>a. Innovation Strategy;</li> <li>b. Innovation Culture;</li> <li>c. Capability;</li> <li>d. Customer and Supplier Relationship.</li> </ul>                                                                                                                                                                                       | <ul style="list-style-type: none"> <li>a. I believe the innovation strategies implemented by entrepreneurs can have a positive impact on the growth of their businesses.</li> <li>b. I believe that cultural innovation in the workplace, driven by entrepreneurs, has a positive impact on the growth of their businesses.</li> <li>c. I believe that technological innovation has a positive impact on business sustainability;</li> <li>d. I believe entrepreneurs' efforts to foster good relations between consumers and producers have a positive impact on business sustainability.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| SPB prodissapreneurs (Y) | Hsieh et al. (2019) and Epriliyana (2024a)             | <ul style="list-style-type: none"> <li>a. Self-development;</li> <li>b. Consistency;</li> <li>c. Social support,</li> <li>d. Digitalisation</li> <li>e. Expanding networking</li> <li>f. Entrepreneurial motivation;</li> <li>g. Creativity to create profit</li> <li>h. Competitive product</li> <li>i. Competitive price,</li> <li>j. Humanitarian spirit,</li> </ul> | <ul style="list-style-type: none"> <li>a. I believe entrepreneurs have a strong desire to develop themselves.</li> <li>b. I believe the businesses run by entrepreneurs are consistent.</li> <li>c. I believe the support of the environment surrounding entrepreneurs for the businesses they manage can increase business sustainability.</li> <li>d. I believe the use of technology, such as the marketplace chosen by entrepreneurs in running their businesses, can support business sustainability.</li> <li>e. I believe that entrepreneurs are capable of building good partnership networks.</li> <li>f. I believe that entrepreneurs have the mental resilience to face business challenges.</li> <li>g. I believe that entrepreneurs' creativity in creating products can generate profits.</li> <li>h. I believe that the products produced by entrepreneurs are competitive compared to other similar products.</li> <li>i. I assess that the prices set by entrepreneurs are competitive compared to other similar products.</li> <li>j. I believe entrepreneurs have the drive to thrive by building their businesses through innovation and product development.</li> </ul> |

#### 4. DISCUSSION OF THE RESULTS

The research results were obtained from primary data collection through an e-questionnaire from approximately 145 consumers. The data was then processed using SPSS–AMOS 24.

##### 4.1. Demographic Respondents

The demographic data obtained from primary data filled in by participants and collected through e-questionnaires includes: gender, age, education, profession, and consumer experience. Demographic data is presented in Table 2.

**Table 2.** Demographic respondents.

| Demographic respondents |                   | N   | Percent |
|-------------------------|-------------------|-----|---------|
| Gender                  | Male              | 104 | 72%     |
|                         | Female            | 41  | 28%     |
| Age                     | 16 – 25           | 5   | 3.4%    |
|                         | 26 – 35           | 25  | 17.24%  |
|                         | 36 – 45           | 57  | 39.3%   |
|                         | 46 – 55           | 45  | 31.16%  |
|                         | 56 – 65           | 13  | 8.9%    |
| Education               | Under High School | 7   | 4.8%    |
|                         | High School       | 66  | 45.6%   |
|                         | Bachelor          | 58  | 40%     |
|                         | Above Bachelor    | 14  | 9.6%    |
| Profession              | Civil             | 19  | 13.3%   |
|                         | Private           | 12  | 8.2%    |
|                         | Housewife         | 49  | 33.8%   |
|                         | Teacher/Lecturer  | 15  | 10.3%   |
|                         | Entrepreneurs     | 27  | 18.6%   |
|                         | Others            | 23  | 15.8%   |
| Consumer Experience     | 1-2 Years         | 29  | 20%     |
|                         | 2-4 Years         | 45  | 31.05%  |
|                         | 4-6 Years         | 49  | 33.79%  |
|                         | 6-8 Years         | 15  | 10.34%  |
|                         | < 8 Years         | 7   | 4.82%   |

Based on Table 2, the respondents are females, with a total of 104 (around 72%), while males number 41 (28%). By age, respondents who purchase products from disabled entrepreneurs are aged 36–45, approximately 39%.

The average buyer has a high school education, totaling 66 (about 45.6%), or a bachelor's degree, totaling 58 (40%). Based on profession, the buyers of disabled entrepreneurs' products are primarily housewives, accounting for around 33.8%. The most common consumer experience among respondents is between 4–6 years, approximately 33.79%.

##### 4.2. Measurement Models

The data collected through the e-questionnaire was then tested for validity and reliability. The results of the tests are presented as follows:



**Table 3.** Validity testing results.

| Variables               | Item    | Loading Factors |               | Interpretation |
|-------------------------|---------|-----------------|---------------|----------------|
|                         |         | Score           | Rule of Thumb |                |
| Product quality (X1)    | X1 _ 1  | 0. 658          | 0. 300        | Valid          |
|                         | X1 _ 2  | 0. 649          | 0. 300        | Valid          |
|                         | X1 _ 3  | 0. 632          | 0. 300        | Valid          |
|                         | X1 _ 4  | 0. 784          | 0. 300        | Valid          |
| Pricing strategy (X2)   | X2 _ 1  | 0. 832          | 0. 300        | Valid          |
|                         | X2 _ 2  | 0. 369          | 0. 300        | Valid          |
|                         | X2 _ 3  | 0. 871          | 0. 300        | Valid          |
|                         | X2 _ 4  | 0. 686          | 0. 300        | Valid          |
| Empowerment (X3)        | X3 _ 1  | 0. 682          | 0. 300        | Valid          |
|                         | X3 _ 2  | 0. 599          | 0. 300        | Valid          |
|                         | X3 _ 3  | 0. 483          | 0. 300        | Valid          |
|                         | X3 _ 4  | 0. 532          | 0. 300        | Valid          |
|                         | X3 _ 5  | 0. 531          | 0. 300        | Valid          |
| Innovation behavior (Z) | Z1 _ 1  | 0. 664          | 0. 300        | Valid          |
|                         | Z1 _ 2  | 0. 742          | 0. 300        | Valid          |
|                         | Z1 _ 3  | 0. 766          | 0. 300        | Valid          |
|                         | Z1 _ 4  | 0. 681          | 0. 300        | Valid          |
| SPB prodisapreneurs (Y) | Y1 _ 1  | 0. 391          | 0. 300        | Valid          |
|                         | Y1 _ 2  | 0. 568          | 0. 300        | Valid          |
|                         | Y1 _ 3  | 0. 623          | 0. 300        | Valid          |
|                         | Y1 _ 4  | 0. 510          | 0. 300        | Valid          |
|                         | Y1 _ 5  | 0. 443          | 0. 300        | Valid          |
|                         | Y1 _ 6  | 0. 570          | 0. 300        | Valid          |
|                         | Y1 _ 7  | 0. 345          | 0. 300        | Valid          |
|                         | Y1 _ 8  | 0. 444          | 0. 300        | Valid          |
|                         | Y1 _ 9  | 0. 515          | 0. 300        | Valid          |
|                         | Y1 _ 10 | 0. 655          | 0. 300        | Valid          |

The validity testing results in Table 3 show that the correlation coefficient values for the loading factor are above 0. 300 (> 300). Therefore, the questionnaire data used in this research are considered valid. According to Sarwono (2009), the indicator must have a correlation value greater than 0. 300 to be considered valid.

**Table 4.** Reliability testing results.

| Variables               | Loading factors |               | Description |
|-------------------------|-----------------|---------------|-------------|
|                         | Score           | Rule of thumb |             |
| Product quality (X1)    | 0. 763          | 0. 600        | Reliable    |
| Pricing strategy (X2)   | 0. 781          | 0. 600        | Reliable    |
| Empowerment (X3)        | 0. 782          | 0. 600        | Reliable    |
| Innovation behavior (Z) | 0. 710          | 0. 600        | Reliable    |
| SPB prodisapreneurs (Y) | 0. 742          | 0. 600        | Reliable    |

The reliability testing results in Table 4 show that the loading factor value is above 0. 600. The research variables exhibit composite reliability, according to Duryadi. (2021), a variable must have a composite reliability value greater than 0.600 to be considered trustworthy. This reliability measure indicates the consistency of respondents in answering the indicators of the variables used as research instruments accurately and uniformly.

#### 4.3. Measurement SEM-AMOS Models

Figure 1 shows the results of data processing using SEM-AMOS. The results illustrate the variables tested in this study, such as product quality, pricing strategy, empowerment, innovation behavior, and SPB Prodisapreneurs.

Figure 2 illustrates the influence of empowerment, product quality, and pricing strategy on innovation behavior and SPB Prodisapreneurs.

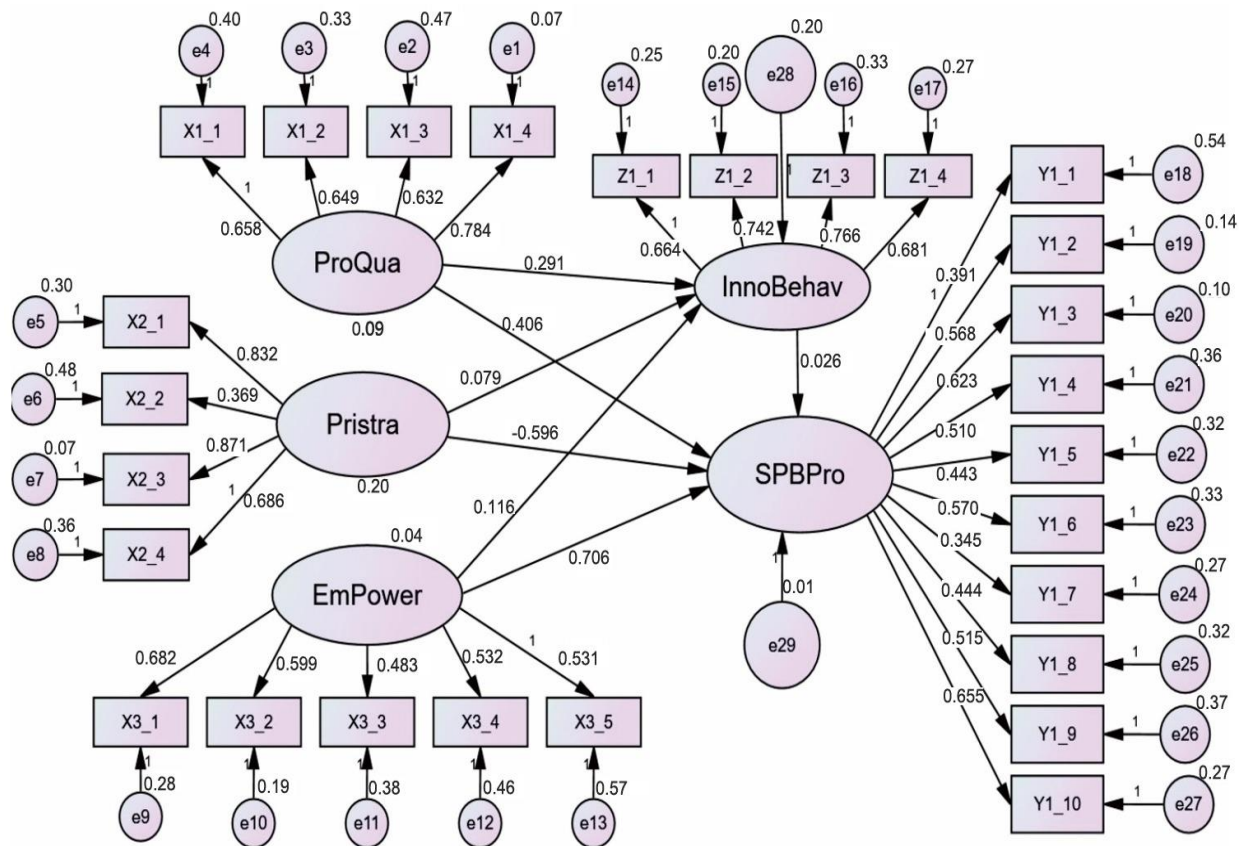


Figure 2. Structural equation models result.

The SEM-AMOS results presented in Table 5, based on the results, the model construct is a valid SEM model. This is evident from the RMSEA, RMR, and CFI values, which fall within the good fit range. The GFI value is in the acceptable fit category. The RMSEA of 0.034 is considered a good fit because it falls within the 0.00–0.05 range. The RMR is a good fit because its value falls between 0.00 and 0.05. The CFI is a good fit because its value falls between 0.95 and 1.00. Meanwhile, the CFI is considered an acceptable fit because its value falls between 0.80 and 0.90 (Ghozali, 2018).

Table 5. SEM-AMOS testing models results.

| Fit measure | Good fit                           | Acceptable fit                     | Result | Interpretation |
|-------------|------------------------------------|------------------------------------|--------|----------------|
| RMSEA       | $0.00 \leq \text{RMSEA} \leq 0.05$ | $0.05 \leq \text{RMSEA} \leq 0.08$ | 0.034  | Good fit       |
| RMR         | $0.00 \leq \text{RMR} \leq 0.05$   | $0.05 \leq \text{RMR} \leq 0.08$   | 0.049  | Good fit       |
| GFI         | $0.90 \leq \text{GFI} \leq 1.00$   | $0.80 \leq \text{GFI} \leq 0.90$   | 0.862  | Acceptable fit |
| CFI         | $0.90 \leq \text{CFI} \leq 1.00$   | $0.80 \leq \text{CFI} \leq 0.90$   | 0.878  | Acceptable fit |

The study employs hypothesis testing to evaluate the statistical significance of relationships between exogenous and endogenous variables. Table 6 shows the results of hypothesis testing for both direct and indirect influences. The results of the hypothesis testing indicate that out of the 10 (ten) hypotheses proposed, 8 (eight) were accepted, and 2 (two) were rejected.

Table 6. Hypothesis testing result.

| Path                                                              | Standardized estimates ( $\beta$ ) | P - value | Interpretation  | Hypothesis                 |
|-------------------------------------------------------------------|------------------------------------|-----------|-----------------|----------------------------|
| <b>Direct effect</b>                                              |                                    |           |                 |                            |
| ProQua (X1) $\rightarrow$ InnoBehav (Z)                           | 0. 291                             | 0. 004    | Significant     | H1 $\rightarrow$ Accepted  |
| ProQua (X1) $\rightarrow$ SPBPro (Y)                              | 0. 406                             | 0. 000    | Significant     | H2 $\rightarrow$ Accepted  |
| PriStra (X2) $\rightarrow$ InnoBehav (Z)                          | 0. 079                             | 0. 001    | Significant     | H3 $\rightarrow$ Accepted  |
| PriStra (X2) $\rightarrow$ SPBPro (Y)                             | -0. 596                            | 0. 287    | Not significant | H4 $\rightarrow$ Rejected  |
| EmPower (X3) $\rightarrow$ InnoBehav (Z)                          | 0. 116                             | 0. 004    | Significant     | H5 $\rightarrow$ Accepted  |
| EmPower (X3) $\rightarrow$ SPBPro (Y)                             | 0. 706                             | 0. 000    | Significant     | H6 $\rightarrow$ Accepted  |
| InnoBehav (Z) $\rightarrow$ SPBPro (Y)                            | 0. 026                             | 0. 034    | Significant     | H7 $\rightarrow$ Accepted  |
| <b>Indirect effect</b>                                            |                                    |           |                 |                            |
| ProQua (X1) $\rightarrow$ InnoBehav (Z) $\rightarrow$ SPBPro (Y)  | 0. 120                             | 0. 001    | Significant     | H8 $\rightarrow$ Accepted  |
| PriStra (X2) $\rightarrow$ InnoBehav (Z) $\rightarrow$ SPBPro (Y) | -0. 046                            | 0. 378    | Not significant | H9 $\rightarrow$ Rejected  |
| EmPower (X3) $\rightarrow$ InnoBehav (Z) $\rightarrow$ SPBPro (Y) | 0. 082                             | 0. 000    | Significant     | H10 $\rightarrow$ Accepted |

#### 4.4. Hypothesis Testing

The hypotheses accepted because they have p-values less than 0.05 are Hypotheses 1, 2, 3, 5, 6, 7, 8, and 10. Conversely, Hypotheses 4 and 9 are rejected because their p-values are greater than 0.05.

#### 4.5. Discussion

##### 4.5.1. The Role of Product Quality on Innovation Behavior and SPB Prodisapreneurs

The results of the hypothesis test in Table 6 indicate that product quality has a positive and significant influence on innovation behavior, as evidenced by the value ( $\beta = 0.291$ ; p-value = 0.004). Companies must meet customer expectations and deliver high-quality products to secure their market position (Pacana & Siwec, 2021). The research findings indicate that the quality of raw materials used in products obtained by entrepreneurs with disabilities significantly influences their innovative behavior. Higher-quality raw materials contribute to increased innovation among these entrepreneurs, fostering more effective and competitive product development. The research findings support the empirical studies by Lin and Lu (2006) and Parthasarthy and Hammond (2002), which find that product quality influences innovation. However, this study does not support (Fauziah et al., 2022) research, which finds that product quality does not affect innovation but instead influences competitive advantage. The results of this study show that high-quality raw materials that meet consumer expectations can influence innovation behavior in disabled entrepreneurs.

The results of the hypothesis test in Table 6 indicate that product quality has a positive and significant influence on SPB Prodisapreneurs ( $\beta = 0.406$ ; p-value = 0.000). High-quality raw materials that meet consumer expectations positively impact SPB Prodisapreneurs. Sustainable purchasing patterns can assist entrepreneurs with disabilities in continuing their development through training, expanding their online marketing networks, adopting market technology, and establishing cooperation with partners. The research results support the findings of Epriliyana (2024a), Khayru et al. (2021), Joshi and Rahman (2017), Sheikh et al. (2014), and Mahesh and Ganapathi (2012), which state that the existence of quality products influences sustainable purchase behavior. However, this study does not support Surwanti and Hindasah (2018) findings that product quality does not affect Sustainable Purchasing Behavior (SPB), as products often change and points of sale often move. Through this study, we found that SPB Prodisapreneurs, entrepreneurs with disabilities, need consistency in their businesses, including products and business locations.

#### 4.5.2. The Role of Pricing Strategy on Innovation Behavior and SPB Prodisapreneurs

The results indicate that the pricing strategy has a positive and significant influence on innovative behavior, as evidenced by the value ( $\beta = 0.079$ ;  $p\text{-value} = 0.001$ ). The research findings demonstrate that affordable prices, competitive pricing strategies, and the alignment between price and product influence the innovative behavior of disabled entrepreneurs. The research results support the findings of Shan et al. (2022), Lee (2014), and Ingenbleek et al. (2010), which state that pricing strategy influences innovation. However, the research results do not reinforce the findings of De Toni et al. (2022), which state that pricing strategy does not influence innovation. Disabled entrepreneurs are expected to implement price innovation strategies for business sustainability.

The results of the hypothesis test, as shown in Table 6, indicate that the pricing strategy does not have a positive and significant influence on SPB Prodisapreneurs ( $\beta = -0.597$ ;  $p\text{-value} = 0.287$ ). The pricing strategy for disabled entrepreneurs is not a significant factor affecting consumer behavior in making sustainable purchases. Consumers tend to prioritize product quality and innovation when making purchasing decisions. Even if the price is high, consumers are likely to proceed with the purchase if the product is of high quality and innovative. The results of this study reinforce the findings of Khayru et al. (2021) and Surwanti and Hindasah (2018), which state that price does not influence sustainable purchasing. Consumers tend to prioritise product quality when making purchases. This study weakens the opinions and findings of Epriliyana (2024b); Ali and Anwar (2021); Joshi and Rahman (2017); Sheikh et al. (2014), and Mahesh and Ganapathi (2012), which state that price is one of the factors that influence purchasing behavior.

#### 4.5.3. The Role of Empowerment on Innovation Behavior and SPB Prodisapreneurs

The study concluded that empowerment positively influences innovative behavior, as indicated by the value ( $\beta = 0.116$ ;  $p\text{-value} = 0.004$ ). Training and skills development for entrepreneurs with disabilities impact innovative behavior, including strategy, technological innovation, and online markets. The results of this study support the findings of Supriyanto et al. (2023); Echebiri et al. (2020); Singh and Sarkar (2019); Dan et al. (2018); Berraies et al. (2014), and Balcazar et al. (2014), which state that empowerment affects innovation behavior. However, the research does not support (Dewinta et al., 2023) findings that empowerment does not influence innovation. The government and society need to enhance the empowerment of disabled entrepreneurs to ensure the sustainability of the businesses they have started or are currently running.

Table 6 shows that empowerment has a positive and significant influence on SPB Prodisapreneurs ( $\beta = 0.706$ ;  $p\text{-value} = 0.000$ ). The empowerment of entrepreneurs with disabilities is crucial for SPB Prodisapreneurs and ensures the sustainability of entrepreneurship among people with disabilities. Entrepreneurs with disabilities are expected to improve their business skills through empowerment programs organized by the government and the community. The results of this study support the findings of Vățămănescu et al. (2025), who found that empowerment supports business sustainability. However, this differs from the findings of Ahdanisa (2019), which states that empowerment does not influence sustainable purchasing behavior due to several factors, including product changes and relocation of businesses from one place to another.

#### 4.5.4. The Role of Innovation Behavior on SPB Prodisapreneurs

The results of the hypothesis test, as shown in Table 6, indicate that innovative behavior positively influences SPB Prodisapreneurs ( $\beta = 0.026$ ;  $p\text{-value} = 0.034$ ). The role of innovative behavior in supporting the sustainability of products created by disabled entrepreneurs is significant, particularly through innovations developed by entrepreneurs with disabilities and their willingness to grow their businesses driven by humanitarian motives. This aligns with the findings of several studies, although some research presents contrasting results. For instance, Sanjaya (2016) found results that do not support this positive relationship, whereas studies by Zaoui et al. (2021), Rayi and Aras (2021), Abdul (2018), and Waterlander, Scarpa, Lentz, and Steenhuis (2011) are consistent with this study.

According to respondents, government empowerment programs do not significantly impact product packaging, taste, or quality. Overall, while innovation behavior has a weak influence on SPB Prodisapreneurs, it remains an important factor in fostering sustainable entrepreneurship among disabled individuals, emphasizing the need for targeted support and policies to enhance innovation and product development in this sector.

Meanwhile, according to entrepreneurs with disabilities, the empowerment programs that have been implemented are not aligned with the interests of entrepreneurs. For example, service sector entrepreneurs are offered training in product manufacturing; however, these training programs have not been implemented consistently. Entrepreneurs have not yet mastered one area of training before moving on to another. Additionally, entrepreneurs with disabilities face minimal innovation due to limited access to capital. Capital constraints arise because financial institutions do not believe that entrepreneurs with disabilities can repay loans. Disabled entrepreneurs also find it challenging to market their products due to limited digital access.

#### *4.5.5. The Mediating Role of Innovation Behavior in Product Quality, Pricing Strategy and Empowerment to SPB Prodisapreneurs*

Innovation behavior is one of the factors that mediates product quality and empowerment among SPB Prodisapreneurs, as evidenced by the statistical values ( $\beta = 0.120$ ;  $p\text{-value} = 0.001$ ) and ( $\beta = 0.082$ ;  $p\text{-value} = 0.000$ ). Research by Sarfraz et al. (2022) and Fuchs and Schreier (2011) is consistent with this study. However, the results of this study do not support the findings of Lapsomboonkamol et al. (2022); Chukwunwem and Ndubueze (2021); Grošelj et al. (2021), and Parthasarthy and Hammond (2002), which state that innovation does not mediate product quality and empowerment in sustainable purchase behavior. Innovation behavior does not mediate the influence of pricing strategy on SPB Prodisapreneurs, as evidenced by the statistical value ( $\beta = -0.046$ ;  $p\text{-value} = 0.378$ ). The pricing strategy has no direct or indirect influence on SPB Prodisapreneurs. Consumers no longer consider price a factor in deciding to purchase disabled products. Price is not an issue for consumers if the products offered are of high quality. Research by Wang et al. (2019) and Al-Salamin and Al-Hassan (2016) supports the results of this study. However, research by Zhang et al. (2023) does not support this study.

## **5. CONCLUSION, POLICY SUGGESTION, LIMITATION, AND FUTURE RESEARCH**

### *5.1. Conclusion*

The empirical results of this study indicate that empowering entrepreneurs with disabilities through continuous training, providing access to capital, maintaining consistent product quality, and fostering innovative behavior are key factors that influence SPB Prodisapreneurs.

This statement is supported by findings from Parthasarthy and Hammond (2002); Lin and Lu (2006); Mahesh and Ganapathi (2012); Sheikh et al. (2014); Joshi and Rahman (2017); Singh and Sarkar (2019), and Echebiri et al. (2020). However, pricing strategy does not appear to influence SPB Prodisapreneurs. This conclusion is supported by research from Surwanti and Hindasah (2018) and Khayru et al. (2021). Price is not a factor that consumers consider when deciding to continue purchasing high-quality products. Based on this research, a sustainable empowerment model for entrepreneurs with disabilities can enhance product quality, marketing networks, and partnerships among disabled entrepreneurs.

Theoretically, this research can serve as a reference for consumer behavior theory, particularly regarding sustainable purchasing behavior among entrepreneurs with disabilities. In practice, this research offers benefits for entrepreneurs with disabilities by encouraging them to focus on product quality, empowerment, and innovative behavior to ensure business sustainability. For consumers, it can inform their purchasing decisions. Additionally, for the government, the findings can be used to guide the implementation of sustainable empowerment programs for entrepreneurs with disabilities.



### 5.2. Policy Suggestion

This research offers policy recommendations, including: (a) The government should implement training and empowerment programs for entrepreneurs with disabilities, ensuring equitable involvement of disabled organizations. The training provided must be tailored to their interests and expertise, aiming to ensure the sustainability of activities and promote the empowerment and independence of entrepreneurs with disabilities. The training model should be complemented with motivational sessions designed to change mindsets and foster independence; (b) The government should facilitate access to capital for entrepreneurs with disabilities by establishing soft loan credit partnerships with financial institutions. This initiative aims to increase the confidence of financial institutions in the repayment ability of entrepreneurs with disabilities; (c) Infrastructure improvements should be made in various regions to facilitate access for persons with disabilities, ensuring equitable infrastructure development; (d) The government should provide social support for the digitalization of businesses operated by entrepreneurs with disabilities, enabling them to reach online consumers effectively.

### 5.3. Limitations and Future Research

The research is limited to: (a) variables studied, which include product quality, pricing strategy, empowerment, innovation behavior, and SPB Prodisapreneurs; (b) respondents, who were limited to a sample size of 145, distributed across East Java, specifically in the regions of Jember, Situbondo, Sidoarjo, Kediri, and Trenggalek; (c) the model used, which incorporated mediating variables but did not combine them with moderating variables. Future research is expected to expand on the topic of disabled entrepreneurship by: (a) adding other variables, such as psychological factors influencing consumer purchasing decisions or service quality; (b) increasing the scope and number of respondents; (c) developing a more complex model to better explain the relationships between variables.

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