

THE INFLUENCE OF SUSTAINABLE ENTREPRENEURSHIP TOWARDS SARI-SARI STORE PERFORMANCE

By

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Abstract. *This study examined the effect of sustainable entrepreneurship practices on the business performance of sari-sari stores in Poblacion, Tagoloan, Misamis Oriental. Guided by the Triple Bottom Line Theory, the research focused on three key dimensions of sustainability: economic sustainability, social responsibility, and environmental stewardship, and how these contribute to business growth, customer satisfaction, and market competitiveness. The study employed a quantitative research design, using a structured survey questionnaire administered to 55 sari-sari store owners and 275 customers, resulting in a total of 330 respondents selected through purposive sampling. The findings revealed that most store owners began their businesses with minimal capital and relied primarily on loans as a source of financial support. Additionally, the majority of businesses had been operating for three to five years within the Poblacion area. The results showed that respondents positively evaluated sustainable entrepreneurship practices and perceived them as significantly influencing business operations and overall performance. The study further revealed that businesses adopting sustainable practices experienced improved operational efficiency, stronger customer retention, enhanced competitiveness, and greater overall enterprise development. The findings underscore the importance of integrating sustainable entrepreneurship practices to achieve long-term business success and resilience. Consequently, the study recommends that business owners, educational institutions, and policymakers strengthen sustainability initiatives and programs that can support small businesses in becoming more competitive, adaptive, and sustainable in the long run.*

Keywords: *Sustainable Entrepreneurship, Triple Bottom Line Theory, Sari-sari Store, Business Performance, Economic Sustainability, Environmental Stewardship, Customer Satisfaction*

INTRODUCTION

Sustainability has become a decisive factor in ensuring the long-term success, stability, and competitiveness of businesses in the modern economic environment. With the increasing global awareness of environmental degradation, social inequality, and economic instability, entrepreneurs are gradually embracing sustainable entrepreneurship as an essential business approach. Sustainable entrepreneurship refers to the integration of innovation, environmental responsibility, economic viability, and social commitment into business operations and decision-making processes. According to Dean Shepherd and Holger Patzelt (2021), sustainable entrepreneurship focuses on creating economic value while simultaneously addressing environmental and social challenges that affect communities and future generations. This concept highlights that businesses are no longer evaluated solely based on profitability, but also on how they contribute to environmental preservation and societal well-being. As markets become increasingly dynamic and competitive, sustainability is now viewed not only as a corporate responsibility but also as a strategic advantage that enhances resilience, innovation, adaptability, and long-term organizational growth.

In recent years, businesses that integrate sustainability into their operations have demonstrated stronger performance and improved stakeholder relationships. Studies conducted by Michael Porter and Mark Kramer (2021) emphasized that sustainable business practices create shared value by improving

operational efficiency while simultaneously addressing social and environmental concerns. Sustainable enterprises often benefit from reduced operational costs, improved resource utilization, stronger customer trust, and enhanced competitive positioning in the market. Furthermore, the Triple Bottom Line Theory introduced by John Elkington remains highly relevant in explaining how businesses can achieve balance among economic prosperity, social equity, and environmental stewardship. Modern organizations increasingly recognize that long-term profitability depends on their ability to operate responsibly and sustainably in response to changing consumer expectations and global sustainability goals.

In the Philippines, micro, small, and medium enterprises (MSMEs) play a vital role in national economic development. Among these enterprises, sari-sari stores remain one of the most common forms of small-scale businesses because they provide affordable goods, employment opportunities, and additional household income within local communities. According to the Department of Trade and Industry (2023), MSMEs account for the majority of businesses in the country and significantly contribute to employment generation and local economic activity. Despite their importance, many sari-sari stores continue to face numerous operational challenges, including inadequate capitalization, poor inventory management, limited access to technology, unstable supply chains, and increasing competition from supermarkets and convenience stores. These difficulties often hinder their ability to sustain profitability and long-term business growth.

One effective strategy to address these challenges is the adoption of sustainable entrepreneurship practices. Sustainable practices such as proper waste management, ethical sourcing of products, efficient inventory control, energy conservation, and community engagement can help sari-sari store owners improve operational efficiency and strengthen customer loyalty. According to Howard R. Bowen, socially responsible business practices contribute to stronger relationships between businesses and communities, leading to improved organizational sustainability and public support. In addition, environmentally responsible practices, including reducing plastic waste and promoting recyclable materials, may help lower operational costs while supporting environmental protection efforts within local communities. Economically sustainable strategies, such as effective budgeting, financial planning, and resource optimization, can also improve profitability and business stability among small enterprises. As consumers become more conscious of ethical and environmentally responsible businesses, sustainability practices can enhance customer satisfaction and encourage repeat patronage.

This research intends to analyze the effect of sustainable entrepreneurial practices on the overall performance of sari-sari business enterprises. Specifically, the study aims to determine how environmental responsibility, social engagement, and economic efficiency influence key business performance indicators such as profitability, customer satisfaction, operational stability, and growth potential. By examining these relationships, the study seeks to demonstrate that sustainability practices are not only beneficial for environmental and social development but also contribute positively to the financial performance and competitiveness of small businesses. The researchers also recognize that sustainability practices may vary depending on business size, location, available resources, and management capabilities. Therefore, understanding sustainability within the context of sari-sari stores provides a localized and practical perspective that is highly relevant to Filipino entrepreneurs and grassroots enterprises.

Ultimately, the purpose of this study is to determine the influence of sustainable entrepreneurship on the performance of sari-sari businesses and to identify the specific practices, strategies, and factors that contribute to improved competitiveness, profitability, resilience, and long-term sustainability in the small business sector. The findings of this research may provide valuable insights for business owners, educational institutions, policymakers, and future researchers in promoting sustainable business development among MSMEs in the Philippines.

METHODOLOGY

Research Design

This study employed a quantitative sequential explanatory research design to examine the influence of sustainable entrepreneurship practices on the performance of sari-sari stores. The sequential explanatory design involves the collection and analysis of quantitative data followed by further interpretation to provide a deeper understanding of the results. According to John W. Creswell (2021), this research design is appropriate for studies that aim to explain relationships among variables through statistical analysis while allowing researchers to interpret the significance of the findings comprehensively. The quantitative approach was utilized to measure the extent to which sustainable entrepreneurship practices affect the operational performance, competitiveness, and long-term sustainability of sari-sari businesses.

The study focused on the key dimensions of sustainable entrepreneurship, particularly social responsibility, environmental stewardship, and economic sustainability, which are grounded in the Triple Bottom Line Theory. These dimensions were examined in relation to business performance indicators such as profitability, customer satisfaction, business stability, and growth potential. To gather the necessary data, the researchers used a structured survey questionnaire administered to sari-sari store owners. The instrument contained standardized questions designed to measure the respondents' perceptions and practices regarding sustainability and business performance. The use of a structured questionnaire ensured consistency, objectivity, and reliability in data collection, making it suitable for quantitative analysis.

Furthermore, the study aimed to determine whether sustainable entrepreneurship practices contribute significantly to the success and competitiveness of micro-business enterprises. Through statistical analysis of the collected data, the researchers were able to identify patterns, relationships, and trends regarding how sustainability practices influence sari-sari store operations. The findings of the study are expected to provide practical insights for entrepreneurs, policymakers, and future researchers in promoting sustainable business development among small enterprises.

Research Locale

This study was conducted in Poblacion, Tagoloan, Misamis Oriental, an area characterized by a growing number of sari-sari stores and small retail enterprises. Poblacion serves as the commercial center of the municipality, where various micro-businesses operate to provide daily necessities and services to the local community. The area is populated with numerous sari-sari stores, small retail shops, and street stalls that contribute significantly to the local economy and household income generation.

The researchers selected Poblacion, Tagoloan, Misamis Oriental, as the locale of the study because of the increasing number of sari-sari store entrepreneurs in the area who actively participate in the municipality's economic development. These small businesses play an important role in supporting community livelihoods, promoting local commerce, and providing accessible products to residents. Additionally, the presence of diverse sari-sari store operations in the locality provided the researchers with an appropriate setting to investigate the implementation of sustainable entrepreneurship practices and their influence on business performance.

The locale was considered suitable for the study because it reflects the realities and challenges commonly experienced by micro-enterprises in the Philippines, including limited resources, increasing market competition, and the need for sustainable business strategies. By conducting the research in this area, the researchers aimed to generate findings that are relevant, practical, and beneficial to sari-sari store owners and other small business operators in similar communities.

Research Respondents

The respondents of this study consisted primarily of sari-sari store owners who are directly involved in the daily operations, management, and decision-making processes of their businesses. These respondents

were selected because they possess firsthand knowledge and practical experience regarding the implementation of sustainable entrepreneurial practices and their influence on business performance. As primary operators of their enterprises, the store owners are in the best position to provide reliable information concerning business sustainability practices related to economic efficiency, social responsibility, and environmental stewardship. Their insights are essential in determining how sustainable entrepreneurship contributes to profitability, customer satisfaction, business stability, and overall competitiveness.

This study specifically focused on sari-sari store entrepreneurs located in Poblacion, Tagoloan, Misamis Oriental. The area was selected because of its growing population of micro-entrepreneurs and the significant role these businesses play in supporting the local economy and community livelihood. The participating store owners represented various types of small-scale retail operations operating within the locality. Their inclusion allowed the researchers to examine sustainability practices within the context of grassroots entrepreneurship in the Philippines.

To ensure the reliability, objectivity, and comprehensiveness of the data gathered, customers were also included as respondents in the study. Customers were considered important participants because they could provide external perspectives regarding the business practices, service quality, environmental responsibility, and overall performance of sari-sari stores. Including customers helped validate the responses of store owners and provided a more balanced assessment of how sustainable entrepreneurship practices are perceived and experienced by consumers. A minimum of five (5) customers were selected from each participating store, provided that they were at least eighteen (18) years old and capable of giving informed responses regarding their experiences with the business.

The study utilized an appropriate sampling technique to ensure that the selected respondents were representative of the target population. According to John W. Creswell (2021), selecting respondents who possess direct knowledge and experience related to the phenomenon being studied improves the validity and reliability of research findings. The researchers ensured that the respondents met the necessary qualifications and criteria to provide relevant and accurate information regarding sustainable entrepreneurship and business performance.

Distribution of Respondents in the Study

Respondents	Number of Respondents
Store Owners	55
Customers	275
Total	330

The distribution of respondents ensured that both business operators and consumers were adequately represented in the study. This enabled the researchers to gather diverse perspectives and generate more comprehensive findings regarding the influence of sustainable entrepreneurship practices on the performance of sari-sari businesses.

Sampling Procedure

This study utilized purposive sampling as the primary sampling technique in selecting the respondents. Purposive sampling is a non-probability sampling method in which participants are intentionally chosen based on specific characteristics, qualifications, and relevance to the objectives of the study. According to John W. Creswell (2021), purposive sampling is appropriate when researchers need respondents who possess firsthand knowledge, experiences, and insights related to the phenomenon being

investigated. In this study, the researchers selected respondents who were directly involved in sari-sari store operations and who could provide reliable information regarding sustainable entrepreneurship practices and business performance.

The sari-sari store owners were selected based on their active involvement in managing and operating sari-sari stores within Poblacion, Tagoloan, Misamis Oriental. Their inclusion ensured that the data gathered reflected actual business experiences and operational realities within the local micro-enterprise sector. Since the study focused on sustainable entrepreneurship practices, the store owners were considered the most appropriate respondents because they are directly responsible for business decision-making, financial management, customer relations, and sustainability-related practices within their enterprises. Their experiences provided valuable insights regarding the implementation of environmental responsibility, social engagement, and economic sustainability in daily business operations.

In addition to the store owners, customers were also purposively selected to strengthen the validity and reliability of the study through triangulation. At least five (5) customers from each participating store were included as respondents, provided that they were at least eighteen (18) years old and had actual purchasing experience from the selected sari-sari stores. These qualifications ensured that the customers were capable of providing informed and relevant responses regarding their perceptions of the store's business practices, service quality, and overall performance. Including customers in the study allowed the researchers to gather external perspectives that complemented and validated the responses of the store owners.

The use of purposive sampling also enhanced the triangulation process by ensuring that both the perspectives of business owners and consumers were adequately represented. Triangulation is a research strategy used to reduce bias and increase the credibility, consistency, and validity of research findings by collecting information from multiple sources. According to Norman K. Denzin, triangulation strengthens research outcomes by allowing researchers to compare and validate data obtained from different participants and viewpoints. By intentionally selecting respondents with direct experience and relevant knowledge, the researchers were able to gather comprehensive and meaningful data that improved the reliability, depth, and clarity of the study's findings.

Data Gathering Procedure

In conducting the study, the researchers first identified and selected sari-sari store owners within the study area who met the qualifications for participation. Prior to the distribution of the survey questionnaires, the researchers formally sought permission from the respondents and explained the purpose, significance, and objectives of the study. The respondents were also informed that their participation was voluntary and that all information gathered would be treated with confidentiality and used solely for academic purposes. This process ensured ethical compliance and encouraged honest and accurate responses from the participants.

After securing the respondents' consent, the researchers personally administered the survey questionnaires to the selected sari-sari store owners and customers. The researchers provided clear instructions and guidance on how to answer each item in the questionnaire to ensure that the respondents fully understood the questions and were able to provide accurate responses. Personal administration of the questionnaires also allowed the researchers to immediately address clarifications and minimize incomplete or inconsistent responses during data collection.

Upon retrieval of the completed questionnaires, the researchers carefully reviewed and checked the responses for completeness, consistency, and accuracy. Necessary revisions and adjustments were made to improve the clarity and effectiveness of the survey instrument whenever applicable. This procedure was important in ensuring the validity and reliability of the research instrument throughout the data collection process. According to Uma Sekaran and Roger Bougie (2022), careful administration and validation of research instruments contribute significantly to the accuracy, dependability, and credibility of quantitative research findings.

Research Instrument

The primary research instrument used in this study was a modified survey questionnaire designed to gather data regarding the implementation of sustainable entrepreneurship practices and the performance of sari-sari business enterprises in Poblacion, Tagoloan, Misamis Oriental. The questionnaire was structured and standardized to ensure uniformity in data collection and to facilitate quantitative analysis of the responses.

The survey questionnaire consisted of three major parts. The first part focused on the respondents' business profile, including information such as type of business ownership, number of years in operation, and number of employees. This section aims to provide background information regarding the characteristics of the sari-sari businesses included in the study.

The second part contained questions related to the implementation of sustainable entrepreneurship practices. This section specifically examined the dimensions of environmental responsibility, social engagement, and economic sustainability. The items in this section were designed to measure the extent to which the respondents applied sustainable practices in managing their businesses.

The third part focused on business performance indicators, including profitability, business growth, operational stability, and customer satisfaction. This section aims to assess how sustainable entrepreneurship practices influence the overall performance and competitiveness of sari-sari store enterprises. The questionnaire utilized clear and concise statements to enable respondents to provide accurate and reliable answers. Through the use of this research instrument, the researchers were able to systematically collect and analyze data relevant to the objectives of the study.

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Reliability and Validity of the Instrument

To ensure the reliability and validity of the research instrument, the researchers conducted a pilot test involving thirty (30) sari-sari store businesses located outside the actual scope and locale of the study. Pilot testing is an important procedure in quantitative research because it allows researchers to evaluate the clarity, consistency, appropriateness, and effectiveness of the survey questionnaire before the actual data gathering process. According to John W. Creswell (2021), pilot testing helps identify ambiguous questions, improve the structure of the instrument, and strengthen the overall quality of the research tool. By administering the questionnaire to respondents with characteristics similar to the target participants, the researchers were able to assess whether the instrument accurately measured the intended variables related to sustainable entrepreneurship and business performance.

To determine the reliability of the instrument, the researchers utilized Cronbach's alpha coefficient, a widely used statistical measure for assessing the internal consistency and reliability of survey questionnaires. Cronbach's alpha evaluates the extent to which the items in the instrument consistently measure the same construct. According to Lee J. Cronbach, a Cronbach's alpha value of 0.70 or higher generally indicates acceptable reliability and consistency among the questionnaire items. The results of the pilot testing revealed that the instrument obtained an alpha coefficient that met the acceptable statistical standard, confirming that the items included in the questionnaire were reliable, consistent, and suitable for measuring the constructs of sustainable entrepreneurship practices and business performance.

In addition to reliability testing, the questionnaire was also subjected to content validation to ensure its accuracy, relevance, and appropriateness. The survey instrument was presented to the research adviser and subject experts for evaluation and review. Their recommendations and suggestions were carefully considered to improve the wording, organization, and content of the questionnaire. This validation process ensured that the items were aligned with the objectives of the study and adequately represented the dimensions of environmental responsibility, social engagement, economic sustainability, and business performance.

Furthermore, the researchers ensured that the questionnaire items were clear, concise, and understandable to avoid misinterpretation and response bias among the respondents. Necessary revisions

and refinements were made based on the feedback gathered during the pilot testing and validation process. Through these procedures, the researchers established that the research instrument possessed acceptable levels of reliability and validity, making it appropriate for gathering accurate and dependable data for the study.

Scoring Procedure

The researchers utilized a four-point Likert scale to analyze and interpret the data gathered from the respondents. The Likert scale was used to measure the respondents' level of agreement regarding the implementation of sustainable entrepreneurship practices and their influence on the performance of sari-sari businesses. According to Rensis Likert, the Likert scale is an effective measurement tool commonly used in quantitative research to assess attitudes, perceptions, opinions, and behavioral responses through scaled statements. The use of a four-point scale enabled the respondents to provide more definite answers by eliminating neutral responses, thereby improving the clarity and reliability of the data gathered.

The responses were assigned corresponding numerical values ranging from one (1) to four (4), with higher values indicating stronger agreement and greater perceived influence of sustainable entrepreneurship practices on business performance. The weighted mean of the responses was computed and interpreted using the scoring range presented in Table 3. The interpretation of the results allowed the researchers to determine the extent to which sustainable entrepreneurship practices were perceived as influential in terms of environmental responsibility, social engagement, economic sustainability, profitability, customer satisfaction, and business growth.

<i>Scoring Range</i>			
Scale	Range	Description	Interpretation
4	3.26 – 4.00	Strongly Agree	Highly Influential
3	2.51 – 3.25	Agree	Moderately Influential
2	1.76 – 2.50	Disagree	Less Influential
1	1.00 – 1.75	Strongly Disagree	Not Influential

The table served as the basis for interpreting the weighted mean scores obtained from the respondents' answers. Mean scores falling within the highest range indicated that the respondents strongly agreed that sustainable entrepreneurship practices significantly influence business performance, while lower scores reflected lesser perceived influence. This scoring procedure provided a systematic and objective basis for analyzing the quantitative data and drawing meaningful conclusions relevant to the objectives of the study.

Ethical Considerations

This study strictly adhered to ethical principles and research standards to ensure the protection of the rights, safety, dignity, and welfare of all participants involved in the research process. Ethical considerations are essential in conducting research because they promote fairness, respect, integrity, and accountability throughout the study. According to the American Psychological Association (2021), ethical research practices require researchers to protect participants from harm, secure informed consent, maintain confidentiality, and ensure honesty in the presentation of findings. In line with these principles, the researchers carefully observed ethical procedures before, during, and after the conduct of the study.

Prior to data collection, the researchers provided the participants with a clear explanation regarding the nature, objectives, purpose, and procedures of the study. The respondents were fully informed about the significance of the research and the manner in which the gathered information would be utilized. After receiving sufficient information about the study, the participants were asked to voluntarily provide their informed consent before participating in the research. Informed consent ensured that the respondents clearly understood their role in the study and willingly agreed to participate without any form of pressure, coercion, or manipulation.

The researchers also emphasized that participation in the study was entirely voluntary. Respondents were informed that they had the right to decline participation or withdraw from the study at any stage of the research process without facing any form of penalty, discrimination, or negative consequence. Respecting the autonomy and freedom of the participants was considered an important ethical responsibility of the researchers. This practice ensured that the respondents participated willingly and provided honest and unbiased responses throughout the study.

Furthermore, the researchers guaranteed the highest level of confidentiality and anonymity of all information gathered from the participants. No personal information, names, or business identifiers that could reveal the identity of the respondents or their enterprises were included in any part of the study, report, or presentation of findings. The researchers ensured that all responses were treated with strict confidentiality and used solely for academic and research purposes. The collected data, including digital and printed copies of the questionnaires, were securely stored and protected from unauthorized access. Only the researchers and the research adviser were authorized to access the gathered information.

In addition, the researchers observed honesty, transparency, and integrity in all stages of the research process, particularly in the collection, analysis, interpretation, and reporting of data. The findings presented in the study were based solely on the actual responses and results obtained from the respondents, without fabrication, manipulation, or misrepresentation of data. Proper acknowledgment and citation of all sources, references, and related literature were also observed to avoid plagiarism and to uphold academic integrity. According to the Committee on Publication Ethics, maintaining transparency and proper citation practices strengthens the credibility, reliability, and ethical quality of scholarly research. Through the observance of these ethical considerations, the researchers ensured that the study was conducted responsibly, professionally, and in accordance with accepted ethical standards in academic research.

RESULTS AND DISCUSSION

Frequency and Percentage Distribution of the Respondents in Terms of Initial Capital

Profile	Characteristics	Frequency	Percentage
Initial Capital	₱5,000 – ₱15,000	174	52.7
	₱15,000 – ₱30,000	96	29.1
	₱30,000 – ₱50,000	18	5.5
	₱75,000 – ₱100,000	42	12.7
	Total	330	100.0

The table presents the frequency and percentage distribution of the respondents in terms of their initial capital. The findings reveal that the majority of the respondents, consisting of 174 or 52.7%, started their businesses with an initial capital ranging from ₱5,000 to ₱15,000. This was followed by 96

respondents or 29.1% who reported having an initial capital between ₱15,000 and ₱30,000. Meanwhile, 42 respondents or 12.7% indicated an initial capital of ₱75,000 to ₱100,000, while only 18 respondents or 5.5% had an initial capital ranging from ₱30,000 to ₱50,000. The results indicate that most respondents began their entrepreneurial ventures with relatively small amounts of financial capital.

The findings suggest that limited financial resources do not hinder individuals from engaging in entrepreneurial activities, particularly in small-scale businesses such as sari-sari stores. Instead, respondents appear to choose affordable and manageable business opportunities that require minimal investment yet provide a sustainable source of income. This reflects the practical and adaptive nature of micro-entrepreneurs in maximizing available resources despite financial constraints. The results further imply that access to financial capital significantly influences the scale and operational capacity of small businesses, particularly during the start-up phase.

Moreover, the findings highlight the importance of providing financial literacy programs, entrepreneurship training, and funding assistance to support aspiring entrepreneurs and small business owners. Institutional support mechanisms may help entrepreneurs improve resource management, strengthen financial decision-making, and expand business opportunities despite limited capital. According to Jeffery S. Marvel et al. (2021), entrepreneurial success is not solely dependent on financial resources but is also influenced by technical knowledge, entrepreneurial skills, and support systems that enhance business capability and sustainability. This suggests that even entrepreneurs with limited initial capital can achieve business growth and sustainability when provided with adequate knowledge, training, and institutional support.

Frequency and Percentage Distribution of the Respondents in Terms of Source of Capital

Profile	Characteristics	Frequency	Percentage
Source of Capital	Personal Savings	66	20.0
	Income	90	27.3
	Lending	126	38.2
	Loan	48	14.5
	Total	330	100.0

The table presents the frequency and percentage distribution of the respondents in terms of their source of capital. The results show that the majority of respondents, comprising 126 or 38.2%, obtained their capital through lending. This is followed by 90 respondents or 27.3% who used their regular income as a source of capital, while 66 respondents or 20.0% relied on personal savings. Meanwhile, 48 respondents or 14.5% reported obtaining capital through formal loans. The findings indicate that most respondents depend on external or informal financial sources rather than self-financing to support their entrepreneurial activities.

The results suggest that access to financial resources is a critical factor in enabling students to initiate and sustain entrepreneurial ventures. The high reliance on lending and loans implies that many respondents do not have sufficient personal savings to independently finance their business operations. This highlights the financial constraints experienced by student entrepreneurs, particularly in micro-scale businesses such as sari-sari stores, where initial and operating capital are often limited. As a result, external financing becomes a necessary support mechanism for business entry and continuity.

Furthermore, the findings emphasize the importance of strengthening financial support systems and improving access to affordable funding opportunities for aspiring entrepreneurs. Educational institutions and government agencies may play a significant role by providing financial literacy training, entrepreneurship development programs, and accessible funding assistance. Such initiatives can help students manage borrowed capital more effectively, reduce financial risks, and improve business sustainability. According to Yuli Kusmintarti et al. (2022), financial literacy and access to funding

significantly influence entrepreneurial participation, decision-making, and the long-term sustainability of small business ventures.

Overall, the findings imply that students’ entrepreneurial engagement is strongly shaped by their access to external financial sources. The dependence on lending and loans indicates the need for improved financial management skills and stronger institutional support to ensure sustainable business operations. Enhancing financial literacy and expanding access to funding opportunities can empower student entrepreneurs to better manage their capital, stabilize their businesses, and sustain long-term entrepreneurial activities.

Frequency and Percentage Distribution of the Respondents in Terms of Length of Business Operation

Profile	Characteristics	Frequency	Percentage
Length of Business	Less than 1 year	6	1.8
	1–2 years	66	20.0
	3–5 years	210	63.6
	6–10 years	6	1.8
	More than 10 years	42	12.7
	Total	330	100.0

This table presents the frequency and percentage distribution of the respondents in terms of the length of business operation. The results reveal that the majority of the respondents, comprising 210 or 63.6%, have been operating their businesses for 3–5 years. This is followed by 66 respondents or 20.0% who have been in business for 1–2 years, while 42 respondents or 12.7% reported operating their businesses for more than 10 years. Meanwhile, only 6 respondents or 1.8% have been operating for less than one year and another 6 respondents or 1.8% for 6–10 years. Overall, the findings indicate that most respondents have moderate entrepreneurial experience, reflecting sustained involvement and relative stability in their business operations.

The results suggest that the length of business operation plays a significant role in the development of entrepreneurial skills, knowledge, and confidence among small business owners. Respondents with longer years of experience are more likely to have developed practical competencies in financial management, customer handling, inventory control, and adaptation to market challenges. This indicates that continued engagement in business activities enhances entrepreneurial learning and strengthens the ability of individuals to sustain and improve their ventures over time.

Furthermore, the findings highlight the importance of experiential learning in entrepreneurship development. Educational institutions may strengthen student entrepreneurial competencies by providing hands-on learning opportunities such as business simulations, practicum-based activities, and small-scale enterprise projects. These experiential approaches allow students to gain early exposure to real business environments, which can improve their decision-making skills and readiness for actual entrepreneurial practice. According to Martin Lackéus (2021), entrepreneurial learning is most effectively developed through experiential and practice-based engagement, which enhances both competence and long-term entrepreneurial intention.

From the perspective of the researchers, the results indicate that longer business operation contributes positively to the development of entrepreneurial capability, confidence, and business sustainability. Respondents with 3–5 years of experience demonstrate that continuous exposure to business activities helps strengthen stability and improve practical skills necessary for managing small enterprises. The findings support the view that experiential learning and sustained practice are essential in building effective entrepreneurial competencies, as emphasized by Martin Lackéus (2021), who highlighted that real-world entrepreneurial experience is a key driver of skill development and entrepreneurial success.

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Frequency and Percentage Distribution of the Respondents in Terms of Zonal Location

Profile	Characteristics	Frequency	Percentage
Zonal Location	Seaside Area	4	1.2
	Poblacion Area	326	98.8
	Total	330	100.0

The table presents the frequency and percentage distribution of the respondents in terms of zonal location. The results show that the vast majority of respondents, 326 or 98.8%, are located in the Poblacion area, while only 4 respondents or 1.2% are situated in the seaside area. This indicates that most sari-sari store businesses included in the study operate within a centralized and highly accessible commercial zone where economic activities are concentrated. The findings suggest that the Poblacion area offers greater market accessibility, higher customer traffic, and stronger business opportunities compared to peripheral locations.

The results imply that business location is a critical factor influencing entrepreneurial engagement and sustainability. Operating within a central business district such as Poblacion provides entrepreneurs with better access to customers, suppliers, transportation, and informal business networks. This environment enhances visibility and increases the likelihood of higher sales and customer interaction, which may encourage sustained entrepreneurial activity among small business owners. Consequently, location becomes a strategic advantage that supports both business survival and growth.

Moreover, the findings highlight the importance of considering spatial and environmental factors in entrepreneurship development. Businesses located in urbanized or commercialized areas tend to benefit from stronger demand and improved access to economic resources, while those in less developed zones may face limitations in market reach and business expansion. According to Vanessa Ratten and Paul Jones (2021), entrepreneurial activities and business performance are significantly influenced by contextual and environmental factors such as geographic location, access to markets, and networking opportunities.

From the perspective of the researchers, the findings indicate that most student or small-scale entrepreneurs prefer operating in the Poblacion area due to its strategic advantages in terms of customer access and business visibility. This suggests that centralized locations contribute positively to entrepreneurial success by enhancing market exposure and operational opportunities. The results further reinforce the idea that environmental and contextual conditions, particularly location and access to networks, play a crucial role in determining the level of entrepreneurial activity and business growth, as emphasized by Vanessa Ratten and Paul Jones (2021).

The Level of Relationship of Sustainable Entrepreneurship in Terms of Economic Sustainability

Indicators	Mean	SD	Description	Interpretation
I maintain good relationships with my regular customers, which help my business grow.	3.60	0.49	Strongly Agree	Highly Influential
I have strong connections with suppliers who provide me with reliable products and services.	3.09	0.29	Agree	Moderately Influential

My personal and professional network provides me with helpful business information.	3.09	0.29	Agree	Moderately Influential
During challenging time in business, I receive emotional and moral support from my family, friends and business partners.	3.09	0.29	Agree	Moderately Influential
I believe that maintaining good community relations helps increase customer trust.	3.42	0.49	Strongly Agree	Highly Influential
Networking with fellow businessowners helps me access new opportunities for expanding my business.	3.12	0.33	Agree	Moderately Influential
Having strong social relationships helps me recover from financial or operational setbacks.	3.17	0.42	Agree	Moderately Influential
I often collaborate or share advice with other local entrepreneurs for mutual growth.	3.05	0.21	Agree	Moderately Influential
Trust and loyalty between me and my customers contribute to my business's long-term sustainability.	3.34	0.50	Strongly Agree	Highly Influential
I view my social connections as a crucial resource for ensuring the success and stability of my store.	3.35	0.48	Strongly Agree	Highly Influential
Average Mean	3.23	0.38	Agree	Moderately Influential

The table shows an overall mean of 3.23 (SD = 0.38), interpreted as Agree and Moderately Influential, indicating that respondents generally perceive economic sustainability through social relationships as moderately influential in their business practices. This suggests that while social connections contribute positively to sari-sari store performance, their impact varies across different relational dimensions. The relatively low standard deviation reflects consistency in responses, indicating minimal variation among participants' perceptions. This aligns with findings that entrepreneurial social capital enhances resource access, opportunity recognition, and sustainability outcomes (Xiaohui Chen et al., 2024). Overall, the results imply that social relationships are important but function as supporting rather than sole drivers of economic sustainability, alongside financial and operational resources.

The indicator "I maintain good relationships with my regular customers, which help my business grow" obtained the highest mean of 3.60 (SD = 0.49), interpreted as Strongly Agree and Highly Influential. This highlights that customer relationships are the most critical factor in sustaining business growth and stability. It implies that trust, loyalty, and repeat patronage significantly drive sari-sari store performance. This finding is consistent with the literature emphasizing customer engagement as a key determinant of SME sustainability (Journal of Asia Entrepreneurship and Sustainability, 2026). It further suggests that strengthening customer relationship management enhances profitability, market stability, and long-term competitiveness.

In contrast, "I often collaborate or share advice with other local entrepreneurs for mutual growth" recorded the lowest mean of 3.05 (SD = 0.21), interpreted as Agree and Moderately Influential. This indicates that peer collaboration is perceived as less impactful compared to customer-related relationships.

The low variability suggests a shared perception among respondents that entrepreneur-to-entrepreneur collaboration is limited in practice, possibly due to competition, lack of trust, or weak networking systems. Although collaboration can support innovation and resilience, its impact is often stronger when supported by structured networks that facilitate resource sharing and strategic cooperation (Xiaohui Chen et al., 2024).

Overall, the findings suggest that social relationships play a moderate but meaningful role in economic sustainability, with customer relationships serving as the strongest driver of business success. The researchers conclude that while entrepreneurs recognize the value of social networks, their greatest benefits are realized through direct customer engagement rather than peer collaboration. Strengthening strategic networking systems and enhancing trust-based partnerships may further improve sustainability outcomes and entrepreneurial performance.

The Level of Relationship of Sustainable Entrepreneurship in terms of Social Responsibility

Indicators	Mean	SD	Description	Interpretation
I regularly assess business performance by reviewing sales and expense record to identify areas for improvements.	3.75	0.43	Strongly Agree	Highly Influential
Monitoring financial performance helps my sari-sari store achieve higher profit margins.	3.33	0.47	Strongly Agree	Highly Influential
Tracking customer satisfaction allows me to increase profits and improve my stores performance.	3.45	0.50	Strongly Agree	Highly Influential
Identifying and cutting unnecessary cost has significantly improved the profitability of my store.	3.46	0.50	Strongly Agree	Highly Influential
Efficient use resources, such as electricity and supplies, leads to better financial outcomes for my business.	3.59	0.49	Strongly Agree	Highly Influential
Regularly monitoring stock and inventory helps reduce product losses and boost profits.	3.61	0.49	Strongly Agree	Highly Influential
Implementing eco-friendly practices, like recycling and waste reduction, positively impacts on my stores profit.	3.15	0.36	Agree	Moderately Influential
Rubbing sustainable operations ensures the long-term stability and resilience of my sari-sari store.	3.35	0.51	Strongly Agree	Highly Influential
I believe that balancing sustainability and profit goals increases the overall success of my business.	3.04	0.20	Agree	Moderately Influential
Regularly evaluating my stores performance helps me stay competitive with other sari-sari stores in the area.	3.33	0.47	Strongly Agree	Highly Influential
Average Mean	3.41	0.44	Strongly Agree	Highly Influential

This table shows an overall mean of 3.41 (SD = 0.44), interpreted as Strongly Agree and Highly Influential, indicating that respondents perceive environmental stewardship practices as highly influential in their sari-sari store’s sustainable entrepreneurship efforts. This suggests that entrepreneurs recognize environmental practices not merely as compliance activities but as essential components of business success and sustainability. The relatively low standard deviation reflects a consistent perception among respondents regarding the importance of environmental stewardship. These findings align with studies showing that environmental practices enhance firm performance, efficiency, and competitive advantage (Abdulrahman Abdulaziz et al., 2023). Overall, the results imply that environmental stewardship is integrated into business decision-making as a strategic approach to improving long-term resilience and profitability.

The indicator “I regularly assess business performance by reviewing sales and expense records to identify areas for improvement” obtained the highest mean score of 3.75 (SD = 0.43), indicating Strongly Agree with relatively consistent responses. This highlights that financial monitoring and performance evaluation are viewed as the most influential environmental stewardship practices among respondents. It implies that entrepreneurs strongly value record-keeping as a tool for identifying inefficiencies, improving resource use, and enhancing profitability. This finding supports research emphasizing that performance tracking strengthens decision-making and sustainability outcomes in small enterprises (Jin Wang & Seung Choi, 2022). It further suggests that systematic financial monitoring is a key driver of operational efficiency and sustainable business growth.

In contrast, the indicator “I believe that balancing sustainability and profit goals increases the overall success of my business” recorded the lowest mean score of 3.04 (SD = 0.20), interpreted as Agree. Although still positively rated, this indicates slightly weaker agreement compared to other indicators. It suggests that while respondents acknowledge the importance of balancing sustainability and profitability, they may not strongly integrate both as unified goals in practice. This may be due to resource constraints, short-term financial pressures, or limited understanding of integrated sustainability strategies. Similar findings were reported by Juan R. Lopez et al. (2021), who noted that small enterprises often struggle to align environmental objectives with profit-driven decisions despite recognizing their importance. The very low standard deviation also indicates a shared and consistent viewpoint among respondents.

Overall, the findings suggest that environmental stewardship significantly influences sustainable entrepreneurship, particularly through financial monitoring and operational evaluation practices. However, the results also reveal a gap in fully integrating sustainability and profitability as complementary goals. The researchers conclude that entrepreneurs tend to prioritize practical, measurable environmental actions over broader strategic sustainability integration. Strengthening awareness and capacity-building programs on integrated sustainability approaches may help business owners better align environmental initiatives with profit objectives, thereby enhancing long-term business sustainability and performance (Jin Wang & Seung Choi, 2022; Juan R. Lopez et al., 2021).

The Level of Relationship of Sustainable Entrepreneurship in terms of Environmental Stewardship

Indicators	Mean	SD	Description	Interpretation
I try to reduce the use of plastic bags and encourage customers to bring reusable bags.	2.73	0.51	Agree	Moderately Influential
I ensure proper waste management by separating and disposing of materials like bottles, plastics and paper from my sari-sari store.	3.32	0.47	Strongly Agree	Highly Influential

I conserve electricity by turning off lights and appliances when they are not in use.	3.32	0.47	Strongly Agree	Highly Influential
I am conscious of the environmental impact of my business operations and strive to minimize any negative effects.	3.10	0.30	Agree	Moderately Influential
Whenever possible, I use eco-friendly products or packaging in my sari-sari store.	3.03	0.16	Agree	Moderately Influential
I practice recycling or reusing materials that can still be useful in my business.	3.39	0.49	Strongly Agree	Highly Influential
I am open to adopting new eco-friendly ideas or technologies to improve my store's operations.	3.35	0.48	Strongly Agree	Highly Influential
I believe that promoting environmental care can enhance my stores reputation and attract more customers.	3.16	0.72	Agree	Moderately Influential
I consider environmental sustainability to be crucial for the long-term success of my sari-sari store.	3.14	0.71	Agree	Moderately Influential
I think environmental sustainability is important for the long-term success of my sari-sari business.	3.14	0.71	Agree	Moderately Influential
Average Mean	3.17	0.50	Agree	Moderately Influential

The table above shows an overall mean of 3.17 (SD = 0.50), interpreted as Agree and Moderately Influential, indicating that respondents generally recognize environmental stewardship as important but only moderately practiced in sari-sari store operations. This suggests that while entrepreneurs are aware of environmental responsibility, its integration into daily business activities remains limited to basic and practical applications. The moderate standard deviation further indicates relatively consistent perceptions among respondents, with little variation in how environmental practices are viewed. This aligns with studies noting that small business owners often acknowledge sustainability but adopt it selectively depending on feasibility and resources (Tahir Talib et al., 2023).

The highest-rated indicator, “I practice recycling or reusing materials that can still be useful in my business” (M = 3.39, SD = 0.49), reflects strong agreement and suggests that waste reduction practices are the most commonly adopted form of environmental stewardship. This implies that entrepreneurs are more inclined toward simple, cost-effective, and directly beneficial sustainability actions. Such practices are considered practical because they reduce operational costs while promoting environmental responsibility, consistent with findings that recycling is among the most accessible sustainability strategies for small enterprises (Thi Nguyen et al., 2024).

In contrast, the lowest mean was recorded in “I try to reduce the use of plastic bags and encourage customers to bring reusable bags” (M = 2.73, SD = 0.51), although still interpreted as Agree. This indicates weaker implementation compared to other practices, likely due to reliance on customer behavior and resistance to change. Small business owners may find it difficult to enforce such practices without strong customer cooperation or external support. This is supported by research showing that sustainability practices requiring behavioral change from consumers are often less adopted in micro-enterprises (Emmanuel Akpan et al., 2022).

Overall, the findings suggest that environmental stewardship in sari-sari stores is moderately influential, with entrepreneurs prioritizing practical, low-cost actions such as recycling and energy

conservation over customer-dependent initiatives. The researchers conclude that while environmental awareness is present, stronger support systems, policy interventions, and community awareness campaigns are needed to encourage more consistent and comprehensive adoption of sustainable environmental practices (Thi Nguyen et al., 2024; Emmanuel Akpan et al., 2022).

The Level of Business Entrepreneurship Performance of the Respondents

Indicators	Mean	SD	Description	Interpretation
I am confident in my ability to make good business decisions for my sari-sari store.	3.45	0.50	Strongly Agree	Highly Influential
I set clear goals for my sari-sari business and consistently work to achieve them.	3.04	0.20	Agree	Moderately Influential
I stay motivated to keep my sari-sari store operating even during difficult times.	3.15	0.36	Agree	Moderately Influential
My sari-sari store has experienced steady growth in sales or income over the past year.	3.06	0.23	Agree	Moderately Influential
I can effectively lead and manage my sari-sari store's daily operations.	3.33	0.47	Strongly Agree	Highly Influential
I believe my knowledge and skills as a sari-sari store owner contribute to my business success.	3.40	0.49	Strongly Agree	Highly Influential
I maintain strong relationships with both customers and suppliers, which positively impacts my store's performance.	3.24	0.48	Agree	Moderately Influential
I frequently come up with new ideas to improve or expand my sari-sari business.	3.25	0.43	Agree	Moderately Influential
My sari-sari store provides enough profit to support my family's basic needs.	3.05	0.22	Agree	Moderately Influential
I am satisfied with the overall performance and progress of my sari-sari store.	3.48	0.50	Strongly Agree	Highly Influential
Average Mean	3.24	0.39	Agree	Moderately Influential

The table above presents an overall mean score of 3.24 (SD = 0.39), interpreted as Agree and Moderately Influential, indicating that respondents generally perceive their entrepreneurial performance as satisfactory but not exceptionally strong. This suggests that sari-sari store owners demonstrate a reasonable level of competence in managing their businesses; however, the influence of these competencies on overall sustainability remains moderate. The relatively low standard deviation reflects consistency among responses, indicating that most respondents share similar perceptions of their performance. These findings align with studies suggesting that entrepreneurial competencies contribute moderately to business success, with stronger outcomes often emerging when supported by training, resources, and capacity-building programs (Jens Martin & Raj Javalgi, 2022).

The indicator "I am confident in my ability to make good business decisions for my sari-sari store" obtained one of the highest mean scores of 3.45 (SD = 0.50), interpreted as Strongly Agree. This indicates that decision-making confidence is a key strength among respondents and plays a significant role in their perceived entrepreneurial performance. It suggests that most store owners believe they are capable of making sound business decisions, which enhances adaptability and resilience in day-to-day operations. This finding supports research showing that entrepreneurial self-efficacy strongly influences business performance and problem-solving capacity (Linh Nguyen & Minh Tran, 2023).

In contrast, the lowest mean was observed in the indicator “I set clear goals for my sari-sari business and consistently work to achieve them” with a mean of 3.04 (SD = 0.20), interpreted as Agree. Although respondents acknowledge goal setting as important, the lower mean suggests weaker implementation or consistency in strategic planning. This implies that while entrepreneurs operate their businesses effectively, structured goal-setting practices may not be fully developed. Prior studies emphasize that goal setting is essential for long-term business success, yet it is often underutilized among micro-entrepreneurs due to limited planning skills and informal management practices (Carlos Santos & Maria Lopez, 2021). The very small standard deviation indicates a shared perception among respondents regarding this limitation.

Overall, the findings suggest that entrepreneurial performance among sari-sari store owners is moderately strong, with decision-making confidence serving as a key strength, while goal-setting and strategic planning remain areas for improvement. The researchers conclude that enhancing entrepreneurial training programs—particularly in planning, goal setting, and strategic management—could further strengthen business performance and sustainability. This supports the view of Jens Martin and Raj Javalgi (2022) that continuous skills development and structured support systems significantly improve entrepreneurial effectiveness and long-term business outcomes.

The Test of Significant Difference in Business Entrepreneurship Performance when grouped according to business profile

Profile	Category	Mean	f-value	p-value	Remarks	Decision on Ho
Zonal Location	Seaside Area	3.00	.907	.341	Not Significant	Failed to Reject
	Poblacion	3.06				
	Area	3.08				
Initial Capital	₱5,000- ₱15,000	3.08	.348	.790	Not Significant	Failed to Reject
	₱15,000- ₱30,000	3.07				
	₱30,000- ₱50,000	3.04				
	₱75,000- ₱100,000	3.08				
Source of Capital	Personal Savings	3.08	.348	.790	Not Significant	Failed to Reject
	Income	3.07				
	Lending	3.04				
	Loan	3.08				
Year of Operation	Less than 1	3.00	.257	.905	Not Significant	Failed to Reject
	year	3.06				
	1-2 years	3.06				
	3-5 years	3.17				
	6-10 years	3.07				
More than 10 years	3.07					

The table shows that there are **no** statistically significant differences in business entrepreneurship performance when respondents are grouped according to zonal location, initial capital, source of capital, and years of operation, as all p-values are greater than .05 (e.g., .341 for zonal location and .790 for initial capital). This indicates that variations in these demographic and business profile variables do not meaningfully influence perceived entrepreneurial performance. The consistently low f-values further confirm that differences between groups are minimal compared to variations within groups, suggesting a relatively uniform perception of business performance among sari-sari store owners regardless of their background or business conditions.

The results imply that external factors such as location, capital structure, and business tenure are not strong determinants of entrepreneurial performance in this context. Instead, performance is likely influenced by internal factors such as entrepreneurial skills, management practices, decision-making ability, and business knowledge. This suggests that improving entrepreneurial outcomes requires focusing on capability-building rather than demographic segmentation. Accordingly, interventions such as training programs, mentorship, and business development support may be more effective in enhancing performance across all sari-sari store owners. These findings align with research indicating that entrepreneurial competencies have a stronger impact on business success than demographic or financial characteristics (Ali Khan et al., 2023).

From the researchers' perspective, the absence of significant differences suggests that sari-sari store owners exhibit relatively similar levels of entrepreneurial performance regardless of their financial background or business profile. This reinforces the idea that internal capabilities play a more critical role in determining success than external conditions. Therefore, strengthening skills in management, planning, and decision-making is essential for improving overall business outcomes. The study highlights the importance of inclusive capacity-building initiatives that focus on developing universal entrepreneurial competencies, as supported by Ali Khan et al. (2023), who emphasized that skill development is a key driver of sustainable small business performance.

The Test of Significant Relationship between Sustainable Entrepreneurship and Business Entrepreneurship Performance

Sustainable Entrepreneurship	Business Entrepreneurship Performance	Business Entrepreneurship Performance	
Sustainable Entrepreneurship	<i>r</i>	<i>p</i>	<i>Ho</i>
Economic Sustainability	.664**	.000	S
Social Responsibility	.137*	.013	S
Environmental Stewardship	.203**	.000	S

***. Correlation is significant at the 0.01 level (2-tailed).*

**. Correlation is significant at the 0.05 level (2-tailed).*

The table reveals that there are significant positive relationships between the dimensions of sustainable entrepreneurship and business entrepreneurship performance. Economic sustainability shows a strong positive correlation ($r = .664, p = .000$), while environmental stewardship also demonstrates a moderate positive relationship ($r = .203, p = .000$). In contrast, social responsibility has a weak but still significant positive correlation ($r = .137, p = .013$). These results indicate that

all three dimensions contribute positively to business performance; however, economic sustainability and environmental stewardship exert a stronger influence compared to social responsibility. Overall, the findings suggest that sari-sari store owners who practice effective financial management, resource efficiency, and sustainable operations tend to achieve better business outcomes.

The significant relationships imply that strengthening sustainable entrepreneurship practices can directly enhance business performance among sari-sari store owners. Economic sustainability—such as proper cost control, income management, and strong customer-supplier relationships—plays a key role in improving profitability and operational efficiency. Similarly, environmental stewardship practices like waste reduction and resource conservation contribute to long-term resilience and cost savings. Although social responsibility shows a weaker effect, it remains important and may require stronger community engagement and support systems to fully translate into measurable business gains. These findings align with studies emphasizing that economic and environmental dimensions of sustainability are major drivers of small business competitiveness and performance (Xiaohui Chen et al., 2024).

Economic sustainability and environmental stewardship are the most critical factors influencing business performance, while social responsibility plays a supportive but less dominant role. This suggests that sari-sari store owners benefit most when they focus on financial discipline and efficient resource management alongside sustainable operational practices. The results further indicate that integrating these practices strengthens both profitability and business resilience. The researchers conclude that adopting sustainable entrepreneurship strategies, particularly in economic and environmental aspects, can significantly improve overall business performance, consistent with the findings of Xiaohui Chen et al. (2024).

The Test of Regression of the Influence of Sustainable Entrepreneurship on Business Entrepreneurship Performance?

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Interpretation
(Constant)	0.84	.132		6.35	.000	Significant
Economic Sustainability	0.62	.035		17.68	.000	Significant
Social Responsibility		.077	0.67	-5.66	.000	Significant
Environmental Stewardship	-0.44	.076	-0.71	7.00	.000	Significant
	0.53		0.88			
Model Summary: R2=.529; AdjustedR2=.524F-value=121.191	Model Summary: R2=.529; AdjustedR2=.524F-value=121.191	Model Summary: R2=.529; AdjustedR2=.524F-value=121.191	Model Summary: R2=.529; AdjustedR2=.524F-value=121.191	Model Summary: R2=.529; AdjustedR2=.524F-value=121.191	Model Summary: R2=.529; AdjustedR2=.524F-value=121.191	Model Summary: R2=.529; AdjustedR2=.524F-value=121.191

<i>p-value=0.000 (RejectH04) ; Interpretation=Significant</i>	<i>p-value=0.000 (RejectH04) ; Interpretation=Significant</i>	<i>p-value=0.000 (RejectH04) ; Interpretation=Significant</i>	<i>p-value=0.000 (RejectH04) ; Interpretation=Significant</i>	<i>p-value=0.000 (RejectH04) ; Interpretation=Significant</i>	<i>p-value=0.000 (RejectH04) ; Interpretation=Significant</i>	<i>p-value=0.000 (RejectH04) ; Interpretation=Significant</i>
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The table above shows that sustainable entrepreneurship significantly influences business entrepreneurship performance, with an R² value of 0.529, indicating that about 53% of the variation in performance is explained by economic sustainability, environmental stewardship, and social responsibility. The model is statistically significant (F = 121.191, p = .000), confirming that these predictors collectively explain entrepreneurial performance among sari-sari store owners.

Individually, economic sustainability (B = 0.62, β = 0.67, p = .000) and environmental stewardship (B = 0.53, β = 0.88, p = .000) show significant positive effects, meaning that better financial management and environmentally responsible practices lead to improved business performance. However, social responsibility shows a significant negative effect (B = -0.44, β = -0.71, p = .000), suggesting that while socially oriented activities are practiced, they may not directly contribute to short-term performance outcomes in this context. Overall, the results indicate that economic and environmental dimensions are stronger drivers of business success compared to social responsibility.

These findings imply that sari-sari store owners can enhance performance most effectively by focusing on cost efficiency, resource management, and sustainable operational practices. Economic discipline and environmental efficiency directly strengthen profitability and operational stability, while social responsibility may require better alignment with core business activities to yield measurable benefits. This suggests that sustainability initiatives should be designed to balance profitability with environmental responsibility rather than treating them as separate goals.

From the researchers' perspective, economic sustainability and environmental stewardship are the primary determinants of entrepreneurial success, as they directly improve financial outcomes and operational efficiency. Entrepreneurs who manage costs effectively, optimize resources, and maintain strong stakeholder relationships tend to achieve better performance. These findings align with those of Juan R. Lopez et al. (2022), who emphasized that sustainability-focused capacity-building programs significantly enhance both economic performance and environmental outcomes in small enterprises.

FINDINGS

1. The results indicate that most respondents (52.7%) started their entrepreneurial activities with an initial capital ranging from ₱5,000 to ₱15,000, reflecting that students typically engage in small-scale businesses requiring minimal investment. This suggests that despite limited financial resources, students are still willing to participate in entrepreneurship, likely due to the accessibility of low-cost business opportunities such as sari-sari stores. Financial capacity plays a crucial role in determining the scale and nature of their business activities, highlighting the need for financial literacy programs and funding assistance to further enhance their entrepreneurial capabilities. In addition, 38.2% of respondents relied on lending as their primary source of capital, emphasizing the importance of external financial support, such as informal borrowing or loans, in sustaining business operations and enabling continued entrepreneurial engagement.
2. The findings further underscore the importance of accessible financing mechanisms in supporting the startup and growth phases of small businesses. In terms of business duration, 63.6% of respondents have been operating for 3–5 years, indicating a moderate level of experience and stability in their entrepreneurial activities. This suggests that continued involvement in business operations contributes to the development of essential entrepreneurial skills such as financial

management, customer service, and problem-solving. Moreover, 98.8% of respondents are located in the Poblacion area, highlighting the critical role of geographic location in business success. Operating in a central and accessible area provides entrepreneurs with greater market exposure, higher customer traffic, and improved business opportunities, all of which contribute to the sustainability and growth of small enterprises.

3. The study found that economic sustainability has a strong positive and significant relationship with business entrepreneurship performance ($r = 0.664$, $p = 0.000$), indicating that effective cost management, strong customer relationships, and financial stability are key drivers of higher business performance among sari-sari store owners. Among the three dimensions, economic sustainability exerted the strongest influence, underscoring its central role in enhancing profitability and overall business success. Social responsibility showed a positive but weak relationship ($r = 0.137$, $p = 0.013$), suggesting that while community engagement and ethical practices contribute to performance, their direct impact is limited unless aligned with business goals. Environmental stewardship also demonstrated a significant positive effect, as practices such as waste reduction and resource conservation contribute to improved operational efficiency. Regression results further confirmed this, with environmental stewardship showing a strong positive influence on performance ($B = 0.53$, $\beta = 0.88$, $p = 0.000$).
4. The study revealed that the business entrepreneurship performance of respondents is generally moderate to high, indicating that sari-sari store owners are capable of effectively managing and sustaining their businesses. Despite variations in initial capital, source of funding, years of operation, and location, no statistically significant differences were found in business performance across these profile variables (all p -values > 0.05). This implies that respondents demonstrate relatively uniform levels of entrepreneurial performance regardless of their demographic or business background.
5. The analysis of differences in business entrepreneurship performance based on respondents' profiles—zonal location, initial capital, source of capital, and years of operation—showed no statistically significant variation, as all p -values exceeded the 0.05 threshold (e.g., $p = 0.341$ for zonal location and $p = 0.790$ for initial capital). This indicates that these demographic and financial characteristics do not significantly influence how respondents perform in their entrepreneurial activities.
6. The study also confirmed that economic sustainability and environmental stewardship have significant positive relationships with business entrepreneurship performance, with economic sustainability showing the strongest correlation ($r = 0.664$, $p = 0.000$). Social responsibility also exhibited a positive but weaker relationship ($r = 0.137$, $p = 0.013$). These results suggest that while all three dimensions of sustainable entrepreneurship contribute to performance, economic and environmental practices play a more dominant role in enhancing profitability and operational efficiency.
7. The regression analysis further revealed that sustainable entrepreneurship significantly influences business performance, with economic sustainability ($B = 0.62$, $\beta = 0.67$, $p = 0.000$) and environmental stewardship ($B = 0.53$, $\beta = 0.88$, $p = 0.000$) showing positive and significant effects. This indicates that improvements in financial management and environmentally responsible practices directly lead to better entrepreneurial performance among sari-sari store owners.

CONCLUSION

The study on sustainable entrepreneurship and sari-sari store performance indicates that adopting sustainable business practices—particularly those focused on economic sustainability and environmental stewardship—leads to improved business outcomes. Store owners who practice sound financial management and efficient resource allocation tend to achieve better performance, as economic

sustainability integrates cost control with effective customer and supplier relationship management. Likewise, environmental practices such as waste reduction and efficient use of resources provide additional operational benefits, as sustainability becomes increasingly recognized as a key driver of long-term business success. Although social responsibility shows a positive relationship with performance, its influence is comparatively weaker and becomes more effective when directly aligned with core business operations.

The findings further reveal that business performance does not significantly vary across demographic factors such as initial capital, source of funding, and years of operation. This suggests that entrepreneurial success is less dependent on financial background or experience and more influenced by personal competencies, decision-making abilities, and management skills. Overall, the results highlight the importance of integrating sustainable entrepreneurship practices—especially economic and environmental strategies—into daily operations to enhance efficiency, strengthen customer relations, and improve market competitiveness. Ultimately, sari-sari store owners can achieve more sustainable growth by continuously developing their entrepreneurial capabilities, while educational institutions and policymakers play a crucial role in providing support systems and programs that promote sustainable business practices within the community.

RECOMMENDATION

1. Institutions should strengthen financial literacy training and provide accessible micro-financing or startup assistance programs to help student entrepreneurs better manage limited capital and reduce dependence on informal lending sources.
2. Local government units and educational institutions should expand entrepreneurship support programs, including business mentoring and location-based assistance, while encouraging development in less saturated areas to balance business opportunities beyond the Poblacion area.
3. Sari-sari store owners should prioritize strengthening economic and environmental sustainability practices, while policymakers may introduce training programs focused on cost management, customer relations, and eco-friendly operations to further enhance business performance.
4. Since performance is generally uniform across profiles, entrepreneurship development programs should focus more on improving skills and competencies rather than demographic-based interventions, ensuring equal access to training for all store owners.
5. Support initiatives should be designed to be inclusive and skill-oriented rather than location- or capital-based, as results show these factors do not significantly affect performance; emphasis should be placed on capability-building programs.
6. Businesses should further integrate economic and environmental sustainability into daily operations, while strengthening awareness campaigns that help entrepreneurs understand how these practices directly improve profitability and efficiency.
7. Training programs should focus on enhancing financial management skills and environmental responsibility practices, as these are proven to directly improve entrepreneurial performance; continuous mentoring and practical workshops are also recommended to support implementation.

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