

Analysis of the Influence of Infinite Mindset Through Innovation and Learning Ability on Business Sustainability

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Abstract

In today's era of globalisation, business development is growing rapidly and undergoing continuous metamorphosis. The coffee business itself has a long history of driving economic growth in Indonesia. Geographically, Indonesia's soil is ideal for the microclimate that supports coffee growth and production. According to the 2023 Indonesian Statistics report from the Central Statistics Agency (BPS), Indonesian coffee production reached 794.8 thousand tons in 2022, an increase of approximately 1.1% compared to the previous year. Methods and approaches in the current era of globalisation have accelerated business development and continued transformation. The coffee industry is a promising sector with significant economic potential, particularly in West Aceh Regency. This study aims to analyse the influence of an infinite mindset on the sustainability of coffee shop businesses, both directly and indirectly through innovation and learning ability as mediating variables. This study used an associative quantitative approach with a sample of 119 coffee shop owners or managers selected using purposive and convenience sampling techniques. Data were collected through questionnaires and analysed using the Partial Least Squares (PLS) method with the help of the SMART PLS 4 software. The results showed that an infinite mindset has a positive and significant effect on innovation and learning ability. Furthermore, both innovation and learning ability also have a positive and significant effect on business sustainability. An infinite mindset was also proven to have a significant indirect effect on business sustainability through these two mediating variables. These findings emphasise the importance of a long-term mindset and continuous learning in facing dynamic business competition.

Keywords: Infinite Mindset, Innovation, Learning Ability, Business Sustainability.

1. Introduction

The coffee industry in Indonesia is experiencing rapid growth, driven by the growing public interest in coffee drinking, which has now become a lifestyle staple [1]. This phenomenon has also fueled the emergence of numerous coffee shops in various regions, including West Aceh Regency. People, especially the younger generation, now view coffee shops not only as places to enjoy a drink, but also as social spaces, places to work, and even as a means of expression [2]. This makes the coffee shop business a promising business sector. However, the rapid growth in the number of coffee shops has also triggered increasingly fierce competition in the market. The large number of businesses offering similar products and services requires them to develop differentiation and sustainability strategies to survive. Many coffee shops ultimately fail due to a lack of innovation, inadequate management, and a limited ability to adapt to changing trends and consumer needs [3]. In this context, the existence of an infinite mindset is crucial. An infinite mindset focuses on long-term growth, sustainability, and continuous learning. Entrepreneurs with an infinite mindset tend to view business as a long-term strategy, not just a matter of achieving specific goals in the short term. They focus on values, relationships, and continuous improvement, enabling their businesses to remain relevant in various conditions [4][5].

Furthermore, the ability to continuously innovate and learn is a crucial factor supporting an infinite mindset. Innovation enables businesses to offer differentiated products and services that meet ever-changing market needs [6]. Meanwhile, the ability to learn helps businesses gain new insights, adapt to technological changes, and improve managerial and operational skills. These two aspects are believed to be the bridge between an infinite mindset and business sustainability [7]. Given the current situation, most coffee shop



owners still focus on short-term goals such as increasing daily sales or achieving a quick return on investment. This orientation risks business stagnation if businesses fail to prepare for market dynamics. This contradicts the principles of an infinite mindset, which emphasizes the importance of being aware of the endless cycle of competition and the need to build a business that can grow over time [8]. One of the main challenges in managing coffee shops in the regions is limited resources, including capital, skills, and access to information. To overcome this, a strategy is needed that not only relies on internal strengths but also opens up to collaboration, learning, and innovation. An infinite mindset encourages entrepreneurs to not be satisfied with current achievements but to continuously seek opportunities for sustainable growth. Furthermore, the ability to innovate is key to creating added value [9]. Coffee shops that offer unique menus, a comfortable atmosphere, and differentiated service have a greater chance of attracting and retaining customers. Innovation is not limited to products but can also be applied to digital marketing strategies, interior design, service, and customer management. Continuous innovation will strengthen a business's identity in the eyes of consumers [10][11].

Meanwhile, the ability to learn enables entrepreneurs to adapt to consumer trends and needs [12]. Through continuous learning, coffee shop owners can improve their managerial skills, understand changes in consumer behavior, and adopt new technologies that support operational efficiency and effectiveness. Learning also includes evaluating business experiences, both successes and failures, as a basis for future strategy improvements [13][14]. Considering the importance of an infinite mindset, innovation, and learning ability, an empirical study is needed to determine the extent to which these variables influence business sustainability [15, 16]. This research contributes to enriching the literature in the field of small business management, particularly in developing sustainability models relevant to the local context. Furthermore, the results of this study are expected to serve as a strategic reference for MSMEs, policymakers, and business development institutions in designing long-term business development programs. Based on this background, this study aims to examine the influence of an infinite mindset on the sustainability of coffee shop businesses in West Aceh Regency. This study also analyzes the role of innovation and learning ability as mediating variables in this relationship. The results of this study are expected to provide theoretical and practical contributions to the development of micro, small, and medium enterprises (MSMEs), particularly in increasing the competitiveness and sustainability of coffee shops in the era of global competition.

2. Methods

This research employed a quantitative approach with an associative-causal approach. This approach was chosen because it is appropriate for examining causal relationships between variables. The associative approach is used to determine the relationship between variables, while the causal approach aims to examine the direct or indirect influence between independent and dependent variables. In the context of this research, the variables studied are infinite mindset as the independent variable (X), innovation (Y1) and learning ability (Y2) as mediating variables, and business sustainability as the dependent variable (Z). The quantitative method allows researchers to objectively measure the relationship between these variables through numerical data analyzed statistically. Data collection was conducted using a questionnaire, distributed directly to coffee shop owners or managers who participated in the study. This study also relied on statistical analysis using Partial Least Squares (PLS) using SMART PLS 4 software to test the validity, reliability, and strength of the relationships between variables. The research location is in West Aceh Regency, specifically in the Meulaboh area, known as a center of economic and business growth, including the coffee shop sector. The location was selected purposively, meaning it has significant potential for coffee business development. Furthermore, Meulaboh is a region that has experienced significant growth in culinary-based MSMEs in recent years. The subjects of this study were coffee shop owners or managers operating in West Aceh Regency. They were selected because they play a crucial role in strategic business decision-making, including innovation and learning. Respondents were expected to have an understanding of business operations, enabling them to provide accurate and relevant data. The sample was determined using a non-probability sampling method with a convenience sampling technique. This technique was chosen because the researcher did not have access to the entire population and selected respondents who were easily accessible. Convenience sampling is appropriate for exploratory and quantitative research that does not aim to generalize but rather to identify relationships between variables within a specific context. The sample size for this study was determined using G-Power software, with results indicating a minimum sample size of 119 respondents. Using G-Power assisted in determining the sample size based on statistical power calculations to ensure the reliability of the research results.

Primary data was collected through a questionnaire structured based on indicators for each variable. This questionnaire contained closed-ended questions using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." This scale was used to measure respondents' perceptions and attitudes toward each variable indicator in the study. In addition to distributing questionnaires, data was also obtained through observation and brief interviews with several respondents. This was done to strengthen and verify the validity of the data obtained from the questionnaires. This triangulation technique helps ensure that the information provided by respondents truly reflects the actual situation. The variables in this study consist of four main components. First, infinite mindset is the independent variable (X), measured by several indicators such as long-term orientation, adaptability, and commitment to a sustainable vision. Second, innovation (Y1) is the first mediating variable, measured from product, service, and management aspects. Third, learning ability (Y2) is the second mediating variable, encompassing indicators such as knowledge renewal, learning from experience, and openness to change. Fourth, business sustainability (Z) is the dependent variable, measured based on the business's economic, social, and environmental dimensions. The research instrument was developed based on previous theory and research and adapted to the context of coffee shop businesses. The questionnaire items were structured according to the formulated indicators, and each indicator was elaborated into several statements reflecting the dimensions being measured.

Validity and reliability tests were conducted on the research instruments before use. Validity indicates the extent to which the items in the questionnaire measure what they are supposed to measure, while reliability measures the consistency of the results. In this study, validity was tested through factor loadings, and reliability was measured using composite reliability and Cronbach's alpha. Data analysis was conducted using the PLS-SEM (Partial Least Squares – Structural Equation Modeling) method, which is suitable for research with complex models and limited sample sizes. PLS is used to measure relationships between variables, both directly and indirectly, and to test the mediation strength of innovation and learning ability. The first step in the analysis is an evaluation of the measurement model (outer model), which includes convergent and discriminant validity tests. Next, an evaluation of the structural model (inner model) is conducted to assess the relationships between variables and the model's predictive power. This process involves testing R^2 , Q^2 , and t -statistics for each influence path. Hypothesis testing was conducted using the bootstrapping technique, which yields significance values for each relationship path between variables. The results of this test determine whether the research hypothesis is accepted or rejected. A

t-statistic value greater than 1.96 with a p-value < 0.05 indicates a significant relationship. Using this method, researchers can test the direct effect of an infinite mindset on business sustainability, as well as its indirect effects through innovation and learning ability. This model provides a comprehensive overview of the relationships between the concepts studied in the context of coffee shops in West Aceh Regency.

3. Results and Discussions

This section presents the results of data analysis obtained from 119 coffee shop owners or managers in West Aceh Regency. The analysis includes a description of respondent characteristics, responses to research variables, and model testing using Partial Least Squares (PLS) using SMARTPLS 4. Respondent characteristics describe the background of entrepreneurs, such as gender, age, education level, and business experience. The majority of respondents were male, between 25 and 35 years of age, with a bachelor's degree, and had managed a business for more than two years. Descriptive analysis of the infinite mindset variable shows that the majority of respondents have a long-term mindset in managing their businesses. Statements such as "seeing failure as an opportunity" and "thinking about long-term growth" received an average score above 3.80 on a 5-point Likert scale. The innovation variable also scored high, particularly for indicators of the use of new technology and the creation of unique products. This indicates that coffee shop owners are quite adaptable in creating added value through innovation, such as signature drink menus, themed room concepts, and the use of social media as a promotional tool. Regarding the learning ability variable, it was found that most respondents actively sought training or information to improve their business capacity. Respondents also demonstrated openness to change and a desire for continuous development. Business sustainability was measured based on economic, social, and environmental dimensions. Most respondents stated that they were concerned with social responsibility, operational efficiency, and had begun implementing environmentally friendly practices such as reducing plastic waste or using digital ordering apps. To examine the relationships between variables, a PLS model analysis was conducted. The first evaluation was conducted on the measurement model (outer model) by examining the loading factor, composite reliability, and average variance extracted (AVE) values. All indicators demonstrated valid and reliable results (loading factor > 0.7 and AVE > 0.5). These results indicate a high level of reliability for the model.

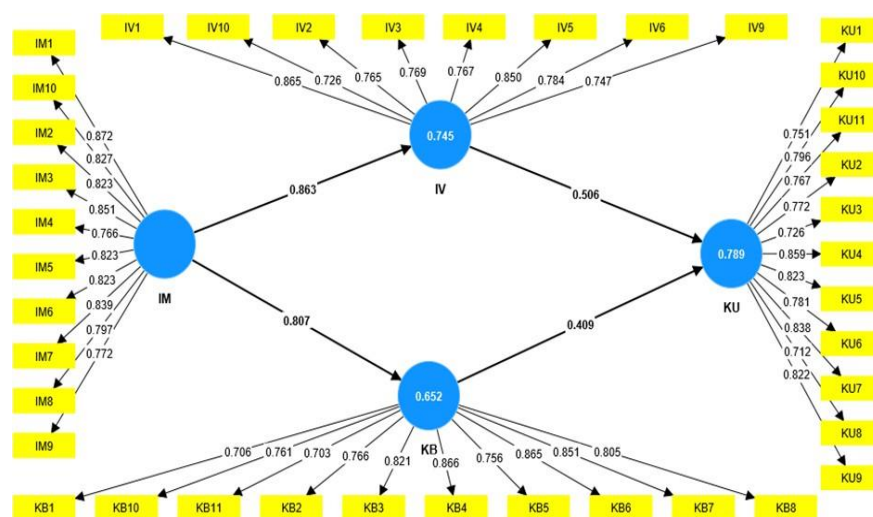


Fig 1. Final Model

Based on the figure above, it can be seen that the manifest variables can be used to continue data processing, and the AVE values are also good. The AVE values can be seen in Table 1 below:

Table 1. AVE and Composite Reliability

Latent Variable	Cronbach 'S Alpha	Composite Reliability (rho a)	Composite Reliability (rho c)	Average Variance Extracted (AVE)	Description
IM	0.946	0.947	0.953	0.672	Good
IV	0.910	0.912	0.928	0.617	Good
KB	0.933	0.936	0.944	0.627	Good
KU	0.938	0.940	0.947	0.620	Good

The structural model (inner model) was then tested using R^2 and f^2 values. The R^2 value indicates that business sustainability is strongly explained by the innovation and learning ability variables, with a moderate to strong categorization according to Hair et al.'s (2022) criteria. The test results are presented in the following table:

Table 2. Hypothesis Testing

Hypothesis	Beta Standard	Standard Error	T Value	P Value	Effect	Description
IM -> IV	0.863	0.036	23.868	0.000	Direct	Significant
IM -> KB	0.807	0.047	17.094	0.000	Direct	Significant
IV -> KU	0.506	0.083	6.109	0.000	Direct	Significant
KB -> KU	0.409	0.089	4.861	0.000	Direct	Significant

IM -> IV -> KU	0.437	0.077	5.676	0.000	Indirect	Significant
IM -> KB -> KU	0.330	0.072	4.570	0.000	Indirect	Significant

The results indicate that all relationships between variables have a positive and significant effect. The t-value for all paths is > 1.645 and the p-value < 0.05 indicates that the hypothesis is statistically accepted. From this analysis, it can be concluded that an infinite mindset contributes significantly to innovation and learning ability, which in turn has a direct impact on business sustainability. In other words, the sustainability of a coffee shop business is determined by the entrepreneur's ability to think long-term, innovate, and continuously learn. Further discussion shows that coffee shops with owners who have an open and visionary mindset tend to create superior product and service innovations. Innovations such as the use of online ordering applications and digital payment systems are evidence that technology has become a strategic tool for business sustainability. Learning ability is also evident in the active participation of business owners in entrepreneurship training. Many entrepreneurs seek information from social media, participate in online training, or discuss with local business communities as a form of informal learning. Interestingly, the mediating variables of innovation and learning ability strengthen the influence of an infinite mindset on business sustainability. This means that an infinite mindset not only has a direct influence but also strengthens the impact through indirect channels. The practical implications of these results suggest that training programs that foster an infinite mindset, along with support for innovation and learning, need to be strengthened. Institutions that foster MSMEs can use these findings as a basis for designing business mentoring programs. Academically, this study reinforces the literature that a long-term mindset, when combined with innovation and learning, can create long-term business resilience. This finding aligns with Simon Sinek's theory and previous research in small business management. The results also illustrate that business sustainability is not just about financial gain, but also encompasses adaptability, environmental awareness, and the integration of social values into business strategy. These results indicate that an infinite mindset significantly contributes to innovation. This means that entrepreneurs with a long-term orientation, commitment to a vision, and flexibility in thinking are more likely to create breakthroughs in coffee shop management. They are able to view challenges as opportunities for growth, rather than obstacles.

Empirically, this is evidenced by the high standard beta value between the infinite mindset and innovation ($\beta = 0.863$; $p < 0.001$). This finding aligns with Sinek's (2020) theory that an infinite mindset encourages entrepreneurs to continuously innovate for long-term business sustainability. The relationship between the infinite mindset and learning ability is also very strong ($\beta = 0.807$; $p < 0.001$). This indicates that entrepreneurs with a long-term perspective also have a high tendency to develop themselves, learn from experience, and absorb new information relevant to their business. Learning ability is an important foundation for creating sustainable business development. With continuous learning, coffee shop owners can respond to market changes, adopt new technologies, and improve business processes. Innovation has been shown to have a significant impact on business sustainability ($\beta = 0.506$; $p < 0.001$). Coffee shops that innovate in products, services, and operational systems have been shown to be more able to survive and thrive amidst intense competition. Examples of innovations found in the field include the development of locally sourced beverages, the use of digital cashier systems, the implementation of themed room concepts, and collaboration with local arts communities. These innovations serve as competitive advantages that differentiate one coffee shop from another. Learning ability also contributes significantly to business sustainability ($\beta = 0.409$; $p < 0.001$). Coffee shop owners whose owners actively participate in training, read business literature, and interact with other business owners tend to be more adaptive and resilient to change. One prominent form of learning ability is observing competitors and adopting proven strategies. Several respondents admitted to adjusting their menus and layouts based on emerging trends, such as industrial, minimalist, or local vintage themes. This study confirms that an infinite mindset not only directly influences but also has an indirect influence through innovation and learning ability on business sustainability ($\beta = 0.437$ and $\beta = 0.330$; $p < 0.001$). This means that innovation and learning are the bridge between long-term thinking and business resilience. The model used in this study demonstrated good validity and reliability based on the results of the outer model. This proves that the selected indicators have succeeded in measuring the concepts studied appropriately.

The AVE and composite reliability values for all constructs were above the minimum standard, indicating that the instruments in this study were robust in explaining their respective variables. The R^2 value for business sustainability also indicated that innovation and learning ability significantly contributed to explaining the sustainability of coffee shop businesses. Therefore, this research model can be used as a reference for developing theory and practice in the field. The practical implications of these results suggest that business training and mentoring programs should not only focus on technical skills but also on strengthening a long-term mindset (infinite mindset). This will create more resilient and adaptive entrepreneurs. For business development institutions such as the Cooperatives and MSMEs Office, these results provide a basis for developing training modules that emphasize continuous learning and innovation. Mentoring programs can also be designed to foster a long-term mindset and a passion for learning. Academically, these results support the literature stating that the combination of mindset, innovation, and learning is the foundation of MSME sustainability. This finding aligns with research by Widayati et al. (2017), which states that business sustainability is highly dependent on the adaptive capacity of entrepreneurs. This research also opens up new discussion regarding the importance of a holistic approach in small business development. An infinite mindset serves as the philosophical foundation, while innovation and learning capabilities serve as practical instruments for achieving sustainability. Essentially, business sustainability is not solely about profitability but also encompasses social and environmental aspects. Many coffee shops have begun using stainless steel straws, reducing plastic use, and collaborating with local communities as a form of social responsibility. From a social perspective, some coffee shops have transformed their premises into spaces for youth community expression, providing music stages, art exhibitions, or digital marketing training for other businesses. This is a form of social sustainability contribution that deserves appreciation. Overall, this study shows that the sustainability of coffee shop businesses in West Aceh is largely determined by a combination of an open mindset, creative innovation, and a desire to continue learning. These three elements constitute social and cognitive capital that mutually reinforce each other in creating long-term business resilience.

4. Conclusion

The results of the study indicate that an infinite mindset has a positive and significant effect on the innovation and learning abilities of coffee shop entrepreneurs in West Aceh Regency. These innovations and learning abilities, in turn, significantly influence business sustainability. Furthermore, an infinite mindset has also been shown to indirectly influence business sustainability through innovation and learning abilities as mediating variables. Thus, an infinite mindset is a crucial foundation in encouraging innovation and continuous learning that support the sustainability of coffee shop businesses. This study also opens up new discussion about the importance of a holistic approach in small business development. An infinite mindset serves as a philosophical foundation, while innovation and learning

abilities serve as practical instruments in achieving sustainability. Essentially, business sustainability is not only related to profitability but also encompasses social and environmental aspects. This study confirms that an infinite mindset not only directly influences but also has an indirect influence through innovation and learning abilities on business sustainability. This means that innovation and learning are the bridge between long-term mindset and business resilience. The model used in this study demonstrates good validity and reliability based on the results of the outer model.

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