

THE APPLICATION OF ENTREPRENEURIAL MOTIVATION AND SOCIAL MEDIA USE ON ENTREPRENEURIAL INTEREST AMONG GENERATION Z IN WEST JAKARTA

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ABSTRACT

This research aims to examine the influence of entrepreneurial motivation and social media usage on entrepreneurial interest among Generation Z students at Tarumanagara University. The population of this research consists of Generation Z students enrolled at Tarumanagara University. A total of 100 students were selected as the sample using purposive sampling. Data were collected through a questionnaire distributed online via Google Forms. The data analysis technique employed the SmartPLS version 4 method. The results of the study indicate that entrepreneurial motivation and social media have a positive and significant effect on entrepreneurial interest among Generation Z students at Tarumanagara University.

Keywords: *Entrepreneurial Motivation, Use of Social Media, Interest in Entrepreneurship*

1. INTRODUCTION

Globalization allows people across the globe to witness events unfolding in different regions. As a result, various aspects of life such as lifestyles, cuisines, traditions, and activities from other cultures—have become more familiar and easily recognizable to people in different countries, including Indonesia. One significant outcome of globalization is the introduction of numerous social media platforms in Indonesia. Social media serves not only as a communication tool but also plays a crucial role in shaping social interactions within society. According to Buana and Maharani, as cited by Andreas, social media is more than just a means of communication—it is also a platform for self-expression and identity representation. Furthermore, it has the potential to create meaningful and beneficial impacts. (Buana & Maharani, 2022).

Generation Z, born between the mid-1990s and early 2010s, plays a significant role in global social and cultural shifts. Often referred to as the "technology generation," they are more proficient in using the internet compared to previous generations. Growing up with social media from an early age, Generation Z was born into a world where technology was rapidly advancing. As the first generation to be fully immersed in the digital era, they possess distinct values and preferences that differentiate them from those before them. They are also highly conscious of global concerns, including environmental sustainability and social responsibility. This study aims to examine the influence of entrepreneurial motivation and social media use on entrepreneurial interest among Generation Z in West Jakarta, with the hope of providing insights and motivation for students interested in entrepreneurship.

Theory of Planned Behavior (TPB) is an extension of the earlier Theory of Reasoned Action introduced by Fishbein and Ajzen in 1975. Later, Icek Ajzen further developed this theory in 1991 (Ajzen, 1991). This theory explains the personal factors that influence an individual's behavior. It emphasizes that attitudes, subjective norms, and perceived behavioral control are

key aspects that shape a person's decision to take action. Moreover, it can be used to analyze a person's interest or inclination toward a specific behaviour (Astri & Latifah, 2017). The Theory of Planned Behavior is crucial for understanding the factors that influence an individual's choice to start or manage a business. A positive attitude toward entrepreneurship, support from family or the community, and perceptions of both obstacles and opportunities play a significant role in shaping entrepreneurial intentions and actions. Entrepreneurial interest is affected by various elements, which can be categorized into internal, external, and situational factors (Sulistijono et al., 2020). People who are passionate about entrepreneurship are not deterred by risks; instead, they view challenges as learning opportunities, gaining valuable lessons from past failures to improve and grow their businesses (Hendrawan & Sirine, 2017). Thus, having an entrepreneurial interest means possessing the drive and willingness to take risks, manage a business with enthusiasm and confidence, and strive toward achieving personal and professional goals. (Lim & Widjaja, 2023).

According to Herawati & Ermawati (2020), motivation serves as a driving force that encourages individuals to take action in pursuit of their goals. Based on the motivational behavior framework proposed by Fahlia & Mulyani (2018), individuals who are motivated tend to display energetic, goal-oriented, and persistent behavior. In the context of entrepreneurship, motivation starts with a person's determination and aspiration to become an entrepreneur, which is further strengthened by creativity and innovation as key resources for achieving success.

The role of social media in business has become increasingly vital, offering an accessible platform that allows individuals, particularly entrepreneurs, to expand their market reach and grow their ventures by connecting with a broader audience (Oladipo *et al.*, 2020). Through social media, businesses can compete and operate on both local and global scales, with opportunities to enhance sales and profit margins (Fraccastoro *et al.*, 2021).

As an integral part of a company's marketing strategy, social media marketing enables direct engagement with customers, strengthens brand identity, and ultimately drives sales growth (Choedon & Lee, 2020). Abdullah and Faisal (2022) emphasize that social media marketing starts with choosing the right platform and strategically utilizing it to attract consumers and encourage discussions about a product.

Intrinsic motivation plays a crucial role in fostering entrepreneurial spirit, encouraging individuals to explore new ideas, innovate, and take risks in pursuit of profit (Octavia, 2020). Widjaja & Budiono (2023) highlight that universities significantly contribute to entrepreneurial development by offering education that nurtures motivation from an early stage. The foundation of starting a business lies in self-confidence, which fuels curiosity about business opportunities and the strategies required for success. This aligns with Agung & Sumaryanto (2018), who define entrepreneurial motivation as the internal or external drive that inspires individuals to establish and run an independent business.

A person's understanding of entrepreneurship and their capability to effectively leverage social media play a significant role in fostering entrepreneurial interest and business growth (Basalamah, 2021). Social media allows entrepreneurs to build strong connections with their customers by engaging them through comments, encouraging users to share product ideas, and facilitating product reviews (Riskysyansyah, 2022).

Based on the background, problem identification, and problem limitations described above, the problem statements are as follows:

- 1) Does entrepreneurial motivation have a significant and positive influence on entrepreneurial interest among Generation Z at Tarumanagara University, West Jakarta?
- 2) Does social media use have a significant and positive influence on entrepreneurial interest among Generation Z at Tarumanagara University, West Jakarta?

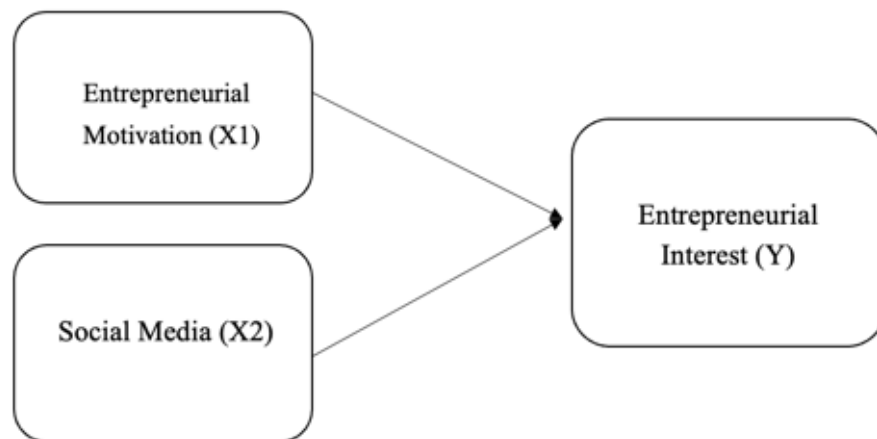


Figure 1. Research Model

H1: Entrepreneurial motivation has a significant and positive influence on entrepreneurial interest among Generation Z.

H2: Social media use has a significant and positive influence on entrepreneurial interest among Generation Z.

2. RESEARCH METHOD

This study employs a quantitative research method. Targeting Generation Z students at Tarumanagara University who fascinated by business. The researcher used a purposive sampling method, focusing specifically on 2021 cohort students at Tarumanagara University as the respondents for this study. Data collection was conducted through a questionnaire created using Google Forms, which was distributed to students at Tarumanagara University, resulting in 100 respondents.

This study examines 4 operational variables with a total of 15 indicators: 5 indicators for entrepreneurial motivation, 5 indicators for social media use, and 5 indicators for entrepreneurial interest. These indicators were measured using an ordinal scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Table 1. Variable Indicator

Variable	Indicator	Code	Source
Entrepreneurial Motivation	I have the desire to manage my own business.	MK1	Hasyim <i>et al.</i> , (2024)
	I'm committed to developing a business that can improve my financial situation.	MK2	
	I strive to achieve personal goals that can encourage my personal growth.	MK3	
	I want to establish a business that can provide job stability and security for myself and others.	MK4	

	I'm committed to creating conditions that give me the freedom to determine my lifestyle and career.	MK5	
Social Media	I often use social media to obtain information and knowledge related to entrepreneurship.	SM1	Rahmawati (2022)
	I always use social media to communicate with customers.	SM2	
	I use social media to get inspiration for entrepreneurship.	SM3	
	I use social media to market my brand.	SM4	
	I reach more customers through social media.	SM5	
Entrepreneurial Interest	I'm ready to do whatever it takes to become an entrepreneur.	MB1	Hasyim <i>et al.</i> , (2024)
	I will do my best to start and manage my business.	MB2	
	I plan to start a business in the future.	MB3	
	I have decided to pursue a career as an entrepreneur.	MB4	
	I have already thought about running my own business.	MB5	

3. RESULTS AND DISCUSSION

The data collected through Google Forms will be subjected to several analytical tests, starting with validity and reliability assessments. After confirming validity and reliability, further analysis will be conducted, including determining the coefficient of determination, measuring effect size, calculating path coefficients, and testing hypotheses using t-statistics and p-values with SmartPLS 4.0 software. Additionally, a goodness-of-fit test will be performed through manual calculations.

Table 2. Outer Loadings
 Source: Data processing using SmartPLS version 4.0

Code	Entrepreneurial Interest	Entrepreneurial Motivation	Social Media Usage
MB1	0.786		
MB2	0.823		
MB3	0.793		
MB4	0.752		
MB5	0.751		
MK1		0.734	
MK2		0.837	
MK3		0.761	
MK4		0.754	
MK5		0.794	
SM1			0.909
SM2			0.898
SM3			0.795
SM4			0.919
SM5			0.760

The acceptable outer loading value as a requirement for testing convergent validity is greater than 0.7 (>0.7) (Bustami *et al.*, 2014).

Table 3. Average variance extracted (AVE)
 Source: Data processing using SmartPLS version 4.0

Variable	AVE
Entrepreneurial Motivation (X1)	0,610
Social Media Usage (X2)	0,603
Entrepreneurial Interest (Y)	0,677

The AVE (Average Variance Extracted) values for the three variables are above 0.5, indicating convergent validity of the indicators or items for each construct or variable.

Table 4. Cross Loadings
 Source: Data processing using SmartPLS version 4.0

Code	MB	MK	SM
MB1	0.787	0.642	0.570
MB2	0.826	0.708	0.624
MB3	0.789	0.601	0.618
MB4	0.751	0.566	0.595
MB5	0.751	0.574	0.622
MK1	0.625	0.734	0.495
MK2	0.610	0.837	0.450
MK3	0.627	0.761	0.442
MK4	0.585	0.754	0.543
MK5	0.629	0.794	0.553
SM1	0.689	0.602	0.898
SM2	0.755	0.633	0.847
SM3	0.619	0.539	0.826
SM4	0.466	0.367	0.723
SM5	0.606	0.434	0.809

The cross-loading analysis results show that each indicator within the constructs of entrepreneurial motivation, social media use, and entrepreneurial interest has higher values when compared to its correlations with indicators from other constructs. This confirms that the constructs exhibit strong discriminant validity.

Tabel 5. Fornell Larcker
 Source: Data processing using SmartPLS version 4.0

	MB	MK	SM
MB	0.799		
MK	0.793	0.777	
SM	0.775	0.640	0.823

The results of the cross loadings indicate that each indicator for the constructs of entrepreneurial motivation, social media usage, and entrepreneurial interest has higher loading values on its respective construct compared to its loading values on other constructs. This suggests that the constructs exhibit high discriminant validity, meaning each construct is distinct and measures what it is intended to measure without overlap with the other constructs. This supports the conclusion that the constructs are well defined and valid in terms of their discriminant validity.

Table 6. Cronbach's Alpha and Composite Reliability
 Source: Data processing using SmartPLS version 4.0

Variable	Cronbach's Alpha	Composite Reliability
Entrepreneurial Interest (Y)	0.840	0.887
Entrepreneurial Motivation (X1)	0.835	0.884
Social Media Usage (X2)	0.880	0.912

Based on the data in Table 6, it can be concluded that all variables have a Cronbach's alpha value greater than 0.6 and composite reliability values exceeding 0.7. This indicates that all indicators used to measure the variables have good reliability levels.

Table 7. Coefficient of determination
 Source: Data processing using SmartPLS version 4.0

Variabel	<i>R-Square</i>	<i>Adjusted R-Square</i>
Entrepreneurial Interest	0,750	0,745

The coefficient of determination (R^2) result in this study is 0.745, which means that the independent variables, namely entrepreneurial motivation and social media usage, can explain approximately 74.5% of the variation in entrepreneurial interest, the dependent variable in this study. An R^2 value of 0.745 can be considered good as it falls within the category of high satisfaction level.

Table 8. Path Coefficients
 Source: Data processing using SmartPLS version 4.0

Variable	Entrepreneurial Interest	
	Original Sample	Nilai Koefisien Jalur (P-Value)
Entrepreneurial Motivation (X1)	0,504	0,000
Social Media Usage (X2)	0,453	0,000

The range of the original sample values, which spans from -1 to +1, indicates the strength and direction of the relationship between the variables. To assess statistical significance, the researcher will examine the p-value, which must be less than 0.05. If the p-value meets this criterion, it can be concluded that the variable has a significant effect in this research model.

Table 9. Research Hypothesis
 Source: Data processing using SmartPLS version 4.0

Code	Hypothesis	Results
H1	Entrepreneurial motivation has a positive and significant effect on entrepreneurial interest.	ACCEPTED
H2	Social media usage has a positive and significant effect on entrepreneurial interest.	ACCEPTED

Based on the data in the table above, there is a significant positive effect of entrepreneurial motivation and social media usage on entrepreneurial interest, where H1 and H2 are accepted.

Table 10. Effect Size
 Source: Data processing using SmartPLS version 4.0

Variabel	<i>F-Square</i>
Entrepreneurial Motivation -> Entrepreneurial Interest	0,600
Social Media Usage -> Entrepreneurial Interest	0,485

Based on the data processed using SmartPLS version 4.0, the F^2 values for the first and second hypotheses in this study are 0.600 and 0.485, respectively. It can be concluded that the contribution of the independent variables to the dependent variable in the structural model of this study indicates a large effect.

Table 11. Goodness of Fit Model
 Source: Data processing using SmartPLS version 4.0

Variable	AVE	<i>R-Square</i>
Entrepreneurial Motivation (X1)	0,610	
Social Media Usage (X2)	0,603	
Entrepreneurial Interest (Y)	0,677	0,750
Average value of AVE	0,630	

From the calculation of the Goodness of Fit Model (GoF), a value of 0.595 was obtained, which indicates a good level of model fit and feasibility for this study. Generally, it can be concluded that the GoF value is quite high, suggesting that the model has a good level of alignment with

the existing empirical data. Based on the AVE and GoF values, this study can be considered to have a good fit in explaining the variability between latent variables and their indicators. This suggests that the model is robust and well-suited to the data used in the research.

4. CONCLUSION AND SUGGESTIONS

This study indicates that entrepreneurial motivation and social media usage have a positive and significant impact on the entrepreneurial interest of Generation Z students at Tarumanagara University. To foster a strong entrepreneurial interest, it is essential to enhance motivation through education, socialization, and the dissemination of information. Higher motivation encourages entrepreneurs to be more innovative and creative, increasing their business competitiveness. Additionally, social media offers opportunities to connect with fellow entrepreneurs, mentors, and business communities that can support business growth. Such collaborations enable Generation Z students to gain mentorship, access funding, and even find potential business partners.

The researcher suggests that future studies consider adding other variables or additional proxies to enrich the research. Expanding the research scope across various universities could also help increase the number of respondents, providing more comprehensive insights into the actual conditions.

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