



# The Effect of Competitiveness of SNS Use, Trust of SNS Use, Usefulness of SNS Use, Perceived Ease of Use, and Perceived Privacy Risk on Sustainable Entrepreneurial Intentions Through Perceived Desirability Ent Self-efficacy (Study on Students in Padang City)

Khofifah Nur<sup>(✉)</sup> and Abror

Universitas Negeri Padang, Padang, Indonesia  
khofifa390@gmail.com

**Abstract.** The purpose of this study was to determine the Effect of Competitiveness of SNS use, Trust of SNS use, Usefulness of SNS use, Perceived Ease of use, and Perceived Privacy Risk on Sustainable Entrepreneurial Intentions through Perceived Desirability Moderated Entrepreneurial Self-Efficacy (Study on Students at Padang City). This type of research is causative. The population in this study were students in the city of Padang. The number of research samples was determined based on the formula of Hair et al. A total of 324 people were selected using the proportional sampling method and purposive sampling technique. The data used is the type of primary data obtained through distributing questionnaires to students in the city of Padang with predetermined criteria. The analytical method used is SEM analysis using PLS. The results showed that the competitiveness of SNS use, usefulness of SNS use, and perceived privacy risk had a significant effect on perceived desirability, while trust of SNS use, perceived ease of use had no significant effect on perceived desirability, perceived desirability had a significant effect on sustainable entrepreneurial intentions., and entrepreneurial self-efficacy does not moderate the relationship between perceived desirability and sustainable entrepreneurial intentions on students in Padang City.

**Keywords:** Competitiveness of SNS use · Trust of SNS use · Usefulness of SNS use · Perceived Ease of use · Perceived Privacy Risk · Sustainable Entrepreneurial Intentions · Perceived Desirability and Entrepreneurial Self-Efficacy

## 1 Introduction

In the current era of digitalization and intense competition, people must be able and take advantage of these opportunities so that they can survive with the times. In developing and developed countries, the government must be able to seize opportunities in the fields of education, economy and business so that they can continue to compete with other countries.

© The Author(s) 2023

P. Susanto et al. (Eds.): PICEEBA 2022, AEBMR 250, pp. 324–339, 2023.

[https://doi.org/10.2991/978-94-6463-158-6\\_30](https://doi.org/10.2991/978-94-6463-158-6_30)

Education will give birth to intelligent people who are able to see opportunities, with the economy and business will make the community able to build Indonesia into a financially independent country. And the area that the government needs to pay attention to at this time that has a big influence on the country is the field of student entrepreneurship.

Entrepreneurship is very important because it aims to maintain and increase employment, market innovation, can reduce poverty and be able to increase economic development [1]. Entrepreneurship is one of the good answers for economic development because it provides jobs, generates income, fosters innovation, economic efficiency, and social prosperity [2].

Based on Table 1, the number of unemployment at the academy/diploma and university level from 2019 to 2020 has not seen a consistent decline, because in certain months it has increased.

Table 2 shows the number of unemployed at the academy/diploma and university level in West Sumatra from 2020 to 2022 which has the highest percentage of unemployed from other education levels.

The phenomenon of low entrepreneurial intentions is an important issue to be studied. Some people think about creating jobs, and many hope to become employees, laborers or simply sell their energy in hopes of being rewarded. There is a negative view held by the community that makes them not want to become an entrepreneur who is influenced by psychological factors such as unstable income sources, lack of respectability, low jobs and so on [3].

Students are the most expected resource to become entrepreneurs, or college is a good place to develop creativity and ideas, so that graduates are expected to be able to produce new entrepreneurs [4].

**Table 1.** Open Unemployment by Highest Education Graduated

Highest Education Completed	2018		2019		2020		2021
	February	August	February	August	February	August	February
No/never been to school	42,039	31,774	35,655	40,771	35,761	31,379	20,461
No / not finished elementary school	446,812	326,962	435,655	347,712	346,778	428,813	342,734
SD	967,630	898,145	954,010	865,778	1,006,744	1,410,537	1,219,494
junior high school	1,249,761	1,131,214	1,219,767	1,137,195	1,251,352	1,621,518	1,515,089
General high school/high school	1,650,636	1,930,320	1,680,794	2,008,035	1,748,834	2,662,444	2,305,093
Vocational High School/Vocational High School	1,424,428	1,731,743	1,381,964	1,739,625	1,443,522	2,326,599	2,089,137
Academy/Diploma	300,845	220,932	269,976	218,954	267,583	305,261	254,457
University	789,113	729,601	839,019	746,354	824,912	981,203	999,543
<b>Total</b>	<b>6,871,264</b>	<b>7,000,691</b>	<b>6,816,840</b>	<b>7,104,424</b>	<b>6,925,486</b>	<b>9,767,754</b>	<b>8,746,008</b>

Source: BPS:2021

**Table 2.** Open Unemployment by Highest Education Graduated (Percent) in Sarat

Highest Education Completed	2020		2021	
	February	August	February	August
SD and below	3.39	3.58	3.48	4.03
junior high school	5.46	4.92	5.97	6.31
General high school/high school	5.12	18.38	6.88	7.71
Vocational High School/Vocational High School	7.74	10.58	7.81	8.80
Academy/Diploma	4.02	9.12	11.65	8.35
University	8.11	11.50	11.42	8.09

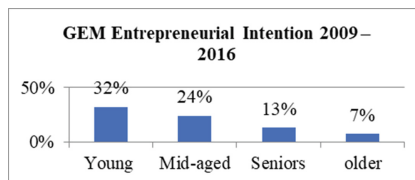
Source: <https://sumbar.bps.go.id>

This study focused on college students on the basis that younger people are more willing to be self-employed [5] and that the willingness to be self-employed decreases with age [5] (Graph 1).

According to the *Global Entrepreneurship Monitor (GEM) 2019/2020* report regarding the age distribution of entrepreneurs, the age group of 18 to 34 years has the highest population for almost every geographic area as young people are apparently more interested in making positive changes in their world through social entrepreneurship [6].

Based on several researchers who have examined the entrepreneurial intentions of students in the city of Padang, such as Yuhendri (2014) at Padang State University, Rani, R. (2019) at Andalas University, Fauziati, P., & Suryani, K. (2020) at Bung University. Hatta, Dewi, M., Radyuli, P., Febriana, N., & Eliza, E. (2020) at the Putra Indonesia University “YPTK” Padang, which underlies previous research interested in examining students’ entrepreneurial intentions due to the low entrepreneurial intentions of students.

So that academics, educators and policy makers need to examine the motivational factors that can stimulate the entrepreneurial intentions and behavior of students [1]. Intention is a state of mind or attitude that influences entrepreneurial behavior. [7]. Intention is very important for an entrepreneur to start his new business idea [8].



**Graph 1.** Entrepreneurial Intentions by Age, GEM 2009–2016. Source: Global Entrepreneurship Monitor 2016–2017

Sustainability is an important topic to be understood and developed by businesses, governments, non-governmental organizations, and students [9]. Because sustainable entrepreneurship is needed to solve social problems that exist in society effectively, and needs to have the ability to seek opportunities in an uncertain environment and pursue social and economic well-being.

Based on preliminary research on students' sustainable entrepreneurial intentions in the city of Padang seen that as much 51,28% respondents state own a business or have had a business. Then asked again about "Is the business still running?" as much 82.05% of respondents state that the business already no walk. Then asked again about "Will your business be the goal of your work?" as much 87.18% respondents state that business the open Becomes objective his job. This thing show that still low intention students in the city of Padang for entrepreneurship sustainable.

According to Shapero, there are three dimensions that determine entrepreneurial intention, namely perceived desirability, perceived feasibility and propensity to act [7].

Perception of desire is very important for someone in seeing a business opportunity. Because someone who has high entrepreneurial intentions, requires confidence that can encourage him to succeed. The perception of desire has a high tendency among students to start their own business [10].

Such as the Entrepreneurship Student Creativity Program (PKMK) which is one of the programs in the learning/education system in universities [11]. In fact, not all entrepreneurial student groups have the intention to continue their entrepreneurial experience after completing their education. For example, the evaluation of the entrepreneurial student program at the State University of Padang which was carried out based on the components, the results obtained that the level of achievement/results given in the Entrepreneurial Student Program was still lacking, this could be seen from the large number of businesses that had stopped. Ramadhana, MR, & Wira, V. (2019) research which is based on the fact that some of the online entrepreneurs of Padang State Polytechnic students quit [11]. This is indicated due to a lack of confidence to manage a business, a lack of readiness to overcome business risks, the perception that entrepreneurship requires large capital. This perception is caused by the low self-confidence of students in the world of sustainable entrepreneurship.

So it is very important to grow students' self-efficacy for their ability to create something in relation to sustainable entrepreneurial intentions. As in Research [12–15] have demonstrated self-efficacy as an important component for the formation of entrepreneurial intentions and opinions [15] self-efficacy is a driver of sustainability-oriented entrepreneurial intentions.

The rapid growth of information technology is accompanied by the increasing growth of internet users in Indonesia. According to Wasesa, based on calculations by the Indonesian Internet Service Providers Association (APJII), there were around 25 million internet users in 2007.

The increase in internet users will continue to increase by about 25% every year. This increase is due to the ease of controlling information in the hands of the public [16]. Internet technology and social media have a great impact on business operations and success [17].

Although the use of this social networking site has increased worldwide, in Indonesia there are still few who use it for entrepreneurship among students. Because students generally use social media only for their own entertainment and pleasure, they spend more time playing with social media than on useful things such as using it for entrepreneurship.

There are users' concerns about online disclosure of information and found that online users' concerns relate to the unlawful exchange of information and their fear of violating their individual privacy rights [18].

The impact of SNS adoption on entrepreneurial intentions can be assessed by applying the concepts and theories embedded in the IT adoption literature. Based on TAM, entrepreneurial intention to adopt social media, and factors influencing entrepreneurial intention, this study identifies five factors that are considered relevant for the influence of SNS on entrepreneurial intention. These factors include perceived competitive usability, perceived ease of use, perceived competitive pressure, perceived privacy risk, and trust in social media sites [8]. These five factors are considered most likely to influence the entrepreneurial intention of individuals to adopt SNS as a business platform for their entrepreneurial activities. So that these factors have been included to be tested in this study.

Based on the background and urgency of the research that has been described above, so that researchers are interested in assessing "The Influence of Competitiveness of SNS use, Trust of SNS use, Usefulness of SNS use, Perceived Ease of use, and Perceived Privacy Risk on Sustainable Entrepreneurial Intentions through Perceived Desirability Moderated Entrepreneurial Self-Efficacy (Study on Students in Padang City).

## 2 Method

This type of research is causative and the data obtained are analyzed quantitatively. According to [19] causative research aims to analyze the effect of one variable with other variables.

This study aims to obtain evidence of a causal relationship (causal) between independent variables consisting of the competitiveness of SNS use, trust of SNS use, usefulness of SNS use, perceived ease of use, and perceived privacy risk on the dependent variable Sustainable Entrepreneurial Intentions through perceived desirability as an intervening variable and moderated by entrepreneurial self-efficacy.

This research was conducted in the city of Padang to students in the city of Padang. While the time of this research is in October 2021 until it is finished. To obtain the data needed in this study used a questionnaire technique. Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer (Sugiyono, 2015). The collected data will be processed using Smart PLS.

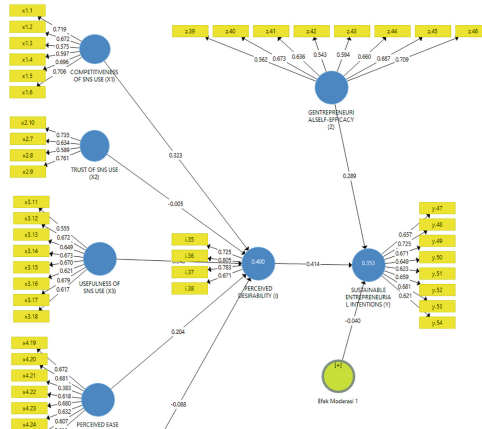


Fig. 1. Research Model

### 3 Results and Discussion

#### 3.1 Research Model

Figure 1 is a research model using SEM PLS.

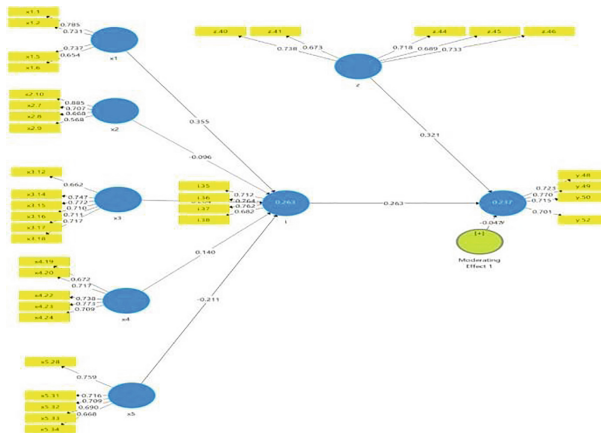


Fig. 2. Outer Research Model

**3.2 Evaluation of Measurement Model (Inner Model)**

See Fig. 2.

**3.2.1 Convergent Validity**

Based on the Table 3, it can be seen that each research variable indicator has a loading factor value > 0.5. Based on the results of the factor loading, it can be concluded that the construct has good *convergent validity*. So the measurement model can be tested further.

**Table 3.** Outer Loading \_

No	Moderation I	i	X1	X2	X3	X4	X 5	Y	Z
i'z	1,627								
i.35		0.712							
i.36		0.764							
i.37		0.762							
i.38		0.682							
x1.1			0.785						
x1.2			0.731						
x1.5			0.737						
x1.6			0.645						
x2.7				0.707					
x2.8				0.668					
x2.9				0.568					
x2.10				0.885					
x3.12					0.662				
x3.14					0.747				
x3.15					0.772				
x3.16					0.710				
x3.17					0.711				
x3.18					0.717				
x4.19						0.671			
x4.20						0.717			
x4.22						0.738			
x4.23						0.773			
x4.24						0.713			
x5.28							0.760		

(continued)

**Table 3.** (continued)

No	Moderation I	i	X1	X2	X3	X4	X 5	Y	Z
x5.31							0.716		
X5.32							0.705		
x5.33							0.691		
x5.34							0.669		
y.48								0.723	
y.49								0.770	
y.50								0.715	
y.52								0.701	
z.40									0.738
z.41									0.673
z.44									0.718
z.45									0.689
z.46									0.733

Source: Data Processed From Research Results (2022)

**Table 4.** Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Moderation Effect I	1,000
X1	0.530 _
X2	0.513
X3	0.519 _
X4	0.522
X 5	0.503 _
Y	0.529 _
Z	0.505
I	0.534 _

Source: Data Processed From Research Results (2022)

Based on Table 4, it can be seen that the AVE value for all constructs is  $>0.5$ . It aims to measure the level of variance of a component of the construct compiled from the indicators. The recommended AVE value should be more than 0.5. Thus the convergent validity measurement model in this study can be said to be valid.



**Table 5.** Cross Loading

	Moderation I	i	X1	X2	X3	X 4	X5	y	z
i.35	-0.069	0.712	0.429	0.082	0.277	0.214	0.032	0.250	0.155
i.36	-0.047	0.764	0.309	0.217	0.355	0.325	0.177	0.231	0.168
i.37	-0.051	0.762	0.253	0.133	0.240	0.239	0.080	0.311	0.251
i.38	-0.028	0.682	0.283	0.135	0.223	0.263	0.116	0.273	0.310
x1.1	-0.068	0.352	0.785	0.401	0.348	0.301	0.131	0.310	0.222
x1.2	-0.030	0.305	0.731	0.371	0.269	0.226	0.178	0.258	0.230
x1.5	-0.064	0.350	0.737	0.3251	0.383	0.402	0.281	0.267	0.259
x1.6	-0.029	0.282	0.654	0.252	0.455	0.449	0.317	0.183	0.222
x2.10	-0.104	0.179	0.323	0.885	0.410	0.346	0.294	0.178	0.222
x2.7	-0.060	0.093	0.425	0.707	0.308	0.339	0.281	0.228	0.265
x2.8	-0.060	0.053	0.294	0.668	0.258	0.268	0.296	0.120	0.251
x2.9	-0.051	0.026	0.287	0.568	0.309	0.290	0.206	0.078	0.173
x3.12	-0.077	0.263	0.418	0.260	0.662	0.628	0.501	0.153	0.246
x3.14	-0.011	0.312	0.328	0.304	1.747	0.693	0.398	0.118	0.144
x3.15	-0.037	0.293	0.382	0.335	0.772	0.724	0.513	0.166	0.090
x3.16	-0.028	0.237	0.365	0.373	0.710	0.673	0.561	0.074	0.122
x3.17	-0.006	0.267	0.323	0.327	0.711	0.448	0.476	0.197	0.119
x3.18	-0.063	0.245	0.335	0.363	0.717	0.508	0.474	0.222	0.177
x4.19	-0.071	0.229	0.372	0.308	0.485	0.671	0.339	0.207	0.268
x4.20	-0.102	0.255	0.399	0.237	0.578	0.717	0.539	0.139	0.256
x4.22	-0.035	0.260	0.260	0.295	0.688	0.739	0.415	0.108	0.120
x4.23	-0.042	0.290	0.356	0.323	0.724	0.773	0.539	0.196	0.130
x4.24	-0.040	0.243	0.318	0.258	0.638	0.713	0.582	0.139	0.160
x5.28	-0.083	0.142	0.314	0.181	0.469	0.560	0.760	0.138	0.214
x5.31	-0.061	0.069	0.176	0.308	0.505	0.539	0.716	0.128	0.105
x5.32	-0.087	0.088	0.193	0.251	0.508	0.520	0.705	0.046	0.063
x5.33	-0.062	0.068	0.128	0.310	0.430	0.318	0.691	0.111	0.094
x5.34	-0.122	0.065	0.191	0.347	0.496	0.362	0.669	0.099	0.104
y.48	-0.083	0.325	0.353	0.188	0.178	0.167	0.097	0.723	0.311
y.49	-0.129	0.247	0.214	0.177	0.085	0.120	0.066	0.770	0.341
y. 50	-0.121	0.251	0.243	0.176	0.222	0.214	0.174	0.715	0.277
y. 52	-0.064	0.219	0.201	0.098	0.142	0.134	0.106	0.701	0.247
z <sup>i</sup>	1.000	-0.069	-0.068	-0.105	-0.038	-0.079	-0.116	-0.138	-0.135
z.40	-0.069	0.193	0.225	0.222	0.128	0.136	0.132	0.317	0.738
z.41	-0.127	0.155	0.156	0.184	0.102	0.144	0.155	0.232	0.679
z.44	-0.077	0.267	0.282	0.275	0.197	0.208	0.144	0.359	0.718
z.45	-0.132	0.192	0.178	0.120	0.086	0.151	0.057	0.253	0.689
z.46	-0.094	0.223	0.272	0.236	0.200	0.259	0.153	0.255	0.733

**Table 6.** Fornell-Lacker Criterion

Variable	Moderation Effect I	i	X1	X2	X3	X 4	X5	y	z
<b>Moderation Effect I</b>	1,000								
<b>i</b>	-0.069	0.731							
<b>X1</b>	-0.068 _	0.445	0.728						
<b>X2</b>	-0.105 _	0, 161	0.438	0.716					
<b>X3</b>	-0.038 _	0.377	0.496	0.451	0.721				
<b>X 4</b>	-0.079 _	0.354	0.469	0.419	0.866	0.723			
<b>X5</b>	-0, 115	0.135	0.306	0.365	0.671	0.671	0.709		
<b>y</b>	-0, 138	0.363	0.354	0.224	0.215	0.219	0.148	0.727	
<b>z</b>	-0, 135	0.296 _	0.320	0.299 _	0.206	0.254	0, 197	0.409	0.711

### 3.2.2 Discriminant Validity

Based on Table 5, it can be seen that the *cross loading* value has a higher correlation value for the indicator compared to the indicator correlation value with other constructs. Based on the evaluation of the related model, it was concluded that the measurement model was valid.

Based on Table 6, it can be seen that the AVE value of the Moderation I variable is 1,000. This value is greater than the correlation value of the entrepreneurial moderating variable self-efficacy is equal to competitiveness of sns use, trust of sns use, usefulness of sns use, perceived ease of use, perceived privacy risk, sustainable entrepreneurial intentions, perceived desirability this also applies to other variables. Based on the evaluation of the relationship model, it can be concluded that the discriminant validity measurement model has been met and is said to be valid.

### 3.2.3 Proportionate Reliability

Based on the Table 7, it can be seen that Cronbach's Alpha shows a good level of reliability. Furthermore, the value of composite reliability can be seen that the value of each variable in composite reliability is above 0.6. Thus these results indicate that each research variable has met the research criteria so that it can be concluded that all variables are said to be reliable.

### 3.2.4 Colleniarity

*collinearity* test results in the VIF value column, namely the entire VIF value of the statement item for each variable is not greater than 5, it can be concluded that there is no multicollinearity in the independent variables (Table 8).

**Table 7.** Cronbach's Alpha and Composite Reliability Values

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
moderation effect	1,000	1,000
x1	0.704	0.818
x2	0.736	0.804
x3	0.815	0.866
x4	0.771	0.845
x5	0.767	0.835
y	0.705	0.818
z	0.758	0.836
i	0.710	0.821

**Table 8.** Variance Inflation Factor (VIF) Test

<b>Requirement items</b>	<b>VIF</b>
i'z	1,000
i.35	1,237
i.36	1,441
i.37	1,539
i.38	1,363
x1.1	1,574
x1.2	1,498
x1.5	1,324
x1.6	1,256
x2.10	1,336
x2.7	1,521
x2.8	1,629
x2.9	1,360
x3.12	1,355
x3.14	1,587
x3.15	1,727
x3.16	1,548
x3.17	1,632

*(continued)*

**Table 8.** (continued)

<b>Requirement items</b>	<b>VIF</b>
x3.18	1,680
x4.19	1,453
x4.20	1,525
x4.22	1,491
x4.23	1,617
x4.24	1,457
x5.28	1,233
x5.31	1,577
x5.32	1,497
x5.33	1,673
X5.34	1,649
y.48	1,235
y.49	1,407
y.50	1,328
y.52	1,343
z.40	1,442
z.41	1,381
z.44	1,280
z.45	1,433
z.46	1,550

### 3.3 Evaluation of the Structural Model (*Inner Model*)

Based on Table 9 in this study, it can be seen that  $R^2_{\text{sustainable}}$  entrepreneurial intentions are 0.237 means that the variables perceived desirability and entrepreneurial self-efficacy explains the variable of sustainable entrepreneurial intentions by 23.7%, the remaining 76.3% is explained by other constructs other than those studied in this study.

$R^2_{\text{perceived desirability}}$  of 0.263% means that the variables competitiveness of sns use, trust of sns use, usefulness of sns use, perceived ease of use, and perceived privacy

**Table 9.** R Square. Test Results

<b>Variable</b>	<b>R Square</b>	<b>R Square Adjusted</b>
<i>sustainable entrepreneurial intentions (y)</i>	0.237	0,230
<i>perceived desirability (I)</i>	0.263	0.252

**Table 10.** Hypothesis Test Results

No	Hypothesis	P Values	Note:
1	<i>competitiveness of SNS use</i> → → <i>perceived desirability</i>	0.000	Accepted
2	<i>trust of SNS use</i> → → <i>perceived desirability</i>	0.238	Rejected
3	<i>usefulness of SNS use</i> → → <i>perceived desirability</i>	0.033	Accepted
4	<i>perceived ease of use</i> → → <i>perceived desirability</i>	0.224	Rejected
5	<i>perceived privacy risk</i> → → <i>perceived desirability</i>	0.008	Accepted
6	<i>Perceived desirability</i> → → <i>Sustainable Entrepreneurial Intentions</i>	0.000	Accepted
7	Moderation Effect	0.222	Rejected
	<i>Entrepreneurial self-efficacy</i> moderates the effect of <i>perceived desirability</i> on <i>Sustainable Entrepreneurial Intentions</i>	0.000	Accepted

risk explain the perceived desirability of 26.3%, the remaining 76.7% is explained by other constructs outside investigated in this study.

**3.4 Hypothesis Test**

See Table 10.

**4 Conclusions**

From the results and discussion of the research, it can be concluded

1. The first hypothesis is accepted with P Values of 0.000. These results indicate that the competitiveness of SNS use has a significant effect on the perceived desirability of students in Padang City, as evidenced by the probability value ( $P 0.000 \leq \leq 0.05$ ). It can be interpreted that if there is an increase in the competitiveness of SNS use, it will increase the perceived desirability of students in Padang City, so the first hypothesis is accepted.
2. The second hypothesis is rejected with P Values of 0.238. These results indicate that the trust of SNS use has no significant effect on the perceived desirability of students in the city of Padang, as evidenced by the probability value ( $P 0.238 \leq \leq 0.05$ ). So the second hypothesis is rejected.
3. The third hypothesis is accepted with P Values of 0.033. These results indicate that the usefulness of SNS use has a significant effect on the perceived desirability of students in Padang City, as evidenced by the probability value ( $P 0.033 \leq \leq 0.05$ ). It can be interpreted that if there is an increase in the usefulness of SNS use, it will increase the perceived desirability of students in the city of Padang. So that the third hypothesis is accepted.

4. The fourth hypothesis is rejected with P Values 0.224. These results indicate that the perceived ease of use has no significant effect on the perceived desirability of students in the city of Padang, as evidenced by the probability value ( $P 0.224 \leq 0.05$ ). So the fourth hypothesis is rejected.
5. The fifth hypothesis is accepted with P Values of 0.008. These results indicate that perceived privacy risk has a significant effect on the perceived desirability of students in the city of Padang, also evidenced by the probability value ( $P 0.008 \leq 0.05$ ). It can be interpreted that if there is an increase in perceived privacy risk, it will increase the perceived desirability of students in Padang City. So the fifth hypothesis is accepted.
6. The sixth hypothesis is accepted with P Values of 0.000. These results indicate that perceived desirability has a significant effect on the Sustainable Entrepreneurial Intentions of Students in Padang City. Evidenced by the probability value ( $P 0.00 \leq 0.05$ ). It can be interpreted that the increasing perceived desirability will increase the Sustainable Entrepreneurial Intentions of Students in the City of Padang. So the sixth hypothesis is accepted.
7. The seventh hypothesis is rejected, with P Values of 0.222. These results indicate that Entrepreneurial Self efficacy does not significantly moderate the effect of perceived desirability on Sustainable Entrepreneurial Intentions as evidenced by the probability value ( $P 0.222 > 0.05$ ).

**Acknowledgments.** Khofifah Nur and Abror say accept love on endorsement financial from University Country of Padang.

**Authors' Contributions.** The results of this study can be used as consideration for both social network providers and educational institutions to establish a sustainable entrepreneurship education system. The results of this study are closely related to the intention of sustainable entrepreneurship which is very much needed in reducing unemployment and overcoming poverty in Indonesia.

## References

1. Arshad, M., Farooq, M., Atif, M., & Farooq, O. (2020). A motivational theory perspective on entrepreneurial intentions: a gender comparative study. *Gender in Management*. <https://doi.org/10.1108/GM-12-2019-0253>
2. Akinwale, YO, Ababtain, AK, & Alaraifi, AA (2019). Structural equation model analysis of factors influencing entrepreneurial interest among university students in Saudi Arabia. *Journal of Entrepreneurship Education*, 22 (4), 1–14.
3. Nurmaliza, N., Caska, C., & Indrawati, H. (2018). Analysis of Factors Affecting Entrepreneurial Interest of Vocational High School Students in Pekanbaru. *Journal of Educational Sciences*, 2 (2), 42. <https://doi.org/10.31258/jes.2.2.p.42-51>
4. Darmanto, S. (2013). The Influence of Perceived Desirability, Perceived Feasibility, Propensity To Act on Entrepreneurial Intentions. *Scientific Journal of Economics and Business Dynamics*, 1 (2), 85–98.

5. Saeed, S., Muffatto, M., & Yousafzai, S. (2014). Exploring Gender Differences in the Intentions of University Students towards. *International Journal of Entrepreneurship and Innovation Management*, 134–153.
6. Chabrak, N., Thomas, L., Bascausoglu-Moreau, E., & Bouhaddioui, C. (2020). *Global Entrepreneurship Monitor UAE*.
7. Nguyen, C. (2018). Demographic factors, family background and prior self-employment on entrepreneurial intention - Vietnamese business students are different: why? *Journal of Global Entrepreneurship Research*, 8 (1). <https://doi.org/10.1186/s40497-018-0097-3>
8. Alayis., MMH, Abdelwahed., NAA, & Atteya., N. (2018). Impact of social networking sites' use on entrepreneurial intention among undergraduate business students: The case of Saudi Arabia. *International Journal of Entrepreneurship*, 22 (4).
9. Sung, CS, & Park, JY (2018). Sustainability orientation and entrepreneurship orientation: Is there a tradeoff relationship between them? *C, 10* (2). <https://doi.org/10.3390/su10020379>
10. Dissanayake, D. (2014). The Impact of Perceived Desirability and Perceived Feasibility on Entrepreneurial Intention among Undergraduate Students in Sri Lanka: An Extended Model. *Kelaniya Journal of Management*, 2 (1), 39. <https://doi.org/10.4038/kjm.v2i1.6543>
11. Hutari, T., Asmar, Y., & Yuliana. (2020). Evaluation Of The State University Of Padang Entrepreneurs Student Program. *Encyclopedia of Social Review*, 2 (1), 58–68. <http://jurnal.encyclopediaiku.org>
12. Boyd, NG, & Vozikis, GS (1994). The Influence of Self-Efficacy on the Development of Entrepreneurial Intentions and Actions. *Entrepreneurship Theory and Practice*, 18 (4), 63–77. <https://doi.org/10.1177/104225879401800404>
13. Peterman, NE, & Kennedy, J. (2003). Enterprise Education: Influencing Students' Perceptions of Entrepreneurship. *Entrepreneurship Theory and Practice*, 28 (2), 129–144. <https://doi.org/10.1046/j.1540-6520.2003.00035.x>
14. Zhao, H., Hills, GE, & Seibert, SE (2005). The mediating role of self-efficacy in the development of entrepreneurial intentions. *Journal of Applied Psychology*, 90 (6), 1265–1272. <https://doi.org/10.1037/0021-9010.90.6.1265>
15. Ali, S., Lu, W., & Wang, W. (2012). Determinants of entrepreneurial intentions among the college students in: China and Pakistan. *Journal of Education and Practice*, 3 (11), 13–22.
16. Vuorio, AM, Puumalainen, K., & Fellnhofer, K. (2018). Drivers of entrepreneurial intentions in sustainable entrepreneurship. *International Journal of Entrepreneurial Behavior and Research*, 24 (2), 359–381. <https://doi.org/10.1108/IJEBR-03-2016-0097>
17. Wijaya, M., & Abstract, FJ (2014). The Influence of Site Design, Price, Trust And Security To Purchase Fashion Products Through Online Shopping. *Journal of Service Management and Marketing*, 7 (2), 31–61.
18. Jones, N., Borgman, R., & Ulusoy, E. (2015). Impact of social media on small businesses. *Journal of Small Business and Enterprise Development*, 22 (4), 611–632. <https://doi.org/10.1108/JSBED-09-2013-0133>
19. Abri, DSS AI. (2009). Examining the Impact of E-privacy Risk Concerns on Citizens' Intentions to use E-government Services: An Oman Perspective. *This Thesis Is Presented for the Degree of Doctor of Philosophy of Murdoch University*.
20. Zelmianty, R., & Anita, L. (2015). The Influence of Organizational Culture And The Role Of Internal Auditors On Fraud Prevention With The Implementation Of The Internal Control System As An Intervening Variable. *Journal of Financial And Business Accounting*, 8 (1), 67–76.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

