



# The Impact of Social Media Use on E-Entrepreneurial Intention with Perceived University Support as a Moderating Variable

Ahmadi Usman<sup>1</sup> and Asri Essada Nurrachmah<sup>2</sup>

<sup>12</sup> Department of Business Administration, Politeknik Negeri Ujung Pandang  
ahmadiusman@poliupg.ac.id

**Abstract.** This research aimed to investigate how social media use affects e-entrepreneurial intention, using perceived university support as a moderating variable. The research would use a quantitative approach. Based on the purposive sampling method, the number of samples used was 359 students from universities in Makassar city, Indonesia. Data were acquired by distributing online questionnaires to students. The structural equation model (SEM) technique with Smart PLS 3.0 was used in this research. The research found that e-entrepreneurial intention was significantly and favorably impacted by social media use and perceived university support. Nevertheless, perceived university support did not moderate the association between social media use and e-entrepreneurial intention. The research has limitations focusing on business students in state universities and examining only one endogenous and moderating variable in the conceptual model. The implication of the research contributed to the deeper understanding of the role of social media usage and perceived university support in stimulating students' e-entrepreneurial intention for entrepreneurship educators and the leaders of university.

**Keywords:** Investigate, social media, SEM

## 1 Introduction

Nowadays, the development of system information and technology is more advanced. The presence of social media is one of the best examples of technological advancement in the world. Social media is a collection of web-based tools that facilitate the creation and sharing of information. It has enabled many people to connect with each other around the world without geographical boundaries, including in Indonesia.

In Indonesia, the trend of social media use has increased significantly. Based on the website of DataReportal, Indonesia has 167 million of internet users in Januari 2023. If this data was compared to last year, there would be no significant reductions in social media use. Most of the platforms that are accessed by Indonesians are Facebook, Youtube, Twitter, Instagram, Linkedin, Snapchat, Messenger, Whatsapp, and Tiktok. However, the majority of those at risk of accessing these platforms are between age of 17 and 22 [1]. This is because students have unstable psychology and different hope of social media use.

As social media users, college students should use social media for business purposes. However, in fact, they become segment for local brand and business online owned by their friends. This happens because the number of populations increase, while job opportunities decrease [2]. In a similar, universities can provide student with accessible knowledge, facilities, and materials such as books, cases studies, business incubation, training programs, people development, as well as networks for them who are willing to start online businesses. These supports must be sustainable for students so that they can start online businesses which lead to financial freedom. The extant literature showed that universities play an active role in stimulating students' entrepreneurial intentions.

Entrepreneurial intention is the willingness to start ventures. The first step that must be owned by individuals to start ventures is having entrepreneurial intention. One of the types of entrepreneurial intention is e-entrepreneurial intention. E-entrepreneurial intention is someone's idea to start an online business by using the internet [3]. The research of e-entrepreneurial intention becomes an interesting topic due to the advancement of social media development and the growing number of online businesses in the era of technology.

However, there is a lack of literature to discuss the research of e-entrepreneurial intention. Most of the extant literature explores about entrepreneurial intention in general, which is not specific to the branch of entrepreneurial intention. In relation to social media, [4] stated the link between e-entrepreneurial intention and the use of social media was not intensively discussed by researchers. Thus, the researcher wants to find out how social media use affects the intention of e-entrepreneurship.

Further, perceived university support is the moderating variable in this research. The impact of social media usage on e-entrepreneurial intention can be enhanced or diminished by the presence of a moderating variable. The attention of universities in the field of entrepreneurship causes students to obtain entrepreneurial recognition, that leads to a higher spirit of being entrepreneurs. Students who have a higher entrepreneurial spirit will tend to start online businesses in the future. As a result, they will not have the mindset of becoming job seekers anymore.

The researcher also selects perceived university support as the moderating variable in the link between the use of social media and e-entrepreneurial intention because there was an inconsistent result in relation to the effect of perceived university support. [5] found that perceived university support was proven to be indirectly related to students' entrepreneurial intentions through subjective norms and entrepreneurial efficacy. [6] claimed that the relationship between entrepreneurship education and entrepreneurial intention was moderated by perceived university support. The researcher must investigate the impact of the moderating variable of perceived university support on e-entrepreneurial intention due to its inconsistent results.

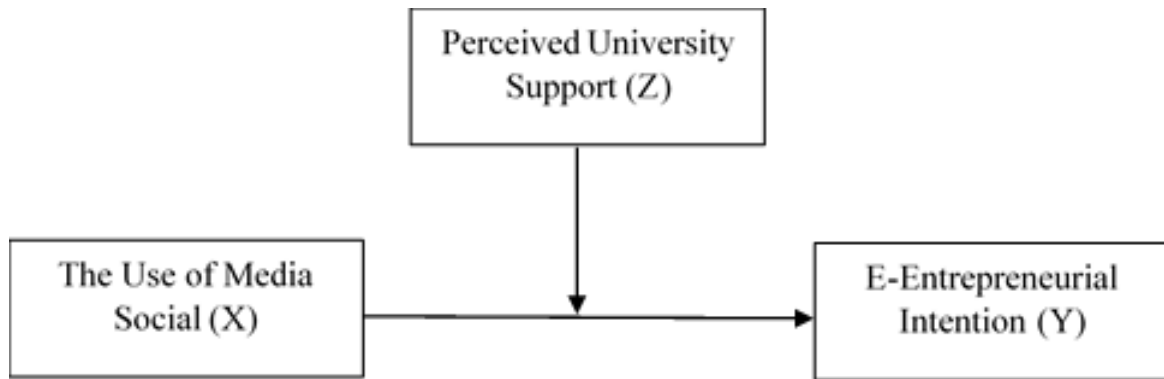


Figure 1. Research Model

## 2 Methodology

This research adopts a quantitative approach. The research would take place at two universities, namely Politeknik Negeri Ujung Pandang and Hasanuddin Universities located in Makassar city, Indonesia. Based on academic data of both universities in 2022, the total number of business students was 3515. By using purposive sampling method and the Slovin formula, it was acquired 359 samples. Then, researchers distributed online questionnaires via WhatsApp. However, there were 242 questionnaires that were completely filled by students, comprising 25 students of D3 business administration, 60 students of D4 business administration, 15 students of D3 accounting, 35 students of D4 managerial accounting from Politeknik Negeri Ujung Pandang, and 107 students of management from Universitas Hasanuddin. Those students filling out questionnaires are actively registered and commence their studies in 2019, 2020, and 2021. In addition, female students (199 students) dominated to fill out questionnaires compared to male students (43 students).

The questionnaires used were adapted from various sources to determine the measurement of three variables in the research. This research adapted indicators from reputable and good literature that was already reviewed and published. Specifically, the use of social media used five items that were modified and adapted from research conducted by [7]. Meanwhile, perceived university support was measured with two indicators adapted from research conducted by [8] and other two indicators obtained from [9]. Indicators of e-entrepreneurial intention used five items adapted from [3]. The research will employ a five-licker scale for all item questionnaires, where 1 represents strongly disagree and 5 represents strongly agree. After acquiring questionnaires, all data will be processed by a structural equation model approach by using the software Smart PLS 3.0.

## 3 Results

### 3.1 Measurement Model

PLS-SEM is the approach that is the most suitable to test the hypothesis proposed in this research. [10] argued that PLS-SEM is a procedure that involves evaluation and a

structural model that can demonstrate the strength of research by giving examples of variable measurement, mediation, and moderation within a model. In detail, the evaluation of model measurement consists of assessment of factor loading with a standard value of 0.70, composite reliability with a standard value  $> 0.70$ , average variance distracted with standard a value 0.50 and discriminant validity.

**Table 1.** Measurement model (Factor Loading, Cronbach's Alpha, Composite Reliability, Average Extracted Variance)

<b>Laten Variable</b>	<b>Factor Loading</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Average Extracted Variance</b>	<b>Decision</b>
The Use of Social Media		0.908	0.932	0.732	Accepted
USM1	0.851				Accepted
USM2	0.862				Accepted
USM3	0.876				Accepted
USM4	0.860				Accepted
USM5	0.889				
Perceived University Support		0.865	0.907	0.711	Accepted
PUS1	0.779				Accepted
PUS2	0.887				Accepted
PUS3	0.881				Accepted
PUS4	0.822				Accepted
E-Entrepreneurial Intention		0.888	0.918	0.692	Accepted
EEI1	0.814				Accepted
EEI2	0.845				Accepted
EEI3	0.729				Accepted
EEI4	0.896				Accepted
EEI5	0.865				Accepted

After conducting analysis of measurement model, understanding discriminant validity is the next step that must be conducted. The researchers examine discriminant validity by assessing the Fornell-Lacker criterion [11]. Table 2 indicates that by using the Fornell-Lacker criterion, all values of discriminant validity meet the standard requirement because the result states the square of the average variance extracted must be greater than the correlation in the matrix of correlation construct. This condition indicates that validity is accepted and can be analysis further.

**Table 2.** Discriminant Validity (Fornell-Lacker Criterion)

	<b>Perceived University Support</b>	<b>E-Entrepreneurial Intention</b>	<b>The Use of Social Media</b>
Perceived University Support	0.843		
E-Entrepreneurial Intention	0.415	0.832	
The Use of Social Media	0.479	0.578	0.856

Besides, discriminant validity is examined by using Heterotrait-Monotrait (HTMT) in this research, as proposed by [12]. The result of the test of HTMT in Table 3 indicates that the HTMT score is under 0.85, which means that there is no problem in the aspect of discriminant validity.

**Table 3.** Measurement Model (HTMT)

	<b>Perceived University Support</b>	<b>E-Entrepreneurial Intention</b>	<b>Social Media Use</b>	<b>Perceived University Support x The Use of Social Media</b>
Perceived University Support				
E-Entrepreneurial Intention	0.461			
The Use of Social Media	0.252	0.138		
Perceived University Support x The Use of Social Media	0.535	0.638	0.388	

### 3.2 Hypothesis test

[12] and [13] argued that structural model was used to assess the link between latent variables and validate the conceptual model. After conducting evaluation, this research examines the structural model by conducting bootstrap 5000 replication with the aim evaluating significant path coefficient [14], [15]. By seeing Table 4, it can be concluded that hypothesis 1 is supported, which means the use of media social positively impacts on e-entrepreneurial intention. In addition to hypothesis 1, by referring to table 4, hypothesis 2 also is supported, which means that perceived university support has a positive influence on e-entrepreneurial intention

**Table 4.** Direct Effect

<b>Hypothesis</b>	<b>Path</b>	<b>Path Coefficient</b>	<b>t-Statistic</b>	<b>p-Value</b>	<b>Decision</b>
H <sub>1</sub>	USM→EEI	0.528	7.486	0.000	Accepted

H <sub>2</sub>	PUS→EEI	0.188	2.316	0.021	Accepted
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### 3.3 Moderating analysis

This research assumes that the variable of perceived university support in the link between the use of social media and e-entrepreneurial intention. The results of this research indicated perceived university support had a negative impact on the use of media social with e-entrepreneurial intention after being conducted bootstrapping on a conceptual model as can be seen in the next table.

**Table 4.** Moderating Effect

Hypothesis	Path	Path Coefficient	t-Statistic	p-Value	Decision
H3	USM*PUS →EEI	0.092	1.701	0.098	Rejected

### 3.4 The Coefficient of Determination (R<sup>2</sup>)

The R<sup>2</sup> value indicates the strength of the conceptual model. The value of R<sup>2</sup> shows that the strength of an exogenous variable influences an endogenous variable. Based on the result of the structural model examination, it was found that the value of R<sup>2</sup> is 0.369. This value indicates that 36.9% of the use of social media influences e-entrepreneurial intention of students. Meanwhile, the rest of 63.1% is influenced by other variables that have not been examined in this research.

### 3.5 Discussion

The use of social media has an important role in developing students' e-entrepreneurial intention. Numerous research have been done to look at how social media use affects the intention to start their own business. However, little empirical research has examined the link between the use of social media and e-entrepreneurial intention with the support of perceived university support as a moderating variable. The result of the research showed that there was a positive and significant relationship between the use of social media ( $\beta = 0.528$ ,  $p < 0.000$ ) to start online business. Thus, hypothesis 1 is rejected. This result indicated that business students both at Politeknik Negeri Ujung Pandang and Universitas Hasanuddin have the high degree of the use of social media which impacts their willingness of starting an online business. This condition showed that students of Politeknik Negeri Ujung Pandang and Universitas Hasanuddin have a high degree of social media access on various social media applications, such as Facebook, Instagram, and Tiktok. The effect of this condition is that students will obtain much business information on social media which in turn affects students' intention to start online business. The implications of this condition are that educators can consider social media materials in the entrepreneurship curriculum. Recent research conducted by [16] found that social media can influence students' academic performance at the bachelor degree level. In addition, the result of this re-

search is in line with the research results by [17], [18], and [19] which showed that there was a positive and significant link between the use of social media with e-entrepreneurial intention. This means that the more individuals use social media applications, the greater the effect of the process of opportunity recognition which in turn evokes students' e-entrepreneurial intention. However, the result of this research is not consistent with research conducted by [20], who found that the use of social media did not have effects on entrepreneurial intention. Further, this research also showed that there was a positive and significant association between perceived university support with e-entrepreneurial intention. The result of this research is in line with [21]'s finding that perceived university support has a positive and significant influence on students' entrepreneurial intention, although it is not the strongest link. Meanwhile, the interesting result of this research is the link between the use of social media and e-entrepreneurial intention which is not moderated by perceived university support. This is because significant value ( $p$ ) is 0.098, which is greater than 0.05. The result of this research indicated that the factor of perceived university support did not strengthen the link between the use of social media with e-entrepreneurial intention. This condition occurs due to low role of university in academic sector in the curriculum, business ideas, business development concepts, and financial aid in encouraging students' entrepreneurial intention. The result of this research is opposed to the argument stated by [6] that stated universities are the bridge to foster students' entrepreneurial passion.

### 3.6 Conclusion

It is inevitable that the presence of social media has changed students' lives in terms of information access. Whether the usage of social media can impact students' e-entrepreneurial intentions is still questionable. Similarly, the presence of perceived university support in creating an entrepreneurial ecosystem which in turn evokes e-entrepreneurial intention has not been maximally implemented. Thus, this research would investigate the role of the usage of social media on e-entrepreneurial intention which was moderated by perceived university support. The results of this research showed that both the use of social media and perceived university support significantly and favorably impact e-entrepreneurial intention. However, perceived university support was not proven to moderate students' e-entrepreneurial intention.

Some limitations were found in this research. This research only used business students as respondents in two universities. Thus, the next researcher must broaden respondents that cover students in state and private universities. The researchers only use one endogenous variable and moderating variable. It is expected that other researchers can add two endogenous variables and moderating variables for future research in their conceptual model of the research.

Further, this research also has implications. The findings of the research contributed to enhance entrepreneurship educators' knowledge. In this regard, they must incorporate social media contents within the entrepreneurship curriculum. Similarly, the leaders of the university must pay a serious attention to create a good entrepreneur-

ship ecosystem in the university. There must be some entrepreneurship programs or agendas that must be implemented by the leaders of the university

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