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Effects of Social Media, Motivation, and Creativity on Entrepreneurial Intention

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ABSTRACT

Entrepreneurial intention is a key factor in sustaining business ventures, especially among SME owners. This study aims to examine the effects of social media, motivation, and creativity on entrepreneurial intention by employing the framework of Social Learning Theory. A quantitative approach was used with data collected through an online questionnaire distributed to 61 SME owners in Pontianak, each operating a business for at least three years and employing a minimum of five staff members. The data were analyzed using multiple linear regression via SPSS version 26. The findings reveal that social media has a positive and significant effect on entrepreneurial intention, whereas motivation and creativity do not significantly influence it. Theoretically, this study extends the application of Social Learning Theory to mature entrepreneurship contexts. Practically, the results highlight the strategic value of social media as a tool for entrepreneurial learning and community building to enhance entrepreneurial intention among established SME owners.

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1. INTRODUCTION

Entrepreneurial intention is defined as an individual's conscious commitment to start a business venture and to persevere through entrepreneurial challenges (Torres-Ortega, 2022; Magasi et al., 2023). It serves as a fundamental precursor to entrepreneurial behavior, significantly influencing the sustainability and growth of small businesses. In the context of Indonesia, fostering entrepreneurial intention is particularly crucial given the dual trends of increasing entrepreneurial activity and stagnant business sustainability.

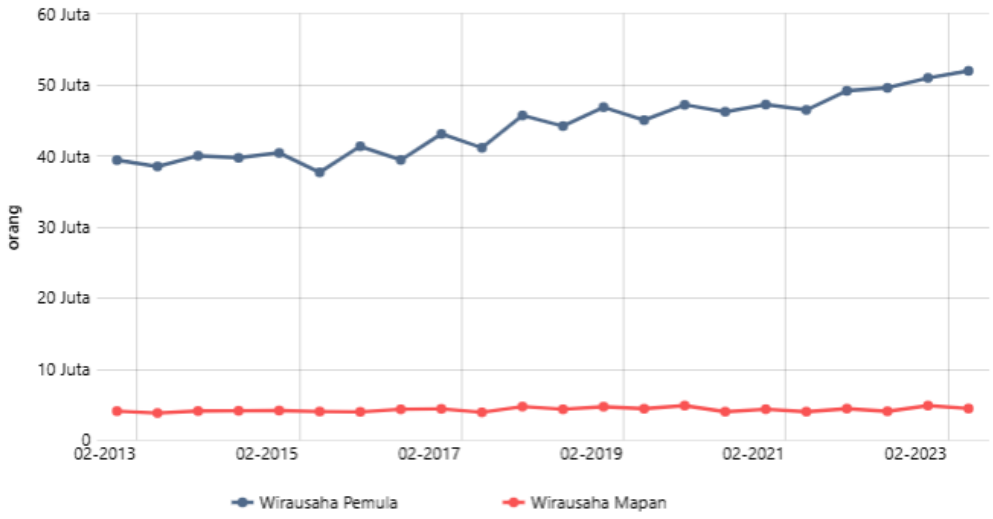

Figure 1. Trends of increasing entrepreneurial activity and stagnant business sustainability
Source: Databoks (2023)

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According to Databoks (2023), over the past decade, the number of new entrepreneurs in Indonesia has consistently increased. However, the number of established entrepreneurs has remained stagnant at approximately five million individuals. These data, presented in Table 1, highlight a structural issue: many new businesses are initiated, but few are sustained over time. This pattern signals a deficiency not in business formation but in long-term entrepreneurial commitment, a challenge closely related to the strength of entrepreneurial intention (Liñeiro et al., 2024). This stagnation suggests a gap in the entrepreneurial ecosystem the sustainability of entrepreneurial activity is hindered by insufficient intention and motivation among business owners. While prior studies have extensively explored factors such as entrepreneurial education, personality traits, and institutional support, there is still limited empirical evidence on how modern socio-technological factors such as social media, as well as internal factors like motivation and creativity, influence entrepreneurial intention, particularly in the context of Indonesian SMEs that have surpassed the early stages of business (Dwivedi et al., 2023; Atrup et al., 2023).

Hence, this study addresses this gap by focusing on three variables social media, motivation, and creativity to examine their effects on entrepreneurial intention. In contrast to previous research which often centers on student populations or nascent entrepreneurs (e.g., Amadea & Riana, 2020; Marden & Hidayah, 2022), this research specifically targets established SMEs that have operated for at least three years. This distinction is vital as entrepreneurial behavior and intention in mature enterprises may differ from those in the initial start-up phase due to different psychological, economic, and strategic contexts. To support the theoretical underpinning, this study is grounded in Social Learning Theory, which posits that behavior is learned through observing others and interacting with social environments (Bandura, 1977). In a business context, entrepreneurs can strengthen their intentions through exposure to role models, online entrepreneurial communities, and digital knowledge-sharing platforms, especially via social media (Helena et al., 2022). Thus, understanding how these factors interrelate provides actionable insight for policy-makers, educators, and business facilitators aiming to enhance entrepreneurial sustainability in Indonesia.

2. LITERATURE REVIEW

2.1 Social Learning Theory

Social Learning Theory (SLT) proposed by Albert Bandura emphasizes the cognitive aspects of thought, understanding, and evaluation. This theory provides an explanation of how human behavior depends on the mutual interaction between cognitive, behavioral, and environmental influences. Social learning means learning through interaction with fellow learners and experts. Due to the social perspective of behaviorism theory, it is also referred to as the socio-behavioristic approach. Since it concerns social intelligence or cognitive mental processes, it is also referred to as social cognitive theory. Since communication relies on social networks such as online discussions, blogging, and text messaging, this theory can be associated with social media. Social media is also increasingly recognized as an important tool for improving business productivity. Small companies can use social media to change the way they communicate with their customers, promote their goods and services, and engage their customers in a profitable way. Businesses have been attracted to using social media platforms due to their large number of users and various benefits, such as engagement, marketing, and customer relationship management. For example, businesses have used social media to build productive business relationships with their clients, increase brand loyalty, and participate in knowledge acquisition efforts (Dwivedi et al., 2023).

2.2 Hypothesis Development

a. Social Media and Entrepreneurial Intention

The existence of social media encourages collaboration between companies and customers in developing new products. Entrepreneurs can use social media in their businesses for a more direct communication and increase their competitive advantage with the better efficiency social media offers (Tarihoran et al., 2021).Organizations should maximize the use of social media in several departmental units such as research and development, marketing and sales and customer support (Santoso, 2021). The adoption of social media influences entrepreneurial intention positively, where it acts as a bridge between antecedents and entrepreneurship (Shi et al., 2022). The use of social media will benefit business activities, and indirectly impact the desire to become an entrepreneur from someone who has influence in the social media community (Kusumawardhany & Dwiarta, 2020).

H1: Social media has a positive effect on entrepreneurial intention

b. Motivation and Entrepreneurial Intention

People who are curious or curious about entrepreneurship are driven by existing motivations that turn these intentions into new businesses (Malebana, 2021). Motivation, especially in the context of entrepreneurship, has a significant influence on increasing entrepreneurial intentions. Motivation in the context of entrepreneurial

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intention is also influenced by the need for security, which results to higher willingness in doing entrepreneurial activities (Mesquita et al., 2024). Motivation, alongaide entrepreneurship education and self-efficacy influences individual's entrepreneurial intention to engage in entrepreneurial activities for economic development (Shiddiq, 2023). The higher one's motivation, the greater the courage to take action in creating a new business based on entrepreneurial intentions. Amadea et al. (2020) conducted a study showing that motivation has a positive and significant effect on entrepreneurial intention.

H2: Motivation has a positive and significant effect on entrepreneurial intention

c. Creativity and Entrepreneurial Intention

Creativity is a person's ability to create something in a new way and idea that has never been thought of by others so that it can benefit others. Priyono et al. (2024) finds that creativity exists and affects entrepreneurs in their activities significantly. Creativity positively influences individual's entrepreneurial intention by fortering their innovative thinking, problem-solving skills, and adaptability (Atrup et al., 2023). Creativity influences entrepreneurial intention by emphasizing the entrepreneurial spirit of individuals (Wang et al., 2023). They are also more likely to use their skills better to capitalize on business ideas thanks to the creativity. In their study, Shi et al. (2020) also finds that creativitity affects entrepreneurial intention significantly.

H3: Creativity has a positive effect on entrepreneurial intention

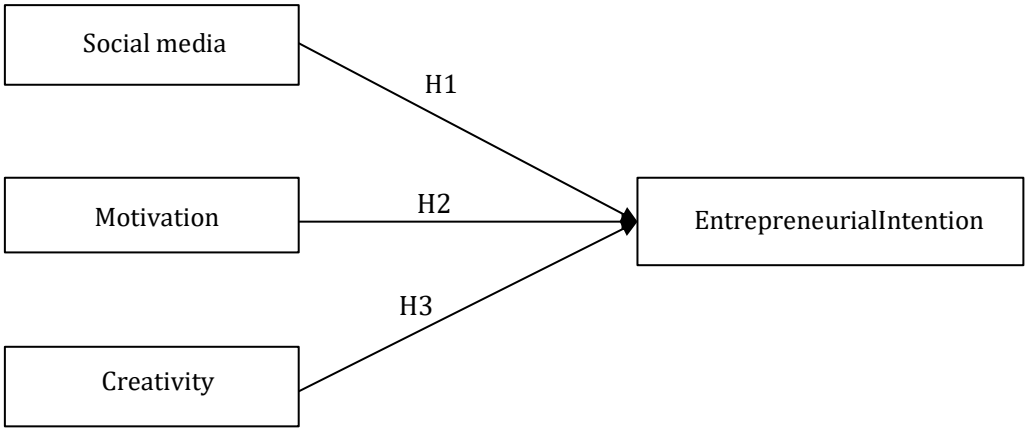

Figure 2. Research Model

3. METHODOLOGY

3.1 Research Design

This study employs a quantitative approach with the primary objective of examining the causal relationship between the independent variables social media, motivation, and creativity and the dependent variable, entrepreneurial intention. The quantitative approach was chosen because it allows for objective measurement of variables through numerical data, enabling statistical analysis and generalization to a broader population (Branaghan et al., 2021). This approach is also appropriate given that the research aims to test hypotheses formulated based on theoretical frameworks and previous empirical studies (Surucu et aal., 2020). The analytical model used in this study is multiple linear regression, as it is suitable for assessing the simultaneous influence of multiple independent variables on a single dependent variable. This model helps determine the extent to which each independent variable contributes to entrepreneurial intention, both individually and collectively. The type of data used is cross-sectional, meaning it was collected at a single point in time from a predetermined sample. By using multiple regression analysis, the study provides empirical insights into how the selected variables influence entrepreneurial intention among SME owners who have been operating their businesses for at least three years (Willie, 2023).

3.2 Population and Sample

In the context of study, Willie (2023) defines population as the group under investigation and are crucial for study design to provide an accurate data collection and analysis. The population used for this study are the individuals that run SMEs in Pontianak. Turner (2020) defines sample as a subset of a population that is represented in a focused category to allow practical data collection and better efficiency in the research. The sample used in this study will be narrowed to citizens that are classified according to some certain criteria. The criteria used to narrow down the population in this study is the samples are the people who have a business that have been running for at least 3 years and have at least 5

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employees. The sampling technique used in this study is the purposive sampling technique, where the purpose of this technique, interpreted by Andrade (2021), is to select the participants for a study based on specific characteristics relevant to the purpose of the study itself and is deemed by the researchers.

3.3 Data Collection Method

The method we will use for the data collection of this study is the means of an online questionnaire facilitated by Google Forms, where we have prepared the relevant questions according to the variables we used in this study. The questions prepared are in Indonesian and are divided into sections of six questions for each of the variables used in this study. The prepared questionnaire will then be sent to the respective samples by the means of WhatsApp and Instagram for a faster and more efficient delivery. The online questionnaire will then remain open for a month to be filled by the sample.

3.4 Research Instrument

This research will use a five-point Likert scale, which consists of point 1 indicating strongly disagree, point 2 indicating disagree, point 3 indicating less agree, point 4 indicating agree and point 5 indicating strongly agree. The reason is that the scoring method of the Likert scale itself is numerical, which is in accordance with the objectives of this study. The usage of five points is also to amplify the possibilities of an answer regarding the point of view of the respondents chosen while providing a more accurate measure on the respondent's view due to the smaller and more specific scope of each possible choice (Tanujaya et al., 2023). In this study, there are 4 variables and each consists of 6 items. The social media variable consists of 6 items quoted from research by Aputra, et al, (2022). The motivation variable consists of 6 items and is quoted from Leonardus, (2009). In the creativity variable, there are 6 items quoted from Windy Purwanty's research (2022) which is quoted from Suryana (2013), and finally in the entrepreneurial intention variable, there are 6 items quoted from research by Ariesta (2010).

3.5 Data Analysis

Once the data collection period is done, the results of the questionnaire will be gathered in a form of a spreadsheet before being analyzed further by the means of the software Statistical Package for the Social Sciences (SPSS) Version 26, where the approach of Path Analysis will be used since the nature of the variables in this study are expected to be in a causal manner.

4. RESULTS AND DISCUSSIONS

4.1 Demographic Characteristics

Based on table 1, the number of respondents in this study was dominated by women (57.4%), men (42.6%). Most of the participants in this study were 18-25 years old (77.0%), 9.8% were 26-33 years old, 8.2% were 34-41 years old, 3.3% were 42-49 years old and 1.6% were 50-57 years old. A total of 32.8% of respondents have jobs as employees, 42.6% who are still students, 19.7% of respondents have jobs with other choices, 1.6% of respondents who have jobs as entrepreneurs, and 3.3% of other respondents have jobs as professionals. Most of the respondents who participated in this study had a monthly income of Rp. 1,000,000 - Rp. 4,999,999 (78.36%), 9.8% of respondents had a monthly income of Rp. 5,000,000 - Rp. 9,999,999, 1.6% of respondents had a monthly income of Rp. 10,000,000 - Rp. 14,999,999, 1.6% of respondents had an income of Rp. 15,000,000 - Rp. 19,999,999, and 3.3% of respondents had a monthly income of Rp. 20,000,000 - Rp. 24,999,999.

Table 1. Demographic Characteristics

Profile	***n***	***%***
Gender		
Male	26	42.6
Female	35	57.4
Total	**61**	**100**
Age		
18-25	47	77.0
26-33	6	9.8
34-41	5	8.2
42-49	2	3.3
50-57	1	1.6
Total	**61**	**100**
Occupation		
Employee	20	32.8
Professional	2	3.3
Entrepreneur	1	1.6

Student	26	42.6
Others	12	19.7
Total	**61**	**100.0**
Monthly Income		
Rp. 1.000.000 - Rp. 4.999.999	51	83.6
Rp. 5.000.000 - Rp. 9.999.999	6	9.8
Rp. 10.000.000 - Rp. 14.999.999	1	1.6
Rp. 15.000.000 - Rp. 19.999.999	1	1.6
Rp. 20.000.000 - Rp. 24.999.999	2	3.3
Total	61	100

Source: Data Processing, 2025

4.2 Validity and Reliability

Sugiyono (2019) defines validity test as a tool used to measure the relationship between the data that occurs on the object and the data collected by the researcher. On the other hand, the reliability test can be used to measure the same object and produce identical data. All variables in this study have a calculated r value greater than the r table of 0.2521 and a significance value of 5%, so it can be concluded that all these variables are valid. In the reliability test, each variable was assigned a Cronbach's Alpha value with a threshold of 0.6. A Cronbach's Alpha value greater than 0.6 indicates that this study can be considered reliable. The Cronbach's Alpha values shown above indicate that this study is reliable.

Table 2. Pearson Correlation Output

#	Variable	Items	Correlation	Cronbach's Alpha
1.	Social Media	SM1	.693	.796
		SM2	.570	
		SM3	.627	
		SM4	.313	
		SM5	.729	
		SM6	.571	
2.	Motivation	Motiv1	.637	.800
		Motiv2	.492	
		Motiv3	.680	
		Motiv4	.516	
		Motiv5	.562	
		Motiv6	.466	
3.	Creativity	CR1	.581	.819
		CR2	.616	
		CR3	.610	
		CR4	.408	
		CR5	.658	
		CR6	.655	
4.	Entrepreneurial Intention	EI1	.711	.820
		EI2	.609	
		EI3	.567	
		EI4	407	
		EI5	.633	
		EI6	.694	

Source: Data Processing, 2025

4.3 Normality Test

Nasrum (2020) defines normality test as a requirement in a research to check whether a data is normally distributed. It can be seen from table 3 that the value of asymp. sig. from the data used in this study is 0.200, indicating that the data is distributed normally as it is greater than 0.05 and that the data can be used further in this study.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		61
Normal Parameters[a,b]	Mean	.0081528
	Std. Deviation	.33497852
	Absolute	.067

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Most Extreme Differences	Positive	.067
	Negative	-.044
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: Data Processing, 2025

4.4 Heteroscedasticity

Maity et al. (2021) defines heteroscedasticity test is to check whether there is any unequal variance of errors in a set of data. A set of data is said to be free of heteroscedasticity if significance value > 0.05, where it can be seen on table 4 that all the significance values of the variables are greater than 0.05, indicating that the set of data is free of heteroscedasticity and the data can be used further in the study.

Table 4. Heteroscedasticity Test Output

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	.335	.278		1.205	.233
Social Media	.122	.085	.264	1.436	.156
Motivation	-.035	.081	-.079	-.430	.669
Kreativity	-.111	.078	-.274	-1.427	.159

a. Dependent Variable: ABS
Source: Data Processing, 2025

4.5 Multicollinearity

Ellsworth et al. (2023) defines multicollinearity test as a requirement to ensure that there are no sorts of correlation between predictor variables that could impact the accuracy of the model. From table 5, it can be seen that all the variables are free from multicollinearity as the tolerance values are greater than 0.01 and the VIF values are lower than 10.

Table 5. Multicollinearity Test Output

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1 (Constant)	1.355	.429		3.156	.003		
Social Media	.383	.132	.406	2.905	.005	.489	2.044
Motivation	.155	.125	.173	1.245	.218	.496	2.017
Kreativity	.150	.121	.181	1.245	.218	.450	2.222

a. Dependent Variable: Entrepreneurial Intention
Source: Data Processing, 2025

4.6 Linearity

Based on table 6, the linearity test results, it can be seen that the significance value (P Value Sig) in the Deviation from Linearity line is 0.051. Because the significance value is greater than 0.05, it can be concluded that between the variables Social media (X1) and entrepreneurial intention (Y) there is a linear relationship.

Table 6. Linearity Test Output of X1 towards Y

			Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Entrepreneurial Intention * Social Media	Between Groups	(Combined)	6.195	10	.619	6.529	.000
		Linearity	4.428	1	4.428	46.677	.000
		Deviation from Linearity	1.766	9	.196	2.069	.051
	Within Groups		4.744	50	.095		
	Total		10.938	60			

Source: Data Processing, 2025

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Based on table 7, the linearity test results can be seen that the significance value (P Value Sig) in the Deviation from Linearity line is 0.514. Because the significance value is greater than 0.05, it can be concluded that there is a linear relationship between the motivation variable (X2) and entrepreneurial intention (Y).

Table 7. Linearity Test Output of X2 towards Y

			Sum of Squares	df	Mean Square	F	Sig.
Entrepreneurial Intention * Motivation	Between Groups	(Combined)	4.383	10	.438	3.343	.002
		Linearity	3.296	1	3.296	25.138	.000
		Deviation from Linearity	1.088	9	.121	9.22	.514
	Within Groups		6.555	50	.131		
	Total		10.938	60			

Source: Data Processing, 2025

Based on table 8, the linearity test results can be seen that the significance value (P Value Sig) in the Deviation from Linearity line is 0.163. Because the significance value is greater than 0.05, it can be concluded that between the creativity variable (X3) and entrepreneurial intention (Y) there is a linear relationship.

Table 8. Linearity Test Output of X3 towards Y

			Sum of Squares	df	Mean Square	F	Sig.
Entrepreneurial Intention * Creativity	Between Groups	(Combined)	5.435	12	.453	3.951	.000
		Linearity	3.543	1	3.543	30.900	.000
		Deviation from Linearity	1.892	11	.172	1.501	.163
	Within Groups		5.503	48	.115		
	Total		10.938	60			

Source: Data Processing, 2025

4.7 Autocorrelation

Fellner (2022) defines autocorrelation test is to check whether to check if a data contains a correlation with the past values.

Table 9. Durbin-Watson Test Output

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.675[a]	.456	.428	.32305	1.604

a. Predictors: (Constant), Kreativity, Motivation, Social Media
b. Dependent Variable: Entrepreneurial Intention
Source: Data Processing, 2025

The Durbin-Watson distribution table value for this study is dL at 1.4847 and dU at 1.6904. Since the Durbin-Watson value of the data is in between dL and dU, no certain conclusion can be derived and a further Runs test needs to be performed. It can be seen from table 10 that the value of asymp. sig. is greater than 0.05, indicating that the data does not contain autocorrelation and can be used further in the study.

Table 10. Runs Test Output

	Unstandardized Residual
Test Value[a]	.00463
Cases < Test Value	30
Cases >= Test Value	31
Total Cases	61
Number of Runs	28
Z	-.902
Asymp. Sig. (2-tailed)	.367

a. Median
Source: Data Processing, 2025

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4.8 Test Coefficient of Determination (R^2)

Based on the summary model output table, the coefficient of determination or R^2 is 0.456. The coefficient of determination or R^2 is 0.456 or equal to 46%. Which means that the Social Media (X1), Motivation (X2) and Creativity (X3) variables simultaneously affect the Entrepreneurial Intention (Y) variable by 46%. While the remaining 54% is influenced by other factors not explained in this study.

Table 11. R^2 Test Output

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675[a]	.456	.428	.32305

Source: Data Processing, 2025

4.9 F test

Based on table 12, it is known that the Sig. value is 0.000. Which means the value of Sig. 0.000 < 0.05, then the basis for decision making in the F test can be concluded that the hypothesis is accepted in the sense that the variables Social Media (X1), Motivation (X2) and Creativity (X3) simultaneously affect the variable Entrepreneuriall Intention (Y).

Table 13. F-Test Output

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.989	3	1.663	15.936	.000[b]
	Residual	5.949	57	.104		
	Total	10.938	60			

a. Dependent Variable: Entrepreneurial Intention

b. Predictors: (Constant), Kreativity, Motivation, Social Media

Source: Data Processing, 2025

4.10 T-test

Based on table 13, it can be seen that the T-count value on the Social Media variable (X1) is 2.905 with a significance level (Sig) of 0.005. Because the value of Sig. 0.005 <0.05, it can be concluded that H1 is accepted, which means that there is an effect of Social Media (X1) on Entrepreneurial Intention (Y). It is known that the T-count value of the motivation variable (X2) is 1.245 with a significance level (Sig) of 0.218 Because the sig value. 0.218> 0.05, it can be concluded that H2 is rejected, which means that there is no effect of Motivation (X2) on entrepreneurial intention (Y). It is known that the T-count value of the Creativity variable (X3) is 1.245 with a significance level of 0.218. Because the Sig value. 0.218> 0.05, it can be concluded that H3 is rejected, which means that there is no effect of Creativity (X3) on entrepreneurial intention (Y).

Table 13. T-test Output

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.355	.429		3.156	.003
	Social Media	.383	.132	.406	2.905	.005
	Motivation	.155	.125	.173	1.245	.218
	Kreativity	.150	.121	.181	1.245	.218

Source: Data Processing, 2025

The regression analysis results in this study indicate that among the three independent variables tested social media, motivation, and creativity only social media has a positive and statistically significant effect on entrepreneurial intention, with a regression coefficient of 0.383 and a *p*-value of 0.005. Statistically, this suggests that the use of social media contributes meaningfully to increasing the entrepreneurial intention of SME actors. This finding aligns with Social Learning Theory (Bandura, 1977), which posits that individuals develop behavior through social interaction and

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observational learning. In this context, social media serves as an educational and social reinforcement channel that exposes entrepreneurs to role models, success stories, and professional communities, thereby enhancing their confidence and entrepreneurial desire. Prior studies also confirm that social media increases entrepreneurial intention through mechanisms of information access and social support (Dwivedi et al., 2023; Shi et al., 2022). Nevertheless, from a practical standpoint, the moderate coefficient (β = 0.383) indicates that although statistically significant, social media is not the sole determinant of entrepreneurial intention. Therefore, its impact should be complemented by other factors such as entrepreneurship training, managerial literacy, funding access, and network development to generate a stronger effect.

In contrast, the other two variables motivation and creativity did not show statistically significant effects on entrepreneurial intention, both with *p*-values of 0.218. Statistically, this implies that motivation and creativity alone are insufficient to explain an individual's tendency to engage in entrepreneurship within the SME context examined. This finding contradicts many previous studies that identify motivation as a key driver of entrepreneurial intention (Amadea & Riana, 2020; Malebana, 2021) and highlight the importance of creativity in generating innovative ideas and solving business problems (Atrup et al., 2023; Wang et al., 2023). In this study, the lack of significance may be due to the characteristics of the respondents, most of whom are young entrepreneurs aged 18–25. Many may have started their businesses out of necessity rather than intrinsic motivation or strong creative drive. Additionally, the absence of external support such as access to capital, business mentoring, or an enabling environment may prevent their internal creativity from being translated into real entrepreneurial intention. Thus, while motivation and creativity are theoretically important, these results suggest that without external reinforcement, their practical impact remains limited. A more effective entrepreneurial intention development, therefore, requires synergy between internal factors (such as motivation and creativity) and external environmental support.

5. CONCLUSION

This study aimed to analyze the influence of social media, motivation, and creativity on entrepreneurial intention among SME owners in Pontianak who have operated their businesses for at least three years. The regression results show that social media has a positive and statistically significant effect on entrepreneurial intention, while motivation and creativity do not show statistically significant effects. This finding supports Social Learning Theory, which emphasizes that individuals learn behaviors through social interaction and observation (Bandura, 1977). Social media enables entrepreneurs to access knowledge, inspiration, and networks through exposure to successful entrepreneurial role models, thereby strengthening entrepreneurial intention (Dwivedi et al., 2023; Shi et al., 2022).

However, although statistically significant, the practical effect of social media is considered moderate (β = 0.383), indicating that social media is not the only dominant factor in shaping entrepreneurial intention. Meanwhile, the non-significant influence of motivation and creativity may suggest that these factors require contextual support, such as business mentoring, financial access, or relevant training (Amadea & Riana, 2020; Atrup et al., 2023). The inability of these personal traits to directly influence entrepreneurial intention could be due to low self-efficacy or lack of opportunities to implement creative ideas (Wang et al., 2023). This study has several limitations. First, the sample was limited to 61 SME owners in one geographic area—Pontianak—most of whom were young entrepreneurs. This limits the generalizability of the findings to broader SME populations (Willie, 2023). Second, the use of a cross-sectional design does not allow researchers to assess how entrepreneurial intention evolves over time (Setia, 2023).

Future studies are recommended to use a longitudinal approach to observe how entrepreneurial intention changes across different business stages. Broader sampling across regions and age groups would also improve external validity. Researchers are also encouraged to explore mediating or moderating variables such as self-efficacy, digital literacy, or entrepreneurial education to gain deeper insight into how personal and contextual factors interact (Yogas & Hidayah, 2024). In addition, integrating alternative theoretical perspectives such as the Theory of Planned Behavior (Ajzen, 1991) or Effectuation Theory (Sarasvathy, 2001) could enrich the explanatory framework beyond the Social Learning Theory used in this study.

6. IMPLICATIONS

6.1 Theoretical implications

The theoretical implication of this study is to enrich the scope of past researches and studies in the scope of entrepreneurial intentions and the factors that affect it. This study also supports the findings of the study done by Mausrini (2021). This study finds that social media, motivation, and creativity simultaneously affects entrepreneurial intention, while only social media affects entrepreneurial intention significantly in an individual scope. The findings of this study are also hoped to be aiding the future studies in this topic.

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6.2 Practical implications

The practical implication of this study would be more focused for the business owners by incorporating the entrepreneurial intention in their businesses by the knowledge they learned from this study. With the growing potential of social media at the current day and age will help entrepreneurs in discovering more entrepreneurial challenges and opportunities, which is in line with the definition of entrepreneurial interest.

7. LIMITATIONS AND FUTURE RESEARCH

The methods and results of this study are far from perfect and are bound to some limitations, such as the lack of narrowing towards a certain focus for the sample, where this study uses a rather general and vast group of people as its sample. The errors in the analysis in this study would also affect the results and conclusion of this study, where the researchers will have to keep an eye on going forward. Lastly, the sample used in this study is only focused on a small same space in a rather short time range, which affects the results of this regression model.

Conflict of Interest

The researchers declare no conflict of interest.

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