Priviet Social Sciences Journal
E-ISSN 2798-6314
P-ISSN 2798-866X
https://doi.org/ 10.55942/pssj.v5i9.736

Volume 5
Issue 9
September Edition 2025

What drives entrepreneurial intention?

Wanda Novita
Universitas Jakarta Internasional, Jakarta International Tower, Jl. Letjen S Parman 1AA Slipi, Jakarta Barat 11480
e-mail: wanda.novita@uniji.ac.id

Received 08 August 2025
Revised 15 September 2025
Accepted 24 September 2025

ABSTRACT

Entrepreneurial intention is a critical determinant of business venture sustainability, particularly among small and medium-sized enterprise (SME) owners. This study investigates the influence of social media, motivation, and creativity on entrepreneurial intention using the framework of Social Learning Theory. A quantitative research design was employed, with data collected through an online survey administered to 61 SME owners in South Tangerang, all of whom have operated their businesses for a minimum of three years and employed at least five staff members. The data were analyzed using multiple linear regression analysis via SPSS version 26. The findings demonstrate that social media exerts a positive and statistically significant effect on entrepreneurial intention, whereas motivation and creativity have no significant impact. From a theoretical perspective, this study contributes to the application of Social Learning Theory in the context of established entrepreneurship. Practically, the results underscore the strategic importance of social media as a tool for fostering entrepreneurial learning and community engagement, thereby enhancing the entrepreneurial intentions of experienced SME owners.

Keywords: entrepreneur, intention, entrepreneurial intention, motivation, social media.

1. INTRODUCTION

Entrepreneurial intention is conceptualized as an individual's deliberate commitment to initiating a business venture and maintaining persistence in the face of challenges (Torres-Ortega, 2022; Magasi et al., 2023). It functions as a critical precursor to entrepreneurial behavior and profoundly affects the long-term viability and expansion of small enterprises. This phenomenon signals a deficiency not in the initiation of business ventures but rather in long-term entrepreneurial dedication, a challenge that is intrinsically linked to the strength of entrepreneurial intention (Liñeiro et al., 2024). This stagnation reflects a gap in the entrepreneurial ecosystem, where insufficient intention and motivation among business owners impede the sustainability of entrepreneurial activities. Although prior research has extensively examined factors such as entrepreneurial education, personality traits, and institutional support, there remains a notable paucity of empirical studies investigating the influence of contemporary socio-technological factors, particularly social media, alongside internal drivers like motivation and creativity, on entrepreneurial intention—especially within the context of Indonesian SMEs that have transcended the nascent stages of business development (Dwivedi et al., 2023; Atrup et al., 2023). Therefore, this study aims to address this gap by investigating the effects of three key variables—social media, motivation, and creativity—on entrepreneurial intention. In contrast to previous studies that predominantly focus on student populations or nascent entrepreneurs (Amadea & Riana, 2020; Marden & Hidayah, 2022), this study specifically targets established SMEs with at least three years of operational experience. This distinction is crucial because entrepreneurial intentions and behaviors in mature businesses may diverge from those in the early startup phase due to differing psychological, economic, and strategic contexts. To ground the study's theoretical framework, Social Learning Theory is employed, which posits that behaviors are learned through the observation of others and interaction with social environments (Bandura, 1977). Within the entrepreneurial realm, this suggests that entrepreneurs can enhance their intentions by engaging with role models, online entrepreneurial communities, and digital knowledge-sharing platforms, particularly through social media (Helena et al., 2022). Thus, understanding the interplay of these factors offers valuable insights for policymakers, educators, and business facilitators aiming to promote sustainable entrepreneurship in Indonesia.

Social Learning Theory (SLT), formulated by Albert Bandura, underscores the cognitive dimensions of thought, comprehension, and assessment. This framework offers a comprehensive explanation of how human behavior is shaped by the dynamic interactions among cognitive, behavioral, and environmental factors. Social learning, as conceptualized in this theory, involves acquiring knowledge through interactions with peers and expert. Due to its emphasis on social perspectives within behaviorism, it is also known as the socio-behavioral approach. Given its focus on social intelligence and cognitive mental processes, it is alternatively termed the SCT. The relevance of this theory extends to communication, which increasingly relies on social networks such as online forums, blogs, and text messaging, thereby linking it to the realm of social media. Social media is increasingly recognized as a potent tool for enhancing business productivity. Small enterprises, in particular, leverage social media to transform their communication strategies, promote products and services, and foster customer engagement cost-effectively. The widespread appeal of social media platforms is attributed to their vast user bases and multifaceted benefits, including enhanced engagement, marketing opportunities, and customer relationship management. Businesses have harnessed social media to cultivate productive relationships with clients, strengthen brand loyalty, and engage in knowledge acquisition initiatives (Dwivedi et al., 2023).

The pervasive influence of social media facilitates enhanced collaboration between businesses and customers, fostering the development of innovative products. Entrepreneurs are increasingly harnessing social media as a tool for direct and efficient communication, gaining a competitive edge through enhanced efficiency (Tarihoran et al., 2021). For organizations, the strategic integration of social media across various departments, such as research and development, marketing, sales, and customer support, is crucial for maximizing its potential (Santoso, 2021). The adoption of social media has been shown to positively influence entrepreneurial intentions by serving as a crucial intermediary between

various antecedents and entrepreneurial outcomes (Shi et al., 2022). The utilization of social media not only enhances business operations but also exerts an indirect influence on individuals' entrepreneurial intentions, particularly those with considerable influence within the social media community (Kusumawardhany & Dwiarta, 2020).

Based on the above explanation, the following hypothesis is formulated: H1: Social media has a positive effect on entrepreneurial intention.

Motivation plays a central role in transforming an individual's curiosity about entrepreneurship into tangible business ventures. Entrepreneurs are often driven by intrinsic motivations that propel their intentions to establish new businesses (Malebana, 2021). Motivation, particularly in the entrepreneurial context, is a key determinant of amplifying entrepreneurial intentions. This motivation is often shaped by underlying needs, such as the desire for financial security, which increases one's willingness to pursue entrepreneurial activities (Mesquita et al., 2024). Moreover, motivation, coupled with entrepreneurship education and self-efficacy, significantly influences an individual's intention to engage in entrepreneurial endeavors, thereby contributing to economic development (Shiddiq, 2023). As motivation intensifies, individuals exhibit a greater propensity to engage in entrepreneurial risks and initiate new business ventures. A study by Amadea et al. (2020) further reinforces the notion that motivation has a positive and significant effect on entrepreneurial intention.

Based on the above explanation, the following hypothesis is formulated: H2: Motivation has a positive and significant effect on entrepreneurial intention.

Creativity refers to the ability to generate novel ideas or solutions that have not been previously conceived and have the potential to benefit others. Priyono et al. (2024) highlight that creativity significantly influences entrepreneurial activities, playing a pivotal role in entrepreneurial endeavors. Creativity positively impacts an individual's entrepreneurial intentions by fostering innovative thinking, enhancing problem-solving capabilities, and bolstering adaptability (Atrup et al., 2023). Furthermore, creativity serves as a catalyst for instilling an entrepreneurial spirit within individuals, driving them to capitalize on their innovative ideas to create and expand businesses (Wang et al., 2023). More creative entrepreneurs are better positioned to leverage their skills to bring business ideas to fruition. Shi et al. (2020) also corroborates these findings, demonstrating that creativity significantly influences entrepreneurial intention.

Based on the above explanation, the following hypothesis is formulated: H3: Creativity positively affects entrepreneurial intention.

Based on the above hypotheses, a research model was developed, as shown in Figure 1.

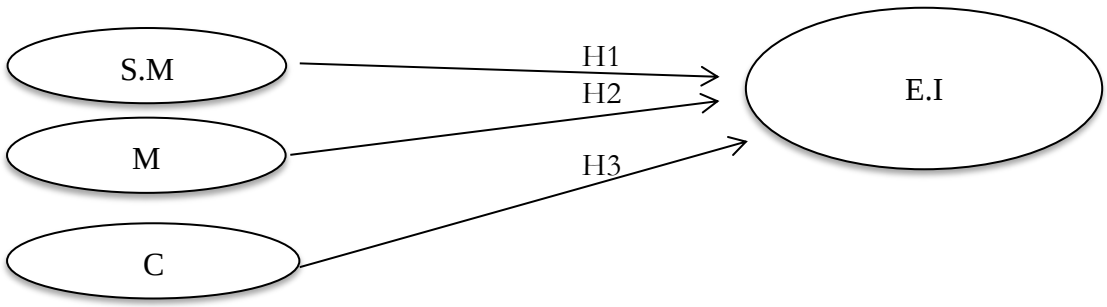

Figure 1. Research Model

Source : Author's Data; 2025

2. METHODOLOGY

This study adopts a quantitative methodology with the primary objective of investigating the causal relationships between the independent variables – social media, motivation, and creativity – and

the dependent variable, entrepreneurial intention. The quantitative approach was selected because of its ability to objectively measure variables through numerical data, thereby facilitating statistical analysis and enabling generalization to a wider population (Branaghan et al., 2021). This approach is particularly appropriate because the research seeks to test hypotheses grounded in theoretical frameworks and prior empirical studies (Surucu et al., 2020). The analytical technique employed in this study is multiple linear regression, which is well-suited to assess the simultaneous effects of several independent variables on a single dependent variable. This method allows for the determination of how each independent variable contributes to entrepreneurial intention, both individually and collectively. The data used in this study is cross-sectional, meaning it was collected at a specific point in time from a predetermined sample. Through multiple regression analysis, this study provides empirical insights into how the selected variables influence entrepreneurial intention among SME owners who have been operating their businesses for no less than three years (Willie, 2023).

In the context of this study, Willie (2023) defines the population as the group under investigation, which is essential for study design to ensure accurate data collection and analysis. The population for this study consisted of individuals running SMEs in South Tangerang. Turner (2020) defines a sample as a subset of the population that is categorized in a specific way to allow for more practical data collection and improved research efficiency. The sample for this study will be selected based on certain criteria. The criteria used to refine the population are that the individuals must own businesses that have been operating for at least three years and employ a minimum of five staff members. The purposive sampling technique is utilized in this study, which, as interpreted by Andrade (2021), involves selecting participants based on specific characteristics relevant to the study's objectives, as determined by the researchers.

Data collection for this study will be conducted through an online questionnaire administered via Google Forms, which contains questions aligned with the variables explored in this study. The questions will be in Indonesian and divided into sections, with six questions for each variable. The completed questionnaires will be distributed to the selected sample via WhatsApp and Instagram to ensure faster and more efficient delivery. The online survey will remain open for a month, allowing ample time for the sample to complete the questionnaire.

A five-point Likert scale will be employed in this research, with responses ranging from 1 (strongly disagree) to 5 (strongly agree), as the numerical nature of this scale aligns with the study's objectives. The use of five response options enhances the ability to capture a broader range of perspectives while providing more precise measurements of respondents' viewpoints by narrowing the scope of possible choices (Tanujaya et al., 2023). This study will focus on four variables, each consisting of six items. The social media variable will be measured using six items from Aputra et al. (2022). The motivation variable will also comprise six items, sourced from Leonardus (2009). The creativity variable will include six items drawn from Windy Purwanty (2022), referencing Suryana (2013). Finally, the entrepreneurial intention variable contained six items, as identified by Ariesta (2010).

Upon completion of the data collection phase, the responses will be compiled into a spreadsheet format and analyzed using the Statistical Package for the Social Sciences (SPSS), version 26. Path analysis will be employed in the analysis, as the nature of the variables in this study suggests causal relationships

3. RESULT AND DISCUSSION

The demographic data presented in Table 1 reveal the key characteristics of the study's respondents. The majority of the participants were female (57.4%), with males comprising 42.6%. This distribution provides insight into the gender composition of the sample, which is essential for understanding the potential gender-related differences in entrepreneurial intention. Additionally, the age distribution shows that most respondents were between 18 and 25 years old (77.0%), suggesting a younger population with a high degree of engagement in this study. This finding is significant because it aligns with previous research that highlights the entrepreneurial intentions of younger individuals, who may be more open to innovative business ideas and social media influence.

Regarding employment status, most respondents were students (42.6%), followed by employees (32.8%). This indicates that a large portion of the sample is still in the process of educational and career development, which may influence their entrepreneurial aspirations and intention. Furthermore, the monthly income data illustrate that the largest proportion of respondents earned between Rp. 1,000,000 and Rp. 4,999,999 (78.36%), reflecting the financial realities of a significant portion of the sample and their potential to invest in entrepreneurial ventures. In the following discussion, the implications of these demographic characteristics will be explored in relation to the study's key variables—social media, motivation, creativity, and entrepreneurial intention. The findings provide valuable context for understanding how these factors interact with the socio-economic and psychological profiles of the participants (see Table 1)

Profile	**n**	**%**
Gender		
Male	26	42:06:00
Female	35	57:04:00
Total	**61**	**100**
Age		
18-25	47	77:00:00
26-33	6	9:08
34-41	5	8:02
42-49	2	3:03
50-57	1	1:06
Total	**61**	**100**
Occupation		
Employee	20	32:08:00
Professional	2	3:03
Entrepreneur	1	1:06
Student	26	42:06:00
Others	12	19:07
Total	**61**	**100**
Monthly Income		
Rp. 1.000.000 - Rp. 4.999.999	51	83:06:00
Rp. 5.000.000 - Rp. 9.999.999	6	9:08
Rp. 10.000.000 - Rp. 14.999.999	1	1:06
Rp. 15.000.000 - Rp. 19.999.999	1	1:06
Rp. 20.000.000 - Rp. 24.999.999	2	3:03
Total	**61**	**100**

Table 1. Demograpic Caracteristic

Source: Author's Data, 2025

3.1 Validity and Reabilty

Sugiyono (2019) defines a validity test as a tool to assess the relationship between the data observed in the object and the data collected by the researcher. Conversely, the reliability test is used to measure the consistency of the data, ensuring that repeated measurements of the same object produce

identical results. In this study, all variables showed a calculated r value exceeding the r table value of 0.2521 with a significance level of 5%, indicating that all variables are valid. For the reliability test, each variable was assessed using Cronbach's alpha, with a threshold of 0.6. A Cronbach's alpha value greater than 0.6 suggests that the study's instruments are reliable. The Cronbach's alpha values obtained in this study confirmed its reliability, ensuring the consistency and trustworthiness of the results (see table 2).

Table 2. Pearson Correlation Output

#	Variable	Items	Correlation	Cronbach's Alpha
1	Social Media	SM1	0.693	0.796
		SM2	0.57	
		SM3	0.627	
		SM4	0.313	
		SM5	0.729	
		SM6	0.571	
2	Motivation	Motiv1	0.637	0.8
		Motiv2	0.492	
		Motiv3	0.68	
		Motiv4	0.516	
		Motiv5	0.562	
		Motiv6	0.466	
3	Creativity	CR1	0.518	0.819
		CR2	0.616	
		CR3	0.61	
		CR4	0.408	
		CR5	0.658	
		CR6	0.655	
4	Entrepreneurial Intention	EI1	0.711	0.82
		EI2	0.609	
		EI3	0.567	
		EI4	407	
		EI5	0.633	
		EI6	0.694	

Source: Author's Data, 2025

3.2 Normality Test

Nasrum (2020) defines a normality test as a necessary procedure in research to assess whether the data follow a normal distribution. As shown in Table 3, the asymptotic significance value (asymp. Sig.) for the data used in this study is 0.200. Since this value is greater than 0.05, it indicates that the data is normally distributed. Therefore, the data met the normality assumption and could be used for further analysis in this study (see Table 3).

Table 3. Normality Test

		Unstandardized Residual
N		61
Normal Parameters	Mean	0.0081528
	Std. Deviation	0.33497852
Most Extreme Differences	Absolute	0.067
	Positive	0.067
	Negative	-0.044
Test Statistic		0.067
Asymp. Sig. (2-tailed)		0.200[c]

Source: Author's Data, 2025

3.3 Heteroscedasticity Test

Maity et al. (2021) define the heteroscedasticity test as a method to determine whether there is an unequal variance of errors within a dataset. A dataset is considered free from heteroscedasticity if the significance value is greater than 0.05. As shown in Table 4, all significance values for the variables are greater than 0.05, indicating that the data are free from heteroscedasticity. Therefore, the data is suitable for further analysis in the study.

Table 4. Heteroscedasticity Test

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	0.335	0.278		1,205	0.233
Social Media	0.122	0.085	0.264	1,436	0.156
Motivation	-0.035	0.081	-0.079	-0.430	0.669
Creativity	-0.111	0.078	-0.274	-1,427	0.159
a. Dependent Variable: ABS					

Source: Author's Data, 2025

3.4 Multicollinearity Test

Ellsworth et al. (2023) define the multicollinearity test as a necessary procedure to ensure that there is no correlation between predictor variables that could affect the accuracy of the model. As shown in Table 5, all the variables in this study are free from multicollinearity, as the tolerance values exceed 0.01, and the Variance Inflation Factor (VIF) values are below 10. This indicates that the variables do not exhibit multicollinearity, ensuring the reliability of the model (see Table 5).

Table 5. Multicollinearity Test Output

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Collinearity Statistics (Tolerance)	VIF
(Constant)	1,355	0.429		3,156	0.003		
Social Media	0.383	0.132	0.406	2,905	0.005	0.489	2,044
Motivation	0.155	0.125	0.173	1,245	0.218	0.496	2,017
Creativity	0.15	0.121	0.181	1,245	0.218	0.45	2,222
a. Dependent Variable: Entrepreneurial intention							

Source : Author's Data, 2025.

3.5 Linearity Test

Based on the linearity test results in Table 6, the significance value (P Value Sig) for the Deviation from Linearity line is 0.051. Since the significance value is greater than 0.05, it can be concluded that there is a linear relationship between the variables, Social Media (X1) and Entrepreneurial Intention (Y).

Table 6. X1 toward Y

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6,195	10	0.619	6,529	0.000
Linearity	4,428	1	4,428	46,677	0.000
Deviation from Linearity	1,766	9	0.196	2,069	0.051
Within Groups	4,744	50	0.095		
Total	10,938	60			
a. Dependent Variable: Entrepreneurial Intention * Social Media					

Source : Author's Data, 2025

Based on the linearity test results presented in Table 7, the significance value (P Value Sig) for the Deviation from Linearity line is 0.514. Since this 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. X2 toward Y

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4,383	10	0.438	3,343	0.002
Linearity	3,296	1	3,296	25,138	0.000
Deviation from Linearity	1,088	9	0.121	9.22	0.514
Within Groups	6,555	50	0.131		
Total	10,938	60			
a. Dependent Variable: Entrepreneurial Intention * Motivation					

Source: Author's Data, 2025

Based on the linearity test results presented in Table 8, the significance value (P Value Sig) for the Deviation from Linearity line is 0.163. Since this value is greater than 0.05, it can be concluded that there is a linear relationship between the Creativity variable (X3) and Entrepreneurial Intention (Y).

Table 8. X3 toward Y

			Sum of Squares	df	Mean Square	F	Sig.
Entrepreneurial Intention Creativity	Between Groups	(Combined)	5,435	12	0.453	3,951	0.000
		Linearity	3,543	1	3,543	30,900	0.000
		Deviation from Linearity	1,892	11	1.172	1,501	0.163
	Within Groups		5,503	48	0.115		
	Total		10,938	60			

Source: Author's Data, 2025

3.6 Autocorrelation Test

Fellner (2022) defines the autocorrelation test as a statistical procedure employed to assess whether a dataset exhibits correlation with its previous values. This test is essential for identifying temporal dependencies or patterns within the data, which could potentially influence the validity and robustness of the analyses (see Table 9).

Table 9. Durbin – Watson Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.675a	0.456	0.428	0.32305	1,604
a. Predictors: (Constant), Creativity, Motivation, Social Media					
b. Dependent Variable: Entrepreneurial Intention					

Source: Author's Data, 2025

The Durbin-Watson distribution table values for this study are dL = 1.4847 and dU = 1.6904. Since the observed Durbin-Watson statistic lies between dL and dU, it is not possible to draw a definitive conclusion, necessitating the conduction of a subsequent Runs test. As shown in Table 10, the asymptotic significance value exceeds 0.05, suggesting that the data is free from autocorrelation and can be further utilized in the analysis (see Table 10).

Table 10. Runs Test Output

S	Unstandardized Residual
Test Value[a]	0.00463
Cases < Test Value	30
Cases >= Test Value	31
Total Cases	61
Number of Runs	28
Z	-0.902
Asymp. Sig. (2-tailed)	0.367
a. Median	

Source: Author's Data, 2025

3.7 R^2 Test

According to the summary model output table, the coefficient of determination (R^2) is 0.456, or 46%. This implies that the collective influence of Social Media (X1), motivation (X2), and creativity (X3) variables accounts for 46% of the variance in Entrepreneurial Intention (Y). The remaining 54% of the variance is attributed to other factors that are not explored or included in the scope of this study (see Table 11).

Table 11. R^2 Test Output

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.675a	0.456	0.428	0.32305

Source: Author's Data, 2025

3.8 F Test

Based on Table 12, the significance (Sig.) value is 0.000. Since the Sig. The value (0.000) is less than the threshold of 0.05, and the decision rule for the F-test leads to the acceptance of this hypothesis. This indicates that the variables Social Media (X1), Motivation (X2), and Creativity (X3) have a statistically significant simultaneous effect on the Entrepreneurial Intention (Y) variable

Table 12. F Test Output

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,989	3	1,663	15,936	0.000b
	Residual	5,949	57	0.104		
	Total	10,938	60			

a. Dependent Variable: Entrepreneurial Intention
b. Predictors: (Constant), Creativity, Motivation, Social Media
Source: Author's Data, 2025

3.9 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 theT-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). 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

Model		Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
1	(Constant)	1,355	0.429		3,156	0.003
	Social Media	0.383	0.132	0.406	2,905	0.005
	Motivation	0.155	0.125	0.173	1,245	0.218
	Creativity	0.15	0.121	0.181	1,245	0.218

Source: Author's Data, 2025

The regression analysis conducted in this study indicates that, among the three independent variables examined—social media, motivation, and creativity—only social media exhibits a positive and statistically significant effect on entrepreneurial intention, with a regression coefficient of 0.383 and a p-value of 0.005. This finding suggests that social media utilization contributes meaningfully to enhancing entrepreneurial intentions among SME actors. This result aligns with the Social Learning Theory (Bandura, 1977), which posits that individuals develop behaviors through social interaction and observational learning. In this context, social media functions as both an educational and social reinforcement platform, providing entrepreneurs with exposure to role models, success stories, and professional networks, thereby enhancing their confidence and aspirations. Previous research supports the notion that social media positively influences entrepreneurial intentions through mechanisms such as access to information and social support (Dwivedi et al., 2023; Shi et al., 2022). However, the moderate regression coefficient ($\beta = 0.383$) suggests that although the impact of social media is statistically significant, it is not the sole determinant of entrepreneurial intention. As such, its effect should be augmented by other factors, including entrepreneurship training, managerial literacy, access to funding, and network development, to foster a more robust influence.

Conversely, motivation and creativity did not exhibit statistically significant effects on entrepreneurial intention, both yielding p-values of 0.218. Statistically, this implies that motivation and creativity, in isolation, are insufficient to explain an individual's propensity to engage in entrepreneurship in the examined SME context. This finding contradicts prior studies that identified motivation as a central driver of entrepreneurial intention (Amadea & Riana, 2020; Malebana, 2021) and emphasized the role of creativity in generating innovative ideas and addressing business challenges (Atrup et al., 2023; Wang et al., 2023). The lack of significance in this study may be attributed to the demographic characteristics of the respondents, the majority of whom are young entrepreneurs aged 18–25. Many of these individuals may have initiated their businesses out of necessity rather than intrinsic motivation or a strong creative drive. Furthermore, the absence of external support mechanisms, such as access to capital, business mentorship, or a supportive environment, may hinder the transformation of internal creativity into concrete entrepreneurial intentions. Therefore, while motivation and creativity are theoretically relevant, these results suggest that without external reinforcement, their practical impact on entrepreneurial intention remains limited. To cultivate entrepreneurial intention more effectively, a synergy between intrinsic factors (such as motivation and creativity) and external environmental support is essential.

4. CONCLUSION

This study aimed to analyze the influence of social media, motivation, and creativity on entrepreneurial intention among SME owners in South Tangerang who have operated their businesses for at least three years. The regression analysis reveals that social media has a positive and statistically significant effect on entrepreneurial intention, while motivation and creativity do not exhibit statistically significant effects. This finding aligns with the Social Learning Theory, which posits that individuals acquire behaviors through social interaction and observation (Bandura, 1977). Social media facilitates entrepreneurs' access to knowledge, inspiration, and networks by exposing them to successful entrepreneurial role models, thereby enhancing entrepreneurial intentions (Dwivedi et al., 2023; Shi et al., 2022). However, while statistically significant, the practical impact of social media is moderate ($\beta = 0.383$), suggesting that social media is not the sole determining factor in shaping entrepreneurial intention. In contrast, the lack of significant influence from motivation and creativity may indicate that these factors require contextual support, such as business mentoring, access to financial resources or specialized training (Amadea & Riana, 2020; Atrup et al., 2023). The limited impact of these personal traits on entrepreneurial intentions could be attributed to low self-efficacy or insufficient opportunities to implement creative ideas (Wang et al., 2023).

This study has several limitations. First, the sample consisted of 61 SME owners from a single geographic area, South Tangerang, most of whom were young entrepreneurs. This limits the generalizability of the findings to the broader SME population (Willie, 2023). Second, the cross-sectional design of the study does not allow for an examination of how entrepreneurial intentions evolve over time (Setia, 2023). Future research should adopt a longitudinal approach to better understand how entrepreneurial intentions change across different stages of business development. Expanding the sample to include diverse regions and age groups would enhance external validity. Researchers are also encouraged to explore mediating or moderating variables such as self-efficacy, digital literacy, or entrepreneurial education to gain deeper insights into the interaction between personal and contextual factors (Yogas & Hidayah, 2024). Additionally, integrating alternative theoretical frameworks, such as the Theory of Planned Behavior (Ajzen, 1991) or Effectuation Theory (Sarasvathy, 2001), could further enrich the explanatory model beyond the Social Learning Theory employed in this study

Ethical Approval
Not Applicative

Informed Consent Statement
Not Applicative

Author's Contributions
WN contributed to the conceptualization of the study, development of the research methodology, and supervision of the overall research. She also conducted the investigation, including data collection and formal analysis, and led the drafting, reviewing, and editing of the manuscript to ensure its academic rigor and quality.

Disclosure Statement
No potential conflict of interest was reported by the author.

Data Avaibility Statement
The data presented in this study are available on request from the corresponding author due to privacy reasons.

Funding
This research received no external funding.

Note of Contributions

Wanda Novita
Wanda Novita is a lecturer at Universitas Jakarta Internasional, with research interests in human resources, marketing, and entrepreneurship.

REFERENCES

Ahdiat, A. (2023, December 15). This is the growth of the number of entrepreneurs in Indonesia until 2023. *Katadata.* https://databoks.katadata.co.id/datapublish/2023/12/15/ini-pertumbuhan-jumlah-wirausaha-di-indonesia-sampai-2023

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Amadea, P. T., & Riana, I. G. (2020). The influence of entrepreneurial motivation, self-control, and family environment on entrepreneurial intention. *E-Journal of Management, 9*(4), 1594.

Andrade, C. (2021). The inconvenient truth about convenience and purposive samples. *Indian Journal of Psychological Medicine, 43*(1), 86–88. https://doi.org/10.1177/0253717620977000

Aras, M. M. (2022). The effect of entrepreneurship education on student entrepreneurial intention. *Movere Journal, 4*(1), 67–75.

Atrup, A., Diawati, P., Syamsuri, S., Pramono, S. A., & Ausat, A. M. A. (2023). The effect of entrepreneurship education and creativity on students' entrepreneurial intention: The perspective of effectuation and cognitive flexibility theory. *Jurnal Kependidikan.* https://doi.org/10.33394/jk.v9i2.7822

Bandura, A. (1977). *Social learning theory.* Prentice-Hall.

Branaghan, R. J., O'Brian, J. S., Hildebrand, E. A., & Foster, L. B. (2021). *Humanizing healthcare – Human factors for medical device design.* Springer. https://doi.org/10.1007/978-3-030-64433-8

Databoks. (2023, December 15). This is the growth of the number of entrepreneurs in Indonesia until 2023. *Katadata.* https://databoks.katadata.co.id/datapublish/2023/12/15/ini-pertumbuhan-jumlah-wirausaha-di-indonesia-sampai-2023

Dwivedi, Y. K., Ismagilova, E., Rana, N. P., & Raman, R. (2023). Social media adoption, usage and impact in business-to-business (B2B) context: A state-of-the-art literature review. *Information Systems Frontiers, 25,* 971–993. https://doi.org/10.1007/s10796-021-10141-6

Eduardo, M., Townsend, T. A., & Lopes, E. L. (2024). Entrepreneurship by necessity in times of pandemic: Entrepreneurial motivation and the regulatory focus in explaining the intention to undertake. *Revista de Empreendedorismo e Gestão de Pequenas Empresas.* https://doi.org/10.14211/regepe.esbj.e2266

Ellsworth, S. G., Van Rossum, P. S., Mohan, R., Lin, S. H., Grassberger, C., & Hobbs, B. (2023). Declarations of independence: How embedded multicollinearity errors affect dosimetric and other complex analyses in radiation oncology. *International Journal of Radiation Oncology, Biology, Physics, 117*(5), 1054–1062. https://www.sciencedirect.com/science/article/pii/S036030162300593X

Engga, A. (2020). Student interest in the Faculty of Economics, Department of Management in Entrepreneurship at Unika Soegijapranata [Undergraduate thesis, Universitas Katolik Soegijapranata].

Entrepreneur intention | EduChannel Indonesia. (n.d.). https://educhannel.id/entrepreneur-intention

Fajriati, R. (2017). The effect of attitude, motivation, personality, and family environment on entrepreneurial interest in fifth semester students of Management Study Program FEB UMY [Undergraduate thesis, Universitas Muhammadiyah Yogyakarta]. http://repository.umy.ac.id/bitstream/handle/123456789/18515/Lampiran.pdf

Fathiyannida, S., & Erawati, T. (2021). The influence of entrepreneurship education, entrepreneurial motivation, family environment, and income expectations on accounting students' entrepreneurial interests. *Indonesian Accounting and Finance Scientific Journal, 4*(2), 83–94.

Fattah, F. A. M. A., Halbusi, H. A., & Al-Brwani, R. M. (2022). Influence of self-perceived creativity and social media use in predicting e-entrepreneurial intention. *International Journal of Innovation Studies, 6*(3), 119–127. https://www.sciencedirect.com/science/article/pii/S2096248722000145

Halim, J. N., & Nuringsih, K. (2021). Creativity, attitude towards entrepreneurship, and entrepreneurial orientation to predict entrepreneurial intention in Tarumanagara University students. *Journal of Managerial and Entrepreneurship, 3*(4), 1029.

Helena, E. S., Pasuhuk, C., Natalia, F., Rantung, D. A., & Boiliu, N. I. (2022). A social learning approach with educational technology in supporting the PAK process in the digitalization era. *Journal of Multidisciplinary Research, 1*(2), 137–142.

Implementation of social learning theory in the view of Albert Bandura and Lev Vygotsky. (2021, July 8). *BINUS University*. https://pgsd.binus.ac.id/2021/07/08/implementasi-teori-belajar-sosial-dalam-pandangan-albert-bandura-dan-lev-vygotsky

Julindrastuti, D., & Karyadi, I. (2022). The influence of motivation and family environment on students' entrepreneurial interest. *Journal of Civilization Administration, 2*(1), 7–20.

Liñeiro, A. B., Ochoa, J. A. R., & De La Barrera, J. M. (2024). Exploring entrepreneurial intentions and motivations: A comparative analysis of opportunity-driven and necessity-driven entrepreneurs. *Journal of Innovation and Entrepreneurship, 13*(1). https://doi.org/10.1186/s13731-023-00278-0

Likert scale in social sciences research: Problems and difficulties. (2022). *FWU Journal of Social Sciences, 16*(2), 89–101.

Magasi, W. H., Cui, P. H., & O'Shea, Y. C. (2023). Entrepreneurship education and entrepreneurial intention: Case study of business students in Tianjin, China. *Journal of Entrepreneurship & Project Management, 7*(4), 89–99. https://stratfordjournalpublishers.org/journals/index.php/journal-of-entrepreneurship-proj/article/view/1592

Marden, R., & Hidayah, N. (2022). The effect of creativity and self-efficacy on entrepreneurial intention of FEB students of Tarumanagara University. *Journal of Managerial and Entrepreneurship, 4*(1), 181.

Maurisni, N. P. (2021). Attitudes, motivation, and social media influence entrepreneurial intentions in the millennial generation of Rokan Hulu district. *Hierarchy, 3*(3), 403–417.

Maity, A., Ghosh, A., Roy, S., Barui, S., Santra, A., Pal, S., & Pattanayak, S. (2021). Heteroscedasticity and data smoothing. *Journal of Emerging Technologies and Innovative Research.*

Nasrum, A. (2020). Data normality detection using the graph method. *Proceedings of ICUSN-ADRI, 1,* 123–128. https://doi.org/10.31327/icusn-adri.v1i0.1152

Nurhayati, A. (2020). Implementation of the entrepreneurial spirit and use of social media on entrepreneurial interest in Purwakarta female students. *Eqien-Journal of Economics and Business, 7*(2), 87–94.

Priyono, P., Agung, A. I., Buditjahjanto, I. G. P. A., Anifah, L., & Agfianto, T. (2024). The influence of creativity and learning motivation on entrepreneurial intentions of fisheries vocational high school students. *Jurnal Pendidikan Vokasi, 14*(1), 97–109. https://doi.org/10.21831/jpv.v14i1.69869

Purwanty, W. (2022, November). The influence of creativity and venture capital on entrepreneurial interest of students of the Faculty of Economics and Islamic Business UIN STS Jambi [Undergraduate thesis, Universitas Islam Negeri Sultan Thaha Saifuddin].

Rostan, R., Nengsih, T. A., & Ismail, M. (2024). The influence of financial management and self-efficacy on entrepreneurial intentions of sharia financial management study program students at Sulthan Thaha Saifuddin State Islamic University, Jambi. *Sharia Financial Economics and Tax Accounting, 1*(3), 74–89.

Safitri, R. (2020). The influence of entrepreneurial motivation and entrepreneurial mentality on entrepreneurial interest. *Iqtishoduna: Journal of Islamic Economics and Business, 16*(1), 73–82.

Setia, M. S. (2023). Cross-sectional studies. In *Cambridge University Press eBooks* (pp. 269–291). https://doi.org/10.1017/9781009010054.014

Setiawan, C. K., & Yosepha, S. Y. (2020). The influence of green marketing and brand image on purchasing decisions for The Body Shop Indonesia products (Case study on followers of Twitter account

@TheBodyShopIndo). *M-Progress Scientific Journal, 10*(1). https://journal.universitassuryadarma.ac.id/index.php/ilmiahm-progress/article/view/371

Shi, J., Danquah, S. K., Huang, L., & Boateng, S. L. (2022). Graduates' entrepreneurial intention in a developing country: The influence of social media and e-commerce adoption (SMEA) and its antecedents. *Information Development*. https://doi.org/10.1177/02666669211073457

Singh, P., & Singh, S. (2022). Autocorrelation of an econometric model. In *Lecture Notes in Networks and Systems* (pp. 289–297). https://doi.org/10.1007/978-981-16-9967-2_28

Stoica, O., Roman, A., & Rusu, V. D. (2020). The nexus between entrepreneurship and economic growth: A comparative analysis on groups of countries. *Sustainability, 12*(3), 1186. https://doi.org/10.3390/su12031186

Sumarsid, S., & Asti, E. G. (2024). Social entrepreneurial intention: A review and future research. *LABS: Jurnal Ekonomi dan Bisnis, 29*(1). https://doi.org/10.57134/labs.v29i1.70

Sürücü, L., & Maslakçı, A. (2020). Validity and reliability in quantitative research. *Business & Management Studies: An International Journal, 8*(3), 2694–2726. https://doi.org/10.15295/bmij.v8i3.1540

Tarihoran, J. E., Mardiani, M. I., Putri, N. D., Novareila, R. S., Sofia, A., & Prawira, I. F. A. (2021). The importance of social media as a start-up marketing strategy in Indonesia. *Jurnal Ilmiah Kreatif, 9*(1), 72–78. https://www.academia.edu/download/94993361/483408253.pdf

Torres-Ortega, J. A. (2022). Factors affecting entrepreneurial intention. *Revista Escuela de Administración de Negocios*. https://doi.org/10.21158/01208160.n92.2022.3257

Turner, D. P. (2020). Sampling methods in research design. *Headache, 60*(1), 8–12. https://doi.org/10.1111/head.13707

View of the influence of entrepreneurship knowledge, social environment, and social media on entrepreneurial interest of entrepreneurship UKM students at Muslim Indonesia University. (n.d.). *Jurnal Tata Kelola Pascasarjana UMI*. https://pasca-umi.ac.id/index.php/tata/article/view/875/937

Wang, W., Liang, Q., Mahto, R. V., Deng, W., & Zhang, S. X. (2020). Entrepreneurial entry: The role of social media. *Technological Forecasting and Social Change, 161,* 120337. https://doi.org/10.1016/j.techfore.2020.120337

Wang, C., Zhang, Y., Ding, H., & Zhang, L. (2023). The moderating effect of creativity on entrepreneurial intention of Chinese vocational college students. *Applied Mathematics and Nonlinear Sciences*. https://doi.org/10.2478/amns.2023.2.01136

Willie, M. M. (2023). Defining the population and target population in clinical studies: Clarifying terminology and enhancing study validity. *Journal of Medical Clinical and Nursing Sciences, 1*(3), 1–3. https://doi.org/10.61440/jmcns.2023.v1.03

Yogas, A., & Hidayah, N. (2024). Self-efficacy, entrepreneurial motivation, family support, and education influence entrepreneurial intention. *Journal of Managerial and Entrepreneurship, 6*(2), 271–283.

Zhang, L. (2020). Linearity tests and stochastic trend under the STAR framework. *Statistical Papers, 61,* 2271–2282. https://doi.org/10.1007/s00362-018-01106-w