

## **Infuence of Self-Creativity and Social Media Use on Digital Entrepreneurial Intention among Students at the University of Lampung**

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### ABSTRACT

Lampung University aims to produce high-quality, competitive graduates who are quickly absorbed by the labor market or become entrepreneurs, in line with its motto "Working and Innovating for the Nation." This research investigates the influence of self-creativity and social media use on digital entrepreneurial intentions among University of Lampung students. The study employs a quantitative method with a Likert-scale questionnaire, targeting undergraduate students from the 2020-2022 cohorts, with a sample size of 100 students. Data analysis was conducted using descriptive analysis and SmartPLS 4.0. Findings indicate that both self-creativity and social media use positively and significantly impact digital entrepreneurial intentions. Moreover, social media use also moderates the relationship between self-creativity and digital entrepreneurial intentions, enhancing the effect of self-creativity on students' entrepreneurial aspirations. These results highlight the importance of fostering creativity and leveraging social media to encourage entrepreneurship among students

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## INTRODUCTION

Digitalization has become a central theme in the development of modern industry and information, bringing significant changes to organizations, markets, job types, and learning needs, and directly impacting business and education (Garcez et al., 2022). The positive effects of digitalization are evident in the entrepreneurship sector, with promotional changes reaching more potential consumers, creating new job opportunities, and increasing social and economic activities (Gunawan et al., 2020). Digital entrepreneurship, based on data networks and digital platforms, creates new business activities using internet-based resources to sell products or services online (Abdelfattah et al., 2022).

In Indonesia, the development of Information and Communication Technology (ICT) and internet usage has increased significantly over the past five years. The Central Bureau of Statistics (BPS) reported that household internet usage reached 86.54% in 2022. In 2023, We Are Social recorded 212.9 million internet users and 167 million social media users in Indonesia, demonstrating the dominance of digitalization in everyday life. Social media is used for various purposes, such as searching for information (83.2%) and finding ideas or inspiration (73.2%) (We Are Social, 2023). Social media enhances user creativity through engaging content, with an average daily access time of around 3 hours and 18 minutes. Self-creativity, which is the ability of individuals to develop new ideas, is crucial in entrepreneurship (Al Halbusi et al., 2022).

The Indonesian government, through the Ministry of Education, Culture, Research, and Technology, fosters student creativity through the Student Creativity Program (PKM). The Fourth Industrial Revolution opens new economic opportunities, enabling individuals to start online businesses without the need to rent physical stores (E-commerce Statistics, BPS). Entrepreneurship is considered essential for economic growth and national stability, with digital entrepreneurship offering solutions to reduce unemployment (Setiawati et al., 2022). The Labor Force Participation Rate (TPAK) in Indonesia is still dominated by elementary school graduates, with only 9.31% of the working population having a bachelor's degree or higher (Central Bureau of Statistics, 2023). The 2022/2023 E-commerce Statistics indicate that most business owners are aged 25-54. The entrepreneurship rate for the 15-24 age group, including students, is still very low. This presents a challenge for universities to increase digital entrepreneurship interest among students (E-commerce Statistics, BPS, 2022/2023).

Universitas Lampung supports the development of student entrepreneurship interests and talents through the Student Entrepreneur Program (PMW), the Student Entrepreneur Development Program (P2MW), and the Entrepreneurship Student Creativity Program (PKM-K). However, interest in PMW has significantly declined from 2021 to 2023. In 2023, out of 133 groups receiving entrepreneurship funds, only 5 proposals fell into the digital business category, indicating a low interest in digital entrepreneurship (PMW Universitas Lampung, 2023). The self-creativity of Universitas Lampung students is evident from their participation in entrepreneurship programs such as PKM. However,

the number of funded PKM-K proposals is still low, indicating the need to enhance students' entrepreneurial competencies. Universitas Lampung, as one of the state universities in Lampung, fully supports the development of student creativity and entrepreneurship through various programs (unila.ac.id).

Research on digital entrepreneurship intentions among Universitas Lampung students is still limited. According to Abdelfattah et al. (2022), self-creativity and social media usage positively influence electronic entrepreneurship intentions in Oman. However, studies by Rakesh Kumar and Shalini Shukla (2019) and Satriadi et al. (2022) show different results, with creativity and social media usage negatively influencing student entrepreneurship intentions in India and Indonesia. This study aims to analyze the influence of self-creativity and social media usage on digital entrepreneurship intentions among Universitas Lampung students, as well as the moderating role of social media in the influence of self-creativity on these intentions. The research questions include whether self-creativity and social media usage positively and significantly affect digital entrepreneurship intentions and whether social media moderates the impact of self-creativity on digital entrepreneurship intentions. This study is expected to provide theoretical contributions by adding references related to digital entrepreneurship interest among students. Practically, this research benefits students by fostering entrepreneurial interest, the Ministry of Education and the government by providing considerations for training and education in digital entrepreneurship, universities by preparing education and training in digital entrepreneurship, and future researchers as additional reference material.

## **LITERATURE REVIEW**

### **Entrepreneurship**

Entrepreneurship entails individuals seizing opportunities by utilizing available resources to capitalize on goods and services in the future, often regarded as the skill of translating concepts into viable businesses. It encompasses identifying prospects and implementing ideas that can be utilized, necessitating traits like creativity, determination, and risk-taking (Barringer & Ireland, 2019). Entrepreneurs mobilize finances and assets to establish new ventures, confronting risks and uncertainties to attain profitability and growth by exploiting market prospects (Klofsten, 2019). Successful entrepreneurs demonstrate fervor, persistence, reliability, and expertise (Hatten, 2011). They are innovative and imaginative, capable of envisioning and developing distinctive products or services, meticulously strategizing their business moves and mitigating risks through careful observation and planning (Hatten, 2011). Entrepreneurship can be understood through three lenses: economically, as individuals amalgamating resources to generate greater value and introduce innovations; psychologically, as individuals compelled by a distinct drive to refine and innovate; and business-wise, as assertive competitors or collaborators generating wealth and employment opportunities for others (Hisrich et al., 2005).

Digital entrepreneurship has arisen from advancements in information and communication technology, reshaping traditional brick-and-mortar businesses into digital formats (Hair et al., 2012 in Musnaini et al., 2020). It involves harnessing

new media and internet technologies to seize market opportunities, with a focus on digital platforms such as social media, e-business, online business models, and e-commerce websites (Alnoor et al., 2022). This transformation has profoundly influenced business practices, particularly in the realm of higher education (Musnaini et al., 2020).

### **Digital Entrepreneurial Intentions**

The Theory of Planned Behavior (TPB) is seen as a universal framework for understanding human behavior, elucidating how factors like education and experience shape intentions, including those related to entrepreneurship. TPB comprises three core elements: attitude toward entrepreneurship, subjective norms, and perceived behavioral control. Attitude reflects perceptions of the appeal of entrepreneurship, subjective norms are influenced by societal beliefs, and perceived behavioral control involves gauging the likelihood of success (Ajzen, 1991). This theory has been broadened to encompass intentions regarding mobile and social technologies and online community purchases, proving applicable to youth entrepreneurial intentions in developed nations such as Germany, Ukraine, Turkey, and the US, as well as adult entrepreneurial intentions in Finland, Austria, and Spain. However, research on its application in developing countries remains limited (Al Halbusi et al., 2023).

Entrepreneurial intention refers to an individual's subjective thoughts and mental state before engaging in entrepreneurial activities, distinct from actual entrepreneurship, where the focus is on individual intent to initiate a business (Abdelfattah et al., 2022). Encouraging entrepreneurial intentions among young people is crucial for global entrepreneurship development, with essential success factors including leadership, communication, and creativity skills (Kumar & Shukla, 2022). Digital entrepreneurial intention specifically pertains to the desire to establish new business ventures based on internet resources for online product or service sales, driven by robust entrepreneurial motivation (Laguía et al., 2019). Key indicators encompass planning to commence a digital enterprise, maintaining strong determination despite challenges, seriously contemplating digital entrepreneurship, and being prepared to take necessary steps to become a digital entrepreneur (Abdelfattah et al., 2022).

### **Self-Creativity**

Self-creativity pertains to an individual's capacity for innovative thinking, skills, and abilities, influencing their confidence in generating effective new ideas. Entrepreneurs, often viewed as creative and innovative, see creativity as integral to entrepreneurship, linking high creativity perception and entrepreneurial motivation to pursuing entrepreneurial careers (Al Halbusi et al., 2022). Entrepreneurial leaders foster creativity among employees by granting autonomy for innovation, inspiring a culture of risk-taking, and adopting market-oriented strategies to enhance innovation within organizations (Kumar & Shukla, 2022).

Entrepreneurship entails turning ideas into action, requiring creativity, innovation, and risk-taking. In environments emphasizing creativity as crucial for entrepreneurship, students who perceive their creative potential find entrepreneurship appealing, aligning with entrepreneurial stereotypes (Laguía et al., 2019). Individuals with strong creative minds are more inclined to pursue entrepreneurship as they may fit the profile of successful entrepreneurs, whereas

those perceiving themselves as less creative may overlook entrepreneurship as a viable career (Al Halbusi et al., 2022). Indicators of self-creativity, developed by Abdelfattah et al. (2022), are commonly referenced in studying self-creativity. These include proficiency in generating new ideas, creative problem-solving skills, the ability to develop others' ideas, talent or skill in task performance, and comfort in exploring new ideas.

### **Use of Social Media**

Social media has revolutionized societal norms and behaviors, serving as a ubiquitous communication tool across diverse demographics (Indraswati Dyah et al., 2021). It comprises internet-based platforms facilitating user interaction and content exchange, thereby fostering connectivity and interaction (Martín-Rojas et al., 2020). The advent of social media technologies has democratized access to product information and reshaped promotional strategies (Al Halbusi et al., 2022). From LinkedIn to Facebook, social media platforms have transitioned from peer-to-peer communication tools to customer-centric networks, empowering businesses to engage in direct customer communication and networking (Abdelfattah et al., 2022). Social media plays a vital role in business operations, enabling information gathering, customer communication, and brand promotion (Abdelfattah et al., 2022). Indicators of social media usage, as identified by Abdelfattah et al. (2022), include its role in business initiation, communication, customer networking, and relationship building. These indicators are pivotal in understanding social media's influence on entrepreneurship and business dynamics (Abdelfattah et al., 2022).

## **METHODOLOGY**

### **Research Type**

This research adopts a quantitative approach, which involves testing objective theories by analyzing relationships between specific variables. The variables used are measurable, typically through instruments and numerical data that can be analyzed using statistical procedures. The final outcome of this research follows a structured format, encompassing sections such as introduction, literature review and theory, methodology, results, and discussion (Creswell & Creswell, 2018). In this study, the quantitative approach is utilized to examine the relationships hypothesized between self-creativity (X1) and social media usage (X2) concerning digital entrepreneurship intention (Y). This investigation aims to understand respondents' perceptions regarding the interplay of these variables, specifically the influence of X1 on Y and the influence of X2 on Y.

### **Population and Sample**

The population in this study includes all active students of Lampung University from the 2020-2022 cohorts across various faculties, totaling 27,580 students (Sugiyono, 2022). Meanwhile, the sample represents a portion of the population chosen for the study. This research employs simple random sampling to select a sample size of 100 respondents, as determined by the Slovin formula with a sampling error tolerance of 10% (Raihan, 2017). To ensure a representative sample from each faculty, the sample size is determined based on the number of accepted Entrepreneurship Internship Program (EIP) proposals from each

faculty between 2020 and 2023. Thus, the sample size for each faculty is adjusted according to the proportion of EIP proposals received by each faculty.

### **Data Collection**

The study utilizes quantitative data, sourced from both primary and secondary sources. Primary data, collected through a Likert scale questionnaire distributed to active students at the University of Lampung, involves responses ranging from "Strongly Disagree" to "Strongly Agree." Secondary data is obtained from various sources such as books, journals, and official websites like bps.go.id and unila.ac.id. Data collection methods include questionnaires, literature review, and observation. Questionnaires are distributed via social media platforms over 1-2 weeks, while the literature review focuses on theoretical aspects for reliability. Observation involves direct observation to ensure sample alignment with predetermined criteria.

### **Data Analysis**

Descriptive analysis is employed to depict the conditions and characteristics of respondents' answers for each construct or variable under study, providing insights into respondents' tendencies regarding each research variable (Haryono, 2016). Structural Equation Modeling (SEM) is utilized as the data processing method, encompassing Covariance-Based SEM (CB-SEM) and Component-Based SEM (VB-EM) techniques such as Partial Least Square (PLS) and Generalized Structural Component Analysis (GSCA) (Haryono, 2016). PLS, employed in this study, is a component-based SEM method particularly suitable for addressing regression analysis limitations when data characteristics present issues like small sample sizes, missing values, non-normal data distribution, and multicollinearity.

The outer model's measurement evaluation includes construct validity testing, examining convergence and discriminant validity, with indicators such as loading factors and average variance inflation factor (AVE) assessed using SmartPLS software (Hamid & Anwar, 2019). Additionally, Cronbach's Alpha and Composite Reliability are used to measure indicator reliability. The inner model evaluation focuses on R-Square values and significance, determining the strength and significance of relationships between variables, while hypothesis testing involves validating propositions regarding the influence of self-creativity and social media usage on digital entrepreneurship intent, including the moderating effect of social media usage on self-creativity's impact (Hamid & Anwar, 2019).

## **RESULTS**

### **Respondent Characteristics**

This study delves into examining the influence of self-creativity and social media usage on digital entrepreneurial intent among students at the University of Lampung. Data was collected from undergraduate students across eight faculties, focusing on cohorts from 2020 to 2022, with a total sample size of 100 students. Questionnaires were disseminated over a 7-day period from February 26, 2024, to March 3, 2024, and responses were gathered to analyze the data. In this section, the study provides an overview of the respondents' characteristics and proceeds to discuss the results of hypothesis testing using SmartPLS 4.0 software, which underwent examination through both outer and inner models.

The discussion commences with an exploration of the respondents' demographics, including gender distribution, income levels, academic cohorts, and faculties.

In terms of gender distribution, the study reveals that out of the 100 respondents, 31% were male, while 69% were female. This data suggests that a majority of students at the University of Lampung exhibiting digital entrepreneurial intent, stemming from self-creativity and social media usage, are female. The prevalence of female students in entrepreneurship endeavors can be attributed to their multitasking abilities and a growing interest in entrepreneurship, with some already practicing it alongside their studies. Additionally, while female students dominate, a significant proportion of male students, comprising 31% of the total sample, also express entrepreneurial aspirations. Furthermore, the study provides insights into income levels, academic cohorts, and faculties, shedding light on the diverse backgrounds of the respondents and their potential implications on entrepreneurial intentions.

### **R-Square**

The result displays the R-square values for the digital entrepreneurship intention variable, with a value of 0.423. This indicates that approximately 42% of the variance in digital entrepreneurship intention can be explained by self-creativity and social media usage, while the remaining 58% is influenced by other factors not included in this study's model. However, the research shows that self-creativity and social media usage together have a moderate effect on digital entrepreneurship intention among students at the University of Lampung, as evidenced by the R-square value reaching 0.423. These findings provide valuable insights into the contribution of specific factors to digital entrepreneurship intention among students, although there are still other factors to consider in explaining the remaining variability in digital entrepreneurship intention.

### **Hypothesis Testing**

In hypothesis testing, the significance level is determined through path coefficients and inner models. The criteria for accepting or rejecting hypotheses rely on t-statistics and probability values. Analyzing the data presented in Table 4.16, it's evident that each hypothesized relationship underwent simulation via bootstrapping to minimize data non-normality issues. Results indicate the acceptance of all three hypotheses: the positive and significant influence of self-creativity on digital entrepreneurship intention (Hypothesis 1), the positive and significant impact of social media usage on digital entrepreneurship intention (Hypothesis 2), and the moderating effect of social media usage on the relationship between self-creativity and digital entrepreneurship intention (Hypothesis 3). These findings support the assertions regarding the interplay between self-creativity, social media usage, and digital entrepreneurship intention among University of Lampung students.

Table 1. Hypothesis Testing Result

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistic	P value	Hypotheses
Personal Creativity (X1) > Digital Entrepreneurial Intention (Y)						
Use of Social Media (X2) > Digital Entrepreneurial Intention (Y)	0.275	0.296	0.097	2.853	0.004	Supported
Personal Creativity (X1) x Use of Social Media (Z) > Digital Entrepreneurial Intention (Y)						
	0.574	0.554	0.121	4.728	0.000	Supported
	0.112	0.106	0.056	2.018	0.044	Supported

## DISCUSSION

### The Influence of Self-Creativity on Digital Entrepreneurship Intentions among Students at the University of Lampung

The research findings reveal a positive and significant path coefficient of 0.275 and P-values of 0.004, along with a positive T-statistics result of 2.853, indicating that the influence between self-creativity and digital entrepreneurial intent is significant among students at the University of Lampung. Therefore, it can be concluded that self-creativity has a positive and significant impact on digital entrepreneurial intent, hence confirming hypothesis 1. Students are often seen as the highest level of learners, viewed as agents of change who have the potential to shape the future through their actions. As the bearers of change, students must possess creativity to drive innovation and strive for a better future. At the University of Lampung, students express their creativity through various programs, particularly in entrepreneurship initiatives like PMW and PKM-K, which rely on creativity for their success. This research aligns with findings by Abdelfattah et al. (2022), indicating a significant positive influence of self-creativity on digital entrepreneurial intent. It serves as a reference for students and society, emphasizing the importance of nurturing individual creativity to foster entrepreneurship. Similar research conducted by Al Halbusi et al. (2022) also confirms the positive and significant impact of self-creativity on digital entrepreneurial intent.

## **The Influence of Social Media Use on Digital Entrepreneurship Intentions among Students at the University of Lampung**

The research findings demonstrate a positive path coefficient of 0.574 and a P-value of 0.000, with a positive T-statistics result of 4.728, indicating a significant influence between social media usage and digital entrepreneurial intent among students at the University of Lampung. This result is consistent with the questionnaire responses, where 64% strongly agree and 25% agree with the statements. Hence, it can be concluded that social media usage has a positive and significant impact on digital entrepreneurial intent among University of Lampung students, confirming hypothesis 2. Social media has become a prevalent platform for socializing and interacting online without constraints of space and time. Nowadays, it is also utilized for various purposes, including entrepreneurship. Given that students are highly familiar with the internet, digital technology, and social media, it is not surprising that many leverage social media to explore entrepreneurial opportunities. Social media facilitates access to business information, enables promotional activities, showcases creative content about products, fosters customer interaction, and more. These advantages contribute to the widespread use of social media, particularly in entrepreneurial endeavors. This research aligns with the findings of Abdelfattah et al. (2022), indicating a significant positive impact of social media usage on digital entrepreneurial intent. It serves as a valuable reference for both students and the broader community, highlighting the positive and beneficial applications of social media, particularly in entrepreneurship, offering various advantages for achieving business success.

## **The Influence of Social Media Use (Z) Moderates the Relationship between Self-Creativity (X1) and Digital Entrepreneurial Intentions (Y)**

The research findings reveal a positive path coefficient of 0.112 and a P-value of 0.044, with a positive T-statistics result of 2.018, indicating a significant moderation effect of social media usage on the relationship between self-creativity and digital entrepreneurial intent among students at the University of Lampung. Given that both the P-value is less than 0.05 and T-statistics exceeds 1.96, it can be concluded that social media usage moderates the relationship between self-creativity and digital entrepreneurial intent among University of Lampung students, confirming hypothesis 3. Social media usage is inherently intertwined with an individual's creativity, as creative individuals often showcase their creativity through content on social media platforms. Social media provides a platform for online interaction without spatial or temporal constraints, offering opportunities for individuals to showcase their creativity, particularly in entrepreneurship. The presence of social media supports individuals in expressing their creativity for online entrepreneurship. The opportunities afforded by social media enable businesses to reach not only local but also global audiences, thereby moderating the relationship between self-creativity and digital entrepreneurial intent. This research aligns with the findings of Abdelfattah et al. (2022), indicating that social media usage significantly moderates the relationship between self-creativity and digital entrepreneurial intent. It serves as a valuable reference for both students and the broader community, emphasizing the role of self-creativity in entrepreneurship, which can be further enhanced and promoted with the support of social media platforms.

## **CONCLUSIONS AND RECOMMENDATIONS**

The study aimed to examine the influence of self-creativity and social media usage on digital entrepreneurship intent among students at the University of Lampung. Data analysis employed Partial Least Square (PLS) Structural Equation Modeling (SEM) using SmartPLS 4.0. The findings indicate that self-creativity significantly influences digital entrepreneurship intent, with the most dominant indicator being the ability to generate new ideas, while the weakest is problem-solving skills. Similarly, social media usage significantly impacts entrepreneurship intent, with using social media to build relationships being the most influential indicator and using social media for business communication being the weakest. Moreover, social media moderates the relationship between self-creativity and digital entrepreneurship intent, with the ability to generate new ideas and using social media to build relationships being the most influential indicators. Recommendations for the University of Lampung include enhancing activities that improve problem-solving skills, increasing support for student organizations, providing more case studies and practical experiences, offering certified digital marketing training, organizing seminars on digital business communication, and integrating online promotion practice into entrepreneurship courses.

## **FURTHER STUDY**

For future researchers, considering that all examined hypotheses in this study demonstrated positive and significant effects, several recommendations can be made. Firstly, future studies could expand the scope by incorporating additional variables such as entrepreneurial education and digital literacy to further explore factors influencing digital entrepreneurship intent among students at the University of Lampung. Secondly, increasing the sample size beyond 100 respondents could provide a more comprehensive understanding of the phenomenon under investigation. Lastly, employing alternative analysis tools like SPSS could offer complementary insights into the data and enhance the robustness of the findings.

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