

Examining the Relationship between Social Media Use Intensity, Content Quality, Self-Confidence, and Entrepreneurial Intention

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ABSTRACT

This study examines the effect of social media use intensity and the quality of content received on self-confidence and its contribution to entrepreneurial intention in the higher education context. A quantitative research design was employed using a survey method, with a questionnaire distributed to 93 respondents selected through proportional random sampling. The study focuses on how social media exposure and the perceived quality of online content may shape students' confidence in their ability to engage in entrepreneurial activities and develop entrepreneurial intention. The proposed model positions self-confidence as an important psychological factor that can strengthen the relationship between digital media exposure and entrepreneurial intention. The study is expected to provide insights for educators and academic institutions in designing learning support and digital literacy strategies that encourage students to use social media more productively for entrepreneurial development. It also emphasizes the importance of directing students not only toward understanding business concepts but also toward building confidence, initiative, and capability to start and sustain business activities.

Keywords: Social Media Use Intensity, Content Quality, Self-Confidence, Entrepreneurial Intention

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1. INTRODUCTION

The rapid growth of web media, particularly social media, has impacted monetary development. Social media is a technological advancement of other web-based platforms, making it easier to share, participate, offer, and build internet-based networks. Users can disseminate their content through images, audio, and video by posting them on various web-based applications such as Twitter, YouTube, Instagram, and WhatsApp, which can be viewed by many people for free (Lubis & Fauzi, 2016; ES Rahayu & Laela, 2018). The use of appropriate web innovation applications is crucial for the advancement of starting a business. Furthermore, internet technology is now supported by mobile devices such as cell phones, so the combination of these innovations increasingly supports someone starting a business (Cahyani et al., 2022). Several user-friendly and simple social networking programs exist that support entrepreneurship. Social media applications are utilized to pioneer interests in this sophisticated era. Furthermore, social media has become ingrained in everyday life. Entertainment applications such as social media can be used for communication and collaboration (Susilawaty, 2022). The widespread use of web-based media has led to the emergence of more organizations. This

phenomenon has made social media increasingly visible in the development of businesses, facilitating product marketing through virtual entertainment (EP Rahayu & Sulistyowati, 2022). Therefore, utilizing social media is crucial to provide opportunities for aspiring business owners to explore their entrepreneurial potential.

Through social media, they will find sources of information, various ideas, and inspiration to explore their entrepreneurial potential. One skill that enables someone to exploit business opportunities and achieve their goals is entrepreneurship. Entrepreneurship is the effort to carry out business activities based on one's own will and desire. Through business ventures, one can open wide employment opportunities, not relying on others, and earning a salary that is more prominent than being an employee (Noviantoro & Rahmawati, 2018). These desires must be balanced with supporting entrepreneurial knowledge to achieve the desired goals. Entrepreneurial knowledge is an important perspective in shaping one's inspiration in business (Abdullah & Septiany, 2019). Entrepreneurial knowledge builds an understanding of various facts that inspire the courage to take risks in business. However, developing an entrepreneurial mindset is not easy; an entrepreneur must possess a passion for entrepreneurship that is innate. Several factors influence initial interest in entrepreneurship, particularly among students interested in starting their own businesses (Yusmira, 2019). A person has an interest in entrepreneurship if he sees opportunities in his environment and is willing to take risks related to running a business (Evaliana, 2015; Atmaja & Margunani, 2016). A person or individual is said to have an interest in entrepreneurship if they are happier and more interested in starting a creative and innovative business with the aim of gaining profits without fear of the risks (Anggraeni & Harnanik, 2015). However, the main problem is that students when starting their own business have a fairly high fear of failure to develop their business.

The research we conducted aims to determine how much impact the intensity of social media use and content quality have on self-confidence in developing entrepreneurial interest among students in Makassar city. Theoretically, this research is expected to add to the literature review as a reference material for readers or those who want to know the influence of social media use and content quality on self-confidence in developing entrepreneurial aspirations among students in Makassar. Practically, this research is expected to be useful for increasing learning and understanding about the use of social media, and can be used as a means of input and motivation in the process of self-improvement for all parties.

2. METHOD

Research Model and Hypotheses

This study uses a quantitative research method with a regression type. Research using a quantitative method means research that has met scientific principles, namely concrete/empirical, objective, measurable, rational, and systematic. The quantitative method is also called the discovery method, because it can be discovered and developed as new science and technology with research data in the form of numbers and statistical analysis (Balaka, 2022). The data collection method in this study is a questionnaire. According to (Suyitno, 2020), the questionnaire method is a series or list of questions that are systematically arranged, then sent to be filled out by respondents. The purpose of this quantitative regression research is to predict the value of the dependent variable based on one or more independent variables. The hypothesis is tested using Path Analysis. The following is the research design.

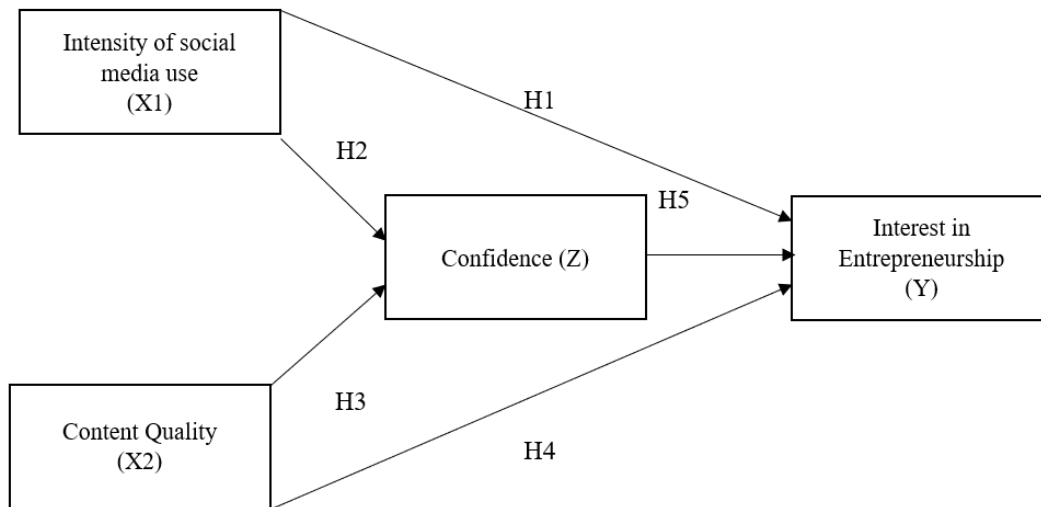


Figure 1: Research Design

Based on Figure 1 above, this research is a descriptive explanatory study, which means it describes the influence between the variables studied. Descriptive means explaining and analyzing the research variables, namely the variables of Social Media Use Intensity (X1), Content Quality (X2), Self-Confidence (Z), and Entrepreneurial Interest (Y). Meanwhile, explanation means seeking causal influences between research variables through hypotheses. The causal influence is the direct influence between Social Media Use Intensity (X1), Content Quality (X2) on Self-Confidence (Z). As well as the indirect influence of Social Media Use Intensity (X1), Content Quality (X2) on entrepreneurial interest (Y) through Self-Confidence (Z) of students in Makassar City.

This research design is also based on COR and JD-R theories, as well as relevant previous research. This allows researchers to hypothesize direct and indirect influences in this study. Further details can be found in the following hypothesis summary table.

Table 1: Summary of Hypotheses

Hypothesis	Description
H1	The intensity of social media use has a positive and direct influence on interest in entrepreneurship.
H2	The intensity of social media use has a positive and direct effect on self-confidence.
H3	Content quality has a positive and direct influence on interest in entrepreneurship.
H4	content quality has a positive and direct impact on self-confidence.
H5	self-confidence has a positive and direct influence on interest in entrepreneurship.
H6	intensity use of social media influential positive and negative direct to interest entrepreneurship through trust self.
H7	The influence of content quality has a positive and indirect effect on interest in entrepreneurship through self-confidence.

Based on table 1 above, this study has 7 hypotheses. The hypothesis will test the direct effect of the intensity of social media use (X1) on entrepreneurial interest (Y), the direct effect of the intensity of social media use (X1) on self-confidence (Z), the effect of content quality (X2) on self-confidence (Z), the effect of content quality (X2) on entrepreneurial interest (Y), the indirect effect of the intensity of social media use (X1) on entrepreneurial interest (Y), through self-confidence

(Z), and the indirect effect of content quality (X2) on entrepreneurial interest (Y) through self-confidence (Z).

Population and Sample

The population in this study was active students in Makassar. The sampling technique used was proportional random sampling, calculated using Slovin's method, resulting in a sample size of 93 respondents.

Data Collection

Data collection was conducted by determining the research subjects, namely all active students in Makassar city, using a questionnaire. The questionnaire used was a closed questionnaire using digital media or often called Google Forms, while the scale used was a Likert scale. Scoring used a Likert scale with 5 alternative answers, namely: Strongly Agree: 1, Agree: 2, Quite Agree: 3, Disagree: 4, Strongly Disagree: 5. Next, the data was analyzed. with use Statistical Package for The Social Science application or what is now more known with Statistical Product And Service Solutions (SPSS) version 26. The data analysis used in this study consists of descriptive statistical data analysis, classical assumption tests, and path analysis.

3. RESULTS AND DISCUSSION

Hypothesis Testing

Hypothesis testing is used to examine the direct and indirect influence of exogenous variables on endogenous variables. Hypotheses are accepted or rejected based on the following criteria: if the p-value is <0.05, then H0 is accepted, or the regression coefficient is declared significant. The results of the direct and indirect influence hypothesis testing can be seen in the following table:

Table 2: Results of Indirect Hypothesis Testing

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.823 ^a	.677	.666	6.38038

a. Predictors: (Constant), Trust self, intensity social media usage, Quality content received

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,192	2,001		1,595	.114
	Intensity use of social media	.048	.152	.039	.313	.755

Quality of content received	.246	.368	.114	.669	.505
Trust self	.432	.096	.684	4,498	.000

a. Dependent Variable: Interest in Entrepreneurship

To obtain the influence of error (e1), the formula used is:

$$e1 = 1 - R^2 = \sqrt{1 - 0.677} = 0.568$$

$$Z = \beta_3 X_1 + \beta_4 X_2 + e_2$$

$$Z = 0.039 X_1 + 0.114 X_2 + 0.684 Z + 0.568$$

The coefficient of determination of 0.568 shows a direct influence of the intensity of social media use and content quality on the Z variable of self-confidence of 56.8%, while 43.2% is influenced by other variables outside this model or research.

Table 3: Test Results Hypothesis Direct

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.777 ^a	.603	.595	7.02920

a. Predictors: (Constant), Quality of content received, Intensity of social media use

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	3,194	2,169		1,472	.144
	Intensity use of social media	.288	.164	.148	1,753	.083
	Quality of content received	2,681	.288	.786	9,295	.000

a. Dependent Variable: Trust self

To obtain the influence of error (e2), the formula used is:

$$e2 = 1 - R^2 = \sqrt{1 - 0.603} = 0.63$$

$$Z = \beta_3 X_1 + \beta_4 X_2 + e_2$$

$$Z = 0.148 X_1 + 0.786 X_2 + 0.63$$

The coefficient of determination of 0.63 shows the direct influence of entrepreneurship education, use of social media, and entrepreneurial motivation on the Y variable of entrepreneurial interest of 63%, while 37% is influenced by other variables outside this model or research.

The intensity of social media use has a positive and significant influence on entrepreneurial interest through the self-confidence variable.

$$\begin{aligned} \text{Indirect effect} &= X1 \rightarrow Z \rightarrow Y \\ &= \beta 3 \times \beta 5 \\ &= 0.148 \times 0.684 \\ &= 0.101 \end{aligned}$$

The use of social media has a positive and significant influence on the variable of interest in entrepreneurship through the variable of self-confidence.

$$\begin{aligned} \text{Indirect effect} &= X2 \rightarrow Z \rightarrow Y \\ &= \beta 4 \times \beta 5 \\ &= 0.786 \times 0.684 \\ &= 0.537 \end{aligned}$$

H1: The influence of the intensity of social media use on entrepreneurial interest has a significance value of $0.755 > 0.05$ and a Beta value of 0.039. Based on these results, it can be concluded that H1 is rejected.

H2: The effect of social media usage intensity on self-confidence has a significance value of $0.083 > 0.05$ and a Beta value of 0.148. Based on these results, it can be concluded that H2 is rejected.

H3: The influence of content quality on entrepreneurial interest has a significance value of $0.505 > 0.05$ and a Beta value of 0.114. Based on these results, it can be concluded that H3 is rejected.

H4: The effect of content quality on self-confidence has a significance value of $0.000 < 0.05$ and a Beta value of 0.786. Based on these results, it can be concluded that H4 is accepted.

H5: The influence of self-confidence on entrepreneurial interest has a significance value of $0.000 < 0.05$ and a Beta value of 0.684. Based on these results, it can be concluded that H5 is accepted.

H6: The influence of the intensity of social media use on entrepreneurial interest through self-confidence has a Beta value of 0.856. Based on these results, it can be concluded that H6 is accepted.

$$0.148 \times 0.684 = 0.101$$

$$0.755 + 0.101 = 0.856$$

H7: The influence of content quality on entrepreneurial interest through self-confidence has a Beta value of 0.537. Based on these results, it can be concluded that H7 is accepted.

$$0.786 \times 0.684 = 0.537$$

$$0.505 + 0.537 = 1.042$$

Hypothesis testing is conducted to examine the direct and indirect effects of exogenous variables on endogenous variables. A hypothesis is accepted or rejected based on the criterion that if the p-value < 0.05 , then H_0 is accepted or the obtained regression coefficient is considered significant.

Tabel 4: Hasil Analisis Jalur

Variable Influence	Effect		Total
	Direct Effect	Indirect Effect	
Effect of X1 → Y	0.039	-	0.039
Effect of X1 → Z	0.148	-	0.148
Effect of X2 → Y	0.114	-	0.114
Effect of X2 → Z	0.786	-	0.786
Influence from Z → Y	0.684	-	0.684
The effect of X1 → Y → Z	0.039	0.856	0.895
The effect of X2 → Y → Z	0.148	1,042	1.19

Based on the structure of this research model, the following empirical equation can be made.

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_5 Z + e_1$$

$$Y = 0.039 X_1 + 0.148 X_2 + 0.684 Z + 0.568$$

$$Z = \beta_3 X_1 + \beta_4 X_2 + e_2$$

$$Z = 0.148 X_1 + 0.786 X_2 + 0.63$$

Below is the result of the path analysis presented in diagram form.

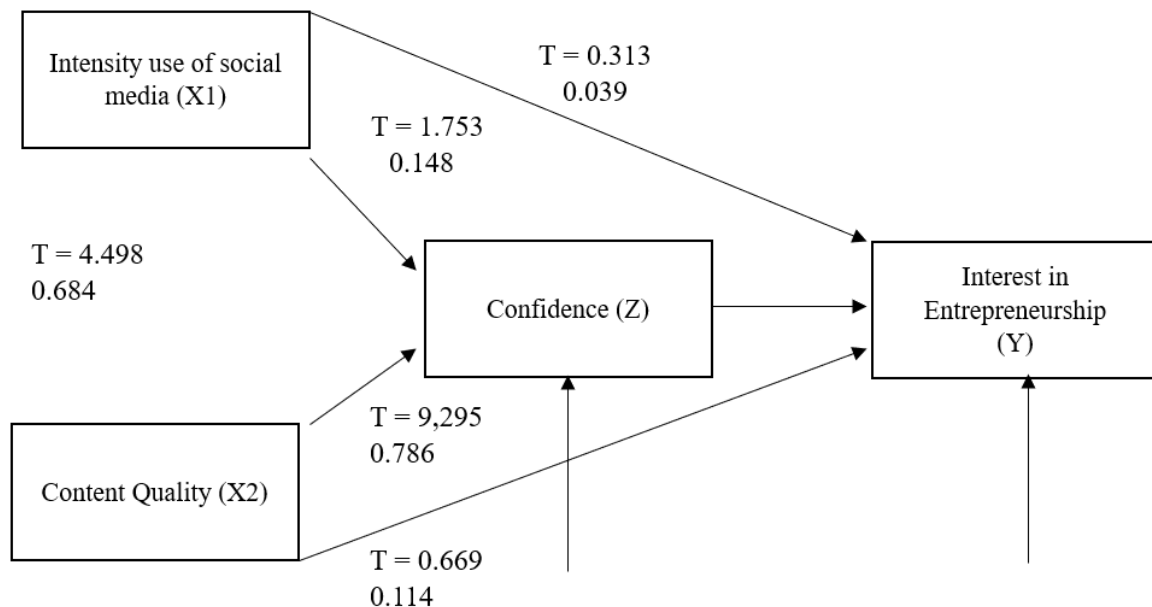


Figure 2: Path Analysis Result Model

Figure 2 above explains the standardized beta and the magnitude of the indirect and direct influence of each variable.

Determination coefficient: $R^2 = 1 - P_e^2 = 1 - 0.128 = 0.872$

Interpretation (R^2) determination as follows:

$$R^2 = 1 - (0.568^2) = 1 - 0.322 = 0.678$$

Based on the coefficient of determination above, it shows a direct and indirect influence of 0.872 or 87.2%. In other words, the information contained in the data (87.2%) is explained by the model. Meanwhile, (12.8%) is explained by variables outside the model.

DISCUSSION

The influence of the intensity of social media use on entrepreneurial interest among students in Makassar City

Social media today is not only used to meet information needs, but is also widely used as an economic driver for entrepreneurs. When someone is able to use social media for entrepreneurial purposes, they will develop an interest in entrepreneurship. Social media platforms often used as supporting tools for entrepreneurship are those with broad reach and are widely used by the public or potential consumers, such as Facebook, Twitter, Instagram, etc. Indonesia has a large number of users, including Facebook, Twitter, and Instagram. This can encourage people to maximize their use of social media as a tool for entrepreneurship. Social media platforms used for entrepreneurship typically contain engaging content about their business. The results of this study indicate that there is no significant relationship between the intensity of social media use

and entrepreneurial interest. In other words, based on the data obtained in this study, it cannot be concluded that the more frequently someone uses social media, the greater their interest in entrepreneurship. Meanwhile, research conducted by (Sahroh, 2018) stated that the level of social media use has a positive and significant influence on interest in entrepreneurship.

The influence of the intensity of social media use on self-confidence in students in Makassar City

The results of this study indicate that there is no significant relationship between the intensity of social media use and self-confidence. According to (Rizqi Oktaviani et al., 2023), self-confidence is a psychological aspect that has a significant influence on a person's life, including students. Having self-confidence is very important because it can influence how students socialize, express themselves, and build a positive self-image in their environment. Since the advent of social media, socializing can now be done anytime and anywhere without the limitations of distance and time. Students often use the attractive features on social media to express themselves and showcase their talents and abilities. However, some students feel less confident after viewing the content on social media, so they cannot make maximum use of social media.

The influence of content quality on entrepreneurial interest among students in Makassar City

The results of this study indicate that there is no significant relationship between content quality and entrepreneurial interest. Other, more complex factors may play a role in shaping a person's interest in starting a business. Social media serves as a primary source of inspiration and information for students interested in entrepreneurship. Through platforms such as Instagram, Facebook, and YouTube, students can access content containing success stories of young entrepreneurs, business tips and tricks, and tutorials on how to start a business (Ad'hiah et al., 2024). This content not only provides knowledge but also motivates students to try their luck in the business world. Furthermore, social media plays a crucial role in shaping students' mindsets and attitudes toward entrepreneurship (Indah Larasati et al., 2023). By seeing real-life examples of successful young entrepreneurs through digital platforms, students feel more inspired and confident about starting their own businesses. Success stories frequently shared on social media create a supportive environment and motivate students to enter the business world. This is further supported by the existence of active online communities on social media, where students can discuss, exchange ideas, and receive support from fellow aspiring entrepreneurs

The influence of content quality on self-confidence in students in Makassar city

The results of this study indicate a positive and significant relationship between the quality of content consumed on social media and individual self-confidence. High-quality content can significantly contribute to increased self-confidence. This is in accordance with Adawiyah's opinion which explains that a person's self-confidence will easily increase when the person believes in his or her abilities, with the presence of role models (Tik Tok celebrities) as role models and the creation of a formation process will make it easier for a person to develop further with all innovations and new aspects (Adawiyah, 2020).

The influence of self-confidence on entrepreneurial interest in students in Makassar City

Based on the results of this study, it states that there is a positive and significant relationship between self-confidence and entrepreneurial interest. Individuals with a high level of self-confidence tend to have a greater interest in starting a business. Of the various factors that can influence entrepreneurial interest, both intrinsic and extrinsic factors, one of the factors used in this study is self-confidence. Self-confidence is an individual's belief in their abilities when carrying out an action that needs to be done to achieve certain results. Self-confidence here is included in the intrinsic factors according to the theory used in this study, namely the Theory of

Planned Behavior, which states that interest is a reflection of a person's efforts or attempts in trying to do something. A person's interest is influenced by three factors: attitudes towards behavior, subjective norms, and perceived control over behavior. One of these interest factors is the individual's background factor in the perception of behavioral control, namely self-confidence. Ajzen said that each person has different self-confidence that can influence a person's entrepreneurial interest. Self-confidence is a factor that influences a person's interest in entrepreneurship. The results of the average respondent's answers can be concluded that self-confidence is an influential factor in entrepreneurial interest, which increasingly motivates someone to continue developing with their innovations.

This is in accordance with research from (Melati et al., 2019) which states that self-confidence reflected in increased existential status before and after an entrepreneurial project implies increased student confidence in carrying out their role as entrepreneurs. High self-confidence refers to a person's perceptions of their ability to produce an action, this is necessary for an entrepreneur to make a decision that will be taken to advance their business activities.

The influence of the intensity of social media use on entrepreneurial interest through self-confidence in students in Makassar City

The results of this study indicate that there is a significant relationship between the intensity of social media use, self-confidence, and entrepreneurial interest. A study conducted at Medan State University examined the impact of social media (X1) on entrepreneurial interest (Y) through self-efficacy (Z). Statistical analysis revealed that the self-efficacy variable scored 4.027, exceeding 1.96 (5% significance level), with a one-sided probability value of 0.000, lower than 0.05. Consequently, hypothesis 6 is supported, indicating a correlation between social media and entrepreneurial interest among students enrolled in the Economics Education program. Essentially, the influence of social media on entrepreneurial interest is offset by the self-efficacy variable. (Chindya & Lubis, 2024). Social media provides a broad platform for individuals to share success stories, inspiration, and tips on entrepreneurship. Through exposure to these stories, social media users can gain motivational information and boost their self-confidence in their entrepreneurial abilities. This content not only highlights achievements but also depicts the journeys and challenges faced by entrepreneurs, making them more relatable and relatable to many. As a result, individuals who may initially feel doubtful or unsure of their entrepreneurial abilities can feel more motivated and have higher self-confidence. In such situations, high entrepreneurial interest can result from individual creativity, which is certainly supported by self-efficacy or self-belief (Mulyati, 2023).

The results of this study are in line with previous research conducted by Wahyuni, Yanto, and Okarina (in Chindya et al., 2024), which showed a significant impact of social media use on entrepreneurial interest through self-efficacy, with a value of $0.02 < 0.05$. Through the Sobel test calculation, it was determined that social media use influences entrepreneurial interest through self-efficacy by 0.321, equivalent to 32.1%. These findings indicate that social media use can increase self-efficacy which can later foster entrepreneurial interest in accordance with social cognitive theory. Through social media, someone can build a wider social network, easily obtain information, and easily demonstrate their potential. A person's ability to manage and use social media well will directly provide an interactive relationship that increases their interest and performance when carrying out entrepreneurship with high self-confidence. This finding is consistent with the theory of Kennedy & Soemanagara (in Chindya & Lubis, 2024), which states that social media enables small businesses to transform their customer communications, marketing strategies, and relationship-building tactics to cultivate strong connections.

The influence of content quality on entrepreneurial interest through self-confidence in students in Makassar City

The results of this study indicate that the quality of social media content has a positive influence on entrepreneurial interest through the intermediary variable of self-confidence. This means that

the better the quality of content someone consumes on social media, the higher their self-confidence, which in turn boosts their interest in entrepreneurship. Social media provides a broad platform for individuals to share success stories, inspiration, and tips on entrepreneurship. Through exposure to these stories, social media users can gain motivational information and boost their self-confidence in their entrepreneurial abilities. This content not only highlights achievements but also depicts the journeys and challenges faced by entrepreneurs, making them more relatable and relatable to many. As a result, individuals who may initially feel doubtful or unsure of their entrepreneurial abilities can feel more motivated and have higher self-confidence. In such situations, high entrepreneurial interest can result from individual creativity, which is certainly supported by self-efficacy or self-belief (Mulyati, 2023).

4. CONCLUSIONS AND SUGGESTION

CONCLUSION

The conclusion of this study is that the intensity of social media use and the quality of social media content do not have a significant direct influence on entrepreneurial interest among students in Makassar City. Although social media is often used as a means of promotion and inspiration for entrepreneurship, the frequency of use or the quality of content accessed does not directly drive entrepreneurial interest. However, self-confidence has been shown to be a crucial factor influencing entrepreneurial interest. Individuals with high levels of self-confidence are more likely to be interested in starting a business. Self-confidence also acts as a significant mediator, with social media use and access to quality content boosting students' self-confidence, ultimately motivating them to pursue entrepreneurship. Relevant social media content, such as success stories or entrepreneurial guides, can build student confidence by providing inspiration and practical insights. Therefore, while social media does not directly influence entrepreneurial interest, its impact can be felt through increased self-confidence. Entrepreneurship empowerment strategies should focus on increasing student confidence, supported by the presentation of motivational and educational content on social media.

SUGGESTIONS

The recommendation from this research is for students to be more strategic in utilizing social media, not just for entertainment but also as a means of education and entrepreneurial inspiration. Students can follow accounts or communities that provide motivation, practical guidance, and success stories to increase their insight and entrepreneurial spirit. Educational institutions are also expected to play an active role in boosting student self-confidence through entrepreneurship training programs, seminars, and mentoring with young entrepreneurs. These programs can provide students with the confidence to start businesses and face the challenges of the business world. Furthermore, creating relevant, inspiring, and educational social media content is crucial. Quality content can boost students' self-confidence and motivate them. Support from universities, local governments, and local communities is also necessary to build a supportive entrepreneurial ecosystem, such as business incubators or collaborative spaces that facilitate the development of ideas and innovation. Further research should be conducted to explore other factors influencing entrepreneurial interest, such as social support, education, or access to business capital. A holistic and integrated approach from various stakeholders can create a supportive environment for entrepreneurship development among students.

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