Influences Of Knowledge, Social Media On Entrepreneurial Interest In State University Jakarta

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Abstract
Indonesia faces serious challenges as the population growth is not proportional to the available job opportunities, resulting in an increasing unemployment problem. In the context of entrepreneurial intention, entrepreneurial knowledge and social media usage are significant factors in shaping entrepreneurial spirit, which is expected to be improved through research to contribute to the country's economic growth. This study examines the relationship between entrepreneurial knowledge, the use of social media Instagram and TikTok, and entrepreneurial interest among students of the Faculty of Economics, State University of Jakarta. Using descriptive verification method and Structural Equation Model (SEM) analysis using Partial Least Square (PLS-SEM), the results show that entrepreneurial understanding and activities on social media affect students' interest and decision in entrepreneurship. The decision to engage in business also plays an important role in generating entrepreneurial interest and mediating the relationship between variables in Faculty of Economics students.

Keyword: knowledge; entrepreneurship; social media

1. Introduction

Indonesia is faced with a serious challenge with a high population disproportionate to the number of jobs available, causing an increasingly tapered unemployment problem. According to the Central Bureau of Statistics (2023), the Open Unemployment Rate (TPT) decreased to 5.45 percent, but the increasing growth of the labor force makes it still considered important. Entrepreneurship is key in overcoming the problem, but Indonesia's entrepreneurship level is still relatively low compared to other countries.

The Minister of Cooperatives and SMEs disclosed that as of 2023, the proportion of entrepreneurs in Indonesia stood at only 3.47 percent, notably below the 4 percent entrepreneurship rate observed in developed nations. According to data from dataindonesia.id (2023), there were approximately 167 million active social media users in Indonesia during Q1 2023, accounting for roughly 60.4% of the country's population. This highlights the substantial impact of social media platforms like Instagram and TikTok on shaping the entrepreneurial aspirations of individuals, particularly among the younger demographic and students, who hold significant potential as prospective entrepreneurs. Within the realm of entrepreneurial intentions, both entrepreneurial knowledge and the utilization of social media stand out as pivotal influencers in cultivating an entrepreneurial mindset. Research aimed at enhancing these factors is expected to contribute to the nation's economic growth.

2. Literature Review
2.1 Entrepreneurship

Entrepreneurship is the ability to recognize, create, and pursue business opportunities by gathering the resources needed. Paul D. Reynolds and Richard T. Curtin (2007) define entrepreneurship as an effort to start and manage new ventures that contain risks, with the aim of making profits and developing in the face of uncertainty. Salim Siagian (1998) reveals that entrepreneurship is an individual opportunity to respond to opportunities with the aim of improving services to customers and society. Siswanto Sudomo (1989) defines entrepreneurship as an important aspect involving an entrepreneur. According to Penrose (1963) entrepreneurship is the identification of opportunities in the economic system. Joseph A. Schumpeter (1912) described entrepreneurship as a major change in the way of production and industrial organization with a focus on innovation and creativity to create economic value.

2.2 Entrepreneurial Knowledge

Entrepreneurial knowledge, as described by various scholars, encompasses an individual's capacity to transform inventive concepts into practical realities. Siti Nurbaya and Dr. Moerdiyanto (2012) define it as the skill to creatively manifest innovative ideas into tangible outcomes. Kuntowicaksono (2012) views entrepreneurial knowledge as comprehending the advantageous aspects of transforming business prospects into beneficial opportunities for oneself or consumers. Hisrich (2008) sees it as the foundational entrepreneurial resources within individuals, while Sarasvathy (2001) underscores the significance of grasping business principles, management, opportunities, and risks as the bedrock for entrepreneurial endeavors. Previous studies, such as the research by Krueger and

Brazeal (1994), have established a correlation between enhanced entrepreneurial knowledge and a heightened interest and inclination towards engaging in entrepreneurial activities. Entrepreneurial knowledge plays a pivotal role in comprehending and honing entrepreneurial skills, involving the comprehension of entrepreneurial concepts, principles, and practices essential for adeptly managing a business.

2.3 Social Media (Instagram and Tiktok)

Social media is an important concept in the digital era that attracts the attention of various groups. Van Dijk (2012) describes social media as an internet-based service that allows individuals to produce and share content, with software support that facilitates interaction with hardware, user devices, and other people on the network. Kaplan and Haenlein (2010) define social media as internet-based applications that are based on Web 2.0 ideologies and technologies, enabling the creation and exchange of user-generated content. Boyd and Ellison (2007) also detail social media as websites that allow users to create public or semi-public profiles, establish relationships with friends in the system, and explore the profiles of their friends in the network.

In Macarthy's (2015, p. 191) view, Instagram is a social media platform that focuses on visual aspects, designed for individuals who enjoy sharing photos and provides a variety of attractive features to capture images and share them on feeds that can be accessed by many people.

According to Prosenjit and Anwesan (2021), TikTok is an internet-based social media application that offers users the ability to create and share short videos.

2.4 Effect of Entrepreneurial Knowledge and Entrepreneurial Interest

Entrepreneurial knowledge and entrepreneurial interest are two variables that have received significant attention in research. Ajzen (1991) suggests that interest has a major influence in determining an individual's intention to behave. In this case, Ghozali (2011) argues that the level of entrepreneurial knowledge can strengthen a person's interest in engaging in entrepreneurial activities. Previous research findings, such as Krueger and Brazeal's (1994) research, also show a positive relationship between increased entrepreneurial knowledge and increased interest and intention to engage in entrepreneurial activities.

2.5 Instagram Social Media Utilization and Entrepreneurial Interest

The use of Instagram social media is one of the aspects analyzed in relation to entrepreneurial interest. Instagram, according to Kaplan and Haenlein (2010), is a social media platform that allows individuals to share a variety of visual content such as photos and videos. Previous research by Smith (2016) showed that social media utilization, including Instagram, has a positive impact on entrepreneurial interest. Higher exposure to entrepreneurial content on social media increases entrepreneurial interest.

2.6 TikTok Social Media Utilization and Entrepreneurial Interest

The use of TikTok social media applications is one of the factors associated with entrepreneurial interest. Prosenjit and Anwesan (2021) describe TikTok as a social media platform that facilitates the creation and sharing of short videos by users. This suggests that TikTok has become part of the social media environment that can influence individuals' interest in entrepreneurship.

2.7 Entrepreneurial Decision and Entrepreneurial Interest

The correlation between entrepreneurial decision and entrepreneurial interest. A relevant theory that can be used to support this relationship comes from Shapero and Sokol (1982). They suggest that entrepreneurial interest plays an important role as an initial step in the decision-making process to become an entrepreneur. In this theoretical framework, entrepreneurial interest becomes a factor that encourages a person to consider and ultimately make a decision to engage in entrepreneurial activities.

2.8 Entrepreneurial Decision as a Mediating Variable

Entrepreneurial decision as a mediating variable in relation to the effect of entrepreneurial knowledge and social media utilization on entrepreneurial interest. The relevant theory on the role of this mediating variable can be found in the work of Baron and Kenny (1986). According to Baron and Kenny, mediating variables are variables that explain how or why independent variables affect the dependent variable in an analysis model. In this theoretical framework, entrepreneurial decision acts as an intermediary that connects the influence of entrepreneurial knowledge and social media utilization with entrepreneurial interest.

3. Material and Method

This study uses quantitative research methods, where data plays an important role in the research setting. Quantitative data consists of numerical values collected through the use of structured questions (Sekaran & Bougie, 2016). In the grouping of data, there are two types:

a. Primary data refers to information obtained directly from original sources, such as interview results or responses to questionnaires (Husein Umar, 2013).
b. Secondary data is defined as data sources obtained not directly by researchers, but obtained and recorded by other parties (Bambang Supomo, 2013).

3.1 Design Study

The study's population consists of students enrolled in the Faculty of Economics at the State University of Jakarta. According to guidelines outlined by Hair et al. (2014), the determination of the sample size involves considerations such as having around 100 to 200 respondents for the maximum likelihood (ML) estimation technique. Hence, this study employed a sample size of 100 respondents. The sampling method utilized was Non-Probability Sampling through the Purposive Sampling technique, based on specific criteria:

a. Active enrollment in the Faculty of Economics at the State University of Jakarta
b. Belonging to the student cohort of the Class of 2020-2022

Primary data for the study were collected via responses to questionnaires distributed online to students meeting these specific sample criteria. To assess the study's hypotheses, researchers will employ path analysis, aiming to examine the direct or indirect influence of independent variables on the dependent variable. The hypothesis testing process will be conducted using the SmartPLS statistical software.

3.2 Data Analysis

The analysis technique used in this research is the Structural Equation Model (SEM) with the Partial Least Square (PLS-SEM) approach. In this research context, the descriptive verification method is utilized to assess the influence of entrepreneurial knowledge (X1), the utilization of Instagram social media (X2), and the use of TikTok social media (X3) on entrepreneurial interest (Y), which serves as a mediator of students' entrepreneurial decisions at the Faculty of Economics, State University of Jakarta (Z).According to Hair et al. (2017), there are two evaluations for PLS-SEM:

1) Measurement Model (Outer Model)
   a. Coinveirgeint Validity
   b. Discriminant Validity
   c. Coimpoisitei Reliability
   d. Croinbach's Alpha
2) Structural Model (Inner Model)
   a. Path Coefficient
   b. Significant Indirect Effect
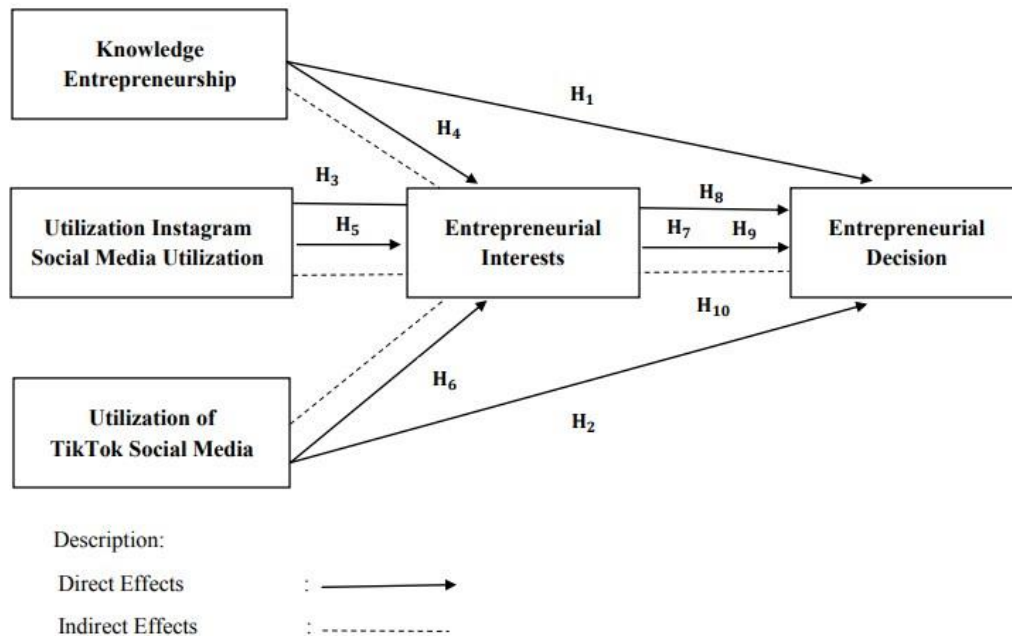
Figure 3.1 Theoretical Framework

4. Result

In this study, characteristics are used to understand the background of respondents, which includes gender, study program origin, and responden class year. The results of this characteristic analysis are:

Table 4.1 Respondent Characteristics

Characteristic		Frequency	Presentase
Gender	Male	40	40%
	Female	63	63%
	Total	**100**	**100%**
Program of Study	Bachelor of Management	13	13%
	Bachelor of Digital Business	32	32%
	Bachelor of Accounting	9	9%
	Bachelor of Economics Education	23	23%
	Bachelor of Office Administration Education	7	7%
	Bachelor of Commerce Education	7	7%
	Diploma 4 Public Sector Accounting	6	6%
	Diploma 4 Digital Marketing	2	2%
	Diploma 4 Digital Office Management	4	4%
	Total	**100**	**100%**
Year of Class	2020	25	24,3%
	2021	58	56,3%
	2022	20	19,4%
	Total	**100**	**100%**

Based on table 4.1, the study involved 100 students as respondents divided into male and female groups. The majority of respondents were female (63%) and male as much as 40% of the total.

Regarding the origin of the study program, S1 Digital Business has the highest number of respondents (32%). Followed by S1 Economic Education (23%) and S1 Management (13%). S1 Accounting had 9 respondents (8.7%), while S1 Office Administration Education and S1 Commerce Education each had 7 respondents (6.8%). The D4 Public Sector Accounting program had 6 respondents (5.8%). The D4 Digital Office Management and D4 Digital Marketing have fewer respondents.

In terms of class year, the class of 2021 dominates with 58 respondents (58%), while the class of 2020 has 25 respondents (25%), and the class of 2022 has only 20 respondents (20%).

4.1 Outer Loading Factor

Validity suitability involves assessing the measurement model by considering the values derived from the correlation between item scores and the construct value. This evaluation relies on metrics such as the Outer Loading Factor and Factor AVE (Average Variance Extracted) to determine the validity, as indicated by the subsequent outcomes:

Table 4.2 Outer Loading Test Results

Variables	Item	Loading Factor	Details
Knowledge Entrepreneurship	X1.1	0,826	Valid
	X1.2	0,863	Valid
	X1.3	0,874	Valid
	X1.4	0,832	Valid
	X1.5	0,755	Valid
Utilization of Instagram Social Media	X2.1	0,826	Valid
	X2.2	0,768	Valid
	X2.3	0,822	Valid
	X2.4	0,861	Valid
	X2.5	0,837	Valid
Utilization of Tiktok Social Media	X3.1	0,832	Valid
	X3.2	0,747	Valid
	X3.3	0,863	Valid
	X3.4	0,838	Valid
	X3.5	0,875	Valid
Interests	Y1.1	0,791	Valid

| Entrepreneurship	Y1.2	0,812	Valid
	Y1.3	0,852	Valid
	Y1.4	0,863	Valid
	Y1.5	0,900	Valid
Entrepreneurial Decision	Z1.1	0,798	Valid
	Z1.2	0,790	Valid
	Z1.3	0,849	Valid
	Z1.4	0,799	Valid
	Z1.5	0,882	Valid

Table 4.2 shows that all indicators to measure Entrepreneurial Knowledge, Instagram Social Media Utilization, TikTok Social Media Utilization, Entrepreneurial Interest, and Entrepreneurial Decisions have a loading factor value> 0.7. Thus, all questions in the research questionnaire meet the convergence criteria and are considered valid. The next model will be evaluated using AVE (Average Variance Extracted) as follows:

Table 4.3 Average Variance Extracted (AVE) Results

Variable	Average Variance Extracted (AVE)
Knowledge Entrepreneurship	0,680
Entrepreneurial Interest	0,713
Instagram Social Media Utilization	0,678
TikTok Social Media Utilization	0,693
Entrepreneurship Knowledge	0,690

Based on table 4.3, the AVE (Average Variance Extracted) values for each variable are all > 0.50. Therefore, the model shows different variance content. The following is the structure research model:
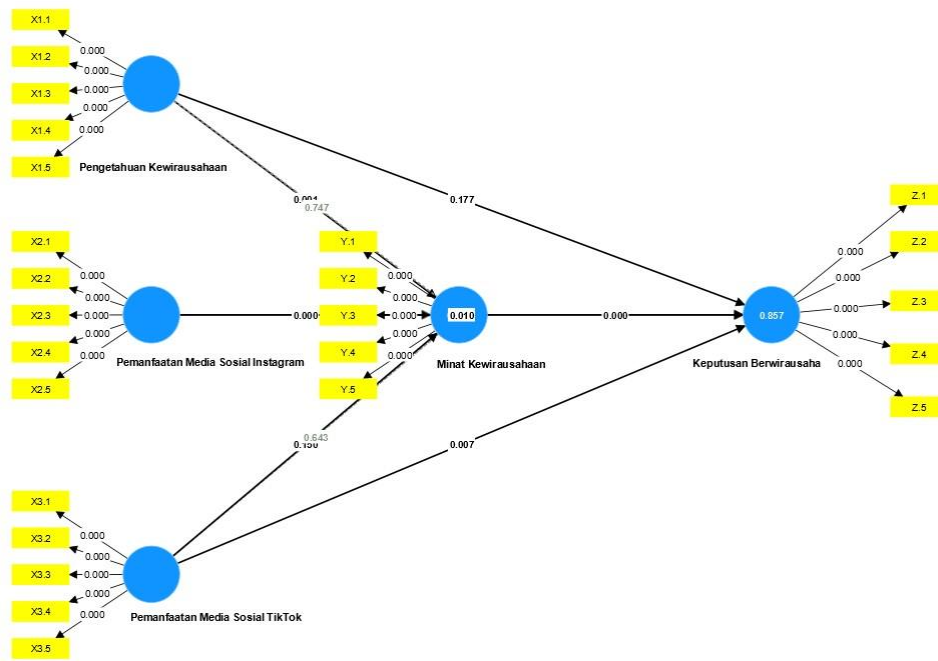
Figure 4.1 Outer Model Test Results

4.2 Reliability and Validity Test

Composite Reliability (CR) is used to test the reliability of variables. To be considered reliable, the CR value is > 0.7 (Hakim et al., 2021). Also, it is necessary to check Cronbach's alpha with a value > 0.7 to ensure reliability (Hakim et al., 2021). If the variable passes both tests, it is believed to be reliable. The validity test considers the *Average Variance Extracted* (AVE) value > 0.5 (Saputra et al., 2020).

Table 4.4 Composite Reliability and Validity Test Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)	Details
Entrepreneurial Decision	0,882	0,883	0,914	0,680	Valid
Entrepreneurial Interest	0,899	0,901	0,925	0,713	Valid
Instagram Social Media Utilization	0,881	0,885	0,913	0,678	Valid
TikTok Social Media Utilization	0,889	0,896	0,918	0,693	Valid
Entrepreneurship Knowledge	0,888	0,899	0,918	0,690	Valid

Source: SmartPLS4 output, processed by researchers 2023

The results of table 4.4 show that the data has good reliability and validity values. Each variable meets the reliability criteria with both Cronbach's alpha and Composite Reliability values exceeding 0.70. In total, the variable values surpass 0.70. Validity assessment, based on the Average Variance Extracted (AVE) value, indicates values greater than 0.5 for all variables, signifying robust and satisfactory outcomes.

4.3 Determine Discriminant Validity

The Fornell-Lacker theory asserts that the AVE value must be at least 0.5 to meet the eligibility standard. If the AVE value is> 0.5, the square root of the AVE must be greater than the correlation of other variables (Firman et al., 2021).

Table 4.5 Discriminant Validity Test Results

	Entrepreneurial Decision	Entrepreneurial Interest	Instagram Social Media Utilization	TikTok Social Media Utilization	Entrepreneurship Knowledge
Entrepreneurial Decision	**1,010**				
Entrepreneurial Interest	0,936	**0,897**			
Instagram Social Media Utilization	0,885	0,838	**0,854**		
TikTok Social Media Utilization	0,774	0,831	0,763	**0,801**	
Entrepreneurship Knowledge	0,621	0,592	0,532	0,520	**0,540**

Table 4.5 shows the discriminant validity values of all research variables. The requirement for a variable to have a valid value is the AVE value> 0.5 and the square root of the AVE of a particular variable is greater than the correlation coefficient. The data shows that all datasets have an AVE value> 0.5 which fulfills one of the variable validity requirements.

4.4 R Square

R-Square is a ratio that compares the regression square to the total square in a study (Alfred et al., 2022). Thus, the R-Square value describes the effect of each variable in the regression model. This gives an idea of how the variables explain the variation in the data or phenomenon under study. The higher the R-Square value, the greater the ability of these variables to explain variations in the

regression model, and vice versa, the lower the R-Square value, the greater the influence of these variables on the regression model.

Table 4.9 R-Square Value

	R Square	R Square Adjusted
Entrepreneurial Decision	0,857	0,848
Entrepreneurial Interest	0,734	0,726

Based on table 4.7 which shows data related to the R-Square value in a study. For the initial variable, Entrepreneurial Decision, it exhibits a value of 0.857, indicating an influence of 85.7%. Similarly, the variable Entrepreneurial Interest holds a value of 0.734, indicating its influence at 73.4%

5. Discussion
5.5.1 Direct Effect Analysis

The next calculation in this study is to calculate the path coefficient as an analysis of the direct effect of variables. The hypothesis will have a direct impact or the results can be accepted if when calculating the path coefficient, the relationship between variables has a T Statistics value> 1.960 or a P value <0.05 (Toc et al., 2021). The results of direct hypothesis testing can be seen in the table below:

Table 5.1 Path Coefficient Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Results
Entrepreneurial Interest -> Entrepreneurial Decision	0,603	0,601	0,780	7,713	0,000	Accepted
Instagram Social Media Utilization -> Entrepreneurial Decision	0,205	0,207	0,800	2,569	0,010	Accepted
Instagram Social Media Utilization -> Entrepreneurial Interest	0,442	0,433	0,990	4,476	0,000	Accepted
TikTok Social Media Utilization -> Entrepreneurial Decision	0,185	0,189	0,680	2,719	0,007	Accepted
Utilization of TikTok Social Media -> Entrepreneurial Interest	0,193	0,203	0,134	1,440	0,150	Rejected

Entrepreneurial Knowledge -> Entrepreneurial Decision	-0,840	-0,840	0,620	1,352	0,177	Rejected
Entrepreneurial Knowledge -> Entrepreneurial Interest	0,311	0,311	0,900	3,440	0,001	Accepted

The results in the calculation of the path coefficient show the results in the first hypothesis, namely the effect of entrepreneurial interest on entrepreneurial decisions. Based on table 4.8, it can be identified that the relationship between the two has a significant effect and in a positive direction. This is based on the p-value, which is 0 <0.05 and on the t statistics, which is 7.713> 1.96. Then the original sample shows a positive result stating the direction of the relationship between the two variables, which is 0.603. Therefore the first hypothesis can be ACCEPTED.

The second hypothesis is the effect of Instagram social media utilization on entrepreneurial decisions. Based on table 4.8, it can be identified that the relationship between the two has a significant effect and in a positive direction. This is based on the p-value of 0.010 <0.05 and on the t statistics of 2.569> 1.96. Then the original sample shows a positive result stating the direction of the relationship between the two variables, which is 0.205. Therefore, the second hypothesis can be ACCEPTED.

The third hypothesis is the effect of Instagram social media utilization on entrepreneurial interest. Based on table 4.8, it can be identified that the relationship between the two has a significant effect and in a positive direction. This is based on the p-value, which is 0 <0.05 and the t statistics, which is 4.476> 1.96. Then the original sample shows a positive result stating the direction of the relationship between the two variables, which is 0.442. Therefore the third hypothesis can be ACCEPTED.

The fourth hypothesis is the effect of TikTok social media utilization on entrepreneurial decisions. Based on table 4.8, it can be identified that the relationship between the two has a significant effect and in a positive direction. This is based on the p-value which is 0.007 <0.05 and on the t statistics which is 2.719> 1.96. Then the original sample shows a positive result stating the direction of the relationship between the two variables, which is 0.185. Therefore the fourth hypothesis can be ACCEPTED.

The fifth hypothesis is the effect of TikTok social media utilization on entrepreneurial interest. it's apparent that the connection between the two variables lacks a significant impact despite its positive direction. This determination is drawn from the p-value, which registers at 0.150, falling below the threshold of 0.05. Similarly, the t statistics stand at 1.440, surpassing the value of 1.96. However, the initial sample indicates a positive result, highlighting a relationship direction between the two variables measured at 0.193. Therefore, the fifth hypothesis can be rejected.

The sixth hypothesis is the effect of entrepreneurial knowledge on entrepreneurial decisions. Based on table 4.8, it can be identified that the relationship between the two has no significant effect and in a positive direction. This is based on the p-value of 0.177 <0.05 and on the t statistics of 1.352> 1.96. Then the original sample shows a positive result stating the direction of the relationship between the two variables, which is -0.840. Therefore, the sixth hypothesis can be rejected.

The seventh hypothesis is the effect of entrepreneurial knowledge on entrepreneurial interest. Based on table 4.8, it can be identified that the relationship between the two has a significant effect and

in a positive direction. This is based on the p-value which is 0.001 <0.05 and on the t statistics which is 3.440> 1.96. Then the original sample shows a positive result stating the direction of the relationship between the two variables, which is 0.311. Therefore the seventh hypothesis can be ACCEPTED.

5.2 Indirect Effect Analysis

The next calculation in this study is to calculate the path coefficient as an analysis of the indirect effect of several variables. The hypothesis will have an indirect effect or the results can be accepted if when calculating the path coefficient, the relationship between variables has a T Statistics value> 1.960 or a P Value value <0.05 (Toc et al., 2021).

Table 5.2 Significant Indirect Effect Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P Values	Results
Instagram Social Media Utilization -> Entrepreneurial Decision	0,267	0,262	0,760	3,518	0,000	Accepted
TikTok Social Media Utilization -> Entrepreneurial Decision	0,117	0,120	0,800	1,450	0,147	Rejected
Entrepreneurial Knowledge -> Entrepreneurial Decision	0,187	0,186	0,570	3,264	0,001	Accepted

The findings from the assessment of the notable indirect impact demonstrate support for the initial hypothesis, specifically regarding the influence of using Instagram social media on decisions related to entrepreneurship. As detailed in table 4.9, it's evident that there exists a significant and favorable association between the two variables. This conclusion is drawn from the p-value (>0.05) and the t statistics (3.518 < 1.96). The primary data highlights a positive outcome, indicating a correlation of 0.267 between these factors. Consequently, the initial hypothesis stands confirmed.

The second hypothesis is the effect of TikTok social media utilization on entrepreneurial decisions. Based on table 4.9, it is evident that there is an absence of a significant effect between the two elements despite the positive direction of their relationship. This determination is derived from the p-value (0.147 < 0.05) and the t statistics (1.450 > 1.96). Although the original sample indicates a positive link with a value of 0.117, it is insufficient to support the second hypothesis, consequently leading to its rejection.

The third hypothesis is the effect of entrepreneurial knowledge on entrepreneurial decisions. Based on table 4.9, it is evident that there exists a significant and positive impact between the two elements. This conclusion is drawn from the p-value ($0.001 < 0.05$) and the t statistics ($3.264 > 1.96$). Moreover, the original sample indicates a positive relationship, measuring 0.187 between the two variables. Therefore the third hypothesis can be confirmed.

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

The results confirmed that the understanding of entrepreneurship is very influential in shaping the interest of students of the Faculty of Economics, State University of Jakarta to become entrepreneurs. The use of social media, especially Instagram and TikTok, also has a significant impact on students' interest and decision to engage in entrepreneurship. The decision to run a business also affects entrepreneurial interest, and this relationship is seen in the mediating effect among variables such as entrepreneurial knowledge, social media utilization, and entrepreneurial interest among students of the Faculty of Economics, State University of Jakarta.

6.2 Implication

The study's implications underscore the pivotal role of entrepreneurial knowledge in shaping the interest of students from the Faculty of Economics, State University of Jakarta, in pursuing entrepreneurship. There exists a direct correlation: the greater the students' entrepreneurial knowledge, the stronger their inclination towards entrepreneurship. Moreover, the utilization of social media, particularly Instagram, significantly impacts students' interest and determination to embark on entrepreneurial endeavors. The more students engage with social media, the more evident their heightened interest and commitment to entrepreneurial pursuits. Additionally, the differential influence observed between using Instagram and TikTok on entrepreneurial decisions highlights a preference for specific social media platforms that steer students towards initiating a business.

The decision to start a business significantly contributes to amplifying entrepreneurial interest. The research confirms that taking the step toward entrepreneurship plays a vital role in fostering interest in entrepreneurial ventures. The mediating relationship between entrepreneurial decisions and the influence of other variables highlights that committing to the business world stands as a central factor affecting interest and various aspects of entrepreneurship among students at the Faculty of Economics, State University of Jakarta.

6.3 Recommendation

There are limitations and suggestions in this study, namely as follows:

a. The research was only conducted on students of the Faculty of Economics, State University of Jakarta. Therefore, further research is expected to examine a wider range.

b. The research conducted only uses data analysis methods with SmartPLS. Therefore, further research is expected to use other analytical methods such as Survival Analysis, Cluster Analysis, and so on.

c. The research was only conducted by collecting data through questionnaire forms. Therefore, future research is expected to consider alternative data collection approaches, such as interviews, surveys, and other methods.

7. Conclusion, Implication, and Recommendation

This study makes a significant theoretical contribution, particularly within the realm of the technology acceptance model. The findings of this research provide evidence that, within the context of continuing to use ERP Gamification for learning, the TAM model, with a specific focus on perceived ease of use, plays the most substantial role in influencing an individual's intention. Nonetheless, it's worth noting an important aspect of this research's contribution, which is that perceived usefulness does not positively impact this intention.

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9. Appendix

Questionnaire Questions

The following questionnaire questions use a Likert scale with the measurement classification as follows:

1. STS   : Expressing strong disagreement
2. TS   : Indicating disagreement
3. CS   : Remaining neutral
4. S   : Reflecting agreement

5. SS   : Signifying strong agreement

Please fill in the following statements by placing a checkmark (✓) in the column that corresponds to your response.

Entrepreneurship Knowledge	1	2	3	4	5
	STS	TS	CS	S	SS
I feel that I have sufficient knowledge of the basic concepts of entrepreneurship, such as business planning and financial management.					
I have sufficient knowledge about the process of starting and managing a business.					
I believe I can identify potential business opportunities in my neighborhood.					
I have understood the risks associated with entrepreneurship and understand how to manage them.					
I feel ready to start my own business based on the entrepreneurial knowledge I have.					
Instagram Social Media Utilization	1	2	3	4	5
	STS	TS	CS	S	SS
I actively use Instagram to communicate with friends and family.					
I often share my personal photos and stories on Instagram.					
I follow the accounts of celebrities or famous personalities on Instagram.					
I use Instagram to find interesting product or brand information.					
Instagram helps me connect with customers or followers if I have a business or personal brand.					

TikTok Social Media Utilization	**1**	**2**	**3**	**4**	**5**
	STS	**TS**	**CS**	**S**	**SS**
I actively use TikTok to pass the time.					
I often create and share video content on TikTok.					
I follow various creator accounts on TikTok and enjoy the content they create.					
TikTok helps me discover trends and information that are popular.					
I believe that TikTok has potential as an effective marketing platform for businesses or brands.					
Entrepreneurial Interest	**1**	**2**	**3**	**4**	**5**
	STS	**TS**	**CS**	**S**	**SS**
I felt drawn to a career as an entrepreneur.					
I will consider starting my own business in the future.					
I feel that having my own business can provide freedom and exciting opportunities.					
I have an interest in developing new ideas and creating unique products or services.					
I am convinced that entrepreneurship is an interesting and potentially lucrative path to achieve my career goals.					
Entrepreneurial Decision	**1**	**2**	**3**	**4**	**5**
	STS	**TS**	**CS**	**S**	**SS**
I feel confident that starting a business is the right choice for me right now.					
I feel like I have enough support and resources to run a business.					
I feel that having my own business can provide freedom and exciting opportunities.					
I believe that utilizing Instagram and TikTok can reach a wider target audience than traditional marketing methods.					
I feel ready to utilize Instagram and TikTok in my business ventures.					