

JURNAL MANAJEMEN PENDIDIKAN (JMP)

P-ISSN: 2087-1538

E-ISSN: 2597-8659

Homepage: <http://journal.unj.ac.id/unj/index.php/jmp>

Vol. xx, No. xx, xx

Building Gen Z Entrepreneurial Motivation and Confidence in Bekasi through Social Media, Risk Perception, and Social Support

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ABSTRACT

Background:

The increasing interest in entrepreneurship among Generation Z, particularly in developing regions such as Bekasi, raises questions about the factors shaping their entrepreneurial motivation and confidence in the digital era. Understanding these influences is essential for fostering young entrepreneurs.

Purpose:

This study aims to examine the influence of social media, risk perception, and social support on the entrepreneurial motivation and confidence of Generation Z in Bekasi.

Design/method/approach:

A quantitative approach using path analysis was employed, involving 325 Generation Z respondents aged 18-29 years in Bekasi. Data were collected through a Likert-scale questionnaire and analyzed using SmartPLS 4.0. The analysis included outer model tests (convergent validity, discriminant validity, composite reliability, and Cronbach's alpha), inner model tests (path coefficient and goodness of fit), and hypothesis testing.

Results:

The findings indicate that social support and risk perception have a direct and significant effect on entrepreneurial motivation, while social media does not. Entrepreneurial motivation also serves as a strong mediator, through which social support and risk perception indirectly influence entrepreneurial confidence.

Contribution/value:

This study contributes to the understanding of entrepreneurial behavior among Generation Z by highlighting the mediating role of motivation and the relative insignificance of social media, offering insights for educators, policymakers, and entrepreneurial programs targeting youth.

Article History

Received:17-10-2025

Accepted:18-11-2025

Published:31-12- 2025

Keywords:

Social Media, Risk Perception, Social Support, Motivation, and Entrepreneurial Confidence

INTRODUCTION

Generation Z, who are often referred to as digital natives, have high skills in mastering technology and social media. With quick and natural access to technology, they have an advantage in developing digital-based businesses, both through e-commerce platforms and social media (Hutamy et al. 2021; Arta et al. 2023). Digital entrepreneurship, which offers flexibility and scalability, is particularly relevant for Generation Z who are often looking for creative and effective methods to run a business. This digital business model allows them to open an online business with affordable capital, save on operational costs, and reach a wider market than conventional business models (Diwyarthi et al. 2023).

The nation's competitiveness, both in quality and quantity, can be increased through entrepreneurial activities. The increasing number of superior entrepreneurs will make the economy of a nation more prosperous and strong. According to Buchari (2016), the more advanced a country is, the more educated its population is, and the more entrepreneurial it is. Entrepreneurship allows people to work and be self-employed, being one of the factors that affect the success of economic growth. If a person has the desire and motivation to become an entrepreneur, it means that he can create his own work and not depend on others. The demands of globalization, such as the rapid advancement of technology, bring great competition in the world of entrepreneurship.

The research focus on Gen Z is based on the unique characteristics of this generation who are known to be the most active and most engaged social media users in the digital ecosystem. Gen Z has a strong tendency to develop creativity, seek out new business opportunities, and utilize technology as a means to build their identity and career. They also face a variety of risks and challenges, such as low business experience, economic uncertainty, social pressure, and the dynamics of self-comparison that arise from social media consumption. However, on the other hand, Gen Z has great potential as the main drivers of the digital economy of the future, so understanding the factors that affect their motivation and confidence in entrepreneurship is very important, both for the development of theory and practical implications for education, policy, and local economic empowerment.

Motivation is very important for people who want to start a business. Motivation functions as an impulse or basic thing that can be a person's enthusiasm to do something to achieve the desired goal. This is in accordance with the opinion expressed by Armansyah and Yuritanto (2021), that whatever motivates a person to do something is crucial in the process of achieving success. One aspect of the human mind that can motivate people to achieve their goals is interest (Yusuf and Hamzah, 2016). Interest is a basic thing that can be a source of motivation for a person to choose what they want to achieve. However, the motivation of the younger generation in entrepreneurship is still relatively low. Therefore, the role of various parties is needed to support and increase the entrepreneurial spirit among them (Rahmatullah et al. 2022)

Entrepreneurial interest is an individual's desire to become an entrepreneur and carry out time, skill and financial management activities to advance the business being managed. Entrepreneurial interest is influenced by two factors, namely intrinsic and extrinsic factors, namely factors that come from within and from outside. Intrinsic and extrinsic factors are two categories that affect entrepreneurial interest. Some of the factors that can affect entrepreneurial interest are self-confidence (Ulfah and Winata, 2021). Self-confidence is a belief that a person has in his or her ability to carry out a form of control over various personal developments and events in the environment (Bandura, 2001). Through belief in oneself, a person can do something that has the potential to change the surrounding environment to be more advanced and achieve more success than others (Kardiana and Melati, 2019).

The second factor that affects entrepreneurial interest is the development of social media. With today's technological advancements, the younger generation, especially students, are expected to be more open to technological and information (IT) advancements, so that they can take advantage of the development of social media. Social media has changed people's mindset about entrepreneurship. In this case, social media allows for wider product marketing without spending a lot of money, so everyone can grow their business. Social media is a tool that must be used to facilitate the entrepreneurial process, and entrepreneurial interest correlates with social media development factors (Gustina et al. 2022).

Social media also supports the increase in entrepreneurial awareness among Generation Z. Social media is a platform on the internet that allows individuals to engage in social interactions, share various types of content, and establish relationships with fellow users. Using Facebook, Twitter, Instagram, LinkedIn, and TikTok, users can communicate directly with their friends, family, and community through comments, shares, or messages.

Another factor that affects entrepreneurial interest is risk perception. Risk perception is the view that making decisions has consequences that must be borne by the decision-maker. A person who argues that making decisions can lead to harm tends to influence their decisions (Boland, 1991). In the context of entrepreneurship, taking risks means making decisions taking into account the good or bad outcomes that may occur in the future to support the progress of the business. This is in accordance with research conducted by Wibowo et al. (2021), which states that risk perception has no effect on entrepreneurial interest.

Furthermore, social support, one of which is from parents, is an important factor that can increase entrepreneurial interest, this is in line with the analysis of a study by (Kimura and Masykur, 2017) obtained results that social support from parents is in a high category of entrepreneurial interest in the subject, namely students. The existence of social support makes a perception in a person so that they feel loved, cared for, appreciated, and helped. Parents are the first educators as well as the focus of affection, so what parents do can influence a child's personality (Yonaevy, 2015). Sennang (2017) stated that the existence of high social support or agreement with the thoughts and feelings of students who are entrepreneurial, as well as the support provided either support or material assistance, as well as the sense of unity and friendship experienced by students in the entrepreneurial community, this creates entrepreneurship and develops their business.

The researcher chose Bekasi as the research location because it is an urban area with a rapid rate of digitalization, high use of social media, and rapid growth of online-based MSMEs. In addition to big cities such as Jakarta, Bandung and others, Bekasi also has a large and digitally active Gen Z population, so it is relevant to observe the entrepreneurial behavior of the younger generation who utilize social media. The lack of research that specifically highlights Gen Z in Bekasi also provides novelty value for this research. Bekasi also has a large and growing Gen Z population, making it the right context to research digital entrepreneurial behavior among the younger generation.

METHOD

This study uses a quantitative approach with an associative design to test the relationship and influence between variables. Data were collected through a closed-ended questionnaire using a 4-point Likert scale and analyzed inferentially to test the research hypothesis. This approach is used to identify direct and indirect relationships between social media, risk perception, and social support for entrepreneurial confidence, with motivation as a mediating variable (Sugiyono, 2014).

The research population is Generation Z who are domiciled in the Bekasi area and have an interest or involvement in entrepreneurship, with an age range of 18–29 years. The sample determination technique uses the rule of thumb approach Hair et al. (2013), which is 5–10 times the number of indicators. With a total of 42 indicators, the minimum number of samples was set at 252.

respondents. The data used is primary data obtained directly from respondents through an online questionnaire.

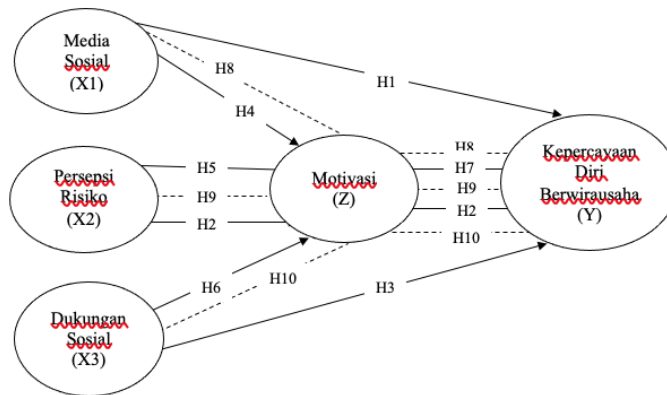


Figure 1. Research Constellation

Data analysis was carried out using the Partial Least Square–Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS 4.0 software. Model testing includes evaluation of the outer model (convergent validity, discriminant validity, reliability through Composite Reliability and Cronbach's Alpha) as well as the inner model to test the causal relationships between variables. Hypothesis testing was carried out through the analysis of path coefficients, t-statistical values, and p-values with a significance level of 5%. Direct and indirect influences were tested to assess the role of motivation as a mediating variable in the research model.

RESULTS

Data Description

The respondents in this study amounted to 325 people from Generation Z in the Bekasi area. Based on age group, the majority of respondents were in the range of 22–25 years (78.3%), followed by 26–29 years old (11.6%) and 18–21 years old (10.1%). This distribution shows that most of the respondents are in the early productive age which is generally in the phase of exploration and development of entrepreneurial interests.

Judging from gender, female respondents dominated with a percentage of 62.1%, while male respondents amounted to 37.9%. In terms of education, the majority of respondents were Strata 1 (S1) graduates at 72.5%, followed by high school graduates at 22.6% and Diploma (D3) at 4%. Respondents with postgraduate education (S2 and S3) covered only a very small proportion.

Based on current jobs, most respondents work as private employees (54.1%), followed by students (24.8%). Respondents who are entrepreneurs amounted to 8.3%, while 9.2% have not worked and 3.7% have the status of civil servants. This composition shows that respondents are dominated by individuals who have or are entering the workforce, making it relevant to examine the factors that affect entrepreneurial motivation and confidence.

Data Analysis

a. Outer Model Measurements

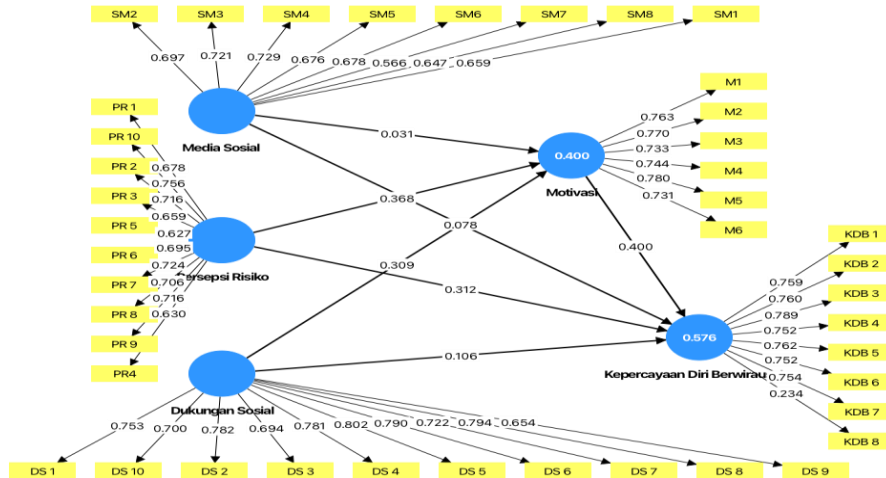


Figure 2. Outer Model

Based on the data above, the results of *convergent validity* produced 28 variable indicators that had an *outer loading* value of > 0.7 , (Ghozali, 2018). After the overall processing of the data using SmartPLS 4.0., evidence was obtained that the whole of each variable has a greater *cross loading* value compared to the other constructs so that it is in accordance with the opinion (Abdillah and Hartono, 2015) and can be said to be valid. In addition to using *cross loading*, the *discriminant validity* test can also be determined through the *Average Variance Extracted* (AVE) value with the provision of each variable indicator with a $>$ value criterion of 0.5 to be considered valid (Abdillah and Hartono, 2015).

Table 1. Average Variance Extracted (AVE) Results

	Average Variance Extracted (AVE)	Remarks
Social Support	0.598	Valid
Entrepreneurial Confidence	0.582	Valid
Social Media	0.746	Valid
Motivation	0.568	Valid
Risk Perception	0.580	Valid

Based on the results of the *discriminant validity* test above, the AVE value obtained from all variables > 0.5. This shows that the *discriminant validity* of each variable is considered valid according to the opinion (Abdillah and Hartono, 2015). *Composite Reliability* is a component used to measure the reliability value of a variable indicator. If the *Composite Reliability* value of each variable is greater than 0.7, the variable is considered credible (Ghozali, 2016).

Table 2. Composite Reliability Results

	<i>Composite Reliability (rho_a)</i>	<i>Composite Reliability (rho_c)</i>	Remarks
Social Media	0.659	0.854	Reliable
Risk Perception	0.823	0.873	Reliable
Social Support	0.905	0.922	Reliable
Motivation	0.850	0.887	Reliable
Entrepreneurial Confidence	0.881	0.907	Reliable

Because the combined reliability value of each variable is more than 0.6, as shown in the table above, all research variables can be declared reliable according to the opinions of Abdillah and Hartono (2015). *Cronbach's Alpha* value is a measure of the lower bound reliability of a variable. The alpha value must be more than 0.6 in order for a reliable construct to be carried out (Abdillah and Hartono, 2015).

Table 3. Cronbach's Alpha Results

	Cronbach's alpha	Remarks
Social Media	0.659	Reliable
Risk Perception	0.818	Reliable
Social Support	0.904	Reliable
Motivation	0.848	Reliable
Entrepreneurial Confidence	0.880	Reliable

Because the table above shows that the *Cronbach's Alpha* value of each variable is more than 0.6, all research variables can be declared reliable according to the opinion of Abdillah and Hartono (2015).

b. Inner Model Measurements

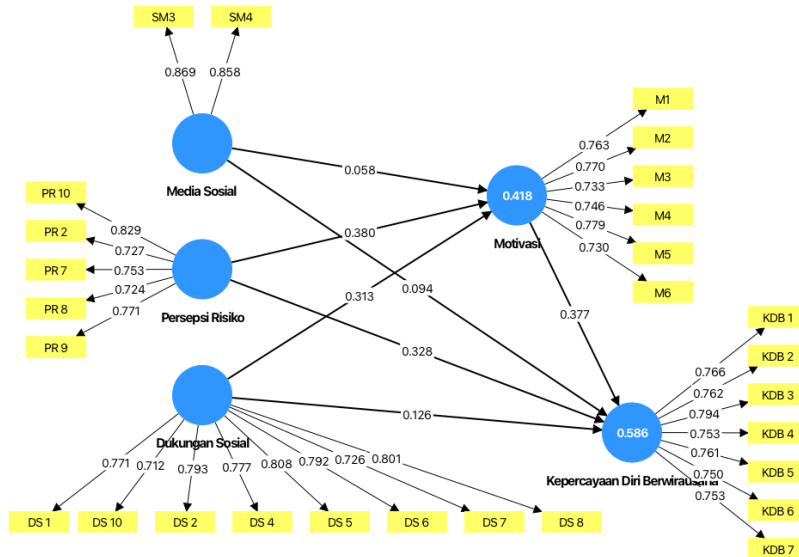


Figure 3. Inner Model Scheme

The path *coefficients test* is used to measure how much of a relationship there is between the variables used in the research hypothesis. *Path coefficients* have a value range of -1 to 1, where the value range of 0 to 1 is declared positive, while the value range of 0 to -1 is declared negative (Ghozali and Latan, 2020). The following are the results of the research that has been processed:

Table 4. Path Coefficient Test Results

	<i>Path Coefficient</i>
Social Media - > Entrepreneurial Confidence	0.094
Social Media - > Motivation	0.058
Risk Perception -> Entrepreneurial Confidence	0.328
Risk Perception -> Motivation	0.380
Social Support - > Entrepreneurial Confidence	0.126

Social Support -> Motivation	0.313
Motivation -> Entrepreneurial Confidence	0.377

Based on the results in Table 4.10 above, it can be seen that the *path coefficient* value produced for each variable relationship is as follows: (1) the Social Support variable for Entrepreneurial Confidence obtained a value of 0.126 and was declared positive; (2) the variable Social Support for Motivation obtained a value of 0.313 and was declared positive; (3) the Social Media variable on Entrepreneurial Confidence obtained a value of 0.094 and was declared positive; (4) the Social Media variable for Motivation obtained a value of 0.058 and was declared positive; (5) the variable Motivation to Entrepreneurial Confidence obtained a value of 0.377 and was declared positive; (6) the variable Risk Perception on Entrepreneurial Confidence obtained a value of 0.328 and was declared positive; and (7) the variable Risk Perception on Motivation obtained a value of 0.380 and was also declared positive.

The *goodness of fit test* of the PLS (Partial Least Square) model can be seen from the NFI value of the model. The PLS (Partial Least Square) model is stated to have met the *goodness of fit* model criteria if the NFI value is close to 1 (Ghozali, 2016).

Table 5. Goodness of Fit Test Results

	<i>Saturated Model</i>	<i>Estimated Model</i>
SRMR	0.067	0.067
d_ULS	1.812	1.812
d_G	0.705	0.705
Chi-square	1321.141	1321.141
NFI	0.748	0.748

The results of the PLS (Partial Least Square) *goodness of fit* test in the table above show that the NFI is 0.748. Because the NFI value of the model is close to 1, the PLS (Partial Least Square) model of this study is declared a perfect fit, so it is feasible to test the research hypothesis.

Table 6. Direct Hypothesis Testing Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Remarks
Social Media - > Entrepreneurial Confidence	0.094	2.031	0.042	Significant
Social Media - > Motivation	0.058	0.993	0.321	Insignificant
Risk Perception -> Entrepreneurial Confidence	0.328	5.303	0.000	Significant
Risk Perception -> Motivation	0.380	6.932	0.000	Significant
Social Support - > Entrepreneurial Confidence	0.126	2.470	0.014	Significant
Social Support -> Motivation	0.313	5.996	0.000	Significant
Motivation -> Entrepreneurial Confidence	0.377	6.984	0.000	Significant

Based on the presentation of data in the table above, the first direct influence is the influence of Social Media on Entrepreneurial Confidence with an original sample value of 0.094, a T-statistical value of 2.031 and a P-value of 0.042 which shows a significant influence, so the hypothesis of this study is accepted. These results indicate that the better the use of social media, the higher the entrepreneurial confidence of the respondents.

Table 7. Indirect Hypothesis Testing Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Remarks
Social Media -> Motivation -> Entrepreneurial Confidence	0.022	0.963	0.336	Insignificant
Risk Perception -> Motivation -> Entrepreneurial Confidence	0.143	5.353	0.000	Significant

Social Support ->				
Motivation ->				
Entrepreneurial	0.118	4.595	0.000	Significant
Confidence				

Based on the presentation of data in the table above, the first indirect influence is the influence of Social Media on Entrepreneurial Confidence through Motivation with an original sample value of 0.022, a T-statistical value of 0.963 and a P-value of 0.336 which indicates the absence of a significant influence, so the hypothesis of this study is rejected. This condition shows that the use of social media through motivation has not been able to significantly increase entrepreneurial confidence in respondents.

DISCUSSION

The test results showed that social media had a positive and significant effect on entrepreneurial confidence, but did not have a significant effect on motivation. These findings indicate that social media plays more of a role as a means of learning, promotion, and networking that strengthens respondents' self-confidence in entrepreneurship, but is not strong enough to generate internal motivation directly. These results are in line with Alfaruk (2016), Sari and Maya (2017), and Purwanto (2021), but different from Nurhayati (2020). The insignificance of social media's influence on motivation supports the findings of Nasution et al. (2024) and Mallios et al. (2022) who assert that social media generally influences psychological aspects through specific intermediary constructs, rather than directly.

Risk perception has been proven to have a positive and significant effect on entrepreneurial confidence and motivation. Respondents who view risk realistically and managed tend to be more motivated and confident in dealing with business uncertainty. A mature perception of risk makes individuals not avoid risks, but manage them as part of business processes. These findings are consistent with Yin et al. (2023) and Cañas et al. (2023), and support the view of Kuratko and Hodgetts (2018) and Darmawan et al. (2022) that proper risk perception can strengthen the psychological readiness of entrepreneurs.

Social support has a positive and significant effect on entrepreneurial motivation and confidence. Support from family, friends, and the environment serves as a psychological reinforcement that reduces the fear of failure and increases the self-confidence of respondents. Emotional, informational, and instrumental support has been proven to encourage entrepreneurial spirit and the courage to make decisions. These findings are in line with Annisa (2017), Ara (2023), Pangestu (2023), and Sennang (2017), who affirm that social support is an important factor in the formation of motivation and entrepreneurial self-efficacy.

The results of the mediation pathway test showed that motivation did not mediate the influence of social media on entrepreneurial confidence, but significantly mediated the influence of risk perception and social support on entrepreneurial confidence. This indicates that social media is not strong enough to build confidence through internal drive, while risk perception and social support can trigger motivation that further strengthens confidence. These findings support Rahmawati et al. (2022) and Hasibuan (2020) regarding the weak mediation channels of social media, and are in line with Mardikaningsih (2023), Pangestu (2022), and Maulida (2012) who affirm the role of motivation as a key mechanism linking external factors and entrepreneurial confidence.

CONCLUSION

The results of the study show that social media, risk perception, and social support have a direct positive effect on the entrepreneurial confidence of Generation Z in Bekasi, while social media has no direct effect on entrepreneurial motivation. Social media acts as a means of information, learning, and networking that strengthens self-confidence, but is not effective enough to generate internal motivation directly. On the contrary, a positive perception of risk and strong social support have been shown to increase entrepreneurial motivation and confidence.

Furthermore, entrepreneurial motivation has a positive and significant effect on entrepreneurial confidence. Mediation testing showed that motivation did not mediate the influence of social media on self-confidence, but significantly mediated the influence of risk perception and social support on entrepreneurial confidence. These findings confirm that internal psychological factors (motivation) play a key role as a key mechanism in converting risk perception and social support into entrepreneurial confidence, while the influence of social media tends to be direct or contextual.

Further research is suggested to develop a more contextual and community-based use of social media, for example through relevant entrepreneurial content, digital-offline mentoring, or local entrepreneurial role models in order to increase entrepreneurial motivation more effectively. In addition, self-efficacy strengthening and hands-on experience-based motivation programs such as training, business simulations, or startup bootcamps can be important strategies to strengthen the motivational pathway to Generation Z's entrepreneurial confidence.

This study has limitations in the limitations of supporting literature, the potential for social desirability bias in filling out questionnaires, cross-sectional design, and social media measurement that has not considered the quality of content. Therefore, further research is recommended to use a mixed approach, examine the type and quality of social media content, and add other variables such as digital literacy, mental resilience, or entrepreneurial experience to make the research model more comprehensive.

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