
Do Social Media Shape Gen Z's Entrepreneurial Intention? Testing Opportunity Recognition and Self-Efficacy as Mediators

Jesselin Lim¹ | Rakhdiny Sustaningrum²

^{1,2} Department of Management, Faculty of Business and Social Innovation, Atma Jaya Catholic University of Indonesia, Jakarta, Indonesia

Corresponding: rakhdiny.s@atmajaya.ac.id

Abstract

Objective – This study examines the influence of social media usage on entrepreneurial intention of Generation Z using the mediating roles of entrepreneurial opportunity recognition and entrepreneurial self-efficacy.

Design/Methodology/Approach – This study uses approach with an online questionnaire survey method involving 95 Generation Z respondents from Jakarta, Bogor, Depok, Tangerang, and Bekasi areas. The data were analyzed using Structural Equation Modeling Partial Least Square (SEM PLS) and quantitatively conducted.

Findings – Social media does not directly show the willingness to start a business, but instead works effectively when it first builds the individuals' confidence in their own abilities.

Implications – Social media usage primarily fosters entrepreneurial intention in Generation Z by first enhancing their self-efficacy rather than through direct influence or opportunity recognition alone. Therefore, educators and policymakers should focus on digital strategies that specifically build individual confidence and personal belief in entrepreneurial capabilities to effectively drive start-up interest. Theoretically, this research advances the literature by demonstrating that social media usage does not automatically lead to entrepreneurial intent but requires the psychological bridge of self-efficacy to be effective. Practically, it provides a roadmap for educational institutions to move beyond teaching digital literacy and instead focus on pedagogical strategies that use social media to build students' confidence and mastery in their entrepreneurial capabilities.

Keywords: Entrepreneurial Intention, Entrepreneurial Opportunity, Self-Efficacy, Social Media.



INTRODUCTION

Entrepreneurship is an essential activity for a nation's economy and considered a major contributor to economic growth due to its association with leadership, innovation, management, development, job creation, competitiveness, productivity, and the emergence of new industries (Ledi et al., 2022). One approach to achieving this growth is to emphasize the role of Indonesian society, especially Generation Z, in entrepreneurial development.

One way to foster entrepreneurship among Generation Z is to develop their entrepreneurial intention. Research by Doan Thi Thanh and Le Hoai (2023) identifies entrepreneurial intention as a direct factor influencing entrepreneurial behavior. Therefore, it is important to understand the elements that shape entrepreneurial intention in this generation. Given their characteristics as digital natives, Generation Z's entrepreneurial intention is likely to be influenced by social media use. Aryoko et al. (2024) found that Generation Z has grown up alongside social media, which they use for socializing, learning, networking, and discovering opportunities. This engagement makes social media a natural avenue for exploring and enhancing entrepreneurial intention.

Social media offers numerous benefits for Generation Z in the field of entrepreneurship. It can reduce their anxiety about entrepreneurship, increase awareness of their capacity to implement new business ideas, expand their networks, and strengthen their sense of control, which contributes to entrepreneurial intention. Moreover, success stories found on social media can inspire and motivate Generation Z, boosting their confidence to start a business (Thi Loan et al., 2024). This confidence in one's ability to successfully start a business reflects the concept of self-efficacy. According to Satriadi et al. (2022), a lack of confidence or self-efficacy can be a barrier to starting a business.

In addition to self-efficacy, social media can also help Generation Z in recognizing entrepreneurial opportunities. Social media serves as a useful and effective medium for comparing, combining, and evaluating information related to business opportunities (Mallios & Moustakis, 2023). Olanrewaju et al. (2018) further explain that social media plays an important role in opportunity recognition through the networks and social capital it helps build. Ceptureanu et al. (2020) describe opportunity recognition as the activity of identifying new means and ends that can be used to obtain profit or potential value. This involves active exploration of the environment, focusing on technological changes, consumer preferences, and market prospects as sources of opportunities, often using applications such as social media. Opportunity recognition is regarded as a key step in the process that can strengthen an individual's intention to become an entrepreneur, thereby stimulating entrepreneurial activity (Ledi et al., 2022).

Previous studies have attempted to identify the factors influencing entrepreneurial intention, but several limitations remain. Sutrisno et al. (2023) only examined the influence of entrepreneurial education and social media on entrepreneurial intention without considering mediating variables such as opportunity recognition and self-efficacy. Ledi et al. (2022) focused only on the mediating role of opportunity recognition between entrepreneurial attitude and intention, without exploring the role of self-efficacy. Mongjam and Sorokhaibam (2023) reported a negative relationship between prior knowledge or social networks and opportunity recognition, although the underlying mechanism was unclear. Furthermore, studies by Sutrisno et al. (2023), Yewang et al. (2024), and Satriadi et al. (2022) have produced inconsistent findings regarding the influence of social media on entrepreneurial intention. This inconsistency indicates that the relationship between social media use and entrepreneurial intention among Generation Z in Indonesia still requires further investigation.

To address these gaps, the present study examines a double mediation model in which both opportunity recognition and self-efficacy are tested simultaneously in the relationship between social media use and entrepreneurial intention in Generation Z. The findings are expected to be useful for individuals, policymakers, and educational institutions in designing solutions and effective strategies, particularly through social media use, to strengthen entrepreneurial activity among Generation Z, thereby supporting economic growth and the advancement of entrepreneurship in Indonesia.

LITERATURE REVIEW

Theory of Planned Behaviour

According to the Theory of Planned Behaviour, an individual's intention to engage in entrepreneurship is shaped by three main components: attitude, subjective norm, and perceived behavioral control. Ajzen (1991) explains these components as follows: (1) Attitude toward behaviour refers to the extent to which an individual evaluates a given behavior positively or negatively. The more a person believes that entrepreneurial activity brings greater benefits than risks, the stronger their intention to become an entrepreneur; (2) Subjective norm refers to perceived social pressure from family, friends, or the wider community to perform or not perform a certain behavior. The more positive support and encouragement an individual receives from their social environment for entrepreneurial activity, the stronger their entrepreneurial intention. (3) Perceived behavioral control refers to the perception of one's own ability to perform a behavior. The more confident an individual is in their skills, resources, and experience to start and manage a business effectively, the stronger their intention to engage in entrepreneurship.

Entrepreneurial Intention

Entrepreneurial intention is defined as an individual's perception and plan to engage in activities related to entrepreneurship and to start their own business (Hu et al., 2024). Afranie et al. (2024) describe it as encompassing a set of psychological characteristics, qualities, principles, and attitudes that influence a person's willingness to participate in entrepreneurial activity. A strong entrepreneurial intention signals a higher likelihood of engaging in such activities

Opportunity Recognition

Opportunity recognition is a condition in which an individual identifies new means and ends and uses resources to obtain profit (Mongjam & Sorokhaibam, 2023). Six activities define opportunity recognition: alertness, searching, information gathering, communicating, problem-solving, and evaluation (Kuckertz et al., 2017). Effective opportunity recognition is an important driver of entrepreneurship, as it motivates individuals to act on identified business possibilities (Otache et al., 2024). The greater a person's ability to identify entrepreneurial opportunities, the stronger their intention to engage in entrepreneurship.

Entrepreneurial Self-Efficacy

Entrepreneurial self-efficacy refers to an individual's confidence in their ability to engage in entrepreneurial activities, including recognizing opportunities, managing risk, and acquiring resources (Hu et al., 2024). It plays a crucial role in shaping entrepreneurial intention by influencing behavior, decision-making, persistence, and commitment to entrepreneurial goals (Doan Thi Thanh & Le Hoai, 2023). According to Bandura's (1977) self-efficacy theory, it arises from four main sources, such as (1) Mastery experience means confidence gained from past successes; (2) Vicarious

experience means confidence inspired by observing the success of others with similar abilities.(3) Verbal persuasion, means motivation and assurance received from others. (4) Emotional state means a calm and positive emotional condition enhances belief in one's abilities.

Social Media

Mongjam and Sorokhaibam (2023) define social media as a tool or technology enabling users to share information, communicate, and build online communities. Sutrisno et al. (2023) outline its entrepreneurial benefits, such as (1) Providing access to information on how to start a business (2) Facilitating social interaction among individuals with entrepreneurial interests. (3) Offering motivation and emotional support through entrepreneurial stories and content. (4) Providing role models through exposure to successful entrepreneurs and influencers (5) Reinforcing normative influence by showcasing entrepreneurial communities

Research Framework

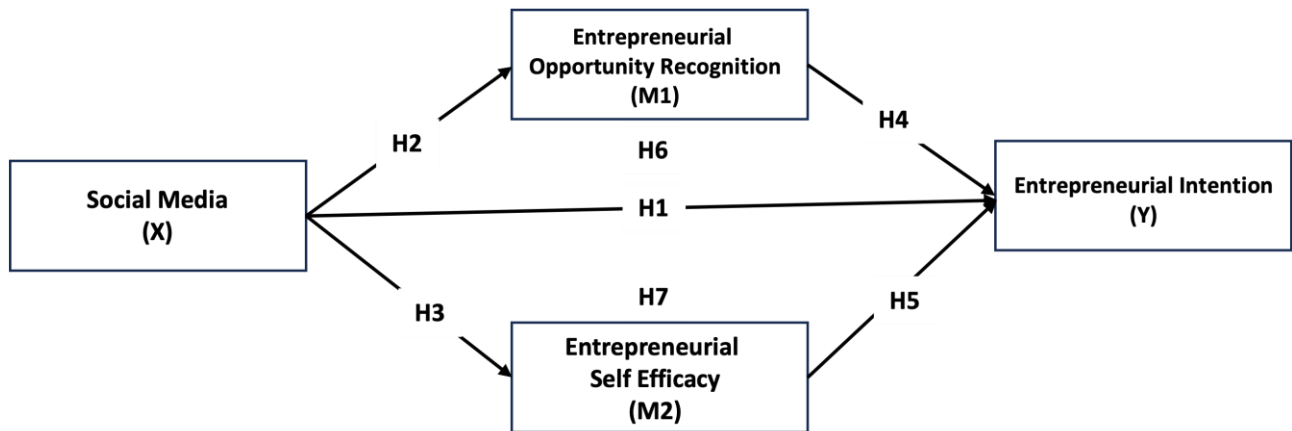


Figure 1. Research Model

The first framework examines how remote working directly affects productivity and life balance (H1,H2). By working from home, employees save time on travel and avoid common office distractions, which allows them to focus better and work more efficiently. This flexibility also gives people more control over their schedules, helping them balance their jobs with their personal lives in a way that feels more natural and sustainable

The second model explores how social media usage leads to the goal of starting a business (H1-H6). Social platforms provide helpful networks and information that directly spark entrepreneurial interest (Sutrisno et al., 2023). Beyond this, social media helps build an individual's confidence in their own skills and makes it easier to spot new business opportunities (Hu et al., 2024; Ledi et al., 2022). Together, these digital tools help turn online activity into a serious commitment to launching a new business venture.

METHODS

This study employed a quantitative approach. Data were collected primarily through an online survey using a Google Form questionnaire, measured on a five-point Likert scale. The research used both primary and secondary data. Primary data were obtained from the questionnaire responses. Secondary data were gathered from official government websites, news articles,

academic journals, and e-books covering topics such as Indonesia's entrepreneurship rate, the size of the Generation Z population, and relevant prior studies.

A non-probability sampling method was applied, specifically purposive sampling, to select respondents who met predetermined criteria aligned with the research objectives. Screening questions were used to ensure eligibility before respondents proceeded to the main questionnaire. The inclusion criteria required respondents to be members of Generation Z to have an interest in entrepreneurship, and to be active social media users. For data analysis, the study employed Partial Least Squares Structural Equation Modeling (PLS-SEM), which allows for simultaneous modeling and estimation of complex relationships between independent and dependent variables (Hair et al., 2021).

RESULTS AND DISCUSSION

Respondents profile

To provide a clearer understanding of the demographic and behavioral profile of the study participants, data on respondents' key characteristics were collected through the questionnaire. This information includes entrepreneurial intention, gender, age, domicile, occupation, daily social media usage, primary purposes for using social media, and the platforms most frequently accessed. The details are presented in Table 1.

Table 1. Respondents' characteristic

Dimension	Description	Frequency	Percentage
Entrepreneurial Intention	Yes, I plan to start a business soon	41	42.7%
	Yes, but still in the exploration stage	55	55.3%
Gender	Male	31	32.6%
	Female	64	67.4%
Age	18-23 years	70	73.7%
	24-28 years	23	24.2%
Domicile	Jakarta	37	38.9%
	Tangerang	32	33.7%
	Bogor	10	10.5%
	Depok and Bekasi	16	16.9%
Occupation	University student	60	63.1%
	Entrepreneur	15	15.8%
	Private employee	13	13.7%
	Others	7	7.4%
Daily Social Media Usage	Less than 2 hours	35	36.8%
	2-4 hours	36	37.9%
	More than 6 hours	19	20.0%
	Never	24	25.3%
Main Purpose of Social Media Use	Entertainment	88	92.6%
	Seeking information/news	81	85.3%
	Educational content	47	49.5%

Dimension	Description	Frequency	Percentage
Most Frequently Used Platforms	Marketing products/services	36	37.9%
	Building personal branding	29	30.5%
	Building social networks	48	50.5%
	Content-sharing platforms (YouTube, TikTok, Instagram, Pinterest, etc.)	93	97.9%

Source: Research survey, 2025

The data show that most respondents are university students (63.1%), female (67.4%), and aged between 18 - 23 years (73.7%). Most participants reside in Jakarta (38.9%) and Tangerang (33.7%). A high proportion already has entrepreneurial intention, with 42.7% planning to start a business soon and 56.3% still in the exploration stage. Daily social media usage is significant, with 37.9% spending 4 - 6 hours and 36.8% spending 2 - 4 hours per day. Entertainment and information seeking are the most common purposes for using social media, while marketing products/services and building networks are also notable. Almost all respondents (97.9%) regularly use content-sharing platforms such as YouTube, TikTok, Instagram, and Pinterest. These characteristics align with the study's focus on Generation Z's entrepreneurial intention in the era of digital media.

Validity Test Result

The research conducted the validity test to ensure that each indicator used in the research instrument accurately measured the intended variable. The first and second rounds of testing revealed that several indicators did not meet the required validity threshold, prompting a revision and re-testing of the questionnaire. According to Hair et al. (2014), an indicator is considered valid if its outer loading value is greater than 0.70. In the third round, all indicators met this criterion, confirming their appropriateness for use in the analysis. The final set of valid indicators is presented in Table 2.

Table 2. Results of Validity test

Variable	Indicator Code	Outer Loadings	Result
Social Media (X)	SM1	0.888	Valid
	SM2	0.903	Valid
Opportunity Recognition (M1)	EOR2	0.804	Valid
	EOR3	0.881	Valid
	EOR4	0.859	Valid
Entrepreneurial Self-Efficacy (M2)	ESE1	0.859	Valid
	ESE2	0.833	Valid
	ESE3	0.830	Valid
	ESE4	0.872	Valid
Entrepreneurial Intention (Y)	EI1	0.834	Valid
	EI2	0.887	Valid
	EI3	0.824	Valid

Variable	Indicator Code	Outer Loadings	Result
	EI4	0.752	Valid
	EI5	0.870	Valid

Source: Research survey, 2025

Reliability Test Result

Cronbach's alpha (CA) and Composite Reliability (CR) values were used as indicators of reliability, with a threshold value of 0.70 or higher indicating acceptable reliability (Hair et al., 2014). The results in Table 3 show that all variables meet the reliability criteria, with Cronbach's alpha and Composite Reliability values exceeding 0.70.

Table 3. Results of Hypothesis-testing

Variable	Cronbach's Alpha (CA)	Composite Reliability (CR)	Result
Social Media (X)	0.753	0.890	Reliable
Entrepreneurial Opportunity Recognition (M1)	0.805	0.885	Reliable
Entrepreneurial Self-Efficacy (M2)	0.872	0.911	Reliable
Entrepreneurial Intention (Y)	0.891	0.920	Reliable

Source: Proceed result, 2025

The Social Media variable has a CA of 0.753 and CR of 0.890, indicating satisfactory internal consistency. Entrepreneurial Opportunity Recognition has a CA of 0.805 and CR of 0.885, while Entrepreneurial Self-Efficacy records a CA of 0.872 and CR of 0.911, both demonstrating strong reliability. Entrepreneurial Intention achieves the highest reliability values, with a CA of 0.891 and CR of 0.920.

R² test result

Table 4. Results of Hypothesis-testing

	R ²
Entrepreneurial Opportunity Recognition	0,574
Entrepreneurial Self Efficacy	0,419
Entrepreneurial Intention	0,304

Source: Proceed result, 2025

On this study, the R² coefficient of determination was employed to assess the proportion of variance in the dependent variable, Entrepreneurial Intention (EI), that can be explained by the independent variables: Social Media (MS), Entrepreneurial Opportunity Recognition (EOR), and Entrepreneurial Self-Efficacy (ESE). According to the results presented in Table 4, the R² value for EOR is 0.574, indicating a moderate predictive power; specifically, 57.4% of the variance in EOR is accounted for by social media. Regarding ESE, the R² value of 0.419 suggests a relatively weak effect, implying that 41.9% of the variability in ESE is explained by social media. Finally, the R² for the primary construct, Entrepreneurial Intention, was found to be 0.304. This result indicates that 30.4% of the variance in EI is collectively explained by MS, EOR, and ESE, representing a weak overall effect size in this structural model.

f² effect size test result

The f² effect size test was conducted to evaluate the relative contribution of each independent variable to its respective dependent variable. According to the data presented in Table 5, the impact of social media on entrepreneurial opportunity recognition (f²= 0.722) and entrepreneurial self-efficacy (f²= 0.438) represents a large effect size.

Table 5. Results of f²

	Entrepreneurial Intention	Entrepreneurial Opportunity Recognition	Entrepreneurial Self-efficacy	Media Sosial
EI21				
EOR22	0,050			
ESE23	0,416			
MS24	0,023	0,722	0,438	

Source: Proceed result, 2025

In Table 5 also displays that entrepreneurial self-efficacy exerts a large effect on entrepreneurial intention (f²= 0.416). Conversely, the influence of entrepreneurial opportunity recognition on entrepreneurial intention (f²= 0.050) is classified as a small effect. Finally, the relationship between social media and entrepreneurial intention (f² = 0.023) also demonstrates a small effect size.

Q² predictive relevance

The research calculated the Q² that displays on Table 6. The Q² predictive relevance test was conducted to evaluate the model's capacity to predict the endogenous constructs.

Table 6. Results of Q²

	Q ²
Entrepreneurial Opportunity Recognition (M1)	0,384
Entrepreneurial Self Efficacy (M2)	0,274
Entrepreneurial Intention (Y)	0,202
Social Media (X)	0,000

Source: Proceed result, 2025

As illustrated in Table 6, the Q² values for EOR (0.384), ESE (0.274), and EI (0.202) are all strictly greater than zero. These findings signify that the model possesses sufficient predictive relevance, confirming its effectiveness in explaining the variance of the EOR, ESE, and EI constructs. Conversely, the Q² value for social media (MS) is 0, this is expected, as MS serves as an exogenous independent variable that is not predicted by other variables within the structural framework, and thus, predictive relevance is not applicable.

Goodness of Fit (GOF)

On this study Goodness of Fit (GOF) as stated on the Table 7. The Goodness of Fit (GOF) index was calculated using the geometric mean of the average AVE and average R².

Table 7. Results of GOF

Construct	AVE	R ²
Social Media (X)	0.802	–
Entrepreneurial Opportunity Recognition (M1)	0.720	0.574
Entrepreneurial Self-Efficacy (M2)	0.720	0.419
Entrepreneurial Intention (Y)	0.697	0.304
Average	0.735	0.432

Source: Proceed result, 2025

Index	Formula	Result	Interpretation
GOF	$\sqrt{AVE \times R^2}$	0.563	Large (Strong Fit)

The result indicates a GOF value of 0.563, which exceeds the threshold of 0.36, suggesting a strong overall model fit. This implies that the model demonstrates satisfactory explanatory power and convergent validity.

Hypothesis Result

The bootstrapping test was conducted to evaluate the significance of the hypothesized relationships in the structural model. The assessment was based on the original sample value (O), t-statistics, and p-values, with a significance threshold of $p < 0.05$ (two-tailed test). Hypotheses were accepted if the t-statistic was greater than 1.96 and the p-value was below 0.05. The results are summarized in Table 8.

Table 8. Results of Hypothesis-testing

Hypothesis	Variable Relationship	Original Sample (O)	T-statistics	P-values	Result
H1	X → Y	0.135	1.315	0.189	Rejected
H2	X → M1	0.647	8.432	0.000	Accepted
H3	X → M2	0.552	6.818	0.000	Accepted
H4	M1 → Y	0.201	1.815	0.070	Rejected
H5	M2 → Y	0.531	6.108	0.000	Accepted
H6	X → M1 → Y	0.130	1.693	0.091	Rejected
H7	X → M2 → Y	0.293	4.645	0.000	Accepted

Source: Proceed result, 2025

Based on Table 8, the hypothesis testing results for H1 show that social media has a positive effect on entrepreneurial intention. This means that for every one unit increase in social media use, Generation Z's entrepreneurial intention increases by 0.135. However, the effect is not statistically significant, indicating that it is not strong enough to be generalized to the broader Generation Z population. For H2 and H3, the results indicate that social media has a significant positive effect on entrepreneurial opportunity recognition and entrepreneurial self-efficacy. Specifically, a one-unit increase in social media use leads to an increase of 0.647 in opportunity recognition and 0.552 in entrepreneurial self-efficacy. In H4, entrepreneurial opportunity recognition shows a positive effect

on entrepreneurial intention, where a one unit increase in opportunity recognition raises entrepreneurial intention by 0.201.

However, this effect is not statistically significant, meaning it is insufficient to be generalized to the wider Generation Z population. Meanwhile, H5 demonstrates that entrepreneurial self-efficacy has a significant positive effect on entrepreneurial intention. This implies that a one unit increase in entrepreneurial self-efficacy raises Generation Z's entrepreneurial intention by 0.531. For the indirect effects, H6 shows that entrepreneurial opportunity recognition has a positive mediating effect in the relationship between social media and entrepreneurial intention, with an effect size of 0.130. However, the effect is not statistically significant, indicating that opportunity recognition does not function as a mediator in this relationship. In contrast, H7 reveals that entrepreneurial self-efficacy significantly and positively mediates the relationship between social media and entrepreneurial intention. This suggests that entrepreneurial self-efficacy can bridge the effect of social media on entrepreneurial intention, where a one-unit increase in self-efficacy through social media use increases entrepreneurial intention by 0.293.

Effect of Social Media Use on Entrepreneurial Intention (H1)

The findings indicate that social media use does not have a significant effect on entrepreneurial intention among Generation Z. This aligns with the study by Yee Ting Ngoo et al. (2023), which concluded that social media functions more as a marketing and business development tool than as a driver of entrepreneurial intention. Moreover, Setiawan & Samsudin (2025) found that Gen Z individuals utilize social media primarily for personal use rather than business purposes, leading to a disconnect between social media engagement and entrepreneurial action

Effect of Social Media Use on Entrepreneurial Opportunity Recognition (H2)

The findings are consistent with Mongjam and Sorokhaibam (2023), who noted that social media enables Generation Z to interact extensively and without boundaries with clients, peers, and mentors. This facilitates the creation of social environments and relationships that promote information exchange, collaboration, and, ultimately, the identification of entrepreneurial opportunities. By building strong social capital and networks through social media, individuals can enhance their capacity to recognize entrepreneurial opportunities (Park et al., 2017). Opportunities become more visible on social media due to its openness and the large number of active users (Olanrewaju et al., 2018).

The ability to search for and access information through social media plays a critical role in identifying entrepreneurial opportunities (Olanrewaju et al., 2018). Its wide reach allows users to discover new markets that would be difficult to find without it. According to Malin Brännback and Alan Carsrud (2020), entrepreneurs can leverage social media for strategic decision-making and to increase market share by monitoring customer feedback, analyzing online consumer behavior and trends, and understanding consumer expectations using data gathered from social networks.

Effect of Social Media Use on Entrepreneurial Self-Efficacy (H3)

Based on respondent characteristics, they have previously attempted to start a business and reported feeling very confident or moderately confident in their ability to succeed if they were to start one. One factor that may support this level of confidence is exposure to success stories, tutorials, and entrepreneurial communities accessed through social media. Such exposure contributes to mastery experiences, vicarious learning, verbal persuasion, and positive emotional states, the four main sources of self-efficacy according to Bandura, which strengthen respondents'

belief in their capability to initiate and manage a business. These findings are consistent with Doan Thi Thanh and Le Hoai (2023), who demonstrated that social media can enhance self-confidence by providing various benefits relevant to entrepreneurship.

This argument is further reinforced by linking Bandura's self-efficacy theory with the benefits of social media use outlined by Sutrisno et al. (2023). First, social media offers rapid and extensive access to information, enabling Generation Z to gain insights, skills, and knowledge from diverse individuals, including public figures and entrepreneurs. Such access ultimately strengthens their belief in their ability to perform similar entrepreneurial activities.

Effect of Opportunity Recognition on Entrepreneurial Intention (H4)

Entrepreneurial opportunity recognition is a key element in the entrepreneurial process. However, the findings of this study indicate that Generation Z's entrepreneurial intention is not significantly influenced by opportunity recognition. Several factors may explain this result. First, Generation Z often already possesses the intention to become entrepreneurs even before identifying specific business opportunities. Wiramihardja et al. (2022) found that in some cases, individuals only begin to see or recognize entrepreneurial opportunities after they have already developed the intention to pursue entrepreneur.

A second factor is the need for supporting elements that enhance the process of opportunity recognition itself. Wiramihardja et al. (2022) argue that opportunity recognition alone is insufficient to influence entrepreneurial intention, as it requires antecedent factors such as positive psychological conditions that can play a crucial role in developing entrepreneurial intention. The need for such psychological factors often arises from internal barriers faced by Generation Z when starting a business, one of which is the fear of entrepreneurial failure. Song and Lu (2024) explain that the decision to engage in entrepreneurship cannot be based solely on cognitive processing, as outlined in the Theory of Planned Behaviour and the concept of opportunity recognition; rather, it is also strongly shaped by affective responses triggered by external circumstances. Consequently, the presence of fear of entrepreneurial failure can lead to different behavioral choices, such as avoidance behavior, which acts as a barrier to forming entrepreneurial intention among Generation Z, even when they are able to recognize potential opportunities.

Effect of Entrepreneurial Self-Efficacy on Entrepreneurial Intention (H5)

These findings are consistent with Doan Thi Thanh and Le Hoai (2023), who argued that self-efficacy affects how individuals think, feel, and act, and that entrepreneurs are expected to believe in their ability to achieve established business goals. Consequently, self-efficacy plays a central role in shaping an individual's intention to pursue entrepreneurship.

For Generation Z, self-efficacy can serve as a strong foundation for starting a business. It plays a vital role in enabling them to face risks, challenges, and uncertainties, which are inherent aspects of entrepreneurial activity. When Generation Z feels confident in their ability to learn, adapt, and manage a business, they are better prepared to confront potential risks that may arise. As Deliana (2023) emphasizes, an individual's self-efficacy is crucial in determining success or failure, as well as in fostering the ability to recover from setbacks. This capacity directly influences career choices and the desire to achieve success, including the intention to start a business.

Mediating Role of Entrepreneurial Opportunity Recognition (H6)

Social media use is widespread among Generation Z and serves as one of their primary channels for accessing a wide range of information. However, social media is also known for its high

density of diverse content, often without clear boundaries, which means that the accuracy of the information presented cannot always be guaranteed. Malin Brännback and Alan Carsrud (2020) note that on social media, both individuals and businesses compete to establish an online presence, resulting in an environment saturated with information of varying quality. As social media users seek reliable information, issues of credibility and trust emerge. Moreover, the collaborative nature of content creation on social media is often perceived as less trustworthy due to the lack of professional oversight (Mallios & Moustakis, 2023). This underscores the importance of individuals developing the ability to identify trustworthy information and verify both its source and accuracy.

Mediating Role of Entrepreneurial Self-Efficacy (H7)

In contrast, entrepreneurial self-efficacy successfully mediated the relationship between social media use and entrepreneurial intention. Social media appears to strengthen self-efficacy by providing access to educational content, success stories, and motivational narratives. Respondents reported that these experiences enhance their confidence in pursuing business ventures, validating the indirect pathway from social media use to entrepreneurial intention through self-efficacy. The influence of social media on entrepreneurial intention among Generation Z does not occur directly but operates through mediating factors, one of which is self-efficacy. This finding is consistent with Huang and Zhang (2020), who explain that social media usage affects entrepreneurial intention indirectly rather than directly. This underscores that entrepreneurial intention cannot be driven solely using social media; it is equally important to consider the role of self-efficacy within the individual.

In the Theory of Planned Behaviour, entrepreneurial intention is shaped by attitudes toward the behavior, subjective norms, and perceived behavioral control. Perceived behavioral control is strongly influenced by the level of self-efficacy possessed by Generation Z, when they have confidence in their ability to face challenges and engage in entrepreneurial activities, their entrepreneurial intention becomes stronger. Social media plays an essential role in this circumstance by shaping the perception that entrepreneurship is within reach, thereby enhancing confidence and ultimately strengthening entrepreneurial intention. Moreover, social media offers unprecedented access to information, enabling individuals to select, organize, and integrate it interactively with prior knowledge, leading to effective learning and greater confidence in achieving success (Huang & Zhang, 2020). These findings highlight why self-efficacy successfully mediates the relationship between social media use and entrepreneurial intention among Generation Z.

CONCLUSION

This research concludes that social media usage primarily fosters entrepreneurial intention in Generation Z by first enhancing their self-efficacy rather than through direct influence or opportunity recognition alone. While digital platforms provide vast amounts of information, this data suggests that exposure to content only translates into a desire to start a business when it successfully builds the individual's confidence in their own entrepreneurial capabilities.

Research Limitations

Theoretically, this research advances the literature by demonstrating that social media usage does not automatically lead to entrepreneurial intent but requires the psychological bridge of self-efficacy to be effective. Practically, these results provide a roadmap for educational institutions and policymakers to move beyond teaching basic digital literacy; instead, they should focus on

pedagogical strategies that utilize social media to build students' confidence and mastery in their entrepreneurial skills.

Suggestions and Directions for Future Research

The study is limited by its small sample size of 95 respondents and its narrow geographic focus on the Greater Jakarta area (Jabodetabek), which may not represent the diverse characteristics of Generation Z across all of Indonesia. Additionally, the cross-sectional nature of the data provides only a snapshot in time, potentially overlooking how the relationship between social media and entrepreneurial intention evolves as digital trends change. Future studies should consider longitudinal approaches or broader sampling to validate these findings across different cultural and economic contexts within emerging economies.

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